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Modeling the Organizational Functions of Book Typography

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Abstracts

In this paper we explain why typography is important and how the organisational functions of typography play an important role in a textbook. We use a qualitative method in order to clearly direct the study to its aims and purpose. The finding of the study shows that typography in textbooks carries three main functions as suggested by the model, namely to show connection, sequence and significance. Three principles of effective typography in a textbook can be found based on the model: (1) the arrangement of text according to association, (2) a clear ordering of sequence, and (3) the notion of relations of importance between elements.

KEYWORDS

Typography, Textbook, Visual Composition, Visual structure, Typographic functions

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Introduction

In investigating the organizational functions of typography, this paper seeks to answer one major problem: How is typography organized in a textbook? Typography, as Davies (1982) points out, was traditionally associated with printing, but today it is related to any means of transmitting the visual word. The important function of typography may be described as transmitting complex messages in a very concise and precise way. It has evolved in many forms, allowing for communication of great subtlety and sophistication. We, as readers, can unconsciously infer a great deal about a text just from the way in which it is set. The importance of typographic function becomes apparent when we try to read text with a very little typographic organization such as from the sample of textbook of this chapter opening:

Historical Foundations of Management **LEARNING OBJECTIVES** *After studying this chapter you should be able to* 1 Understand how historical forces influenced the practice of management. 2 Identify and explain major developments in the history of management thought. 3 Describe the major components of the classical and humanistic management perspectives. 4 Discuss the management science perspective and its current use in organizations. 5 Explain the major concepts of systems theory the contingency view and total quality management. 6 Describe the learning organization and the changes in structure empowerment and information sharing managers make to support it. 7 Discuss the technology driven workplace and the role of enterprise resource planning and knowledge management systems.

to this example, repeated from above, in a clear typographic form:

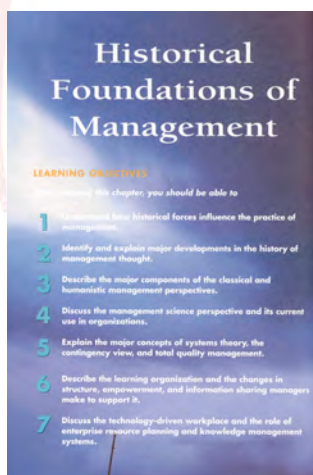


Figure 1. A single page chapter opening from a textbook by Daft in its original form (Daft: 2).

Book typography is usually very subtle and involves large quantities of text thus making legibility a high priority. Book typography also provides navigational typography; it tells the user where he or she is in relation to the rest of the content or how to get somewhere. It can also provide clues to accentuate certain information. We use the term function in this paper to refer to any purpose or intention on the part of book design team that would normally involve the designer, the editor and the author. The use of the term has something in common with Waller (1977) who distinguished three broad functions of text presentation, characterised as enabling, aesthetic and access. Having said this, it should be stressed that this paper is concerned only with the organizational function of typography. The function is the purpose and the means is the device or way by which the function is realised. To give an example, two textual components on a page could be associated with one another by similarity of style or size. In this case, association would be the function whilst style (for example italic, bold, same type of family font) or size would be the means.

Approaches to typographic organization

Unquestionably, an integral part of the educational process is to structure learning situations in ways that provide the greatest understanding and maximum retention of information found in textbooks (Garofalo, 1988). Harrison and Morris (1967) relate these questions to what they called the syntactic problem, especially in a complex text, where the reader's potential uncertainty about the organization can hinder their processing strategies. They strongly suggest that in a complex layout such as a textbook, typography can be used to guide, emphasise and organise the structure of the information. Hartley (1978) argues that the clarity of instructional text can be improved by manipulating its typographical layout. For example, by manipulating the spatial arrangement of the text on a page, clarity, retrieval and comprehension can be enhanced. The term **typographic organization** was used by Waller (1980) to refer to the way in which the structure of a message may be communicated through the visual characteristics of the typography. It concerns the visual attributes of written language that involve the selection and application of typefaces, the choice of page format, as well as the composition of letters into text with the aim of transmitting a message as clearly as possible. Typographic functionality in a text is what the chosen typography does for the text and how it affects the reader, irrespective of the verbal meaning of the text.

Up to this point, it is taken that the power of the written word and typographic approaches to design gives some kind of 'voice' through which meaning can be articulated. In order to gain insight into typographic approaches for the present study, we list out below **four approaches** that clearly use the term 'typographic organization' to discuss how the structure of a message may be communicated through the visual characteristics of typography. These approaches by Waller, Duchastel, Rivlin and Stewart will be discussed below in relation to the needs of the study. It should be noted that although some of these approaches contain a prescriptive element it is the descriptive side which is most important. To a greater or lesser degree they attempt not only to classify visual possibilities but also to account for or explain graphic organization. In short, they concern the theory of graphic organization.

Waller

In two articles concerning typographic organization, Waller (1980, 1982) discusses the functions of typography and punctuation. He suggests that the effects achieved by punctuation marks in text such as the full point or comma can also be achieved by other means. He therefore proposes four common functions of typography at the macro text level that share the same function as punctuation marks. Waller uses the term 'macro' level of text organization as distinct from the 'micro' level that occurs within a linear sequence. This macro level looks at the contribution of typography in locating specific information in text, for example, the use of typographic means for highlighting small units of text. He proposes that typographic signals need to be seen as an organizational system operating at the macro level of text in much the same way as punctuation operates at the micro level of text. His opinion is supported by Garofalo (1988) when she suggests that the vehicle by which the reader is made aware of the structure at the macro level of text is through the use of typographic cues. Garofalo also proposes that written information could be structured to enable the reader to discriminate between various levels of information and make generalizations about the information contained in each level. Waller makes a comparison of four common functions of punctuation with their corresponding typographic signals and these four common functions are described as follows:

- i. *delineation* is the establishment of units that indicate the beginning and end of text segments, for example paragraphs, chapters, etc.

- ii. *interpolation* is the insertion of a short segment into a larger one without disrupting the continuity
- iii. *serialization* is the establishment of segments in a clear structure or series, for example the use of numerals, bullets, or typographically distinguished devices
- iv. *stylization* is the establishment of different modes of discourse in voice or genre from the main body of text.

In discussing typographic organization, he identifies some functions such as *summarization* (title, summary), *emphasis* (underlining, italics, etc.) *transition* (headings, space, etc.) *introduction* (foreword, preface, introduction), *locators* (topical headings, typographic signaling) and *definitive* (glossary, index). The items in parentheses refer to the devices by which the functions could be realized. It appears that two distinctive means are used to realize the functions: typographic means and linguistic means. Some functions (transition, for example), however, may utilize both means. Having proposed the concept of typography as macro-punctuation, Waller (1982) introduces the notion of 'text as diagram'. Through this, layout can serve as part of the author's repertoire of syntactic cues for giving a discourse direction and coherence. It can also be an aid to selective reading, and making accessible the structure of the content of a text. He also argues that the structure of texts can be made accessible by the provision of special typographically structured devices and by the graphic treatment of the text itself.

Duchastel

Duchastel (1982) argues that a textbook should not be seen as only a package of messages but must be designed in a way that can support learning and involve readers in active text processing. He further considers the problems that most students face when they are dealing with textbooks, such as what to look at first, how to skim the text, what can be skipped, or how do they get from the beginning to the end of the text. Sometimes, it is difficult for them to focus the important points and structure the points 'in a coherent and memorable whole', while at the same time processing new inputs that may be of only secondary importance. (1982: 178). This is mainly because for most students the major problem that they face when they are dealing with textbooks is **to select important information from the text**. He argues that many students are deficient in their use of text processing strategies and this will cause great difficulty in coping with textual learning. A logically organized text is extremely important in reading a textbook to enable students achieve comprehension. In an attempt to overcome this problem, Duchastel suggests that 'the text itself should encourage the use of appropriate strategies – largely through the design features of the text itself' (1982: 173). He believes that text features can positively influence text processing and thus proposes **textual display techniques**. These techniques can be grouped into three general types: labeling, highlighting, and illustrating techniques and they serve two distinct purposes: 1) to assist the student in the task of focusing on the important points, and 2) to enable the student to selectively process the text when this is necessary (1982: 181). He argues that the trend in current textbook publishing no longer sees the text just as the packaging of a message; it is now being used creatively to support learning. He (1982: 170) concludes that 'texts are becoming responsive to learner requirements not only in what they communicate but also in how they do so'.

Rivlin

In describing the relationship between typographic organization and visual perception, Rivlin (1987) draws studies upon Waller (1980, 1982), Bertin (1983), Richards (1984) and Goldsmith (1984). He concludes that three functions constitute the main structural relations between the

components of a written message: 1) association (relations of unity and distinction); 2) succession (relations of order) and 3) attention (relations of importance). He claims that association is the most fundamental of the organizational functions, entailing the relationships of unity and combination. Succession, on the other hand, will incorporate association but association does not necessarily imply succession. For example, 'George, Ringo, Paul and John' constitute the Beatles with no particular concern for order. Attention, however, necessarily entails a degree of dissociation. When one item is more important than the others it is to that extent dissimilar from them. In other cases, attention may also imply succession – when items are ranked like in the credits for a film, they assume an order (succession) of importance (attention). So within Rivlin's framework there is some overlap between the organizational functions, even though they have been introduced as though they were entirely separate categories. In his study, Rivlin also assesses the extent to which bottom-up and top-down theories of visual perception could account for the organization of type. He concludes that when typographic material is perceived, early visual processing provides information about the graphic organization of that material. This will alert the reader to the organizational functions of the components, giving them advance notice of the structure of the content before individual letters and words are recognized, and before the linguistic meaning of the text are apparent. So, the overall function of typographic organization by visual means is to structure the text prior to recognition. He draws two fundamental conclusions (1987: 165):

1. 'a bottom-up theory of visual perception can partially account for the perceived organization and design of all typographic material. This is manifested in the universal application of the visual means of typographic grouping, sequencing and emphasizing.
2. under certain conditions, however, recognition can modify the perceived organization of type, so a general explanation must invoke a top-down theory. For this reason an account of typographic organization should make reference to the role of visual recognition, punctuation, and linguistic structure and meaning. Nevertheless, the underlying perceptual theory should be understood to include a degree of bottom-up processing which may in some cases be sufficient.'

Stewart

Stewart (1986) suggests that the organization of text could be made explicit through both verbal and typographical cueing systems and that reader strategies are related to these systems. He concludes with the following principle:

If the critical information to be communicated is appropriately emphasized as part of an overall text structure, comprehension will be facilitated (1986:325).

Although not noted by Stewart as the specific functions of typographic organization, he nevertheless has listed three means by which typographical organization could be realized: through the use of space, the use of headings and the use of typographical cueing. He argues that typographical cueing devices have greater potential for the design of print than do the spatial cueing devices. Typographical cueing can contribute to the identification of important ideas in text, and potentially, to the organization of those ideas, and help to bring about the cognitive structure associated with text comprehension. Headings, on the other hand, play a particularly important part in helping readers to perceive the organization of the text. From the discussion on spatial and typographical cueing, he derives the following principle:

If headings in text are chosen and arranged spatially and typographically to reflect the structural relationships in the text, comprehension of both the structure and the content of the text is likely to be enhanced. (1986: 296)

He suggests that the organization of text can be made explicit through typographical cueing systems. These cueing systems can be used to clarify the larger structural relationships in a text. The designer therefore has to ensure that the adopted style and the overall appearance of the material arising from the legibility and layout considerations are conducive to the cultivation of motivation and thus, comprehension. He further concludes that his contribution to the theory of instructional text design would involve a consideration of the physical parameters of the text to ensure that in the denoting of structure the typographical cueing is consistent with the other aspects of typography.' (1986:338). The study by Stewart has made explicit a number of principles which are fundamental to the design of instructional text.

A Proposed Model of Typographic Functions

Among researchers (Rivlin, 1987; Waller, 1980, 1982; Duchastel, 1982; Stewart, 1986), even though each of them develops a different set of terms when discussing organization, there is a high degree of similarity when considering the notion of components being associated together and forming units. In this regard, we argue that this similarity reflects the existence of three fundamental organizational functions which Rivlin (1987) has termed *association*, *succession* and *attention*; Waller (1980) as *delineation*, *serialisation* and *emphasis*; Duchastel (1982) as *labelling* and *highlighting*; and Stewart (1986) as *emphasis*. The interrelationships amongst concepts that have been proposed by past researchers are presented in Table 1; Waller is summarised by Rivlin (1987) and in this paper, along with Rivlin's, two other researchers were added (Stewart and Duchastel). These functions are headed as **Connection**, **Sequence** and **Significance**.

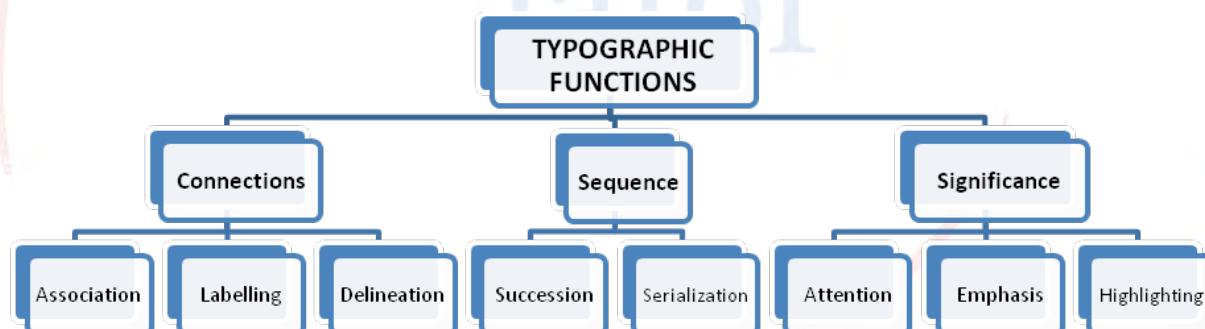


Table 1. A Model of Typographic Functions

Utilizing Typographic Functions Model

The model just proposed carries several principles for more effective analysis of the organization of typography, a few of which we outline below.

1. *The clear arrangement of text to show connection*

Rivlin (1987) argues that *association* is the most fundamental of the organizational functions of typography as it entails the relationships of unity and combination. He further states that this relationship is clearly seen linguistically where there exist a number of distinct units such as words, sentences, paragraphs, chapters, headings, sub-headings and lists, each of which comprises a collection of smaller associated units. An inherent aspect of typography is the choice and arrangement of letterforms so that the appropriate linguistic units may be apprehended. Duchastel's definition of *labelling* is the identification and the summarisation of the different elements that comprise the text. This

way of marking includes the use of headings, terminology markers or content markers. Headings are considered as part of the access structure where they permit the student to perceive the organization of the text. Terminology markers serve both as signals to the student that the information is important and as location markers for later retrieval of the information. Content markers serve a purpose not as headings, but to indicate the type of content treated. They are labels such as the following: Main points, Definition, Examples, etc. and are free of specific content. Waller's *delineation* function can be interpreted as the establishment of units of text to indicate the beginning and end of text segments, for example through paragraphs, chapters, or parts. Delineation, he argues, has obvious equivalents in spoken language where it is similar to the beginning and end of a segment of discourse. An example is beginning of a section in a book with a bold heading and ending with a rule or space. An indication of the fundamental role of delineation is possibly to refer to the first task of the book designer when he needs to classify the components of the author's text according to whether they are related or unrelated (Turnbull and Baird, 1975).

In the visual means of association, a seminal use of grouping by **proximity** seems to provide a clear demonstration. Gestalt principles of grouping state that things which share visual characteristics such as proximity, shape, size, colour, texture, value or orientation will be seen as belonging together. The law of proximity posits that when we perceive a collection of objects, we will see objects close to each other as forming a group. Proximity or closeness will create a bond between elements on a page. How close together or far apart elements are placed suggests a relationship (or lack of) between otherwise disparate parts. In a textbook, for example, the association of a photograph and caption is one of the obvious examples of a seminal use of proximity. In placing several pictures on a page, the placement of caption in close proximity to the picture is important to associate the photo and the caption. The principle of similarity also captures the idea that elements will be grouped perceptually if they share similar visual characteristics such as shape, size, colour, texture, value or orientation. Foster (1979) suggests that the use of visual cues in text such as highlighting or distinguishing certain sections of texts by means of colour, underlining and case has advantageous effects on recall.

2. *A clear ordering of sequence*

Sequence concerns the ordering of elements where this must be made clear otherwise meaning is destroyed (Rivlin, 1987). It refers to the notion of sequential order, for example columns within a page or items with a set of instructions or algorithm. Rivlin also suggests that if a number of elements is to be sequenced then there are two aspects which must be specified.

1. *order*: that is 1,2,3,4,5 as opposed to 3,5,1,4,2 or 1,3,5,2,4.
2. *direction*: This might be the case if bullets are used instead of numerals to sequence the items.

Waller (1982) suggests that serialisation can organise text components into clear sequences and structures. An example of this is possibly technical instructions that must be attended to in a particular order. Bertin (1983) makes reference to colours when he suggests that elements which are graduated by colour with respect to lightness are implicitly ordered. Though his work ostensibly concerns diagrams, networks and maps, he demonstrates how the perceptual characteristics of visual variables such as colour, size or shape, can be used to convey the structure of information.

3. *The notion of relations of significance between elements*

It is argued that within textual material there are likely to be certain components which warrant particular consideration. Within the visual components of a page design, significance or emphasis is applied to an individual part such as a word or phrase by changing its appearance, making it stand out. The common tools to create typographic emphasis on a page are to use italic or bold type, to change the size, to use colours or to change typestyle. It could be said the judicious use of typographic emphasis can help readers to locate and remember things, but emphasis is probably most effective when it is used sparingly (Hartley, 1978). Simpson and Casey (1988) claim that for emphasis to be effective, the reader must be aware of the intent of the emphasis, and know enough about the task to judge the importance of the emphasised words. The notion of emphasis as a function is expressed by Tschichold by suggesting that 'the purpose of emphasis in a line is to give additional prominence to one or more words (1967: 43). Duchastel's interpretation of emphasis refers to the technique aimed directly at helping the reader to overcome the problem of focus. He claims that explicit highlighting 'makes use not of the prose itself but of various typographic devices that signal the status of the information through physical means' (1982: 184-185). Various typographic choices therefore are open to the designer such as the use of bold, italic, colour, icon, upper case, lower case and so on.

Conclusion

One of the guiding principles of this paper was that, in spite of the significant and critical role claimed for typography by past researchers, we have not yet developed a solid understanding of how typography contributes to the meaning-making processes in the dynamics of the interaction between textbooks and readers, particularly undergraduate textbooks. This study, we believe, adds to the development of knowledge in this regard. Through a descriptive and analytical study of the typographic functions in undergraduate textbooks, we have discussed important issues regarding the logical relationship between the text flow and the features in it, and how typography is organised to present those features.

The examination of studies by Waller (1980, 1982), Duchastel (1982), Rivlin (1987) and Stewart (1986) revealed a similar identification of certain forms of typographic organization. In agreement with the proposed model, we identified three categories of organizational functions of typography: 1. relations of connection, 2. relations of order/sequence and 3. relations of significance. This paper thus offers a framework and a baseline from which other studies can be developed, and demonstrates that many important typographic issues may be invisible by virtue of the familiarity surrounding learning from textbooks. Again, knowing what works and how they (textbooks features) work in undergraduate textbooks should help designers/ textbook publishers to continue making books in the direction found in the study.

It has not, however, been the intention of this paper to create 'stress' to the point where employing typography in textbooks becomes a daunting task through an awareness of the existence of these typographic functions. Rather, this paper hopes to create an awareness, of a critical kind, of research that contributes to an understanding of how typography works in the textbooks. Such awareness could lead to textbooks that easy to access and navigate. As Colberg (2006: 230) argues, 'they (books) function as holders, preservers, and disseminators of knowledge and information. Books, if they are substantial in content, visually arresting,

persuasive or aesthetically beautiful in form, have a chance of living a long life and contributing to the knowledge and enjoyment of people’.

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Media Affecting Upon or Affected By Foreign Policy: The Case of Pakistan

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Abstracts

In the modern democratic societies, mass media has emerged as an important contributing factor of foreign policy. Walter Lippmann defines media as ‘an organ of democracy’ because in democratic societies media has the potential to translate the dictum of ‘government of the people, by the people and for the people.’ This study aims to explore media and foreign policy relationships in two parts. The first part defines the issue in broader perspective while the second part describes the issue in Pakistan’s perspective. Media and foreign policy dimensions suggested by Hamid Mowlana (1997) are considered in the backdrop of media theories of agenda-setting, gatekeeping, framing, CNN effect, and propaganda model of Herman and Chomsky.

The study suggests that three types of relationships may exist between media and foreign policy; manipulative/monolithic/advocative; adversarial; and indifferent. Pakistani media had remained indifferent towards foreign policy for most of the time as it was under strict government control during military regimes. Main goals of Pakistan’s foreign policy are discussed through the lenses of Quaid-e-Azam Mohammad Ali Jinnah. An overview of the different phases of foreign policy, suggested by Hasan Askari, facilitates the researcher to establish its relation with the media.

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Introduction

Foreign policy is the face that a country shows to the outer world. Foreign policy is defined by different scholars. According to Joseph Frankel, “foreign policy consists of decisions and actions which involve to some appreciable extent relations between one state and others.” Huge Gibson defines foreign policy as, “foreign policy is a well-rounded comprehensive plan based on knowledge and experience for conducting business of government with rest of the world.” The main argument of foreign policy suggests how a state conducts external relations with the other states. Foreign policy is the set of government approaches related to international relations, national security and defense.

The concept of foreign policy is not new rather it is as old as the countries are. It is designed to achieve national interests and objectives while dealing with other nations. National interests are outlined and prioritized through foreign policy, and executed through tools under some strategies. Strategies help to make the most out of prevailing circumstances and purge problems that may serve as hindrances. Foreign policy is based on the goals to protect and advance national interests that policy makers seek to obtain abroad. It dictates political, social, economic and military behavior of a country with other countries.

Mass media could be defined as “devices for moving messages across distances or time to accomplish mass communication” (Defleur et al. 1981:239). Mass communication is the transmission of information, ideas, opinions and policies to heterogeneous, anonymous and large audiences through technical devices. In the contemporary world mass media and foreign policy are complementary because media serves as a device to show a country’s face to the outer world. Therefore, in the modern democratic societies, mass media has emerged as an important contributing factor of foreign policy. Walter Lippmann (1922, p. 229) defines media as ‘an organ of democracy’ because in democratic societies media has the potential to translates the dictum of ‘government of the people, by the people and for the people.’

Media is an important source of information to effect upon and to be effected by foreign policy. Theories and concepts of media that can be applied on foreign policy matters are; agenda-setting, framing, gatekeeping, Chomsky’s propaganda filter, CNN effect, embedded journalism, spiral of silence etc. Agenda-setting function of the media explains how media agenda and policy agenda are related with each other. According to Daniel Hallin (1986) media content conforms with and reflects official agenda setting. The concept of ‘manufacturing consent’ suggested by Noam Chomsky substantiates this point.

Media turns to be an important tool in the pursuit of national interests outlined in the foreign policy. Merrill (1991, p. 66) states, “media are instrumental in creating, perpetuating, and modifying images of foreign nations and international leaders.” With the advancement of technology media have become more powerful as the information is now more pervasive, all-encompassing, and omnipresent. Media as a tool of political communication formulate national images that correlate different segments of society, provide a platform to voice public opinion, and serve as watchdog for surveillance of the country. With the technological advancement, media has surfaced as a powerful institution that affects politics from different dimensions.

Media and foreign policy relationship is subtle and complex. Hamid Mowlana (1997) suggests that the study of the media and foreign policy should consider the multifaceted nature of the phenomenon by focusing on the following dimensions;

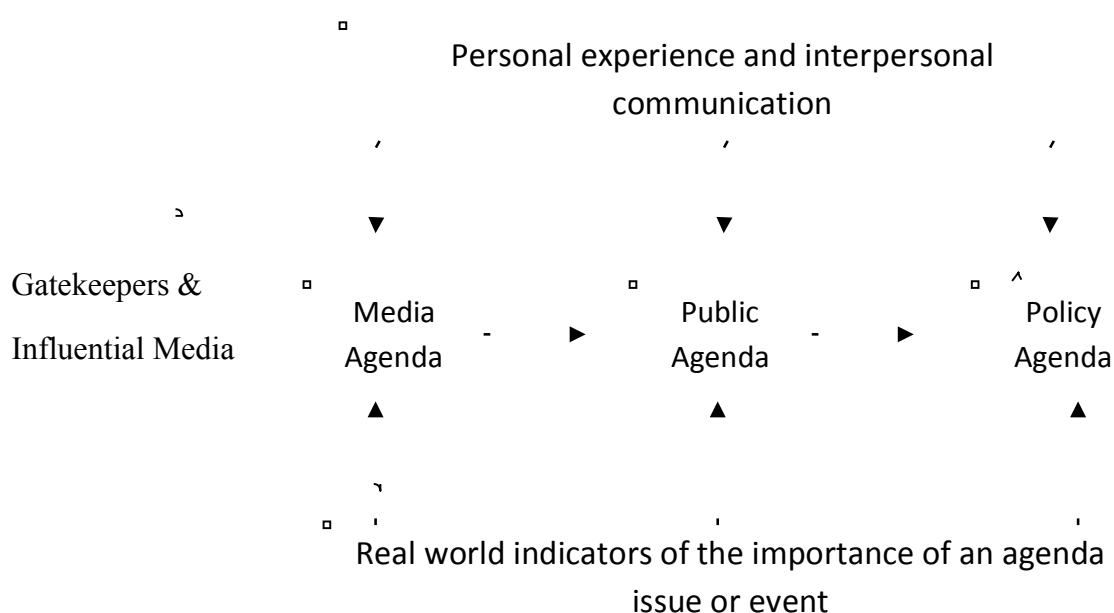
- Public opinion and interest groups

- The culture of foreign policy
- Modern communication technology
- Security, peace and war
- Economic and trade as foreign policy
- Culture & information as foreign policy

Research shows that public opinion effects policy making (Burstein, 2003; Heith, 2003; Reiter & Tillman, 2002). Mass media has the power to affect both public opinion and policy making. According to Cohen media have three primary roles in the foreign policy process; communication, interpretation and advocacy. Media through its communication feature sets the agenda for debates and discussions at national as well as international level.

Selection of news items and framing by global media has profound influence upon foreign policies. For example, the way US-Iraq conflict was covered by the corporate media; discourses of ‘weapons of mass destruction’ (WMD) in Iraq and ‘dictatorship’ of Saddam were emphasized. Since democracy is projected as a ‘sacred’ and ‘ideal’ thing to be achieved, corporate media tried to justify US invasion and presence in that region.

According to Bernard Cohen (1963), it is the media that draws political maps of the world in the modern times. He commented on the role of media, "the media may not be successful much of the time in telling people what to think, but they are 'stunningly successful in telling people what to think about.'" This famous quotation of Cohen explains the agenda-setting role of media. Media has the power to highlight important issues, events and debates as well as it can undermine by ignoring them. According to Cohen media helps to ‘create or shape the outlines of foreign policy issues in the minds of the general public, of organized groups, and of government official more or less remote or removed from these particular issues’ (1965, pp 199-200). Therefore, governments try to control or spin media focus regarding policy matters. Agenda setting theory explains how policy agenda, media agenda and public agenda are related with each other.



Source: McQuail & Windahl (1993)

Framing, the second order of agenda-setting, deals with the news treatment, structure, arrangement, selection of words, and phrasing. Media analyses of issues and events that are related with foreign policy effect upon the ultimate objectives of foreign policy. Media by its virtue of highlighting or marginalizing certain discourses may facilitate or impede the execution of foreign policy. For example, the coverage of drone attacks in Pakistan are ignored or marginalized and discourses of war against terrorism are highlighted in the global media. After 9/11 not a single terrorist attack has occurred on the soil of US but since then Pakistan had faced hundreds and thousands of deaths in the name of 'war against terrorism.'

Evaluating the research on framing, D'Angelo suggests three different framing paradigms; cognitivist, constructionist, and critical. Cognitivist paradigm explains how media texts embody audiences' cognitive structures, thinking patterns and mental schema. Media texts dominate the cognitive threshold of audience and formulate the consciousness. Morrissey and War cited in Ate (2007:13) explain the role of U.S. media in promoting capitalism throughout the world to govern cognitivist and constructionist paradigms. They write, "The USA has rich, well developed media industries- firms, advertising, TV, music, etc... The USA is therefore invited to export films etc to other parts of the world. It is very much a one-way system, introducing the values and commodities of (American) capitalism."

Constructionist paradigm views journalists as providing interpretative packages of the world events and issues. For example portrayal of Arabs in Hollywood films as uncivilized, illiterate and conservative serve as media text that dominates the mental images of the West. Discourses of 'orientalism' are another example of this paradigm. Critical paradigm sees media outcomes as the embedded values of the elite and the powerful. First two paradigms facilitate a state to use media for supporting the foreign policy.

Government policies are communicated and projected through media. For example, Bush doctrine of 'preemptive attacks for security concerns' has been emphasized through media as war against terrorism. The official statement for attacking Iraq was explained by Collin Powell as "national security strategy declared that Washington has a sovereign right to use force to defend ourselves from nations that possess weapons of mass destruction and cooperate with terrorists" (Chomsky, 2004).

Media has the potential to expedite the processes of international relations and can constrain future policies. Media images of famine in Ethiopia (1984) mobilized public opinion that ultimately influenced upon foreign policy priorities. As Mandelbaum, (1995, p.16) notes, "The televised pictures of starving people in Northern Iraq, Somalia, and Bosnia created a political clamor to feed them, which propelled the US military into those three distant parts of the world." Media can change foreign policy priorities through its framing and agenda setting roles. When media agenda is translated into public agenda, public can influence upon government policies through vote, lobbying, interest groups etc. Therefore, public can influence upon shaping foreign policy through different options.

Weiss (1974) suggests that media and foreign policy are intertwined and affect each other by circulating information among masses and formulating public opinion. Global media has made information instantaneous and television has cashed on the maxim of 'seeing is believing.' Live telecast and on the spot coverage of Gulf war made the television 'a window on reality' and brought 'fog of war' to the living room. Theory of CNN effect explicitly describes this aspect of the media. In an article 'Policy vs. TV,' published in Washington

Post, Jessica Mathews (1994) wrote, “In the absence of a post Cold War doctrine...televised events that stir emotions have an unprecedented ability to manipulate policy.”

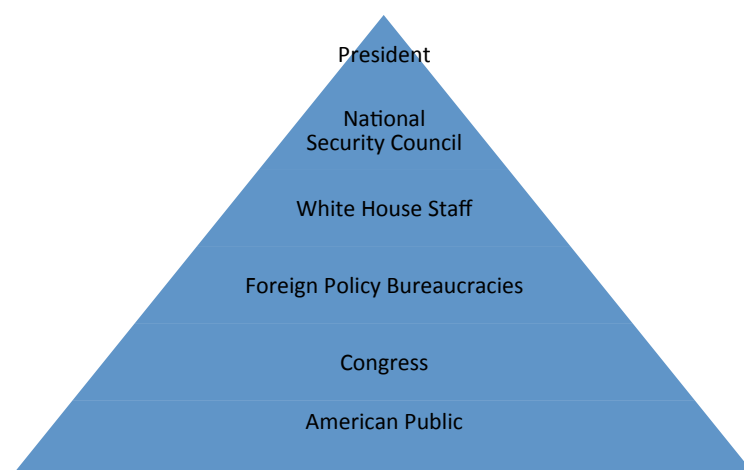
In this age of technological advancement, social media has emerged as a significant tool to effect upon foreign policy. Uprisings in Tunisia, Egypt, Yemen, Syria, and Bahrain in 2011 elaborate the power of social media and its effect upon international relations. Due to social media, audiences are no more atomized and dupes. They react to policies and their reaction is properly channelized through social media. Therefore, media foreign policy relationships are now more considerable and significant.

As far as American foreign policy is concerned, Rosati & Scott (2007) describe six key foreign policy appointments that the US president makes:

1. Special assistant to the president for national security affairs (better known as the national security adviser or NSC adviser)
2. Secretary of state
3. Secretary of defense
4. Director of central intelligence, and, since 2005, the director of national intelligence
5. Special assistant to the president for economic affairs (called the national economic adviser or NEC adviser)
6. Secretary of the treasury

According to Rosati & Scott, “these officials are responsible for the foreign policy organizations within the executive branch: the National Security Council, the Department of State, the Department of Defense, the Central Intelligence Agency and the overall intelligence community, the National Economic Council, and the Department of the Treasury.”

The formulation of American foreign policy may be perceived in a pyramid style; On the top is the president then comes national security council, facilitated by White House staff, who are propelled by foreign policy bureaucracies and Congress, and at the bottom appears American public.



Livingston (1997) comments on American foreign policy during Clinton’s regime as post cold war US ‘humanitarian’ interventions. He describes the various steps on the part of the government for making a decision of intervention. The first step refers to the President Decision Directives 25 (PDD25) that is based on the clear statement of American interest at

stake in the operation. Then it needs approval of Congress, availability of funding for the operation, and roll back plan. It also needs an agreed upon command and control system. Literature review of the previous studies shows three types of relations that may exist between media and foreign policy:

1. Manipulative/Monolithic/Advocative relation
2. Adversarial relation
3. Indifferent relation

Manipulative/Monolithic/Advocative Relation

Studies about media control and ownership patterns suggest great deal of government influence upon news media. The large media organizations of the US are vertically integrated, controlling everything from initial production to final distribution. The organizations include General Electric, Walt Disney, News Corporations, Time Warner, Viacom, and CBS. These media giants lobby for government policies and in turn successfully keep them away from increasing tariffs and taxes.

Media has the power to ‘manufacture’ reality for desirable change. Media’s role of framing issues in a particular manner and the construction of social reality falls under this category. Literature in this tradition includes models offered by Gilton 1980, Chomsky 1980, Gramsci 1971, Gans 1979, Altschall 1984, Cohen & Young 1979, which shows the dominant perspective and focus on the advocative, manipulative and monolithic role of media. For example, American interventions on ‘humanitarian grounds’ in different countries such as in northern Iraq (1991) and in Somalia (1992) show media foreign policy linkages. Critical studies of real time coverage of CNN with immediacy and strong persuasiveness establishes this point.

Media and foreign policy advocative relation is quite obvious in the case of American attack on Afghanistan after 9/11. President Bush commented on his decision of military action against Afghanistan in 2001, “I knew full well that if we could rally the American people behind a long and difficult chore, that our job would be easier.” Media sometimes work as a multiplying force which not only set public agenda but also inter-media agenda.

The Anglo-American information order developed by CNN and BBC circulates and perpetuates information that favors American foreign policy and safeguards her interests. Herman and Chomsky give examples of Polish and Turkish governments to explain how US media toes the foreign policy of US government. In 1980s, Polish government was considered an enemy of the US while the then Turkish government was perceived as a friend of US. Turkish and Polish both governments were behaving brutally towards political prisoners, however, it was only the Polish government that was getting negative treatment in the US news media. Hesmondhalgh (2006, p.55) notes, “The US government supported the Turkish martial law government from its inception in 1980, and the U.S. business community has been warm towards regimes that profess fervent anticommunism, encourage foreign investment, repress unions, and loyally support U.S. foreign policy.”

Monolithic relation shows society as a homogeneous and dependent upon media messages for seeking information as explained in ‘Media Dependency Theory’ by Sandra Ball Rokeach and Melvin L. Defleur (1976). Dependency theory proposes an integral relationship among audiences, media and the larger social system. Monolithic perspective suggests that media facilitate government to maintain the status quo by disseminating and perpetuating official policies. Monolithic and manipulative relation is characterized by the projection of peculiar

realities, unyielding views and consistent ideology on a massive scale. The concept of embedded journalism also elaborates advocative or manipulative role of the media in foreign policy matters.

Adversarial relation

Media formulates public opinion on different issues that may be contradicting and challenging to government policies thereby effecting upon policy making. Instead of serving as a mouthpiece, media acts independently and criticizes government policies. But it is not more than a myth. Media can never play an independent, free and neutral role. The studies of Cohen (1963), Larson(1984), Mughees (1993) etc. confirm that western press is in accordance with their international interest. However, media sometimes play a critical role towards foreign policy matters as noted by Herman and Chomsky that the media ‘periodically attack and expose corporate and governmental malfeasance’ and portray those who vehemently oppose power interest as ‘heroic outsiders’.

The critiques on the foreign policy of developed and hegemonic countries are of limited nature and face tough time to be heard or published in the influential media. For example, U.S. overlooked Turkish government for attacking trade unions and torturing political prisoners for its anticommunist disposition as compared to Polish government. U.S. business community has always been cordial to countries that were anticommunist. Hesmondhalgh notes, “Media that chose to feature Turkish violence against their own citizenry would have had to go to extra expense to find and check out information sources; they would elicit flak from government, business and organized right-wing flak machines, and they might be looked upon with disfavor by the corporate community (including advertisers) for indulging in such a quixotic interest and crusade. They would tend to stand alone in focusing on victims that from the standpoint of dominant American interests were unworthy” (2006, pp. 55-56).

These voices are usually taken as deviances or labeled as conspiracy theories. With the emergence of corporate media and increasing conglomeration trends, power structures are strongly related with media ownership patterns. Therefore, western powerful media seldom plays an adversarial role. However, media of developing countries are influenced through different tactics and bribed sometimes, to play a hostile role for the country’s national interests.

Indifferent Relation:

Media may appear as indifferent to foreign policy issues depending on the social systems, media structures and performance. However, the perceived impact of media is related to many factors including; policy certainty, issue obtrusiveness, and people’s interest. In 2004, President Bush agreed to include seven new countries in NATO including Bulgaria, Estonia, Latvia, Lithuania, Slovakia, Slovenia and Romania. This decision was adding more liabilities and commitments to US defense as the countries were bordering Russia. US media ignored the issue and the decision was ratified by the Senate without much criticism. In societies where citizens are participants and not mere subjects, media can no longer be indifferent on policy matters.

Foreign policy and media both are dynamic. There are no set patterns in media foreign policy relationship. Media behave differently in different countries depending on the systems and situations. Since media is not the sole arbiter of foreign policy, it may react to policies and policy makers react to coverage in a continuum. It may play a role to expedite, impede,

change or modify the policy, but cannot 'make' the policy at first instance. It is always the corollary of circumstances, at all levels, that facilitates the process.

Pakistan's Foreign Policy and Media

Pakistan is an ideological state and came into being on the basis of two nation theory. According to Christenson, et al. (1985), ideology performs five functions for political entities. It gives a cognitive structure; operationalizes collective actions and decisions; helps conflict management; assists self-identification and recognition among nations; and serves as a workforce, spirit and energy of the people to guide for their ultimate objective. The document of 'Pakistan Resolution' that was reflecting the ideology of Pakistan proved a guidepost for the formulation of Pakistan's foreign policy in its infancy. Pakistan's foreign policy from its beginning can be analyzed through the speeches of Qaid-e-Azam Mohammad Ali Jinnah. Though there are many, extracts from a few are given below.

Pakistan's Foreign Policy through the Lenses of Quaid-e-Azam Mohammad Ali Jinnah:

Speech of Qaid-e-Azam Mohammad Ali Jinnah at the inauguration of Pakistan Constituent Assembly at Karachi on August 14, 1947 reflects Quaid's approach to interact with the outer world. Jabbar (1997) quotes him saying, "I assure you that we shall not be wanting in friendly spirit with our neighbours and with all nations of the world" (p. 902). Similar message was relayed on radio on August 15, 1947, at the inauguration of Pakistan Broadcasting Service. He said, "Our object should be peace within and peace without. We want to live peacefully and maintain cordial and friendly relations with our immediate neighbours and with the world at large; we have no aggressive designs against anyone" (Ibid. p. 903). In his reply to the speech made by the first ambassador of France to Paksitan on January 21, 1948, Quaid-e-Azam said, "I assure your Excellency that we in Pakistan will give you our support and cooperation which you may require in promoting relationship of goodwill and friendship between our two countries and I trust that in the result, Pakistan and France will unitedly play their part in reestablishing peace and prosperity in the present distracted world."

Quaid's speeches reflect his vision and aspirations to have cordial and friendly relations with all the countries and to promote peace and prosperity in the world.

Historical Perspective

For a better understanding of Pakistan's foreign policy and media relationships, it seems appropriate to look into the historical perspective and circumstances that led the formation of Pakistan. Before its independence, Muslim League as a political party was the representative of political thoughts and vision of the Muslims. Allama Iqbal, the co-founder of Pakistan, was a great proponent of the concept of 'Millet,' (unity and integrity among the Muslim World). That is why during the WWI, Muslims of the subcontinent demonstrated deep love and support for Turkey when Ottomon Empire was staggering. This attribute of the Muslims

of the subcontinent continued and operationalized in the form of foreign policy when Pakistan came into being.

Pakistan was facing both internal and external problems immediately after its establishment. Hindus were not happy with the idea of partition that is why India adopted a hostile foreign policy towards Pakistan since its inception. As Field Marshal Claude Auchinleck reported to the British Prime Minister Attlee in October 1947, “The present Indian cabinet is implacably determined to do all in their power to prevent the establishment of Dominion of Pakistan on a firm basis”. Foreign policy of Pakistan in the early period can be elaborated in the backdrop of the struggle of All India Muslim League. During the WWII, when Egypt, Syria, Turkey and Palestine were vulnerable, Muslim League announced, “in the event of any attack upon Muslim countries, Muslim India will be forced to stand by them and give all the support it can.”

After the establishment of Pakistan, Muslim League’s support turned into diplomatic support of Pakistan towards Muslim world.

Askari (2004) divides Pakistan’s foreign policy into seven major phases;

- a. 1947-53: Explorations and friendship with all
- b. 1953-62: Alignment with the West
- c. 1962-71: Transition
- d. 1972-79: Bilateralism and nonalignment
- e. 1980-90: Afghanistan and Partnership with the U.S.
- f. 1990-2001: Post-Cold War Era and Pakistan's Dilemmas
- g. 2001 onwards: Pakistan and Counter Terrorism

Askari concludes that ‘a host of factors influence the foreign policy choices of a country, which include the dynamics of regional and international situation, the availability of human and material resources and the disposition and priorities of the policy makers.’ Regional and international situation is a complex and ever changing factor linked with multiple factors. Since the media govern our perceptions and formulate cognitive threshold, they have gained a powerful position. Media and foreign policy relationship are affected by the extent to which media are autonomous and enjoy freedom and autonomy. Pakistani media from its beginning till 1988 was completely under the control of governments (military regimes). Therefore it served as a mouthpiece of governments, used to sustain the power.

According to Hijazi and Naqqash (1995) Pakistan and media both were facing difficulties and heartbreaks in their infancy. Newspapers were facing acute shortage of equipment, latest technology and revenues. In 1947, there were four major Muslim owned newspapers in Pakistan; Pakistan Times, Zamindar, Nawa-i- Waqt, and Civil and Military Gazette, and among the four two English dailies were published from Lahore. However, many other newspapers moved to Pakistan including Dawn, the Morning News, Jang and Anjam. There were three radio stations working in Pakistan; Lahore, Peshawar and Dhaka. Television channel started in Pakistan in 1964.

Mohammad Ali Jinnah used media to establish friendly relations with the outer world. In February 1948, Mohammad Ali Jinnah said in his broadcast to the USA,

“Our foreign policy is one of friendliness and goodwill towards the nations of the world. We do not cherish aggressive designs against any country or nation. We believe in the principle of honesty and fair-play in national and international dealings and are prepared to make our utmost contribution to the promotion of peace and prosperity among the nations of the world. Pakistan will never be found lacking in extending its material and moral support to the oppressed and suppressed peoples of the world, and in upholding the principles of the United Nations Charter.”

Pakistan’s foreign policy towards India can be concluded in the words of Mohammad Ali Jinnah. Speaking at a press conference in New Delhi on July 14, 1947, he said: “I sincerely hope that they [relations between India and Pakistan] will be friendly and cordial. We have a great deal to do... and think that we can be of use to each other [and to] the world.”

According to Hasan Askari, “The second phase of Pakistan's foreign policy was characterized by a transition from an independent foreign policy to a multifaceted alignment with the West.” In this phase Pakistan joined South East Asian Treaty Organization, Central Treaty Organization, and signed a bilateral agreement of cooperation with US in 1959 for military and economic assistance. These ties with the West weakened Pakistan’s relations with Soviet Union, Middle East, and the Muslim world.

The first constitution of Pakistan was promulgated in 1956 which contained an article on freedom of speech. It stated that freedom of speech could be exercised by every citizen subject to “any reasonable restriction imposed by law in the interest of the security of Pakistan, friendly relations with foreign states...” However, the press was never given freedom practically as the newspapers were under government control. The constitution of 1956 was abrogated just after three years of its enforcement in October 1958. After eleven years of its establishment, Pakistan was facing first martial law. Military regimes had ruled the country most of the time as compared to democratic governments. All the military regimes curbed press freedom and tried to control media.

Media in any society cannot operate independent of the society as it is the part and parcel of that very society in which it is operating. As Herbert Altschull (1984) rightly pointed out that an independent press cannot exist and that “the news are agents of the people who exercise political and economic control” (cited in Lamidi et al 2008). In Pakistan, after the demise of Quaid-e-Azam Mohammad Ali Jinnah there has been a continued struggle for power by military, politicians, and bureaucracies. Ultimately, army got over in 1958 as General Muhammad Ayub Khan, the then Commander-in-Chief of the armed forces, became the Chief Martial Law Administrator. Ayub Khan controlled and subdued media by taking different measures. He established National Press Trust (NPT) and nationalized popular newspapers. NPT later on served as the mouthpiece of successive governments. Therefore it is said that media has been in chains in Pakistan for most of the time. Media served as a mouthpiece of the state and was used to sustain power. Role of media in the foreign policy was almost absent.

The constitution of 1962 was promulgated by a military regime and it continued the previous concept of freedom of expression however, there was no separate chapter on fundamental rights. There were some English and Urdu newspapers carrying independent and progressive policy and were much popular among the readers. The newspapers included Pakistan Times, Imroz, and Lailo Nihar which were taken over by the government for their anti-Americanism approach. Since Faiz Ahmad Faiz was the editor of daily the Pakistan Times and known for his pro communist ideas, therefore, the paper was taken over. During this phase, Pakistan

faced two major crisis of its history; war of 1965 and dismemberment of East Pakistan in 1971. Media was completely in the control of government and could not play an efficient part especially in 1971 crisis.

Due to the non-supportive attitude of US in the wars of 1965 and 1971, Pakistan's foreign policy was reshaping and turned into an era of bilateral relations and nonaligned level. In this phase Pakistan withdrew from SEATO, CENTO and Commonwealth and joined Non-aligned Movement. Pakistan's relations with Middle East countries improved as economic support and diplomatic assistance came into practice. However, Pakistan was experiencing very poor relations towards US as Pakistan successfully made an agreement with France for the acquisition of nuclear technology plant. Pakistan hosted second Islamic Summit Conference in 1974 and the media of Islamic world projected Pakistan as a vibrant, friendly and peace loving country. Pakistan ties with the Islamic world especially with the Middle East were strengthened.

During the period of Soviet invasion of Afghanistan, Pakistan was deeply affected. Pakistan's geo-strategic condition made it more significant during the crisis and US extended its military and economic assistance to Pakistan. During the crisis, Pakistan was supported by Organization of Islamic Conference, China and US. Pakistan was experiencing martial law imposed by General Zia-ul-Haq, the 4th martial law administrator. Media was totally subdued and its role in the foreign policy was almost nil. Geneva accords for the peaceful resolution of Afghanistan problem served as a sigh of relief for Pakistan.

Askari points out, "four major issues dominated Pakistan's foreign policy in the 1990s. These were a drift in Pakistan-U.S. relations, the Afghanistan problem, the Kashmir insurgency and its impact on Indo-Pakistan relations, and the nuclear explosions." Pakistan made successful nuclear explosions in 1998.

Twenty first century is marked by fighting against terrorism. Pakistan emerged as a US ally to curb terrorism. Though Pakistan's relations with Russia and China improved, many developmental projects were signed and started. Global media portrayed Pakistan as supporting terrorists. Pakistani media remained susceptible to the coverage of global media due to lack of technology, and competition with media giants. According to Rahimullah Yousaf Zai, editor in chief of daily the News in Peshawar, "There is no presence of Pakistani correspondents in Kabul. Media houses don't spend money on letting journalist go there. Instead they get news from international news agencies. The same is true for the Afghan media. They don't have any reporters in Pakistan, but rely on a few Pakistani reporters in Peshawar that work as stringers."

Pakistani media was not powerful in the 20th century. However, media regulations like EMRA and later on PEMRA ensured media freedom. As a result mushroom growth of electronic media outlets is quite visible. Only a powerful media has the potential to effect upon foreign policy as; an accelerant agent, a source of impediment, and as an agenda setting agency expediting the process of decision making and execution.

According to Javed Jabbar, the three most significant changes in media laws of Pakistan took place during the period of two unelected caretaker governments. The first one was promulgated in the tenure of President Ghulam Ishaq Khan in September 1988 known as Registration of Printing Press and Publication Ordinance (RPPO), and the second was promulgated during the tenure of President Farooq Leghari and Prime Minister Malik Mairaj Khalid in February 1997 known as Electronic Media Regulatory Authority (EMRA) Ordinance 1997. Media is now enjoying freedom but the severe competition and survival is

causing a threat for media to work independently and freely. According to Gallup survey and Economic survey report, in fiscal year 2008-2009, the total advertising expenditures were Rs. 26.96 billion and the total GDP was Rs. 14,156 billion and the ratio of advertising expenditure to GDP is about 0.19%. Average revenue of a news channel in Pakistan is 40 million per month and there were 60 private channels working in 2009. The number is increased now. Advertising is yielding very insignificant amount to the channels. There is a need to explore the other sources providing funding to these channels. The latest media regulation PEMRA does not mention anything about the foreign ownership. Therefore it seems necessary to closely observe the controlling and patronizing patterns of media in Pakistan.

False impressions about Pakistan's foreign policy

Pakistan is an Islamic state that believes in giving basic rights to all the citizens irrespective of their religion, cast creed or ethnic differences. However, Pakistan is perceived as a religious state that much focuses religious dispositions in its foreign policy. This is not the reality rather those countries perceived as secular carry out their foreign policies in the religious backdrop. For example, U.S. foreign policy reflects the concept of the state as the covenant and the government as the institution formed to fulfill the promise and duties of this covenant (Rybkowski, 2009). This can be explained in the perspective of 'Puritanism' that is explained by Perry Miller as 'Puritanism was one of the major expressions of the Western intellect' that made U.S. to perceive itself as 'higher authority' in the religious background. This perception persists in most of its military conflict with the outer world, whether it is the case of US-Spanish war of 1898, or recent US-Afghan and US-Iraq conflicts.

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Developing New Media Literacy among Secondary School Students in Malaysia: Case Studies of Media Making on Environmental Issues

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Abstracts

In the present new media world, it is essential for the students to develop a sense of media awareness and activism to facilitate social learning in relation to the surrounding world. In building a productive learning culture among the students, media literacy is a necessary intervention in developing critical understandings, creative abilities, and active participations. Developing new media literacy on environment among secondary school students in Malaysia is important as the world is becoming less green and the environment is declining. Students can contribute to this cause, by voicing their concerns, opinions and views by using their new media literacy skills on environment.

The aim of this study was to examine secondary school students' media literacy practices using the case of media making on environmental issues with a focus on three core components of quality media literacy practice namely process, text and inquiry developed by Thoman & Jolls (2004). On the whole, the study has revealed that despite difficulties in understanding the environment and critical media inquiry, students are quick to learn and are able to engage in media making on environment in a productive way. However, the results of the study present a cause for concern, optimism and the need for inculcating active media participation of the students' voices on the environmental issues facing the country.

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Introduction

The media undoubtedly plays a significant role in conveying and shaping information that people receive and hear (Livingstone, 2002). Information and news about lifestyle, business, education, and government, are made available from almost an infinite amount of sources and with the existence of the internet, access to those information is worldwide. However, problems arise when the credibility of any particular information is questioned. This is increasingly true in the context of the media. For example, the source of information that could be trusted, to understand the difference between news and propaganda, to know the producer of the message and his intended purpose and finally to understand the effect of ownership of media companies on the information it produces or relays (Thoman & Jolls, 2005). These few questions, apart from many, all fall under the umbrella term of 'media literacy'.

Students need to understand how to critically assess media content so that they can derive maximum benefit and minimize chances of misinformation (Lim & Nekmat, 2008). If students do not develop a good understanding of the media and their messages then the biggest concern as expressed by Potter (2004, p. 24):

“Youth may develop misunderstandings and misperceptions about their world. Media is leaving young people to faulty beliefs; either they will accept the beliefs presented to them in the media or they will construct their own beliefs which may be faulty.”

Thoman & Jolls (2005) argue that education in new media literacy should cover key questions about the media such as what, where, when, who, and how within the context of media creation, presentation, distribution, and control. Buckingham (2002a) considers media production as an important component of developing new media literacy skills among students. Among the various forms of digital media production available for the students such as still pictures, music, multimedia, web pages and so on, digital video production is considered to be a valuable option as it develops both creative and critical thinking among the students (Buckingham, 2002). For making digital videos, students need production skills such as acting, scripting, directing, audio mixing, editing, graphics and so on which has become an essential skill in this present new media world where students are uploading and downloading various kinds of digital media. Therefore, students should learn production skills not only to appreciate and create media works but also to critically evaluate the messages encountered by them in the new media (Buckingham, 2002). Altogether, it is essential that the present generation of students need to develop their new media literacy skills in the present world.

In Malaysia, the schools have given attention mostly to the curriculum issues rather than on learning skills that are required for the students in this 21st century. Malaysian students without proper training and knowledge in media literacy lacked the critical competency skills to sieve through the enormous information overload in the mass media and Internet (Shanthi & Khoo, 2006). A thorough search of information related to the nation's statements and policies about media literacy in Malaysia reveals that most of the efforts taken by the government so far are in the form of information and language literacy rather than on media literacy.

Commenting on media literacy in Malaysian schools, Shanthi & Khoo (2006, p.1) argue:

Learning in Malaysia however continues to render visual media study invisible within the formal primary and secondary school settings and there is a clear case for media literacy to be developed in ways that enable young people to comprehend daily life and media experiences critically as well as to engage actively and creatively in the various spheres.

As such, it is apparent that not much effort has been put by either government, media institutions or schools in Malaysia in addressing this issue faced by the student community. Another issue would be, how to develop media literacy skills among the students in Malaysia, where there is hardly any room for introducing media education in the school curriculum. Media scholars such as Potter (2004), Buckingham (2002) & Silverblatt (2007) have developed frameworks for developing new media literacy among the students, however, one of the simplest and more viable framework comes from Thoman & Jolls (2004) who argue that the characteristics of media literacy practice depends on three core components namely process, text and inquiry.

1. Process - explores the questions that arise when one engages critically with the media.
2. Text- includes any message form – verbal, aural or visual. The basic assumption behind this component is that understanding of a text involves not just deconstruction activities i.e. analysing a message that already exists but also construction activities.
3. Inquiry- is learning to ask important questions about whatever we see, watch or read.

This study was interested in examining new media literacy practices of secondary school students in Malaysia using the case of video making on environment. In the present times, one of the areas that require the immediate attention of the present generation of students is the environment, especially with the world getting less green and the quality of environment declining.

Methodology of the study

The following discussion presents the methodology employed to pursue the objectives of this study. It highlights the various methods employed to collect the data and analysis to examine secondary school students' environment media literacy practices in Malaysia. The methodology applied is a form of action research in that it involves students' doing short video productions on the theme of environment. For this study, both qualitative and quantitative research methods were utilised to collect the data for exploring the core concepts of process, text and inquiry in media literacy practice (Thoman & Jolls, 2004).

Given below are the details of various stages of the research, data collected and measures employed.

1. First, to collect data on how secondary school students approached the concept of 'process' in their media literacy practice, a questionnaire survey and focus group interviews were conducted to understand students views on television programmes in particular environment TV programmes, their media consumption patterns, level of

environmental awareness, their views on the influence of television and its representation of environment and their knowledge, attitude and practice towards global environmental issues in Malaysia. Students from selected secondary schools in the states of Penang, Selangor and Sarawak, Malaysia participated in the surveys. Overall, six hundred and sixty two (662) respondents' participated in the survey from various regions of Malaysia.

2. Second, to examine how students approached the concept of 'text', students were asked to make short videos on the topic of the environment. This video production activity provided data to understand students' media literacy skills, their concerns towards environment through the issues raised in their videos and also their level of environmental awareness. The measures applied here were content analysis, focus group interviews and participant observation. A total of twelve (12) short videos on the topic of the environment were produced by groups of students from various secondary schools located in various regions of Malaysia namely Penang, Sarawak and Selangor. New Media literacy training and production workshops were conducted in the selected schools situated in the above mentioned three states of Malaysia.
3. Thirdly, to collect data on how students approached the concept of 'inquiry' in their media literacy practice, students were asked to show their videos to their peers, teachers and family members and also share it online. Later, data was collected through post-production focus group interviews on students environment video making experience and about sharing the videos with others, which provided data on how they approached the concept of 'Inquiry' in their media literacy practice.

Some conclusions can be drawn from the study on how secondary school students' in Malaysia approached the three core components of media literacy practice. Discussed below are the salient findings related to the components of process, text and inquiry in students' media literacy practices.

Summary of findings related to the component of 'Process' in students' new media literacy practices on environment

'Process' in media literacy refers to the ways one engages with mediated messages (Thoman & Jolls, 2004). It is helpful to note the study focus falls on television and Internet. In this study, 'process' is examined by the following elements such as students' media consumption practices, students' views on television programmes, students' views on television and the environment and students' awareness on environmental issues.

On the whole, the data collected from both survey and focus group interviews indicates that students use television and Internet more for entertainment than for acquiring knowledge and information. Results show that students use internet more for watching videos, downloading and networking, however, it is concerning to note that majority of students don't have any experience in video production activity which has become an essential skill in this 21st century. In addition, the analysis of their views on television during focus group discussions indicates that many of them are viewing television passively without critically analysing the messages, which was quite evident as students were unable to quote any examples of inaccurate or biased representation of the culture or subject matter in any of the programmes. Furthermore, majority of students think news is real and are unable to read the inherent bias in

reporting, accuracy of information, any missing viewpoints in the stories and so forth. On the other hand, the positive element noticed was students have faith in the television medium, majority of them think it provides inspiration for learning, understanding and change. And also data analysis reveals that when they identify with the characters and its plots, they are able to learn about themselves and get inspiration from the characters actions.

At the same time, most of the students agree that they learn more about the environment through television and they feel television is a good source for learning about environment and it improves their environmental awareness. In general, the students prefer watching environmental programmes on the global channels rather than the local channels as they find local television programmes on science and environment are monotonous and stereotypical in their presentation. Furthermore, the survey results on environmental awareness reveal that a large number of students seem to have no opinion or uncertain about their role towards building better and safer environments, but are interested in some of the ways suggested in protecting the environment.

Summary of findings related to the component of 'Text' in students' new media literacy practices on environment

The concept of 'text' refers to deconstruction and construction activities where students present opinions and ideas with multimedia tools (Thoman & Jolls, 2004). To explore how students approached the concept of 'text', data collected in the form of short videos, focus group interviews and participant observation have been analysed to arrive at the findings.

Overall, research participants in their videos emphasised on the responsibility of student community to take care of the environment by practicing pro environmental activities such as water conservation, recycling, energy conservation, no littering and so forth. There are certain common aspects in all the themes, such as the belief that students together can make a difference to the environment, they should be environmentally responsible and students in general are wasting resources like water, energy, paper and so on. On the whole, the students need to change their practices, attitude and behaviour towards environment and there by contribute to the improvement of the environment.

The two main conflicts identified in the videos were both centered on responsibilities. One is being environmentally responsible versus having an easy time and the second is feeling responsible to change their practices towards improving the environment versus not feeling responsible to change. If the narratives are analysed in terms of how the story was told; students seemed to appeal that our environment is in a bad shape and young people are not showing responsibility towards environment and together they need to change and improve the environment

Some common elements or patterns that were found in their narrative style were students had an intention to demonstrate what is wrong and right with regard to student's behavior towards environment, which was dominant in all their videos. And also text played an important role in their videos; students used text to drive the story forward and used it creatively to attract the attention of the audience to the subject matter. Furthermore, glimpses of creativity could be seen in camera composition, angles, editing and choice of music.

Summary of findings related to the component of ‘Inquiry’ in Students’ new media literacy practices on environment

The third core component of quality media literacy practice is ‘Inquiry’ – “that is learning to ask important questions about whatever you see, watch or read” (Thoman & Jolls, p.24, 2004). ‘Inquiry’ is an important component; it builds on the understanding of the role of new media in various contexts like caring for the environment as well as developing self-expression necessary for citizenry. ‘Inquiry’ here involves the understanding that all media messages are constructed with a purpose or motive. ‘Inquiry’ also involves the understanding of the use of creative languages and production techniques to present points of view about life surrounding us. The following discussion highlights the key findings related to students’ views on ‘Inquiry’ in terms of constructed message, motive of video clips, role of new media and developing self-expression.

a) Constructed message

Discussing the key benefits of the project, majority of participants said through this training they have learnt that media messages are constructed. In addition, they learnt that making a digital video includes tasks such as operating the camera, shooting, editing, directing, acting and most importantly learnt how to critically analyse a video.

Understanding the constructed nature of the videos, Zen Waei, a research participant from Penang shares:

“My perception of watching television completely changed after this production, now I can differentiate between the good and bad and whether it is fake or real. What is the purpose of the programme and what they are trying to tell? Overall, I am able to judge the quality of the programmes better now.”

A few other responses were like “ Last time, I do not know how people produce a video, and now, I know, how they took different shots for making a video, “and, “ I thought TV programmes are made at one time in one shot. But after the workshop, I realised that there are lots of shots in the movie.”

Similarly, Durga, a research participant expanded by saying:

“After doing this project, when I watch television now, I know how a video is really taken. They don’t shoot continuously and it is made of bits and pieces. They just edit it together later. I learnt about direction, editing, sound mixing and many more. Now, I also know how different camera angles make things more interesting. Things look more familiar to me when I watch now”.

Overall, students expressed that the production experience has increased their understanding of the video that the messages are constructed and it is mediated reality. They also expressed that it has developed in them a sense of respect for producers and filmmakers. Most students stated that the workshop has certainly created a sense of better appreciation of the media. They responded like “After doing the production, I have learnt how to appreciate a film better. It needs a lot of hard work and team work,” and, “after this project, I see advertisements or movies in a different perspective because I know the way they make it,”

Analysis also reveals that students have constructed the messages keeping in mind their target audience for the programme. Most of them said their target audiences for their videos are more specifically younger generation like their fellow community of students.

b) Motive of video clips

Students expressed that the motive of their videos was to increase the awareness on the environment among the students. The main purpose of their videos is to demonstrate to the audience, how they can make a difference to the environment by saving energy, water and practicing recycling. Most of them said after the project experience they themselves are now curious to know more about the environment by reading books, watching videos and so on. A few of them mentioned that initially, their attitude and commitment towards environment was low, eventually as the project moved on, their interest, attitude and practices towards the environment improved greatly.

As Suvika, a Form IV student from Penang describes:

“Ever since the project started, there is a strong feeling in us that we have to protect our environment; also we have realized that our planet is now going through a terrible time.”

c) Role of new media

The following student's responses asserted their faith in new media and its influence “media is the fastest and the easiest way to communicate about the importance of the environment to the people”, and, “I think the media plays a very important role in changing us. For example, while watching movies if I see someone spoiling or polluting the environment, I feel strongly about it and consider them as bad people”. Most of them believe that by using video we can initiate change in people, for example “Yes, I think we can make a difference with the video because it attracts more people than other media like magazines or newspapers”.

Bee Chien, a research participant shared her personal experience of the influence of the video in inducing change in oneself:

“I had watched this Chinese film revolving around three sons and a mother. It shows the family rising from simple to a successful life and then to a downfall. I cried watching the movie as it was very emotional, it really changed my attitude towards my mother and I started to take more care of her.”

The process of making the short video taught them media literacy perspectives for example, how the simplest edits in film making can substantially change the meaning and emotional impact of a scene and how the choice of music can make a huge difference in how the audience experiences a character and so on. The editing process, in particular, thought them how constructed all media messages are by learning the choices made by them in selecting the shots and structuring them. In addition, as noticed by Goodman (2010) the process of video

production is similar to writing an essay, where students learnt in this project too that making a short video calls for a guiding theme, research, argumentation, editing and revision. Moreover, the video making process enabled the students to collaboratively construct deeper understanding of each other's shared perspectives on global environmental issues of our time (Gauntlett, 1996). On the whole, the process of making the video transformed the students into active users of media rather than passive receivers (Potter, 2005).

When questioned during focus group interviews, whether they will be interested in making such videos again that help heal our planet and our communities, most of them, if given a chance were willing to produce a video on the environment in spite of realising the amount of work involved in producing a video. For example, the following responses convey their views "I think if I have the energy and time, I would do another video because I believe people will receive the message and take it seriously", "I would like to make a video like that again because when younger generation like us make a video like that, the older generation will be attracted and will follow". However, two participants answered negatively like "I think I will not do it again, because my interest is in other field", "I won't be interested in production again, I don't have time and I am busy in studies."

Thoman & Jolls (2005) argue that media production activity provides students new learning environment as opposed to traditional learning environment by making it student centered, collaborative, multimedia based, inquiry based, exploratory, proactive action, authentic and providing real world context. The learning by doing in this study helped the students to explore the different ways to support sustainability. Overall, students expressed that new media is a good channel for communicating messages about the environment. They strongly believe that through video change can be brought about in student's behaviour and attitude towards the environment.

d) Developing self- expression

The environment media literacy project experience helped students to say what they mean or want to say about the environmental issues to their community of students. They were able to speak out their minds and express their inner feelings through performance, text, visuals, creative techniques and music. In that way, the experience provided students to develop their self – expression as discussed below.

i. Developing performance skills among students

It was noticed that students' developed performance skills before the camera while filming the video. Besides gathering understanding of the technicalities of a video shooting and the role of the actors and crew, students acting before the camera in the study had the opportunity to watch themselves on screen and reflect on their performance. Talking about their performance, one of the participants expressed that 'acting before the camera helped me overcome my fear and shyness'. Similarly, it was noticed during the shooting, students viewed their acting in playback and observed any facial or physical action needing correction. In that way, the experience provided scope for nurturing their performance skills and interaction among the students.

Through action rehearsal, recording and playback, students developed crucial skills for working before the camera. Although acting before the camera was a difficult process for young students, the participants in the study slowly accustomed to facing the camera and

contributed their part. Many of them told they were excited and eager to act before the camera. Like, it was expressed by this student “When people are looking at our production, I feel very happy and proud because I acted in that video”. In short, the study apart from engaging the students truly with the topic also provided scope for them to develop performance skills.

ii. Builds understanding on creative techniques

Students in this project boost their creative self-expression by understanding and learning creative production techniques employed in the video making. The study promoted students’ creativity by involving their mental and emotional aspects of their personality (Buckingham, 2002). The media making experience enabled students to combine their creative impulses and thoughts based on their own real world experience to produce a short video that combines visual, sound, music, graphics and text in a creative way (Gauntlett, 1996). If we examine the videos produced by the students in this project, audience are able to sense the element of novelty and worthiness in their works. Especially, creative elements were found in camera angles, designing text, editing, make up, costume and combining music.

In this project, the creation of narrative for their short video itself is a creative design process as it involved particular way of telling a story by representing events, people and objects (Mulholland & Collins, 2002). Likewise, Becta (2002) argues that digital video significantly improves the motivation and interest of the students and encourages self-expression and creativity. Some of the aspects of creativity noticed in student videos are breaking away from conventional practice with regard to visual composition, structure of the story, generating the concepts and so on. Even the process of generating an idea for students’ video involves creative element, especially the visualisation of the action demanded creative thinking among the students. According to Goodman (2010) students’ exploration of the subject matter for making the video, which involves the skills of assessing, examining and interpreting, is also part of a creative process. Even finding solutions to the problems highlighted on environmental issues could be considered as an aspect of creativity.

iii. Builds empowerment among students

Empowerment is another aspect, which boosts students’ self-expression in this project. Students being able to create their own media messages about the theme of environment in this study is empowering to them. In addition, the development of new media literacy skills among students also paved the way for empowerment. According to Page & Czuba (1999, p.1) empowerment is “... multidimensional social process that helps people gain control over their own lives. It is a process that fosters power in people for use in their own lives, their communities and in their society, by acting on issues they define as important...” In this case study, students talked about environmental issues that are relevant to them and expressed through their videos on how student community can change their attitudes, beliefs and practices towards environmental issues. In that way, the study empowered them to decide on the topic they would like to talk about and discuss freely regarding the issues relevant to them.

Scholars (Potter, 2005 & Buckingham, 2002) of media literacy argue that to achieve empowerment in media, students need to develop their critical thinking skills. Students in this study questioned themselves critically about their practices towards the environment, their environment media consumption and put into action their thoughts and ideas on environment

through digital videos to their community of students. In that way, students tried to influence change in their peer group and felt a sense of empowerment.

Conclusion

Altogether, the study's findings on process, text and inquiry suggest that students in Malaysia need to improve their media literacy practices especially on the components of process and inquiry. Even though, students did reasonably well on the component of text, it is still essential to develop their media literacy practices in the present media world, which is diverse, complex and rapidly changing. As pointed out earlier, considerable level of media literacy is essential for students in this 21st century, where literacy means more than basic reading, writing, and computing skills, rather it means knowing how to use knowledge and skills in the context of modern life (Partnership for 21st Century Skills, 2003).

A more meaningful and productive awareness on our daily practices and the environment was established when the students made short video programmes and shared them with others. More critically, this also marks a change in the students' media cultures where they progress from a 'sit-back-and-be-told culture' to more of a 'making-and-doing culture' (Gauntlett, 1996). This can be seen in the shift from television-watching to the more creative uses of interactive media, and also more broadly and in growing calls for change in the school education system (from a learning-for-tests culture to one which emphasizes creativity, questioning and exploration). Indeed bigger policies and government action on a big scale are critical in developing creative learning cultures anchored in media literacy. But government need to be persuaded that the students are willing to be flexible and make lifestyle changes in order to save the planet, which is also a challenge to be solved creatively. Creating and making media programmes can open up new perspectives, and reflecting upon things that we take for granted in our simple everyday lives and suggesting new ideas and ways of doing things.

Most importantly, the study has demonstrated that secondary schools can apply new media literacy practices such as this on other issues students face such as drugs, violence and children's rights and so on; which will provide learning opportunities and foster active community engagement (Buckingham ,2002). The study has shown how media literacy on environment could help in producing groups of student communities who share similar thoughts, information and values with regard to the theme of environment. These student groups in turn may inspire other students from their class to participate and produce knowledge and share among their community. There are many frameworks available for developing new media literacy among students; in this case study, one such possibility is explored. Hope this research, inspires other educators, researchers to take up similar action-research projects in the future.

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*The Political-Economic Narratives of Philippine Media Spaces and the Scientific
Discourse of Conflict for Journalism Practice*

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Abstracts

During the past years, there have been some assessments leading to the following findings: first that media coverage contributes actively to conflict escalation and de-escalation; second, the improvement in media coverage cannot be reached by interventions outside the media but have to be rooted in and conducted by the media from within. It is necessary that media understand the role they play in conflict situations. The political economic framework where Philippine media operate is largely part of its reality. The social impact of an entrepreneurial media becomes central; news permeates not only through the facts it deliver but also in the process that it is handled and offered. The narratives Philippine journalists provide, present work under rigid fiscal and partial constraints. The journalists continuously struggle for the concepts of the power of media, abuse of that power, contexts of power and privilege, and their rights as citizens, not only as practitioners. In correlation, the scientific discourses in journalism allow journalists to look at their profession from a holistic point of view, define their own place in society and find other options on approaches in order to cope with the media cultural landscape instead of being peripheral parts of the society used to pursue political and economic interests.

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Media can be abused. Ethics demand that media remain as objective as possible; free from all forms of biases. Ethics comes with social responsibility; the media is expected to be accountable for the impact of their news coverage. This liability comes with strong challenges for the reportage of truth, after all journalism came to place for a concrete purpose, “The primary purpose of journalism is to provide citizens with the information they need to be free and self-governing” (Kovach and Rosenstiel 17).

For this purpose, journalists must be equipped with the right skills to encourage the realization of journalism’s function in society. This function includes the qualification for objectivity and the discourses on objectivity in media are often argued by many journalists in the Philippines and all over the world since it varies from the person’s frame of mind, cultural ideologies and social spaces.

According to the, the Pew Research Center’s Project for Excellence in Journalism (n.d.):

When the concept of objectivity originally evolved, it did not imply that journalists are free of bias. It called rather, for a consistent method of testing information precisely so that personal and cultural biases will not undermine the accuracy of their work. The method is objective, not the journalist.

How then do media companies qualify stories for their news reports? The decisions posed by media companies and other decision-makers present the existence of dichotomies and the entire cluster of power centering in the profession.

Let’s take for example, the 2008 conflict escalation in Mindanao, Philippines, where reports on counting dead bodies became more obvious. There were fewer spaces in the national media for neither the stories of the evacuees nor the experiences of people directly affected by the war such as these photos taken during a special mission by concerned journalists and civil society organizations in 2009 to expose the conditions of civilians in evacuation camps (SOB3, 2009):



Journalists who were steadfast to go the extra mile in reportage had to strive harder in order to go past the unending inequity of traditional journalism. It also becomes a challenge for journalists to acquire spaces for stories failing the ratings category. Therefore networking, especially with fellow journalists, becomes necessary to still publish these stories (FGD, 2008 State of the *Bakwits* Special Mission).

Depth in Fields

The political economic framework where Philippine media operates is largely part of its profession's reality. News permeates not only through the facts it deliver but also in how the news is offered. Media and audience alike are presented with the challenges of sensationalism, dramatizing, unbalanced interpretation and direct intervention. While significant levels of influence can be inflicted by media to society, through stakeholders and various players; the same may also be brought to media. Vital to this argument are the preferences of all the major players of conflict situations, assessment, and reportage. As popular media are known to be a viable venue to cause social change, politicians and businesspeople among other players engage well with media networks.

These situation brings this research to two important findings in the field of conflict and media practice during the past years: first that media coverage contributes actively to conflict escalation and de-escalation; and second, the improvement in media coverage cannot be reached by an intervention from outside the media but has to be rooted in and conducted by the media from within. A journalist-participant in one of the peace and conflict journalism trainings said:

I appreciate it when we are constantly being reminded on what to do because as a reporter covering war since 2000 it is very easy really to get lost and to forget sometimes the basics. You know, when you were faced with four bodies with no heads, it is very easy to just report on what you are seeing and not really contextualizing everything. So it is really important for us to be reminded constantly, not only by our bosses but our colleagues, by the academe, by everyone, even by the audience. And for us in GMA 7, we have developed a system wherein the audience can openly address any issues. (FGD, Cebu City, Phils.)

As media plays a vital role in the conflict they cover, on a larger scale, their reportage contributes to the over-all situation of the conflict. Therefore, it is necessary that media understands the role they play in conflict situations. The projections of conflicts, in terms of the parties involved, its shape and possibilities, mainly depend on the choices that the journalists and media entities make. The process leading to these choices from the perception and analysis of the conflict to the treatment of different stakeholders is just as important as handling the risks and difficulties in the reporting.

Fields of "Conflict"

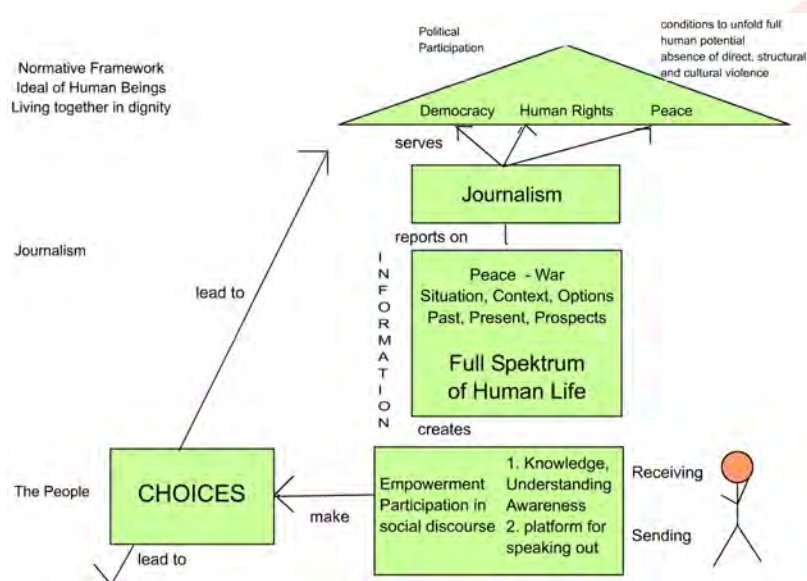
Why do journalists tackle complicated stories? Why do journalists go into war and cover that which goes on the ground? Can journalism really affect outcomes of conflict situations? On a personal view, one journalist described media practitioners

as sadomasochist; that journalists thrive for adrenaline rush and stretches situations towards the edge in order to see up a point where they are able to go further. Accordingly, conflicts, for its very nature physically manifest [such as war] and support this very drive of the journalists. However, on a broader perspective, it must be noted that in a country where journalism stands in constant confrontation with misuse and corruption, also being the target of those, journalists have to defend themselves against all kinds of external pressure and intrusion.

Most journalists are proficiently capable of identifying conflict and violent situations in the country. Most of these conflicts are cyclical and evolutionary. These conflicts among many other forms and varieties are all multi-stakeholder problems involving politics, business sector and civil society; with the media as the transmission platform and thereby primary communication channel for all the actors and parties of the conflict.

Antonia Koop expounds, news should not push a certain agenda or opinion. Figure 1 illustrates The Role of Journalism in a Functional Democratic Society Model; which proposes that the role of the journalist is not of a mere individual who simply observe and comment. Rather, the journalist is an active participant who should take responsibility for the reports. Koop recommends that a conflict cannot be oversimplified to two parties keeping score against each other. Conflicts are more complicated in hindsight. The journalist's job is to ensure that parties in conflict are equally presented and that all sides are given the equal amount of respect. Instead of sensationalizing, journalists carefully report events and provide for the situation's context.

Figure 1. Role of Journalism in a Functional Democratic Society Model (Koop, A., 2008)



In her model, Koop implicates media's role in providing helpful analysis in aggravated situations. News reports can actually provide information on possible solutions to conflicts. But, in any conflict situation, journalists should not act as negotiators; this is not one of the ways by which the journalists may actively participate. It is through knowledge and acknowledging that: first, they are influencing the situation and second that they too may be influenced by the situation that enables them to maintain their journalistic role in the issues they cover.

Conflict Science

Let me provide you with a brief input on conflict science. When a society faces conflicts, it can either handle it creatively or use various approaches where some may be rather aggressive such as violence. A person or a society confronted with conflict/s can choose to escape, struggle, collapse or confront it; or may also either compete or collaborate in the conflict.

Handling conflicts, professionally, is another matter. The science of conflict presents the strategies in conflict transformation. The practical processes of examining and understanding the reality of the conflict from a variety of perspective are presented in conflict analysis.

In 2004, the use of conflict analysis in journalism has empowered a number of journalists covering conflict: to first; understand the perspectives of all the groups-in-conflict and to know more about how they relate to each other, second; identify the actors and trends that under-pin conflict, and, third; learn failures as well as successes.

Conflict and Violence

Further on, conflict and violence are two very different things. Since conflict is natural, violence is only an approach to conflict. If the appropriate approach is not carried out, violence is often the result. Escalation of violence happens when channels for dialogue are inadequate or information from conflict parties is not truthfully reported. Voices cannot be heard and grievances are unaddressed; thus the presence of fear.

Understanding Conflicts

However, conventional journalism opines that simpler stories are better understood by the common people. In another context, it must be mentioned that the idea of news simplification also caters to editors who require 30-second or 1-minuter news reportage. The demand for briefness has usually been coupled with the demand for sexiness; and an example of a sexy news is war, therefore it is simplified.

Relatively, technological innovations contribute to media's widespread success and reach to the audience; such is the camera which may also be manipulated. The images captured may likewise be controlled by the production staffs and the network/s. Realities may be manipulated using various technological gadgets. The different treatment of conflict narratives; the use of special effects may, in likelihood, dramatically increase ratings of media entities. Visually stimulating information is incorporated to "hold" the viewers' interests. McLuhan on technological determinism augments this framework through "the medium is the message".

There is a need for media consumers to be highly; if not equally, critical of the media messages they receive. There is a need for media men to understand the conflict situation they report. As the media provides a venue for political and economic control, the social impact of a business-driven, capitalist-media entrepreneurship becomes central to focus on. As the journalist is confronted with the growing strength of political-economic play in the field, inquiries in ethical discourses of the journalists are raised

Narrative Strategies

High quality journalism's measurement strategy includes a normative framework that provides guide to the journalist on good and bad in journalism. Scholars involved in developing the concepts for high-end journalism were among others Jake Lynch of the University of Sydney, Australia, Nadine Bilke of the University of Dortmund, Germany, Ross Howard of Impacs, Canada, Johan Galtung of Transcend Peace University, Romania, and Antonia Koop of PECOJON - The Peace and Conflict Journalism Network.

These scholars have initially worked on the concepts under the name 'peace journalism; however Bilke, Ross and Koop have shifted to Conflict Sensitive Journalism (CSJ) as a more journalistic approach. To date, more and more universities in the United States, Europe and Asia have begun adopting the principles in their curricula. She illustrates CSJ as a set of tools that improve the quality of conflict coverage. The concept adopts analytical tools developed through conflict and communication sciences and was refined in extensive discussions among practicing journalists across the globe – particularly in the Philippines, Indonesia, Australia, Germany, the UK, Cambodia, Kyrgyzstan and Afghanistan.

Antonia Koop inspired from Nadine Bilke's discussion on quality journalism guidelines, presents a visualized model that explains how CSJ is based on these four pillars. She elaborates on Bilke's quality model as a four sided pyramid standing on a square fundament. The fundament symbolizes the foundation of quality in journalism: freedom of access to information and the freedom to expression and press freedom. Without this fundament quality of journalism in conflict, crisis and war is unachievable.

Koop observes that Bilke looks at the theoretical frameworks surrounding her quality model while she points out the normative framework surrounding journalism. Koop proposes to stronger include this in the quality model quality since it provides the necessary anchoring and guidance for the theory, without which quality would remain a randomly defined measurement for journalism practice. Koop furthers that instead of the pyramid she suggest an evolutionary model (Figure 2). She explains that

While unrestricted access to information and freedom of expression are necessary preconditions for quality in conflict reporting, the relevance of and need for quality arises out of the role of journalism in society. Herein journalism exists under a normative framework and operates to serve and strengthen this framework's ideals as a function of society.

Journalism serves political participation, usually defined and practiced in form of a democratic political system, by allowing

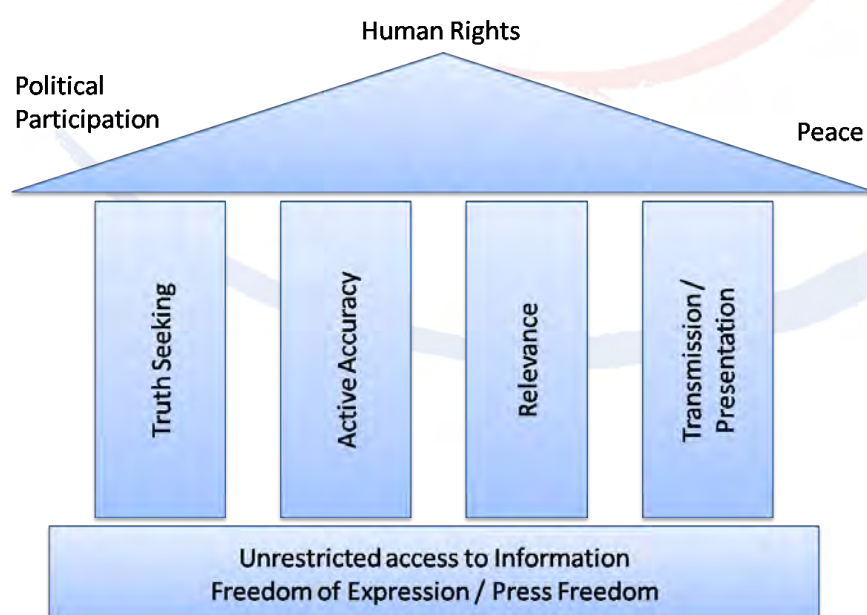
members of society to access impartial and ideally objective information and engage in public discourse, as described in Carsten Broskas Discursive Journalism Model.

Journalism operates under the umbrella of the Human Rights since its objective responds to the right to information and education as well as to the right and freedom of expression. The human rights catalog further highlight the aspect of freedom of choice which is as well reflected in the this concept that comprises the framework : peace. Following the definition of Johan Galtung peace is a condition in which not only direct violence is absent but also structural and cultural violence and in which therefore all human being have the freedom to fulfill their full human potential. The definition implies that peace is a condition of freedom of choice. To this freedom high quality journalism contributes by providing information and unveiling propaganda messages. An essential process, since only a well informed choice is a free choice.

Embracing the normative framework as a practical orientation provides journalists with guidance for truth seeking, active accuracy, relevance and the presentation of information. (personal communication, 2012)

The elaboration on how journalism engages within this framework that translates it into journalistic practice is reflected in Koop's Model in the Role of Journalism in Functional Democratic Society Model (refer to Figure 1).

Figure 2. Refinement Model of Bilke's Quality Concept in Conflict and War Reporting in the Normative Framework of Journalism Practice (Koop, A., 2007)



Koop adds that CSJ do not aim at giving journalism practice an agenda of promoting a specific advocacy (for human rights, peace etc.), but provides reporters instruments for more impartial, accurate and balanced reporting of conflict. However, the process is slow since internationally there are only a few trainers capable of providing the necessary expertise.

Challenges and Strategies

To a large extent, journalists understand the battle ground very well. In principle, they are able to map out strategies that provide them armor for survival due to the various identifiable challenges they encounter in the profession. Table 1 below summarizes these strategies and challenges.

Table 1. List of Strategies and Challenges in News Coverage as Identified by the Journalists

STRATEGIES	CHALLENGES
<ol style="list-style-type: none"> 1. know and understand the playground especially the players 2. get A1 sources, zero in on the story and the source, no compromise; 3. familiarity with the terrain especially with television and radio 4. knowledge of the culture, religion, traits, physical attributes, expertise of the story 5. emotional intelligence (don't get involved) 6. safety measures (know your escape route, raise ransom for yourself) and approach and strategy preparation (get attention of audience by presenting another angle) 7. research background of armed conflict 8. get multiple reliable resources; and use all forms of technology 9. build and strengthen a support network both inside and outside of the organization 10. equip one's self with one's rights, what institutions to run to, who among them have credible walls to lean on 11. gather enough and strong evidence as well credible witnesses 12. strengthen moral, spiritual and financial aspects 13. be non-partisan and independent 14. secure your family members. 15. conscious effort to get all sides; 16. be creative (networking of fellow journalists) 	<ol style="list-style-type: none"> 1. making a balance story without intimidation, harassment or being victimized by the conflict 2. getting audio-visual documentation and story (It is possible to get videos of victims, of authorities, but not of the perpetrators) 3. competition - there is pressure from the respective network in order to catch up with other networks 4. security of the journalist in relation to getting a balanced story. 5. reliable and unbiased sources 6. being able to view situation objectively without influence by biased sources\ 7. tendency to romanticize the issue 8. attacking the problem emotionally 9. challenge to overcome biases 10. losing perspective of the issue 11. trying to avoid becoming desensitized 12. frustration of seeing nothing happening 13. lack of sources or information (due to complexities) 14. landowners' accusation of the local media as being biased 15. financial resources (equipment)

<ul style="list-style-type: none"> 17. tap private sectors' support 18. In-depth investigation of issues 19. re-read what has been written/ finding the fresher angle 20. avoid rehashing 21. balanced reporting (make follow ups on the news story) 22. strength in numbers 23. formation of an independent body to handle journalists' problems. 	<ul style="list-style-type: none"> 16. legal protection especially when faced with biased reporting. 17. difficulty in gathering correct data (a test of the strength of personal and professional network 18. bribery [upstream bribery from media entity publisher, editors, immediate supervisors and downstream from sources, witnesses, journalists 19. accessibility of sources 20. willingness of sources 21. confirmation of facts
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Journalists' Roles in the "Battlefield"

Journalists, particularly in the Philippines, work under quite rigid economic and political constraints influencing particularly the coverage of conflicts. Due to media's necessary resistance against outside intervention, change towards sensitive journalism can only come from inside the media. The widely used concept of "peace journalism" is not helpful in an open media system since it is associated with normative ideas conflicting with the independence of the media and, therefore, creating resistance among media practitioners. Activities to mutually nurture and support each other are embraced by quality-oriented journalists in the Philippines, specifically by the younger generation

Table 2. Identified Roles Media Men Play in the Profession

<ul style="list-style-type: none"> · to inform the public what they need to know · to tell us a story · passion · to allow other people to be heard · to serve as instrument to inform people · to give the right information · medium of change · storytellers of our time · help the public make good choices that could affect their future · to educate the public · bearer of the flame · witness and voice of people · eye openers · hope · to keep an eye on the government · to give balance · to tell stories that others don't like to hear but are important · to speak truth to power and give voice 	<ul style="list-style-type: none"> ▪ crusaders ▪ entertain ▪ educate ▪ awareness ▪ storytellers ▪ catalyst for change ▪ to deliver information ▪ empower people ▪ narrate stories ▪ agents ▪ factual ▪ tell the truth ▪ disseminate information ▪ fiscalizer ▪ inquirer ▪ monitor ▪ illuminator ▪ passion ▪ teacher ▪ uncover ▪ historians
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<ul style="list-style-type: none"> · to the voiceless · to be purveyors of truth · to cover the community we serve, and serve the community we cover · beyond reporting, interpret the news and analyze the implications on the future of the community · interpret or report data or information · watchdogs · to chronicle history · level the playing field · give voice to the voiceless, face to the faceless · fourth estate of the government · witnesses to history and catalysts for positive social change · a link or bridge of government services to the people · shape public opinion thereby affecting culture 	<ul style="list-style-type: none"> ▪ liberation of the masses of ignorance ▪ vehicle, avenue ▪ truth teller ▪ arouse ▪ vocation ▪ affect informed decision
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While journalists continue to perform these roles they identified, they also struggle on discourses in their search for truth (refer to Table 3). Media men have remarked on the conflict between management and lower-level ranked journalists as regards with categorizing a story's news value. Journalist-discussants conclude there are no objective reports. The idea of objectivity is thus relative. People are brought-up with different principles that lead to making individuals look at certain issues differently. They reckon there is no objective reporting; meanings, language, organizational culture and ideologies are never objective. While media is always directly involved; it exists to firsthand witness events as they unfold.

Table 3. Summary of the Journalists Discourses on Truth

<ul style="list-style-type: none"> • There are so many kinds of truth • Access to get into the truth • Facts, correct information, reality • Combination of knowledge and virtue • Combination of lots of complex realities of people • What you see, hear, experience in the ground must be unearthed to discover truth • Every incident there is always truth in it which becomes the challenge of the journalists • Encountering someone else's truth • Surface truth • Apparent truth • Truth has its own layers • Qualify absolute truth or incidental truth • Your truth, my truth, and the subjective truth • Truth is not relative, just a combination of virtues (near to the absolute truth) and knowledge (based on virtue) • truth is that which is common to humanity

News Values

News values also become a subject of intense discussion for journalists especially with regards the stories that go in contention among issues of quality of journalism, journalist's integrity, and economic goal of the management. Media men have remarked on the conflict between management and lower-level ranked journalists as regards with categorizing a story's news value.

Focus Group Discussions (FGD) reveals the journalists' powerlessness over the pursuit of a story since the "big bosses" decide the story for the day; the latter's decisions being final. Further, the management creates the need of the markets, which makes the process of news-gathering a chicken and egg cycle. Contentions evolve as other discussants argue that media should report on topics that matters to society in general. Some discussants are confident on the journalist's ability to actually 'design' a strategy to enable the story to 'surface' in the paper.

Discussants rationalize that since most media company owners and publishers are not journalists; they oftentimes fail to understand the journalists' concerns. On their own, journalists recognize the need to alter what they consider valuable in the news stories they write; thus calling for a paradigm shift that should provide solutions to their core challenges. One discussant observes that they should not be professional misinterpreted since that journalists are 'pillars' in instituting change in society due to their very exposure in the 'playground'.

Conflict Science in Journalism

Conflict defines news. Every story a journalist covers is related to conflict. The more conflict-oriented the news is, the better its chances of getting published. Knowledge on how conflict occurs, when conflict can escalate, how it is triggered and carried out in the society are helpful "stretches" for every journalist. Knowing the dynamics of conflict enables awareness regarding the means of war break-outs. However, the knowledge about the conflict does not facilitate the prevention of war to occur. Rather, it empowers the journalist to tell it to the public; for reasons that they must be informed.

Jay Ruiz asserts that conflict escalation leaves lasting impression, especially those related to bombings in the Philippines. This impression according to him calls for a paradigm shift; to primarily transform people into a more sensitive and involved individuals in the issues. Ruiz shares at all times, a media man should opt to solicit the voice of the people however challenging this may be for the media stakeholders' approval. He observes that story production has come to be delimited to those which visually "excite" the audience/readers, such as killings. He adds, "I myself am guilty sometimes of sensationalizing my media outputs since producers will sometimes say that my materials do not carry any spectacular element. Practitioners sometimes are encouraged to play-up their material to tailor-fit the demands of producers".

Discussion by participants cites various organizations that contribute to the current culture of media and audience reception of media outcomes. While journalists think that it is unfair to blame it all to media, they also agree that it is not an avenue to control minds. Journalists disagree with exercises of the power of the media; since media's primary function is to tell the story. Since journalists recognize that they can neither be metaphorically super heroes nor gods; rather is a part of society; media

then, should not be singled-out as the only one responsible for the miscommunication and behavioral impacts in society. As media men believe they function for the people, whom they inform; they too are affected with the reports they produce for society, thus the interconnection.

Journalist-discussants conclude there are no objective reports. The idea of objectivity for them is relative. People are brought-up with different principles that lead to making individuals look at certain issues differently. They consider that there is no objective reporting such that meanings, language, organizational culture and ideologies are never objective. Further, they say that while media is always directly involved, it exists to firsthand witness events as they unfold. As primary witnesses, the media men share experiences of having had “goose bumps” and getting “attached” to the issues that they cover. However, since they acknowledge that their work is an extension of public’s rights, it is their duties to exclude their own biases and to not participate in the conflict.

Conclusions

Most journalists in the Philippines are thrown into the profession without proficient guidance and consequently accept the habits and procedures of the industry as a given. Corruption, abuse, sensationalism and escalation-oriented reporting are some of the consequences.

The political-economic narratives of the media spaces in the Philippines have always been an inquiry of the journalists’ reportage of conflict. While they are, the journalists continuously struggle for the concepts of the power of media, abuse of that power, contexts of power and privilege, and rights as citizens, not only as practitioners.

Meantime, there is the inquiry of allowable spaces within the political-economic spheres of media; the owners’ agenda and their direct eyes and ears as editors and gate keepers. It is noteworthy to emphasize that while journalists consider media responsibility and its impact; at the end of the day, all journalists bear conscience. It is this that propels media men for scientific discourses that better address the conflicts they face in the profession as they commit themselves to uphold quality journalism standards and provide depth and context in reporting; through which a kind of journalism that thereby supports democracy, social justice, human rights and peace becomes realizable.

The concepts do not only present a more responsible way of reporting conflicts but are presented as liberating approaches and essential substance in the practice of journalism which had long been denied to journalists, media practitioners and citizens. The scientific discourses in journalism allow journalists to look at their profession from a holistic point of view, define their own place in society and find alternative ways to cope with the cultural landscape of the media instead of being peripheral parts of society used to pursue political and economic interests. As a consequence to its pursuit, it does not only benefit the journalists but also their readers who receive more accurate and less agenda-driven information. The people are empowered by being given more choices, while the agenda-setters are tempered of their ideological dominance. The conflict approaches serve as an anchor media practitioners can hold on to not to be carried away by the dynamics in the media industry; thus empowering the people for mature and independent decision making.

Notes

1. The authors acknowledge the assistance of PECOJON-Peace and Conflict Journalism Network in providing relative data. Likewise, the authors recognize all the members of PECOJON for the input they provided.
2. All interviews and written exchanges originally conducted in Filipino were translated by the authors into English.

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Personality Traits and Demographic Profile Predicting Social Networking Sites Usage in Thailand

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Abstracts

The present study examined the influence of the Big Five personality traits (i.e., Emotional Stability, Extraversion, Openness to Experience, Agreeableness, and Conscientiousness) on the amount of social networking sites (SNSs) usage, and the differences in time spent on SNSs among people who were in different age and gender groups in Thailand. This study employed a cross-sectional design using the purposive sampling to collect the data. Participants (N = 397) who have used social networking websites: Facebook, Twitter, and YouTube were participated. Three hypotheses and three research questions were posed.

Overall, personality traits predicted time spent on SNSs. The findings showed a positive relationship between Extroversion and a negative relationship between Emotional Stability and Conscientiousness and the overall time spent on social networking sites. People who scored high on Extroversion and low on Emotional Stability and Conscientiousness tended more to spend time using SNSs. In addition, the main predictors of time spent using SNSs and Facebook were Extroversion and Emotional Stability. Moreover, there were significant differences in demographic characteristics and time spent on SNSs. Females would spend more time than males using Youtube. Younger people were more likely to spend time on SNSs, Facebook, and Youtube than were older people. The investigation of the present study extended our understanding of personality and SNSs usage in Thailand and supported the Big Five framework and past research on the associations among personality, demographic characteristics, and time spent on social networking sites.

Keywords: Personality traits, social networking sites, social media usage, gender differences, Thailand

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Introduction

A social networking site (SNS) is one of the most popular and fast growing tools that allow people to develop their profile information, connect with friends and family, and generate online activities such as sharing photos, sending public and personal messages (Boyd & Ellison, 2007). Social networking sites have become a crucial component to maintain pre-existing social connections (Ellison, Steinfield, & Lampe, 2007). With approximately 28% of Internet users in Thailand, almost 70% of them have used in SNSs (National Electronics Computer Technology Center, 2010a). Facebook and YouTube were reported as one of the most visited websites. In addition, using SNS was ranked as the second most popular activity on mobile Internet among Thais (National Electronics Computer Technology Center, 2010b).

Research on the use of SNSs has gained a considerable attention in the past years. Researchers were interested in examining diverse topics such as the relationship between SNSs use and the building and maintaining of social capital (Ellison et al., 2007; Steinfield, Ellison, & Lampe, 2008), social networking experiences (Pempek, Yermolayeva, & Calvert, 2009), intimacy and lurking in SNSs (Rau, Gao, & Ding, 2008), SNS motivation (Dumrongsiri & Pornsakulvanich, 2010; Greenhow & Robelia, 2009; Ross et al., 2009), and external factors affecting SNS usage (Dumrongsiri & Pornsakulvanich, 2012). In addition, the link between personality traits and the use of SNSs has been investigated (e.g., Krämer & Winter, 2008; Shim, Lee, & Park, 2008). Past research established a relationship between personality traits and SNSs use (Amichai-Hamburger, & Vinizky, 2010; Correa, Hinsley, & Zuniga, 2010; Hughes, Rowe, Batey, & Lee, 2012; Ross et al., 2009).

In Thailand, there has been scarce research on SNSs usage. Dumrongsiri and Pornsakulvanich (2010) explored the reasons Thai people use SNS and found four SNS motivation: passing time, peer pressure, maintaining relationships, and forging new friendship. They also reported the predictive relationships between SNS motives and SNS use. Later Dumrongsiri and Pornsakulvanich (2012) revealed the associations between external factors (e.g., media, social, and politics) and SNS use. Another research investigated Internet and social media usage. However, the results showed only the descriptive data of Internet usage profile (National Electronics Computer Technology Center, 2010b).

Katz, Blumler, and Gurevitch (1974) and Rubin (2002) suggested that individual differences and background characteristics influence how people used mass media. Moreover, Amichai-Hamburger (2002) pointed out that personality is a key to understand Internet usage behaviors. Despite the essence of SNSs and online social connection, research on the link between personality traits and the use of SNSs has still been limited. Until recently, most research emphasized either SNS usage in general or a particular site such as Facebook. Less examined on other SNS sites: Twitter and Youtube. Moreover, most research was conducted in the Western countries (e.g., Hughes et al., 2012; Ross et al., 2009) or used students as a sample (e.g., Amichai-Hamburger & Vinitzky, 2010). Hence, the current study served as a preliminary examination of how personality traits (i.e., Emotional Stability, Extraversion, Openness to Experience, Agreeableness, and Conscientiousness) and demographic profile (i.e., gender and age) were related to the overall SNS usage and in particular sites: Facebook, Twitter, and YouTube. Investigating this linkage would help us understand how individual differences influenced the way people participating in the fast growing online social networking platforms and how people in different age groups and genders used SNSs differently.

Personality Traits

This study categorized personality traits into the Five-Factor Model or the Big Five, which divided personality traits into five dimensions: Emotional Stability, Extraversion, Openness to Experience, Agreeableness, and Conscientiousness (Costa & McCrae, 1995; Goldberg, 1993; Judge, Heller, & Mount, 2002; McCrae & Costa, 1989; Saucier, 1994). The Five-Factor Model has been recognized and found to be useful and comprehensive model of personality (Goldberg, 1993; Judge et al., 2002; McCrae & Costa, 1989). Scholars have employed the Five-Factor Model to understand online social media and social networking usage (Amichai-Hamburger & Vinitzky, 2010; Correa, Hinsley, & Zuniga, 2010; Ross et al., 2009). According to Goldberg (1993), Emotional Stability (ES) explains people who are self-reliant, stable, and adaptable to new situations. Instead of Emotional Stability, some studies used Neuroticism or Emotional Instability instead. Extroversion (E) refers to people who are sociable, gregarious, assertive, and cheerful. Openness to Experience (O) refers to people who are curious, unconventional, and imaginative. Agreeableness (A) is defined as people who have the tendency to be cooperative, generous, altruistic, and warm. Conscientiousness (C) explains people who are dependable, organized, persistent, and goal-oriented.

Personality Traits and SNS Use

Past research has found the associations between individual differences and Internet use (e.g., Papacharissi & Rubin, 2000; Pornsakulvanich, 2008; Pornsakulvanich, Haridakis, & Rubin, 2008), and personality traits and SNS use (Amichai-Hamburger, 2002; Amichai-Hamburger & Vinitzky, 2010; Correa et al., 2010; Moore & McElroy, 2012; Ryan & Xenos, 2011). The findings on the relationship between personality and SNS use have been mixed. Many studies found the significant relationships, both positive and negative directions. For example, Correa et al. (2010) found a positive relationship between Extroversion and a negative relationship between Emotional Stability, and social media use. Amichai-Hamburger and Vinitzky (2010) reported that those who scored high on Extroversion and Conscientiousness would have more friends on Facebook than those who scored low on both traits.

In addition, those who scored high on Neuroticism (Emotional Instability) tended to post more photos than those who scored low. Ryan and Xenos (2011) found a significant positive association between Neuroticism and a negative correlation between Conscientiousness and time spent on Facebook. In addition, they reported that high extroverted people preferred using Facebook than low extroverted people. Recently, Hughes et al. (2012) investigated the link between personality and Facebook and Twitter usage and found mixed results indicating those who had high Emotional Instability scores were more likely to use Facebook for social use, whereas those who scored high on Openness and low on Conscientiousness were more likely to use Twitter for social purposes.

Nevertheless, some studies found no association between personality and SNS usage. For instance, Ross et al. (2009) examined the influence of personality and Facebook use and found that Extroversion was not related to time spent online and the number of friends on Facebook. Neuroticism (Emotional Instability) was not associated with posting personal information on Facebook. Moore and McElroy (2012) found that high extroverted people had more Facebook friends, but less frequent used of Facebook. They also reported no relationship between Extroversion and time spent on Facebook. Moreover, Emotional Stability found to be negatively related to time spent on Facebook.

Gender, Age, and SNS Use

In addition to personality traits, demographic profile including gender and age could be important variables that help understand how people used social networking sites differently. Past research has shown that there were gender and age differences in the use of new communication technologies, Internet, and SNSs. For example, Dumrongsiri and Pornsakulvanich (2008) examined Short Message Service (SMS) and found that females sent more short messages via mobile phone than did males. Later, Dumrongsiri and Pornsakulvanich, (2010) explored social networking site motivation and usage and revealed that females spent more time using SNSs than did males. Correa et al. (2010) studied whether the personality, age, gender predicted social media use and reported that males who were high extroverted tended more to use social media than males who were low extroverted, whereas those who had high Emotional Stability would be less likely to use social media than those who had low Emotional Stability. They also found that females with higher levels of Extroversion and Openness would be more likely to use social media. Nevertheless, some research found no relationship between demographic profile and SNS use. Baek, Holton, Harp, and Yasschur (2011) found no association between gender and age, and the frequency of posting links on Facebook.

Based on the review of literature, there was no clear-cut conclusion on the associations among personality traits, demographic profile, and SNS usage. Some personality traits may be more related to SNS use than the others. Previous studies found more support on the link between Extroversion, Emotional Stability, and Conscientiousness and SNS use, whereas less support for the link between Openness to Experience and Agreeableness, and SNS use. For example, the results showed a positive relationship between Extroversion and a negative relationship between Emotional Stability and social media use (Correa et al., 2010). In addition, prior studies revealed a negative relationship between Conscientiousness and time spent on Facebook (Ryan & Xenos, 2011). Thus, we proposed three hypotheses and three research questions in the present study.

Proposed Hypotheses and Research Questions:

H1: Extroversion positively predicts the amount of SNS use.

H2: Emotional Stability negatively predicts the amount of SNS use.

H3: Conscientiousness negatively predicts the amount of SNS use.

RQ1: How do personality traits (i.e., Emotional Stability, Extraversion, Openness to Experience, Agreeableness, and Conscientiousness) predict the amount of use (i.e., SNSs, Facebook, Twitter, and YouTube)?

RQ2: Are there differences in the amount of use (i.e., SNSs, Facebook, Twitter, and YouTube) between genders?

RQ3: Are there differences in the amount of use (i.e., SNSs, Facebook, Twitter, and YouTube) among age groups?

Method

Sample and procedure

The present study employed a cross-sectional design to investigate whether personality traits contributed to the amount of SNS use and there were differences in SNS use between gender and age groups. The purposive sampling was used to collect the data from the Internet users who have participated in social networking websites: Facebook, Twitter, and YouTube. The sample size for this study was estimated at 322 using Zikmund's (2003) table for establishing a sample size to minimize random sampling error. The estimation was at a 95 percent confidence level with 5 percent error and when the size of population was higher than 500,000.

Participants (N = 397) were 58.2% female and 41.8% male. They ranged in age from 15 to 58 years. Most of the participants 56.2% were students; 24.9% were private employees; 7.8% were government employees; and 7.3% were business owners. Majority of the participants 52.6% received a Bachelor degree, 29% received high school diploma, and 11.3% received a Master degree. Participants spent an average of 191 minutes daily on social networking sites, 145 minutes on Facebook, 119 minutes on Twitter, and 112 minutes on YouTube.

Measurement

Personality traits. The personality traits were operationalized as the patterns of people's behaviors. The International Personality Item Pool (IPIP) (Goldberg, 1999) reflects the Five-Factor model traits: Agreeableness (Cronbach $\alpha = .73$); Conscientiousness (Cronbach $\alpha = .76$); Emotional Stability (Cronbach $\alpha = .82$); Extroversion (Cronbach $\alpha = .67$); and Openness to Experience (Cronbach $\alpha = .65$). Participants were asked to rate how accurately each statement described their behaviors. The scale contains 50 items with a 5-point scale ranging from Strongly Disagree (1) to Strongly Agree (5). For example, the items are: "I am always prepared," "I start conversations," "I follow a schedule."

SNS use. The scale was developed to measure time spent on social networking sites in minutes daily, and time spent on each SNS type (i.e., Facebook, Twitter, and YouTube) in minutes daily.

Demographic information. Participants responded to general demographic questions about gender, age, occupation, and education.

Statistical Analysis

A descriptive analysis was performed to analyze the demographic data. Scale reliability analysis was conducted to test measurement. For Hypothesis 1, 2, and 3, a separate regression analysis was employed to determine the association between each personality and the amount of SNS use. For Research Question 1, a separate multiple regression analysis was used to examine the influence of five personality traits on the amount of use. An independent-samples t test was used in Research Question 2 to find the differences in the amount of use between genders. Finally, an Analysis of Variance (ANOVA) was conducted in Research Question 2 to determine the differences in the amount of SNS use among three age groups.

Results

Hypothesis 1 postulated that Extroversion positively predicted SNS use. A regression showed a significant positive relationship between Extroversion and the amount of SNS use, $R = 0.09$, $R^2 = .01$, $F(1, 396) = 3.90$, $p < .05$. Hypothesis 2 posited that Emotional Stability was negatively related to SNS use. The results showed that Emotional Stability negatively predicted the amount of SNS use, $R = 0.21$, $R^2 = .04$, $F(1, 396) = 17.63$, $p < .001$. Hypothesis 3 posited that Conscientiousness was negatively related to the amount of SNS use. The results revealed a negative relationship between Conscientiousness and the amount of SNS use, $R = 0.13$, $R^2 = .02$, $F(1, 396) = 6.64$, $p = .01$. All three hypotheses were supported.

Research Question 1 asked whether personality traits predicted the amount of SNS use. A separate multiple regression analysis indicated that five personality traits accounted for 6.8% of the variance in the amount of SNS use, $R = 0.26$, $R^2 = .07$, $F(5, 359) = 5.70$, $p < .001$. Extroversion ($\beta = .12$, $p = .01$) and Emotional Stability ($\beta = -.21$, $p < .001$) were two significant predictors of the amount of SNS use. In addition, five personality traits accounted

for 6.2% of the variance in Facebook use, $R = 0.25$, $R^2 = .06$, $F(5, 359) = 4.67$, $p < .001$. Again, Extroversion ($\beta = .12$, $p < .05$) and Emotional Stability ($\beta = -.20$, $p < .001$) were the main contributors to predicting the amount of Facebook use (see Table 1). In sum, those who scored high on Extroversion would spend more time using SNS and Facebook than those who had low Extroversion. In contrast, those who had higher Emotional Stability tended to spend less time on SNS and Facebook than those who had lower Emotional Stability. However, personality traits were not significantly related to time spent on Twitter and Youtube.

Table 1
 Multiple Regression Analysis for Personality Traits Predicting SNS and Facebook Use

Dependent Variable	Predictors	B	SE B	β
SNS Use	$R^2 = .06^{***}$			
	Extroversion	32.65	14.01	.12*
	Conscientiousness	-24.24	17.71	-.08
	Emotional Stability	-39.78	11.00	-.20***
	Openness to Experience	3.07	17.71	.01
	Agreeableness	15.58	17.50	.06
Facebook Use	$R^2 = .07^{***}$			
	Extroversion	39.09	16.35	.12*
	Conscientiousness	-29.82	20.24	-.08
	Emotional Stability	-51.58	12.54	-.22***
	Openness to Experience	-8.54	20.26	-.02
	Agreeableness	22.66	19.86	.07

Note. * $p < .05$. *** $p < .001$.

Research question 2 asked whether there were differences in the amount of SNS use between males and females. An independent-samples t test showed no significant difference between genders and the overall SNS use, $t(395) = 0.83$, $p > .05$. Nevertheless the finding showed that a significant difference between genders in using YouTube, $t(251) = 4.27$, $p < .05$. Females would spend more time using YouTube than males (see Table 2).

Table 2: Mean Differences in Amount of Use between Genders

Amount of Use (Minutes/Day)	Gender	SNSs	Facebook	Twitter	YouTube
	Female		192.61	142.57	136.41
Male		189.4	149.53	92.44	96.26*

Note. * $p < .05$.

Research question 3 asked whether there were differences in the amount of SNS use among people in different age groups. An Analysis of Variance (ANOVA) showed significant differences among three age groups and the amount of SNS use, $F(2, 396) = 15.58, p < .001$, Facebook, $F(2, 356) = 7.81, p < .001$, and YouTube, $F(2, 261) = 4.72, p = .01$ (see Table 3). Those who aged more than 30 (Group 3) were significantly different from those who aged less than 20 and 21-30 (Group 1 and 2) in time spent on SNSs, Facebook, and YouTube. Younger people tended to spend more time using SNSs, Facebook, and YouTube than older people.

Table 3: Mean Differences in Amount of Use among Age Groups

	Age Groups	SNSs	Facebook	Twitter	YouTube
Amount of Use (Minutes/Day)	(G1) Less than 20	232.35***	168.41***	145.63	132.52*
	(G2) 21-30	201.73***	153.70***	77.67	98.60*
	(G3) More than 30	133.03***	104.05***	118.39	96.19*

Note. *** $p < .001$. * $p < .05$.

Conclusion and Discussion

The present study sought to understand whether personality traits affected the way people use SNSs and their time spent on Facebook, Twitter, and YouTube, and whether there were differences in time spent on SNSs among people who were in different age and gender groups. Three hypotheses and three research questions were postulated. On the whole, the current study extended the understanding of personality and SNSs usage in Thailand and supported the Big Five framework and past research on the associations among personality, demographic characteristics, and the amount of time using social networking sites. The results indicated that the Big Five personality traits influenced time spent on SNSs and corresponded with previous research (Correa et al., 2010; Ryan & Xenos, 2011) on a positive relationship between Extroversion and a negative relationship between Emotional Stability and Conscientiousness and time spent on the overall social networking sites. In addition, the main predictors of time spent using SNSs and Facebook were Extroversion and Emotional Stability. People who were high extroverted and low emotional stability would spend more time using SNSs and Facebook.

In fact, it is assumed that those who are extroverted may enjoy talking both online and offline. However, past research showed that extroverts would be more likely to identify their true self offline, while introverts would be more likely to show their true identity online (Amichai-Hamburger, Wainpel, & Fox, 2002). In contrast, some studies revealed that those who felt face-to-face interactions rewarding would exhibit greater depth of self-disclosure and feel close to their online partners (Pornsakulvanich et al., 2008) and form online relationships (Sheldon, 2008). The results of the present study confirm the fact that extroverts would exhibit their gregarious and sociable characteristics both online and offline. They spent more time using SNSs than introverts. This could be explained that social networking sites like Facebook may be more beneficial for extroverts because Facebook networking relies more on

offline friends instead of new online friends (Ross et al., 2009). With this nature, it is plausible to assume that extroverts would exhibit their true selves both online and offline.

Moreover, the findings indicated the differences in time spent using SNSs among different genders and ages. Females spent more time than males on YouTube only. There were no gender differences in the overall SNS, Facebook, and Twitter usage. It seems that nowadays females are more addicted and attached to the online platforms than males. Prior evidence confirms this assumption, for example, females sent more SMS and spent more time using SNSs than did males (Dumrongsiri & Pornsakulvanich, 2008; Dumrongsiri & Pornsakulvanich, 2010) and females who were extroverts spent more time using social media (Correa et al., 2010). Nevertheless, the results also showed the differences among three age group (i.e., less than 20, 21-30, and more than 30) and time spent on overall SNS, Facebook, and YouTube usage. Younger people who aged less 30 spent more time using SNSs, Facebook, and YouTube than those who aged more than 30.

Limitations and Future Research

The current study had several limitations that need to be addressed. First, although this study found a significant difference between demographics (i.e., gender and age) and SNS usage behaviors, the interactions between constructs such as personality and demographics should be identified to obtain an in-depth understanding of background characteristics affecting the use of social networking, for example, Correa et al. (2010) examined more complex dimensions looking at males and females with various personality characteristics and their social media use.

Second, the present study looked at only the amount of SNS use, which provided the understanding of time spent on a certain SNS type: Facebook, Twitter, and YouTube. Nonetheless, more details of SNS usage such as numbers of friends, wall posting habits, and frequency of use should be observed to realize online social media usage behaviors more thoroughly.

Finally, in addition to the investigation of who has used SNSs and how SNSs have been used, more investigation on why people use SNSs are warranted (Moore & McElroy, 2012). Examining people's motivation to use media and personality characteristics are the key to understand their media usage behaviors (Katz et al., 1974). Moreover, not only could internal factors like motivation affect SNS use, but external factors like social, politics, and media could also influence the way people use SNSs. Prior research indicated the effects of external factors on the use of SNSs in Thailand (Dumrongsiri & Pornsakulvanich, 2012). Future research should examine the associations among personality, motivation, external factors, and SNS usage to illuminate the overall understanding of social media usage pattern.

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Interrupted Social Peace: Hate Speech in Turkish Media

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Abstracts

Hate speech plays a key role to interrupt social peace. Studies have shown that the number of headlines and news stories that vilified specific groups on the basis of ethnicity, religion, gender or sexual orientation increased in Turkish media. Striking quantitative increased number of that type of news stories requires an examination of hate speech in Turkish media.

Since media narratives and especially news reports play an important role in the construction and representation of social groups, this study deals to uncover hate speech/discourse strategies that targets ethnic, religious minority groups of Turkey. Considering hate speech in main stream Turkish media, it poses questions including how and what extend hate speech is employed? What type of discourse strategies are constructed in news? Answering these questions, paper will discuss related issues and use critical discourse analysis methodology. Also relations between hate crimes and hate speech will be questioned to reveal the importance of combating hate speech.

Keywords: Hate speech, discourse strategies, Turkish media, non Muslim minorities, Kurds

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Introduction

Since he was threatened by extreme nationalists, Hrant Dink, a Turkish Armenian journalist and a human rights activist wrote in the newspaper AGOS “I may see myself as frightened as a pigeon, but I know that in this country people do not harm pigeons.”¹ A few weeks later a pigeon Hrant Dink was sacrificed in a hate crime and was shot dead by a 16 years old boy who in a letter to court stated, “Guilty are the headlines that showed Dink as a traitor”².

Studies have shown that hate speech and hate discourse against some ethnic/religious/gender groups of Turkish citizens in media outcomes, textbooks, and political statements are common (TTV, 2009; Yeğen, 2011; TTV&TIHV Report, 2007) and so it is accepted as ‘normal’. As a result, hate speech in media outcomes and news stories have not been seen as a question or an important issue until recently. After loss of Hrant Dink, concepts of hate speech and hate crime have attracted more attention and became a part of public discussion mostly with efforts by liberals and leftists who are organized against hate speech.³ “The movie” of Innocence of Muslims moreover, drew conservative and religious rightists’ attention to the issue recently in context of islamophobia⁴. Now politicians, journalists, academics are getting more and more aware of the question of hate speech in Turkey.

On the other hand researches and monitoring reports note that hate speech and hate crime is rising in Turkey. Hrant Dink Foundation Hate Speech Media Monitoring Report announced that employing hate speech in the news stories are increasing both in quality and quantity in 2012 when it is compared with 2011. Furthermore the report found an increase in the number of groups that were targeted by hateful reporting, a trend that has been on the rise since late 2011.⁵ Since it is known that the media has become an effective tool in propagating hatred and ethnic, religious divisions and causing conflicts, examining hate speech and hate discourse in media and combating against now becomes more crucial. “It is especially critical to broaden the hate speech debate now that we are seeing an apparent rise in the occurrence of hate speech worldwide.”, as it is reminded by Hernandez (2011: 806)

Hate Speech

Despite of its frequent usage there is no a consensus on definition of hate speech. Bockman and Turpin Petrosino (2002, 23) stresses on prejudiced and wounding- denigrating character of hate speech and states that “any form of expression directed at objects of prejudice that perpetrators use to wound and denigrate its recipient” is hate speech. Also, members of targeted groups are “delegitimized, demonized, or depicted as inferior” in a hate speech according to Wollhardt and her colloquies. Thesis (2002) draws attentions to irrational, disapproving, hypercritical, unjustified expressional characteristics of hate speech.

The Council of Europe’s Committee of Ministers’ recommendation 97 (20) defines hate speech as follows: “the term ‘hate speech’ shall be understood as covering all forms of

¹ Dink, Hrant. Agos Weekly Newspaper (Armenian Turkish) 10 January 2007

² BIA News Center, Prime Suspect Samast: ‘The Headlines are Guilty, not Me’, 6 April 2011 (<http://bianet.org>)

³ IHD (Human Rights Association), Hrant Dink Vakfı (Hrant Dink Foundation), Nefretme (Do not hate), IHOP (Human Rights’ Platform), BIA (Independent Communication Network) are some of the organisations that fights against hate speech.

⁴ Selma Hacıismailoğlu, Islamofobi Batı’da nefret suçu olabilir mi? (Can Islamophobia be hate crime in West) Yenişafak Newspaper, 13 October 2012, p. 15

⁵ Hrant Dink Vakfı, “Medyada Nefret Söylemi İzleme Raporu Ocak-Nisan 2012” (Monitoring Report of Hate Discourse in the Media) http://www.nefretsoylemi.org/rapor/rapor_Ocak-Nisan_2012.PDF (01 08 2012)

expression which spread, incite, promote or justify racial hatred, xenophobia, anti-Semitism or other forms of hatred based on intolerance, including: intolerance expressed by aggressive nationalism and ethnocentrism, discrimination and hostility against minorities, migrants and people of immigrant origin.” It is obvious, even if this definition is useful by stressing racist genesis of hate speech, it does not consider sexism as hate speech which is the shortage of the definition. It is understandable to stress on racism, nationalism and xenophobia that are deeply rooted causes of hate speech and act. Matsuda (in Schwartzman, 2002) points out racist hate speech must be defined according of its three characteristic features: a) contains a message of racial inferiority, b) directed against a historically oppressed group; c) is persecutory, hateful, and degrading. “According to these criteria, racist speech is harmful not because of the words *all by themselves* cause harm and pain, but because of the social, historical, and political context in which they are uttered.” (Schwartzman, 2002: 427)

Parekh(2006: 214) states “Hate speech expresses, advocates, encourages, promotes, or incites hatred of a group of individuals distinguished by a particular feature or set of features” and “when hate speech is permitted to be propagated, it encourages a social climate in which particular groups are denigrated and their discriminatory treatment is accepted as normal.” In sum it can be said basically hate speech is racist/nationalist, sexist words that hurt, wound and kill psychologically and physically. Because “Hate speech is the rhetoric of hate crimes and perpetuates racism, heterosexism, and sexism” (Cowan and Khatchadourian, 2003: 300) Connection between hate speech and hate crime drives us to examine hate crimes.

Speech That Kills: Hate Crimes

Organization for Security and Cooperation in Europe (OSCE) defines hate crime as “any criminal offense, including offences against persons or property, where the victim premises or target of the offence are selected because of their real or perceived connection, attachment, affiliation, support or membership with a group. A group may be based upon their real or perceived race, national or ethnic origin, language, colour, religion, sex, age, mental or physical disability, sexual disorientation or other similar factors.”⁶⁶

Connection between hate speech and hate crime can be detected in rhetorical stratagem of hate speech that is described with following four characteristics by Whillock: “Rather than seeking to win adherence through superior reasoning, hate speech seeks to move an audience by creating a symbolic code for violence. Its goals are (a) to inflame the emotions of followers, (b) denigrate the designated out-class, (c) inflict permanent and irreparable harm to the opposition and ultimately (d) conquer.” (1995:32) Thus hate crime follows hate speech but the question is how hate speech achieves this, the answer is with the help of the media. It will be discussed later.

The most drastic and well known examples of hate speech communicated through the media that have brought worldwide attention to the phenomenon experienced in Rwanda and Yugoslavia were both incited by media hate speech. Davison suggests that the ability to successfully convey the politics of hate relates to a number of factors including media control for mass mobilization. “Nazi and fascist parties took advantage of press laws, urbanization and mass communication to agitate and attract followers. Likewise, Milosevich in Serbia and the Hutu extremists in Rwanda established ultranationalist networks and controlled important

⁶⁶ Hate Crimes in the OSCE Region: Incidents and Responses Annual Report 2006, s.9, at: www.osce.org/odihr/26759

media outlets.” Serbian media broadcast messages just like Hutu Radio Mille Collines propagated hate stratagem as it was described by Willock .

Hate speech has consequences because “Speech always matters, is always doing work; because everything we say on the world in ways indistinguishable from the effects of physical action, we must take responsibility for our verbal performances-all of them” (Fish quoted in Hernandez: 2011: 841) If speech kills and harms and we must take responsibility for our words and speech where we should draw line in order to protect historically depressed groups. Is answer in banning or censorship? Is hate speech ban a violation of freedom of expression? These questions are valid and current in most of the scholarly discussions on hate speech. Therefore it should be asked what is the most ethical and responsible way to deal with hate speech.

The Hate Speech Dilemma: Prohibition or Freedom

Discussions on hate speech are quite controversial in nature and stress on conflict between hate speech restriction demands and free speech principle. One of the major concerns comes from US perspective is whether or not hate speech laws violate peoples’ right to freedom of speech which is under warranty of First Amendment US Constitution, UN Universal Declaration of Human Rights, EU Human Rights Charter and other conventions, declarations and charters. Free speech notion is a core value of Western societies. The roots of the libertarian concept of free speech go back to 17th century with Milton, Mill and others. Today’s liberals acknowledge the harm of hate speech yet argue that the proper response to hateful messages was more speech or more freedom of expression not less or restriction on hate speech. Free speech supporters derive their theoretical arguments from marketplace theories, peacekeeping, deontological theories, and civic republicanism (see Heinze 2006) and reject to ban or restrict hate speech.

Lillian (2007: 738) suggests “Most discussions of free speech revolve around interpretation of the US First Amendment” and points out “For American readers, this might seem a self evident preoccupation, but from a non-US perspective, framing of a large and complex *human* problem in peculiarly US terms suggests a form of hegemony” Hegemonic, individualistic and libertarian nature of pro free speech approaches is challenged by critical race theorists and feminists. Feminist perspectives stress that “free speech is not an ahistorical, objective, universal concept.” (Phillips quoted in Cornwell and Orbe, 1999: 78) They also criticize the role of power, privilege, culture, and social/political inequalities embedded in liberal structure of society. However liberal ideology of free speech assumes that hate speech/crime victims have equal power of hate speech/crime perpetrator. We all know that there is no social, gender, racial equality that gives equal position and power to social, gender, racial groups. (ibid: 79)

Other scholars who sided with feminists are critical race theorists who oppose unregulated usage of freedom of speech since hate speech is embedded in our social structure and hierarchies. Because of this, “The traditional western notion of freedom of expression has been criticized in recent years by critical race theorists who argue that this ethos ignores the gross power imbalance between the users of hate speech and their victims.” (Slagle, 2009: 238) As opponent of hate speech, critical race theorists drew attention to rights of historically oppressed minority groups instead of individuals and have a communitarian approach to law and ethics instead of libertarian. Matsuda (1993: 18) puts it “tolerance of hate speech is not tolerance born by the community at large. Rather it is a psychic tax imposed on those least able to pay.” Another concern expressed by them is hate speech harms and there is an

artificial distinction between speech and conduct. Hate speech causes violence so, hate speech should be outlawed. (see, Boeckman and Turpin-Petrosino, 2002) From principal of equal citizenship point of view hate speech is subject to state regulation because of the state's interest in preventing violence and in protecting the esteem and dignity of its citizen, as it is stated by Supreme Court (*Beauharnais v. Illinois*, 1952)

Demand and attempt to ban/regulate harmful hate speech is not a new issue. Actually free speech absolutist US perspective has been challenged by United Nation Human Rights Conventions and Declarations and international law since right after World War II. United Nations General Assembly adopted the Convention on the Elimination of all forms of racial Discrimination (CERD) in 1965. CERD is not only explicitly opposes the manifestation of racist hate speech also keeps states responsible for condemn the dissemination of hatred and recognize such offence punish by law (Art. 4). Similarly, the 1966 International Covenant on Civil and Political Rights (ICCPR) provides that "any advocacy of national, racial or religious hatred that constitutes incitement to discrimination, hostility or violence shall be prohibited by law" (Art. 20).

After Holocaust, hate speech and hate crime is a sensitive issue for European Countries most of whom have restricted racist hate speech/crime and outlawed. (Bleich 2011) Recently, in 2003, the Council of Europe has issued a protocol that encouraged signatories to outlaw, criminalize racist, xenophobic acts committed in cyberspace (CETS No.189)(ibid: 927) Another country which is also has a racism and segregation policy history United States of America also has passed a federal hate crime laws (HCSEA) in 1994 (ibid: 924). In Latin American countries, "like many countries in Europe, hate speech is prohibited." (Hernandez, 2011: 805) Asia and Africa with some Middle East countries need more effort on the issue India and post-apartheid South Africa have shown good improvement after enact hate speech legislation (ibid: 810).

In contrast to CERD and ICCPR, UN Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW) does not prohibit sexist or gender discriminatory speech. There are no explicit provisions with regard to prohibition of hate speech against woman. Furthermore, Lillian reminds us with quoting from Walker who "makes reference to hate laws in the UK, Brazil, Turkey, Germany, and Canada, all of which refer to various combination of race, ethnicity, religion, nationality, and class, but none of which specifically refers to sex, gender, or sexual orientation. He also points out, however, that in the 1980s, definitions of hate speech began to expand to include other historically victimized groups such as women, lesbians, and gays". (2007: 731)

Despite of all this legislative improvements critics question criminal law approach as poor vehicle for regulating hate speech and adds "What is needed is a framework of civil remedies that is better formulated to address the harms of hate speech and its hindrance to racial equality." (Hernandez, 2011: 807) Thus relation between hate speech/crime and racism/nationalism, sexism should be addressed and questioned. In that context relationship between hate speech/discourse and media also should be addressed and questioned.

Media and Hate Speech/discourse

Hate speech is a part of racist (sexist) discourse that "is the main interface between the social and cognitive dimensions of racism." Understanding the importance of discourse is important because "one of the main roles of discourse is the reproduction of social representations, such as knowledge, attitudes, ideologies, norms, and values." (Van Dijk, 2011: 16) Thus discourse plays a fundamental role in social peace or conflict. Since ethnic and gender affairs in a

society is constructed based on dominant discourse hate speech as a discourse should be examined, particularly racist/sexist hate discourse that is employed by mass media. The way that social problems are defined by news media is a strong influence on how the public and policy-makers understand and act on the issues. (Thompson and Ungerleider, 2004) According to van Dijk (2011: 17) “the mass media are currently the most influential source of racist bias, prejudice, and racism...news, editorials, and opinion articles in the press are crucially involved in the formation of ethnic attitudes and ideologies.” Moreover, “Across many countries, the main source of racist beliefs stems not from an individual’s daily experiences but rather from the racist speech prevalent in public discourse and racially biased media sources. (Van Dijk quoted in Hernandez, 2011:813) Thus media is often the primary vehicle by which the public learns about who is valued and who is not (Dasgupta quoted in Hernandez, 2011: 814) by doing so, the media discourse construct a hierarchy between social groups and citizens.

Methodology and Scope

In the assessment of the compiled data, two main approaches of Critical Discourse Analysis (CDA) will be used. Based on their significant contributions to the critical discourse analysis field as founding theorists, the *Socio-cognitive Approach* model of Teun van Dijk and *Discourse-Historical Approach* model of Ruth Wodak are the main research models. Through these models, it is aimed to reveal the dominant discourse patterns and discourse strategies in the news headlines and texts.

CDA, as in the definition of Fairclough, is an interdisciplinary discourse study approach that sees languages as the form of social practice and that focuses on the regeneration of social and political dominance through text and speech (Wodak and Meyer, 2000: 27). Wodak defines CDA as an interdisciplinary study field that approaches the use of language from a critical perspective and argues that it should be methodologically placed in the hermeneutic tradition instead of the analytic-deductive tradition (Wodak and Meyer, 2000: 28). Generally CDA is problem-focused and that is why it is defined with eclectic and interdisciplinary characteristics both in theory and practice (Wodak and Meyer, 2000: 3).

Another characteristic feature of CDA is its common and popular interest in revealing the ideology inside the discourse. Based on these reasons, Critical Discourse Analysis approaches the discourse with a critical interest that focuses on concepts such as power-dominance, ideology and hegemony as being different than other discourse analysis methods, and attaches a special interest to the examination of news discourse. Van Dijk, who states that the final success of CDA can be measured with its effectiveness and contribution to change, reminds that proof of this success can be clearly seen in the class struggle, anti-colonialist movement, the civil rights movement and the women’s rights movement (van Dijk, 1993: 252). This reminder verifies the compatibility of CDA method for the scope and content of the study.

The scope of the study includes the news and columns of Turkish newspapers. The database that forms the content of the study is derived from Hrant Dink Foundation Hate Discourse Media Monitoring Project.⁷ The project monitors national and local newspapers with the aim of detecting news and columns in which hate discourse is employed related to religious, ethnic, and gender groups.

Findings:

⁷ For details see www.nefretsoylemi.org

Construction of Polarized Identities: Positive Self: Muslim Negative Other: non Muslim

“Since every search for identity includes differentiating oneself from what one is not, identity politics is always and necessarily a politics of the creation of difference.” (Benhabib, 1996:3). As these words that belong to Benhabib, who was born in Istanbul and became one of the important thinkers of our age, reveal clearly, “othering” is an obligatory step in the process of identity construction. While ‘self’ is constructed by emphasizing the qualities different than the ‘other’, both identities are constructed. As it is detailed in the studies that Wodak and Van Dijk who focused on decoding the racist discourse, while ‘self’ or ‘us’ is constructed as an in-group identity, ‘other’ or ‘them’ is constructed as out-group identity (van Dijk, 2007; Wodak, 2009). Thus by emphasizing the differences between ‘us’ and ‘them’, polarization and opposition are created. By creating a discriminative differentiation in the identity hierarchy, the desired and the undesired identity is clarified. Positive self representation and negative representation of ‘other’ mark ‘other’ as out-group and undesirable.

By stressing difference between ‘us’ and ‘them’ members of outgroup are denigrated, demonized, delegitimized, or depicted as inferior. Examining the used referential, nomination, and prediction strategies it will be revealed whether negative names, adjectives, references, and definitions are used in the construction of outgroups in media discourse.

According to Hrant Dink Foundation Hate Speech Media monitoring Project Report, first four outgroups that are historically oppressed minorities who are represented in a negative way in Turkish media are respectively Armenians (n: 58), Christians in general (n: 34), Jews (n: 34), Rum (Greek Orthodox Turkish citizens - n: 16). It should be noted that Turkey has citizens from all this ethnic and religious origins. In the news, while Turks are defined positive references such as;

“I am a Turk, my religion, my kind is divine.” (A quotation from a famous poem is used as column title by Ahmet Sevgi, Yeniçağ newspaper, 14 01 2011

Ethnic minorities are defined with a selection of words that bring negative meanings and attributes, its properties that are highlighted are also the negative ones. This attitude is widely seen in the news stories of right-conservative-nationalist-Islamist newspapers. Some examples are following;

“Despite of being Ottoman citizens, Armenians who were dreaming ‘to form Armenia on Turkish land’, participated with enemy forces and stabbed Turkey in the back...” Ruhat Mengi, Vatan newspaper, 25 05 2011

This is Greek...there is no such liar, untrustworthy, unreliable race in the world.” H. Macit Yusuf, Yeniçağ newspaper, 12 09 2012

“Most ferocious enemy of Muslims is Jews...Let me remind you, all gamble games were invented by Jews. Are you aware of how Jews apart you from your (Muslim) faith, and make you their slave?” Adnan Öksüz, Milli Gazete newspaper, 03 09 2012

Tsesis (2002: 81) argues that violence against ethnic minorities and other outsider groups never occurs in isolation, but is legitimated and made more likely by a background of social beliefs, customs, imagery, metaphors, and stereotypes that degrade and dehumanize them. “emotive response elicited by the repeated expression of disrespectful images about ethical, political, sexual, religious, or familial qualities of targeted groups” produce all these social beliefs, customs, imagery, metaphors, and stereotypes which are expanded and reinforced by

the media. Thus we must consider relations between hate speech/discourse in media and hate crimes.

Recently in Turkish politics, non-Islamized representation of Kurds can be detected as a new tendency. This effort is quite salient especially in recent speeches and public addresses of Prime Minister R. Tayyip Erdoğan. Kurds as 15% population of Turkey are Muslim. Despite of being Muslim, Kurdish members of Turkish parliament who are very influential opposition party members are accused of being Zoroastrian and/or Ezidi, (as if being Zoroastrian or Ezidi is a crime);

“They are Zoroastrian. Here is, now they are mentioning Yezidiness (Ezidi). They are celebrating this kind (Ezidi) of worship. Even if they are (Y)Ezidi, unless they do not get involve with terror, we value human being for being human.” PM Erdoğan’s speech transmitted by Pınar Ögünç, Radikal newspaper, 22 10 2012

In doing so, Prime Minister Erdoğan forges politics of difference and relates Kurds who are dissident political party members and voters with non Muslim religion and tradition, so pushes them historical hostility corner because non Muslims are constructed as historic enemy and evil. It is known that “the “politics of difference” cannot easily be abstracted from particular histories of social conflict and ideological contestation.” (Kaplan, 2008: 40)

Construction of non Muslim Identity as the Historic Enemy and Evil

‘99% of population of Turkey is Muslim’ this phrase is very common in usage that implicate Turkey is a Muslim country. Researches have shown that in today’s Turkey in which 70 million citizen lives, Armenians are around 50 000, Jews are around 27 000, Rums (people with Greek origin historically called as Rum that refers to East Rome) are around 3 or 5 000.⁸ Therefore Turkey has been a multi religious country since the beginning of Ottoman Empire and historically has had hostility with Western world and its religion Christianity. In Ottoman era Jewish people not equally, but relatively to European Jews, comfortably lived with Turks. However in Republican era they suffered of anti-Semitic state oppression.⁹ In sum, it can be said hostility against non Muslims are embedded in social fabric of society in Turkey that can be detected in news stories’, and column writer’s language. Therefore representation of non Muslims as enemy and evil are normalized. Some examples are following:

“Especially if we look at our district, we can see Zionist powers and Christian world are behind of every type of cabal and chaos...Zionists and Christian world constitute the evil axis against Islam...If they were able, they would wipe Islam and Muslims from face of earth.” Abdülkadir Özkan, Milli Gazete, 09 08 2012

“Do Evangelists have any interest in peace? Are not Evangelists a Christian sect’s member who believed to ruin Mescid-i Aksa and to kill all Muslims in Armageddon War? What happened to the essential tradition of this geography (Turkey) that is resistance against invasions and not to be sided with Crusaders?” Mustafa Hilmi Yıldırım, Yeni Mesaj newspaper, 17 09 2012

“Ey believers do not make Jewish or Christian friends. They are friends of their own kind. If one of you keep them as friends s/he is one of them. No doubt Allah does not guide them.”

⁸ Tülin Yanıkdağ, Gayri Müslim Azınlık Sorunu ve Türkiye (Question of non Muslim Minority and Turkey) at: www.bilgesam.org (07 10 2012)

⁹ Ayşe Hür, Küreselleşen Anti-Semitizm ve Türkiye, (Globalized Anti-Semitism and Turkey), at: www.birikimdergisi.com (12 06 2012)

Selim Çoraklı, Vatan newspaper, 20 03 2012 (This is versus of Maida 51 and referred by several writers during January- April 2012¹⁰)

“Vatican says, ‘We made Europe Christian, in first millennium and America in second millennium. In third Millennium we will make Asia Christian’. Seyfi Şahin, Ortadoğu newspaper, 18 01 2011

As it is seen, historic hostile incidents between Muslims and Christians, like Crusade, Armageddon war, leaving Mescid-i Aksa Mousque in Jerusalem to the Jews are vivid. Furthermore the historical image of medieval Christianity and anti-Semitic images still alive in today’s Turkish social imaginary. In this imaginary Christians and Jews are defined as enemy and threat besides unreliable, dishonest ones. Also they represented people who want to wipe out Turkey from the face of the Earth and create Big Israel, Big Armenia and Christianized Turkey. In the news discourse, we can see identities are constructed based on opposition between Islam and Christian-Jewish which creates polarization.

Generalizations and denotations that emphasize the evil character of Jews and Christians are indicators of hate speech/discourse and racism against non Muslim citizens of Turkey. Now Kurds are being positioned in that historical context by inventing for them a new non Muslim, actually pagan belief system, which is the biggest sin according Islamic teaching. Following column piece should be interpreted by keeping this in mind;

“The mission of PKK (Kurdish armed organization) is to break to pieces, to separate (Turkey). Do they want to form a Kurdistan? No!.. They want to form Big Armenia, Big Israel, and Christianized Asia Minor.” M. Şevket Büyükeygi, Yeni Akit newspaper, 06 09 2012

Construction of Minorities as Disloyal Citizen and Traitor

Stigmatizing, blaming, stereotyping, scapegoating are main characteristics of hate speech/discourse and most of time it serves to inflame emotions of followers that was reminded by Whillock. As a result, support for speakers is likely to increase. For followers and listeners exposed to hate speech on a regular basis, for example through mass media, this destructive ideologies and dehumanizing message become normal. (Vollhardt et al. 2006-7: 25) following examples indicate a common form of hate speech/discourse of the media that emphasize disloyalty and treachery of minority groups and represents them as disloyal traitors to the country:

“They (Kurds) are burning (Turkish) flag, ruining neighborhood, then expect to be served by state.” Sözcü newspaper, 14 07 2011

Despite of being Ottoman citizens, Armenians with the dream of establishing Armenia in land of Turkey, participated with enemy forces and Russian Army and stabbed Turkey in back..” Ruhat Mengi, Vatan 25 05 2011

Ishak Alaton (a Jewish business person) who hugged pro PKK, former parliamentarian Leyla Zana who was sentenced as being separatist, talked with the language of separatist...As if he wanted to say ‘Do not care about Atatürk! Erase Turkis nation’s identity’...While Turkish nation’s many make him rich, he says ‘it is time to set free Öcalan’ who is the head of terrorists, head of enemies of the (Turkish) state.” Sözcü newspaper, 12 04 2011

¹⁰ Hrant Dink Vakfı Medyada Nefret Söylemi İzleme Raporu Ocak-Nisan 2012 p. 6 (Hrant Dink Foundation Hate Speech Media Monitoring Report January- April 2012 at: www.nefretsoylemi.org (27 10 2012)

“Mayday belongs to laborers, workers and all working people who work with sweat, honesty and are loyal to the country and the nation, respectful to Ata (türk). (Mayday) does not belong to blood handed wild, separatist Kurds.” *Ufuk Söylemez, Sözcü newspaper, 03 04 2011*

“There is no in any country that have such big number of traitors. It is said ‘Traitors of big nations are too much and big’...you must actually share suffering of Turks under Armenians’ cruelty.” *Altemur Kılıç, Yeniçağ newspaper, 26 04 2010*

Bartho (refers a Turkish citizen who is Ecumenical Patriarch of Eastern Orthodox Church Bartholomew) is out of his senses...(he) complained about Turkey to the world. Priest of Fener started war...Priest of Fener Bartholomew continues to attack against Turkey.” *Salim Yavaşoğlu, Yeniçağ newspaper, 19 12 2009*

(Armenian)Diaspora, SOROS, TESEV, and collaborator writers took action (against Turkey) Armanianist conspiracy... ‘Lovers of Armenian’ pushed the button. Headline and spots by *Yeni Akit newspaper, 03 09 2012*

As it is argued by Vollhardt et al. (2006-7: 24) “Statements alleging disloyalty of the “other” can create mistrust against the stigmatized individual or group, and even incite irrational fear of the ostensibly subversive group within one’s society.” As news quotations show that not only non Muslim minority members like Armenian, Jewish, Rum also Muslim minority members like Kurds are accused of disloyalty, treachery alliance with other countries. Often disloyalty accusations are related to ongoing armed struggle between PKK (Kurdish Workers Party) and Turkish Army. When a minority member like Ishak Alaton, even if he/she is a respected business person explain their opinion about Kurdish Question and calls for peace that is perceived as collaboration between Jews and Kurdish Terrorists.

As it is mentioned in previous pages, hate stratagem concept that is introduced by Whillock (1995) defines and characterizes fundamental features of hate speech/discourse. The stratagem is essentially a typology of features of hateful discourse: a) inflaming emotions of followers, b) denigrating an out-group by associating them with undesirable qualities, c) inflicting harm on the out-group by attacking features that the out-group values, d) rhetorically conquering the out-group (e.g by glorifying killing or destruction of the group) News stories or columns that are examined in this study shows similarities and overlaps with Whillock’s hate stratagem. Thus it is important to be aware of its dangerous, hazardous effects and also “Once hate speech has been detected, sensitized and motivated listeners can engage in activities that counteract its destructive effects” (Vollhardt, 2006/7: 31)

Conclusion

Hrant Dink Foundation Hate Speech Media Monitoring Report January- April 2012 found that hate speech in Turkish media increased more than 100% in the first quarter of 2012. Also it is remarkable that 80% of news report and columns which employs hate speech/discourse were published in national media, 20% in local media.¹¹ So it is time to counteracting hate speech. Raising awareness, making new legislations are essential to combat against hate speech/discourse in societal level. Particularly in order to reduce hate speech in media, educating journalists and reinforcing ethical codes can be helpful. The most importantly being critical about racism, nationalism, and sexism is imperative. When hate speech become dominant discourse and ideology of governments, and societies, it corrupts peace capacity of

¹¹ Hate Discourse Media Monitoring Project, January-April 2012 Report p. 4

public. Since racism/nationalism, sexism is embedded in the deep fabric of society and state reflexes we should refuse hate politics, and hate paradigms that are the threat for social peace.

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Australia's 'Inland Tsunami': Media and Meaning

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Abstracts

Originating in the city of Toowoomba, South East Queensland, Australia, an unprecedented flash flood event occurred on 10 January 2011 which authorities immediately referred to as an 'inland tsunami'. In order to show the contextual reference to this new term, there are examples from sixteen online newspaper reports from January 2011 to January 2012. Most of these featured in *The Chronicle*, Toowoomba's local newspaper, in the month following the disaster. To explain how we can comprehend both the prototypical lexical concept [TSUNAMI] and the newly coined lexical concept [INLAND TSUNAMI], there is an outline of some fundamental elements of the theory of Lexical Concepts and Cognitive Models (LCCM theory) (Evans 2009). In the context of this theoretical framework, key features of numerous eyewitness accounts comprise a proposed partial cognitive model profile of this event-specific and otherwise incongruous neologism [INLAND TSUNAMI]. The suggestion is that this unconventional lexical concept exemplifies semantic broadening of the Japanese loan word 'tsunami' in an Australian context and that (official) reporting of this natural disaster as an 'inland tsunami' was an accurate metaphoric reference, considering collated eyewitness descriptions of the floodwater's appearance and behaviour.

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Introduction

From 11 March 2011, the formidable Japanese (loan) word 'tsunami' once again dominated world headlines. Yet two months prior to the Great East Japan Earthquake, another natural disaster unfolded in Australia, where the term 'inland tsunami' received immediate national and world media attention. Although summer is the wettest season in Queensland, the effect of a particularly strong La Niña had contributed to major floods throughout the state. These covered around 770 000 square kilometres, which is an area equivalent to the size of Germany and France combined (Goodman 2010). On 10 January 2011, following three weeks of exceptional and sustained rainfall, intense storms combined to cause an unprecedented flash flood. In the following days, a number of towns and cities in South East Queensland suffered significant damage. Starting on the top of the Great Dividing Range around the small city of Toowoomba, floodwater suddenly cascaded and surged west, south and in its most destructive path, east through the Lockyer Valley, in what hydrologist Philip Jordan testified at the subsequent Floods Commission of Inquiry to have been a one in 370-year flash flood event (ABC 2011a). Dalton (2011) provides three accurate flood modelling animations of the dramatic flows. As the water moved east to the sea, the adjacent cities of Ipswich and the state's capital, Brisbane, Australia's third-largest city, recorded the worst flooding since January 1974 (Commonwealth of Australia Bureau of Meteorology 2011).

This paper provides a selection of online newspaper reports that specifically include reference to the flash flood as an 'inland tsunami' and also one of the event's key features, a (high) 'wall of water' (ABC 2011b; Gearing 2012). Further to this, there is a cognitive analysis of the lexical concept [INLAND TSUNAMI] and an explanation of how we can understand this otherwise incongruous neologism. The first section reviews definitions of the prototypical lexical concept [TSUNAMI]. Following this, as reported online mostly from Toowoomba's local newspaper, *The Chronicle*, there are descriptions of the flash flood event of Toowoomba and the Lockyer Valley, including a number of eyewitness accounts. These descriptions help us to understand features of the semantic profile for the lexical concept [INLAND TSUNAMI] in the Australian context. In the next section, there is an outline of some fundamental components of the Theory of Lexical Concepts and Cognitive Models (LCCM theory) (Evans 2009). In particular, there is discussion of cognitive model profiles and an explanation of figurative meaning conception. With reference to the reporting of the Lockyer Valley event, there is a suggested comparison of some primary and secondary cognitive model profiles for [TSUNAMI] and [INLAND TSUNAMI]. There are similarities between aspects of these lexical concepts and their comparison also indicates the semantic broadening of the Japanese loan word 'tsunami', at least in the context of this particular Australian natural disaster.

Defining a Prototypical Tsunami

English dictionary entries for 'tsunami' vary somewhat. Some entries, such as that in *Merriam-Webster* online (2011) equate it with 'tidal wave', which is technically erroneous. Another dubious definition claims that tsunami means 'storm wave' in Japanese, followed by an inadequate description that 'waves over 100 feet [30 metres] crash into shore' (Hendrickson 2004, p. 734). In fact, the word 'tsunami' more accurately translates as 'harbour wave'. Furthermore, many tsunami attain heights of less than one metre by the time they

reach shore. In order to collate common semantic features to construct a partial cognitive model profile for the lexical concept [TSUNAMI], accurate descriptions of tsunami characteristics and events feature online at the Commonwealth of Australia Bureau of Meteorology (2012). In addition, pertinent entries from some online dictionaries include: 'A large, often destructive, sea wave produced by a submarine earthquake, subsidence, or volcanic eruption. Sometimes incorrectly called a tidal wave' (*Collins English Dictionary* 2012); 'A very large wave, caused by extreme conditions such as an earthquake, which can cause a lot of damage when it reaches land' (*Longman Dictionary* 2011) and 'A long, high sea wave caused by an earthquake or other disturbance' (*Oxford Dictionary* 2012).

Toowoomba and Lockyer Valley 'Inland Tsunami' Descriptions

It is difficult to describe this overall (flash) flooding event in a conventional way. That is, a usual flood sequence occurs when localised heavy and/or sustained rainfall fills water courses, which then perhaps overflow to inundate nearby areas. Flash floods can originate far from sites of sudden inundation much further downstream. However, what differentiates the Lockyer Valley event from others, was the fact that it started as a major flash flood on the top of a mountain, factors such as its scale, the volume of water and the behaviour of water flow far beyond defined water courses. These were some of the reasons why residents were not and could not be warned of fast approaching water, even though the flood occurred during the afternoon when everyone was awake. Consequently, many had just moments to climb onto their roof. Unfortunately, '13 of the 19 people killed (70%) were washed out of their houses, disappeared as the house was washed away or drowned in their house' (Rogencamp & Barton 2012, p. 7). Churning water flowed where it had not done so before in volumes so great, that it approached towns from different directions in dramatic confluences never before seen or recorded. Eyewitness Marty Warburton, (cited in Gearing 2012, p. 181), stated that 'I believe if we were still standing ... looking up Sandy Creek, we wouldn't be here today, because where that water came from is 90 degrees to where the water normally comes from'. Meandering Lockyer Creek usually flows gently around 10 to 50 metres across. During this flash flood, it surged about 1 kilometre wide (Neil, cited in Jacques 2011; Gearing 2012).

Reference to 'Inland Tsunami' and a 'Wall of Water'

Some of the first officials to provide statements to the media included the Queensland Police Commissioner, Bob Atkinson, who described the flooding in Toowoomba as an 'inland instant tsunami' (Bryant 2011). National and international media subsequently reported this event as such (Atfield 2011; Luke 2011). The BBC program, *Radio 4 Today* (11 January 2011), sourced the following statement from the Mayor of Toowoomba, Peter Taylor:

I could only describe it as a 'tidal wave' or an 'inland tsunami' ... and it just came down in a wave. ... We don't expect to have flooding of this nature when you sit 700 metres, or 2000 feet, above sea level on the Great Dividing Range of Queensland. It has been an extreme event and now many other places west and east of us, including the state capital, are posing flooding.

Other international news websites, such as *CNN World*, reported that 'the city of Toowoomba

... was devastated Monday by what is being described as an "inland tsunami" (Whiteman 2011). China Central Television ('10 killed in Queensland floods' 2011) reported that 'the tsunami-like wall of water ripped through Queensland state's Lockyer Valley'.

Queensland State Premier, Anna Bligh, made the following statement in a press conference on 10 January: 'Effectively what we've seen is a wall of water, in some places up to eight metres at a time, coming down (the Lockyer Valley)' (Luke 2011). On 8 February 2011, as part of his condolence speech for flood victims, Member for Groom, Ian Macfarlane, stated in the House of Representatives: 'a wall of water came down and created what is now known as an inland tsunami. It hit the city without warning' ('Macfarlane's flood condolences' 2011). Other politicians made similar statements in formal speeches to parliament in the weeks following the flood. Member of the Queensland Parliament for Toowoomba South, Mike Horan, cited that the small town of Clifton, 50 kilometres south of Toowoomba, 'had its own tsunami but did not get into the news because of everything else that happened' ('Horan relives tragic floods' 2011). Ian Rickuss, Federal Member for the seat of Lockyer, explained: 'So when this inland tsunami of water did hit the area it had no streams or creeks to rest in and the raging water flow just kept tearing across the land' ('Rickuss reflects on horrific summer' 2011).

Part of a witness statement (cited in Queensland Floods Commission of Inquiry Interim Report 2011, p. 240) was that a number of Grantham residents 'were told to expect a 'wall' of water'. Such a reference was common to numerous vivid eyewitness accounts, including these recorded by local, award-winning newspaper journalist, Amanda Gearing. Nathan Chadwick (cited in Gearing 2012) made the following statement:

It was very similar to the footage you see of a tsunami, except those tsunamis seem to move a lot slower than this was moving. This was a wall of boiling, brown, highly aerated water moving huge shipping containers, water tanks, big gum trees like they were nothing. The ground was dry and then this wall would hit the ground and consume everything in its path (p. 95).

In a similar statement, Lisa Spierling (cited in Gearing 2012) described what she had seen.

I saw the wall of water. It looked like a giant chocolate milkshake full of debris. It was rolling at us like a wave on a beach. It was rolling across the paddock. There was no floodwater in front - it was just a wall of water (p. 143).

The Chronicle and other online newspapers directly and indirectly reported the 'inland tsunami' with reference to a 'wall of water' as shown in the following excerpts. Andrew Neil, (cited in Jacques 2011), a swift water rescuer in Toowoomba, gave a lengthy, sequential account of the event that included a subheading 'Diving into a tsunami'. 'Robyn and her daughter ventured to her mother's house at Murphy's Creek, which had been in the middle of the path of Monday's wall of water, described by most as an inland tsunami' (Benjamin 2011). 'The residents not washed away by the "inland tsunami" were wandering around the only street that was accessible' (Davies 2011a). 'They had been staying at the National Hotel on Russell St before the killer "inland tsunami" swept through Toowoomba on Monday' (Arlidge 2011). 'The Lockyer Valley has been decimated after an eight metre "inland tsunami" swept through Toowoomba and then down the range on Monday and Tuesday. ... A wall of water destroyed everything in its path and wiped away complete houses. ... Mr Dowding said he

had never been as scared in his life when he saw the wall of water coming down the Lockyer Creek' (Luke 2011). 'All cars swept away during Monday's inland tsunami have now been searched at Grantham, with police relieved that no more bodies were found' (Farmer 2011a). "The water was so fast it cut across the creek and came across this paddock at a wall five metres high," says neighbour Rod Alford' (Munro 2011). 'Heather Raphael had just minutes to get her five-year-old twins, Michael and Faith, on to the roof as the inland-tsunami smashed into their home. ... "We had no time whatsoever. One minute it was calm then all hell broke loose. This wall of water just engulfed us," Ms Raphael said' (Davies 2011b). 'The majority of those deaths occurred ... where water moved with such ferocity that it created an "inland tsunami", giving residents no warning and no time to flee (Korner 2011). 'The setting just four weeks ago ... will go down in Australian history as Toowoomba's inland tsunami' (Marion 2011). 'A ... resident has recalled how her family said the Lord's Prayer as a wall of water smashed into their home. ... Mrs Mahon was at home ... when the inland tsunami surged into the town' (Farmer 2011b). 'This Sunday is the six-month anniversary of the day an inland tsunami devastated Toowoomba and the Lockyer Valley' ('Floods still hurt six months on' 2011). As the first anniversary of the flood approached, Davies (2012) recounted how 'On the afternoon of January 10, 2011, an "inland tsunami" tore through the Lockyer Valley, killing 23 people'.

Excluding headlines, the text was collated from sixteen newspaper reports from 12 January 2011 to 4 January 2012. These comprised fourteen articles from *The Chronicle*, one from the local *Queensland Country Life* and one from *The Age*, the main newspaper for Melbourne. From the corpus of 12174 words, a frequency count showed 19 references for '(inland) tsunami' and 9 for 'wall of water'. In comparison, there were 7 references for '(flash) flood' and 48 for (generalised) 'flood/s' and 'flooding' directly related to this specific event. This shows that this natural disaster was mostly and accurately reported as a (flash) flood event – twice as often as its combined reference as an 'inland tsunami' and associated 'wall of water'. On average, this indicates that '(flash) flood'/general reference to flooding appears about 1 in 250 words, whereas 'inland tsunami'/'wall of water' occurs about 1 in 500 words. One of the reasons for this is that following the initial torrent in Toowoomba and the Lockyer valley, the focus of reporting quickly turned to the major flood which then for days after, affected a much larger area with high population densities and critical infrastructure – the state's capital city. Following the descriptions of the flash flood disaster, attention now turns to an explanation of cognitive model profiles, in order to understand features of the semantic profile for the lexical concept [INLAND TSUNAMI] in the Australian context.

The Theory of Lexical Concepts and Cognitive Models

The Theory of Lexical Concepts and Cognitive Models (LCCM theory) developed by Dr Vyvyan Evans, President of the UK Cognitive Linguistics Association, aims to provide psychologically sound explanations of how language is accessed and interpreted (see <http://www.vyvevans.net/>). In this theory, individual lexical concepts are not generally considered to be complete semantic units, but rather, triggers to allow access to semantic potential through the contextual interpretation of secondary lexical concepts (Evans 2009). A lexical concept, for example [TSUNAMI], provides a starting point from which primary and secondary cognitive model profiles are accessed, and when this occurs, comprehension is the conceptual content that lexical concepts allow access to (Evans 2009). This establishes a

framework from which the interpretation of a particular, unique and unconventional lexical concept such as [INLAND TSUNAMI] can be explained.

Primary Cognitive Model Profiles

As components of cognitive models, open-class (non-grammatical) lexical items can be activated and integrated to form conceptions. These processes of activation and integration involve accessing a primary cognitive model profile; what is generally referred to as the 'sense' of a particular lexical concept (Evans 2009, pp. 79, 207). Primary cognitive models, as their name suggests, provide an initial step to allow access to conceptual content. One aspect of lexical coherency is that there cannot be a (syntactic or semantic) clash between individual primary cognitive models within a sentence. Otherwise, this will result in a degree of incongruity. To exemplify this point, let's consider the lexical concept [IMMINENT] in sentences (1)~(4) and one of its primary cognitive models indicated here as [the very near future].

- (1) The volcanic eruption is imminent.
- (2) A civil war is imminent.
- (3) Her peaceful death is imminent.
- (4) My wedding day is imminent.

Although sentences (1)~(4) share the primary cognitive model [the very near future], there is a clash with another primary cognitive model in sentence (4). The lexical concept [IMMINENT] includes an additional primary cognitive model [foreboding] which is shared in sentences (1)~(3) by the lexical concepts [ERUPTION], [WAR] and also [DEATH]. However, the lexical concept [WEDDING DAY] in sentence (4) does not (usually) feature the primary cognitive model [foreboding]. The degree of incongruity in sentence (4) makes it seem unconventional, perhaps ironic.

Assumptions for primary cognitive models directly affect our interpretation of lexical sequences. Sentences (5)~(7) exemplify interaction among primary cognitive models and how slight syntactic variation can allow access to different semantic potential.

- (5) Investigators believe that speed was the likely cause of the crash.
- (6) Investigators believe that speed was the likely cause of the plane crash.
- (7) Investigators believe that low speed was the likely cause of the plane crash.

One of the primary cognitive models of [CRASH] includes [impact at speed]. Therefore in sentence (5), we assume that an accident occurred at high speed. Although we often hear that high, or excessive speed caused a crash, the inclusion of such adjectives is redundant. Sentences such as (5) appear in media reports involving various types of traffic accidents. In addition, they could be used to report incidents involving trains and boats, for example.

Because we know that a plane cannot fly well without travelling at considerable speed, in (6), there is a potentially vague semantic relation between the lexical concepts [SPEED] and [PLANE CRASH]. In contrast, inclusion of the non-redundant, modifying adjective [LOW] in (7), provides access to new paths of semantic potential. Low speed involving the operation of an aircraft can be dangerous. Indeed, it opposes a more common conception that for travel, slower speed is safer than faster speed. Furthermore, combined reference to [INVESTIGATORS] and [PLANE CRASH] in (6) and also [LOW SPEED] in (7), implies a more specialised team of professionals with expertise in aviation matters. This is in contrast to

(5), where interpretation of [INVESTIGATORS] might be more generic, including (only) the police. Mention of such experts adds credence to the lexical concept [LOW SPEED], a common <adjective + noun> compound.

In sentences (5)~(7), there is also potential temporal activation of secondary cognitive model profiles. That is, in sentence (6), we might assume that this information is reported a relatively short time after the stated event. Alternatively, what we understand about air crash investigations might indicate a comparatively (much) longer time to complete a conclusive accident report. Therefore, sentence (7) could imply a statement which is made an extended period of time after the plane crash.

Secondary Cognitive Model Profiles

An important facet of LCCM theory is that through active mental simulations, the broader semantic potential of individual lexical concepts via secondary cognitive models is invoked. Kearns (1984, p. 101) in his chapter 'The role of experience in the system of language', used the term 'activated dispositions' to explain a first-level (neutral) experience and also a second and third-level experience. Evans (2009, p. 83) states that 'there is now compelling evidence that perceptual experiences, for instance, are reactivated or simulated when we use language and think.' He refers to this process as an 'integrated simulation' (Evans 2009, p. 205). Any (open-class) lexical concept can act as a vital signpost for conception. It is the context-specific secondary cognitive models that provide access to related lexical concepts. This, in turn, allows the processing of vast amounts of contextual detail to exploit semantic potential.

Spontaneous, extensive and vivid integrated simulations can occur related to specific dates, participants, idioms, expressions, actions and mood. Regardless of (nearly) identical syntax, various lexical concepts can stimulate alternative primary and secondary cognitive models that allow access to different semantic potential. The following two examples demonstrate how quickly and clearly comprehension can be gained, even without explicitly stating the type of event.

Example 1: 29 July 1981; On this historic day, crowds lined the streets to watch Diana walk down the aisle. The mostly noisy crowd of well-wishers, cheering and singing, waited with great anticipation to greet the new Princess of Wales, in an exciting procession with much pomp and ceremony.

Example 2: 6 September 1997; On this historic day, crowds lined the streets to pay their last respects to Diana. The mostly subdued crowd of mourners, sombre and sobbing, waited with great sadness to farewell the late Princess of Wales, in a solemn procession with restrained pomp and ceremony.

These examples demonstrate how, in the context of the Lockyer Valley flash flood, we can comprehend the lexical concept [INLAND TSUNAMI] from as little as a 1 in 500 word frequency. Our understanding comes from other contextual information activating various secondary cognitive model profiles associated with the prototypical concept [TSUNAMI], as explained in the following section, including reference to the 'wall of water', its speed and physical appearance.

Primary and secondary cognitive model profiles should not be confused with the semantic relations shown in branching hierarchy diagrams to illustrate hyponymy (see Cowie 2009, pp. 40~44). For example, the lexical concept [VEGETABLE] as a subordinate could have

hyponyms such as types of vegetables and also parts of vegetables (leaves, fruit, roots and so on). This is a view of lexical item associations as (components of) categories. The semantic potential of lexical concepts is not accessed this way and if it were, a simple and spontaneous utterance of “Beef or chicken?” by a flight attendant, even without considering the illocutionary force of the utterance, would result in pragmatic failure by accessing features of bovine breeds and types of poultry. Within LCCM theory, secondary cognitive models for the lexical concept [VEGETABLE] could include [hate] and also [mother’s cooking].

Processes Leading to Figurative Meaning Conceptions

LCCM theory encompasses a detailed account of processes that lead to figurative lexical concept interpretation and conception (Evans 2009, p. 230). In this section, processes that comprise fundamental components of figurative meaning construction in LCCM theory are outlined. The accessing of the lexical profile for [TSUNAMI] is a most salient feature within the ‘scaffolding’ (Evans 2009, p. 239) of the Lockyer Valley flash flood event, particularly in this case of unconventional, figurative language use. In this event, the ‘discourse anchor’ (Evans 2007, p. 25) is ‘natural disaster’. The coinage of [INLAND TSUNAMI] exemplifies unique situational lexical concept selection (Evans 2009, p. 128). With reference to Sinclair’s explanation of ‘semantic prosody’, Hunston (cited in Moon 2009, p. 92) includes syntax as part of the whole semantic ‘unit of meaning’. Therefore, semantic potential of this lexical concept is enhanced by expected lexical sequences in the ‘discourse context’ (Evans 2009, p. 231) such as ‘washed away (by)’, or ‘a wall of water’.

The following diagram illustrates processes of cognition that spontaneously lead to a figurative conception. In this sequence, processes leading to meaningful cognition are challenged when the prototypical lexical concept [TSUNAMI] is selected, integrated and reinterpreted to form the figurative conception [INLAND TSUNAMI]; refer figure 1.

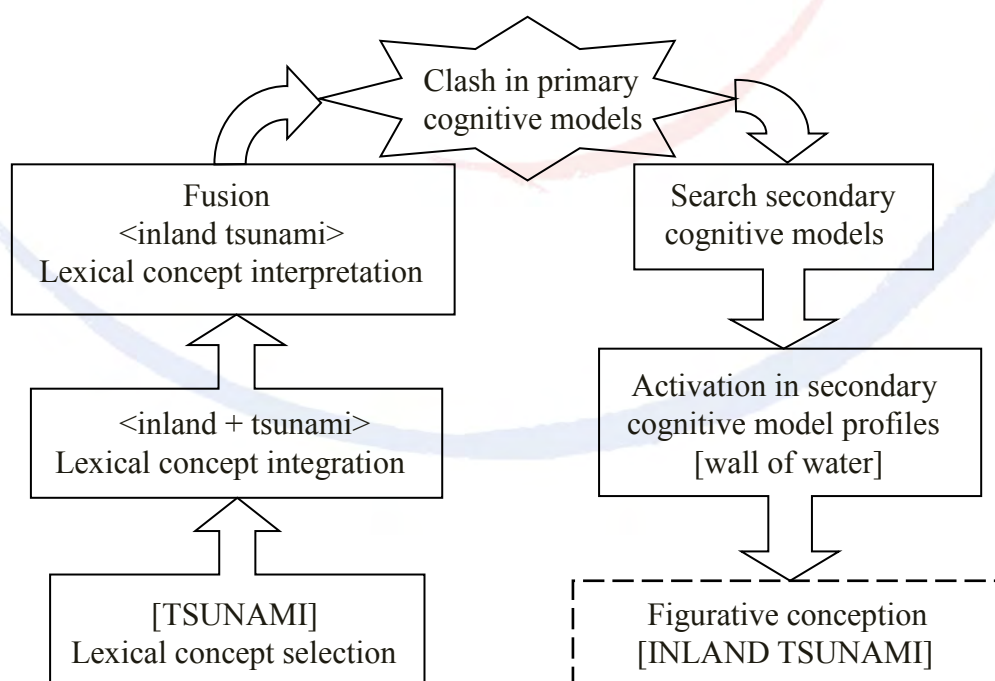


Fig. 1: Processes of Figurative Meaning Conception (Evans 2009, p. 286).

Initially the (prototypical) lexical concept [TSUNAMI] is selected and then integrated with the modifying lexical concept [INLAND]. Despite its apparent incongruity, the lexical sequence <inland + tsunami> is compatible with formal selectional tendencies, which are the conventional syntactic combinations of lexical items (Evans 2009, p. 142). In this case, it is an example of common (open spaced) compounding; an adjective + noun sequence. Most of the semantic potential of this combination comes from the noun which the adjective modifies and this is why the lexical concept [TSUNAMI], rather than [INLAND] is initially selected. However, beyond lexical concept integration, part of the lexical profile for [TSUNAMI] includes the primary cognitive model [destructive sea wave]. This does not result in immediate fusion with the preceding lexical concept [INLAND] indicating [location] or [co-location] and so there is a clash in primary cognitive models (Evans 2009, pp. 239-241). To resolve this clash, the secondary cognitive models of [TSUNAMI] are then accessed and among these, the [wall of water] secondary cognitive model is activated. Clash resolution occurs when the semantic potential of [TSUNAMI] allows a conception of its use as figurative language via access and activation of particular secondary cognitive models. Put simply, we can understand that the ‘wall of water’ in this event was ‘tsunami-like’ in its appearance and behaviour, but also that this happened away from the sea (inland). Because the event was not really a tsunami, but referred to as such in a figurative way, the lexical concept [INLAND TSUNAMI] is a false oxymoron. It is immediately comprehended as a figurative (metaphoric) substitution for a more conventional lexical concept such as [FLASH FLOOD]. This is apparent in the same sentence or passage of a news story, for example, ‘Monday’s wall of water, described by most as an inland tsunami’ (Benjamin 2011).

A Suggested Cognitive Model Profile for [INLAND TSUNAMI]

Considering the eyewitness and news reports of the Toowoomba and Lockyer Valley flash flood, the following elementary diagram aims to illustrate likely access routes to semantic potential for the lexical concepts [TSUNAMI] and [INLAND TSUNAMI]; refer figure 2.

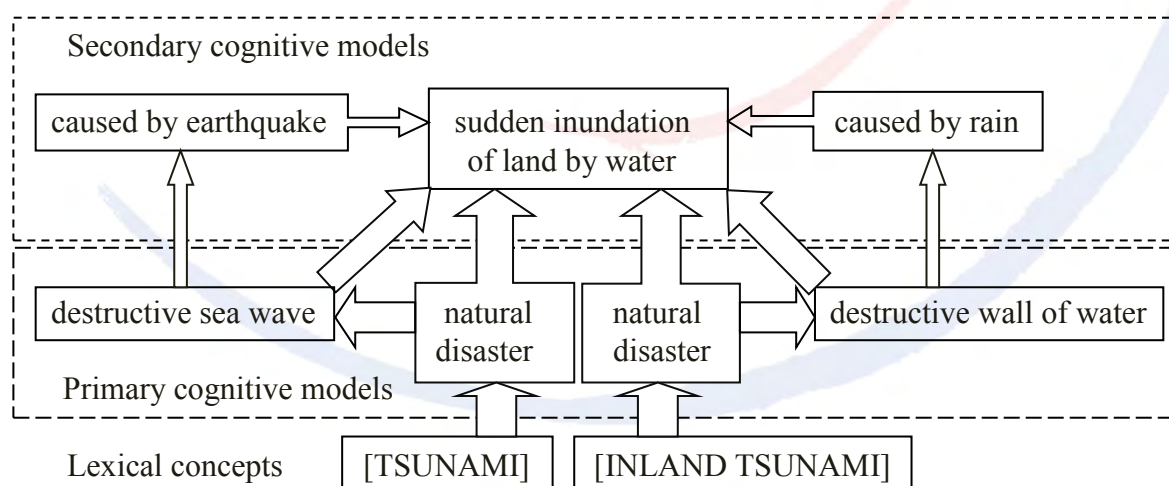


Fig. 2: A Partial Cognitive Model Profile for the Lexical Concepts [TSUNAMI] and [INLAND TSUNAMI].

In comparison, these lexical concepts share some primary cognitive models and effects. If we compare the features of the respective disasters rather than focus on their causes, some

primary and secondary cognitive models are not incompatible. Both events are natural disasters involving the sudden inundation of land by a wall/wave of water. Nevertheless, our comprehension of [INLAND TSUNAMI] relies on the integrated simulations of prototypical [TSUNAMI] events. This semantic profile requires a sea wave and inundation of the coastline from the sea. Therefore, if the Lockyer Valley event had been reported as a tsunami per se with fresh water flowing 130 kilometres from Toowoomba to the sea, there would have been a clash among primary cognitive models so great that such a reference would have defied comprehension.

Conclusion

Dramatic images of destruction from the major tsunami events of 26 December 2004 and also 11 March 2011 have increased global awareness of how, when, where and why such events occur and of their effects. Accepting that a prototypical tsunami is an ocean wave, it is obvious that in the Toowoomba and Lockyer Valley event, reference to 'inland tsunami' is at least a form of figurative compounding. LCCM theory provides a framework that can explain how various paths of cognition can lead to a comprehension of such an incongruous neologism. This paper has explained active features of lexical concepts, in particular, the interaction among primary and secondary cognitive models and also processes that allow figurative conceptions through clash resolution for unconventional language use. The media predominantly reported the Toowoomba and Lockyer Valley event as a flash flood and it was in this (conventional) context, perhaps more than reference to an 'inland tsunami' that people comprehended the overall disaster. However, given the scale, speed and characteristic high 'wall of water' that appeared without warning, it is clear that what eyewitnesses saw that day was based on their integrated simulations from previous media reports of destructive prototypical tsunami. This was an unprecedented meteorological event and human tragedy which, even in an area of low population density, claimed 19 lives and caused billions of dollars in damage. This specific event in some ways defied conventional description; it seemed to be more than just a flash flood. This natural disaster became etched in Australian history as an 'inland tsunami' and an example of semantic broadening of a most ominous Japanese loan word.

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A Study on the Scene Space Organization and Section Line Composition in Hayao Miyasaki 's Animations

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Abstracts

Aiming at the early work of Hayao Miyazaki, *Nausicaä of the Valley of the Wind*, and the later work, *Spirited Away*, the applications of scene composition are studied. With Content Analysis, scene space organization and composition section line are separately compared. The research outcomes show that Single space in the scene space organization appears the highest proportion on *Nausicaä of the Valley of the Wind* and *Spirited Away*, 47.3% and 43%, respectively. Low-visibility section line relieves the scene composition section line in *Nausicaä of the Valley of the Wind* to present the spacious vision, about 26.3% of the total proportion. On the other hand, Triangular composition, which can be easily focused, appears 27.1% of the total proportion in *Spirited Away*. Furthermore, it is found that scene space organization and section line composition mostly appear on frames alone. Nevertheless, when they are presented at the same time, the scene frames appear complex visual space, but could focus the vision and present more abundant scene spaces. With the show of Miyazaki's new works, more research issues would emerge and are worth exploring.

Key words: Hayao Miyazaki, *Nausicaä of the Valley of the Wind*, *Spirited Away*, scene, composition, section line

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I. Introduction

1.1 Research background

Miyazaki Hayao's animation has swept over the world and deeply affects Japanese animation industry. Miyazaki's first animated film on the big screen, *Nausicaä of the Valley of the Wind*, has people reflect the respect to environment and life from the structure and film style. Berlineale, for the first time, awarded Golden Bear to the animated film, *Spirited Away*, in 2001, which was written by the famous Japanese animation master, Miyazaki Hayao. The meticulously designed animation frames and the closely linked music make Miyazaki's works win numerous audiences' approbation.

Unlike the basically commercialized animation, like Disney's, Miyazaki's animation works still set the excellent box office, as he endeavors to acquire different knowledge and insists on making good works with his enthusiasm for animation and strict working attitude. His works therefore could strike the heart of people and be widely supported and echoed. Miyazaki presents his concerns about society, nature, and humanity on the works which therefore are not simply entertaining but full of implications for the discontent with the reality.

Insisting on personal styles, Miyazaki would not be restricted to TV animation, but devotes to ideal animation that encourages individual production of animated films. Miyazaki's *Spirited Away* created the history of best film in Japan and was awarded several prizes overseas that the status of animation and film industry was enhanced in Japan and the world.

1.2 Research motivation

With beautiful frames, attractive music, and profound implications, Miyazaki Hayao's animation has become a global trend. Miyazaki's achievement of animation is undoubtedly approbated. It is worth exploring the popularity of such animation works with professional appraisers and audience.

A lot of research on Miyazaki's works discussed the characteristics, implications, and values. However, few of them studied the scene design. The function of scene allocation, the implication of scene composition, and the commonly used scene composition of Miyazaki are concerned. As a result, this study tends to interpret *Nausicaä of the Valley of the Wind* and *Spirited Away* with the integration of design, communication, and psychology to understand the scene composition.

1.3 Research purpose

Professor Greene (1952) in Columbia University in the USA mentioned that a film and TV dramatist shall understand and master visuality (Huang, 2009: 101). Miyazaki Hayao's animation works, *Nausicaä of the Valley of the Wind* and *Spirited Away*, present different styles on visuality, but appear deeply visual implications.

The effects of visual scene composition on the implications and depth of frames are wondered. This study analyzes and discusses the scene composition of *Nausicaä of the Valley of the Wind* and *Spirited Away*, and objectively analyzes the subjective comments. The research purposes are briefly described as below.

1.3.1 The scenes presented on *Nausicaä of the Valley of the Wind* and *Spirited Away* are analyzed for understanding the use of scenes and the applications and characteristics of Miyazaki's implications.

1.3.2 The commonly used scene composition for *Nausicaä of the Valley of the Wind* and *Spirited Away* is discussed for the first time.

1.3.3 From the frames in *Nausicaä of the Valley of the Wind* and *Spirited Away*, the scene space composition and scene composition section line are analyzed for clarifying the creative thoughts of Miyazaki toward scene pictures.

1.3.4 The research outcomes are expected to display the creative thoughts and composition context of Miyazaki and to provide reference for the production of animation industry and the relevant instructions.

II. Literature review

2.1 Golden section

Han (2005) indicated that the golden section was to divide a line into two optimal sections for satisfying the visual requirements of people. When a line is divided into two sections a and b , Fig. 1, the proportion appears the ratio of total length $a+b$: a equal to the ratio of a : b . Such a section is called "golden section", which was named Golden ratio by Plato, an ancient Greek philosopher.



Fig. 1: $(a+b):a = a:b$, Chang[4]

Scenes refer to all objects beyond the characters in the film, i.e., all scenes surrounding and related to the characters, such as living space, natural environments, and the public in the social activities. Scenes could express the environment, time, and the status and relationship of characters and etch the traits of the characters. For instance, when a character is set melancholy, the scenes would often be dull (Sun, 2005). The creation of scenes is based on specific clues to the script, characters, and time. Scene design is often determined by the formation of frames, while the angles of frames are limited by the scene space.

Accordingly, scenes not only could describe the environmental background of time and space and build the habits of characters, but also etch the internal ideology. The description of time and the movements of characters and shots in a scene is the key expression in TV and film production. For this reason, understanding the functions







and traits of scenes could help to search for the production model.

2.3 Spatial concept of a scene

Concise Encyclopedia Britannica (1988:60) explains space as a n **infinite** three-dimensional area. Objects and events would present their relative positions and directions in a space. Space is primary in scene design as it is where characters exist and **is the contrast of movements**. Scene space is divided into interior scenes and exterior scenes. The former refers to the small and closed space covered in the scene structure, while the latter refers to a spaciouly outdoor space.

Five compositions are contained in a scene space. 1. Single space is a simply and easily understood space which might appear constraints because of less visual angles; however, the spacious sensation could be shown when the entire area is presented broadly (Fig. 2 & 3). 2. In Longitudinal multi-layer space, all frames appear longitudinal, the objects on both left and right sides are multi-layer arranged, and the shots are moved by dollying the camera, as shown in Fig. 4 & 5, Table 1. 3. Horizontal multi-layer space is arranged by multi-layer space serially to make a horizontal line or curve. The shots are moved by panning the camera, as shown in Fig. 6 & 7, Table 1). 4. Vertical multi-layer space is a multi-layer assembled by the upper and the lower spaces, as shown in Fig. 8 & 9, Table 1. 5. Comprehensive multi-layer space is the combination of Longitudinal and Horizontal spaces, but appears more changes in shots, as shown in Fig. 10 & 11, Table 1 (Sun & Han, 2003a).

Table 1: Five compositions of scene space (Sorted in this study)

Scene space composition	<i>Nausicaä of the Valley of the Wind</i> Reference picture*	<i>Spirited Away</i> Reference picture*
1. Single space: Simple structural space is presented in frames for constraints or spacious sensation.		
	Fig. 2	Fig. 3
2. Longitudinal multi-layer space: Frames appear longitudinal multi-layer space with depth.		
	Fig. 4	Fig. 5
3. Horizontal multi-layer space: Composed of several spaces serially, frames show a horizontal space.		
	Fig. 6	Fig. 7

4. Vertical multi-layer space: It is vertically assembled by several spaces.



Fig. 8

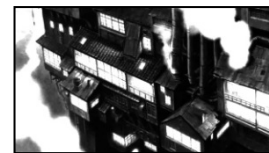


Fig. 9

5. Comprehensive multi-layer space: It is a complex scene with the combination of Longitudinal and Horizontal spaces.



Fig. 10



Fig. 11

*Pictures adopted from the film *Nausicaä of the Valley of the Wind* and *Spirited Away*

2.4 Section line for scene composition

Sun and Han (2003a) also pointed out the overall frame balance, visual center, visual balance, and visual movement of scene composition. The common composition axes are further introduced, Table 2.

2.4.1 Section line composition is one of the most common ways, in which frames are horizontally sectioned with different proportions to generate distinct visual effects. When the sky and the earth are horizontally sectioned with golden section (Fig. 12 & 13), the horizon is the visual center that the horizon becomes the visual body, the emphasis of the frame. However, when it is sectioned with low-visibility composition, the sky is larger than the earth, emphasizing the distance of the sky (Fig. 14 & 15). Contrarily, when it is sectioned with high-visibility, the spaciousness of the earth is stressed (Fig. 16 & 17).

2.4.2 Medial axis composition, the vertical section is perpendicular to the horizontal section, presents the frames being vertically sectioned in the middle to present the beauty of balance and symmetry. The audience would naturally focus on the upper part (Fig. 18 & 19).

2.4.3 Diagonal composition could attract audience to focus on the center of a frame to present the movements in the composition. Diagonal line could be fabricated by natural environments or buildings with two imagined section lines (Fig. 20 & 21).

2.4.4 Triangular composition could have frames appear stably triangular structures that the composition is focused on the triangular area. A triangle presents directions that different directions could appeal the focus to the upper or the lower part (Fig. 22 & 23).

2.4.5 Ring composition presents the same stability as Triangular composition. With closed composition, it appears squares or rings to appeal the focus to the center of the closed area (Fig. 24 & 25).

Table 2: Seven scene composition section lines (Sorted in this study)

Scene composition section line	<i>Nausicaä of the Valley of the Wind</i>	<i>Spirited Away</i>
	Reference picture*	Reference picture*

1. Golden section line composition: The sky and the earth are sectioned with golden section that the visual center is the horizon, which then becomes the visual body and the emphasis of the frame.



Fig. 12



Fig. 13

2. Low-visibility section line composition: The sky is larger than the earth to emphasize the distance of the sky.

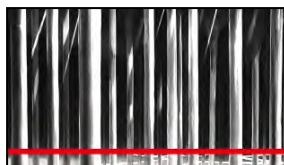


Fig. 14

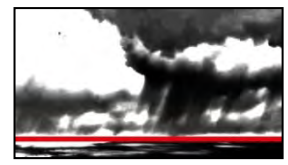


Fig. 15

3. High-visibility section line composition: The sky is less than the earth to stress on the spaciousness of the earth.

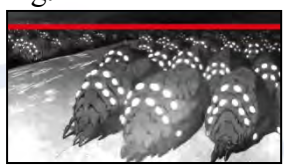


Fig. 16



Fig. 17

4. Medial axis composition: By vertically sectioning the frame in the middle, the frames present the beauty of balance and symmetry.

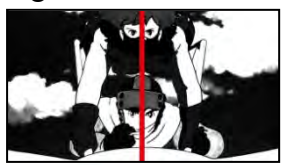


Fig. 18

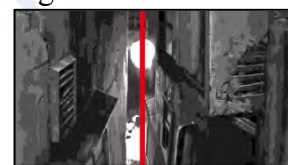


Fig. 19

5. Diagonal composition: With two imagined section lines, the diagonal line makes the focus move from the surroundings of a frame to the visual center.



Fig. 20



Fig. 21

6. Triangular composition: Triangular composition refers a picture presenting stably triangular structure in which the focus is appealed.



Fig. 22



Fig. 23

7. Ring composition: With closed composition, the focus is led to the center of the closed area.

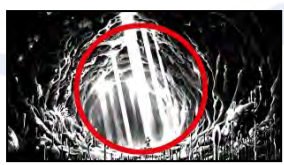


Fig. 24



Fig. 25

*Pictures adopted from the film *Nausicaä of the Valley of the Wind* and *Spirited Away*

III. Research methodology

Vilém Flusser indicated that, in traditional picture production, people were likely to

understand the symbols created by the author, who actually located in the symbols and the representative meanings. The author deliberately managed the pictures and transformed them into symbols, which then needed to be decoded with encoding procedure, Fig. 26 (Han, 2005).

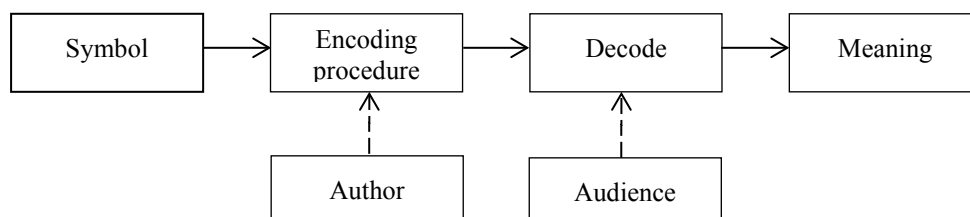


Fig. 26: Encoding and decoding of traditional pictures (Sorted in this study)

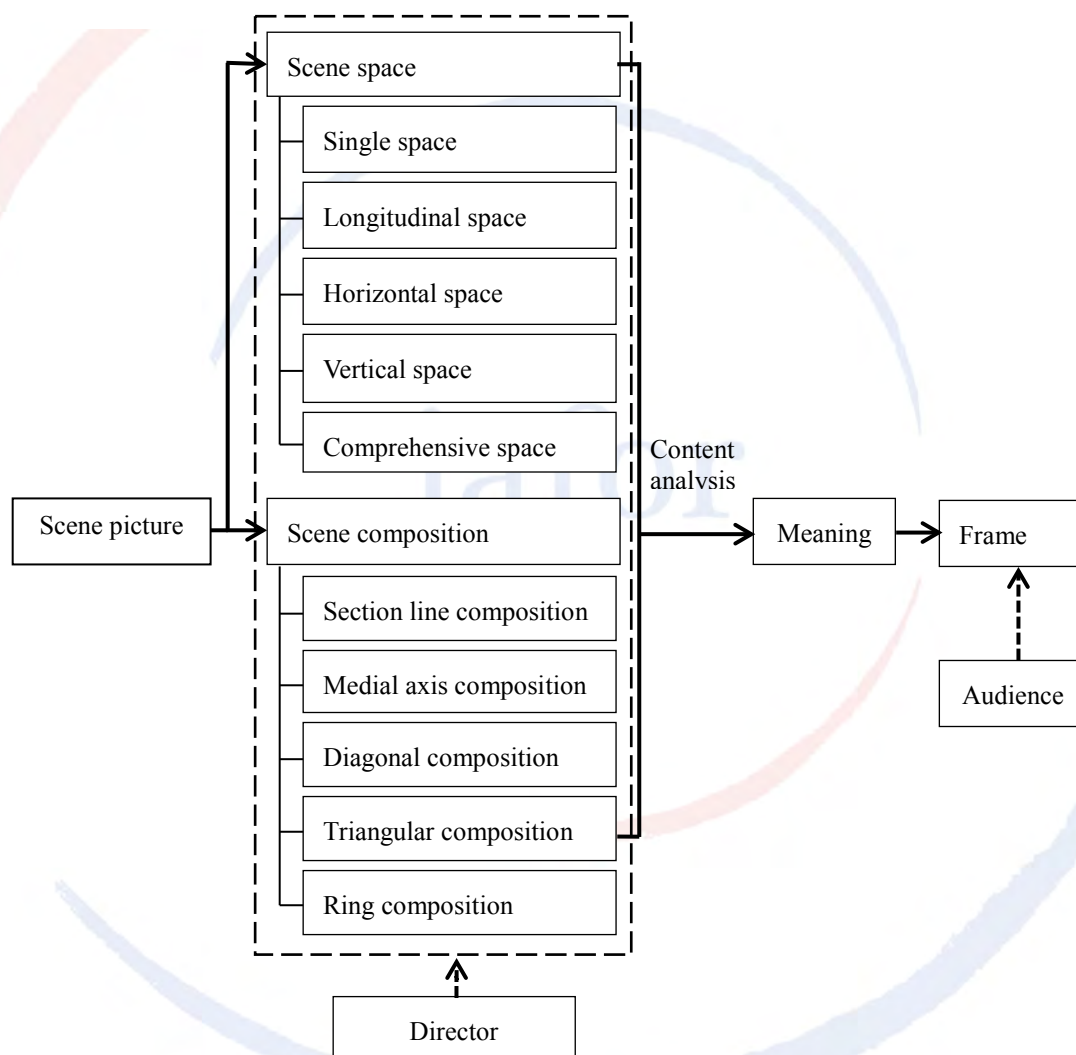


Fig. 27: Structure of scene analysis (Sorted in this study)

Based on the encoding/decoding procedure proposed by Vilém Flusser, this study tends to analyze the scene composition of the early and later animation works of Miyazaki Hayao, *Nausicaä of the Valley of the Wind* and *Spirited Away*, attempting to analyze the scene frame texts from scene frames. The applied research model is described as below. The scene frames in both films, *Nausicaä of the Valley of the Wind* and *Spirited Away*, are analyzed for distinguishing the composition of scene space and scene composition. With Content Analysis to decode the generation of

scene composition, the delivery meaning of the director is realized and the frame texts are displayed for audience, Fig. 27.

3.1 Research samples and restrictions

Miyazaki Hayao creates a lot of animation works. In order to understand the almost mature scene composition of Miyazaki, the early work of *Nausicaä of the Valley of the Wind* in 1984 and the later work of *Spirited Away* in 2001 are selected for content analyzes of the animation scenes to clarify Miyazaki's thinking of scenes and the context of composition. Other of his animation works are not covered in this study. Since there are a lot of visual elements in scene frames, this study merely analyzes the scene space and scene composition section line.

In consideration of both films being animated, the exploration of scene space organization is restricted. (1) Dynamic frames presented by camera movements are excluded. (2) A static scene lasting at least three seconds (necessary movements of characters, such as dialogues, are not included), corresponding to the standard for scene space organization, are recorded the times. (3) Section line simply composed by characters and without other scene objects are excluded. For example, a triangular composition section line composed by the half close-up is not counted.

3.2 Research outcomes

In terms of scene space organization ratio except Single space, most scenes in *Spirited Away* are indoor space and the main buildings are more complicated than Comprehensive multi-layer space appears more than it in *Nausicaä of the Valley of the Wind*. Besides, vertical and tall scene space composition is largely presented in *Spirited Away*, opposite to the horizontal and spacious sensation in *Nausicaä of the Valley of the Wind*.

Regarding the scene section line composition ratio, *Spirited Away* is largely focused on Triangular composition, which is often composed of characters and scene objects. It is therefore inferred that the director stresses more on the performance of characters in *Spirited Away*, but on the environmental scenes in *Nausicaä of the Valley of the Wind*, Table 3.

Table 3: Comparison of scene space and section line between *Nausicaä of the Valley of the Wind* and *Spirited Away*

Scene composition	<i>Nausicaä of the Valley of the Wind</i>	<i>Spirited Away</i>
Highest proportion of scene space organization	Single space 47.3%.	Single space 43%.
	Comparison: Single space in both <i>Nausicaä of the Valley of the Wind</i> and <i>Spirited Away</i> are mainly created with indoor space.	
Lowest proportion of scene space organization	Vertical multi-layer space 5.2%.	Horizontal multi-layer space 6.9%.

Comparison: The presented spacious scene in *Nausicaä of the Valley of the Wind* is different from it in *Spirited Away* that the former appears less Vertical multi-layer space and the latter shows less Horizontal multi-layer space.

Highest scene composition section line 26.3% Low-visibility section line 27.1% Triangular composition

Comparison: Low-visibility is applied to show the significance of things in *Nausicaä of the Valley of the Wind*, while the characters and scene objects consist Triangular composition in *Spirited Away* so that the focus is in the triangular area formed by characters and scene objects.

Lowest scene composition section line 2.1% Medial axis composition 3.3% High-visibility section line

Comparison: Medial axis composition shows the opposite feeling to the spaciously horizontal space in *Nausicaä of the Valley of the Wind*. Opposite to the spaciousness presented with high-visibility section line, it appears less in *Spirited Away*.





3.3 Research findings

The research findings show that scene space organization and scene section line composition in both *Nausicaä of the Valley of the Wind* and *Spirited Away* could be presented at the same time. For example, Miyazaki Hayao applies Comprehensive multi-layer space and Diagonal composition in *Nausicaä of the Valley of the Wind* to presenting the complex space, but focuses the visual focus on the frame center, Fig. 28.

In *Spirited Away*, Miyazaki applies more combinations of scene space organization and scene section line composition to show the following performance. (1) The combination of Longitudinal multi-layer space and Medial axis composition presents the forward and upward **visual predictions**, Fig. 29. (2) The combination of Vertical multi-layer space and Medial axis composition further creates **the visual touched**, Fig. 30. (3) The combination of Vertical multi-layer space and Ring composition presents the fear of falling in a closed space, Fig. 31. The flexible applications of scene space organization and section line composition in both *Nausicaä of the Valley of the Wind* and *Spirited Away* provide audience with visual feast, the abundance of scene space organization, Table 4.

Table 4: Applications of scene space and section line in *Nausicaä of the Valley of the Wind* and *Spirited Away* (Sorted in this study)

Film	Reference picture*	Scene composition	Content
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<p><i>Nausicaä of the Valley of the Wind</i></p>		<p>Combination of Comprehensive multi-layer space and Diagonal composition</p>	<p>Frames show complex space, but focus on the center.</p>	
<p>Fig. 28</p>	<p><i>Spirited Away</i></p>		<p>Combination of Longitudinal multi-layer space and Medial axis composition</p>	<p>It shows forward and upward visual movements.</p>
<p>Fig. 29</p>	<p><i>Spirited Away</i></p>		<p>Combination of Vertical multi-layer space and Medial axis composition</p>	<p>It creates the visual sensation of significance.</p>
<p>Fig. 30</p>	<p><i>Spirited Away</i></p>		<p>Combination of Vertical multi-layer space and Ring composition</p>	<p>It presents the fear of falling in a closed space.</p>
<p>Fig. 31</p>				

*Pictures adopted from *Nausicaä of the Valley of the Wind* and *Spirited Away*

IV. Conclusion and suggestion

This study tends to discuss the use of scenes and the implications with scene space organization and scene composition section line for exploring the scene composition commonly used by Miyazaki Hayao. Although the two dramas are different, the scene space organization is mostly presented with Single space. In regard to scene composition section line, horizontal **field of view** is the core composition in *Nausicaä of the Valley of the Wind*, while vertical **field of view** is the core composition in *Spirited Away*. Moreover, the scene space organization and scene section line composition could be presented together in both animation films to make the scene composition appear more depth and abundance. The main scene in *Nausicaä of the Valley of the Wind* is the earth that the use of scene space organization and section line composition is less. On the contrary, *Spirited Away* focuses on the significant bathhouse that more combinations of two scene compositions are presented.

The research findings show Miyazaki's flexible applications of scene space organization and scene section line composition to presenting complexity and abundant visual focuses on scene frames. The research findings could provide future animation designers with a different scene composition, which utilizes several simple Single spaces and the combination of Comprehensive multi-layer space for wonderful frames. What's more, personal styles and insistence on good works should be presented to produce a touching work with great support and reflection. Finally, Miyazaki's new works often result in various professional comments. More research issues therefore would be discovered and worthy further discussions.

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Online Shopping Behavior in Taiwan and Indonesia

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Abstracts

The purpose of this paper is to examine first, how are patterns of internet usage across different cultures such as Taiwan and Indonesia, second, how is online shopping behavior across those countries. This study is basically exploratory in nature. The finding revealed Yahoo is far and away the most common site to buy online for Taiwanese. By the contrast, Indonesian prefers Facebook as their media to shopping online. Online surveys are conducted among younger buyers which range age from 18-35 years old both in Taiwan and Indonesia. Results indicate that there are similarities and differences related internet usage and actual online shopping behavior between Taiwan and Indonesia. Convenient sampling technique is main limitations of this paper. The broad overviews of literature provide insights into potential area for further research. Several suggestions toward this are provided in the paper. More detailed understanding of the phenomena will hopefully lead to improved decision making for both e-retailers in Taiwan & Indonesia and eventually will help e-retailers to respond changing demand from consumers recently years with innovation.

Keywords: Internet usage, Online shopping, Taiwan, Indonesia

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1. BACKGROUND

The global nature of the Internet, combined with the nature of the communications that it can convey, makes it a perfect vehicle for international interactive marketing. International consumer research in a cross-cultural context is needed for a better understanding of global online consumer behavior (Park & Jun, 2003). In order to keep attuned to internet shopping behavior and constantly communicate with consumer base for online retailer, more observation of customer behaviors is necessary.

Cross-cultural comparison of consumer behavior is a contemporary research issue in the field of intercultural communication (Yi, 2011). Recently, due to the emergence of electronic commerce in the global market, some researchers have focused on comparing consumers' on-line shopping preferences and on-line shopping behaviors in different cultures. Park and Jun (2003) compared internet buying behavior between South Korea and United States of America. Lightner, Yenisey, Ozok, and Salvendy (2002) compared college students' on-line shopping preferences in Turkey and the United States. Indonesia hasn't been studied in these previous studies and a few studies compared between developing countries such as Taiwan and Indonesia. Thus, this study aims to close this gap and bring additional insights about cultural similarities and differences in internet shopping behaviors between Taiwan and Indonesia.

Taiwan and Indonesia are chosen for comparison because of the bilateral relations between Indonesia and Taiwan, which began in the late 1960s, flourished rapidly. Taiwan is Indonesia's third largest trading partner behind Japan and China. Taiwan's investments in Indonesia are mainly in furniture, textile, shoes, non-iron ore, metal products, trade service, agriculture and the forest farming industry (Anthoni, 2012). Based on data released by the Center for Political Studies (P2P) LIPI and Taipei-based Chung-Hua Institution for Economic Research on 2011, Indonesia was Taiwan's 11th largest trading partner as of 2010 and Taiwan's 13th largest export market (US\$4.47 billion) and 11th largest supplier of imports (US\$6.02 billion). Internet access is very prevalent in Taiwan (Yi, 2011). The number of Internet users in Indonesia is growing at a lightning speed; nonetheless, internet business in Indonesia is still in its infancy. By 2014, the number of Internet users in Indonesia is projected to reach 150 million. The number of local websites and contents are still very limited compared to the number of Internet users. Undoubtedly, Indonesia presents many opportunities in the Internet business (Rustandi, 2010).

To provide a theoretical background for this study, the next section of this article contains a literature review of e-commerce in Taiwan, e-commerce in Indonesia, internet shopping behavior, internet usage.

2. LITERATURE REVIEW

2.1 *E-commerce in Taiwan*

According to the Internet World Statistic, internet growth has been phenomenal in Taiwan. The proportion of the population who are internet users has exceeded 70.1 percent¹. Taiwan online retail sales and e-commerce have boomed as more people get high-speed internet connections. Taiwan's online shopping market has seen growth since 2000 (Liu, Blake, & Neuendorf, 2003).

Taiwan government is aiming to achieve the e-commerce revenue goal of NT\$1trillion (US\$33.333 billion) in 2015, and will spend a total of NT\$450 million (US\$15 million) to help develop the nation's e-commerce industry under a five-year program spanning from 2010-2014.

¹ <http://www.internetworldstats.com/asia/tw.htm>

Taiwan e-commerce has experienced an annual growth of 20 percent in recent years and generated business value of NT\$461.9 billion (US\$ 15.4 billion) in 2010².

The internet in Taiwan differs from most other parts of the world in terms of search engine market share with Yahoo having a greater percentage at 51.12 percent and Google controlling only 47.61 percent³. It is expected that more people will participate in internet shopping as high speed internet access becomes more available and the number of cybermalls continues to increase.

2.2 E-commerce in Indonesia

Indonesia is a nation of more than 200 million people; 50 million of Indonesia population are on the Internet already and this number continues to grow, at least triple by some estimates. By 2014, the number of Internet users in Indonesia is projected to reach 150 million. Yet retail e-commerce transactions still only make up only 0.7 percent of total retail transactions in Indonesia. This percentage is growing. Investors internationally already see this obviously, since foreign investments in Indonesian e-commerce products and services continue to grow⁴.

A study shows only 50% of Indonesian Internet users do online shopping. Recently, Indonesians are more eager to spend their money online (Yulisman, 2012). Another survey conducted in March 2010 by Nielsen Indonesia found that 68% of Indonesia's online population had shopped on the Internet at least once. Books are the most popular online purchase among Indonesians, with 38% saying they would buy a book online at some time during the next six months. An additional 33% said they intended to buy clothing, while 29% said airline tickets and 27% electronics.

Undoubtedly, these data above presents many opportunities in Taiwan and Indonesia related internet business. Therefore, to gain and attract more consumers, it is a must for online retailers both countries to know its online shopping behavior.

2.3 Internet Shopping Behavior

Electronic commerce has become one of the essential characteristics in the internet era. According to UCLA Center for Communication Policy (2001), online shopping has become the third most popular internet activity, immediately following e-mail using or instant messaging and web browsing. It is even more popular than seeking out entertainment information and news, two commonly thought of activities when considering what internet users do when online.

Various studies have tried to gain an improved insight into understanding the consumer behavior in cyberspace (Rofiq, Mula, & Scott, 2011; Sulaiman, Ng, & Mohezar, 2008; Utomo, 2012). Consumer purchases decision is influenced strongly by demographic, economic, social, situational and technological factors. Four relevant demographic factors; age, gender, education and income are found to be significant with the consumers' attitude towards online shopping (Burke, 2002; Wu, 2003). According to Sulaiman *et al* (2008) the increasing use of the Internet by women, their growing economic power and their dominant influence on household shopping behaviors have made them a market segment to be targeted in the future. Burke (2002) revealed that education is found to affect the adoption behavior of online purchasing.

Previous studies have found online shopping effect consumers' perceptions in terms of its usefulness (Venkatesh, 2000), perceived risk and trust (Wee & Ramachandra, 2000), and

² http://cens.com/cens/html/en/news/news_inner_36154.html

³ <http://www.mvfglobal.com/taiwan>

⁴ <http://sgentrepreneurs.com/2012/08/27/indonesias-e-commerce-market-only-0-7-usd-0-9b-of-total-retail-sales-dailysocial-report/>

convenience (Kare-Silver, 2001). Venkatesh (2000) linked the usefulness with “ease of use” to determine consumers’ attitude towards online shopping. According to them, usefulness is influenced by ease of use because the easier a technology is to use, the more useful it can be (Venkatesh, 2000).

Convenience is at the heart of what fundamentally drives demand for the Internet (Kare-Silver, 2001). Similarly, Wolfinbarger and Gilly (2001) found that the most important attributes of online shopping to consumers are convenience and accessibility. The consumers have a greater intention to shop online because it saves time and effort (Wolfinbarger & Gilly, 2001).

While flexibility, convenience, efficiency, and enjoyment are some examples of positive feelings customers may have about shopping online, the concerns about the possible risks of online transactions and lack of control are hard to ignore. Wee and Ramachandra (2000) found that surfers who did not purchase online expressed concerns about security, privacy and trustworthiness. The difficulties of physically checking the quality of products or monitoring the safety and security of sending sensitive personal and financial information while shopping on the Internet adds to the perceived risk (Wee & Ramachandra, 2000)

2.4 Internet Usage

This research attempts to examine the difference in internet usage between Taiwan and Indonesia. There are numerous studies showing factors to explain internet usage (Fah & Choo, 2010; Lohse, Bellman, & Johnson, 2000; Park & Jun, 2003). Loshe *et al.* (2000) found that the longer the amount of time spent online, the greater the chance of making a purchase online. Number of months online as well as length of time spent online is an important predictor of online buying behavior. Goldsmith *et al.* (2002), Choi & Lee (2003), Fah & Choo (2010), they used several variable to explain patterns of using internet. The variables include: place of internet access, number of months on the Internet, hours online per day. Internet usage is said to have three dimensions: frequency of Internet usage, amount of daily Internet usage and diversity of Internet usage (Igarria, Schiffman, & Wieckowski, 1994).

After reviewing previous literature about cross-cultural online shopping, specific research questions are proposed:

1. How are the patterns of internet usages in the two cultures?
2. How is the actual online shopping behavior in the two cultures?

The results of these objectives hope can design strategies about media messages & channel selections to reach them in a cost effective manner and bring additional insights on consumers’ online shopping behaviors field in international context.

3. RESEARCH METHOD

Through the use of online survey questionnaire which investigates consumer’s work related internet usage and internet shopping behavior, this study surveyed 59 respondents in Indonesia and 52 respondents in Taiwan.

Young and educated generation who is familiar with computer-mediated communication (CMC) and have more on-line shopping experiences (Chan & Fang, 2007; Liu et al., 2003) were chosen as respondents of this study. Liu et al (2003) also mentioned education of less than college predicted less online shopping.

Although not representative of all consumers, these younger buyers are important because they facilitate an understanding of the future of e-commerce (Goldsmith & Goldsmith, 2002). According to the survey 9th GVU's user survey, most online users are 21-35 years of age and likely to live in metropolitan areas (Choi & Lee, 2003).

In both countries, 60 questionnaires were distributed to respondents. The researcher personally sent questionnaire by e-mail or send message to respondents by media social to collect data in September, 24-26, 2012. Fifty nine (98.3% response rate) Indonesian, of which 78 percent were female, completed and returned the survey. The Taiwan data was collected in September, 27-29, 2012. Similar to data collection in Indonesia, the researcher personally sent e-mail or message by media social to Taiwanese. Fifty two (86% response rate) Taiwan respondents completed and returned the survey. Female made up 71 percent of the 52 people in the Taiwanese respondents. Above 80% respondents from both countries were 21-25 years old. For current status, majority of respondents both Taiwan and Indonesia were single. In the research finding, Taiwan respondents were holding master and undergraduate level of education, which are 66 percent and 33 percent, respectively. The totals of 96 percent of Indonesian were holding undergraduate level of education. This profile actually reflects the profile of both Taiwanese and Indonesia's internet users. Convenience sampling technique was used in this study.

3.1 Research Instrument

A self-administered online survey questionnaire was used on this study. The questionnaire originally was designed in English. The researcher translated the English version to Indonesia. Backward translation is needed for effective cross cultural studies (Brislin, 1970). The Indonesia version of the questionnaire was back translated into English by a business professional that is fluent in both English and Indonesia. The researcher compared the original English version and the back translated version. After minor adjustments, the meaning of two questionnaires matched Brislin's (1970) rules for back translation. Since Bahasa Indonesia is the official language in Indonesia, the Indonesia version was distributed to the Indonesia respondents. Similar with Indonesia version, for use in Taiwan the English questionnaire was translated into Mandarin Chinese. For validity and reliability reasons, two back-translations were done; the Chinese version of the questionnaire was revised until it mirrored the English version.

The Questionnaire had two parts consist of: demographic information and questions related patterns of internet usage and internet shopping behavior.

The first part of the questionnaire measured respondents' demographic information asking for the participants' sex, age, current status, education degree, monthly income, and nationality. The second part of the questionnaire had questions related patterns of using internet and actual internet shopping behavior, also looked in detail at where consumers search for information and inspiration before they buy. Most survey questions were derived from significant results in previous studies. The researcher adopted these questions from Ronald (2002), Jayoung (2003), Yin-Fah (2010), and Milard (2012) studies with minor modifications.

4. RESULT AND DISCUSSION

Guided by two research questions, this study focused on finding out the patterns of internet usage and internet buying behavior between developing countries such as Taiwan and Indonesia. The following sections of this article summarize the results and discuss the implication of these results.

4.1 *Patterns of Internet Usages*

The first research question asks how the patterns internet usages between Taiwanese and Indonesia respondents are.

Access to the internet

In Taiwan, 85 percent of the respondents had access to the internet both at home and school. Of the Indonesia respondents, 66 percent had access to the internet at home, while 25 percent had access to the internet through mobile phone.

Looking at the patterns of internet usage, nearly 100 percent of the Taiwan respondents revealed that they have more than 6 years' experience in net serving. While only 70 percent of the Indonesia respondents reported that they have more than 6 years' experience in internet. When being asked hours a day use internet, 40 percent of Taiwan respondents have used internet more than 6 hours in a day and 29 percent used internet around 5-6 hours in a day. Of the Indonesia respondents, 36 percent of Indonesians have used internet more than 6 hours in a day, 32 percent used internet around 3-4 hours in a day.

4.2 *Online Shopping Behavior*

The second research question asks how actual internet shopping behavior in Taiwan and Indonesia is.

Nearly 5 percent of Taiwan respondents reported that they had never purchased any product through internet. In order to determine barriers of shopping online, those respondents who have never shopped online were asked to indicate reason for not doing so. The reasons for not shopping through internet are because difficulties of physically checking the quality of products and do not believe online retailer. While nearly 95 percent of the Taiwan respondents reported that they had purchased product through internet. More than 10 percent of Indonesia respondents revealed that they had never purchased any product through internet. The reasons are because of a lot of fraud because e-shopping is too new, not sure if the product will meet the expectation or not, and need to touch & see the product. With nearly 90 percent of the Indonesia respondents had purchased product through internet.

Looking at internet purchasing experience, 33 percent of Taiwan respondents have 4 to 5 years' experience in online purchase and 29 percent of Taiwanese were 2 to 3 years in online purchase. Of the Indonesia respondents, 40 percent have 2 to 3 years online purchase experience; more than 30 percent have 6 months to 1 years online purchase experience. The period in experience of internet shopping in the Taiwan respondent was longer than that of Indonesia respondent.

With respect to experience with product purchasing over the internet, more than 20 percent of Taiwan respondent reported had purchased products once a month, while 25 percent of Taiwanese had purchased products less than once a month. Moreover, 15 percent of Indonesia respondent reported had purchased products less than once a month, while nearly 30 percent of Indonesia respondents had purchased product more than once a month. The reason behind this phenomenon could be due to the fact that Indonesia respondent had higher income than that of in Taiwan. Since after graduated from college, Indonesian people tend to looking for job rather than

continue study to master degree. Unlike Taiwanese, majority of Taiwan student will continue study on postgraduate level of education.

The number of amount they typically spent from internet almost similar. Mostly, both Indonesia and Taiwan respondents spent less than 1.500NT\$/month which are 86 percent and 52 percent of the respondents, respectively. This finding depict almost the same as found by Utomo (2012) on spending money by online shopper. In addition, more than 50 percent of Taiwan respondents revealed that they definitely will buy online in the coming year, however only 33 percent of Indonesia respondents revealed they definitely will buy product through internet in the coming year.

Types of online purchased products

A comparison of product types purchased by Taiwan and Indonesia consumers through the internet is described in Table 1. The most frequent purchase by Taiwanese was clothes, followed by book, fashion accessories, then computer.

For Indonesians, the largest product category purchased was clothes, followed by fashion accessories, cosmetics, and then rank number four has 2 types of product which are computer and toys. Interestingly, 40 percent of both Taiwanese and Indonesians consumer ever purchased clothes through internet. Clothing, fashion accessories, and computer seem to be popular product category in both cultures. However, books are more popular in Taiwan. Cosmetics and toys are more popular in the Indonesia. This finding is consistent with the earlier study by Liu *et al* (2003). The results of this study show not only do more consumers shop online but more consumers shop for apparel products through internet.

Variable	Category	Taiwan		Indonesia	
		Frequency	Rank	Frequency	Rank
Types of product	Clothes	30	1	34	1
	Book	18	2	5	5
	Fashion accessories	8	3	15	2
	Computer	8	4	6	4
	Unique product	4	5	2	8
	Cosmetics	3	6	7	3
	Toys and handicrafts	2	7	6	4
	CD	2	8	1	9
	Stationeries	2	9	-	-
	Plane ticket	-	-	2	8
	Consumer electronics	-	-	4	6
	Cellphones voucher	-	-	3	7

Note: Respondents could report more than one item

Table 1. Types of products purchased by consumers through the internet

Types of site most typically purchase

The results from table 2 showed that there are significant in types of site most typically purchase between Taiwan and Indonesia. Taiwan consumers see Yahoo as sites where they can seek out a wide variety of product with reasonable price, more reliable, and easy to order, use & access. Interestingly, for Taiwan respondents, yahoo was ranked first in the types of site most typically purchase list but was not reported at all by Indonesia respondents. As a result, Books (博客來) was ranked second, followed by Ruten, PC Home, Lativ, 7-Net, Taobao, and Amazon. This result

is consistent with earlier study by Mvf Global. This study reported that Yahoo having a greater percentage of market share at 51.12 percent.

For Indonesia consumer, Facebook was the most popular site. The reason they preferred Facebook as their media to buying online because majority of the seller is her or his friends, so they trust the seller. Besides that they revealed that Facebook is easy to access & use and provide product that can't find in the shopping area nearby. Kaskus, a domestic online vendor, was ranked second by Indonesia consumer followed by Blackberry messenger, Toko Bagus, Multiply, then Disdus. This result consistent with the earlier study mentioned that most retail industries in Indonesia use Facebook social network as one of their tool to conduct online marketing (Handayani & Lisdianingrum, 2011).

Variable	Taiwan			Indonesia		
	Name	Frequency	Rank	Name	Frequency	Rank
Types of site	Yahoo	30	1	Facebook	28	1
	Books (博客來)	18	2	Kaskus	18	2
	Ruten	16	3	Blackberry messenger	6	3
	PC Home	6	4	Toko Bagus	5	4
	Lativ	3	5	Multiply	3	5
	7 Net	2	6	Disdus	2	6
	Taobao (淘寶網)	2	6			
	Amazon	1	7			

Note: Respondents could report more than one item

Table 2. Types of sites most typically purchased by consumers

Purchase influencer

This survey question has purpose to determine activities which consumer do before making a purchase decision. Consumers rely on two kinds of input when deciding what to buy, which are information and inspiration influencer or can be called as purchase influencer (Milard, 2012). For Taiwan respondents the most important activities that influence them to buying product through internet were visited a market place, read product reviews online, and advice from family & friend, respectively. On the other hand, Indonesia respondents reported that read product reviews online, price comparison, read shopping policies were the most important activities to help them buying through internet. It is interesting to note that both regions rated read product review online of being of most importance.

Side persuader

This purpose is to get information which factors are considered important when consumer decide to buy. Price was an important factor in determining where to buy both of Taiwan and Indonesia respondent. However, the second and third factors were totally different from both cultures. Taiwanese reported ratings & reviews and convenient delivery were the other important factors. Similar with previous study reported that the main concerns of the online shoppers in Taiwan are price and convenient delivery (Liu et al., 2003). For Indonesian, the second important factor was delivery products match the description followed by Trustworthiness of retailer.

Both Taiwan and Indonesia respondents mentioned that what they are looking for in online shopping is cheaper price than brick and mortar stores, thus lowest price as attractiveness to consumer buying online.

Actual and preference types of payment

This study also compares actual and preference payments in the online shopping process in these two cultures. There are significant results according to actual and preference payments between Taiwan and Indonesia. Taiwanese respondents reported that they usually make a payment through convenience stores such as: 7-11 or family mart, after he or she receives the product. Many e-stores have established cooperative relationships with convenience stores. There are convenience stores which open 24 hours a day, 7 days a week, everywhere in Taiwan. E-stores can ship their products to a convenient store near a consumer's home based on the consumer's choice. The Taiwanese consumer then pays at the convenience store when they pick up the product. The second rank was transferring money to the e-retailer from an ATM machine from his/her banking account, after placing an order. Transnet and credit card online were ranked third and fourth, respectively, in their types of payment.

Unlike Taiwanese consumers, the majority of Indonesia consumers make a payment by transferring money from an ATM machine. The second rank type of payment was Down Payment after placing an order. Paying by credit card online was ranked third. This finding result was found to be contradicting with previous study (Utomo, 2012), which found that credit card is the most popular mode of payment on the internet. The reason behind this phenomenon could be due to the fact that their respondents are adult who are professional & has stable income.

After comparing actual payments in the online shopping process, the research compares preference payments in the online shopping process between Taiwan and Indonesia. Similar with the results of actual types of payment, Taiwan respondents still preferred to pay through convenience store after receives the product and Indonesia respondents still preferred transfer money from ATM machine after placing an order. Indonesia consumers still paid by transfer money through ATM machine after placing an order, although they have high perceived risk of pay money in advance before get the product.

Discussion

This study examines various aspect of consumers' online shopping behavior. Probably the most interesting findings are related to popular online shopping product categories, the most popular site, purchase influencer, factors important when decided purchase and online actual payments in these two cultures.

Clothing, fashion accessories, and computer are popular product category in both cultures. However, books are more popular in Taiwan. Cosmetics and toys are more popular in the Indonesia. The primary differences between Taiwan in Indonesia are related to popular site to buying online and actual payment. Similar with previous study revealed that yahoo is the most popular site for Taiwanese respondents and has the highest market share in Taiwan in terms of search engine site. On the contrary, the popular website of Indonesia respondent to buying online is Facebook, followed by Kaskus, domestic online vendor. Furthermore, Yahoo was the most popular site for Taiwanese, while there was none in the Indonesia list. There was discrepancy in the actual payments between Taiwan and Indonesia. Taiwan respondent make a payment through convenience stores, whilst Indonesia respondent prefer to transferring money by ATM machine in terms of actual payment. Read product reviews online is activity conducted by both Taiwan and Indonesia to help make an online purchase. The most important factor both for Taiwan and Indonesia when decided to buy online is lowest price. These important factors and activities need to be concern by e-marketers who want to enter or expand their market internationally especially to Taiwan and Indonesia.

Based on the result of this study, the theoretical implication of this study is discussed in the next section.

5. CONCLUSIONS

The study found that there were differences in actual online shopping behavior, but more similarities in internet usage between Taiwan internet users and Indonesia internet users.

Even when the same information technology is introduced, its adoption and application depends on unique traits of the society. Therefore, though Internet marketing has some merit in targeting global customers, it should consider cultural differences when adopting and applying e-commerce.

Based on the results of this study, specific suggestions can be made to on-line vendors who are interested in the electronic commerce market in Taiwan and Indonesia. First, online vendors who are interested in both markets should emphasize better price. Consumers from both countries are highly price sensitive. Second, online vendors who are interested in the Taiwan market have to make sure the delivery is convenient otherwise it will hinder shopper from buying online. Furthermore a site has to be reputable, because Taiwan respondents reported that rating and review is important predictor of reputable online retailer. Finally, online shoppers who are interested in the Indonesia market may work on providing detailed and accurate information to customers. Indonesia respondents worried the most about delivery products didn't match the description. Provide detail and accurate information can reduce their worries.

Limitations and Implications for Future Studies

This study serves as an exploratory study which observes young consumers' related patterns of internet usage and on-line shopping behaviors in Taiwan and Indonesia. However, this study only surveys young consumers in these two cultures because previous studies (e.g. Wu, 2011) suggested that young consumers are active Internet users and online shoppers. Furthermore, convenience sampling weakens research objectivity. The researcher does not intend to over generalize the results to the whole consumer population in these two cultures. Future studies may try to increase the number of samples that can give a better accuracy of the research, to make the results of the research closing to the real conditions and could give additional information that can enrich the studies.

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The Adoring Users: Youth, Fandom and Obsessive Social Media Using Pattern

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Fandom: The Somewhat-Obscured Definition

Fandom—an organized subculture consisted of adoring audience of various interest—has been a constant topic of interest in academic world. According to Merriam-Webster dictionary, the use of the term ‘fandom’ dated back to 1903¹. The origin of the word fandom allegedly came from the merging of ‘fan’ (fanatics) and ‘-dom’, signifies a realm or jurisdiction in which a crowd of fanatics hold the reign of control. Its dynamic and multifaceted nature by consequence becomes the concern of various disciplines, in both positive and negative light. Some scholarly articles mentioned that fan cultures has been seen as a result of media hegemony and consumerism, and the existence of fandom itself as a silly and nonsensical entity within the society. In the introduction section of her book, Lisa A Lewis attempted to describe the nature in which academics tend to perceive the fandom:

“...the answer may reside in its historical propensity to treat media audiences as passive and controlled, its tendency to privilege aesthetic superiority in programming, its reluctance to support consumerism, its belief in media industry manipulation. The popular press, as well, has stigmatized fandom by emphasizing danger, abnormality, and silliness.”²

Such description of fandom comes from decades of discourse within the traditional media effect theories, whereas audience is assumed a passive role in a communication process. Jensen had detected a trend in which fans as a group of audiences are seen as pathology³, a dysfunctional members of society with various negative characters labeled upon them.

“Fandom is seen as a psychological symptom of a presumed social dysfunction; the two fan types are based in an unacknowledged critique of modernity. Once fans are characterized as deviant, they can be treated as disreputable, even dangerous ‘others.’”⁴

The terminology of pathology itself implied to a situation where the existence of fandom is seen to as a state of deviation from the assumed applied norm. The fact that academic articles and cases seemed to always picked the cases in which fan was represented at its worst state

¹ <http://www.merriam-webster.com/dictionary/fandom>

² Lewis, Lisa A. 1992.

³ Jensen, Joli. 1992

⁴ *ibid*

had not help to create a brighter image of fandom. Schickel, furthermore, came to the point when he made an analogy of fans as ‘serial killers’⁵.

Apart from the academic view toward the fandom, there are several other causes, which can be identified as the source of such negative construction of fandom and fans. Parallel to the academics point of view, media exposures toward the fandom itself tend to construct image that strengthen the negative notion. Evidences of this tendency are found in numerous media products such as films, comic books as well as articles. Toward this notion, Lewis considered that Hollywood, representing world’s one of the biggest popular media institution has ‘...managed to portray the fan impulse on the screen with a sensitivity and insight that rivals the analyses of critics’⁶. Hollywood, however, is not the only party to be held responsible. It seemed to have become a consensus for the media to portray the most of extreme cases in which fans had taken a role as the ‘bad guy’, such as fans who committed murder and terror toward their idols, emphasizing the fans-idol dynamic and mental imbalance as the trigger.

That being said, this paper is not attempting to advocate the nature of fans and fandom. Rather, this paper is somewhat betting on the contradiction shown by the fandom phenomenon, especially in the era of post-traditional media effect theory and the rise of new media.

New Media and The Shift in Fandom Dynamics

The advancement of technology, which contributed to the rise of new media, had led to an unquestionable impact: the shifting in the communication paradigm. Through Manovich we learn to understand that the term new media represents the emerging of digitalized, able to be manipulated, compact, interactive and unbiased technology, which human can be used to enhance the communication process⁷. Such description emphasizes the different character between new media and its predecessors. Gone has the linearity of a communication process, replaced by high level of real-time interactivity, which may take in various form: person-to-person, person-to-many, many-to-person, and many-to-many.

It has been mentioned that new media consists not of the gadget, and instead it takes form of interconnected networks with constant flow of information exchanges. The nature of new media had caused the term ‘audience’ to be obsolete, and in turn creating ‘users’. Due to its

⁵ Schickel (1985) in Jensen (1992, p11)

⁶ Lewis, Op. Cit (p.135)

⁷Manovich, Lev. 2003. *New Media From Borges to HTML.*” *The New Media Reader.* Noah Wardrip-Fruin & Nick Montfort. Cambridge, Massachusetts, 2003.13-25.

accessibility, Stoll⁸ noted that there is cases when new media had helped to bridge a certain type of people whom possess shortcomings in dealing with real-life social scenes. New media opens the possibility for these individual to open a clean slate and start a second life.

“The Internet allows us to become ever more ourselves while also creating social capital for the benefit of individuals and communities. It enables people to use cultural attributes to recognize themselves and construct meaning (Skog, forthcoming). This aspect of the Internet, incidentally, is referred to by some as ‘an identity project.’ When syntopian tools become easily available, identity can more readily become multifaceted, personal, self-reflexive, and subject to innovation compared to earlier eras. In terms of information, physical mobility, and latitude of acceptable morality and forms of expression, these earlier eras were more constricted.”⁹

Kellner provided a description of cyberspace interaction as a symbolic interaction. Communication happens as a transaction process of meanings. Kellner’s statement above clearly provides an idea of new media as a safe haven for people who are searching for freedom of expression, when norms and values they have to deal with in real life is proven to be ‘constricting’. It is safe to assume, with the entire labels and judgments deemed upon them that among the kind of people Kellner referred to, are fans. For the member of fandom, the anonymity of new media has provided shelter and freedom to express all kind of fandom-related thoughts, while at the same time allowing the interaction and information exchange with other users with the same background of interest.

In the realm of fandom, when symbols speaks more than facts, while fans as users construct their own perception toward the information they gather and exchanged. Such collective meaning is what draws fans together, which then led to the forming of ‘society’. Geographical boundaries mean little in new media and the emerging of the so-called society. In fact, new media is probably where the ‘-dom’ suffix that makes up the term ‘fandom’ comes to life. The evidences of fans activities are scattered through websites, bulletin board systems, as well as social media and social networking sites. Through new media, it only takes few simple keywords to discover the complexity of fandom.

K-POP Fandom: Smitten by The Beautiful Beast from The East

K-Pop has been one of the latest additions to the waves of eastern popular culture that swept all over the world. The actors—consist mostly of groups of both boys and girls with good

⁸ Stoll, C. 1995. Silicon snake oil: Second thoughts on the information highway. New York: Doubleday.

⁹ Douglas Kellner. 1992. The Persian Gulf TV War. Boulder, Col: Westview.

looks, catchy songs and neat choreography—have become the heartthrob of millions of teen to mid adolescent from all over the world. What's so interesting about K-Pop was the speed it took to penetrate the audiences in global scene; one night they went to sleep oblivious of any of the thing, and the next morning, they woke up addicted.

The methods that are used by K-POP for the means of penetration throughout the world, and its way of influencing the global audience play mainly in the new media. While traditional medias are swamped with contents from stronger competitors (be them the preceding giants from the west, or the one with cult-follower levels such as Japan, or the small but considerably more relevant country-specific culture), new media provides neat, low cost and target-specific channel to use. This choice is somewhat proven to be a wise decision; the viral model that often applied in new media works like magic on K-pop.

Regarding the scale, K-pop may have not entirely conquered the world like they (and the fans) think they have achieved. However, K-pop is still having a streak of success post 2010. One of the most obvious examples is the 'Gangnam Style' phenomenon. The song Gangnam Style was introduced around the second quarter of 2011 by PSY, a solo artist belongs to the YG Entertainment, which is one among the big-three artist management office in South Korea. The video, which lyrics contain mockery toward Korean so-called Gangnam Bourgeoisie, featured simple and catchy moves, addictive rhythm and sexy Korean girls. Within four month since the video was uploaded at the artist' official youtube channel, it has gained more than 850 million views¹⁰, and became the most viewed youtube video of all time, surpassing Justin Bieber's 'Baby Baby'¹¹. The statistic means that nearly 1 every 7 people in the world have seen the video, and contributed to catapult his name toward worldwide fame. Psy, however, is only representing the tip of an iceberg. There are many other cases in which K-Pop utilized new media to promote.

Such phenomenon could never be happen without the helping hands of the fans. In fact, the digital word of mouth from fans is the determining factor to spread the news about k-pop in the cyberspace. Millions of tweets regarding to K-pop are made each day, resulting to daily achievement of trending topics on twitter. It is not a rare occurrence that k-pop related videos

¹⁰ Psy's Official Youtube channel, <http://www.youtube.com/user/officialpsy>

¹¹

<http://www.vancouversun.com/technology/internet/Gangnam+Style+becomes+most+watched+YouTube+video+time/7607430/story.html>

are topping youtube daily chart as well. Each tweet that fans made works like virus that influences other users, and k-pop spreads in the exact opposite of massive spiral of silence.

Fans: Juggling between Real-Life and Fandom Life on The Net

The study to discover and explain about obsessive social media-using pattern was held through an online participating observation, toward the individual users inside a clique of friends that is formed in twitter.

“If you tweet too much in a certain time frame, twitter makes you unable to tweet more so in order to continue tweeting in such occurrences, we have second (and some have third) accounts” Haze (19, Student from Estonia)

The above statement by Haze (not a real name) was given during the interview conducted with one of the member of K-Pop fandom. The answer summarized the opinion of several other fans that were being interviewed by the author. Haze has been on twitter for two years, and before she was active on LiveJournal, where she participated in fandom activity through writing slash fan fictions about the member of the bands she adores, SHINee and Infinite. Before she was exposed to K-Pop, Haze was an active member and Moderator of a German band Tokio Hotel’s Forum. Due to her college and part-time work schedules, Haze’s tweeting pattern is sporadic. However, during the couple hour she claimed to spend on the internet daily, Haze uses the social media to interact with her friends and update on the news about her idols. Most of her tweets are of ‘spazzing’, adoring sentence as the expression of admiration, and sometimes downright sexual.

Similar to Haze is Lia, 20 years old student from Philippine. Lia is the typical fan that you would call ‘forever fangirl’; claiming that she has been in fandom since “the beginning of time”; from j-pop to k-pop, Anime as well as Greek mythology. According to Lia, she spend averagely 6 hours online, however, her twitter record showed that Lia is practically living online. She tweets all day long, only pausing during bedtime, even in classroom or while doing chores. This resulted to the massive tweet count. Lia’s current twitter account was made on January 2012 with 50.000+ tweet counts, which means she posted averagely 150 tweets per day. Apart from the main account, Lia still has another account, which same as Haze, serves as a ‘jailed account’. The first fandom that Lia joined was KAT-TUN, a Japanese Pop boyband. It was one of the first exposures that Lia experienced, which ended up in her fascination toward East Asian pop scene.

Lia had experienced an interesting happening where she was forced to choose between real life and fandom. Lia had recently discovered that her grades were not as good as her previous

records, and she blamed herself and the fandom for that. Lia had made an entry on her journal, and received heartfelt comments. However, It did not take more than a week for her to return; five minutes at a time at first, and within few days she already returned like the thing she complained about had never happened.

Another example is Mia, who is also Haze's and Lia's friend. Mia is considerably more mature than the rest, is married with no child, and working as a part-time baby sitter. Mia is probably one of the epitome of devoted fangirl. In real life, Mia bargained to her husband to allow her to decorate their apartment with attributes of her favorite bands. She admittedly spends most of the money she earns for band merchandises and goods, as well as annual trip to Korea during summer.

Mia has three twitter accounts, two of which serves as the 'jailed' account. Outside her part time schedule, Mia spends her day in front of the computer, resulting to more than 76,000 tweet count. She is also the one user who is most often get jailed due to her spamming on occasion where she receives updates from the fansite account she follows. Mia is active on contributing the number of tweet to achieve trending topics, usually during idol's birthdays.

K-pop Fans: Functional Fanatics

Through the description above, it can be concluded that the obsessive behavior of fans described by the preceding academics are indeed proven to be happening. The rise of new media had help to catalyze and transform the obsessive behavior toward an expression, which is shown by the interviewed and observed sources. However, I would like to underline some facts and finding about the fans itself, especially the allegedly dysfunctional trait. Some of the key characters, which I found during the observation period are:

- Fans are functional and contributing members of the society. They managed a mechanism of balancing the real life and fandom, and in one way or another bargain they way.
- Most of the fans feel like their real life is keeping them from the fandom, and not the other way around. When it comes to the time when they have to decide the priority, they would choose to resort to fandom. They are mostly aware, however, that fandom life has expiry date, hence the over-the-top behavior they displayed.
- Twitter timeline is fandom lifeline; it's either an extension of primary, real life or a construction of second life. Fans are identifying themselves with relevant fandom through twitter username and userpics. However, although primary, twitter is not the fans' only mean of adoration.

Inference

This article is a working paper, and a preliminary stage of the actual research. In dealing with fandom and fans dynamic, there are several other factors that is still needed to be observed and synthesize into a conclusion. The possibility of this paper is to be developed into a full-fledge research plan, which involve a more comprehensive method, more participants and longer observation time.

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*The Democratic Potential of Video Making and Creative Visual: A Case Study of
Teenagers and Environmental Issues in Penang and Miri, Malaysia*

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Abstracts

This paper discusses whether video making and the new media have the potential to encourage creativity among youth in environmental issues. It further explores how creativity can be optimized when it is nested in a democratic environment. A democratic environment can be built through dialogues, small group discussion and redefinition of roles between researcher and participant where researcher will be observer of the production process and participant will take up the role as decision maker as well as content producer. The research aims to prove that the democratic potential of video making process is able to optimize the effect of creativity in empowering and engaging youth to actively participate in environmental issues in Malaysia. The research discusses how teenagers in Penang and Miri can openly create content for distribution on the Internet and freely consume content created by other teenagers in a democratic environment. It also looks at how video making and new media challenge the conventional role of teenager as passive consumer to active producer as well as how teenagers' interpretations of media products.

The findings suggest video making and new media technologies are able to attract teenagers' attention easier and engage them in a participatory media environment. Likewise, they are educated to be more aware of their public responsibilities towards environmental issues in the country and able to express their views openly and creatively using the media tools. Dialogue, small group discussion and participatory culture are promoted during the production workshop to encourage teenagers to be creative in their expression which is short video. Hence, it encourages active environmental participation among them and a widespread of awareness in society for the importance of teenager's participation on environmental issues through new media.

Keywords- *creative visual, video making, youth, environment, democracy.*

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I. INTRODUCTION

The younger generation lives in a world bombarded with large quantity of information, ranging from images, television, radio, music, the internet, print and many other forms. Among them, visual messages have becoming more evident in helping teenagers to make sense of the world they live in. The ability to read print is no longer sufficient because a lot of information we have today consists of a fusion of sound, text, images and video (Buckingham, 2003). They not only need to read and understand words but images. Therefore in this research, a creative visual approach has been chosen so that it can attract and better engage teenagers on environmental issues in the country.

Young people and environment media literacy is a project that aims to create environmental awareness among teenagers in Malaysia. It tries to educate them the importance of their participation to a sustainable environment and their role as active producers, critical consumers and democratic citizens in a country. The conventional school system in the country has trained teenagers to obey authorities and be submissive to decision makers. They are unaware of their social obligations, public responsibilities, have responded passively to environmental issues and are always excluded socially, economically and politically from mainstream society. Thus, this project takes the opportunity to engage teenagers to respond actively and openly to local, national and global environmental issues through a creative and efficient way.

The research tries to look at whether video making and new media can better promote creativity among teenagers on environmental issues through dialogue, small group discussion and participatory culture. It tries to prove that creativity can be developed to optimal when it is nested in a democratic environment that promises equality, freedom and mutual understanding. It further explores experiences of teenagers to find out whether they feel more comfortable with the freedom and autonomy given during the process of making meanings to the content created. It discusses how video making and new media challenge the conventional role of teenagers as passive media consumers in school to active producers. It also embarks on media literacy works that use new media technologies to improve teenagers' engagement by making environmental materials more transparent and accessible to them.

II. LITERATURE REVIEW

According to Gauntlett (1998) creative visual approach has given opportunity to people who are less powerful to involve actively in more critical actions. People like young children and teenagers are often seen as vulnerable and submissive to their parents or other adults like teachers, leaders of community, religion and country. Their participation in environmental issues is more passive as their opinions are often deemed as less important by adults. Gauntlett (2004) argues that video making will be a better way to empower teenagers on environmental issues as it gives voice to the voiceless. He explains creative research restructures and changes the power relationship between researcher and participants by giving more power to the powerless and probably makes it more equal, transparent and democratic.

He further explains creative tasks take longer time and leads to a more reflective process, where teenagers have to take time to think about what they want to produce and how this can be achieved; during this time, they will be thinking about the research issues and their response to it. It is more appealing and engaging when compares to other traditional research

methods like interview or questionnaire that have pre-set questions for participants. Gauntlett argues that video making is something that comes naturally to teenagers as they have been exposed to media content since young. Teenagers today are born to a world with the Internet and World Wide Web and they are more technology savvy compare to their parents. The exposure they experience as media consumers have equipped them with a greater capacity to understand complex issues and be more enthusiastic in their expressions of environmental concern. They are sometimes more autonomous than adults in their consumption of media due to the accessibility to new media. This gap has also brought researcher's attention to understand how teenagers use media to represent themselves and their social world. Video making is not a fixed entity because the final product can serve as a video maker's present or future views about an issue. When teenagers are given the tools to make their own video, they are able to express their views in their own ways. Gauntlett (1998) says if researcher is willing to spend an extended time with them in producing a video, this will help teenagers to produce a greater level of understanding about their actual feelings regarding the environment.

Traditionally, in video making research, only the researchers have operated the cameras but in recent years a collaborative production is emphasized in which participants personally get involved in creating representations of their own experiences (Buckingham 2009). According to Buckingham, a participatory culture is promoted in the video making process in order to explore teenagers' perceptions of media and their relations with them. Researchers handed over the means of representation to participants and let them represent themselves using camera and from there it helps researcher to understand what they actually think or feel. Hence, the final product can be called as a participatory video as it involves observation of researcher and contribution by participants. This practice can be claimed to have a democratic potential because it destabilizes the power relations between researcher and researched. The one being researched has gained more power and their roles have switched from passive content consumer to active producer.

The participatory culture has encouraged teenager's voice. It keeps them thinking and writing about how they feel about certain issue through images and words. It is an ongoing process whereby researchers not only collect data at certain point but get to observe the changes between them. Holliday (2004) argues that participants tend to be more truthful in their expressions when they deal with camera in private and alone. However, it is difficult for participant to handle a production alone as they may not acquire all the required skills in video making. Paulues et al. (2010) say group can be as creative as individuals because productivity gap among members can be mitigated by factors like means of communication, group size, feedback and definable subtasks. Small group is important in visual production as it provides a platform for teenagers to express their perceptions about environment and from there researchers understand how they see their world. Visual production is a highly interactive team work based activity. Participants play a role each in their team ranging from script writer, producer, director, camera person, cast to video editor. A consensus is normally made after several discussions, negotiations and compromises among members who aim for a bigger picture which probably is the final product.

The pattern of communication in small group has critical effects on its creative performance (Payne, 1990). In this case, dialogues probably play an important role here to ensure creativity can be developed to its optimal. It is believed that when there is a promise on equality, freedom, cross racial and cultural interaction among group members, their creativity will blossom. Hence, creativity can be optimized when it is nested in a democratic environment. A democratic environment should be built on the basis of respect and mutual

understanding. Habermas (1979) suggests an understanding is achieved when two or more social actors share the same meanings about certain issue that fit their relevant social expectations. If teenagers are able to realize the importance of their voice in social issues, probably they will be able to critique the current dominant voice and status quo. The awareness and empowerment of teenagers are the evidence of good democratic environment.

III. RESEARCH DESIGN AND METHOD

Young people and environment media literacy is a project that has adapted visual methodology. It is a tailored qualitative research method to more adequately explore young people's experience (Matthews, 2007). It tried to explore the relationship between teenagers and media, how they perceive environment they lived in and participate in environmental issues. We have randomly selected two secondary schools from Penang and Miri to take part in the creative visual research. About 30 form four students, aged 16, joined the workshop during school holidays on voluntary basis. They are from SMK Convent Green Lane, Penang and SMK Lutong, Miri, Sarawak. The two workshops were conducted concurrently at Universiti Sains Malaysia, Penang and Curtin University, Miri. The number of student for each group is designed to be small so that teenagers will get a chance to contribute in their group. The constraint of limited resources like filming equipment also contributes to the restriction of group size.

On the first day, researcher guided teenagers on some basic media theories such as techniques of filming, types of angles, production process, video editing and scripting. After that they were told to make videos to describe their relationship with environment where they drew story boards, composed scripts, produced video and edited their works so that it could be published. Basically the creative workshops consisted of four stages which included brainstorming, script writing, video filming and video editing. During brainstorming, participants were teamed up into small groups of six and seven members where each was requested to write down whatever idea that came across their mind. From there, they slowly developed it into plot, several plots and a complete storyline with characters in it. Participants were told that they need to create a theme for their video so that the environmental message could reach their audience. Once the story and theme were confirmed, each group was given some papers to draw their storyboard. Teenagers are given full freedom to make their own connections on how to represent their idea visually, from scene to scene. Once their storyboard has been properly developed, the team started shooting around the university compound. Before they set off, they must have agreed which role to take up in their team such as producer, director, camera person, video editor and casts. The roles were assigned based on the consensus among members on the first day.

Our research has adopted both creative visual method and focus group, to allow participants to express their views both in images and words. Participants communicate face-to-face with their team members and jointly work towards a common goal – to complete a short video on environmental issues within three days. Meanwhile, researchers are trained not to dominate or over-rule their decision making process. Teenagers were given voice, autonomy and freedom to express their views about the cause of environment, impact and to suggest possible solutions through visual, audio and text. The practical experience has encouraged them to play a more active role as consumer to shape instead of being shaped by the society they live in.

Dialogue and small group discussion were implemented throughout the research workshop. We believe that the amount of time spent in communication has produced greater level of understanding about their actual feelings regarding the environment. The participants were young grown-ups who are expected to be capable of dealing with ecological issues using video making. The emphasis on team work and collaboration has motivated them to voice out their ecological concerns and perceptions and has indirectly empowered them to freely express their views using the media tools given.

Compare to other methods like interview and questionnaire, video making is more engaging and appealing to teenagers, thus fosters teenagers' interest and participation in it. Hence, they will feel more comfortable to voice out their views and probably interact more actively with the researchers. The four-day hands-on experience enables an exploration of how teenagers understand about their roles in environment issues. It can be an effective meaning making process where they 'show' their response by visualizing environment through images where words alone cannot. They not only read but write the media content.

IV. RESEARCH FINDINGS

On the last day of the creative visual workshops, we managed to produce four meaningful short videos titled *Planet Future: We Share We Care*, *Save Water*, *Environment Girl to the Rescue* and *Be Our Own Hero*. The first two are from Penang while the last two are from Miri, Sarawak.

In *Planet Future: We Share, We Care*, the story starts with a teenager who suffers from serious dengue fever. Then, the scene flashes back to the past showing how people ignored the aluminium cans on the floor and litter until it clogged the drain when it started raining. The production team tries to point out the do's and don'ts in the video by repeating the same scenario for a second time with the right behaviour; some teenagers are seen picking up the rubbish and throwing them into the dustbin in the garden, washing plant pots to ensure that there is no stagnant water and cleaning the drain. The story ends with a slogan 'everyone plays a role' and a demonstration of disposing rubbish into the correct recycle bins.

Another short video titled *Save Water* also shows the lack of environmental, water and energy saving awareness among people. A female student who was on phone forgot to turn off the tap after washing her hands and let the water flowing continuously. To make things worse, she even threw a used tissue into the basin. A group of students used a short hose to water the plants around their school and forgot to turn off the pipe. A lot of water is wasted as it is not wisely used. Likewise, the second part of the video showcases several ways to save the environment by turning off the tap after use, water the plants with the right apparatus (a bucket to replace a short hose) and clean the rubbish. The video highlighted the role of individual in keeping the environment clean at the end of the video with slogan sounds 'You can make a change'.

Students from Miri, Sarawak have inserted the idea of 'hero' in their work as they believe every individual can make a significant change to the world. In *Be Our Own Hero*, two students were jogging on the walkway but one of them fell down after she tripped over a disposed drink can. The video then showcases how the earth has been polluted by all kinds of trash and endangers our life. A presenter appears and urges audience to stay together and

change the world. The slogan used is ‘Save our earth, starts from you and it’s never too late to change’.

The last video titled *Environment Girl to the Rescue* has adopted the story of a heroin and villain. The main male character was a person who was ignorant to the importance of environment cleanliness, water and energy saving. While he was playing catch-me-if-you-can with his friend, he littered on the floor, left the air-conditioner in classroom on and forgot to turn off the water tap in toilet. A female heroine named the Environment Girl appeared and chased after him. When he was caught, he knelt down and begged for forgiveness. The super heroine then showed him the future of earth which is filled with trash, pollutions, diseases and death. The villain repented and promised to change. The video ends with the super heroine saying ‘Save environment is our responsibility. Think before you act’.

From the four videos, we can see that teenagers perceive environment as essential in their daily life and it can be destroyed by human being’s greed and ignorance. They believe misconduct by individuals will bring great impact on the global environment. The degree of environmental awareness among teenagers is high but shallow. They realize the environment condition is getting worse but have no deeper knowledge of the ‘different degree and kinds’ of sustainability problems.

Two participants said:

“To me, environment is quite important because if there are no trees there, oxygen won’t be here. Then more of carbon dioxide which actually affects us.... So, I think environment is very important.”

“Yeah, everyone does play a role right? So, I think I should play an important role...like you guys organize workshops, so maybe I can join, so you know, kind of like talk about environment and all these. Then I should practice recycling which I do. Don’t simply throw rubbish, think before you throw.”

They managed to name a few types of environmental pollutions and its impact to the earth but failed to link the destructions to social, political, economic and legal context. Majority of them think that greed is the main cause to all evils.

Some explained:

“I think about environment, I will think that the destruction done by human such as deforestation and the raising sea level.”

“Human just wants to get what they want. They don’t think about after they throw the rubbish.”

During focus group, teenagers were further asked about the role of media and communication in their daily lives, how they can help to change the current environmental situation, how they can use new media and video making to create environmental awareness and what have they learnt and experienced from the workshops. Response for each focus group was recorded and analysed qualitatively.

All teenagers agreed that video making and new media technologies are more attractive and creative compare to old media as it is more interactive and engaging. Many admitted that they joined the workshop because they wanted to learn more about video making than environment. They found it easier to use camcorder to express their ideas rather than drawing storyboard or writing script. Many commented that with camcorder, they can capture

whatever image that caught their attention and it is more intuitive as picture tells better story than words. The filming tool allows them to capture images randomly without the restriction of putting them in linear order at filming stage as it can be done later during editing. They think that it is easier to arrange a puzzle after you have all the pieces with you. This re-arrangement of images can be done easily during editing thanks to the digital technology we have today. The function of replay, forward and pause have given teenagers a lot of flexibility and freedom in filming and allows them to follow their intuitive leads. Some teenagers responded that it is easier for them to tell their peers about environment if they can make the message visible and tangible. The ability to 'show' the consequences of environmental pollution will have a greater impact on audience than telling them in words because showing is essentially about making scenes vivid, it helps audience to visualize and understand the scenes better.

When asked how new media technologies have changed the way teenagers understand environment, they responded that the information on the Internet is enormous and easily accessible with search engines and browsers. The architecture of the new media has enriched the user's experience with more sophisticated social networking tools where teenagers are given opportunities to decide not only the content of their creative artefact but also the distribution platform where they want to upload and share their content online. In this research project, teenagers were required to come up with solutions to prevent further deterioration of nature and produce short videos to create environmental awareness among larger and varied audience. Despite the limited resources and time given, teenagers managed to fully utilize the surrounding of the workshop and extensive online information sources such as images and songs for their video production. The new media technologies have given teenagers the autonomy to create their own content and distribute them easily and instantly. It also allows them to interact with other young people or the public on topics and issues related to environmental issues through chat room, message boards, picture or video sharing, blogs and emails.

During the workshop, we can see that teenagers enjoy doing things among themselves without direct interference by researchers. The learning environment gets more effective when they are put into groups. Learning in groups allows them to share their views and listen to others, to seek connections, change ideas and negotiate conflict. The action oriented activity is highly interactive and this develops teenager's capacity for participating in a democratic society. We observe that teenagers feel more connected to the community they live in when they are given voice in important issues like environment. Some of them said before they came to the workshop, they thought their responsibility is to only study and they are too young and vulnerable to make a change. However, the convenience brought by new media technologies and the training given on film making have encouraged them to take actions to save the environment. The autonomy given in film making has encouraged the spirit of democracy among teenagers in responding to local, national and international environmental issues. It assured them of their role as citizen in the country and the significance of their participation in environmental issues. During the video making process, researchers serve only as facilitators and observers where they guide teenagers in voicing out their thoughts and views clearly and creatively using the media tools provided. In contrast, the conventional way of research normally put the participants in a more subordinate position whereby they have a higher tendency to give researcher the answers that they favoured. Therefore, we believe that creativity can be optimized when it is nested in a democratic environment where dialogue, collaborations and teenager's autonomy are emphasized.

V. DISCUSSION AND LIMITATIONS

Youth is the key human resource to a country. Their perception and engagement in environment is one of the main concerns of a country as it will determine the continuity and future development of its sustainable environment. Therefore, their voices should not be neglected and they ought to be perceived as competent social actors (Drew, Duncan & Sawyer, 2010). For this project, we have targeted teenagers to be the sample of interviewees where they were taught how to use video equipment to produce their own content and encouraged to voice out their views and opinions about environment. They are put into small group to have discussions and dialogues about environmental condition of the country they live in. Baxter (2004) argued that one of the goals of dialogue is to “critique the dominant voices” (p.123). In focus group, teenagers were encouraged to think of which authority or group plays the most important role in environmental problems and how they can address the issues in their school and home. They were educated to have critical thinking and able to understand media content. When they are aware of their right and role, this has increased their level of participation in environmental issues and capacity to use short video to make them audible and visible to other members in the society. Jenkins (2007) agrees that the emergence of new media has allowed teenagers to use media and reworking its content to serve their personal and collective interests. This has gradually built up a participatory environment that encourages teenagers to take up the role as active content producer and consumer with critical thinking. Their access to means of communication has allowed them to voice out freely even though it sometimes challenges the current dominant order and status quo of certain dominant parties. It is undeniable that our current means of communication and access to knowledge in Malaysia are still very much controlled especially the traditional and mainstream media. With the rise of new media technologies, the younger generation emerges as new powerful social actors who can actually utilize on commercial user-generated platforms like Facebook, YouTube, blog to express themselves. According to Langlois, the utilization of new media will gradually change the current mass media model, the way power comes to play and how teenagers understand about the meaning of democratic communication. He elaborates that new media supports the creation and sharing of cultural meaning, teenagers can develop new ways of expressing themselves and exchanging meanings, representation and information.

From the research, we have observed that when a workshop is conducted in a more transparent and democratic manner, it will produce better result, not necessary in terms of video outcome but more to the level of participation among teenagers. The participation level in the video making process is very high as every teenager has a role and say in the production. Video making has established rapport among teenagers thus promotes participation equality by dividing roles and processes conflict between members through discussions and dialogues. The democratic process in creative workshop also helps teenagers to share power toward innovative ends and advances their understanding of environment. When a democratic communication environment is developed, it encourages creativity and empowers teenagers to actively and directly participate in environmental issues. This will further encourage cross generation participation on environmental issues in the country.

Although the number of respondents used in this research is small, but taken consideration that they are geographically apart and both show great enthusiasm in video making, it is proven that video making is indeed a popular, effective and engaging tool to create environmental awareness among teenagers. We would suggest getting larger group of respondents with more diversified demographic variables such as age, ethnic, education level, background and geography in next research. The use of video making and new media to

empower youth participation in environmental issues is something worth to be explored and look into especially by our government and local industries. Teenager's creative collaborations actually help adults to see environmental issues in a different perspective with the emergence of new media. They are eager to show off their talents to peers by distributing their own generated content through new media technologies. This mass distribution will directly create awareness among their peers and the public on the importance of a sustainable environment to a developing country like Malaysia. The four-day engagement with teenagers have convinced our research teams that this approach is proven more engaging and enjoyable and it can be more powerfully combined with other methods, such as interviews as practiced in research done by Gauntlett and Buckingham (2009). We have also discovered how teenagers' creativity can be optimized when they are put in a democratic environment where they can express themselves and having their voices heard (Buckingham, 2009). Buckingham elaborates that creative visuals approach is not only a mean of expression but also inherited the attributes of democracy.

The research could be more comprehensive if the time span is longer so that participants will have more time to reflect their own learning experience. Although the increase of time pressure has increased individual's rate of performance during the workshop but it was sometimes at a cost to quality (Kelly and Karau 1993). Due to the constraint of time, participants narrowed their attention to the available information they have and this led them to simplify the problem-solving strategies. Most of them have linked environment to cleanliness, water and energy saving in their short videos. Despite the limitations in the research, there are much potential in creative visual research that is worth to be explored as it helps both government and industries to reach out to young audience and thus build a participatory culture among them. The participatory culture here refers to an environment of creating and sharing where there is no separation between producer and audience. When teenagers are given autonomy to freely communicate their thoughts, opinions and views, it will encourage them to actively involve in environmental issues.

VI. CONCLUSION

Future research should find ways of getting collaborations from government and industries in allowing teenager's participation and voice in their policies and development projects. At the same time, media educators at all levels ranging from primary, secondary to tertiary should support and encourage young environmental activities. In this highly informative and globalized world, it is necessary for us to assist teenagers to express themselves and to understand others, read and understand media content, using multiple media to spread important messages and participate in social issues. The emergence of new media technologies and media convergence has made information more accessible and transparent, thus it will be important for teenagers to realize that medium is not simply a means of recording data but a medium to create new knowledge and critiques to the current status quo

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*Factors Affecting the Local Cable Television Expansion in 6 Provinces of the Upper
Central Part of Thailand*

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Abstracts

This combined research, studied about an increasing rate of local cable TV members, factors which affected to a local cable TV expansion, and a marketing management strategy of local cable TV providers in 6 provinces of the upper central part of Thailand. A population of the research, who those are local cable TV providers, and the people who lives in 6 provinces, by selecting 7 samples who is a provider and a vocational administrator, and 500 people by simple random sampling. Tools for collecting data are a questionnaire and an interview.

The research found that members of a local cable TV decreased by 10-28 percent per year. The factors which affected to a decreased expansion were a growth of free membership TV satellites, a budget and a personnel limitation in producing a news program of a local station, placing cable TV signal network limitation, and monthly membership fee. And the factors which affected to the increasing expansion were a need for local news of the people, a quality copyright channel, gathering of providers as a vocational association, and there was a law for certifying a local cable TV status. Besides, the cable TV providers still had no strategic plan for marketing management systematically. Most of local cable TV members selected to be local cable TV members, due to the fact that, a clearness and a distinctness of signals. And non-cable TV members, as a result of, did not want to pay a monthly fee.

Furthermore, population characteristics had no relation with local cable TV members, but had a relation with a satisfied level toward local cable TV media. The program substances which viewed by local cable TV members had a relation with a satisfied level toward a local cable TV qualification.

Keywords: Factors affected to expansion, Local cable TV in 6 provinces of the upper central part of Thailand, Satellite TV

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Introduction

TV media was originated in Thailand on 24th June 1955. (Jaruwat Chaisin, 2009) Nevertheless, TV media was just only a tool for enhancing a political influence during the first decade of the establishment. Though, by next decade, Thailand had encountered with a severe political conflict which caused and developed in TV media control. Therefore, TV stations altered their main purposes to present entertaining programs and emphasized in producing TV programs for benefit of business principally.

A commercial success of TV media business, together with a limitation of a clearness and a distinctness of a free television system which was viewed via an antenna, it caused an effect into an origination of a membership cable TV. However, cable TV providers were affected from a cable TV business counter-measure of a government, and was judged as an illegal business. Since, there was no any law to certify a cable TV business, a respond stream of a cable TV media was still not extremely popular.

Subsequently, Thai government had legislated the Act on Broadcasting and Television Broadcasting, the fourth edition 1987, specified that the cable TV providers were able to request for permission to operate telecommunication services. (The Cable Television Association of Thailand, 2010) The interest stream of the cable TV in Thailand had originated when the International Broadcasting Corporation Limited (IBC), and the Siam Broadcasting and Communication Limited. (THAISKY) operated the cable TV services in Bangkok, also in the main provincial part in 1989. As the viewers were able to reach more various program substances than were presented by free TV, especially foreign programs. Nevertheless, an illegal cable TV signal's installation problem, an equipment investment problem, a high cost in purchasing a copyright of foreign programs, those problems caused a THAISKY TV business's termination. Meanwhile, IBC had merged with UTV and changed their name into UBC and True Vision respectively, and became the only national cable TV in Thailand nowadays. (CATVTHAI, 2009)

In the meantime, the amount of local cable TV providers had increased in an urban area of every provinces. However, the expansion of the providers had been frozen, due to the 1997 constitution which specified that the power in issuing the license, would belong to an independent entity which was unable to be originated during 1997-2002. So that, it affected to the Public Relations Department which was unable to issue licenses to many interested providers, who wanted to get into this business.

So as, there was an enforcement of the Act on Broadcasting and Television services 2008, by prescribing permission on a one-year temporary license for the local cable TV providers, and also permitted for an advertisement which was not greater than 6 minutes per hour. Afterwards, there was a multiple interest stream in a local cable TV.

For the past few years, a cable TV business, a Satellite TV had expanded. It had been found that during the political upheaval and the Soccer World Cup, viewers turned to install a cable TV and a Satellite dish increasingly. (Deaw Woratangtrakul, 2010) So as, from the research of AGB Nielsen Research which was surveyed in Bangkok and provincial area of Thailand during 2009 - 2010 from 20 million families. It had been found that. Every satellite dish systems had grown up 39%. In order that, a local cable TV had expanded around 8%, however, it had been increased 19% in an outer area. Generally, it had been found that, there were about 7.6 million families all over the country who accepted TV signal via a cable TV

and a satellite dish (including True Vision), it had been increased up to 20%, also had 38% of market shares, and the rest still viewed a TV program via antenna up to 62%.

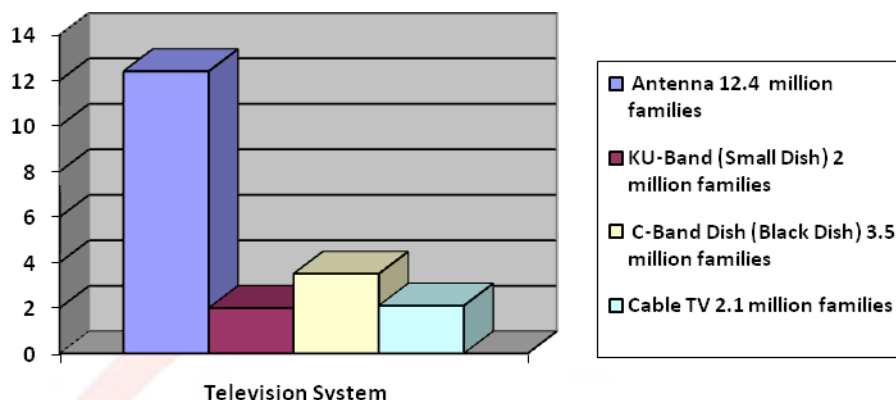


Illustration 1: The receiving of each TV system of families in 2010

Source : AGB Nielsen Research Company, 2010

The national data had reflected on an expansion of a cable TV media, and a satellite TV distinctively. In case of studying on sub-groups of a central part of Thailand where had a high density of a population, by emphasizing an expansion of a local cable TV. Those would be able to study a data thoroughly in each composition of a communication in that area, a research result would be beneficial in order to develop a local cable TV media and conform with behavior and a member satisfaction harmoniously. Those would be a data for making decision in selecting or not selecting to broadcast this kind of media to receptor, and included being a data for selecting media for an advertisement, then publicized to product and service's owner and another organizations.

Objectives and Hypothesis

This research had objectives to study an increasing rate of a local cable TV member's amount, local cable TV marketing management's tactics of providers, a factor which affected to a local cable TV expansion in 6 provinces of the central part of Thailand, by defining the research hypothesis as follows : 1) the population characteristics of local cable TV members had a relation with a decision making in selecting to be a local cable TV members. 2) The local cable TV members who had a difference in population characteristics, would have a different satisfaction towards each of qualifications of the local cable TV. 3) The local cable TV members who viewed different programs, would have a different satisfaction towards each of qualifications of the local cable TV.

Research Methodology

This research was a combined research. The population of this research were 16 providers and a local cable TV vocational association, the people who lived in Lopburi, Aungthong, Chainat, Ayutthaya, Singburi, and Saraburi provinces, from being member and non-member of a local cable TV total amount 872,600 families. Hence, calculated an appropriate sample's amount of local cable TV members, those was able to acquire the amount of samples of local cable TV members equal 400 people. As for, an amount of non-member local cable TV's sample, providers' sample and vocational administrators' sample, the researcher specified the amount of samples equal 100 families, and 7 persons respectively.

Afterwards, processed a sampling in order to gain samples which was a representativeness of each group of the population as follows:

1. Selecting a sample of providers, used a purposive sampling by insisting on a standard of an expert sampling, and defined the biggest cable TV provider of the province, one each, there were all together 6 providers, and specified by selecting the president of commercial club of the local cable TV provider of Thailand as one more sample, thus, total samples of this group were 7 samples.
2. Selecting a sample of the population who was a member of a local cable TV by using a purposive sampling and an accidental sampling.
3. Selecting a sample of the population who was a non-member of the local cable TV by using a purposive sampling and an accidental sampling.

The researcher used a questionnaire and an interview as tools for collecting a field data during December 2011 – March 2012.

A data processing of this quantitative research used a statistical package, SPSS for Windows,

Results

A local cable TV became popular the most during 2002 – 2006 which there was an increasing membership rate of a local cable TV was high up to 100% per year at that period, until during 2007 – 2012, a local cable TV member had been decreased rapidly, a rate of a membership reduction was about 10 -28 % per year. The factors which affected to a decreased rate significantly, were most of the members had canceled a membership in order to install a satellite signal receiving dish without a payment member fee instead, a local cable TV had a limitation in a budget and a personnel who had a producing local news skill which was a program that views were interested in, and also there was a limitation of a cable TV signal network's installation in some areas. And the factors which affected to an increasing rate were, a people had a demand in viewing a local news program which concerned to his life, there was an interest towards a copyright program of a quality local cable TV which differentiated from a program that broadcasting via a satellite TV, the providers gathered together to be a vocational association which created a negotiated power with a concerning unit, and was to be an information center which involved with a business running. Moreover, the government also had legislated a law in order to certify a status of a local cable TV, and opened an opportunity to have an advertisement within a prescribed time.

As a marketing management strategy, every local cable TV providers knew about a strengthen point of a local cable TV distinctly, Though, the cable TV providers still did not use a strengthen point as a selling point, there was no planning in a marketing management strategy systematically, but would emphasize on a membership fee reduction, also increased more program channels, and focused on a community relation principally, there was less in a marketing communication towards a target.

Most of the cable TV memberships had a member in a family more than 3 persons, lived in Muang district (urban), most of chiefs of a family graduated a bachelor's degree, worked as a government officer / a state enterprise officer, and was a private company employee / a worker, a total income of a family per month was about 10,000 – 20,000 baht, selected to be a

local cable TV member because of a clearness and a distinctness of a signal, a variety of programs, was able to view a copyright program and a local news program, and did not select to be a member because did not want to pay a monthly fee, felt not as modern as a satellite dish installation, had no time, and a cable signal did not cover an area, most of members viewed a media everyday, though, not according to a schedule, viewed a program of a free TV more than a cable TV channel, a program which was always viewed from a cable channel was an international movie, a local news, and Thai song, which had a satisfaction towards each qualifications of a cable TV as an overall image was in a high level, and most of non-cable TV members viewed a TV program via a satellite dish without a membership payment.

Furthermore, also found that, a population characteristic had no relation with a local cable TV membership, however, there was a relation with a satisfaction level towards a local cable TV media, a program content which was viewed by cable TV members had a relation with a satisfaction level towards local cable TV qualifications.

Discussion

From a result of a hypothesis test, the researcher presented a discussion into 3 aspects as follows:

1. A relation between population characteristics and a local cable TV membership.

There was only a family's location which had a relation with a local cable TV membership, in other words, most of the people who lived in Muang district (urban) were a local cable TV member, and most of the people who lived in other districts, were not a local cable TV members. So that, the result of the research had conformed to an interview of local cable TV providers in 6 provinces of the central part, which specified that a signal network installation would covered an area of the Muang district, because it was a high density area, so they would be able to gain more a worthy income. As for members in families, a chief of family's career, and total income of families, there were no relation with a local cable TV membership.

2. A relation between population characteristics and a satisfaction towards local cable TV qualifications.

The family which had 3 or more members had a satisfaction towards an overall qualification of a local cable TV in a high level. As for, the family which had 1-2 members, had a satisfaction towards an overall qualification of a local cable TV in a medium level, so that, those might be because of an amount of members which was more, had more varieties of members, therefore, an opportunity that a local cable TV would satisfy members would be higher. Furthermore, with the same monthly fee, the family which had more members would feel that they gained more worthy benefits.

The family which was in other districts had a satisfaction towards a modern image, a variety of program channels, a copyright program, and a monthly fee in a high level, and the family which was in the city had a satisfaction towards those qualifications in a medium level. So as, that might because a member who lived in other districts was often seen as living far from civilized area, so that, there was a requirement of a modern image more than the members who lived in the city where had already modernized.

In an overall image, the members who had a high income would have a satisfaction towards a cable TV than the members who had a lower income. So as, it might because of, being a membership needed to pay for a monthly fee every months, which would affect directly towards a credit balance of the family. So that, whenever needed to pay an equal monthly fee or nearly the same, the proportion of this expense when compared with an income of the members who had a high income would be less than the one who had a lower income, which would lead to create a lesser worthy and satisfactory perception.

3. The relation between a program content reception and a satisfaction towards a local cable TV's qualifications.

The local cable TV members who preferred to view a sport program and an international song, was a group that had a highest satisfaction in a modernized image of a local cable TV in a high level. So as, it might because of, most of a sport program and an international song produced from abroad which had a modernized image inserting in a program content already, most of the cable TV members who liked to view a sport program and international song, had a trend to give an importance conforming with an old taste which they had.

The local cable TV members who liked to view a sport program, was a group that had a highest satisfaction in viewing a copyright program and a program producing's quality in a high level. So as an aboard sport program was often a copyright program, especially a famous competition program. Furthermore, a sport program was a program that needed to use a high producing skill, so that, the members who preferred to view a sport program, often had a satisfaction towards a program producing's quality which had that standardization.

Discussion from a qualitative data

The researcher discussed a result from interviewing 6 local cable TV providers in 6 provinces of the upper central part, and the president of commercial club of the cable TV provider as the research objectives below.

1. A studying of the rate of an increasing of a local cable TV membership

A local cable TV in 6 provinces of the central part had the most popular during 2002 – 2006, because the people needed to view the program which was more specific characteristic, so they selected to view a program from a local cable media and a satellite TV, which considered as harmonizing with a social categories theory (Patchanee Choeijanya and party, 1998) until during 2007-2012, a non- member satellite TV became an important competitor of a local cable TV in this region, because a satellite TV provider had more approachable advertised, by emphasizing on selling point of a clear and distinct signal, a diverse channel, and a non-monthly fee payment, which affected to more decreasing of an amount of a local cable TV membership. A data from an interview on this issue conformed with a data which gained from asking a sample group which found that, the factors which affected to most of local cable TV members selected to be a member, were a clearness and a distinctness of a signal, a variety of programs, and was not to be a membership because did not want to pay a monthly fee, felt not up-to-date as a satellite dish. Moreover, also found that, most of the samples who was not a cable TV membership viewed a TV program from a non- payment satellite TV 70 % and viewed from an antenna system 22 % which reflected that the people who was not a cable TV member, did not because of adhering to an old antenna system,

however, most of them had adjusted their media consuming behavior, afterwards, altered to install a non-payment satellite dish instead.

This research result also conformed with a research result from many research companies in United States which specified that the amount of a cable TV member in United States would be reduced during 2010-2015 (Wellingborough, 2011), and the result which found that a satellite TV in this region had a high expansion, also stepped forward in the same direction with a research of the Infocom company (Infocom, 2011), and also a research the SNL Kagan company (SNL Kagan, 2010). The Infocom had reported that a satellite TV system in West Europe would expand and overtake a cable TV system in 2015. In addition, the SNL Kagan in the United States, reported a research result that, despite, a telecom TV system, and a satellite TV system would increase more members' amount in 2010, however, a cable TV members' amount had decreased the most during the past 30 years.

2. A studying of a marketing management strategy of a local cable TV providers.

A local cable TV in 6 provinces of an upper central part was a SME business which had a systematic organization management. However, in spite of using a main marketing concept (Adul Jaturongkakul, 2003) as a discussion frame, found that, a local cable TV in this region had no planning of a marketing management methodically. An organization structure had only a producing program section, a technical section, and an administrative section. However, there was no business strategy unit to focus on a marketing especially, that function would be operated by a provider or a station manager instead. Nevertheless, although a provider or an organization administrator had an experience in managing ability from other business, most of a business which operated by a provider, frequently had a competitor in the same community level. In order that, a local cable TV business nowadays was threatened severely from a national media as a satellite TV. In consequence, there was a necessity to have an approachable marketing management by an experienced person, with a specific skill in this business extremely.

A provider selected to use a discount strategy for promoting a sale volume, and increased more program channels which compared to increase more products. Those seemed that a business strategy was a less capital and producing more products, which the researcher did not agree with, and had an opinion that this strategy was unable to make a sustainable competition with a satellite TV, due to a satellite TV was a capital leader which provided a non-payment service, and had more channels than a local cable TV, so, the more that a local cable TV had a similar selling point with a satellite TV, would mean the less of local cable TV's competing ability. Because of between an inexpensive thing and a free thing which had a similar quality, a consumer would have a trend in selecting a free thing. A cable TV would use a creating difference strategy by more selecting to be a leader in a program quality, especially, in presenting local news, a copyright program, and to be a leader in a service. In order that, a provider would give an importance to a local news producing program, a copyright program, and a service moderately, however, they still did not create any difference to those topics distinctly, as similar as the True Vision processed with a membership satellite TV. Every local cable TV had analyzed that local news was a strong point of this kind of business, so, a provider needed to promote stronger more for both quantity and quality. Besides, giving a worthy investment, a local news program also was beneficial for people in a community who wanted to communicate in a horizontal line, to be a communicating mouthpiece to contact with the government about an encountering-problem, to reflect an

identity of a community, along with presenting an useful information to a community as a community broadcasting radio concept and philosophy. (Jiraporn and Nattaya, 2007)

3. A studying of factors which affected to a local cable expansion

A local cable TV business was a kind of a communication, the researcher selected to use a Berlo model of communication as a frame to consider whether the communication was effectiveness, and how affected to a local cable TV expansion in 6 provinces of an upper central part of Thailand.

3.1 Sender

Most of everywhere, a provider was a local well-known people, as same as, a personnel who was at the office, so that, a local cable TV sender had more co-experience with a receiver in the communicating process than sending message from a satellite TV which a sender who came from the center to a receiver who was a local. From an interview found that, an Ayutthaya cable TV station and a Saraburi cable TV were a station which had a strong team work in producing a local news program, had a news editor who used to have a news working experience from a national vocational organization, which affected to a content of a local news program of this 2 stations had a variety, an interesting, and had a popularity from an audience in a high level.

Nevertheless, the communicating skills, and the knowledge of a broadcaster of a cable TV still could not compete a broadcaster of an antenna TV and a satellite TV who had more ability in analyzing and criticizing, had more communicating skill actively, and had more attractive presentation. As a result of, a provider and personnel of a local cable TV did not graduate in Mass Communications directly.

3.2 Message

Local cable TV attempted to create a difference to a non payment satellite TV with a selected copyright program in a medium level, and attempted to create a difference to a monthly payment type of a satellite TV system by a cheaper monthly fee.

As for, a content which was produced by a station, was often a local news and knowledge program. The people had more need in consuming this news section, however, there was a limitation of a local cable TV's producing program ability, mostly in budget and personnel, so that, it was unable to respond the people's requirement extremely.

3.3 Channel

A local cable TV frequent installed, only in some district, a network to cover an urban area where was crowded, so that, there were many people still was unable to reach a cable TV media.

At a time, considered to a noise annoyance in a communication process, found that, because of a large-surface receiving dish of a local cable TV, and an uninterruptible power supply (UPS), so that, a TV signal did not failed when raining.

3.4 Receiver

A provider found that, the members of a station were a mass which had various population characteristics. And a president of trading association of local cable TV providers, also found that, a gross domestic product (GDP) in 6 provinces of an upper central part of Thailand were less than a tourist province in Eastern and Southern part of Thailand. Most of people in a province of an upper central part were an agriculture, which did not have much time to view a TV media, and there were many people who was a worker, and had less in purchasing power.

3.5 Feedback

A local cable TV receiver would recommend and criticize, when had an opportunity to confront with a provider or personnel of a station. As for, an approachable feedback survey of a receiver by interviewing samples both members and non-members as a research methodology, local cable TV providers did not consider significantly, which affected to a data that was taken and used to improve a station's process, was not a data which reflected an attitude, a behavior, and a need of the population truly.

Recommendations

1. A local cable TV station should emphasize on developing a local news program, and strengthened both a quantity and a quality.
2. A local cable TV station needed to make a research for surveying a data of an attitude, a behavior, and a need of people, both who was a membership and was not a membership of a local cable TV members frequently and continuously.
3. A local cable TV station needed to use an approachable marketing communication via various communication channels.
4. A local cable TV station needed to improve a better quality of a copyright program.
5. A local cable TV should take an advantage of clearness and distinctness, even though during raining, to be a selling point further more from a local news channel, and a variety of a program.
6. For a next research, should increase a sample amount of a comparative group to have a proximal size with a group that would like to study, in order that, a data analysis would have more trusted result.

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The logo for the International Association for Business Communication (iafor) is centered on the page. It consists of the lowercase letters "iafor" in a light blue, sans-serif font. The text is enclosed within a circular graphic composed of two overlapping, thick, curved lines. The upper line is a light blue color, and the lower line is a light red color. The lines are slightly offset from each other, creating a sense of depth and movement around the central text.

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A Postmodern Representation of Fairy Tales

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Abstracts

Fairy tales not only appeal to children, but also last their enchanting power to grown-ups. Possessed the merit that people share the same memories of common stories, fairy tales are reproduced over and over and manipulated with visual media as a means of visual communication in popular culture, bringing people back to reality with a renewed view. With contemporary visual imagery becomes more subtle and complex, reproductive fairy tales are employed in various art forms with a coating of postmodern styles. This study observes the trends of fairy tales go toward in the fields of movies, fashion photography, design and art. By probing into the creative project of each field, fairy tales in postmodern representation achieves some objectives. First, allowing creators to enrich the capacity of visual narration. Second, making audience perceive layers of meaning and hidden depths behind the stories since they get attached with new and symbolic meanings. Third, enabling creative projects provide a unique experience for audience. Moreover, five conditions (*hyperreality, fragmentation, reversal of consumption and production, decentering of the subject, and the paradoxical juxtapositions of opposites*) of postmodern culture suggested by Fiart and Venkatesh (1993) are used for investigating the interpretation and intentionality of how fairy tales are reproduced in postmodern representation.

KEYWORDS: Fairy Tales; Postmodern; Interpretation

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Introduction

Visual images are the most direct media capable of stirring up people's sense perception of images. With the technological improvement of image technology, a quantum leap has been made in the visualization of imagination. Visual imagery embodied the symbolism of fairy tales can be expressed as a preferential characteristic, engaging people into an elaborate world the creator narrates.

The purpose of this study is to explore how fairy tales perform in postmodern popular culture and become a powerful narration to a design project. Through the angles of five conditions in postmodern culture, this study attempts to investigate the transformation of fairy tales in the production. Fairy tales in contemporary art not only strikes a nostalgic note, but also reflect a more playful era.

The History of Fairy Tale

Many people had a favorite fairy tale from childhood. As time goes by, they may have trouble recalling the details of the stories, but the images of characters like Snow White, Little Red Riding Hood, The Sleeping Beauty or the evil queen are forever emblazoned on their memory. The archetype of fairy tales which start with the narration of "Once upon a time..." and close up with happy endings have already become a classic story telling way for children. However, people seldom know that fairy tales originally didn't not come into their own as children's stories.

Originally fairy tales were regarded as adult entertainment and never meant for children. They were told at the places of social gatherings, dramatically spread in Parisian salons in the eighteenth century and the contents include the plots of exhibitionism, rape, and voyeurism (Sheldon, 1999). It is astonishing that in the early version of Snow White, the evil queen was not Snow White's stepmother but her own mother. The reason why She hated Snow White and pushed her daughter to death was out of envy of her husband's lusting after their own daughter-a father's incestuous desire to his daughter. In one version of The Sleeping Beauty, instead of a tender kiss from the prince and the enchanted reawakening of the princess, the prince ravished the princess in her sleep and then left, leaving her pregnant, continued sleep on for nine months until gave birth. It is apparently that they were not the kind of stories most parents would choose to read to their children.

It was until the early 1800s, Wilhelm and Jacob Grimm published the two-volume collection of fairy tales, *Children's and Household Tales* that fairy tales started to transform to children's literature people familiar with today. Although their initial intent was to preserve existing German stories and legends from the war of Napoleon invading, they spent nearly half century continually revising the tales they collected, played down or changed vulgar themes in order to make them more acceptable for family/parents to purchase, and grow the children's market for fairy tales as well. Due to the Grimm brothers' effort, the collection become today's well known *Grimms' Fairy Tales*. The last version from them was 7th edition in 1857.

Postmodern Representation

The term “Postmodern” was first used around the 1870s by John Watkins Chapman, who avowed “a Postmodern style of painting” as a way to move beyond French Impressionism. Postmodernism is a general and wide-ranging term which is a late 20th-century style and concept in philosophy, architecture, art, literature, literary criticism, history, as well as many other disciplines. It is the reaction against the application of logical and rational thinking which is a means modernism based on using to gain knowledge. Postmodernism is indicated its complex, often paradoxical and multi-faceted nature (Firat & Venkatesh, 1993).

Even though postmodern conditions are very varied across different disciplines, Firat and Venkatesh (1993) suggests that there are five the most important conditions of postmodern culture, which are *hyperreality*, *fragmentation*, *reversal of consumption and production*, *decentering of the subject*, and *the paradoxical juxtapositions of opposites*. This paper will regard these five postmodern conditions as the main characteristics of postmodern representations.

Hyperreality

Hyperreality is used to describe a condition in which what is real and what is simulation of reality are blended together so that there is no clear distinction to distinguish one from the other. French sociologist and philosopher Jean Baudrillard presents a largely semiotic explanation for this possibility of hype to transform into its own reality and questions if anything is truly real in the age of mass media (Baudrillard, 1983a and 1987b). Through forms of communication, all signifiers (verbal, visual, signs or symbols) can be detached from their original referents, thereby their original meanings, the signified, become “free floating”, and then can be attached with new meaning (Eco and Sebeok, 1983). “These newly signified meanings simulate, in turn, a new reality through the power of communication and are accepted to be true (Firat & Venkatesh, 1993).”

Fragmentation

In postmodern culture, the fragmentation is increasing from the phenomenon of the disjointed moments of emotional experience. Creative productions, like music videos, art exhibits, architecture, television programming, films, advertising and photography, represent their liberation and expression with fragmented moments of scenes and images, engaging the viewer in a series of independent, separate, unconnected acts without a common purpose.

Reversal of consumption and production

Unlike modernism emphasized production as the worthy and meaningful activity in society (Aronowitz, 1988), postmodernism has reversed the emphasis on consumption, no longer orderly work and contribution to society but recognition of crises in all facets of culture and society (Angus 1989; Baudrillard 1988; Lyotard 1984; Mourrain 1989). In postmodernism the consumption is not the end, but a moment of a social act where symbolic meanings, social codes and relationships are produced and

reproduced. It means that consumption has become the means of self-realization and self-identification.

Decentering of the subject

In postmodernity the subject is decentered from its position of control, and the subject-object distinctions are confused. The subject is not in control but controlled, becoming, in effect, an object in the consumption process. In postmodern culture, consumers no longer feel uniqueness through mass-consumed products. Now uniqueness itself as a signifier is detached from its original meaning and serves only as the expression of an image that excites the senses (Firat, 1991).

The paradoxical juxtapositions of opposites

One of the major characteristics of postmodern culture is its paradoxical nature (Foster, 1983). Anything can be juxtaposed to anything else, like opposing emotions in love and hate, and cognitions in belief and doubt. This phenomenon is readily observable in art, literature, advertising, as well as in other media. In postmodern culture, the juxtaposition of opposites tends to represent a playful experimentation and experience which may disarm the individual and the masses from organized action for social or political change and liberation.

Fairy Tales in Popular Culture

Fairy tales theme as a means of creative representation is popularly applied on various art forms in contemporary popular culture. Not only enchant children with imagination and entertainment, fairy tales appeal to adults as well. Their lasting value lies in their power to help children deal with the internal conflicts they face in the course of growing up (Cashdan, 1999). That is why fairy tales endure for symbolizing the value and power in mind even people have been grown-ups. It is the reason anniversary editions of Disney classics sell out year after year and movies such as *Alice In Wonderland* (2010), (2012), and *Snow White and the Huntsman* (2012) keep on reproducing from classic fairy tales by Hollywood. The followings are other manifestations that Fairy tales appear in popular culture in the field of fashion photography, painting, design and art.



Vogue, the ultimate fashion authority, has been setting the standard for more than 100 years making it the best selling fashion magazine in the world. “Once Upon A Time,”

Vogue published on April 2005, is a beautiful fashion spread inspired by *Beauty and the Beast* and photographed by noted Annie Leibovitz. Well-known Spanish photographer Eugenio Recuenco also did a fairy tale-themed fashion shoot for Vogue in 2006. These photos merge the traditional with the avant-garde in a sophisticated new setting. The combination of fairy tales and fashion photograph reflects how fashion industry is inspired from fantastic stories.



Fairy tales juxtapose with other elements can yield a new meaning through an artist's consciousness to the world. Mark Ryden, one of the most well-known artists of the Pop Surrealist movement, creates his own contemporary mythologies whose archetypes include fairy tale creatures, historical figures, and pop cultural icons. By blending themes of pop culture, Ryden produces a vision of society in which menace and comfort are inseparably interwoven, and the viewer is confronted with the juxtaposition of the childhood innocence and the mysterious recesses of the soul.

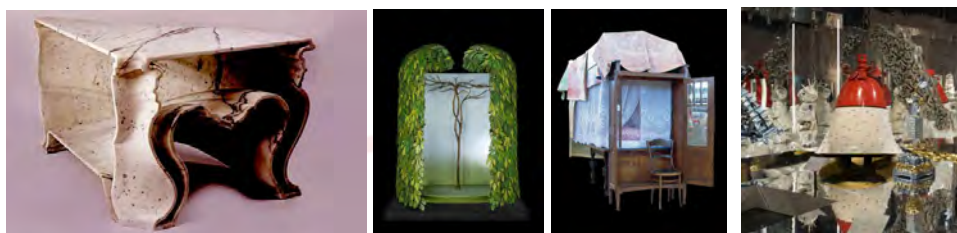


Fairy tales can appear in reality in the house. Straight Line Design Inc. makes fairy tales come into the life for people who believes in miracles. The furniture by this company is designed as it comes from Disney animation films. Twisted shapes or clock-faced dressers remind the memory of fairy tale settings.



Victoria and Albert Museum, a British museum with rich collection of art and design, has ever chosen a fairytale theme for its fabulous new "design art" exhibition in 2009, Telling Tales: Fear and Fantasy in Contemporary Design. It showcases furniture, lighting and ceramics, designed by a new generation of international designers. The

V&A explores the recent trend among European designers for unique or limited edition pieces that push the boundaries between art and design. Designers tell tales through their use of decorative devices, historical allusions or choice of materials. The displays are the fantastic realistic and modern design of ordinary things in new view.



Interpretation of Intentionality

In postmodern representation, fairytale theme prevails in the surreal designs which often juxtapose tradition and postmodernity in the production. As like the movie of *Alice In Wonderland* (2010), which is a live action, CGI animated adaptation of Lewis Carroll's *Alice's Adventures in Wonderland* and *Through the Looking Glass*. The director Tim Burton represents the story with its heavy Gothic elements, and its visual detail. Combined with the technology these days, it's in 3D and utilizes a lot of CGI. He doesn't heavily alter the material, he just modernizes it in a way that only Tim Burton could.

In the series of Vogue fairy tales fashion shooting, photographers take fashion photography to a new dimension with the all-encompassing sets, detailed to the last button to recreate fairy tales and myths. Chiaroscuro is used to create drama on the porcelain-smooth faces of the subjects and their theatrical settings, making each photograph more than just a concept: it's a real life event. Fairy tales themselves are meaningless, but they come to take on the meaning that photo images have given them as a representation of fashion and beauty. Stories are separated from their original referent, they get attached with new, symbolic meanings, such as fashion styles. "These new meanings simulate a new reality when powerfully communicated, and therefore, accepted to be true (Firat, 1991)." The reality of fairy tales and the hyperreality of what they stand for are inextricably interwoven.

In Mark Ryden's paintings, his fragmented moments of scenes and images often engaging the viewer in a series of disjointed moments of emotional experience. The mythic figure of Abraham Lincoln, Jesus Christ, meat, and doll-like girls, Ryden has trumped the initial surrealist strategies by choosing subject matter loaded with cultural connotation. A subtle disquiet inhabits his paintings; the work is achingly beautiful as it hints at darker psychic stuff beneath the surface of cultural kitsch.

For the furniture design in Straight Line Design Inc., it shows the evidence that the individual no longer feels content to the needs of function in consumption process. People start to pursue particular objects in order to recall the feel of uniqueness when they use products. The furniture designed with fairytale concepts makes it detach from its original meaning and serves the unique experience because it recalls a memory that a dream house should be look like that. The fantastic design products offer a new option that could be woven a dream into the reality.

Future Research

In this reported study, the research takes a common observation of what kinds of role fairy tales play in postmodern representation in the field of movies, fashion photography, art and design. The future research could be extended to dig the depth of each genre. The methodology would be employed to make research more empirical and could identify particular types of fairytale application that can be used to make story telling more effective.

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Strategies of Product Placement in TV Dramas

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Abstracts

The purpose of this study was to 1) investigate the current status and implementation strategies of product placement in Taiwanese dramas and to 2) examine the relationship among exposure times, plot connection and the effects of product placement in Taiwanese idol dramas. The in-depth interview method employed on 10 interviewees, including producers, television executives and script writers and an experiment with a 2 (number of exposures: high/low) x 2 (plot connection: high/low) between-subjects design taking Taiwanese idol drama “Hana Kimi” as example were conducted (N=95). The findings indicated that 1) product placement in idol dramas can be divided into three phases including Front Period/Story Plotting, planning Period/Script Writing, as well as Implementation Period/Release and Broadcast. 2) Number of exposures and plot connection had a significant main effect on memory, brand attitude, and purchase intention, respectively; 2) A significant number of exposures x plot connection interaction on brand attitude rather than purchase intention. More specifically, brand placements with a high number of exposures that are highly connected to plots result in more positive brand attitudes than those with few exposures that are loosely connected to plots. The findings suggested that increasing the brand exposure time and the plot connection strategies have to be planned at the story plotting and script writing stages. Brand involvement and type are the main criteria deciding the level of plot-connection strategy. The strategy must have been well prepared before execution to reach the higher advertising effect.

Keywords: product placement, mere exposure effect, plot connection

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Introduction

As the era of focused communication arrives, the publicity of conventional advertising is declining, with “product placement” instead becoming one of the best marketing programs. Marketers attempt to place brand messages of all types into movies, television programs, or music videos (MV), hoping to produce effective advertising. Product placement is most successful in using methods without commercial messages to conduct persuasive communication with consumers, relying on the situations created by media content to produce communication effects subtly and indirectly. That is, a unique brand image effect is planted in the consciousness of consumers merely through exposure (Russell & Stern, 2006).

This type of exposure includes the mobile phones used by the lead actors of television dramas. For example, in the idol drama “P.S. Man,” the lead male and female actors have Apple iPhones and computers. Additionally, the exposure of famous singers can be used, placing products into music videos. Lady Gaga’s 2009 music video “Telephone” featured LG cell phones, Coca-Cola, HP notebooks, and the social website Plenty of Fish. Within this ten minute long music video, each product has a minimum of one second of exposure. Scholars have also extended placement media to Broadway musicals and Internet advertising (Wilson & Till, 2011; Yaveroglu & Donthu, 2008).

The primary reason product placements are widely used is because advertisers and marketers believe that placing products into media content and using the exposure of existing media and market prevalence can increase consumer recognition toward products, thereby increasing awareness. For example, the research of van Reijmersdal, Jansz, Peters, and Noort (2001) indicated that in placing an interactive brand into a popular female role-playing game, when players come into contact with this game containing a bank brand, their level of awareness toward the brand is significantly higher than those who come in contact with the same game without the bank brand.

In addition to creating topical advertising effects, product placements are a source of income for television stations and production companies in charge of producing television dramas. Because filming a drama requires a great deal of funding, material resources, and investment, the clothes that actors wear in dramas, along with their cell phones, electric appliances, and sites, must be sought and arranged by production companies. Increasing numbers of production companies have begun to use product placement to increase vendor willingness to invest in a show or contribute without cost, thereby decreasing production costs (Scott & Craig-Lees, 2010).

In addition to simply presenting a brand within a scene and showing the brand multiple times to deepen the audience's recognition of the product, product placement strategies also involve writing plots especially for the brand, or designing a drama from the beginning in consideration of the placement of a single brand. These are both extremely common placement strategies today (Gross, 2010). Additionally, because dramas are apt at providing scenarios for imaginative identification, product placement in these dramas give audiences imaginary scenarios for the use of these brands and products.

The items used and worn by actors in dramas are given product "life," increasing the connection between the stars of the dramas and the product (Scott & Craig-Lees, 2010). For example, the understanding and sweet personality of the female lead in the idol drama "Fated to Love You" results in her being called "sticky note girl," thus nimbly reflecting the characteristics of 3M's sticky note products – close, easy to tear, and disposable after use. Another example of successful product placement is the arrangement of the professionally successful female lead of the idol drama "My Queen" to eat Haagen-Dazs apricot ice cream to improve her mood when depressed. In this way, it is hinted that Haagen-Dazs ice cream is the best choice for "queens" to spoil themselves.

These examples indicate that through strategies involving the placement of brands into storylines, advertisers can avoid viewer detection of advertising, which otherwise may cause them to change channels. At the same time, by combining scenarios in the show with usage opportunities, audiences very naturally come into contact with the messages of the brand. Then no sense of exclusion occurs. This is because brand messages play a secondary role to stories in idol dramas. Therefore, this study is concerned with the methods used by marketers to successfully combine brands with plots in dramas, while displaying their brands and obtaining excellent marketing communication effectiveness.

In addition, because each advertising exposure is a highly expensive investment, understanding the use of these exposures to obtain optimal benefit is an extremely important issue in advertising. The three hit theory indicates that when audiences are exposed to advertising, the first contact primarily draws their attention and curiosity; the second contact incites their interest; and the third contact further increases their purchase desire. Thus, the theory notes that three advertisement exposures have the greatest effect in advertising (Krugman, 1972). Thus, this study examines the

influence of the level connectedness between product placement and storylines and the number of exposures on product placement effectiveness.

However, the placement of products into dramatic programs in various forms requires the communication and cooperation of the production units and vendors to properly arrange product characteristics and storyline content. The scale of this placement requires the communication and cooperation of numerous parties. Research by past scholars on product placement has tended to emphasize the effects of product placement, or its influence on news content. Therefore, this study also further analyzes the product placement strategies and implementation processes of media companies, production companies, and investors in regards to Taiwanese idol dramas.

Literature Review

Mere Exposure Effect

Mere exposure effect refers to the trend of gradually developing positive attitudes to a stimulus that was originally assessed neutrally following repeated exposure (Zajonc, 2001). Zajonc (2001) indicated that peoples' preferences toward meaningless words and faces improve following increased exposure and repetition. However, subsequent studies have established trends indicating that simply repeating neutral stimulation continuously is sufficient to achieve the effects of increasing preference. Four factors influence the effects of mere exposure: stimulus type (complexity, whether positive or negative), presentation type (number, order, time, and recognition), measurement methods (bipolar semantic scale, broadcast choice), and subject variables (Bornstein, 1989).

The influence of the exposure effect on advertising effectiveness includes brand attitudes, brand recall, and purchase intentions. Brand recall can be divided into implicit and explicit recall. Ho, Yang, and Lin (2011) indicated that explicit recall encompasses the conscious, intentional extractions from the scene of a previously exposed stimulus or the explicit recall of assessment information, including both spontaneous recall and recognition. Lee and Faber (2007) also noted that recall does not require external cues, revealing the spontaneous retrieval process when requesting that subjects indicate the brand names which appeared within a racing game. For recognition, the subjects were then provided with 13 brand names and asked to differentiate them. In addition, mere exposure also influences the brand attitudes of subjects. When exposed to specific information, subjects displayed trends of positive or negative feelings toward the continuous performance of advertisements. That is, people display a state of preference or dislike toward an object (Lutz, 1985).

Number of Exposures and Advertising Effects

The number of exposures is an important factor influencing mere exposure. This study primarily examines the influence of the number of exposures on brand recall. The research of Wilson and Till (2011) indicated that when visual methods were used for brand placement in movies, those brands that were additionally placed aurally two or more times generated superior brand recall than those with only one placement, or those that were not mentioned in dialog; whereas no significant difference existed between brands with a single aural placement and those without aural placement.

Yaveroglu and Donthu (2008) examined the influence of the number of brand placements and variability on brand recall in online virtual environments. Their results indicate that multiple exposures of a single brand resulted in a higher level of brand recall than single exposures of four brands. In particular, when these types of product placement were related to the content of the websites in which they were placed, levels of recall were again superior to those placed on websites with discordant content.

The research of Chatterjee (2005) indicated that when the Internet usage behavior of subjects was exploratory (that is, when users browse randomly without specific goals), subjects had higher recognition rates as the frequency of their exposure to Internet banner advertising with similar content increased. Integrating these points, this study infers that as the number of brand placement exposures increases, subjects have an increasing level of brand recall. That is, they have a higher level of spontaneous brand recall and brand recognition. Thus, we present the following hypotheses:

H1: Products with a high number of exposures have superior spontaneous recall to those with few exposures.

H2: Products with a high number of exposures have higher recognition than those with few exposures.

In addition, Yaveroglu et al. (2008) also discovered that in virtual online environments, as the number of brand placements increased, the behavioral intentions of those individuals who click on banner advertisements also increased. Matthes, Schemer, and Wirth (2007) used the experimental method to examine the influence of placement exposure time, the audience's sense of involvement, and persuasion knowledge on brand attitudes and recall. Their results indicated that when viewers were highly invested in a program and did not understand the persuasive knowledge, even if the subjects were unable to recall the brands, brand placement frequency still formed positive effects on brand assessment. However, when viewers were not highly

invested in a program and held persuasion knowledge, brand placement frequency was detrimental to attitudes.

Homer (2009) examined the influence of the interaction between brand exposure and the degree of significance of product placement on brand attitudes. A 15 min clip from the G-rated film “Mac and Me” was used as experimental material in this study. This movie was selected because it contains numerous product placements, including scenes with both obvious (McDonald’s appearing both in speech and on the screen) and less obvious (McDonald’s merely appearing in the field of vision) placement. In addition, this film does not include violent, provocative images, and none of the participants were familiar with it. The results of this experiment indicated that when strategies of obvious product placement were used with products that appear both visually and aurally, a moderate number of exposures caused more damage to attitudes among viewers than a low number of exposures.

In contrast, when products were more subtly placed in the visual field, the frequency of product placement exposure did not result in a significant influence on brand attitudes. In other words, the Homer study indicated that because obvious product placements easily decreased the level of involvement that viewers had with the program, continuous, repeat exposure was actually detrimental to the formation of positive brand attitudes. Synthesizing the above, this study hypothesizes that when audiences have equivalent levels of involvement with programs, as the number of brand exposures increases, viewers’ brand attitudes tend to become increasingly positive. We thus present the following hypothesis:

H3: Products with a high number of exposures generate more positive brand attitudes than those with few exposures.

Additionally, the number of exposures also influences the purchase intentions of viewers. Lee and Cho (2010) used the experimental method to examine the influence of the interaction between the number of Internet advertising exposures and degree of familiarity with brands on advertising effectiveness. Their results indicated that the number of exposures and brand familiarity had a significant influence on the purchase intentions of viewers. Specifically, this study indicated that first exposures to unfamiliar brands had a greater influence on advertising effectiveness than second and third exposures. However, in conventional media, the advertising effects formed by second and third exposures were greater than those of the first exposure.

Majeed and Razzak (2011) investigated the factors influencing the purchase intentions

for Palestinian detergent products, with results indicating that as the number of advertising exposures increased, consumer purchase intention also increased. They concluded that is occurred because consumers perceived that only large companies had the capital to engage in advertising campaigns with multiple exposures, and they connected large companies with quality products and imagined that the profits from the sale of quality products were used to engage in even more advertising exposure. Synthesizing the above, this study holds that as the amount of brand placement exposures increases, the purchase intention of consumers also increases. Thus, we present the following hypothesis:

H4: Products with a high number of exposures induce higher purchase intentions in consumers than those with few exposures.

Plot Connection and Advertising Effectiveness

When adding advertising messages and marketing brands into the plots of dramas, the intimacy of the connection between brand placement and plot influences whether the brand placement can leech the charm of the drama to achieve persuasive effects. Product placements can be divided into several placement strategies according to the level of their connection with plots. Ho, Yang, and Lin (2011) divided product placement into three types: associative, explanatory, and demonstrative. Associative placement involves placing products into the background of a game; explanatory placement involves making a product one of the clear features of a game; and demonstrative placement is the most integrative placement method, involving placing products into their most natural contexts and allowing interaction between the players and the products. Different plot connections also influence the advertising effectiveness of placements.

Sabherwal, Pokrywczynski, and Griffin (1997) studied the influence of plot connection on brand recall. They indicated that when the trademark of a fast food restaurant was mentioned by the lead actors of a film, it brought higher product recall than those formed by mere placement. Bressoud, Lehu, and Russell (2010) interviewed 3,532 people who had watched a rented DVD the day before the experiment. Their results indicated that better integration of product placements with plots was beneficial to improving product recall. This verified that high levels of connection between placements and plots were beneficial to brand recall, because they drew on deeper levels of viewer information processing.

Yang and Roskos-Ewoldsen (2007) further researched the influence of placement on brand recognition. Their study divided levels of product placement into three types, from high to low: story-integrated placements, lead actor usage, and mere background placements. Their results indicated though no difference existed in recognition rates between brands used by lead actors and those integrated into the story, they both had significantly higher recognition rates than mere background placements. Synthesizing the above, this study infers that when a high degree of integrated connection exists between product placements and plots, the usage of product placements by lead actors results in superior brand recall and higher recognition rates than mere background placements. Thus, we present the following hypotheses:

H5: Placements that are highly connected to plots result in superior levels of brand recall to those that are only loosely connected to plots.

H6: Placements that are highly connected to plots result in superior levels of brand recognition to those that are only loosely connected to plots.

In addition, plot integration also influences attitudes toward the placed brands. Yoon, Choi, and Song (2011) indicated that when audiences were viewers of single tasks – that is, when they did not engage in multiple tasks simultaneously but instead simply watched programs – placements that were loosely integrated with movie plots increased negative feelings toward the placed brand, and increased positive feelings toward competing brands. Russell (2002) also indicated that when the visual and aural methods of product presentation in plots that involved unnatural situations inconsistent with the story, they harmed attitudes among viewers toward the placed brands. Synthesizing the above, this study infers that when a high level of integration exists between product placements and plots, product placements used by lead actors form more positive brand attitudes than mere background placements. Thus, we present the following hypothesis:

H7: Placements that are highly connected to plots result in superior brand attitudes to those that are only loosely connected to plots.

Jung, Min, and Kellaris (2011) studied detergent brands, comparing the influence of brand placement into situations in which players completed jigsaw puzzles, and the static placement of brands in banner advertisements on the top of popular music websites on the purchase behaviors of players toward the brands. Their results indicated that when the brand messages were the primary target information processed by players in online games (that is, when the placements were integrated with game content), the purchase intentions of the players toward the brands were

higher than those formed by mere visual placement into website content. Therefore, this study holds that when levels of connection between brands and plots are higher, higher levels of purchase intention are formed. Thus, we present the following hypothesis:

H8: Placements that are highly connected to plots result in superior purchase intentions for the product to those only loosely connected to plots.

Number of Exposures, Plot Connection, and Advertising Effectiveness

In the past, many researchers have discovered that the interaction between the number of exposures and plot connection influences the advertising effectiveness of brand placements. If Internet television is seen as a type of new medium for two-way communication with viewers, information in Internet television becomes the primary processing target for viewers, while simultaneously allowing for the possibility of viewers to have multiple exposures to a single advertisement, therefore resulting in advertising effects superior to exposure in conventional media (Murdoch University, 2005). More specifically, the brand attitudes, advertising attitudes, and purchase intentions formed by Internet television advertisements were significantly more effective than that of advertising in conventional media (Murdoch University, 2005).

Viewers must come into contact with conventional advertisements three times to achieve an advertising effect equal to coming in contact with Internet advertisements just once. In other words, clicking behavior can be used to increase levels of integration between Internet television advertising and content, matching different amounts of exposure to have differing influences on brand attitudes and purchase intentions (Murdoch University, 2005). Therefore, the interaction between the number of exposures and plot integration influences the brand attitudes and purchase intentions of subjects. Thus, we present the following hypotheses:

H9: Brand placements with a high number of exposures that are highly connected to plots result in more positive brand attitudes than those with few exposures that are loosely connected to plots.

H10: Brand placements with a high number of exposures that are highly connected to plots result in more positive purchase intentions than those with few exposures that are loosely connected to plots.

Brand Attitude and Purchase Intention

In the past, numerous studies have indicated that a positive relationship exists between the two variables of brand attitude and purchase intention. The research of

Wang (2009) indicated that attitudes determine the purchase, disposal, and acquisition behaviors of consumers, which means that attitudes and purchase behaviors are associated with each other. Hwang, Yoon, and Park (2011) used face-to-face interviews to examine the relationship between website attitudes, brand attitudes, and purchase intentions. Their results indicated that cognitive and emotional responses to the website advertising of casual dining restaurants increased positive attitudes toward these websites. These positive attitudes then improved the attitudes of the subjects toward the casual dining brands, thereby increasing their consumption intention. Synthesizing the above, this study infers that brand attitudes improve purchase intentions. Thus, we present the following hypothesis:

H11: A positive relationship exists between brand attitudes and purchase intention.

Research Methods

This study had two goals. The first was to use in-depth interviews to understand the current usage of product placement in Taiwan. The second was to use experimentation to verify our hypotheses. The research methods used by this study are described below.

In-Depth Interviews

This study used in-depth interviews to understand the current status and implementation strategies of product placement in Taiwanese dramas. The interviewees were from various fields with rich professional experience and knowledge in product placement. These interviewees comprised three producers, four heads of television stations, two screenwriters, and one investor. Table 1 shows the data of these interviewees below.

Table 1. In-Depth Interview Data

Interviewee No.	Title	Company
1	Production Company Head	Full Power Production
2	Planning Director / Producer	Chiu-Ho International Enterprises
3	Production Company Vice President	Motion Picture Production
4	Screenwriter	Eastern Wind Office
5	Screenwriter	None

6	Television Station Business Planning	China Television
7	Television Station Director of Public Relations	Gala Television Corporation
8	Television Station Director of Creative Marketing	Sanlih E-Television
9	Television Station Program Production Manager	Formosa TV
10	Investment Firm Public Relations Manager	Rui Qiou Creative Entertainment Assistant

Experiment Design and Participants

This study examined the influence of the number of exposures to product placements and their connection with the plot on placement effectiveness. To reduce interference from external variables, the experimental method was used. Specifically, this study used an experimental method with a two (number of exposures: high/low) by two (plot connection: high/low) group design. The number of exposures was distinguished three times, whereas plot connections were categorized by whether the product placements were used by lead actors or merely in the background. The subjects were randomly assigned to the experimental scenarios of one of these four groups. This study used subjects who were 18 to 34 years of age and who had received college or graduate school educations. This age group is the primary viewer group for Taiwanese idol dramas, and they are also the targets of product placement (Hall, 2004). The homogeneity of the subjects also ensured that this study had internal validity. The research structure is shown in the figure below.

Stimulus Selection

The placement scenarios in this study were chosen based on entertainment television ratings. Ultimately, the idol drama with the highest ratings in 2006, “Hanazakarino Kimitachihe,” was selected. This idol drama had 15 episodes with diverse product placements. The three hit theory indicates that advertising effectiveness is greatest when audiences come into contact with an advertisement three times. Thus, when dividing the groups by number of exposures, the high exposure group had three exposures, whereas the low exposure group had fewer than three (Krugman, 1972).

Yang and Roskos-Ewoldsen (2007) indicated that mere background placements are the method of placement least connected to plots.

Thus, because no significant differences in brand recall exist between product placements used by lead actors and those integrated into the story, this study selected lead actor-usage as the group highly connected to plots, with mere background placement as the group with low connection to the plot. Using the content of the previous three sets, this study requested two coders who had studied communication research methods to judge whether product placements were highly or loosely connected to the plots. In addition, a graduate student of journalism was asked to act as a coding notary. Following mutual discussion, Krippendorff's (2007) method was ultimately used to calculate validity. The validity between the coders was 0.92. The placement product types and number of placements are shown in Appendix A.

The food and beverage product placements that the subjects most frequently encountered in their daily lives were ultimately chosen to serve as the objects of investigation. In addition, contents in which the names, symbols, and exteriors of the products could be clearly distinguished were used as the objects of editing. There were four videos: (1) High exposure and high plot placement: Demisoda Lemon, with a duration of 2 m 19 s; (2) high exposure and low plot placement: Pocari Sweat, with a duration of 2 m 27 s; (3) low exposure and high plot placement: Pocari Sweat, with a duration of 3 m 43 s; and (4) low exposure and low plot placement: Pocari Sweat, with a duration of 1 m 41 s. The stimuli contents are shown in Appendix B.

Pretest

To confirm that significant differences existed in the manipulation of the experimental stimuli in the 2 dimensions of exposure and plot connection, this study first used an internal electronic bulletin board from a national university in northern Taiwan to recruit 40 subjects (22 male, 18 female) to perform a pretest. This study used the SPSS 10.0 statistical software to perform an independent sample *t*-test, with results shown in the table below. The mean among the group with a high number of exposures was higher than that of the group with a low number of exposures ($M = 6.2$ vs. $M = 3.3$, $t(95) = 11.984$, $p < .001$). The mean of the group with high plot connection was higher than that of the group with low plot connection ($M = 5.5$ vs. $M = 1.3$, $t(95) = 18.061$, $p < .001$). This indicates that significant differences existed in this study in the manipulation of these two dimensions. The manipulation results are shown in Table 2.

Table 2. Number of exposures and plot connection – independent samples *t*-test results

	Number of Exposures			Plot Connection		
	High Group	Low Group	<i>t</i> -value	High Group	Low Group	<i>t</i> -value
Mean	6.2	3.3	11.984***	5.5	1.3	18.061***

Note: ****p* ≤ .001

Main Experiment

In measuring the data on the influence of product placement, this study first requested that the subjects sign a consent form. Following this, they watched videos with product placement content and were then asked to complete a questionnaire. The questionnaire measurements were in the following order: subject preference toward this idol drama, brand recall, brand recognition, brand attitude, purchase intention, and finally the basic personal information of the subjects. This study used brand recall, brand attitude, and purchase intention as the dependent variables influenced by the manipulation of the experimental independent variables. Related measurements are shown below.

Brand Recall

This study primarily measured the explicit recall of the subjects in the area of brand recall. More specifically, their ability to remember and recognize the placed brands after watching the experimental stimuli was measured. In addition, to avoid the influence of cues provided by recognition on the true scores for brand recall, this study measured brand recall before measuring brand recognition. This study referenced past research by not providing the subjects with any information during the product recall section. An open questionnaire method was used to measure the brand recall of the subjects. Correct answers were coded with 1s, with mistakes coded as 2s. A series of product names and pictures were provided for the product recognition section. The subjects only had to recognize the product that had appeared in the video. Correct identifications were coded as 1s, with mistakes coded as 2s (Gross, 2010; Lee & Faber, 2007).

Brand Attitude

In examining the influence of the experimental stimuli on brand attitudes, this study used and revised the questionnaire developed by Mitchell and Olson (1981) to measure subject brand attitudes. The subjects were asked to use a 7-point Likert scale for assessment. Higher scores indicated higher brand evaluations. Performing validity analysis on this section revealed that the Cronbach's α of the questionnaire items was 0.85, an acceptable validity value.

Purchase intention

In testing the influence of the stimuli on the purchase intention of subjects, this study used and revised the questionnaire developed by Zhang (1996), Sawyer, and Haward (1991). The subjects were assessed using a 7-point Likert scale. Higher scores indicated higher brand purchase intention. Validity analysis on this section revealed that the Cronbach's α of the questionnaire items was 0.83, an acceptable validity value.

This study recruited subjects from two well-known Taiwanese bulletin board systems. The targets were those who had received college or graduate school educations between the ages of 18 and 34. Ultimately, a total of 95 subjects participated in the experiment. These subjects were randomly distributed to the four scenarios, ensuring that the number of subjects in each scenario was over 20. The basic data for the subjects in this study are shown in Table 3.

Table 3. Subject information in this study

Item	Category	Number	Ratio (%)
Gender	Male	47	49.5
	Female	48	50
Age	18 to 25 years old	90	94.7
	25 to 40 years old	5	5.3
Education Level	College	71	74.7
	Graduate or higher	24	25.3
Disposable Income	NTD 3000 or less	12	12.6
	NTD 3000 to 5000	20	21.1
	NTD 5000 to 10000	46	48.4
	NTD 10000 to 15000	14	14.7
	NTD 15000 to 20000	3	3.2

		Almost Never	4	4.2
Frequency of Purchasing Canned Beverages		Occasionally	46	48.4
		Commonly	18	18.9
		Frequently	17	17.9
		Regularly	10	10.5
Had Seen This Idol Drama		Yes	51	53.7
		No	44	46.3

Results

Usage of Product Placement Strategies in Taiwan

In examining the effectiveness of placement strategies, the integrated marketing and business departments, producers, and investors of each Taiwanese television station were interviewed to further understand how each level on the production side of Taiwanese idol dramas used product placements. The results of these interviews indicated that placements in idol dramas can be divided into three phases.

In the first phase, the front period, the focus is on developing stories. Discussions are held on products that could be placed into plots, and vendors are inquired as to their placement and investing desires (See Figure 1). During the second phase, the planning period, the focus is on writing the script. Television stations or production companies provide the actor line-up and the plot to sponsors. After the two sides reach an agreement, the product placements are written into the script. Workers also discuss details such as the words used and timing of the product placements. They also deal with any special demands from vendors, such as timely products or those that are new to the market, to increase the placement intentions of the vendors (See Figure 2). In the third phase, the implementation period, executive producers and directors implement the product placement methods confirmed in the previous phase. In addition, the editorial units of the television station confirm whether these placements are too obvious or violate laws (See Figure 3).

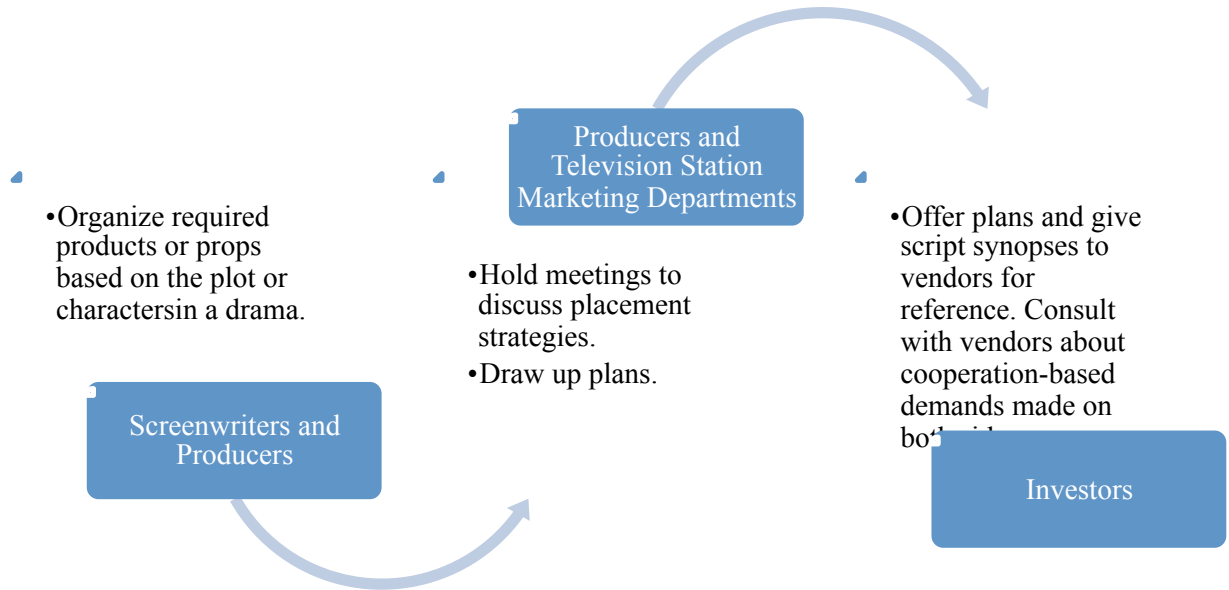


Figure 1. Front Period: work assignment and workflow diagram.

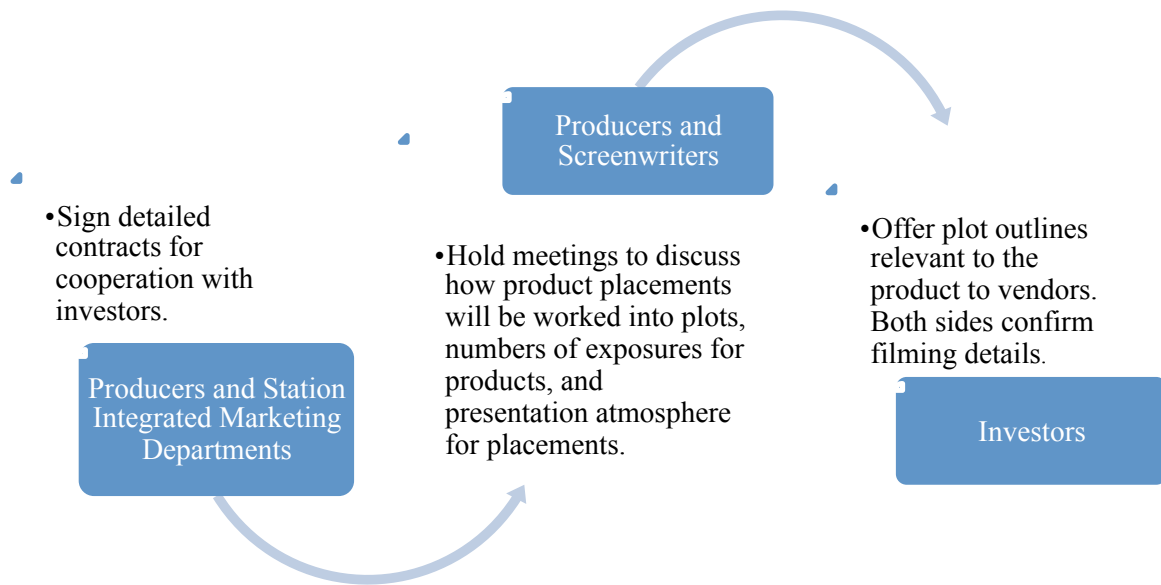


Figure 2. Planning-period: work assignment and workflow diagram.

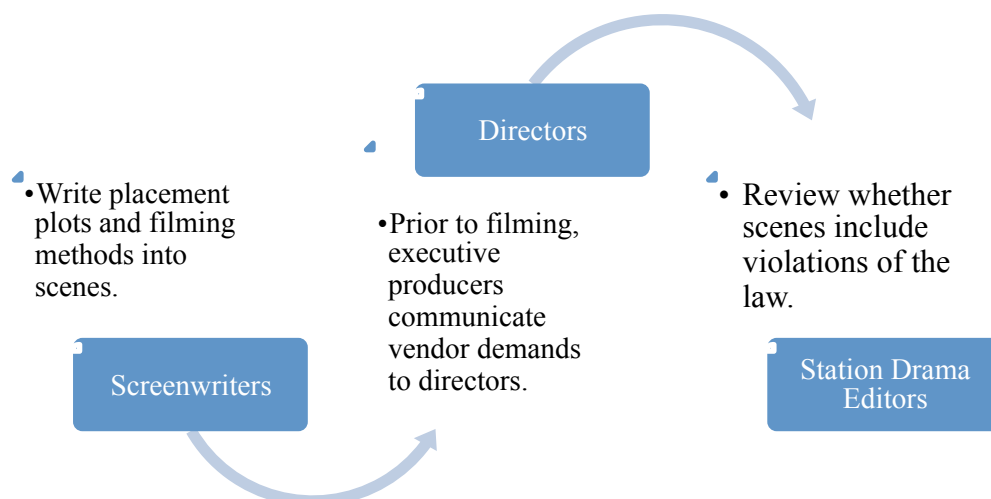


Figure 3. Implementation Period: work assignment and workflow diagram.

Taiwanese dramas are typically broadcast and filmed simultaneously with just a few episodes stored for later broadcast. However, production companies and television stations stress that in consideration of the quality of the drama, products will not be placed randomly because of high ratings, and they continue to choose products that suit plots. Simple examples of the focus of placement of these three phases of Taiwanese dramas are provided below.

First Phase: Front Period/Story Plotting

When the project come out, we already know that doing a story that primarily involves hotels. We'll then go to talk to vendors. First, we were very familiar with Janfusun. At the time they had just finished building the "Prince Hotel" and had been in trial operations for the first half of the year, we asked them whether they would be willing to film "Falling in Love with the General Manager" like the Korean "Hotelier." They said, "Okay! You can film in the hotel." (Interviewee 3)

Second Phase: Planning Period/Script Writing

Some vendors say that during a certain month this year they might release a product. They will then ask, "Do you have any drama suitable for this kind of thing?" Now, an increasing number of vendors request that I tell them what the personality of the female lead is like. This is because they are not just placing products; they also consider their brand spirit. When we do activities afterward, the focus is on the cell phones used by certain people in the drama. Everyone is clamoring for the cellphone as the one used by the male lead. This is because it becomes popular with a scene the male lead

was still holding the cellphone in his hand when down by an explosion. People would say, "I really want that one! The mobile phone stained with fresh blood." (Interviewee 7)

Third Phase: Implementation Period/Release and Broadcast

"Vendors will sometimes see that your ratings are pretty good. They will then tell the television station that they would like to become sponsors for the show. For example, when I first began filming Happy Together, our ratings were below 1. Later, as our ratings improved, vendors used the business department in our television station to tell us that they wanted to become our sponsors. I would decide whether to accept product placement based on the situation at the time." (Interviewee 1, Full Power Production, interview conducted on July 1, 2010).

"Didn't P.S. Man do community service? After we played the first episode, people from the Ministry of Justice called us, saying that they'd give us NTD 2 million to expand this plot. Actually, this case is more remarkable. You don't feel it, right? The Ministry of Justice doesn't have to publicize. Right now, I'm talking about community service and you probably have an idea. But we just happened to run into that. When writing the screenplay, the screenwriter never thought of the Ministry of Justice. So we then did a little more like this." (Interviewee 8, Formosa TV, interview conducted on July, 15, 2010)

"When our ratings were higher than other dramas, numerous vendors would contact us. Of course, we would consider and select products based on whether they suited our plot before agreeing to placement and cooperation with vendors." (Interviewee 6, Gala Television Corporation., interview conducted on July 15, 2010)

Number of Exposures and Brand Recall

After understanding the placement situation of Taiwanese idol dramas, a series of investigations into brand placement effects was performed for this study. First, chi-square testing was used to examine the influence of the number of exposures on brand recall. The results indicated that among the subjects who had observed several exposures, 36 were correct on brand recall, whereas 13 were incorrect. Among the subjects who had observed few exposures, 24 were correct on brand recall, whereas 22 were mistaken. A statistically significant difference was reached between the two

groups in both correct and incorrect recall ($\chi^2 (1, N = 95) = 4.624, p < .05$). Thus, H1 is supported.

Among subjects who had watched several exposures, 47 were correct on brand recognition, whereas 2 were mistaken. Among those who had watched few exposures, 33 were correct on brand recall, whereas 13 were mistaken. A statistically significant difference was reached between the groups in both correct and incorrect recognition ($\chi^2 (1, N = 95) = 10.432, p < .01$). Thus, H2 is also supported. The results for this section are shown in Table 4.

Table 4. Number of exposures, brand recall, brand recognition – chi-square test results.

	Brand Recall			Brand Recognition		
	High Exposure	Low Exposure	χ^2	High Exposure	Low Exposure	χ^2
Number Correct	36	24	4.624*	47	33	10.432**
% Correct	73.4	52.1		95.9	71.7	
Number Mistaken	13	22		2	13	
% Mistaken	26.5	47.8		4.1	28.3	

Note: ** $p \leq .01, p \leq .05$

Plot Connection and Brand Recall

In this section, chi-square testing was again used to examine the influence of plot connection on brand recall. The results indicated that among the subjects who had watched placements with high plot connection, 36 were correct on brand recall, whereas 13 were mistaken. Among those who had watched placements with low plot connection, 24 were correct on brand recall, whereas 22 were mistaken. A statistically significant difference was reached between the groups in both correct and incorrect recall ($\chi^2 (1, N = 95) = 10.686, p < .001$). Thus, H5 is validated.

Among the subjects who had seen placements with high plot connection, 47 were correct on brand recognition, whereas 2 were incorrect. Those subjects who had seen placements with low plot connection, 33 were correct on brand recall, whereas 13 were incorrect. A statistically significant difference was reached between the two groups in both correct and incorrect recall ($\chi^2 (1, N = 95) = 4.057, p < .01$). Thus, H6

is confirmed. The results for this section are shown in Table 5.

Table 5. Plot connection, brand recall, brand recognition – chi-square test results

	Brand Recall		χ^2	Brand Recognition		χ^2
	High Connection	Low Connection		High Connection	Low Connection	
Number Correct	38	22	10.686***	44	36	4.057**
% Correct	79.1	46.8		91.6	76.5	
Number Mistaken	10	25	8	4	11	23.4
% Mistaken	21.8	53.1		8	23.4	

Note: *** $p \leq .001$, ** $p \leq .01$

Number of Exposures, Plot Connection, Brand Attitude, and Purchase Intention

MANOVA was used to examine the influence of the number of exposures and plot connection on brand attitude and purchase intention. Multivariate analysis of variance must note whether the assumptions accord with the Levene's homogeneity of variance test. The results indicated that this study violated the homogeneity test in the dependent variable of brand attitude, perhaps because the sample was too small or the number of people in each group differed. Thus, the Pillai's Trace overall test was adopted, which is actually more robust than the Wilks Lambda variable selection method most commonly used (Wu, 2009). The results of variance analysis indicated that both the number of exposures and plot connection attained a significant main effect (Pillai's Trace = .143, $F(2,90) = 7.49$, $p < 0.05$, $\text{partial}\eta^2 = 0.14$; Pillai's Trace = .199, $F(2,90) = 11.21$, $p < 0.05$, $\text{partial}\eta^2 = 0.14$). In addition, the interaction between the two also reached a level of significance (Pillai's Trace = 0.098, $F(2,90) = 4.891$, $p < 0.05$, $\text{partial}\eta^2 = 0.098$).

Specifically examining main effects, this study first investigated the influence of the number of exposures on brand attitude. The results indicate that the brand attitudes of subjects who had watched placement clips with a high number of exposures were higher than those who had watched clips with few exposures ($M = 4.9$, $SE = 0.15$ vs. $M = 4.2$, $SE = 0.16$; $t(95) = 3.21$, $p < .01$, $\text{partial}\eta^2 = .10$). This indicated that the number of exposures improves brand attitudes. Thus, H3 is established.

When analyzing the influence of plot connection on brand attitude, the results

indicated that the brand attitudes of the subjects who had observed clips with several exposures were higher than those who had watched videos with few exposures ($M = 5.0, SE = 0.15$ vs. $M = 4.2, SE = 0.16$; $t(95) = 3.50, p < .01, \text{partial}\eta^2 = .12$). This indicated that plot connection improved brand attitudes. Thus, H7 is supported.

Analyzing the interaction effect, the results indicated that, regardless of the number of exposures, brand attitudes were higher when observing clips with high plot connection than when observing clips with low plot connection. In addition, regardless of the level of plot connection, brand attitudes were higher when watching clips with a high number of exposures than when watching clips with a low number of exposures. Thus, H9 is established. These results are shown in Table 6.

Table 6. Plot connection, number of exposures, brand attitude –MANOVA results

Variable	Group	Number	Mean	Standard Deviation	F Value
Number of Exposures	High	49	4.9	0.15	10.32**
	Low	46	4.2	0.16	
Plot Connection	High	48	5.0	0.15	12.23***
	Low	47	4.2	0.16	
High Exposure	Plot Connection	High	23	5.03	6.33*
	Plot Connection	Low	26	4.81	
Low Exposure	Plot Connection	High	25	4.87	0.99
	Plot Connection	Low	21	3.55	

Note: *** $p \leq .001, **p \leq .01, *p \leq .05$

The results for main effects in purchase intention indicate that the purchase intentions of subjects who observed the placement video with many exposures were higher than those of the subjects who had watched the video with fewer exposures ($M = 4.1, SE = .18$ vs. $M = 3.42, SE = .17$; $t(95) = 2.63, p < .05, \text{partial}\eta^2 = .143$), indicating that the number of exposures increased purchase intention. Thus, H4 is validated.

In examining the influence of plot connection on purchase intention, the results indicated that the purchase intention of subjects who had observed the placement videos with high plot connection were higher than those of the subjects who had watched videos with low plot connection, indicating that plot connection increased purchase intention ($M = 4.3, SE = .17$ vs. $M = 3.3, SE = .16$; $t(95) = 3.85, p < .05, \text{partial}\eta^2 = .199$). Thus, H8 is established.

However, in examining interaction, the results indicated that the number of exposures and plot connection did not reach a level of significance in purchase intention ($F(1, 91) = 8.87, p = .36, \eta^2 = .01$). Thus, H10 is not supported. The results are shown in Table 7.

Table 7. Plot connection, number of exposures, purchase intentions –MANOVA results

Variable	Group	Number	Mean	Standard Deviation	F Value
Number of Exposures	High	49	4.1	0.18	9.903**
	Low	46	3.42	0.17	
Plot Connection	High	48	4.3	0.17	17.80***
	Low	47	3.3	0.16	
High Exposure	Plot	High	23	4.76	0.87
	Connection	Low	26	3.59	
Low Exposure	Plot	High	25	3.86	
	Connection	Low	21	3.04	

Note: *** $p \leq .001$, ** $p \leq .01$, * $p \leq .05$

Brand Attitude and Purchase Intention

Spearman correlation analysis was used to examine the relationship between brand attitude and purchase intention. The results indicated that a significant positive relationship existed between the two. As brand attitudes increased, purchase intention increased; whereas when brand attitudes decreased, purchase intention also fell ($r = .43; p < .001$). Thus, H11 is supported. However, the causal relationship between the two cannot be determined solely through correlation analysis. These results are shown in Table 8.

Table 8. Brand attitude, purchase intentions – Spearman correlation analysis results

	Number	Spearman Correlation Coefficient
Brand Attitude	95	0.43***
Purchase intentions		

Note: *** $p \leq .001$

Discussions and Conclusions

Number of Exposures and Brand Placement Effectiveness

This study used the mere exposure effect as a foundation to examine brand placement methods with differing numbers of exposures and varied plot connection to determine their influence on brand recall, brand attitude, and purchase intention among viewers of Taiwanese idol dramas. The results indicated that as the number of exposures increases, viewers have superior recognition and spontaneous recall, in accordance with the research results of Yaveroglu and Donthu (2008). In addition, because viewing idol dramas is itself a type of enjoyment and is not a goal-oriented search for information, the results of this study further conform with Chatterjee's (2005) viewpoint: that when the acceptance of content is not characterized by goal-oriented information seeking, increasing the number of advertising exposures of identical content is beneficial to brand recognition. Additionally, this study also revealed that increases in the number of exposures had a positive influence on the brand attitudes of viewers, in accordance with the results of Matthes (2007).

Finally, this study also indicated that increases in the number of exposures were beneficial to the formation of greater purchase intention. We infer that this was because the idol drama selected for this study was the most highly rated drama in Taiwan. Therefore, the majority of the subjects were familiar with the content of the show. This result accords with Lee and Cho's (2010) indication that purchase intention formed by a single exposure can only be higher than those of second and third exposures in situations where brands are unfamiliar. Overall, this study revealed that increasing the number of exposures has an entirely positive influence on the advertising effectiveness of brand placement. We suggest that, in the future, when marketing firms are placing products in dramas, they should increase the number of visual brand exposures by a reasonable amount to achieve a better advertising effect. When firms control the number of exposures, they employ visual placements more frequently, using still-life presentation methods to display brand messages. In this regard, Producer No. 1 and Station Director No. 9 both indicated that auditory placements are only used with extreme caution. If producers and directors do not implement auditory placements carefully, they may be punished. By contrast, visual placement strategies are more indirect and the most commonly adopted forms of product placement. Station Director No. 7 believed that auditory placements should

be employed in conjunction with visual placements to achieve an implicit advertising effect. Producer No. 1 indicated that he avoided using close-up methods to present brand messages as much as possible because obvious placement frequently led to punishment. Station Director No. 9 indicated that close-ups were not the only method employed to present brand messages. He maintained that medium shots and plot placements could also lead to the product publicity vendors were hoping for.

Plot Connection and Brand Placement

When measuring the brand recall effect, this study revealed that significant differences existed in spontaneous recall and recognition effects between subjects who had watched drama clips where brands were highly connected to plots, and those who had watched clips with only loose connections. As plot connection increased, the spontaneous recall and recognition effects of viewers improved. This verified Bressoud et al.'s (2010) viewpoint that story connection leads the deep information processing of viewers, therefore aiding in improving brand recall. In addition, this study revealed that placements highly connected to plots formed superior brand attitudes in viewers, according with Russell's (2002) perspective that as the visual and aural methods of product presentation in dramas and plots are increasingly consistent, they are better able to increase the positive attitudes of viewers have toward the placement brands.

Finally, this study also revealed that placements highly connected to plots result in higher purchase intention, conforming to the discoveries of Jung et al. (2011). Overall, this study revealed that high levels of plot connection had an entirely positive influence on the advertising effectiveness of brand placements. We suggest that businesses manipulate brands into those that are directly used by the lead actors; making the brand not just a background prop, but also capable of molding the personality traits of the lead actors in the drama.

In short, because of product placement, people think of brands more easily and identify them without prompting. Product placement can also produce more positive attitudes toward brands and greater purchasing intentions. When implementing product placements involving a high level of connection between a product and a plot, Station Director No. 7 indicated that vendors would want to ascertain whether the personalities of characters who used the product in the drama corresponded with the spirit of the brand. Station Director No. 9 also indicated that vendors marketing jewelry as a token of love hoped to design stories related to this goal as a part of

placing products. Producers No. 1 and No. 3 indicated that sponsors marketing food and daily use products frequently employed low-plot placement and scene placement to publicize their brands.

Using empirical results and analyses of in-depth interviews, this study suggests that when company brands are placed in shows, they should be further manipulated to become brands directly used by main characters in the show. Brands are not simple props; they are also capable of shaping the personalities and traits of the leading characters in a drama. In addition, vendors adopt different placement methods and product placement to demonstrate different levels of effectiveness based on product attributes and involvement. The spirit of a brand can be communicated to audiences through product placement, and, if implemented properly, the advertising effect engendered by these placements will become even more impressive.

The number of exposures for a product and the level of its connection to the plot have a significant influence on audience attitudes toward brands; however, this placement strategy must be planned perfectly.

When analyzing the effect exposure numbers and plot connections, two independent variables, had on brand attitudes and purchase intentions, it was discovered that different numbers of exposures influenced the effect exercised by plot connection. That is, when the number of exposures for a product reached a certain level, audience recognition of the product could be established, but, if brand exposures were repeated too frequently, viewers would feel that their viewing experience had been disrupted. Increasing the connection between the plot and the product is considered one approach for resolving this problem. In addition, when products use placements involving a high level of connection to the plot, the interaction between the characters in the drama and the product can improve the level to which audiences process the product's message. Therefore, high-plot connection strategies are established during the early phases of writing plot synopses. If the main thrust of a story and the traits of the characters in this story are confirmed first, the connection between a product and the plot can be increased effectively, allowing the product to appear reasonably and naturally in the show. Screenwriter No. 4 also indicated that the majority of placements in idol dramas are discussed and determined during the early period of synopsis development (the first phase). When writing scripts, screenwriters are already aware of their primary sponsors and design plots in which products are used naturally by male and female leads. For example, in one portion of *Hanazakarino Kimitachihe*, the male lead wants to apologize and show his good will to the female lead. He purchases a specific brand of fruit juice to communicate these good

intentions.

The results of the experiment conducted in this study demonstrated that using numerous pure-scene placements to improve the connection between a plot and a product led to positive product attitudes on the part of audiences, but that brand placements with a high-level connection to the plot also required complete planning and scheduling. To this end, this study derived three operating periods for the development of placement strategies in dramas: the story brainstorming period, the scriptwriting period, and the release-broadcast period. The study also developed methods for implementing placement strategies during each phase. However, the majority of people interviewed during the study stated that no single operating process for product placement was currently adopted in Taiwan. Vendors generally provide sponsorship spontaneously, and screenwriters then include the product marketed by these vendors in the plot. This is a primary factor affecting the quality of dramas. Station Director No. 7 and Investor No. 10 also indicated that when screenwriters write plots including product placements, they find it extremely difficult to write suitable storylines. Producers and screenwriters both indicated that the earlier placements are confirmed, the more time screenwriters have to develop plotlines.

However, although the majority of advertisers hope that brand exposures for their products appear in dramas as soon as possible, the results of the experiment conducted in this study indicated that the product-related messages most capable of infiltrating viewer memory and influencing brand attitudes were those crucial to the main thread of the story. According to screenwriters and producers, product placements that exhibit a high level of connection to the plot and influence the main story in a drama must be confirmed by the early planning period to be perfected. A consensus among scriptwriters, producers, and television stations must be reached so that the texture of a drama is not negatively influenced and publicity is achieved. Therefore, when engaging in brand placement operations, both the quantity of brand placement messages and the quality of these placements must be emphasized. This method will ensure that positive placement effects are obtained after brand placement strategies are implemented. To summarize, this study combines theory and practice to offer academia in-depth research into the implementation and effectiveness of placement strategies. The study can also serve as a reference for the industry concerning the adoption of these strategies.

In short, this study suggests that, when engaging in product placement, businesses should increase the number of brand exposures to improve consumer recognition of

the brand and influence attitudes and purchase intentions. However, while increasing the number of brand exposures, brand connection to the plot must also be strengthened so that brands can be displayed naturally as those used by main characters. For example, advertising in which the main characters of a show drink a certain brand of beverage is more effective than advertising that uses design and display.

However, when brands are used by main characters, they become not just scene props but the characters in a drama as well. When brand connection to the plot is strengthened and stories used to market brands, the number of brand exposures may increase but audiences will not complain that their viewing experience has been disrupted. By allowing plots to speak for products, a connection can develop between brands and the direct experiences of consumers, which will give brands meaning, allow brands to establish long-term relationships with consumers, and provide for a complete development of the brand. The placement strategies and processes organized for this study can serve as a reference for marketing personnel who will implement product placement in the future.

In addition, the results of this study indicated that in addition to the main effect hypotheses of the number of exposures and plot connection being established, an interaction also existed in the influence of the number of exposures and plot connection on brand attitude, which is consistent with the discoveries of Murdoch University (2005). However, the interaction of the two did not have a significant influence on purchase intention, which conflicts with the Murdoch University (2005) study. We infer that this could be because in the experimental videos in this study, the high brand exposure and highly connected placements were excessively obvious, causing viewers to feel that their viewing was being interfered with, therefore decreasing their intention to purchase the brand.

Regarding the theoretical and practical implication, among previous studies on product placement marketing, only a small number used exposure effects and plot connection to explain the effectiveness of placement. Studies on placement effectiveness that adopted plot connection as a research variable commonly used visual and auditory presentation methods as additional independent variables to investigate the communicative effect of placement (Russell, 2002). In addition, few studies have conducted research on production; scholars are primarily limited by the industry's unwillingness to discuss "placement marketing," a sensitive topic, which leads to difficultly arranging interviews. Consequently, in addition to using an

experimental method to verify the effects of product placement on audiences, this study also adopted qualitative, in-depth interviews to investigate how marketing personnel, producers, investors, and screenwriters formulated placement strategies and to perform in-depth analyses of design, planning, and implementation processes. The study examined recordings of in-depth interviews with professionals in the television production industry to supplement the dimensions of product message placement that quantitative data were unable to reflect, offering academia another possible feature of the television industry for their consideration.

This study had some main limitations. First, this study only used a single stimulus to verify the advertising effectiveness of brand placement. In the future, multiple stimuli should be used in each testing situation group to verify advertising effectiveness and improve the internal validity of this study. Second, this study used clips actually broadcast in Taiwan as the experimental videos, rather than creating experimental videos specifically for this experiment. With a highly rated idol drama like this, it is difficult to ensure that the scores given by the subjects in each dimension of advertising effectiveness are entirely due to the manipulation of the experiment. Future researchers should use original videos to improve the internal validity of the study. Finally, this study used only convenience sampling to recruit samples. This limited the external validity of the results of this study. However, the subjects recruited in this study still had demographic characteristics similar to those of actual viewers of Taiwanese idol dramas. This minimized any insufficiencies in external validity.

Appendix A: Hanazakarino Kimitachihe product placement types

Placement Type	Food and Beverage	Clothing Accessories	Daily Necessities	Digital Electronic	Means of Transportation	Scene Stores	Total
Number of Placements	60 (16.5%)	87 (23.9%)	3 (0.82%)	13 (3.6%)	3 (0.82%)	6 (1.6%)	172 (100%)

Appendix B. Experimental stimulus

High exposure and high plot connection
 (placement brand: Demisoda)



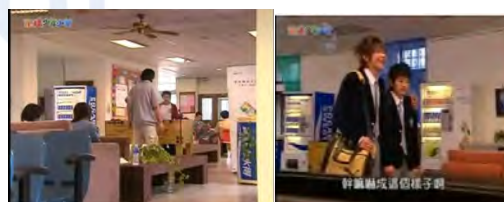
Low exposure and high plot connection
 (placement brand: Demisoda)



High exposure and low plot connection
 (placement brand: Pocari Sweat)



Low exposure and low plot connection
 (placement brand: Pocari Sweat)



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The Impact of Background Music in TV Ads on Persuasion

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Abstracts

Music is perhaps the most important stimulating element of an advertisement. If properly utilized, music becomes the catalyst for advertisements. Prior research has focused on the type of music, the style of the melody or rhythm, and how it combines with the product in the ad. However, the effectiveness of ad jingles, especially those written for a product or brand on the persuasion has received little attention. In view of these, the purpose of this study is to examine whether under the different level of ad involvement, fit with the product and the background music in the ad that has the brand written in the lyrics will influence the advertising effect. The theoretical foundations draw on the Limited Capacity of Attention Model and Elaboration Likelihood Model (ELM). A 2 (involvement: high/low) x 2 (background music in ad: fit/no fit) between-subjects design was conducted. The results revealed that people with high involvement have higher memory about the brand, better attitudes toward the ad, and greater attitudes toward the brand when the music and product fit compared to when did not.

Keywords: product placement, mere exposure effect, plot connection

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Introduction

Music is perhaps the most important stimulating element of an advertisement. If properly utilized, music becomes the catalyst for the advertisement. The soundtrack to an advertisement should provide the perfect combination of visual and auditory stimulation to ensure the advertisement resonates with consumers, guaranteeing that consumers pay attention to the advertisement and form an impression of the product. Recent studies have shown that consumers gradually develop a brand image through sound, similar to how most computer users learn to use the Microsoft Windows operating system interface by listening for the prompting sounds. In modern society, where the development of brand image must be understood and emphasized, using music to establish a brand image has both advantages and disadvantages. Specifically, music is used in an advertisement to establish brand value by ensuring the consumer feels a connection through the music. However, the choice of music does not always reflect the special characteristics of the brand; thus, a strategy that integrates the music with the advertisement to create the overall brand image is required (Brodsky, 2010).

Therefore, in addition to the visual scene of an advertisement, the background music or song is an important element that encourages the consumer to enjoy an advertisement (Thorson & Christ, 1991). Furthermore, the music in advertisements has gradually evolved from a supporting role into leading the advertisement in the form of a tune or jingle. Numerous advertisements have jingles written especially for that specific product, such as a recent commercial for Mega Upload that included the catchy jingle “Mega Upload, Mega Upload, Mega Upload, M-E-G-A upload to me today, send me a file, Mega Upload, Mega Upload, load, load.” The music in the advertisement was combined with images that explained the special features of Mega Upload, such as the free service and rapid upload speed; this advertisement contributed to the popularity and success of this service on the market. The world famous brand Cola-Cola also designed a special jingle for its product, which includes the phrase “I would like to buy the world a coke.” These examples demonstrate how including the product and brand name in the advertisement jingle produces a strong connection between the advertisement music and the product, resulting in an undeniably effective advertising effect. A catchy jingle ensures the advertisement has an unforgettable impression on the consumers. Additionally, one of the most amazing benefits of jingles is that they enable consumers to remember the product many years later.

The background music or tune in an advertisement has a certain degree of influence on the advertising effect. With the appropriate combination of visual and auditory impressions, the emotional connection created by music is substantially more long-lasting than expected.

Music deepens the impressions and memories consumers have of advertisements, making it a focal point of attention (Rohem, 2001). When the brand name and slogan are included in the lyrics of advertisement jingles written especially for a product or a brand, the advertisement has an imperceptibly deep impression on the consumer, substantially increasing brand awareness. Literatures related to advertisement music have verified that the type of music influences brand advertisement memory, recognition, and attitudes. For example, Allan (2006) examined the effect of popular music in advertisements and found that, regardless of whether the original lyrics are used or altered, a tune with lyrics provides a superior advertising effect compared to a melody without words or no music.

Previous studies have demonstrated that the appropriate use of music in an advertisement increases the viewer's recognition and memory of the brand; for example, Allan (2006), Delattre and Colovic (2009), and Lavack et al. (2008). However, most previous studies considered music the "background" of the advertisement, which means it plays a supportive role. These studies primarily focused on the type of music, the style of the melody or rhythm, and how it combines with the product in the advertisement. Further exploration of the influence advertisement jingles especially written for a product or brand have on the advertising effect was not conducted. Therefore, this study explores whether an advertisement jingle has a decisive effect on an advertisement and whether it is of equal importance to the visual scene.

Few studies have examined the effect of the "fit" between the music and the message in an advertisement. Although MacInnis and Park (1991) proposed the concept of fitness, they emphasized the fit of the music with the theme of the advertisement. In other words, the non-textual and textual fit and the fit of the instrumental music with the message. However, the framework of the advertisement music and message fit proposed by Kellaris et al. (1993) refers to the concept of "music-message congruency," which is the fit of the meaning expressed by the instrumental music (such as ideas, concepts, and feelings) with the meaning elicited by the advertisement message (p. 115). Considering these two studies, competing definitions of the background music fit still exist. Additionally, because the concept of fit has not been fully discussed, this study explores the fit of the lyrics of an advertisement jingle with the product, that is, the advertised product combined with the jingle written especially for the product, with lyrics that include the brand name and slogan, which emphasizes the fit of the messages transmitted by the jingle lyrics and the product. The current research also uses the limited-capacity model of attention to explain its influence on the effect of the advertisement message.

Fit can render the message easier and smoother to process. When the music fits the advertisement theme, it better facilitates high consumer involvement compared to low consumer involvement, and can also increase the message processing of low-involvement consumers. A relatively low processing capacity can contribute to the emergent meaning of the message (MacInnis & Park, 1991, p.162).

When the levels of advertisement involvement differ, the advertising effects on consumers' attitudes toward the advertisement, attitudes toward the advertised product, and purchase intention also differ. Therefore, this study also investigates whether the effects of advertising jingles differ under varying levels of involvement, and whether involvement is among the important factors that influence the advertising effect.

The primary topic explored in this study is the influence of jingle-product fit on consumer attitudes toward the brand and the advertising effect of varying levels of advertisement involvement. This study examines the different advertising effects of especially written jingles and conventional advertisement music, and whether including the product name in the lyrics influences consumers' attitudes toward the brand and the advertising effect. Thus, the questions investigated in this study include the following: (1) Does the advertisement product-music fit influence consumers' attitudes toward the brand and the advertising effect? (2) Does consumer advertisement involvement level influence their attitude toward the brand and the advertising effect? (3) Does the style of advertisement music influence consumers' attitudes toward the brand and the advertising effect?

With increasingly diverse advertisement forms, this study hopes that the findings of this study provide a practical and theoretical contribution to literature on the various channels and formats of advertisements and can be used as a reference when selecting advertisement music.

Literature Review

Limited-capacity model of attention: fit and advertising effect

Lang (2000) proposed the Limited-capacity Model of Attention, which hypothesizes that people are information processors with limited resource capacity; thus, if the information exceeds a manageable level considering the resources, it has an overload effect (Lang, 2000; Lang et al., 2004; Schneider, 1993). Numerous previous studies have highlighted that the music in advertisements can reinforce the message of the advertisement, thereby improving the advertising effects on consumers' memory and attitudes toward the advertisement (Hung, 2000, 2001; Kellaris & Cox, 1989; Kellaris et al., 1993; Lavack et al., 2008; Nelson, 2002). However, according to the Limited-capacity Model of Attention, if the messages

communicated by the visual scene and music of the advertisement are inconsistent, the viewer may be distracted and their information processing capacity may be overloaded, reducing their ability to store and retrieve memories (Lang et al., 2004).

Kellaris et al. (1993) proposed a framework for music-message fit and highlighted that the fit of music with the advertisement message mediates how much the music increases consumers' attention and memory of the advertisement message and brand. Specifically, when music invokes an idea that is consistent with the message, the audience provides more attention to the music, thereby increasing their acceptance of the message. However, if the fit is comparatively lower, the music requires more attention; thus, it reduces the consumers' ability to process the advertisement. Therefore, when the music does not fit with the message, it distracts the viewer from the message and reduces their recall of the advertisement. Therefore, based on the concept of cognitive resource competition in the Limited-capacity Model of Attention, the current researchers reason that when processing the advertisement music requires a high level of cognition, a person's cognitive resources are fully occupied, leaving no room to process the product message. However, when the advertisement is a consistent whole and no competition for cognitive resources exists between the elements of the advertisement, the fit of the music and the brand can increase consumers' message processing. Consequently, this study proposes the following hypothesis:

H1a: Consumers' have greater memory of an advertisement when the advertisement music and product fit compared to when they do not fit.

In addition to advertisement music-product fit influencing advertisement memory, Lavack et al. (2008) proposed that whether the type of music fits can also influence consumers' attitudes toward the brand and the advertisement. Specifically, Lavack et al. found that when the type of music fit with the brand, the advertisement had a greater influence on consumer attitudes toward the advertisement and brand. For advertisements that require a high level of cognition, consumer attitudes toward the advertisement and brand were more positive after viewing advertisements where the music fit the message compared to advertisements where the music and message did not fit or advertisements with no music.

Hung (2001) also found that fit can promote the communication of meaning and increase consumers' cognitive processing. Specifically, although most viewers can pay attention to the meaning conveyed by the advertisement music, if the advertisement music and visual scene do not fit, the viewer can become uncomfortable; thus, a lack of fit produces a negative impression and influences consumers' attitudes toward the advertisement.

In addition, numerous previous studies have shown that consumers' attitudes toward the brand, attitudes toward the advertisement, and purchase intention are positively correlated.

Huang et al. (2010) studied the advertising effect of travel blog involvement and blog information and its relationship with viewer intention to purchase travel products. Results of the structural equation model indicated that the advertising effect increases consumers' purchase intentions. Specifically, when viewers have significant involvement, they form a more positive impression of the brands mentioned in the travel blog; this is known as the consumer's attitude toward the brand. This is the most important element that influences consumers' purchase intentions. In addition, although consumers' attitudes toward an advertisement do not have a statistically significant influence on their purchase intentions, they are an important factor that influences consumers' attitudes toward the brand.

Hwang, Yoon, and Park (2011) used face-to-face interviews to examine the relationship between consumers' attitudes toward websites and the brand and their purchasing behavior. Their findings showed that the cognitive and emotional responses to restaurant internet advertisements increase consumers' positive attitudes toward the website, and consumers' positive attitudes toward the website increase their attitudes regarding the restaurant brand, thereby enhancing their consumption intention. Therefore, that study proved that a positive relationship exists between consumers' attitudes toward a brand and their attitudes toward the advertisement. In summary, the current researchers reason that a lack of fit is detrimental to consumers' formation of a positive attitude toward the advertisement. Additionally, a positive relationship exists between consumers' attitudes toward the advertisement, attitudes toward the brand, and purchase intentions. Therefore, this study proposes the following hypotheses:

H1b: Consumers have a superior attitude toward the advertisement when the advertisement music and product fit compared to when they do not fit.

H1c: Consumers have a superior attitude toward the brand when the advertisement music and product fit compared to when they do not fit.

H1d: Consumers have greater purchase intentions when the advertisement music and product fit compared to when they do not fit.

The elaboration likelihood model: involvement level and advertising effect

The elaboration likelihood model (ELM) proposed by Petty and Cacioppo (1984a) uses the factors of consumer involvement, required cognitive level, and personal characteristics to divide the methods for influencing consumer information processing into the two types central route and peripheral route. Petty and Cacioppo (1984b) further showed that when the consumer has a high degree of information involvement, they use the central route to process the advertisement, meaning that they focus their attention on the messages related to the advertised product. Cacioppo et al. (1986) found that when the consumer has a low degree of involvement with information, they process the information through peripheral routes, such as the advertisement methods, the advertisement spokesperson, and the advertisement music.

Allan (2006) defined the involvement level as personal relevance, meaning the viewer's emotional connection to the music or the performer. Allan explored the influence of consumers' involvement level and type of advertisement music on the ability of the viewer to pay attention to and remember the advertised brand. They classified the audio aspect of advertisements into four categories, namely, original vocal music, altered vocal music, pure instrumental music, and no music. The findings showed that the greatest effect resulted from advertisements with vocal music, regardless of whether it was original or altered. Considering the song "The Middle" used by Kodak and the song "Hey Baby" used by IKEA specifically, the consumers' involvement level increased their focus on the advertised brand. In addition, the consumers' level of involvement with an advertisement song and the performer influenced their memory of the Sony brand. Van Reijmersdal (2009) also proved that when consumers had low involvement, they were more likely to lack explicit memories and had weaker cognitive responses, resulting in a weaker recognition memory. Therefore, this study proposes the following hypothesis:

H2a: Consumers with high involvement have a greater memory of the advertisement compared to consumers with low involvement.

Yeh and Lin (2010) explored the influence local/foreign advertisement spokespersons and rational/emotional advertisements had on consumers' attitudes toward advertisements, attitudes toward the brand, and purchase intentions under varying levels of involvement with the advertised product. Their findings showed that the three factors were correlated. Specifically, for consumers with a high involvement, local spokespersons and an emotional advertisement effectively enhanced their attitudes toward the advertisement, attitudes toward the brand, and purchase intentions. Regarding consumers with a low level of involvement, a foreign spokesperson and a rational advertisement more effectively enhanced consumers' attitudes toward the advertisement, attitudes toward the brand, and purchase intentions. Overall, their study found that, for advertisement types with any combination of independent variables, high-involvement consumers had higher scores for attitudes toward the advertisement, attitudes toward the brand, and purchase intentions compared to those of low-involvement consumers. Therefore, this study proposes the following hypotheses:

H2b: Consumers with high involvement have better attitudes toward the advertisement compared to consumers with low involvement.

H2c: Consumers with high involvement have better attitudes toward the brand compared to consumers with low involvement.

H2d: Consumers with high involvement have greater purchase intentions compared to consumers with low involvement.

Fit, involvement level, and advertising effect

In addition to the influence of fit and involvement level, the interaction between fit and

involvement level may also influence the advertising effect. Zaichkowsky (1985) found that the attitudes of high-involvement consumers tended to be more active and positive, and they spent more time and effort collecting information related to the product, while also carefully considering the advertisement content. Therefore, from the perspective of the ELM, the current researchers reason that consumers with high involvement process the advertisement cues through the central route. Thus, music that fits well enables the communication of the advertisement message, ensures the consumer focuses their attention on the “overall” advertisement, and prevents competition between the message and the music for cognitive resources. Therefore, this study proposes the following hypothesis:

H3a: For consumers with high involvement, their memory of the advertisement is superior when the advertisement music and product fit compared to when they lack fit. MacInnis et al. (1991) used the ELM theory to explore the influence of advertisement music-message fit on the advertising effect and consumers’ attitudes toward the brand. They found that for consumers with high involvement, advertisement music-message fit increases their positive emotions and positively influence their attitudes toward the advertisement. Chaiken (1980) showed that if the consumer has high involvement, they are more easily persuaded by the advertisement message, which influences their attitudes toward the advertisement and the brand. When the advertisement music-message fit is high, the correlation between the two is high, which can elicit more positive attitudes from consumers toward the brand and advertisement. Considering these findings regarding the interaction between the level of involvement and the music-message fit, combined with the positive correlation between consumers’ attitudes toward the brand, attitudes toward the advertisement, and purchase intentions, this study proposes the following hypotheses:

H3b: Consumers with high involvement have better attitudes toward the advertisement when the advertisement music and product fit compared to when they did not fit.

H3c: Consumers with high involvement have better attitudes toward the brand when the advertisement music and product fit compared to when they do not fit.

H3d: Consumers with high involvement have greater purchase intentions when the advertisement music and product fit compared to when they do not fit.

Compared to consumers with high involvement processing information through the central route, previous studies have shown that consumers with low involvement primarily employ a conceptual processing mechanism to produce implicit memory. This causes certain memories of the consumers to be activated when viewing the advertisement. All of these related memories then combine to form an overall impression of the brand (Delattre & Colovic, 2009; Morris & Boone, 1998). Therefore, consumers with low involvement can more easily develop an emotional connection with the advertisement and activate implicit memories, increasing the conceptual fluency of the brand message. However, because low-involvement

consumers lack a cognitive connection with the advertisement, explicit memory has no significant influence, regardless of whether the music fits with the advertisement.

Therefore, this study proposes the following hypothesis:

H4a: For consumers with low involvement, their memory of the advertisement does not differ whether the advertisement music and message fit or not.

Homer (2009) examined whether the positioning of product placement in television and film was significant and explored the influence the number of exposures had on the placement effect. The findings showed that excessive exposure to the products caused viewers to terminate their emotional connection with the product, substantially reducing the number of consumers. However, consumers formed a better attitude toward a brand when their exposure to product placement was moderate. The current researchers infer that because a good fit between advertisement music and message is an obvious placement and a lack of fit is an obscured placement, when the exposure frequencies and times are fixed, consumers' attitudes toward the brand differ significantly between a good fit and a lack of fit.

Brooker and wheatley (1994) also found that in the state of low involvement, consumer attitudes toward the brand formed with positively-rated music were superior to their attitudes formed with negatively-rated music. That study proved that although the consumers had low involvement, their evaluation of the music had a significant influence on their attitudes toward the brand. Park and Young (1986) demonstrated that music has a significant influence on consumers' attitudes toward the brand only when they have low involvement. Therefore, in the state of low involvement, the fit between the advertisement music and product has a significant influence on consumers' attitudes toward the brand. Considering the positive relationship between consumers' attitudes toward the brand, attitudes toward the advertisement, and purchase intentions, this study proposes the following hypotheses:

H4b: For consumers with low involvement, their attitudes toward the advertisement differ when the advertisement music and product fit and when they do not fit.

H4c: For consumers with low involvement, their attitudes toward the brand differ when the advertisement music and product fit and when they do not fit.

H4d: For consumers with low involvement, their purchase intentions differ when the advertisement music and product fit and when they do not fit.

Research Methodology

Experiment design

The objective of this study is to determine whether the fit of the product and the music in an advertisement and the degree of consumer involvement influence the effect of product

placement. To reduce interference from external variables, this study used an experimental method where the participants are randomly placed in one of four experiment contexts. Specifically, this study used an experimental method with a 2 (advertisement music and product: fit/no fit) x 2 (involvement level: high/low) between-subject design. Advertisement music-product fit was defined as when the advertisement music conveyed the product message, whereas no fit was defined as advertisement music that does not match the product or message. High and low consumer involvement was controlled by increasing the relevance of the product for the consumer through text. This manipulation method was commonly used in previous studies (Olsen, 1995; Petty & Cacioppo, 1990). In addition, this study selected a foreign perfume advertisement that had never been aired in Taiwan as the experimental stimulus to ensure the participants had no preexisting opinion of the advertisement.

The messages of the two independent variables are shown in Table 1.

Table 1. Messages of the independent variables used in this study

		Perfume name	Advertisement music	Jingle	Lyrics
Fit	Fit	Avril Lavigne	Specially written jingle	Blackstar	Blackstar, blackstar, you will always be a black star
	No fit	Nina Ricci	Purely instrumental	Gold Lion	Outside, inside, this is the moon without a tide woo woo.....
Involvement	High	Perfume can be said to be a woman's second layer of clothing. It can make her more feminine, and can also help her create her own special style. Mother's Day is coming soon, and Mom wants a bottle of perfume for her Mother's Day gift, so you should get ready to buy the perfume that Mom likes to give her as a Mother's Day present. Here is a perfume advertisement that you can use to see if it is suitable to present as a Mother's Day gift.			
	Low	A certain perfume brand expects to introduce a new perfume in the U.S. in five years, thus, they want to obtain an understanding of how much consumers know about perfume. However, this perfume will not be sold in Taiwan, and your final test results, if randomly selected, will only be used as research data. Please answer as you normally would.			

Pretest

This study conducted two pretests to ensure that the manipulation of the experiment stimulus regarding the dimensions of fit and consumer involvement differed significantly. The goal of the first pretest was to ensure that the fit manipulation showed a significant difference. A total of 20 participants, 8 males and 12 females, were recruited for the pretest by posting a notice on a bulletin board system of a national university in northern Taiwan. This study referred to the scale established by Sharma (2000) and included a number of additional items based on our operational definition of fit, that is, whether the lyrics of the music in the advertisement include the name of the product and the slogan. The current study used these items to test the fit of the music with the product in the advertisement. The items included “Regardless of whether I enjoy the music, it suits this advertisement”; “this music does not suit the message this advertisement is endeavoring to convey”; “the message and the music make me think of the same thing”; “I did not expect to hear this style of music in this type of advertisement”; “the music and the message make me feel the same feeling”; “the music and the message in the advertisement are mutually complimentary”; “the name of the brand is included in the lyrics of the advertisement music”; and “the brand slogan is included in the lyrics of the advertisement music.” This study confirmed that the participants were aware of the advertised brand and product name through the question, “Did the advertised brand and product name appear at the end of the advertisement?” Cronbach’s α for the questionnaire was 0.92; thus, this study employed this questionnaire to determine whether the manipulation of fit was successful. The independent samples t -test results showed that the average level of fit was significantly higher for the fit group than for the no-fit group ($M = 5.32$ versus $M = 3.12$; $t(10) = 4.866$; $p < .001$), indicating that the fit and no fit of the advertisement and the music was manipulated successfully. The results of Pretest 1 are shown in Table 2.

Another 30 participants, 16 males and 14 females, were recruited for Pretest 2 by posting a notice on the bulletin board system of the same national university in northern Taiwan from pretest 1 to determine whether our manipulation of the consumer involvement level differed significantly. This study used the 10 question, seven-point semantic difference scale developed by Zaichkowsky (1994) to measure the level of involvement. The items included “the message of this advertisement is relevant to me”; “this advertisement is important to me”; “this advertisement is boring”; and “the message of this advertisement is what I required.” Cronbach’s α for the consumers’ involvement was 0.903; thus, this questionnaire was used to determine whether our manipulation of consumer involvement was successful. The independent samples t -test results showed that the average level of consumer involvement was significantly higher for the designed high-involvement group than for designed the low-involvement group ($M = 11.4$ versus $M = 8.72$; $t(15) = 3.194$; $p < .001$), indicating that high and low consumer involvement was manipulated successfully. The results of Pretest 2 are shown in Table 2.

Table 2. Independent samples *t*-test results for fit and consumer involvement

		Number of samples	Mean	Standard deviation	<i>t</i> -value
Fit	Fit	10	5.32	1.71	4.866***
	No fit	10	3.12	1.04	
Involvement	High involvement	15	11.04	2.73	3.194***
	Low involvement	15	8.72	2.08	

Note: * = $p \leq .05$; ** = $p \leq .01$; and *** = $p \leq .001$.

Main Experiment

Because the experiment stimulus was an English advertisement, participants were recruited for the experiment by posting a notice on the same bulletin board system used in the pretests to ensure that linguistic factors would not interfere with the experiment findings. This study excluded samples that had participated in the pretests. Overall, 161 people participated in the experiment. This study selected this bulletin board system to recruit participants because that most of the people with access to that board were students and graduate students of that school and a nearby school that required students to pass an English test before enrollment on their undergraduate programs; thus, the graduate students all possessed a certain level of English. Finally, this study randomly divided the participants into four context groups, ensuring each group contained 40 or more participants. The participants' basic information is shown in Table 3.

Table 3. Participants' basic information

Item	Category	Quantity	Percentage (%)
Gender	Male	66	41
	Female	95	59
Age	15-20	74	46
	21-25	78	48.4
	26-30	7	4.3
	31-35	2	1.2
Education	Undergraduate	120	74.5
	Graduate	41	25.5

To measure the effect of product placements, after ensuring the participants had signed an experiment consent form, the current researchers instructed the participants to view the product placement videos and then complete a questionnaire. The questionnaire measurement items were arranged in the following sequence: advertisement recall and memory, attitudes toward the advertisement, attitudes toward the brand, and purchase intentions. The final section measured the participants' personal information. This study set advertisement recall and memory, attitudes toward the advertisement, attitudes toward the brand, and purchase

intentions as the dependent variables that were influenced by the manipulated independent variables. The measurements are explained below.

Advertisement memory

The influence of the experiment stimulus on advertisement memory refers to the participants' ability to remember and recognize the brand and product after viewing the experiment stimulus. To prevent the hints provided for recognition from influencing the brand memory score, this study measured brand memory before measuring brand recognition (Norris & Colman, 1992). For the product memory section, the participants were provided with information to facilitate measuring the participants' brand memory with open-ended questions. For the product recognition section, this study presented the participants with multiple-choice questions; of the four answers that were provided, one was correct and three were incorrect. The participants were only required to recognize the product and brand name. The results of these two sections were quantified as percentages.

Attitudes toward the advertisement

Regarding the influence of the experiment stimulus on consumer attitudes toward the advertisement, this study referenced Muehling and Laczniak (1988) and Mackenzie, Lutz, and Belch (1986) to design items that measured the participants' attitudes toward the advertisements. The participants scored the items using a seven-point Likert scale, with higher scores indicating a higher evaluation of the advertisement. For the reliability analysis, the items in this section achieved a Cronbach's α of 0.86, which indicates an acceptable level of reliability.

Attitudes toward the brand

Regarding the influence of the experiment stimulus on consumer attitudes toward the brand, this study referenced Mackenzie et al. (1986) to design items that measured the participants' attitudes toward the brands. The participants scored the items using a seven-point Likert scale, with higher scores indicating a higher evaluation of the advertisement. For the reliability analysis, the items in this section achieved a Cronbach's α of 0.889, which indicates an acceptable level of reliability.

Purchase intentions

Regarding the influence of the experiment stimulus on consumers' purchase intentions, this study referenced Mackenzie et al. (1986) to design items that measured the participants' purchase intentions. The participants scored each item using a seven-point Likert scale, with

higher scores indicating a higher purchase intention for the brand. For the reliability analysis, the items in this section achieved a Cronbach's α of 0.945, which indicates an acceptable level of reliability.

Hypothesis Testing

The objective of this study was to investigate the influence of fit and consumer involvement on advertisement memory, attitudes toward the advertisement, attitudes toward the brand, and purchase intentions. First, two-factor way multivariate analysis of variance (MANOVA) was performed. The results of the Levene's variance homogeneity test indicated that the four dependent variables advertisement memory, attitudes toward the advertisement, attitudes toward the brand, and purchase intentions conformed to the homogeneity test; thus, the Wilks' lambda variable selection method was employed. This study found that the fit (Wilks' $\Lambda = .739$; $F(4,154) = 13.626$; $\rho < .001$; partial $\eta^2 = .261$) and consumer involvement (Wilks' $\Lambda = .799$; $F(4,154) = 9.713$; $\rho < .001$; partial $\eta^2 = .201$) were the primary factors influencing the four dependent variables, and that the interaction between the two (Wilks' $\Lambda = .879$; $F(4,154) = 5.307$; $\rho < .001$; partial $\eta^2 = .121$) also significantly influenced the four dependent variables. Therefore, this study conducted a further comparison of the influence of fit, consumer involvement, and the interaction between the two on the four dependent variables.

The two-way MANOVA results showed that the interaction of consumer involvement and fit produced a significant influence on the four advertising effects. Therefore, this study further examined the results using the two-way analysis of variance (ANOVA) and found that the advertisement music fit ($F(3,157) = 12.813$; $\rho < .001$) and the interaction between consumer involvement and fit ($F(3,157) = 15.026$; $\rho < .001$) produced a significant influence on advertisement memory; however, involvement alone ($F(3,157) = 1.720$; $\rho > .05$) did not significantly influence the advertisement memory. Therefore, H2a was not supported. In addition, this study found that the advertisement music fit ($F(3,157) = 7.262$; $\rho < .01$), involvement level ($F(3,157) = 30.644$; $\rho < .001$), and the interaction between the two ($F(3,157) = 4.643$; $\rho < .05$) significantly influenced participants' attitudes toward the advertisements. This study also found that both fit ($F(3,157) = 15.105$; $\rho < .001$) and involvement ($F(3,157) = 29.259$; $\rho < .001$) significantly influenced participants' attitudes toward the brands; however, the interaction between the two ($F(3,157) = .741$; $\rho > .05$) did not produce a statistically significant influence on participants' attitudes toward the brands. Therefore, H3c and H4c are not supported. Finally, this study found that fit ($F(3,157) = .433$; $\rho > .05$) and the interaction between fit and involvement ($F(3,157) = .052$; $\rho > .05$) did not significantly influence the participants' purchase intentions. Therefore, H1d, H3d, and H4d were not supported. Involvement ($F(3,157) = 6.166$; $\rho < .05$) was the only factor that significantly influenced the participants' purchase intentions. This study also further explored

how the fit, consumer involvement, and their interaction influenced the advertisement dimensions.

Music placement and advertising memory

Because the influence of the interaction between fit and involvement on advertisement memory reached a level of statistical significance, this study conducted further investigations using the ANOVA method. The results indicated that the advertisement memory for the four experiment groups reached a statistically significant difference ($F(3,157) = 9.795; \rho < .001$); thus, this study conducted a post-hoc comparison. The results showed that when the participants have high involvement, their memory of an advertisement with a good music fit was significantly higher than that of an advertisement with a poor music fit ($M = 1.64; SE = .38$ versus $M = 1.26; SE = .23; \rho < .001$). Therefore, H3a is supported. In addition, this study also found that when the participants had low involvement, their memory of an advertisement with a good music fit did not differ from that of an advertisement with a poor music fit ($M = 1.37; SE = .35$ versus $M = 1.39; SE = .32; \rho > .05$). Therefore, H4a is supported. The results are shown in Table 4.

Table 4. Results of post-hoc comparison of fit, involvement, and ad memory

	Sample size	Mean	Standard deviation	Significantly different from:
1. High involvement + fit	40	1.6415	.38063	2(.001***), 3(.001***), 4(.001***)
2. High involvement + no fit	40	1.2585	.23281	1(.001***)
3. Low involvement + fit	40	1.3750	.34746	1(.001***)
4. Low involvement + no fit	41	1.3902	.32406	1(.001***)

Note: ***= $p \leq .001$

Additionally, this study also found that music fit influences advertisement memory. The results of the independent samples *t*-test showed that the participants' advertisement memory of an advertisement with good music fit was significantly higher than that of an advertisement with poor music fit ($M = 1.51; SE = .39$ versus $M = 1.33; SE = .29; t(159) = 3.410; \rho < .001$). Therefore, H1a is supported. The results are shown in Table 5.

Table 5. Results of the independent samples *t*-test for fit and advertisement memory

	Sample size	Mean	Standard deviation	<i>t</i> -value	Sig.(two-tailed)
Fit	80	1.5083	.38614	3.410	.001
No fit	81	1.3252	.28866		

Music placement and attitudes toward the advertisement

Because the influence of the interaction between fit and consumer involvement on attitudes toward the advertisement reached a level of statistical significance, this study conducted further investigations using the ANOVA method. The results indicated that the advertisement memory of the four experiment groups achieved statistically significant differences ($F(3,157) = 14.098; \rho < .001$); thus, this study conducted a post-hoc comparison. The results showed that when the participants had high involvement, their attitudes toward advertisements with a good music fit did not differ from that toward advertisements with a poor music fit ($M = 5.14; SE = .73$ versus $M = 5.21; SE = .90; \rho > .05$). Therefore, H3b is not supported. This study also found that when consumers had low involvement, their attitudes toward advertisements with a good music fit were significantly lower than that toward advertisements with a poor music fit ($M = 4.11; SE = .93$ versus $M = 4.76; SE = .83; \rho < .001$). Therefore, H4b is not supported. The results are shown in Table 6.

Table 6. Results of the post-hoc comparison of fit, consumer involvement, and attitudes toward the advertisement

	Sample size	Mean	Standard deviation	Significantly different from:
1. High involvement + fit	40	5.1375	.72631	3(.001***), 4(.05*)
2. High involvement + no fit	40	5.2100	.89666	3(.001***), 4(.05*)
3. Low involvement + fit	40	4.1050	.93478	1(.001***),3(.001***), 4(.001***)
4. Low involvement + no fit	41	4.7561	.83488	1(.001*),2(.001*), 3(.001***)

Note: * = $p \leq .05$; and *** = $p \leq .001$.

This study also found that both the music fit and participant involvement influenced the participants' attitudes toward the advertisement. The results of the independent samples *t*-test showed that the participants' attitudes toward advertisements with a good music fit were lower than that toward advertisements with a poor music fit ($M = 4.62; SE = .98$ versus $M = 4.98; SE = .89; t(159) = -2.433; \rho < .05$). Therefore, H1b is supported. Additionally, this study also found that high-involvement participants had significantly better attitudes toward advertisements compared to that of low-involvement participants ($M = 5.17; SE = .81$ versus $M = 4.43; SE = .94; t(159) = 5.341; \rho < .001$). Therefore, H2b is supported. The results are shown in Table 7.

Table 7. Results of the independent samples *t*-test for fit, involvement, and attitudes toward the advertisement

	Sample size	Mean	Standard deviation	<i>t</i> -value	Sig.
Fit	80	4.6213	.98066	-2.433	.016
No fit	81	4.9802	.89028		
High involvement	80	5.1738	.81158	5.341	.000
Low involvement	81	4.4346	.93904		

Music placement and attitudes toward the brand

This study found that both the music fit and involvement level influenced participants' attitudes toward the brand. The results of the independent samples *t*-test showed that the participants' attitudes toward the brand after viewing an advertisement with a good music fit were higher than after viewing an advertisement with a poor music fit ($M = 4.70$; $SE = .89$ versus $M = 4.23$; $SE = .80$; $t(159) = 3.619$; $\rho < .001$). Therefore, H1c is supported. In addition, this study also found that high-involvement participants' attitudes toward the brand were significantly higher than that of the low-involvement participants ($M = 4.79$; $SE = .74$ versus $M = 4.14$; $SE = .85$; $t(159) = 5.216$; $\rho < .001$). Therefore, H2c is supported. The results are shown in Table 8.

Table 8. Results of the independent samples *t*-test for fit, involvement, and attitudes toward the brand

	Sample size	Mean	Standard deviation	<i>t</i> -value	Sig. (two-tailed)
Fit	80	4.6986	.85819	3.619	.000
No fit	81	4.2262	.79734		
High involvement	80	4.7903	.74201	5.216	.000
Low involvement	81	4.1357	.84621		

Music placement and purchase intentions

This study found that the participants' involvement level influences their purchase intentions. The results of the independent samples *t*-test showed that the high-involvement participants had significantly greater purchase intentions compared to that of low-involvement participants ($M = 4.18$; $SE = 1.05$ versus $M = 3.72$; $SE = 1.31$; $t(159) = 2.493$; $\rho < .05$). Therefore, H2d is supported. The results are shown in Table 9.

Table 9. Results of the independent samples *t*-test for involvement and purchase intentions

	Sample size	Mean	Standard deviation	<i>t</i> -value	Sig.(two-tailed)
High	80	4.1833	1.05124	2.493	.014

involvement			
Low	81	3.7160	1.31139
involvement			

Discussion and Conclusions

Consistency

According to this study's basic theory—the Limited-capacity Model of Attention—the consistency between an advertised product and advertisement music increases the reception effect in receivers, but inconsistency between advertisement music and product will distract the attention of receiver and create overload in which receivers cannot cognitively process information. This leads to the possibility of reduced storage, retrieval, and memory (A. Lang et al., 2004) and will influence advertising effects, such as memory of and attitude toward a brand and purchase intention. This study's findings showed that, compared with inconsistency, advertisement music-product consistency produced better advertisement memory (H1a), better attitude toward an advertisement (H1b), better attitude toward a brand (H1c), and better purchase intention (H1d), which shows that arguments about advertisement music-product consistency are supported. Consequently, this finding supports the perspective of the Limited-capacity Model of Attention, that is, the integrity created by a good fit between the music and product in an advertisement eliminates the competition for cognitive resources, thereby effectively increasing the consumers' advertisement memory. This finding also agrees with that reported by Kellaris et al. (1993), that is, when the music and the message in an advertisement evoke the same impression, the consumers' attention and acceptance of the message increases. However, when the fit is poor, the distracting music disrupts the consumer's processing of the advertisement, obscuring the message and reduces the consumer's advertisement memory.

Involvement

The scholars Petty and Cacioppo (1984) believed that central cues could influence those with high information involvement, but that peripheral cues could only influence those with low information involvement. They also found that people with high involvement produced more positive responses to central cues related to product information. However, people with low involvement did not place importance on information itself and mainly relied on simple principles to judge whether their perception of a product was good or bad. In other words, they did not care about the details or the functions of a product but were generally influenced by peripheral cues (Petty & Cacioppo, 1984). Therefore, an argument based on the ELM

theory was extended to this study, and questions of whether information receivers accept, store, and remember advertisement music and of whether information processing style employs the central route or the peripheral route were determined based on the required cognitive level or the degree of involvement of participants.

The research results show that when receivers are highly involved, they demonstrate more positive attitudes toward advertisements than those who show only a low level of involvement (H2b). When receivers are more involved, they have a stronger motivation to process an entire advertisement, and they will naturally pay more attention to the advertisement itself. Those with high involvement produce more links between themselves and the advertisement, their attention is concentrated on the advertisement or the product, and they place importance on any cues related to the advertisement. According to the ELM model, receivers with high involvement show more positive attitudes toward advertisements, which supports the argument in hypothesis H2b.

The ELM theory indicates that in contexts of low involvement, receivers process information in an emotional response mode, and, therefore, they place special importance on the emotions behind peripheral cues such as advertisement music. This increases their level of connection to the brand image and influences their attitude toward the brand. When receivers have a strong emotional response, their conceptual fluency regarding brand association is strengthened. Consequently, receivers feel more positively toward a brand, which influences brand choice (Van Reijmersdal, 2009) and perception in low-involvement consumers. Therefore, this study's findings support the argument of hypothesis H2c.

Relationship of high involvement and consistency

This study explored the influence of the consistency between advertised products and advertisement music on advertising effect and attitude toward brands using the Limited-capacity Model of Attention and the ELM theory. In high-involvement contexts, receivers demonstrate higher involvement in the advertisement, and they earnestly consider the content of the advertisement and actively evaluate if the information provided in the advertisement is related to or fits the product. Consequently, they form their main attitude toward the product through the central route. When a higher level of consistency between the advertisement music and product exists, receivers produce more positive cognitive responses and form more positive and lasting attitudes (Petty et al., 1981; Cacioppo et al., 1983). Advertisement music-product consistency increases the amount of attention the receiver gives to the advertisement and facilitates central route processing.

Therefore, if a receiver has a higher level of involvement with an advertisement, they have more motivation to process information and naturally pay more attention to the advertisement, its contents, and the product it advertises. They focus their attention on product-related information and consider the portions of the advertisement that relate to them and the

characteristics of the product that are being displayed in the advertisement. They focus on any cues related to the product. When the name of the product appears in the lyrics in the advertisement music, this demonstrates that the advertisement's theme song was specifically created for the product, which produces a close connection between the music, lyrics, and advertised product and clearly presents the product name and characteristics. When there is a higher consistency between the advertisement music and the advertised product, a more positive advertising effect is created in receivers and they develop a better attitude toward the brand.

The results of this research showed that when receivers are more highly involved, the effects of advertisements are partially influenced by the degree of consistency between an advertisement and its music. According to the Limited-capacity Model of Attention, when messages transmitted by the advertised product and advertisement music are consistent, the need to use available resources is reduced, and the advertisement itself develops into a consistent whole. The different elements of the advertisement need not compete for the cognitive resources of the viewer, and, therefore, the music-advertisement consistency aids the processing of information and also facilitates a receiver's memory of and attitude toward the advertisement. Next, according to the ELM theory, when receivers are highly involved and close connection between advertisement music and advertised products exists, receivers carefully evaluate all cues that are related to the product and experience a connection between the product and their own needs and characteristics. This phenomenon partially leads to higher advertisement memory (H3a), better attitude toward the advertisement (H2b, H3b), and better purchase intention, indicating that this study's findings support arguments pertaining to advertisement music-product consistency.

Relationship between low involvement and consistency

Low-involvement receivers process information mainly through peripheral routes. Peripheral cues are mostly simple and easily received. They usually do not present specialized information. Peripheral cues usually occupy most of the cognitive processing resources in low-involvement receivers. A peripheral cue in advertisements that is important to receivers, music, is one of the most important factors that influences low-involvement receivers. When advertisement music does not transmit a meaning that is consistent with the advertisement, it cannot produce a close connection with the advertised product. The degree of inconsistency between advertisement music and a product may influence receivers' information processing styles.

When receivers demonstrate low involvement, they invest fewer resources in processing advertisement information because they are paying less attention to the advertisement. They are unwilling to carefully consider the message presented in the advertisement, and they are also unwilling to process brand-related information. They are more easily guided by

peripheral cues, and they place more importance on information not related to the product. These receivers form attitudes by processing simple advertisement cues. Therefore, receivers if there is inconsistency between the advertisement's peripheral cues—such as the music—and the advertised product itself, low-involvement receivers are not be affected because they receivers do not view the advertisement's product information and presentation style as being essential factors. Inconsistency between advertisement music and the advertised product indicates that the degree of correlation between the music and the product is low. Thus, the music cannot produce a connection with the advertised product or transmit a meaning that is consistent with the advertisement's message. However, even when music does not fit a product, low-involvement receivers do not perceive this inconsistent relationship, and their advertisement memory and attitude toward the advertisement do not be affected (Petty et al., 1981, 1983).

The findings in this study show that, for receivers in low-involvement contexts, only their attitude toward a brand was significantly influenced by levels of advertisement-music consistency. From the viewpoint of the ELM theory, receivers because, when receivers demonstrate low involvement, they do not have a strong connection with the advertisement and the product, they are more likely to be guided by peripheral cues when processing advertisement information. In addition to individual factors, they may focus more on advertisement music or other peripheral cues and ignore the product information in the advertisement.

If inconsistency between advertisement music and the visual scene in an advertisement exists, highly involved receivers may feel uncomfortable and be negatively affected. This phenomenon affects advertisement memory and attitude toward the advertisement (Hung, 2001). However, this study did not emphasize this aspect of advertisement music-product consistency. In contrast to highly involved receivers, low-involvement receivers do not employ a high level of cognitive resources when watching advertisements. As a result, even if there was a strong connection between the advertised product and advertisement music or even if the two demonstrated inconsistencies, receivers low-involvement receivers would use peripheral routes to process advertisement cues and information and ignore the main information that was transmitted by the advertisement (the central route). Therefore, advertisement music-product inconsistency did not negatively affect the memory of and attitude toward advertised products and purchase intentions in low-involvement receivers (H4a, H4b, H4d). These arguments are supported by the research findings.

Although the cognitive mechanisms of receivers in low-involvement contexts were weaker than those in highly involved receivers and cognitive response also showed less sensitivity, emotional response was actually stronger in low-involvement contexts. Therefore, stronger conceptual fluency for brand association was demonstrated and greater emphasis was given to the brand-related message, and this influenced brand choice and perception. This

phenomenon mainly occurred because, in a low-involvement context, receivers placed special importance on the emotions behind peripheral cues such as advertisement music, which increased their level of connection with the brand image, influencing their attitude toward the brand. Therefore, the degree of consistency between the advertised product and advertisement music influenced receivers' attitudes toward a brand. When there is a strong connection between an advertised product and its music and consistency is high, receivers can focus on peripheral cues and have a stronger emotional response to advertisement music. As a result, they pay closer attention to whether the message transmitted by the music fits the brand image, and receivers develop a better attitude toward brands in advertisements where music-product consistency exists. By contrast, when music and products do not fit (H2c, H4c), more negative effects are evinced.

Unsupported hypotheses

This study hypothesized that the consistency between music and advertisement messages could mediate the influence of music on increased attention to and greater memory of advertisement messages and brands. Therefore, when music invoked an idea consistent with an advertisement message, it increased the focus that the receivers placed on the music. However, when a lower advertisement-music consistency was demonstrated, music could distract the attention of receivers away from the advertisement itself. When the meaning of the message transmitted by the music and the advertisement were inconsistent, music could remove a receiver's attention from an advertisement and reduce advertisement memory (Kellaris et al., 1993).

However, the findings of this study did not support hypothesis H2a. When receivers were in a low-involvement context, they were influenced by peripheral cues (advertisement music) and paid less attention to the advertisement itself, using less cognitive resources to process central cues. Therefore, better advertisement memory was not formed due to higher levels of consistency between advertisement music and products. When discussing relevant literature, this paper emphasized that low-involvement receivers were mainly influenced by peripheral cues and did not place importance on the central cues that the advertisement itself was intended to express. They also were unconcerned with characteristics and information related to the product itself. Therefore, we hypothesized that the consistency or inconsistency between advertisement music and a product did not significantly influence attitude toward advertisements (H4b). This hypothesis ignored the possibility that, although a low-involvement context existed, attitude toward an advertisement, including attitude toward all of the cues in an advertisement, could be influenced by the spokesperson in the advertisement, the brand, product characteristics, and other factors, thus influencing attitude toward the overall advertisement. Therefore, hypothesis H4b was found to be untenable.

In terms of purchase intention, the results discovered in this study did not reach the level of statistical significance necessary to support this paper's hypotheses H2d and H3d. The interaction between music-product consistency and involvement did not significantly influence the purchase intention of receivers. This phenomenon may have occurred because the present study did not completely rule out gender differences when selecting product type. The attitudes and interests of participants in the perfume product advertised in the study may have been different because of gender disparities. An adjustment made in the textual context used to manipulate involvement still might not completely rule out gender differences. This study could not test using actual objects, for example, it could not provide small gifts related to the advertised product for participants to choose from after the experiment to determine their purchasing intentions. Furthermore, purchase intention is heavily influenced by individual conditions, such as personal interests, habits, family background, attitude toward the brand, and spending habits. These factors may all have influenced the participants' intention to purchase the advertised product. Therefore, hypotheses H2d and H3d were found to be untenable.

Theoretical and Practical Implications & Research limitations

Regarding theoretical and practical implications, overall, this study compensated for the limitations of previous studies, which only explored the music and melody style, and expanded the scope of advertisement music to jingles written especially for advertisements. This study also found that the advertisement involvement level can influence the four advertising effects. For high-involvement consumers, advertisements with a good music fit can enhance their advertisement memory. Therefore, the current researchers recommend that when designing advertisements, advertisers should emphasize the fit between the product and the music in the advertisement, and should establish a connection between the music and the advertised product. They should use jingles written especially for the advertisement to communicate the characteristics and features of the advertised product.

Concerning research limitation, although this study obtained numerous results and included new directions in our research practice, this study has three main limitations. First, this study adopted a between-group experiment design that did not include the participants' personal information in the statistical analysis. Therefore, this study could not ensure that the differences found by this study were not the result of the participants' characteristics, such as previous product experience. The current researchers recommend that future studies consider these factors based on the results of this study. Second, this study prioritized determining the appropriateness of using the ELM method and the Limited-capacity Model of Attention for assessing especially written advertisement jingles; thus, the primary objective was to validate theory. Most participants were students recruited from a national university and its nearby schools; thus, extrapolating the results of this study to all advertisement viewers would result

in poor external validity. Finally, when selecting the experiment stimulus, this study did not ignore the effects of the participants' personal characteristics, such as male and female participants' preference for differing types of advertisements, during the pretest. The current researchers recommend that future studies use a pretest to select the most suitable experiment stimulus.

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Grassroots Gatekeeping: Crowdsourcing of Information and Activism in the Internet Age

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Introduction

Music is perhaps the most important stimulating element of an advertisement. If properly utilized, music becomes the catalyst for the advertisement. The soundtrack to an advertisement should provide the perfect combination of visual and auditory stimulation to ensure the advertisement resonates with consumers, guaranteeing that consumers pay attention to the advertisement and form an impression of the product. Recent studies have shown that consumers gradually develop a brand image through sound, similar to how most computer users learn to use the Microsoft Windows operating system interface by listening for the prompting sounds. In modern society, where the development of brand image must be understood and emphasized, using music to establish a brand image has both advantages and disadvantages. Specifically, music is used in an advertisement to establish brand value by ensuring the consumer feels a connection through the music. However, the choice of music does not always reflect the special characteristics of the brand; thus, a strategy that integrates the music with the advertisement to create the overall brand image is required (Brodsky, 2010).

Therefore, in addition to the visual scene of an advertisement, the background music or song is an important element that encourages the consumer to enjoy an advertisement (Thorson & Christ, 1991). Furthermore, the music in advertisements has gradually evolved from a supporting role into leading the advertisement in the form of a tune or jingle. Numerous advertisements have jingles written especially for that specific product, such as a recent commercial for Mega Upload that included the catchy jingle “Mega Upload, Mega Upload, Mega Upload, M-E-G-A upload to me today, send me a file, Mega Upload, Mega Upload, load, load.” The music in the advertisement was combined with images that explained the special features of Mega Upload, such as the free service and rapid upload speed; this advertisement contributed to the popularity and success of this service on the market. The world famous brand Cola-Cola also designed a special jingle for its product, which includes the phrase “I would like to buy the world a coke.” These examples demonstrate how including the product and brand name in the advertisement jingle produces a strong connection between the advertisement music and the product, resulting in an undeniably effective advertising effect. A catchy jingle ensures the advertisement has an unforgettable impression on the consumers. Additionally, one of the most amazing benefits of jingles is that they enable consumers to remember the product many years later.

The background music or tune in an advertisement has a certain degree of influence on the advertising effect. With the appropriate combination of visual and auditory impressions, the emotional connection created by music is substantially more long-lasting than expected.

Music deepens the impressions and memories consumers have of advertisements, making it a focal point of attention (Rohem, 2001). When the brand name and slogan are included in the lyrics of advertisement jingles written especially for a product or a brand, the advertisement has an imperceptibly deep impression on the consumer, substantially increasing brand awareness. Literatures related to advertisement music have verified that the type of music influences brand advertisement memory, recognition, and attitudes. For example, Allan (2006) examined the effect of popular music in advertisements and found that, regardless of whether the original lyrics are used or altered, a tune with lyrics provides a superior advertising effect compared to a melody without words or no music.

Previous studies have demonstrated that the appropriate use of music in an advertisement increases the viewer's recognition and memory of the brand; for example, Allan (2006), Delattre and Colovic (2009), and Lavack et al. (2008). However, most previous studies considered music the "background" of the advertisement, which means it plays a supportive role. These studies primarily focused on the type of music, the style of the melody or rhythm, and how it combines with the product in the advertisement. Further exploration of the influence advertisement jingles especially written for a product or brand have on the advertising effect was not conducted. Therefore, this study explores whether an advertisement jingle has a decisive effect on an advertisement and whether it is of equal importance to the visual scene.

Few studies have examined the effect of the "fit" between the music and the message in an advertisement. Although MacInnis and Park (1991) proposed the concept of fitness, they emphasized the fit of the music with the theme of the advertisement. In other words, the non-textual and textual fit and the fit of the instrumental music with the message. However, the framework of the advertisement music and message fit proposed by Kellaris et al. (1993) refers to the concept of "music-message congruency," which is the fit of the meaning expressed by the instrumental music (such as ideas, concepts, and feelings) with the meaning elicited by the advertisement message (p. 115). Considering these two studies, competing definitions of the background music fit still exist. Additionally, because the concept of fit has not been fully discussed, this study explores the fit of the lyrics of an advertisement jingle with the product, that is, the advertised product combined with the jingle written especially for the product, with lyrics that include the brand name and slogan, which emphasizes the fit of the messages transmitted by the jingle lyrics and the product. The current research also uses the limited-capacity model of attention to explain its influence on the effect of the advertisement message.

Fit can render the message easier and smoother to process. When the music fits the advertisement theme, it better facilitates high consumer involvement compared to low consumer involvement, and can also increase the message processing of low-involvement consumers. A relatively low processing capacity can contribute to the emergent meaning of the message (MacInnis & Park, 1991, p.162).

When the levels of advertisement involvement differ, the advertising effects on consumers' attitudes toward the advertisement, attitudes toward the advertised product, and purchase intention also differ. Therefore, this study also investigates whether the effects of advertising jingles differ under varying levels of involvement, and whether involvement is among the important factors that influence the advertising effect.

The primary topic explored in this study is the influence of jingle-product fit on consumer attitudes toward the brand and the advertising effect of varying levels of advertisement involvement. This study examines the different advertising effects of especially written jingles and conventional advertisement music, and whether including the product name in the lyrics influences consumers' attitudes toward the brand and the advertising effect. Thus, the questions investigated in this study include the following: (1) Does the advertisement product-music fit influence consumers' attitudes toward the brand and the advertising effect? (2) Does consumer advertisement involvement level influence their attitude toward the brand and the advertising effect? (3) Does the style of advertisement music influence consumers' attitudes toward the brand and the advertising effect?

With increasingly diverse advertisement forms, this study hopes that the findings of this study provide a practical and theoretical contribution to literature on the various channels and formats of advertisements and can be used as a reference when selecting advertisement music.

Literature Review

Limited-capacity model of attention: fit and advertising effect

Lang (2000) proposed the Limited-capacity Model of Attention, which hypothesizes that people are information processors with limited resource capacity; thus, if the information exceeds a manageable level considering the resources, it has an overload effect (Lang, 2000; Lang et al., 2004; Schneider, 1993). Numerous previous studies have highlighted that the music in advertisements can reinforce the message of the advertisement, thereby improving the advertising effects on consumers' memory and attitudes toward the advertisement (Hung, 2000, 2001; Kellaris & Cox, 1989; Kellaris et al., 1993; Lavack et al., 2008; Nelson, 2002). However, according to the Limited-capacity Model of Attention, if the messages

communicated by the visual scene and music of the advertisement are inconsistent, the viewer may be distracted and their information processing capacity may be overloaded, reducing their ability to store and retrieve memories (Lang et al., 2004).

Kellaris et al. (1993) proposed a framework for music-message fit and highlighted that the fit of music with the advertisement message mediates how much the music increases consumers' attention and memory of the advertisement message and brand. Specifically, when music invokes an idea that is consistent with the message, the audience provides more attention to the music, thereby increasing their acceptance of the message. However, if the fit is comparatively lower, the music requires more attention; thus, it reduces the consumers' ability to process the advertisement. Therefore, when the music does not fit with the message, it distracts the viewer from the message and reduces their recall of the advertisement. Therefore, based on the concept of cognitive resource competition in the Limited-capacity Model of Attention, the current researchers reason that when processing the advertisement music requires a high level of cognition, a person's cognitive resources are fully occupied, leaving no room to process the product message. However, when the advertisement is a consistent whole and no competition for cognitive resources exists between the elements of the advertisement, the fit of the music and the brand can increase consumers' message processing. Consequently, this study proposes the following hypothesis:

H1a: Consumers' have greater memory of an advertisement when the advertisement music and product fit compared to when they do not fit.

In addition to advertisement music-product fit influencing advertisement memory, Lavack et al. (2008) proposed that whether the type of music fits can also influence consumers' attitudes toward the brand and the advertisement. Specifically, Lavack et al. found that when the type of music fit with the brand, the advertisement had a greater influence on consumer attitudes toward the advertisement and brand. For advertisements that require a high level of cognition, consumer attitudes toward the advertisement and brand were more positive after viewing advertisements where the music fit the message compared to advertisements where the music and message did not fit or advertisements with no music.

Hung (2001) also found that fit can promote the communication of meaning and increase consumers' cognitive processing. Specifically, although most viewers can pay attention to the meaning conveyed by the advertisement music, if the advertisement music and visual scene do not fit, the viewer can become uncomfortable; thus, a lack of fit produces a negative impression and influences consumers' attitudes toward the advertisement.

In addition, numerous previous studies have shown that consumers' attitudes toward the brand, attitudes toward the advertisement, and purchase intention are positively correlated.

Huang et al. (2010) studied the advertising effect of travel blog involvement and blog information and its relationship with viewer intention to purchase travel products. Results of the structural equation model indicated that the advertising effect increases consumers' purchase intentions. Specifically, when viewers have significant involvement, they form a more positive impression of the brands mentioned in the travel blog; this is known as the consumer's attitude toward the brand. This is the most important element that influences consumers' purchase intentions. In addition, although consumers' attitudes toward an advertisement do not have a statistically significant influence on their purchase intentions, they are an important factor that influences consumers' attitudes toward the brand.

Hwang, Yoon, and Park (2011) used face-to-face interviews to examine the relationship between consumers' attitudes toward websites and the brand and their purchasing behavior. Their findings showed that the cognitive and emotional responses to restaurant internet advertisements increase consumers' positive attitudes toward the website, and consumers' positive attitudes toward the website increase their attitudes regarding the restaurant brand, thereby enhancing their consumption intention. Therefore, that study proved that a positive relationship exists between consumers' attitudes toward a brand and their attitudes toward the advertisement. In summary, the current researchers reason that a lack of fit is detrimental to consumers' formation of a positive attitude toward the advertisement. Additionally, a positive relationship exists between consumers' attitudes toward the advertisement, attitudes toward the brand, and purchase intentions. Therefore, this study proposes the following hypotheses:

H1b: Consumers have a superior attitude toward the advertisement when the advertisement music and product fit compared to when they do not fit.

H1c: Consumers have a superior attitude toward the brand when the advertisement music and product fit compared to when they do not fit.

H1d: Consumers have greater purchase intentions when the advertisement music and product fit compared to when they do not fit.

The elaboration likelihood model: involvement level and advertising effect

The elaboration likelihood model (ELM) proposed by Petty and Cacioppo (1984a) uses the factors of consumer involvement, required cognitive level, and personal characteristics to divide the methods for influencing consumer information processing into the two types central route and peripheral route. Petty and Cacioppo (1984b) further showed that when the consumer has a high degree of information involvement, they use the central route to process the advertisement, meaning that they focus their attention on the messages related to the advertised product. Cacioppo et al. (1986) found that when the consumer has a low degree of involvement with information, they process the information through peripheral routes, such as the advertisement methods, the advertisement spokesperson, and the advertisement music.

Allan (2006) defined the involvement level as personal relevance, meaning the viewer's emotional connection to the music or the performer. Allan explored the influence of consumers' involvement level and type of advertisement music on the ability of the viewer to pay attention to and remember the advertised brand. They classified the audio aspect of advertisements into four categories, namely, original vocal music, altered vocal music, pure instrumental music, and no music. The findings showed that the greatest effect resulted from advertisements with vocal music, regardless of whether it was original or altered. Considering the song "The Middle" used by Kodak and the song "Hey Baby" used by IKEA specifically, the consumers' involvement level increased their focus on the advertised brand. In addition, the consumers' level of involvement with an advertisement song and the performer influenced their memory of the Sony brand. Van Reijmersdal (2009) also proved that when consumers had low involvement, they were more likely to lack explicit memories and had weaker cognitive responses, resulting in a weaker recognition memory. Therefore, this study proposes the following hypothesis:

H2a: Consumers with high involvement have a greater memory of the advertisement compared to consumers with low involvement.

Yeh and Lin (2010) explored the influence local/foreign advertisement spokespersons and rational/emotional advertisements had on consumers' attitudes toward advertisements, attitudes toward the brand, and purchase intentions under varying levels of involvement with the advertised product. Their findings showed that the three factors were correlated. Specifically, for consumers with a high involvement, local spokespersons and an emotional advertisement effectively enhanced their attitudes toward the advertisement, attitudes toward the brand, and purchase intentions. Regarding consumers with a low level of involvement, a foreign spokesperson and a rational advertisement more effectively enhanced consumers' attitudes toward the advertisement, attitudes toward the brand, and purchase intentions. Overall, their study found that, for advertisement types with any combination of independent variables, high-involvement consumers had higher scores for attitudes toward the advertisement, attitudes toward the brand, and purchase intentions compared to those of low-involvement consumers. Therefore, this study proposes the following hypotheses:

H2b: Consumers with high involvement have better attitudes toward the advertisement compared to consumers with low involvement.

H2c: Consumers with high involvement have better attitudes toward the brand compared to consumers with low involvement.

H2d: Consumers with high involvement have greater purchase intentions compared to consumers with low involvement.

Fit, involvement level, and advertising effect

In addition to the influence of fit and involvement level, the interaction between fit and

involvement level may also influence the advertising effect. Zaichkowsky (1985) found that the attitudes of high-involvement consumers tended to be more active and positive, and they spent more time and effort collecting information related to the product, while also carefully considering the advertisement content. Therefore, from the perspective of the ELM, the current researchers reason that consumers with high involvement process the advertisement cues through the central route. Thus, music that fits well enables the communication of the advertisement message, ensures the consumer focuses their attention on the “overall” advertisement, and prevents competition between the message and the music for cognitive resources. Therefore, this study proposes the following hypothesis:

H3a: For consumers with high involvement, their memory of the advertisement is superior when the advertisement music and product fit compared to when they lack fit. MacInnis et al. (1991) used the ELM theory to explore the influence of advertisement music-message fit on the advertising effect and consumers’ attitudes toward the brand. They found that for consumers with high involvement, advertisement music-message fit increases their positive emotions and positively influence their attitudes toward the advertisement. Chaiken (1980) showed that if the consumer has high involvement, they are more easily persuaded by the advertisement message, which influences their attitudes toward the advertisement and the brand. When the advertisement music-message fit is high, the correlation between the two is high, which can elicit more positive attitudes from consumers toward the brand and advertisement. Considering these findings regarding the interaction between the level of involvement and the music-message fit, combined with the positive correlation between consumers’ attitudes toward the brand, attitudes toward the advertisement, and purchase intentions, this study proposes the following hypotheses:

H3b: Consumers with high involvement have better attitudes toward the advertisement when the advertisement music and product fit compared to when they did not fit.

H3c: Consumers with high involvement have better attitudes toward the brand when the advertisement music and product fit compared to when they do not fit.

H3d: Consumers with high involvement have greater purchase intentions when the advertisement music and product fit compared to when they do not fit.

Compared to consumers with high involvement processing information through the central route, previous studies have shown that consumers with low involvement primarily employ a conceptual processing mechanism to produce implicit memory. This causes certain memories of the consumers to be activated when viewing the advertisement. All of these related memories then combine to form an overall impression of the brand (Delattre & Colovic, 2009; Morris & Boone, 1998). Therefore, consumers with low involvement can more easily develop an emotional connection with the advertisement and activate implicit memories, increasing the conceptual fluency of the brand message. However, because low-involvement

consumers lack a cognitive connection with the advertisement, explicit memory has no significant influence, regardless of whether the music fits with the advertisement.

Therefore, this study proposes the following hypothesis:

H4a: For consumers with low involvement, their memory of the advertisement does not differ whether the advertisement music and message fit or not.

Homer (2009) examined whether the positioning of product placement in television and film was significant and explored the influence the number of exposures had on the placement effect. The findings showed that excessive exposure to the products caused viewers to terminate their emotional connection with the product, substantially reducing the number of consumers. However, consumers formed a better attitude toward a brand when their exposure to product placement was moderate. The current researchers infer that because a good fit between advertisement music and message is an obvious placement and a lack of fit is an obscured placement, when the exposure frequencies and times are fixed, consumers' attitudes toward the brand differ significantly between a good fit and a lack of fit.

Brooker and wheatley (1994) also found that in the state of low involvement, consumer attitudes toward the brand formed with positively-rated music were superior to their attitudes formed with negatively-rated music. That study proved that although the consumers had low involvement, their evaluation of the music had a significant influence on their attitudes toward the brand. Park and Young (1986) demonstrated that music has a significant influence on consumers' attitudes toward the brand only when they have low involvement. Therefore, in the state of low involvement, the fit between the advertisement music and product has a significant influence on consumers' attitudes toward the brand. Considering the positive relationship between consumers' attitudes toward the brand, attitudes toward the advertisement, and purchase intentions, this study proposes the following hypotheses:

H4b: For consumers with low involvement, their attitudes toward the advertisement differ when the advertisement music and product fit and when they do not fit.

H4c: For consumers with low involvement, their attitudes toward the brand differ when the advertisement music and product fit and when they do not fit.

H4d: For consumers with low involvement, their purchase intentions differ when the advertisement music and product fit and when they do not fit.

Research Methodology

Experiment design

The objective of this study is to determine whether the fit of the product and the music in an advertisement and the degree of consumer involvement influence the effect of product

placement. To reduce interference from external variables, this study used an experimental method where the participants are randomly placed in one of four experiment contexts. Specifically, this study used an experimental method with a 2 (advertisement music and product: fit/no fit) x 2 (involvement level: high/low) between-subject design. Advertisement music-product fit was defined as when the advertisement music conveyed the product message, whereas no fit was defined as advertisement music that does not match the product or message. High and low consumer involvement was controlled by increasing the relevance of the product for the consumer through text. This manipulation method was commonly used in previous studies (Olsen, 1995; Petty & Cacioppo, 1990). In addition, this study selected a foreign perfume advertisement that had never been aired in Taiwan as the experimental stimulus to ensure the participants had no preexisting opinion of the advertisement.

The messages of the two independent variables are shown in Table 1.

Table 1. Messages of the independent variables used in this study

		Perfume name	Advertisement music	Jingle	Lyrics
Fit	Fit	Avril Lavigne	Specially written jingle	Blackstar	Blackstar, blackstar, you will always be a black star
	No fit	Nina Ricci	Purely instrumental	Gold Lion	Outside, inside, this is the moon without a tide woo woo.....
Involvement	High	Perfume can be said to be a woman's second layer of clothing. It can make her more feminine, and can also help her create her own special style. Mother's Day is coming soon, and Mom wants a bottle of perfume for her Mother's Day gift, so you should get ready to buy the perfume that Mom likes to give her as a Mother's Day present. Here is a perfume advertisement that you can use to see if it is suitable to present as a Mother's Day gift.			
	Low	A certain perfume brand expects to introduce a new perfume in the U.S. in five years, thus, they want to obtain an understanding of how much consumers know about perfume. However, this perfume will not be sold in Taiwan, and your final test results, if randomly selected, will only be used as research data. Please answer as you normally would.			

Pretest

This study conducted two pretests to ensure that the manipulation of the experiment stimulus regarding the dimensions of fit and consumer involvement differed significantly. The goal of the first pretest was to ensure that the fit manipulation showed a significant difference. A total of 20 participants, 8 males and 12 females, were recruited for the pretest by posting a notice on a bulletin board system of a national university in northern Taiwan. This study referred to the scale established by Sharma (2000) and included a number of additional items based on our operational definition of fit, that is, whether the lyrics of the music in the advertisement include the name of the product and the slogan. The current study used these items to test the fit of the music with the product in the advertisement. The items included “Regardless of whether I enjoy the music, it suits this advertisement”; “this music does not suit the message this advertisement is endeavoring to convey”; “the message and the music make me think of the same thing”; “I did not expect to hear this style of music in this type of advertisement”; “the music and the message make me feel the same feeling”; “the music and the message in the advertisement are mutually complimentary”; “the name of the brand is included in the lyrics of the advertisement music”; and “the brand slogan is included in the lyrics of the advertisement music.” This study confirmed that the participants were aware of the advertised brand and product name through the question, “Did the advertised brand and product name appear at the end of the advertisement?” Cronbach’s α for the questionnaire was 0.92; thus, this study employed this questionnaire to determine whether the manipulation of fit was successful. The independent samples t -test results showed that the average level of fit was significantly higher for the fit group than for the no-fit group ($M = 5.32$ versus $M = 3.12$; $t(10) = 4.866$; $p < .001$), indicating that the fit and no fit of the advertisement and the music was manipulated successfully. The results of Pretest 1 are shown in Table 2.

Another 30 participants, 16 males and 14 females, were recruited for Pretest 2 by posting a notice on the bulletin board system of the same national university in northern Taiwan from pretest 1 to determine whether our manipulation of the consumer involvement level differed significantly. This study used the 10 question, seven-point semantic difference scale developed by Zaichkowsky (1994) to measure the level of involvement. The items included “the message of this advertisement is relevant to me”; “this advertisement is important to me”; “this advertisement is boring”; and “the message of this advertisement is what I required.” Cronbach’s α for the consumers’ involvement was 0.903; thus, this questionnaire was used to determine whether our manipulation of consumer involvement was successful. The independent samples t -test results showed that the average level of consumer involvement was significantly higher for the designed high-involvement group than for designed the low-involvement group ($M = 11.4$ versus $M = 8.72$; $t(15) = 3.194$; $p < .001$), indicating that high and low consumer involvement was manipulated successfully. The results of Pretest 2 are shown in Table 2.

Table 2. Independent samples *t*-test results for fit and consumer involvement

		Number of samples	Mean	Standard deviation	<i>t</i> -value
Fit	Fit	10	5.32	1.71	4.866***
	No fit	10	3.12	1.04	
Involvement	High involvement	15	11.04	2.73	3.194***
	Low involvement	15	8.72	2.08	

Note: * = $p \leq .05$; ** = $p \leq .01$; and *** = $p \leq .001$.

Main Experiment

Because the experiment stimulus was an English advertisement, participants were recruited for the experiment by posting a notice on the same bulletin board system used in the pretests to ensure that linguistic factors would not interfere with the experiment findings. This study excluded samples that had participated in the pretests. Overall, 161 people participated in the experiment. This study selected this bulletin board system to recruit participants because that most of the people with access to that board were students and graduate students of that school and a nearby school that required students to pass an English test before enrollment on their undergraduate programs; thus, the graduate students all possessed a certain level of English. Finally, this study randomly divided the participants into four context groups, ensuring each group contained 40 or more participants. The participants' basic information is shown in Table 3.

Table 3. Participants' basic information

Item	Category	Quantity	Percentage (%)
Gender	Male	66	41
	Female	95	59
Age	15-20	74	46
	21-25	78	48.4
	26-30	7	4.3
	31-35	2	1.2
Education	Undergraduate	120	74.5
	Graduate	41	25.5

To measure the effect of product placements, after ensuring the participants had signed an experiment consent form, the current researchers instructed the participants to view the product placement videos and then complete a questionnaire. The questionnaire measurement items were arranged in the following sequence: advertisement recall and memory, attitudes toward the advertisement, attitudes toward the brand, and purchase intentions. The final section measured the participants' personal information. This study set advertisement recall and memory, attitudes toward the advertisement, attitudes toward the brand, and purchase

intentions as the dependent variables that were influenced by the manipulated independent variables. The measurements are explained below.

Advertisement memory

The influence of the experiment stimulus on advertisement memory refers to the participants' ability to remember and recognize the brand and product after viewing the experiment stimulus. To prevent the hints provided for recognition from influencing the brand memory score, this study measured brand memory before measuring brand recognition (Norris & Colman, 1992). For the product memory section, the participants were provided with information to facilitate measuring the participants' brand memory with open-ended questions. For the product recognition section, this study presented the participants with multiple-choice questions; of the four answers that were provided, one was correct and three were incorrect. The participants were only required to recognize the product and brand name. The results of these two sections were quantified as percentages.

Attitudes toward the advertisement

Regarding the influence of the experiment stimulus on consumer attitudes toward the advertisement, this study referenced Muehling and Laczniak (1988) and Mackenzie, Lutz, and Belch (1986) to design items that measured the participants' attitudes toward the advertisements. The participants scored the items using a seven-point Likert scale, with higher scores indicating a higher evaluation of the advertisement. For the reliability analysis, the items in this section achieved a Cronbach's α of 0.86, which indicates an acceptable level of reliability.

Attitudes toward the brand

Regarding the influence of the experiment stimulus on consumer attitudes toward the brand, this study referenced Mackenzie et al. (1986) to design items that measured the participants' attitudes toward the brands. The participants scored the items using a seven-point Likert scale, with higher scores indicating a higher evaluation of the advertisement. For the reliability analysis, the items in this section achieved a Cronbach's α of 0.889, which indicates an acceptable level of reliability.

Purchase intentions

Regarding the influence of the experiment stimulus on consumers' purchase intentions, this study referenced Mackenzie et al. (1986) to design items that measured the participants' purchase intentions. The participants scored each item using a seven-point Likert scale, with

higher scores indicating a higher purchase intention for the brand. For the reliability analysis, the items in this section achieved a Cronbach's α of 0.945, which indicates an acceptable level of reliability.

Hypothesis Testing

The objective of this study was to investigate the influence of fit and consumer involvement on advertisement memory, attitudes toward the advertisement, attitudes toward the brand, and purchase intentions. First, two-factor way multivariate analysis of variance (MANOVA) was performed. The results of the Levene's variance homogeneity test indicated that the four dependent variables advertisement memory, attitudes toward the advertisement, attitudes toward the brand, and purchase intentions conformed to the homogeneity test; thus, the Wilks' lambda variable selection method was employed. This study found that the fit (Wilks' $\Lambda = .739$; $F(4,154) = 13.626$; $\rho < .001$; partial $\eta^2 = .261$) and consumer involvement (Wilks' $\Lambda = .799$; $F(4,154) = 9.713$; $\rho < .001$; partial $\eta^2 = .201$) were the primary factors influencing the four dependent variables, and that the interaction between the two (Wilks' $\Lambda = .879$; $F(4,154) = 5.307$; $\rho < .001$; partial $\eta^2 = .121$) also significantly influenced the four dependent variables. Therefore, this study conducted a further comparison of the influence of fit, consumer involvement, and the interaction between the two on the four dependent variables.

The two-way MANOVA results showed that the interaction of consumer involvement and fit produced a significant influence on the four advertising effects. Therefore, this study further examined the results using the two-way analysis of variance (ANOVA) and found that the advertisement music fit ($F(3,157) = 12.813$; $\rho < .001$) and the interaction between consumer involvement and fit ($F(3,157) = 15.026$; $\rho < .001$) produced a significant influence on advertisement memory; however, involvement alone ($F(3,157) = 1.720$; $\rho > .05$) did not significantly influence the advertisement memory. Therefore, H2a was not supported. In addition, this study found that the advertisement music fit ($F(3,157) = 7.262$; $\rho < .01$), involvement level ($F(3,157) = 30.644$; $\rho < .001$), and the interaction between the two ($F(3,157) = 4.643$; $\rho < .05$) significantly influenced participants' attitudes toward the advertisements. This study also found that both fit ($F(3,157) = 15.105$; $\rho < .001$) and involvement ($F(3,157) = 29.259$; $\rho < .001$) significantly influenced participants' attitudes toward the brands; however, the interaction between the two ($F(3,157) = .741$; $\rho > .05$) did not produce a statistically significant influence on participants' attitudes toward the brands. Therefore, H3c and H4c are not supported. Finally, this study found that fit ($F(3,157) = .433$; $\rho > .05$) and the interaction between fit and involvement ($F(3,157) = .052$; $\rho > .05$) did not significantly influence the participants' purchase intentions. Therefore, H1d, H3d, and H4d were not supported. Involvement ($F(3,157) = 6.166$; $\rho < .05$) was the only factor that significantly influenced the participants' purchase intentions. This study also further explored

how the fit, consumer involvement, and their interaction influenced the advertisement dimensions.

Music placement and advertising memory

Because the influence of the interaction between fit and involvement on advertisement memory reached a level of statistical significance, this study conducted further investigations using the ANOVA method. The results indicated that the advertisement memory for the four experiment groups reached a statistically significant difference ($F(3,157) = 9.795; \rho < .001$); thus, this study conducted a post-hoc comparison. The results showed that when the participants have high involvement, their memory of an advertisement with a good music fit was significantly higher than that of an advertisement with a poor music fit ($M = 1.64; SE = .38$ versus $M = 1.26; SE = .23; \rho < .001$). Therefore, H3a is supported. In addition, this study also found that when the participants had low involvement, their memory of an advertisement with a good music fit did not differ from that of an advertisement with a poor music fit ($M = 1.37; SE = .35$ versus $M = 1.39; SE = .32; \rho > .05$). Therefore, H4a is supported. The results are shown in Table 4.

Table 4. Results of post-hoc comparison of fit, involvement, and ad memory

	Sample size	Mean	Standard deviation	Significantly different from:
1. High involvement + fit	40	1.6415	.38063	2(.001***), 3(.001***), 4(.001***)
2. High involvement + no fit	40	1.2585	.23281	1(.001***)
3. Low involvement + fit	40	1.3750	.34746	1(.001***)
4. Low involvement + no fit	41	1.3902	.32406	1(.001***)

Note: ***= $p \leq .001$

Additionally, this study also found that music fit influences advertisement memory. The results of the independent samples *t*-test showed that the participants' advertisement memory of an advertisement with good music fit was significantly higher than that of an advertisement with poor music fit ($M = 1.51; SE = .39$ versus $M = 1.33; SE = .29; t(159) = 3.410; \rho < .001$). Therefore, H1a is supported. The results are shown in Table 5.

Table 5. Results of the independent samples *t*-test for fit and advertisement memory

	Sample size	Mean	Standard deviation	<i>t</i> -value	Sig.(two-tailed)
Fit	80	1.5083	.38614	3.410	.001
No fit	81	1.3252	.28866		

Music placement and attitudes toward the advertisement

Because the influence of the interaction between fit and consumer involvement on attitudes toward the advertisement reached a level of statistical significance, this study conducted further investigations using the ANOVA method. The results indicated that the advertisement memory of the four experiment groups achieved statistically significant differences ($F(3,157) = 14.098; \rho < .001$); thus, this study conducted a post-hoc comparison. The results showed that when the participants had high involvement, their attitudes toward advertisements with a good music fit did not differ from that toward advertisements with a poor music fit ($M = 5.14; SE = .73$ versus $M = 5.21; SE = .90; \rho > .05$). Therefore, H3b is not supported. This study also found that when consumers had low involvement, their attitudes toward advertisements with a good music fit were significantly lower than that toward advertisements with a poor music fit ($M = 4.11; SE = .93$ versus $M = 4.76; SE = .83; \rho < .001$). Therefore, H4b is not supported. The results are shown in Table 6.

Table 6. Results of the post-hoc comparison of fit, consumer involvement, and attitudes toward the advertisement

	Sample size	Mean	Standard deviation	Significantly different from:
1. High involvement + fit	40	5.1375	.72631	3(.001***), 4(.05*)
2. High involvement + no fit	40	5.2100	.89666	3(.001***), 4(.05*)
3. Low involvement + fit	40	4.1050	.93478	1(.001***),3(.001***), 4(.001***)
4. Low involvement + no fit	41	4.7561	.83488	1(.001*),2(.001*), 3(.001***)

Note: * = $p \leq .05$; and *** = $p \leq .001$.

This study also found that both the music fit and participant involvement influenced the participants' attitudes toward the advertisement. The results of the independent samples *t*-test showed that the participants' attitudes toward advertisements with a good music fit were lower than that toward advertisements with a poor music fit ($M = 4.62; SE = .98$ versus $M = 4.98; SE = .89; t(159) = -2.433; \rho < .05$). Therefore, H1b is supported. Additionally, this study also found that high-involvement participants had significantly better attitudes toward advertisements compared to that of low-involvement participants ($M = 5.17; SE = .81$ versus $M = 4.43; SE = .94; t(159) = 5.341; \rho < .001$). Therefore, H2b is supported. The results are shown in Table 7.

Table 7. Results of the independent samples *t*-test for fit, involvement, and attitudes toward the advertisement

	Sample size	Mean	Standard deviation	<i>t</i> -value	Sig.
Fit	80	4.6213	.98066	-2.433	.016
No fit	81	4.9802	.89028		
High involvement	80	5.1738	.81158	5.341	.000
Low involvement	81	4.4346	.93904		

Music placement and attitudes toward the brand

This study found that both the music fit and involvement level influenced participants' attitudes toward the brand. The results of the independent samples *t*-test showed that the participants' attitudes toward the brand after viewing an advertisement with a good music fit were higher than after viewing an advertisement with a poor music fit ($M = 4.70$; $SE = .89$ versus $M = 4.23$; $SE = .80$; $t(159) = 3.619$; $\rho < .001$). Therefore, H1c is supported. In addition, this study also found that high-involvement participants' attitudes toward the brand were significantly higher than that of the low-involvement participants ($M = 4.79$; $SE = .74$ versus $M = 4.14$; $SE = .85$; $t(159) = 5.216$; $\rho < .001$). Therefore, H2c is supported. The results are shown in Table 8.

Table 8. Results of the independent samples *t*-test for fit, involvement, and attitudes toward the brand

	Sample size	Mean	Standard deviation	<i>t</i> -value	Sig. (two-tailed)
Fit	80	4.6986	.85819	3.619	.000
No fit	81	4.2262	.79734		
High involvement	80	4.7903	.74201	5.216	.000
Low involvement	81	4.1357	.84621		

Music placement and purchase intentions

This study found that the participants' involvement level influences their purchase intentions. The results of the independent samples *t*-test showed that the high-involvement participants had significantly greater purchase intentions compared to that of low-involvement participants ($M = 4.18$; $SE = 1.05$ versus $M = 3.72$; $SE = 1.31$; $t(159) = 2.493$; $\rho < .05$). Therefore, H2d is supported. The results are shown in Table 9.

Table 9. Results of the independent samples *t*-test for involvement and purchase intentions

	Sample size	Mean	Standard deviation	<i>t</i> -value	Sig.(two-tailed)
High	80	4.1833	1.05124	2.493	.014

involvement			
Low	81	3.7160	1.31139
involvement			

Discussion and Conclusions

Consistency

According to this study's basic theory—the Limited-capacity Model of Attention—the consistency between an advertised product and advertisement music increases the reception effect in receivers, but inconsistency between advertisement music and product will distract the attention of receiver and create overload in which receivers cannot cognitively process information. This leads to the possibility of reduced storage, retrieval, and memory (A. Lang et al., 2004) and will influence advertising effects, such as memory of and attitude toward a brand and purchase intention. This study's findings showed that, compared with inconsistency, advertisement music-product consistency produced better advertisement memory (H1a), better attitude toward an advertisement (H1b), better attitude toward a brand (H1c), and better purchase intention (H1d), which shows that arguments about advertisement music-product consistency are supported. Consequently, this finding supports the perspective of the Limited-capacity Model of Attention, that is, the integrity created by a good fit between the music and product in an advertisement eliminates the competition for cognitive resources, thereby effectively increasing the consumers' advertisement memory. This finding also agrees with that reported by Kellaris et al. (1993), that is, when the music and the message in an advertisement evoke the same impression, the consumers' attention and acceptance of the message increases. However, when the fit is poor, the distracting music disrupts the consumer's processing of the advertisement, obscuring the message and reduces the consumer's advertisement memory.

Involvement

The scholars Petty and Cacioppo (1984) believed that central cues could influence those with high information involvement, but that peripheral cues could only influence those with low information involvement. They also found that people with high involvement produced more positive responses to central cues related to product information. However, people with low involvement did not place importance on information itself and mainly relied on simple principles to judge whether their perception of a product was good or bad. In other words, they did not care about the details or the functions of a product but were generally influenced by peripheral cues (Petty & Cacioppo, 1984). Therefore, an argument based on the ELM

theory was extended to this study, and questions of whether information receivers accept, store, and remember advertisement music and of whether information processing style employs the central route or the peripheral route were determined based on the required cognitive level or the degree of involvement of participants.

The research results show that when receivers are highly involved, they demonstrate more positive attitudes toward advertisements than those who show only a low level of involvement (H2b). When receivers are more involved, they have a stronger motivation to process an entire advertisement, and they will naturally pay more attention to the advertisement itself. Those with high involvement produce more links between themselves and the advertisement, their attention is concentrated on the advertisement or the product, and they place importance on any cues related to the advertisement. According to the ELM model, receivers with high involvement show more positive attitudes toward advertisements, which supports the argument in hypothesis H2b.

The ELM theory indicates that in contexts of low involvement, receivers process information in an emotional response mode, and, therefore, they place special importance on the emotions behind peripheral cues such as advertisement music. This increases their level of connection to the brand image and influences their attitude toward the brand. When receivers have a strong emotional response, their conceptual fluency regarding brand association is strengthened. Consequently, receivers feel more positively toward a brand, which influences brand choice (Van Reijmersdal, 2009) and perception in low-involvement consumers. Therefore, this study's findings support the argument of hypothesis H2c.

Relationship of high involvement and consistency

This study explored the influence of the consistency between advertised products and advertisement music on advertising effect and attitude toward brands using the Limited-capacity Model of Attention and the ELM theory. In high-involvement contexts, receivers demonstrate higher involvement in the advertisement, and they earnestly consider the content of the advertisement and actively evaluate if the information provided in the advertisement is related to or fits the product. Consequently, they form their main attitude toward the product through the central route. When a higher level of consistency between the advertisement music and product exists, receivers produce more positive cognitive responses and form more positive and lasting attitudes (Petty et al., 1981; Cacioppo et al., 1983). Advertisement music-product consistency increases the amount of attention the receiver gives to the advertisement and facilitates central route processing.

Therefore, if a receiver has a higher level of involvement with an advertisement, they have more motivation to process information and naturally pay more attention to the advertisement, its contents, and the product it advertises. They focus their attention on product-related information and consider the portions of the advertisement that relate to them and the

characteristics of the product that are being displayed in the advertisement. They focus on any cues related to the product. When the name of the product appears in the lyrics in the advertisement music, this demonstrates that the advertisement's theme song was specifically created for the product, which produces a close connection between the music, lyrics, and advertised product and clearly presents the product name and characteristics. When there is a higher consistency between the advertisement music and the advertised product, a more positive advertising effect is created in receivers and they develop a better attitude toward the brand.

The results of this research showed that when receivers are more highly involved, the effects of advertisements are partially influenced by the degree of consistency between an advertisement and its music. According to the Limited-capacity Model of Attention, when messages transmitted by the advertised product and advertisement music are consistent, the need to use available resources is reduced, and the advertisement itself develops into a consistent whole. The different elements of the advertisement need not compete for the cognitive resources of the viewer, and, therefore, the music-advertisement consistency aids the processing of information and also facilitates a receiver's memory of and attitude toward the advertisement. Next, according to the ELM theory, when receivers are highly involved and close connection between advertisement music and advertised products exists, receivers carefully evaluate all cues that are related to the product and experience a connection between the product and their own needs and characteristics. This phenomenon partially leads to higher advertisement memory (H3a), better attitude toward the advertisement (H2b, H3b), and better purchase intention, indicating that this study's findings support arguments pertaining to advertisement music-product consistency.

Relationship between low involvement and consistency

Low-involvement receivers process information mainly through peripheral routes. Peripheral cues are mostly simple and easily received. They usually do not present specialized information. Peripheral cues usually occupy most of the cognitive processing resources in low-involvement receivers. A peripheral cue in advertisements that is important to receivers, music, is one of the most important factors that influences low-involvement receivers. When advertisement music does not transmit a meaning that is consistent with the advertisement, it cannot produce a close connection with the advertised product. The degree of inconsistency between advertisement music and a product may influence receivers' information processing styles.

When receivers demonstrate low involvement, they invest fewer resources in processing advertisement information because they are paying less attention to the advertisement. They are unwilling to carefully consider the message presented in the advertisement, and they are also unwilling to process brand-related information. They are more easily guided by

peripheral cues, and they place more importance on information not related to the product. These receivers form attitudes by processing simple advertisement cues. Therefore, receivers if there is inconsistency between the advertisement's peripheral cues—such as the music—and the advertised product itself, low-involvement receivers are not be affected because they receivers do not view the advertisement's product information and presentation style as being essential factors. Inconsistency between advertisement music and the advertised product indicates that the degree of correlation between the music and the product is low. Thus, the music cannot produce a connection with the advertised product or transmit a meaning that is consistent with the advertisement's message. However, even when music does not fit a product, low-involvement receivers do not perceive this inconsistent relationship, and their advertisement memory and attitude toward the advertisement do not be affected (Petty et al., 1981, 1983).

The findings in this study show that, for receivers in low-involvement contexts, only their attitude toward a brand was significantly influenced by levels of advertisement-music consistency. From the viewpoint of the ELM theory, receivers because, when receivers demonstrate low involvement, they do not have a strong connection with the advertisement and the product, they are more likely to be guided by peripheral cues when processing advertisement information. In addition to individual factors, they may focus more on advertisement music or other peripheral cues and ignore the product information in the advertisement.

If inconsistency between advertisement music and the visual scene in an advertisement exists, highly involved receivers may feel uncomfortable and be negatively affected. This phenomenon affects advertisement memory and attitude toward the advertisement (Hung, 2001). However, this study did not emphasize this aspect of advertisement music-product consistency. In contrast to highly involved receivers, low-involvement receivers do not employ a high level of cognitive resources when watching advertisements. As a result, even if there was a strong connection between the advertised product and advertisement music or even if the two demonstrated inconsistencies, receivers low-involvement receivers would use peripheral routes to process advertisement cues and information and ignore the main information that was transmitted by the advertisement (the central route). Therefore, advertisement music-product inconsistency did not negatively affect the memory of and attitude toward advertised products and purchase intentions in low-involvement receivers (H4a, H4b, H4d). These arguments are supported by the research findings.

Although the cognitive mechanisms of receivers in low-involvement contexts were weaker than those in highly involved receivers and cognitive response also showed less sensitivity, emotional response was actually stronger in low-involvement contexts. Therefore, stronger conceptual fluency for brand association was demonstrated and greater emphasis was given to the brand-related message, and this influenced brand choice and perception. This

phenomenon mainly occurred because, in a low-involvement context, receivers placed special importance on the emotions behind peripheral cues such as advertisement music, which increased their level of connection with the brand image, influencing their attitude toward the brand. Therefore, the degree of consistency between the advertised product and advertisement music influenced receivers' attitudes toward a brand. When there is a strong connection between an advertised product and its music and consistency is high, receivers can focus on peripheral cues and have a stronger emotional response to advertisement music. As a result, they pay closer attention to whether the message transmitted by the music fits the brand image, and receivers develop a better attitude toward brands in advertisements where music-product consistency exists. By contrast, when music and products do not fit (H2c, H4c), more negative effects are evinced.

Unsupported hypotheses

This study hypothesized that the consistency between music and advertisement messages could mediate the influence of music on increased attention to and greater memory of advertisement messages and brands. Therefore, when music invoked an idea consistent with an advertisement message, it increased the focus that the receivers placed on the music. However, when a lower advertisement-music consistency was demonstrated, music could distract the attention of receivers away from the advertisement itself. When the meaning of the message transmitted by the music and the advertisement were inconsistent, music could remove a receiver's attention from an advertisement and reduce advertisement memory (Kellaris et al., 1993).

However, the findings of this study did not support hypothesis H2a. When receivers were in a low-involvement context, they were influenced by peripheral cues (advertisement music) and paid less attention to the advertisement itself, using less cognitive resources to process central cues. Therefore, better advertisement memory was not formed due to higher levels of consistency between advertisement music and products. When discussing relevant literature, this paper emphasized that low-involvement receivers were mainly influenced by peripheral cues and did not place importance on the central cues that the advertisement itself was intended to express. They also were unconcerned with characteristics and information related to the product itself. Therefore, we hypothesized that the consistency or inconsistency between advertisement music and a product did not significantly influence attitude toward advertisements (H4b). This hypothesis ignored the possibility that, although a low-involvement context existed, attitude toward an advertisement, including attitude toward all of the cues in an advertisement, could be influenced by the spokesperson in the advertisement, the brand, product characteristics, and other factors, thus influencing attitude toward the overall advertisement. Therefore, hypothesis H4b was found to be untenable.

In terms of purchase intention, the results discovered in this study did not reach the level of statistical significance necessary to support this paper's hypotheses H2d and H3d. The interaction between music-product consistency and involvement did not significantly influence the purchase intention of receivers. This phenomenon may have occurred because the present study did not completely rule out gender differences when selecting product type. The attitudes and interests of participants in the perfume product advertised in the study may have been different because of gender disparities. An adjustment made in the textual context used to manipulate involvement still might not completely rule out gender differences. This study could not test using actual objects, for example, it could not provide small gifts related to the advertised product for participants to choose from after the experiment to determine their purchasing intentions. Furthermore, purchase intention is heavily influenced by individual conditions, such as personal interests, habits, family background, attitude toward the brand, and spending habits. These factors may all have influenced the participants' intention to purchase the advertised product. Therefore, hypotheses H2d and H3d were found to be untenable.

Theoretical and Practical Implications & Research limitations

Regarding theoretical and practical implications, overall, this study compensated for the limitations of previous studies, which only explored the music and melody style, and expanded the scope of advertisement music to jingles written especially for advertisements. This study also found that the advertisement involvement level can influence the four advertising effects. For high-involvement consumers, advertisements with a good music fit can enhance their advertisement memory. Therefore, the current researchers recommend that when designing advertisements, advertisers should emphasize the fit between the product and the music in the advertisement, and should establish a connection between the music and the advertised product. They should use jingles written especially for the advertisement to communicate the characteristics and features of the advertised product.

Concerning research limitation, although this study obtained numerous results and included new directions in our research practice, this study has three main limitations. First, this study adopted a between-group experiment design that did not include the participants' personal information in the statistical analysis. Therefore, this study could not ensure that the differences found by this study were not the result of the participants' characteristics, such as previous product experience. The current researchers recommend that future studies consider these factors based on the results of this study. Second, this study prioritized determining the appropriateness of using the ELM method and the Limited-capacity Model of Attention for assessing especially written advertisement jingles; thus, the primary objective was to validate theory. Most participants were students recruited from a national university and its nearby schools; thus, extrapolating the results of this study to all advertisement viewers would result

in poor external validity. Finally, when selecting the experiment stimulus, this study did not ignore the effects of the participants' personal characteristics, such as male and female participants' preference for differing types of advertisements, during the pretest. The current researchers recommend that future studies use a pretest to select the most suitable experiment stimulus.

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Speaking through Broadcast Media: Multimodal Text and Rhetoric

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In some societies broadcast media such as television show people's ideas and words as reports even though those who deliver the news are not reporters or journalists. This phenomenon is related to what we call 'citizen journalism' where recently anyone can express and publish their opinion through social media including weblogs, social blogs, and social networks. In Indonesia *Wide Shot*, a program broadcast on Metro TV, can be seen as an example of television program implying 'citizen journalism'. In watching such a television program audiences' potential meaning-making about the program including the televised message is possibly influenced by their interaction with other media including their knowledge and experience about their interaction with social media. Both broadcast media and social media comprise audio and visual elements as a multimodal text, which is a text having more than one modes including image, gesture, speech, music, writing, or new configurations of the elements of these. This process of meaning-making is a cultural process which also occurs rhetorically as it is shared and generated in the society where the audiences live. In this process visual knowledge and experience of the audiences are important as the media mainly comprise visual elements supported by audio elements. To investigate this audiences' potential meaning-making a rhetorical approach might be useful to support the multimodal text analysis. The study in this paper, therefore, will focus on the combination of multimodal text analysis and rhetorical approach to investigate this potential meaning-making about the television program above, in the context of Indonesia. As this process is a form of communication, this study might contribute to discussions of communication and media studies in terms of interacting with (broadcast) media, particularly, in Indonesia, and more generally in Asia.

Keywords: multimodal text, rhetorical approach, television program, citizen journalism

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1.2 Introduction

Reporting news by ordinary people, who are noticed as non-reporters or non-journalists, is becoming increasingly widespread. They might report various topics, for example, health, education, sport, and etcetera, through any media of communication such as weblogs, social blogs, and social networks. Their activity might be recorded and sometimes is broadcast on television. In Indonesia this also happens and furthermore there are some television stations broadcasting programs implying the phenomenon of citizen journalism (CJ), for example *Wide Shot* on Metro TV. In general this kind of program portray various topics about human life or anything related to human life, for example, playing musical instrument, playing football, keeping animals in human captivity, planting techniques for trees and shrubs, and etcetera.

The phenomenon of CJ above might be seen as “speaking” to the community and/or other communities through broadcast media. In this activity when they produce a report or news they do not only employ verbal elements such as speech, but also use other elements such as visual and audio element together with any supporting tools such as video recorder and speaker. This means they produce a multimodal text by employing several modes. They also use multimodal text in a form of electronic devices to produce the news. On the other hand, audiences of the television program make meaning of all of the elements they see and hear on television, which is seen as a multimodal text as well.

In preparing and delivering information to the public, which include using verbal and non-verbal elements as well as audio and visual elements and any devices, the citizen journalists might use their knowledge and experience referring to their cultural background. This means that the produced text implies cultural aspects of the producer of the text, who are the citizen journalists. In addition, the activity of delivering information to the public might be seen as a rhetorical activity because they might use any tools or devices, indicating in the chosen elements of their produced text, to make the audiences understand the message, or to some extent, to persuade the audiences (Trisnawati, 2012d, pp. 109-119). It seems that multimodality of the produced text and the rhetorical aspect are implied in the citizen journalists’ activity.

In addition to the citizen journalists’ activity, the audiences of the television program watch and make meaning the program, which is seen as the multimodal text, by employing their knowledge and experience about elements they see and hear on television. This meaning-making activity can be seen as a cultural activity because, according to Trisnawati (2012c, p. 72; 2012d, p. 116) ways the audiences make meaning about the elements depicted on the television program might be shared and generated in their culture and society. Similar to the production process of the text, this process of meaning-making can also be seen as a rhetorical activity as sharing and generating meanings from generation to generation implies a rhetorical process (Trisnawati, 2012d, p. 117). In addition, social background of the audiences such as their age, education, and gender might influence this meaning-making activity as shown in previous studies about human interaction with products of technology, such as computer (Turkle, 1984) and multimedia courseware (Trisnawati, 2007a; Trisnawati, 2007b; Trisnawati, 2012b). The process of meaning-making of these products of technology might be applied to people interacting with television when watching the television program which implies a phenomenon of CJ as television has similar characteristics to those media of communication and their related tools.

Since the phenomenon of CJ implies the use of multimodal text and rhetorical activities, *multimodality of the text* and *rhetoric* are important aspects which need to be taken into account to explain the activity of “speaking” through the broadcast media and making meaning of television programs implying CJ. However, previous studies on CJ have not focused on those two aspects. Previous studies, however, focus on the phenomenon of CJ which is seen as a spontaneous actions from ordinary people producing news (Allan, 2009), the impact of CJ and social news on democratic aspects (Goode, 2009), the content diversity measurement in online CJ and online newspaper articles using a quantitative content analysis (Carpenter, 2010), the cooptation of citizen media and the dominant media by investigating user-generated citizen news site (Kperogi, 2011), rethinking traditional notions of the guard-dog media and the public sphere by investigating audience response to an act of CJ on social networking sites (Anthony & Thomas, 2010), the relationships between journalism and its consumers in terms of the role of journalists and readers in the online newsrooms (Thurman, 2008). In addition, although previous studies mention multimodality and rhetoric aspects in relation to the use of new media and technology, those studies have not focused on ways of meaning-making with regard to multimodality of the media and rhetorical aspects. Those studies, however, focus on multimodal connectedness of mobiles phones and other new media (Schroeder, 2010), the rhetoric of electronic democracy (Dahlberg, 2001), and the rhetorics and myths of anti-piracy campaigns in relation to internet usage (Yar, 2008).

In this paper the term *citizen journalism* refers to activities of ordinary people, who are considered as non-reporters or non-journalists, to produce news (Allan, 2009, pp. 33-42). Although the term does not only refer to the online participation, this paper will focus on the electronic communication phenomenon. In this paper I will examine potential meaning-making of the television program implying CJ, where this kind of television program is seen as a way to deliver message to the public from the citizen journalists, by investigating multimodality and rhetorical aspects of the television program. I will, firstly, explain multimodal text and rhetoric and their relations to broadcast media. Then, I will discuss multimodality and rhetoric in television programs implying CJ in the context of Indonesia including a brief description of CJ as a way to ‘speak’ to the public through television programs. Finally, I will describe conclusion including implication of the application of multimodality and rhetorical aspects in this study. Data in this study is from *Wide Shot*, a program broadcast on Metro TV, Indonesia, taken randomly between January and October 2012.

1.2 Multimodality and rhetoric in the context of broadcast media

Discussions of multimodality among media researchers has become increasingly important as all of the elements of any media, such as speech, writing, image, and gesture, always present together and play their roles in carrying meanings of the whole text. Within the concept of multimodality, a *multimodal text* may be defined as a text which has more than one mode. *Mode* refers to a socially shaped and culturally given resource for making meaning and used in representation and communication, for example, still image, gesture, posture, speech, music, writing, or new configurations of the elements of these (Kress & van Leeuwen, 2001, pp. 1-2). Within the concept of multimodality any phenomena which are the product of social and cultural

work have meaning in the environment (Jewitt, 2009, p. 1, 12), for example housing, clothing, and etcetera.

Multimodality itself is not a new phenomenon (Kress, Leite-Gracia, & van Leeuwen, 1998, pp. 257-258) and in reading a text we do not only perceive the content of the text but also the means by which the content is communicated (Trisnawati, 2007a, p. 26; Trisnawati, 2012b, p. 46). In terms of interactions with broadcast media, for example, television, the discussion of multimodality is also important since, according to Jewitt (2004, p. 184), the discussion of the impact of new communication technologies on social interaction is increasingly accompanied by the discussion of multimodality, and vice versa. Moreover, in the context of broadcast media, according to Kress and van Leeuwen (2001, p. 2), whether in terms of the production of a text by the communicator or the production of meaning by the audiences, several modes become the same at a particular level of representation. This process of meaning production is also possible to be applied if the communicator is citizen journalists of the television program. This also raises questions about multimodality since the media which are used to produce news and any means to deliver the news have the potential to bring together the mode-aspects, for example, gesture, movement, sound-effect, speech, writing, and image into one text, which is a report or news.

Discussions of multimodality are inspired by Michael Halliday's three metafunctions of language: interpersonal, ideational, and textual. *Interpersonal metafunction* relates to the part that language plays in creating interactions between speakers and listeners or writers and readers. *Ideational metafunction* is the function of creating representations. *Textual metafunction* is the function which brings together the individual bits of representation and interaction into kinds of text or communicative events (Halliday, 1979, pp. 108-126). Although Halliday's metafunction of language employs language categories, Kress et al. (1998, p. 261) argue that these language categories can be used in all human social semiosis whether verbal or visual. Kress and van Leeuwen (1998) use the idea of metafunction of language in visual analysis in their *Reading Images*. According to Jewitt and Oyama (2001, p. 140), they make a slight change to Halliday's terms of metafunction of language: *representational* for *ideational*, *interactive* for *interpersonal*, and *compositional* for *textual*. Kress and van Leeuwen introduce these terms to extend the metafunction of language to images. This is to show how semiotic resources may be expanded for interpreting visual elements. Jewitt and Oyama (2001), whose work is based on Kress and van Leeuwen's study, make this classification clearer by mentioning elements of each metafunction within a 'social semiotic analysis of visual communication'. For the purposes of this paper, Jewitt and Oyama's and Kress and van Leeuwen's terms will be more appropriate than Halliday's since television programs have mainly visual elements. Based on Kress and van Leeuwen (1998), Jewitt and Oyama (2001) note that *representational meaning* comprises *narrative* and *conceptual structures*; *interactive meaning* consists of *contact*, *distance*, and *point of view*; and *compositional meaning* involves *information value*, *framing*, *saliency*, and *modality*. In the context of broadcast media (i.e. television) these three meanings are potential to be applied to examine meaning of the whole television program.

In relation to rhetorical aspects, given that any multimodal texts are the product of social and cultural work and have meaning, according to Barker (2008, p. 110), meaning itself deals with culture. When meaning is embedded in a culture, in producing and delivering news, ways people choose and employ any modes and any multimodal texts might be culturally related to uses of

persuasive tools. Trisnawati (2012d, pp. 109-110) explains that to deliver message to the public people might use many devices which are considered as the most suitable ways to build meaning. The ways people deliver news via television to the public might imply persuading something the public. For example, informing a planting activity to the audiences is supported by demonstrating the planting activity including how to put the plants in the soil and how to grow them. Showing some pictures, tables, or graphs to explain the process might be chosen as a way to facilitate the citizen journalists in their report.

The relationship between multimodality and rhetoric is clearly seen because, according to Jewitt (2009, p. 3), living in a culture means living a multimodal culture, and, as mentioned previously, using any means of communication to deliver messages to the public implies a rhetorical activity. Since technology has supported the production and circulation of visual and multimodal communication, the use of technology can literally transform what can be seen and by whom it can be seen (Jewitt, 2009, p. 4). In the context of CJ the use of technology can make the phenomenon in news visible. In CJ this can be seen that how images, gesture, gaze, and other modes are used within particular situations, for example, in the news about planting activity, as an example of CJ mentioned in previous paragraph. In this example the use of technology, including any devices to produce the news, and providing pictures, tables, or graphs to explain the planting process, can contribute to the construction of the phenomenon of CJ, which is reporting the planting technique and process by the citizen journalist.

1.3 Citizen journalism on Indonesian television programs

In the context of Indonesian television programs CJ phenomenon is implied on some television programs, for example news programs. According to Allan (2009, pp. 33-42), CJ refers to the spontaneous actions of ordinary people to catch up events, where they can adopt the role of a news reporter. He adds his explanation that the reported events are usually extraordinary events including in relation to global crisis in the world, for example, climate crisis in Antarctica, child rights in Brazil, electoral crisis in Kenya, and etcetera. In the Indonesian television programs television programs implying CJ does not only imply crisis events, for example, floods, fires, traffic accidents, but also any topic in relation to human life, for example, hobbies, sports, fashions, foods, and etcetera.

As mentioned previously, in this paper examples of the television program which implies the CJ phenomenon are taken from a program broadcast on Metro TV, namely *Wide Shot*. This program is aimed to broadcast any news made by anyone who is considered as non-journalists or non-reporters. They can send the news to the television station which can then be broadcast on the television program. Below are two examples of *Wide Shot* program shown in a form of print screen (example [1] and [2]).



<http://www.youtube.com/watch?v=H9-4nx1fkyk>
25 May 2012)
example (1)



<http://www.youtube.com/watch?v=Mkb7kPOdVeI>
10 Sep 2012)
example (2)

The first example is about flash mob dance performance of Indonesians in Jakarta and the second is about good food for brain, which are the topics from everyday life of Indonesians. In terms of example (1) in 2011 until 2012 (at the time when this paper is written) such a performance is popular in Indonesia and many people like and practice the performance particularly in big cities. In this television program the flash mob dance performance refers to a performance conducted by a group of people in a public space. In example (2) the “journalist” highlights the importance of good food for brain which sometimes is forgotten by people because of their busy activities. In this paper the phenomena of CJ will be related to multimodality and rhetorical perspectives, which will be discussed in the next section.

1.4 Relating multimodality and rhetoric to citizen journalism in Indonesian television programs

As mentioned in Section 1.1, the television program, which implies the phenomenon of CJ, is a multimodal text as it comprises more than a mode, which are speech, still/moving image, gesture, music, writing, and etcetera. As a consequence, the concept of multimodality has a potential to be applied to support the investigation of potential meaning-making of such a television programs. Below are some examples of scenes from the television programs showed in Section 1.3. In those examples, some of the concepts of multimodality, mentioned in Section 1.2, are applied, when they are applicable to the examples of data, to show that the television program can be seen as a multimodal text.

In examples (3) – (9) all depicted images represent representational meanings. In those examples the image of people represents active participants of the activities, which are people who dance together and those who watch the dance (examples [3] – [6]), a person who report the dance activity (example [3]), a person selling the raw food (example [7]), and three presenters of the television programs (examples [8] and [9]). The activities on the programs portrayed, mentioned in the last paragraph of Section 1.3, are familiar to the audiences of the television programs. The

audiences of this television program might have this potential meaning-making as they have this experience in their life. In 2011 until 2012 (or recently) such a dance is popular in Indonesia especially in big cities. People come to certain public places, for example shopping malls and some other people watch the performance. Given that this performance is popular, the audiences who watch the television program might understand easily the news and might use their knowledge from their experience in making meaning the news. This way of meaning-making is similar when the audiences watch the news about good food for brain (see example [7] – [9]). In schools and families they might have knowledge about various kinds of food which are good for their body and brain. When they see the images of several examples of the raw and cooked foods on the television program, for example, eggs, salmon, and etcetera, they might understand easily about the advantage of such foods. In addition, the depicted images on the television program can be understood easily as those are available in their everyday life.

The logo for 'iafor' is centered on the page. It consists of the lowercase letters 'iafor' in a light blue, sans-serif font. The text is surrounded by two large, overlapping, semi-transparent circular arcs. The upper arc is light blue and the lower arc is light red, both appearing to be made of a thick, brush-like stroke.



eye lines

frame lines

example (3)



frame lines

example (4)



example (5)



example (6)

Visually the audiences might see some frame lines and empty spaces between the depicted images in some examples of scenes in (3) – (9). In our visual knowledge and experience such visual “indicators” imply connection and disconnection elements. In watching the television program, the audiences might use this visual knowledge and experience which has been obtained from their everyday life and has been generated in their society, so that they might understand that in the word elements in those examples of scenes the different colours and the frame lines indicate disconnection. For example, *gerakan flash mob* in example (3) – (6), which is written in a bigger font size in comparison to the other word elements, indicates the title of the television program. This potential meaning-making is similar to word elements in printed or electronic documents in our everyday life where big font sizes are used for titles or subheadings. In addition, the different colour in those examples of scenes might indicate grouping, for example white background in *gerakan flash mob* and blue background in the word elements under those word elements indicate different functions of those two word elements: (1) the big font size in white background indicates title and (2) the small font size in blue background indicates an explanation. In this television program the second word elements is comments from the audiences about the programs portrayed on the television sent via social media to the television station.

In addition to possibilities of meaning-making of connection and disconnection of elements portrayal in the television programs, the audiences might see people’s eyes as we can see in examples (3) and (8). Those eyes might “create” a relation to viewers, even though it is an imaginary relation. People in those examples of scenes might “ask” the audiences as the viewers of this image to look at and to pay (more) attention to their explanation. This can be seen as a “communicative act” (Kress & van Leeuwen, 1998, pp. 122-129) which create a relation between the people in the television program and the audiences. In addition, people’s hands in example (9) might indicate “vectors”. The people’s hands touching knees and thighs can be seen as an “actor” and the knees and the thighs can be seen as a “goal” of the “actor”. This relation “creates” a vector from the actor to the goal.



example (7)



eye lines

example (8)



vector

example (9)



Some examples of the potential meaning-making about the television program explained in the previous paragraphs might arise in the mind of the audiences as they might have knowledge and experience about the images depicted in the examples of the television program as well as the activities in the program portrayed. The audiences might obtain such knowledge and experience from their everyday life formally and informally. In addition, they, as members of a society, might share and generate such knowledge and experience in their life. When they share and generate the knowledge and experience, it implies a rhetorical activity because the sharing and the generating activities might be done persuasively and they might use rhetorical devices. In this activity information that they share to the members of their society might imply asking, begging, commanding, ordering, or requesting. In addition to that, the television program which implies the phenomenon of CJ itself might be produced by using rhetorical devices. The depicted visual elements in the program, for example, the chosen images of people, foods, colour, and the composition of the elements are chosen to be understood by the audiences easily. The presenters of the program also explain the topics that have been prepared and produced by the citizen journalists, which are flash mob dance performance and good food for brain, by adding some more related information. They highlight that such a performance in the public area is now common. They also give some examples of the dance moves to the audiences before showing the news. Also, they underline the important of good food for brain to the audiences. Giving those explanations including showing some examples in relation to the topic are also a rhetorical activity. The citizen journalists' activity above can be seen as a "speaking" to the public, to their communities, by using rhetorical devices as described above. In addition, their intention to deliver the messages through the news packages they produced is supported by the explanation from the presenters of the television program.

1.5 Conclusion and implication

Some examples of analysis about potential meaning-making from the audiences of the television program above show that the program, as a multimodal text, is related to rhetoric. Although the analyses above only take several concepts of multimodality, such an analysis, however, show that analysing the potential meaning-making might combine the concepts about multimodal text and the rhetorical perspective. This will contribute to discussions of communication and media. In addition, the importance of the application of the two perspectives in this study offers an alternative approach to explain meaning-making of such a television program.

In addition, meaning-making of the television programs is related to cultural backgrounds of the audiences where anyone in a society has signed to certain cultures. This means investigating such potential meaning-making should consider cultural aspects. Potential meaning-making of a society might be different from other societies. Also, in the context of Indonesia, this country is a heterogeneous society which has various kinds of custom and tradition. This different cultural background might also influence different meaning-making.

Apart from its usefulness, applying the two perspectives in this study has some limitations. This investigation can be subjective while objective at the same time. The approach, however, over-rides its limitations as it can help us to reveal the audiences' potential meaning-making. The example of analysis in this article is a general investigation which needs to be developed by providing data from the audiences of the television programs and using several methods to

support the analysis. Using several methods of data collection will also support the investigation as limitations of one method can be overcome by the other methods.

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Social Media Use and Social Capital: How the Social Media Affect Chinese International Students' Social Capital and Wellbeing

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Abstracts

This paper explored the social media use, interpersonal relationships, and wellbeing of Chinese international students in Japan and assessed whether their social and psychological situations varied with different social media using activities. From the survey among 142 Chinese students in Japan's universities, it was found that the amount of time for using social media was not significantly associated with individuals' bridging or bonding social capital, however, using social media for social interaction and information contributed to the percentage of bridging social capital. By contrast, using social media for entertainment did not show positive social or psychological effect, but resulted in higher levels of loneliness. The results implied that only using social media for connecting with the world might have positive influence on individuals' social network building and psychological development.

Keywords: social media use, social capital, psychological wellbeing, Chinese international students.

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Introduction

The Internet, as an information communication technology (ICT), is undoubtedly becoming one of the major information sources in modern society. Comparing to conventional media, it is an easily accessible medium for public communication. Internet-based communication can accelerate the speed and increase the intensity of interpersonal communication. In recent years, because of the continually growing popularity of social media, its influences have become more powerful. Social media is connecting not only the ones people have already known in their daily life but also some new friends who have shared interests with them. Social media have attracted millions of users and markedly changed the way of public communication. Researchers agree that this Internet-based technology is accounting for the majority of time spent online, changing people's life by making the social interactions across the distance easier (Kline & Liu, 2005; Sum, Mathews, Pourghasem, & Hughes, 2008). Especially, social media use has offered a more convenient avenue by which individuals can interactively engage into the virtual groups and be socialized. The consequences of using social media have been the hot issue in related area, such as the computer-mediated communication (CMC). In academia, many studies on social media use and its consequences select college students in a home country as research objects, but little is about the international students. Previous study also pointed out the limitation of not including international students (Ellison, Steinfield, & Lampe, 2007). Therefore, taking international students as research objects may be significant for enriching the empirical evidence of existing hypotheses and helpful for further exploring the effects of social media as a new way of communication.

People using social media are more likely to keep themselves informed and connected with the outside world. However, using social media may also occupy people's time for offline activities or even result in some addictive behaviors. Therefore, it is not easy to define whether using social media is good or not. Underlined by many researchers, besides the amount of time, the effects of Internet use depend on the functions it serves. Therefore, we have the reason to assume that the effects of social media use may also vary according to its functions.

In the current study, we choose social media use as the predictor to investigate its consequences at both individuals' social and psychological situations.

First, social capital was invited to evaluate the interpersonal relationships of social media users. As proposed by the social capital theory, it is a popular concept based on the social network representing the accumulation of interpersonal relationships (Coleman, 1988) and the resources people can get from the network (Steinfield, Ellison, & Lampe, 2008; Vergeer & Pelzer, 2009). We focused on the individual level of social capital and introduced the bridging and bonding social capital described by Putnam (2000): bridging social capital reflects the weak-tie network providing more informational help to the members (Granovetter, 1973), and bonding social capital reflects the strong-tie network and the close and trusting relationships which enable the members to easily obtain not only informational help but also emotional support (Ye, 2006). For particular groups of people, the effects of social media use on individuals' social capital may be different (Weiser, 2001). Therefore, we ask:

RQ1: Are there any predicted effects of Chinese international students' social media use (including the amount of time and functions of social media use) on their bridging and bonding social capital?

Second, besides individuals' social ties, we also paid attention to the psychological wellbeing of social media users. Discussed by Kraut et al. (1998), online activities might make individuals feel more lonely and lead to harmful outcomes on their wellbeing. But the conclusion was questioned by some researchers who have optimistic perspectives towards the social media. Researchers believe that the new media has greatly expanded the communication channels that making the possibility of activating the potential relations raised (Johnson, 2007). Because, normally, the increase of social relationships and expansion of social network size will bring positive outcomes on individuals' psychological development (Sum, et al., 2008). However, some researchers criticized the linear model and suggested that a more comprehensive framework should be used, because the effects of new media use depended on different online activities (Weiser, 2001; Williams, 2007). Therefore, in the present study, based on our assumption that it was not only the amount of time but also the functions of social media use influenced users' psychological situation, by inviting the levels of loneliness as the measurement of users' psychological wellbeing, we ask:

RQ2: Are there any predicted effects of Chinese international students' social media use (including the amount of time and functions of social media use) on their levels of loneliness?

Methods

A survey was conducted among Chinese international students in Japan's universities. Questionnaires were distributed online and by face-to-face. At last, a total of 142 Chinese international students including 56 male (39.4%) and 86 female (60.6%) participated in this research. Most of the participants are at the age levels of 20-24 years old (47.2%) and 25-29 years old (46.5%). 61.3% of them have lived in Japan for less than one year, and 38.0% of them have lived in Japan for one to four years. The demographic information of the participants was shown in Table 1.

Table 1
Demographic Information

Variable	n	%
Gender		
Male	56	39.4
Female	86	60.6
Age		
Less than 20 years old	4	2.8
20-24 years old	67	47.2
25-29 years old	66	46.5
30-34 years old	4	2.8
35-39 years old	1	0.7
Years of Residence		
Less than 1 year	87	61.3
1-4 years	54	38.0
4 years and more	1	0.7

Note. n=142.

Measurements

The amount of time using social media was measured by an open question: “how many minutes per day have you spent on social media on average in the past week”. Functions of social media use were measured by the items listed in Table 2, and by factor analysis two components were obtained and labeled *social-informational function* (SIF) (4 items, $\alpha=0.74$) and *entertaining-recreational function* (ERF) (3 items, $\alpha=0.66$), which explained cumulatively 60.3% of the variance.

Social capital was measured by the items listed in Table 2 which adopted from the Internet Social Capital Scale (ISCS) (Williams, 2006). Factor analysis was conducted to obtain two factors and were also labeled *bridging social capital* (7 items, $\alpha=0.85$) and *bonding social capital* (3 items, $\alpha=0.63$).

In the current study, 3 items ($\alpha=0.75$) adopted from the UCLA Loneliness Scale (Russell, 1996) were used to measure the participants’ psychological situations.

All items for measuring functions of social media use, social capital, and loneliness were rated on a 7-point scale (1=*strongly disagree* and 7= *strongly agree*). The above mentioned alpha coefficients of reliability produced by item analysis are showing that the participants’ responses to the scale items are highly correlated and that the weighting values can be legitimately summed to form a composite scale score.

Table 2
Variables, Questionnaire Items, and Factor Loadings

Variables	Items	Factor Loadings
<i>Functions of Social Media Use</i>		
SIF	One of the reasons why I use social media is to interact with others.	0.58
	One of the reasons why I use social media is to meet new people who have the similar interest as me.	0.85
	One of the reasons why I use social media is to look for news happening around the world.	0.61
	One of the reasons why I use social media is to seek for more information which is hardly found from traditional media.	0.75
ERF	One of the reasons why I use social media is to just look around what happened with the people around me.	0.66
	One of the reasons why I use social media is to enjoy the fun and entertainment.	0.72
	One of the reasons why I use social media is to spend time online.	0.82
<i>Social Capital</i>		
Bridging social capital	I am interested in what goes on at my university.	0.71
	I feel I am part of the community of my university.	0.76
	My university is a good place to be.	0.68
	Interacting with people at my university makes me want to try new things.	0.73
	I am willing to spend time to support general university activities.	0.83
	If I have enough money, I would be willing to contribute money to my university after graduation.	0.60
	At my university, I come into contact with new people all the time.	0.71
Bonding social capital	If I need an emergency loan of 10,000 YEN, I know someone at my university I can turn to.	0.80
	There is someone at my university I can turn to for advice about making very important decisions.	0.78
	I know people at my university well enough to get them to do anything important.	0.65
<i>Psychological Wellbeing</i>		
Loneliness	I feel lack of companionship.	0.91
	I feel lonely in Japan.	0.89
	I feel no one really know me.	0.80

Note: n=142

Results and Discussion

Time spending online and social relationships

First, in the current study, we examined the time displacement hypothesis in an intercultural context and found out that there was no significant relationship between the time spending online and two types of social capital. The results in Table 3 showed that time displacement hypothesis was not supported by this study.

Table 3
Descriptive Statistics and Correlations Matrix

	Amount of Time	SIF	ERF	Bridging Social Capital	Bonding Social Capital	Loneliness	<i>M</i>	<i>SD</i>
Amount of Time	-	0.18*	0.28**	0.00	0.04	0.14	3.72	1.70
SIF		-	0.52**	0.39**	0.09	0.13	4.45	1.14
ERF			-	0.27**	0.13	0.29**	4.35	1.18
Bridging Social Capital				-	0.36**	-0.03	4.79	1.07
Bonding Social Capital					-	0.02	5.58	0.99
Loneliness						-	3.83	1.13

Note. $n=142$. * $p<.05$. ** $p<.01$. *** $p<.001$.

There are two explanations for the findings. First, different from the traditional communication channels, the social media integrated several functions including social interaction, information seeking, and entertainment. The time displacement hypothesis was proposed to ask for concerns about the gradually decreasing face-to-face time, but obviously the emergence of social media broke their concerns, because spending time online could also be seen as a positive attitude to be sociable. Social media enables people to find the ones sharing common interests and ideas by a more convenient and cheaper way, and it is also able to develop the social relationships from online to offline. Therefore, there seems to be an offset effect existing here which needs further investigation.

Another interpretation is that it may be difficult for the participants to point out the exact amount of time they were using social media, thus their answers for how many minutes spending online was relatively subjective. Therefore, in the further research it is necessary to develop a scale for measuring the intensity of people's social media use.

Functions of social media use and the differentiated outcomes

To answer the research questions, the results of correlation in Table 3 first showed that both the social capital and loneliness were related with certain social media using functions. Bridging social capital was significantly positively related with both social media use for social-informational function (SIF, $r=0.39$, $p<0.01$) and entertaining-recreational function (ERF, $r=0.27$, $p<0.01$), whereas bonding social capital showed no relationship with any of the social media use variables. On the other hand, it was also found that loneliness was only positively related with entertaining-recreational function (ERF, $r=0.29$, $p<0.01$).

For further testing the proposed predicted effects, multiple regression analysis was conducted. As shown in Table 4, only social media use for SIF had significant predicted effects on bridging social capital ($\beta=0.33$, $p<0.001$). Although results in Table 3 showed that social media use for ERF was significantly related with bridging social capital, there was no significant predicted effect found by regression. By contrast, as shown in Table 5, social media use for ERF was a significant predictor of perceived loneliness of Chinese international students ($\beta=0.30$, $p<0.01$).

Table 4
Multiple Regressions Predicting the Effects of Social Media Using Functions on Bridging and Bonding Social Capitals

Predictor	Bridging social capital	Bonding social capital
	β	β
SIF	0.33***	0.03
ERF	0.08	0.11
R^2	0.17	0.02
Adjusted R^2	0.15	-0.00
F	9.21***	0.83

Note. $n=142$. * $p<.05$. ** $p<.01$. *** $p<.001$.

Table 5
Multiple Regressions Predicting the Effects of Social Media Using Functions on Loneliness

Predictor	Loneliness
	β
SIF	-0.02
ERF	0.30**
R^2	0.08
Adjusted R^2	0.07
F	6.21**

Note. $n=142$. * $p<.05$. ** $p<.01$. *** $p<.001$.

It is not a surprise to find that social media use for SIF will positively contribute to bridging social capital. Social media use for SIF can be regarded as a positive attitude that makes people be more willing to be connected with the world and drives them to seek for more latent social ties.

In contrast, the ERF was not helpful for increasing individuals' levels of social capital but to significantly increase their levels of loneliness. Because social media use for ERF was positively associated with the amount of time people spend on social media ($r=0.28, p<0.01$), which may decrease their time for communicating and interacting with others.

Conclusion

The current study aimed to explore whether social media use can affect individuals' social and psychological situations, for example their social capital and wellbeing, in an intercultural environment, and to investigate how the effects vary according to different functions of social media use. The results showed that time spent online was not a significant predictor for both bridging social capital and bonding social capital. However, if an individual use the social media for social interactive and informational purpose, using social media was able to contribute to the percentage of bridging social capital. By contrast, the use of social media for entertainment and recreation purpose was unable to show positive social or psychological effects on individuals, but resulted in more negative consequences like increasing their perceived levels of loneliness.

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The Power of Repetition: The Role of Reblogging in the Case of a Failed Innovation

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The technology advances of information networks are still attracting and welcoming many people to the World Wide Web. In fact, Information and Communication Technology (ICT) shows the number of global Internet users increasing steadily through the last decade. (ITU Statistics, 2011) The impact when people deal with some works without physical restriction like space or time was huge enough to surprise them. Every day every second, people who use the Internet from all over the world exchange much information including ingenious or fascinating new ideas. These ideas are called innovations and some have diffused enough to become settled and some have not. There is a term for this situation in communication research; "Diffusion of Innovations".

Diffusion of innovations is an interdisciplinary model by Everett M. Rogers who used it to explain how new ideas expand and diffuse in social systems. The basic concepts in this model are rooted in works of European socialists, and Gabriel Tarde *Laws of Imitation* has an especially strong influence to its fundamental mechanism. Starting in the field of agriculture, Rogers studied the reasons farmers refused to use new hybrid corn seeds even though there was good cause to think they might gain a great profit. The first book on that topic, *Diffusion of Innovations*, was published in 1962 and it was revised every decade through four editions. (Rogers, 2003, p. xviii) The current diffusion studies are derived from his research and covers at least nine major research traditions including medical sociology, education and marketing with many research cases. This model was especially effective for the evaluation of public health with the proportional increase of research conducted in countries beyond developed Europe and America.

Recently, research has focused on the recent transition of informational technology. It was written in the latest and Rogers' last edition, which showed how important for him were the cases of the Internet technology in societies. Rogers indicated that information being communicated promptly on the web abbreviates the processing cost of space and time, and messages on the Internet have both communication channels: mass media single sending with plural receiving and interpersonal media with the feeling of a tête-à-tête. (p. 216) For example, Lilie (2008) wrote about the power of one video sharing web application, YouTube, whose style matches that of both a mass media channel and an interpersonal channel, concluding, "YouTube could represent a modern breakdown in the distinction between these two categories." One piece of research about the social influence of the political blogosphere also highlighted the functional invalidity of agenda setting by the elite traditional media. (Meraz, 2011) Since the

contexts in which we share information have expanded from the dawn of the model of diffusion of innovations, there has been a reworking of the framework of the Diffusion of Innovations model.

Rogers' passing away in 2004 means there will be no new edition of *Diffusion of Innovations* by him in the future, but as he said in 2003, “the diffusion of innovations is essentially a social process in which subjectively perceived information about a new idea is communicated from person to person. The meaning of an innovation is thus gradually worked out through a process of social construction.” (pp. xx-xxi) The continued evolution of this model can be seen as an important record of what has changed in current society and what has stayed the same. The reason is that the construction of the model provides evidence for social changes at that time. In this paper, the case of the new release of music album by a popular British band named Radiohead is examined. After that, I look at an additional and more recent example of the diffusion of ideas online: the mutant butterflies of Fukushima.

One blogpost shook the world especially on the web in the first days of October 2007. Radiohead announced on their official blog that their latest album named *In Rainbows* would be released in an unusual way. The content was that the digital release was ahead of the physical release, and consumers were capable of purchasing the digital one with “Pay-what-you-like” system; the price each person decides on his or her will. This payment system made online distributing possible for Radiohead, and their customers worldwide. Even though Radiohead didn't have a plan to show the final sales for the album, Warner Chappell, the publishing company of the band, revealed that *In Rainbows* had three million in sales across several media formats at a musical and media conference in October, 2008. That sales number certainly indicates a major success as far as selling the album, but very few other bands or singers have used the pay-what-you-like system since then, which means that the payment system didn't diffuse very much.

Radiohead's action was a very challenging trial for the major musicians because it was different from the previous style of music album releasing via web space. There are a large amount of cyber exchanges of non-physical data, and one of the past and typical systems was Napster; a popular file sharing service using peer-to-peer (P2P) technology in 1999. Most of Napster's file sharing was of course unofficial, and then it was branded illegal through the lawsuit from the Recording Industry Association of America (RIAA)

for infringements of copyrights. That service itself was shut down when they lost the suit on July in 2001. Radiohead was also one of the singers or bands who were reacting against RIAA's claim to Napster like Metallica and Dr. Dre. About the issues between Radiohead and Napster, bootlegged songs from their fourth album *Kid A* were leaked and downloaded by millions of Net users before this album was officially released in 2000. (Alderman, 2001, p. 4) Talking about the release of *In Rainbows*, Thom Yorke, the vocalist of Radiohead implied that by the description in an interview with *Wired* about the decision of their "leak,"---not a release, because Radiohead's past albums had been leaked via Internet. (Byrne December 18, 2007) Both the *Kid A* episode and the *In Rainbows* episode have resemblances such as the Internet connection, the hook of unusual events and winning Grammy awards from getting the top of the album chart in US and UK. Even though these album sales had a major success, it did not inspire the increase of other musician's use for the innovational "Pay-what-you-like" system and even the band himself does not have a plan to apply the system again. This paper will analyze the online media attitudes situation about the pay-what-you-like system while the 12 months from September 2007 to October 2008 separating the time into five terms.

The first term was the end of September 2007 in which a message from the members of Radiohead was posted on their official blog. Four years had passed since their previous studio album, *Hail To The Thief*. The official page of *In Rainbows* had two variations, one was the download version in which people could decide the price without the credit card charge, and the other was the preorder of the physical package with a system called the honesty-box, which cost \$80 (£40) and contained appealing extras. The band had been outside of major music industries since the expiration of their contract with EMI, therefore this sudden information and the unusual way of album releasing became possible.

The responses from the media for this major band's new release were quick and excited. In fact, not only was the official site for preordering *In Rainbows* crashed by the concentration of users, the topic of Radiohead also made *Billboard's* Buzz 100 chart, which measures blog traffic, nothing a jump from No. 15 to No. 3, and it was the subject of 1% of blog posts tracked by Nielsen Buzz Metrics to 15% in that time. ("Radiohead site overloaded", October 2, 2007) In the first ten days from Radiohead's announcement, many media outlets had articles about it with a focus on the band's statement and that un-heard-of experiment in the music scene. *Musicweek* (October 8,

2007) wrote that the pay-what-you-like system “has sent shockwaves through the industry.” Sandval (October 1, 2007) from *CNET* also wrote “the move is significant because it will be the first time a top act attempts to promote and distribute an album without the backing of a record label.” Similar discussions were seen in the general media’s articles too, but many of these had additional background details. Even though there were critical voices that this way of selling might not work for every artist (Ryzik, October 4, 2007), the ratio of positive or neutral articles was strong and the impression before the release was a relatively positive and hopeful attitude for the pay-what-you-like system.

The second term was on October 10th in 2007, in which the download of the digital version of *In Rainbows* was started. Early reactions tended to focus on two things, which are the music quality and too early sales figure. The former is about the album’s digital package contained 10 mp3s encoded at 160 kilobits per second (kbps) in a zip file. (Buskirk, October 10, 2007) Jonny Greenwood, the guitarist of Radiohead, drew a sharp line of sound quality between mp3 format and CD format. (Hiatt, October 10, 2007) On the other hand, an article about the sales figures by Gigwise had already appeared, but the managers of Radiohead denied revealing sales data at that time (Leeds, October 11, 2007).

The attitude changes for *In Rainbows* began from the articles about the sound quality of this album’s digital format. The music media first expressed dissatisfaction at “a bitrate lower than that of typical high-end mp3s, causing audiophiles and music geeks to cry foul.” (Grisham, October 16, 2007) *MTV*’s article (Montgomery, October 11, 2007) is especially typical and strong negatives are seen even in the article’s aggressively-worded title, “Radiohead fans feel duped by *In Rainbows*’ poor sound quality, possible ulterior motives.” Contrary to Greenwood, who compared the sound of mp3s with iTunes Music Store (iTMS)’s 128 kbps format, this article’s position was to compare between mp3s and CD format. This news extended to the Los Angeles *Times* general article, the first sentence of which was “Maybe Radiohead isn’t out to revolutionize the music business after all.”(Healey, October 11, 2007) On the other hand, there was a number report of *In Rainbows* from Gigwise; Paidcontent wrote as “unattributed source close to Radiohead” (Andrews, October 15, 2007). The report was “that approximately 1.2 million people downloaded from the site and that the average price paid per album was \$8.” (Andrews, October 15, 2007) There were still hopeful discussions about the future of music scene which are continuing among articles right

after the actual release started. At the same time, however, the existence of anxious and incompatible voices started to appear in articles, indicating the resistance to the new technology.

The third term is one of the major events for *In Rainbows*. On November 5th in 2007, the number of people who paid for the digital album was press released (without Radiohead's involvement or approval) by comScore, a company that publishes various statistics about digital marketing on the Internet. Their official site explains there are worldwide web locations with panels for "a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing." ("About comScore")

Their statistics on *In Rainbows* refer to mainly three points; first, 2 out of 5 album purchasing people paid for download and the rest didn't pay anything. Second, the average price for paying for the online album download was \$6. Third, the average sales number by people in USA was higher than that of non-USA people. ("For Radiohead fans," November 5, 2007) On November 8th, Radiohead claimed comScore's report was "wholly inaccurate" and the band management also disputed the statistics and pointed out the impossibility "for outside organizations to have accurate figures on sales" taking the premises that the album was downloadable from the band's official site. (Kreps, November 8, 2007) However, the damage was done. Because of the comScore's statistics, Radiohead's pay-what-you-like system was ranked in the "101 dumbest moments in business" by *Fortune* magazine. (O'Brien, December 28, 2007)

The online purchase service of *In Rainbows* was shut down on December 10th in 2007 (Benzine, December 5, 2007). Around 2008, *In Rainbows* started to be sold in both physical CD format and as an album in iTunes catalogue (Benzine, January 3, 2008). The physical *In Rainbows* had big sales in the first week. (Deleon, 10, 2008)

The comScore article is a good example of a negative discussion of the pay-what-you-like system and free downloads, and which are clear from the article title; "For Radiohead Fans, Does "Free" + "Download" = "Freeload"?"

There were two patterns to describe the comScore's reporting number: media outlets could focus on either the positive or the negative. On one side, positive article titles

focused on the payment, like *Musicweek's* "In Rainbows nets Radiohead on average £2.88" (November 7, 2007) and PaidContent's "Data On Radiohead Experiment: 38 Percent Of Downloaders Choose To Pay." (Andrews, November 5, 2007). On the other side, article titles focused on paying nothing would have inevitably given people some negative impressions, like *Bloomberg's* "Most Radiohead Fans Opt to Download Album for Free" (Jeffrey, November 5, 2007) and *Switched's* "Most People Downloading Radiohead's New Album for Free" (Stevens, November 6, 2007).

This tendency most obviously appeared in articles' explanation sentences. For example, an article from *Forbes* (Hau, November 5, 2007) refers to "the success of Radiohead's *In Rainbows* download experiment" after describing comScore's report as "38 % of those who downloaded the album at the site paid something to get the album, while 62% paid nothing." The explanation of *Musicweek* (November 7, 2007) also did not touch on the topic about free purchasing like "Comscore found only 38% of Radiohead fans paid more than the 45p handling fee to download the album." Moreover, *Wired* (Buskirk, November 5, 2007) wrote "Radiohead netted \$2,736,000 in digital sales," the sum calculated from comScore's official sales number on the assumption that comScore's sample is 100 percent accurate. This implies a positive nuance that the band could make such an amount of money, even though there was an opportunity to pay nothing for their album.

It is unusual that a spokesperson feels the need to address an inaccurate report in order to correct it. The repeating of defined information may cause the opposite effect, and assist in cementing that definition. ComScore's case was not exception, and even the articles about the band's denial of those statistics wrote sentences which indirectly connect to the negative side for pay-what-you-like. *MTV's* article (Kaufman, November 8, 2007), as an example, clearly has negative images in both the article title; "Radiohead Deny Reports That 60 Percent Of Fans Paid Nothing For *In Rainbows*," and content; "Denying that the average non-freeloader fan paid only 6\$ for the download."

The choice of the pay-what-you-like system as one of *Fortune's* '101 Dumbest Moments in Business' clearly reveals the traditional way of looking at this report. An article in *Switched* (O'Brien, December 28, 2007) addressed that directly: "*Fortune* is just part of the old guard, terrified to see the end of the traditional record label dominance." It is concluded that the pay-what-you-like system is an artist-friendly one that focuses on the unfair construction of CD sales and skips the middleman of selling

CDs from labels. However, the revealed number of people who paid something or nothing to *In Rainbows* specifically looks negative at first glance. It is clear that the shadow of comScore's number haunted people's image of the pay-what-you-like system.

In addition, *CNET's* article (Sandoval, December 12, 2007) complained about the strategic change to sell *In Rainbows* in which "Radiohead kill the promotion and go back to a traditional sales model." Once the band "blew off" the distribution of iTunes, but they finally acquiesced to Apple's policy. (Buskirk, January 3, 2008) *Wired* blamed Radiohead's collaborative style with traditional distributors, compared with the album releasing style of Nine Inch Nails, which left the label and dismissed traditional retailers, distributing the new album only through the band's website. (Buskirk, March 27, 2008) On the other side, the *New York Times* also evaluated both the "success" of the pay-what-you-like system citing the words of the members of Radiohead; "people made their choice to actually pay money" and the topics of cooperating with record companies positively. (Pareles, December 9, 2007) The attitude toward pay-what-you-like became complicated with entangled opinions.

The forth term was from on April 29th in 2008, Thom Yorke, the lead singer of Radiohead, officially stated that the band would not be using the pay-what-you-like system again.

It was one of those things where we were in the position of everyone asking us what we were going to do. I don't think it would have the same significance now anyway, if we chose to give something away again. It was a moment in time. (Houston, May 1, 2008)

Even before Yorke's interview with the *Hollywood Reporter*, the possibility of pay-what-you-like becoming a one-off system existed from the talk of Chris Hufford, who was one of the band's managers and the inventors of the pay-what-you-like system. He stated the success of the system in the point of getting sales, and then said "I doubt it would work the same way ever again." (Pareles, December 9, 2007) This news made the attitude for pay-what-you-like system skew negatively, and the sales results of this album by Warner Chappell followed.

The noteworthy point of this broadcasting is that Thom Yorke used the phrase "giving

away” for describing the pay-what-you-like system. This was the equivalent of a rhetorical admission that free is a precondition for Radiohead’s digital distribution of *In Rainbows*, or that comScore’s data was not wrong even though the band insisted that it is inaccurate. It is difficult to tell whether Yorke used a kind of irony in response to the great sensation of comScore’s statistics. The description about the pay-what-you-like system as a business strategy from the article title, the media retained the extensional image from the past comScore’s report. Both titles of *CNET* and *Switched* used the words like “free” or “giveaway”; these are most reflected by Yorke’s saying at this time.

The fifth term was after about one year that the total sales figures of Radiohead’s *In Rainbows* were published by Warner Chappell, the publisher of this album. The initial publishing of this news was by *Music Ally* on October 15th in 2008, and the other media followed, using this article as a primary source. According to this coverage, the publishing company revealed “there were a total of three million album purchases including the box sets, CDs and all downloads including iTunes and pay-what-you-like downloads via their official website.” (“Exclusive: Warner Chappell”, October 15th, 2008) The same article stated this number was incredible given that the previous three albums of Radiohead sold in the low hundreds of thousands, but at the same time, it was also a fact that the BitTorrent downloads greatly outnumbered those from the band’s official site. The latter topic had already carried an item on *PaidContent* and *Guardian* dated August 1st in 2008. Moreover, according to Jane Dyball, Warner Chappell’s Head of Business Affairs, “refused to reveal the average price people were downloading the album for.” (“Radiohead reveal how,” October 15, 2008) After that, the news about the pay-what-you-like system became blurred with Radiohead’s next new album release. At the same time, it means that the visible situation of pay-what-you-like system was simply settled.

In brief summary of the above analysis, the most discussed sections out of five chronological sections seemed to be when the statistics report by comScore was featured. ComScore’s press release especially sent shockwaves through the impression and evaluation of the pay-what-you-like system itself. As an example, the case of an article years later in *Virginmedia* (“Radiohead don’t,” February 21, 2011) is illustrative. The numbers from comScore, which Radiohead already had denied, were used to create a negative impression in this article; that was even published four years after 2007. People kept writing that number as long as they used comScore’s article as a reference,

even though they added information about Radiohead's objection. Thom Yorke seemed to comment on this recently when he talked about gathering and using statistics in a book called *The Rax Active Citizenship Toolkit*.

Statistics can be used and abused. I have been in debates where the climate change deniers just reel out statistics that you have never heard and have no time to check, thus derailing any constructive debate. How useful! Statistics are the favourite weapon of choice by PR firms and newspapers.

(Kelsey-Fry & Dhillon, 2010, p. 165)

The "statistics" Yorke mentioned are exactly like comScore's situation. It would be an example of an unexpected situation in which repeating reused information accelerated the number of articles of online media with comScore's result. It included opposing opinions from other bands or singers were in public after the comScore's press release, and it shows how powerful the repetition of one report can be, which may do serious damage to the good side of innovation and as it turns out cause its failure.

This situation is called the Echo Chamber effect in the media field: "a group of media outlets that tend to parrot each other's uncritical reports on the views of a single source, or that otherwise relies on unquestioning repetition of official sources." (SourceWatch) Just like some religious buildings with voice-echoing, a similar concept is applied to information appearing through various media. The practical echo chamber effect is found in the broadcasting of political speech to state firm opinions. Some companies even used it for advertising their commodities and creating specific impressions. The previous cases were limited for both the kinds of media and the targeted people. In contrast, web space has made possible an enlarged echoing space, and echoing people have also increased with many tools. It is very similar to the advance of information technology, but the point of people becoming the early echo makers has a big meaning. Every echo chamber member has different major fields and strong social connections. It is an important role for new information to spread early, but sometimes it backfires with unexpected results. It tends to be most obvious with scientific topics. As an example, we turn to the reports of a kind of butterfly near Fukushima Nuclear Power Plant in Japan.

On August 10 in 2012, the news was broadcasted about a scientific report posted by a Japanese research team about the ratio of mutated pale grass blue butterflies individuals in Fukushima prefectures compared to the same species in other prefecture. Since the

long-lasting Fukushima nuclear crisis, it was not small news in Japan. And then a quick response occurred on the web with the report reviewing for the accuracy of the report. The network reviewers were comprised of semi-anonymous people including biological experts or people who know how to read data with figures. The discussion was active mainly through Twitter, one of the more famous micro blogging services and continued to the reviewing, in which many doubtful points were found.

The most discussed thing is about the contradiction of this report's target species of butterflies. Lycaenid butterfly, alias *Zizeeria maha* have originally southern species and north individuals showed many peculiar organisms even before the nuclear crisis. A past report by the same team said that the northern individuals are sensitive to cold and inclined to be abnormal. (Otaki et al. 2010) The problem is the more recent report clearly wrote, "We conclude that artificial radionuclides from the Fukushima Nuclear Power Plant caused physiological and genetic damage to this species." (Hiyama et al. 2012) even though there already were many other possibilities for the mutation. Like the lack of comparing the same species in Fukushima and ones in northern places (Katot1970, August 11, 2012), many of network the reviewers condemned the weak proofs in that report. However, the topic became worldly popular by a BBC report that caused a huge echoing.

Three days after the broadcast in Japan, BBC News, which is the largest British news channel, finally picked up this mutant butterflies topic in an article. (Crompton, August 13, 2012) After that, other English language media also published similar articles; at least CBS ("Mutated butterflies", August 13, 2012), Mail ("Radiation from", August 14, 2012), Times ("Mutant butterflies rise", August 14, 2012) and Telegraph ("Fukushima caused", August 14, 2012). Then the translated versions of the English article spread at least in Spanish, French, German, Russian, Dutch and Swedish from August 13 to 15. And in CNN, the Japanese rehash of the original English article (Simon, August 14, 2012) was included. ("Genpatsu jiko de", August 15, 2012)

"This will be quoted with various interpretations, for good or bad." (Acornworm, August 10, 2012) As the user post predicted, the news about mutant butterflies was quoted in a bad way through the repeating of the information. A similar science news incident occurred with 2011's neutrino news, which many more astonished voices were hastily repeated than the cool replies of scientists who were paying attention. In this

case, the fact that the “BBC broadcasted” makes this report a kind of authority and worth for expanding. “It will be tweeted and retweeted again and again, then the public will consider it as a true thing. (Even to me, not a professional, it feels true individually.) ‘Faster-than-light neutrino style science theater.’ which debuts in journalism first without strict peer reviewing can't be stopped.” (_kurotan, August 14, 2012) As the above commenter wrote, the uncontrolled news scattering situation of this case also has similar points as the Radiohead case. At the same time, it is the typical case of not only the echo chamber effect, but also the empowerment to true-ish information through the introduction of reliable channels.

This paper looked at the power of news reblogging using two cases. Both cases have a fast networking base and at least sensational triggering for repeat-broadcasting. It is not incorrect that "renewing" is needed for new topics to diffuse, but the current situation is on the way to multi-choice of communication patterns. For future research, detailed analysis of the effect of transition to the Internet will be needed. The power of the web space gradually becomes more heavy every time the Internet changes traditional communication patterns. Researching about that mechanism will connect to the updating of new Diffusion of Innovations model with useful topics especially for the Internet age.

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The logo for 'iafor' is centered on the page. It consists of the lowercase letters 'iafor' in a light blue, sans-serif font. The text is enclosed within a large, stylized circular graphic composed of two overlapping, thick, curved lines. The upper line is light blue and the lower line is light red, creating a circular frame around the text.

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Research on the Role that Plays in Parody and Social Media Persuasion

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A large, faint watermark of the iafor logo is centered on the page. It consists of the lowercase letters 'iafor' in a light blue, serif font, surrounded by two concentric, hand-drawn style arcs. The outer arc is light blue and the inner arc is light red. The watermark is semi-transparent and serves as a background for the central text.

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Introduction

If you take a serious look of *parody*, its origin positions in freedom and unpredictable correlation. Probably the best description for parody is imitation and irony. There are a few synonym words for parody, for instance, in north-east Asian, they call parody as in *Kuso*. Nevertheless, in logical view of *Kuso*, it does not have inheritance like parody does. Parody exposes in history first time by Aristotle in 2300 years ago. Through ages' development, parody becomes a representation of liberty. Parody has great structure in art and literature. Besides, parody even involves not only in art and literature, but in drama also, for instance, in English comedy and film actor and director Charles Chaplin's (1889–1977) movie *The Great Dictator* parodied Nazi fascist and Jews under pressure in 1940s.

Parody has origin of counter-culture elements, it involves in different movements and present as a tool to attack enemies, and its effectiveness of persuading brands by humor messages has not doubt at all. The principal intention of parody in advertising is to play with humor in order to favor brand evaluation, which connects to positive attitudes, recall, and recognition. Moreover, its dedication of creating controversial message in this media period leads contentious missive to the world, it carries social value to review the truth behind the scene becomes powerful propagandas for readers. As refer to Facebook Product Manager Peter Deng's quote, "*mobile first*" becomes ultimate destination for new society. As a result, the media assists controversial message to provide hard truth to the audience. For example, Benetton's advertisements of propaganda in two oppose leaders kissing each other. Those controversial messages initiate outcome of current society. Moreover, the social media helps these actions to form a movement in globally, or these movement helps parody becomes the image of recording movement. Yet these outcomes and connectivity with parodied context and origins have not been explored. Therefore in this paper, we are going to examine its relationship in difference cases and discussion.

Parody Origins

The origin of the word "parody" comes from the Greek *paro`dia*, as *counter singing*, the first user of this word is Greek philosopher, Aristotle (384BC–322 BC). In his book of *Poetics*, he defines parody as "by genre, by mode (dramatic and narrative), and by level (vulgar and superior or noble)." (Fean, 2011) By middle age, parody involved much on drama, in which is closed in vulgar and narrative. However, parody and its integration with drama and literature modified in 18th century, in where enlighten age occurs, parody consumes comprehensive meaning. The artists practice parody to attach with their art works or on music piece. With the new word of *pastiche*, the parody irritated barriers of "comic transformation of a literature work" (Fean, 2011), and turn into the satire or caricature of arts.

When society derives to 20th century, parody becomes a motivation of counter-culture movement. Moreover, as such acts of anti-commercial or anti-war movement, parody arts became a reinforcement of those counter actions. Propaganda of counter-culture implies in differ selection, those “protest art” develops basis of modern society meaning of parody. In anti-commercial movement, adbusters plays important role by influencing of mass media, Henthorne et al (1993, p70) enhanced,

“The most puzzling aspect of the anti-branding movement is that it takes aim at the most successful and lauded companies, those that have taken the marketing concept to heart and industriously applied it”.

Other than protest art, parody remains connection with art, some artists and photographers use the basis of parody creating humorous and exaggerate art work to attract others, the results of work seen in very ironic and non-sense, nonetheless in behind the scene, it has positive inspiration behind it. For instance, photographer David LaChapelle’s (1963-) work *Rape Africa* exacts African affairs by parodies *Sandro Botticelli’s* (1445–1510) piece of *Venus and Mars* in 1485.

Living in this information booming age, media provides a huge platform for any information transforms instantly, such exaggerate topics attract readers, and the message would deliver in rapidly. As parody becomes a huge impact of advertisement, brands use it as weapon to attack their enemy (Fean, 2011). For film parody, artist Dan Harries (1963-) observes many of parody techniques in several election campaigns, he examines these actions as “demonstration[s] of the constructed nature of any cultural product,” under his observation, Harries classifies parody in these sectors, “reiteration, inversion, misdirection, and inversion”. However, though time alters, its initial idea of “parody can be used to challenge the authority of political powerbrokers” (Tryon, 2012) have not changed through centuries.

Media Evolution and Persuasion

In now society, as online platform becomes the major promotion of brands, the affection of mass media advertising becomes the main task as brands put much effort to afford equal amount of payback. In physiological speaking, the mass media persuasion and communication creates significant third-person effect, as “messages are perceived to exert stronger impact on others than on the self” (Shen and Dardis, 2011). In *Manufacturing Consent: The Political Economy of the Mass Media* by Herman and Chomsky in 1988, the authors persuading that mass media plays important role by “mobilize support for the special interests that dominate the state and private activity”. By understanding the targets’ physically needs and phycology desires would increase opportunity manipulate.

Nowadays, brands have commercialize in totally, they have to be totalitarian by putting every effort in their propaganda, as for us, we cannot neglect the influence of media, these influence introduce trends from several resources. Furthermore, a proper propaganda fits not only the image of the brand itself, but also must be suitable to current events, thus to achieved the destination of population mind. Davison (1983, p.3) claims that people tend to believe media's greatest effect "will not be on 'me' or 'you', but on 'them'—the third persons. Especially in such democratic world, freedom of speech allows media to inject any kind of message to viewers. Some of messages may contain with violence, attacking others by parody etc...., Herman and Chomsky (2002,p. xlii) quote that the model of propaganda "fits well the media's treatment of this range of issues". In fact, social science doesn't neglect the acts of mass media trending, Chromsky notes:

The mass media serve as a system for communicating messages and symbols to the general populace. It is their function to amuse, entertain, inform and inculcate individuals with the values, beliefs and codes of behavior that will integrate them into the institutional structures of the larger society. (Chromsky and Herman, 1988, p.1)

Mass media provides platform for marketers express their brand message clearly, and hands possibilities of manipulating consumers by media, and the totalitarian society allows "commercial world allows for the generation of mass media consumption engineering and brand persuasion, as well as manufacturing consent consumption engineering through direct marketing communications at the micro level." (McIntyre-Bhatty and Parker, 2011) Mass media obtains borderless delivery to deliver propaganda through everywhere. Its high frequency creates higher feedback and greater possibility to attract consumer in deep.

Parody and Society with Social Media

Parody is a familiar task for advertiser, especially for such society that information may spread across the world that rapid, parodied commercial exposes the mechanics of a "guided market system" that is controlling media coverage, trends, analysis and function (Parker, 2011). Many brands use parody as humor elements for their media influence usage, for example, *Marithe et Francois Girbaud* parodied *Da Vinci's Last Supper* as the seasonal propaganda. However, sometimes parody become the element to attack brands enemy, the most familiar case is *Apple* takes *PC's* disadvantages as parody elements, a few commercials trying to manipulate consumers to purchase *Apple IMac* than normal *PC* computer. Anyway, those kind of attacks may receive instant goal but not in consistence result. Since the reputation and image still are the top choice for user, in another word, those aggressive parodied advertisements may cause no harm at due to beau's reputation (Petty, 2009). For example, *San Disk* attacks *Apple IPod* by parody IPod's disadvantages in order to promote MP3 player. Though the result of the attack may occur rapidly,

but the consistency of the attack did not last long since Apple's perception to users is too strong.

Toward Current Events, media creates vast momentum by spreading out news in the global, for us we cannot neglect the power of media, as the brands and operation use the online platform as strong transmission to extent their influence to global viewers. The examples we are going to view lived in stronghold of social media. By vast sharing of media, parody movement could spread to global effortlessly within short duration and the reflection of actions is much greater than prior ones. The continuous change of information and communication technologies and their effect on the media system motivate people to engage with it. As the social network becomes a "global phenomenon" (Pew, 2010, p.1), the network author with a networked audience exchange content in a many-to-many model (Marwick and Boyd, 2011), as the users have given a role of assistance to spread author's message around global in rapidly. Purcell et al. (2010) found that 75 per cent of online news consumers in the United States receive some of their news via email or posts on social networking sites such as Facebook, which ensure the power of social media could spread an idea easily.

Parody, as consider a protest art, engages with this trend. Many of political intimation and jokes are spread across social media for users to "like" to. Programs contain parody broadcast not only on television channels, but also played widely on the YouTube channels and shared by global users. Thus, from a literature icon toward a protest symbol, parody finally stands on the stage of social media, by assistance of social media. Furthermore, parody arts often represent in propagandas of remonstrations becomes well-known symbols in different actions.

Regardless to protest art, the origin of creation and the impact after the art is negligible. The original fact must initial insinuation for others to intimate to, nevertheless, these allusions are belated actions to political propaganda, which transforms "discursive demands into virtual images, setting those images before a carnival sequel audience, and celebrating social leveling while decentering all discourses within the "immense novel" of the public address system" (Hariman, 2008). Conversely, these parody arts does not fall into humor box, these actions "invite audience skepticism" toward the origins and "pose questions rather than offering answers" (Jenkins, 2006). In which leads humans to rethinks and decodes the creations, as leads to rejuvenate of another parody arts. Under the domino effect of creation by creation, the parody becomes a symbol that stands on the global affair with a controversial image. The next part we are going to discuss about two symbols that are originally parody arts, but transform into symbols of global affair, and initiates counter-culture movements in worldwide. Also, the role of media in these affairs and how it assists these affairs works in globally.

Case 1, The Kiss of Irony

It is not news that Benetton creates controversial advertisement. It is the brand's heritage. Throughout years, Benetton uses controversial images to ensure the brand's position and identity. Benetton establishes herself as cross-culture pusher in past decades, and the term "shock advertising" become a successful term and it becomes the most effective way of selling commodities today" (Giroux, 1994)

By the end of 2011, Benetton pursue another advertisement campaign. The idea of this campaign claims that the world should drop down hatred to each other, thus the foundation of Benetton wishes to *unhate* ethnics and religious factors of east and west. (Benetton Unhate Foundation, 2011).



Benetton Unhate Foundation (2011)¹

Benetton delivers peaceful claim message to globally, however, its image becomes too controversial. After the advertisement is out, it is forced to close down by Vatican (New York Post, 2011). Benetton claimed the controversial image is originally from "Fraternal Kiss", which happens in 1970s when *Soviet Union* leader *Leonid Brezhnev* (1906-1982) kisses *East German* president *Erich Honecker* (1912-1994) accidentally.

¹ United Color of Benetton: Unhate Foundation: <http://unhate.benetton.com/>



Soviet Leader Leonid Brezhnev and Deutsche Demokratische Republik President Erich Honecker (1979)²

In 1979, after *Spring of Prague*, Soviet leader Leonid Brezhnev arrived Berlin to celebrate 30th anniversary of the *Deutsche Demokratische Republik*,³ as known as East Germany with his communist comrades. Régis Bossu, a freelance photographer for *European Stars and Stripes*, *Stern*, *Spiegel*, and *Syigma*, was sent to photo-shoot this huge event. When Brezhnev as the honored guest finished his speech, East German President Erich Honecker opened his arms to congratulate him with a kiss, a normal ritual for socialist comrades. Régis's photo captured two men at the decisive moment.

Magazines used it immediately in next day, and Paris Match dedicated double pages to it, with a caption of "*The Kiss*". Both of communist leaders claimed that this is the mutual love, and stronghold of communist world. However, it becomes irony when Berlin Wall fell in 1989.

After the Berlin Wall fall in 1989, artists gathered at *Ostbahnhof* to paint the eastside of the wall, a Soviet artist, *Dmitri Vrubel*, painted the kiss there with a caption: "*God help me to survive this deadly love affair.*" This parody version reflects how irony of communist brotherhood, especially after the Soviet regime collapsed in 1991. And it becomes the most famous painting in eastside of the Berlin Wall. When it was erased by the government in 2009, the public uproar brings Vrubel back to repaint it again.

² The Fraternal Kiss, the Iconic Photo (Aug. 2010) :
<http://iconicphotos.wordpress.com/2010/08/02/the-fraternal-kiss/>

³ *Deutsche Demokratische Republik*, AKA German Democratic Republic



The paint of “God help me to survive this deadly love affair”, by Dmitri Vrubel at Ostbahnhof⁴

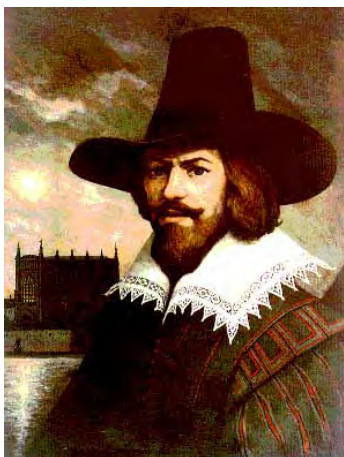
Benetton successfully decodes the original images, the symbolized characters in different nations and the kiss becomes the symbol of *Unhate*. Moreover, its controversial advertisement leads the name of *Unhate* to be the popular search list.

It is irony for both photos. Soviet and East Germany are in the same side for decades, and they showed their strong relationship in the Fraternal Kiss, however, they could not bury the corruption of communist world behind the image, as they are celebrating 30th anniversary of East Germany, there are refugees attempt to flee away from the east side of the Berlin Wall, the collapse of Soviet Union economy later on leads to the dead end of communist iron curtain.

On the another hand, thought the leaders in 21st century are searching for forever peace of the world, however it is a unresolved problem by ethnics, economy, religious, and arm races. A kiss may symbol the love of two sides, but it may ironically symbol the unbalance fight under the table. For instance, in Europe Economy Crisis, artist parody Silvio Berlusconi kisses Angela Dorothea Merkel, which may decode as, on the table, German is aiding Italian of her corruption, but behind the scene, German is forced to do it.

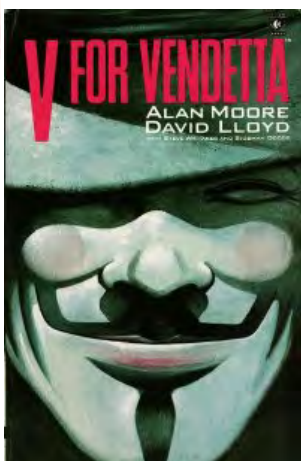
Case 2, A Anonymous Mask versus 99%

⁴ Artist of the Day, Popehat (Nov. 2009) : <http://www.popehat.com/2009/11/09/artist-of-the-day-dmitri-vrubel/>



Guy Fawkes (1570-1606)⁵

The story of *V for Vendetta* is a parody (or a better word, intimation) of *Guy Fawkes* (1570-1606). Guy Fawkes was a Catholic who encouraged by religious pursuit, led a plot to blow up the Houses of Parliament and bring down England's Protestant monarchy. He was caught and imprisoned in the Tower of London, and tortured for four days under personal orders from King James I. Under suffers, He refused to list his co-conspirators. However, the plotters were arrested, found guilty and sentenced to death by being hanged, drawn and quartered. And the date of November 5th becomes the official day for celebration of failure of Guy Fawkes plots by order of King James I.



Original Comic Story of *V for Vendetta* by *Alan Moore* and *David Lloyd*⁶

However, Guy Fawkes becomes an image of *V for Vendetta*, a series of comic book of talking an anti-capitalist figure who is attempt anarchy world. In the series, his face transforms into mask of the main character. And the Guy Fawkes changes his role from a rebel into a person who has a

⁵ The Meaning of Guy Fawkes Day, Ology (Nov, 2011)

<http://www.ology.com/post/46891/the-true-meaning-of-guy-fawkes-day>

⁶ V for vendetta, Vertigocomics, <http://www.vertigocomics.com/graphic-novels/v-for-vendetta-new-edition>

dream and being an anti-corruptionist. In the comic book, the authors point their idea of *anarchy's* meaning

“Without leaders”, [is] not “without order”. With anarchy comes an age of ordnung⁷, of true order, which is to say voluntary order... this age of ordnung will begin when the mad and incoherent cycle of verwirrung⁸ that these bulletins reveal has run its course” and the most important quote that often see in revolutions, “there's no flesh or blood within this cloak to kill. There's only an idea. Ideas are bulletproof.”

The idea of no matter of who is behind the mask, ultimately you are the V for Vendetta spreads across the nation. Especially the movie version is broadcast in global, which a comic book only distribute in America and Europe, its core value begins to spread across the world. When financial crisis occurs in globally, society begins to rethink of the right of capitalism world, and the story is plotted into a greater action.

The Fawkes mask takes after the man that has dark hair and a moustache. The mask adds the soul patch, rosy cheeks and charismatic-trickster look. In 2008 the Fawkes mask was adopted by the hacker group named *Anonymous* as its public face to protest against Scientology, according to the BBC that *Anonymous* claim an execution of a computer attack on the Mexican drug cartel Zetas today, a date picked for its echo of *Guy Fawkes Day*, which is November 5th.

The Canadian activist group *Adbusters* initiates the protest of *Occupation of Wall Street* on the social media, which assembles occupy protests and movements around the world. The main issues are social and economic inequality, corruption of capitalism, and the unexplained relationship of government and corporations, particularly from the undue responsibilities of government in financial sector. The slogan of *We are the 99%*, addresses the outcome of inequality and wealth distribution in the U.S. between the wealthiest 1% and the rest of the population. To achieve their goals, protesters act on consensus-based decision made in general assemblies which emphasize direct action over petitioning authorities for redress. Moreover, the image of V for Vendetta and the idea of anarchy becomes the statement of the occupation, *Shepard Fairey*, who create *Hope series* of advertisement for President Barack Obama in 2008 United States president election campaign, has redesign his famous artwork and parody the mask of Guy Fawkes on it.

⁷ Order from German

⁸ Confuse from German

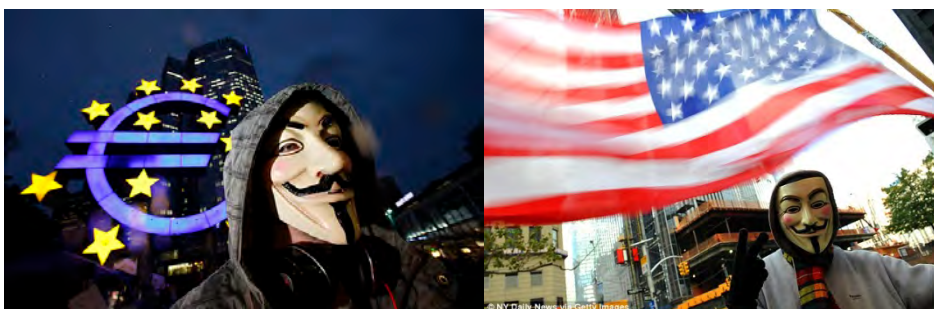


Parody Work by Shepard Fairey (2011)⁹

Hence, the idea of hope and Guy Fawkes mask become a strong connection, with the assist of social media on a Facebook page with an image of V for Vendetta in Fawkes costume asked “all Occupy Protestors to come together on November 5th, 2011, to rally again for our efforts to end corruption and social injustice.” Allow users to share out the picture, as the mask converts to the symbol of the Occupation.

The impact of this parody becomes worldwide action, the mask that Lloyd parodies from Guy Fawkes become the symbol of anti-corruption. Even on November 5th, the day that Britain celebrates Guy Fawkes was hung turn out to be the date of revolution. The fire of Occupation spread all around the world, New York, London, Madrid, Berlin, Vienna, Soule etc....and no one remember who Guy Fawkes is, but do sincerely know that parody of the mask of him is the symbol of freedom.

⁹ Shepard Fairey modifies 'Hope' poster for Occupy movement, Los Angeles Time (Nov. 2011), <http://latimesblogs.latimes.com/culturemonster/2011/11/shepard-fairey-creates-new-poster-for-occupy-movement.html>



Occupy of Wall Street in different places¹⁰

Discussion

By parody we can see a very interesting trend. As the cases have mentioned, sometimes parody is a portrait of events or movements, which is under circumstances that people are unsatisfied about; or parody is the result of a current affair. Moreover, parody is not the result of events, but it initials an event that has a signified implication. Thus the relationship of parody art and the event could be happen in either way.

Secondly, in decode process, parody often obtains symbol of reflection in current affair, for example, the kiss may symbolize love and peace, but the kiss also portrait irony of untold truth. Besides, the symbol may become the key component for next parody arts or movements, for instance, the moustache of Guy Fawkes, or the kiss of every parody portrait of the *fraternal kiss*, which it is call *domino effect*, that the key component is passing down through different artists and symbol in following movements. In the further revise parodied version, symbols of original portrait would have further definition due to time variation, like, in the original character of Guy Fawkes is an anti-government person, but in further addition of 20th century, the Allen Moore takes him as an anti-socialist, during the Occupy of Wall Street, he becomes the symbol of anti-corruption and *anonymous*. The symbol may become the core value of future parody portfolios, the meaning of parody portfolio may alter through different revised version, and nevertheless, in this article we consider the symbol does not change in the further reproduction.

Third, the affair and art have probability to break culture barrier. In our opinion, a righteous parody has impact not only on origin culture, but since the parodied affair is a global affair, hence, a parody art is well-known because the affair is too renowned towards the most of the people by media broadcast the affair in globally, or social media users shares it through networks.

¹⁰ How Guy Fawkes, the man who tried to murder a king and a government became a symbol of anti-capitalist protesters across the globe, Dailymail.uk (Nov. 2011), <http://www.dailymail.co.uk/news/article-2058020/How-Guy-Fawkes-masks-symbol-anti-greed-protests-globe.html#ixzz2ANyyLH80>

Furthermore, the most important role in current society is social media, as refer to prior reference, and social media user percentage is 75 per cent and it is increasing since past six years (Purcell et al., 2010). In modern society we are getting used to entree the social media to retrieve news and follow up different secondary resource in daily, social media allows us to get to access to information easier, also it tolerates us to understand more about the global affair, if the iconic parody is familiar to global readers by successful sharing by social media, it may possibly lead to further movement in another side of the world, for example, in case two, the original author of V for Vendetta is from Britain, however this story engages with Occupy of Wall Street in real life in United States.

Lastly, the symbol maintains the key element through time. Some affairs may get lost in memory, but the parody art was preserve the moment, therefore it has opportunity to navigate through decades. Sometimes the meaning beneath the symbol may alter through time, but the symbol still remains as the core value of the art, the symbol may have closer relationship to the current value than the prior time, for example, V for Vendetta is the story based on 1960s setting, however its value of describing corruption and anarchy is much suitable for current stage's circumstance, as government corruption and financial crisis is threatening the world. As for people who surely taste the smell of corruption of society, consequently a call of movement begins, and the symbol that is devoted in decades ago rises and become the key of the movement.

Limit of the Research, and Future Research Requirement

In this article, we try to investigate the relationship of parody and social movement, however in advance research, explore further about the artist's mind and of the counter-culture worker's value is required, how do these groups associate with each other, especially how do arts inspired counter culture movement and how do arts take responsibility to portrait the movement when they are in the group. And for the protest group, what is their gene in this society, and how does art inspire them to do such thing, moreover, if the guy holds in both positions, what is the characteristic? Are they anti-social type of person? And what are their views of their own portrait is parodied by others; as we will continue investigate this subject in next stage.

Conclusion

In conclusion, parody is a term with historical background and it recalls counter-culture element in our veins. Through ages, we intimate others because we aren't allowed to have freedom of speech in past (Hariman 2008). As we are move into 22nd century, parody becomes the tool of rethink, and this kind of revolution alters parody into another level, parody has ability to show its impact to human society, and inspiration of movements.

For us we cannot neglect the power of parody and the influence of media in current days. Media change platform through past century, from first national broadcast in 1930s till now, as social media trembles in 21st century, it encourages worldwide users share information without culture barrier. The benefit of social media is to let people being closed together, and understands more about updates around personal, national, and global society.

Society and culture is parallel to each other, parody represents as a counter-culture, an act of rethinks of our society. Taking the brand of United Color of Benetton for example, to promote a brand, an exploration the local culture and society is required, as consider a strategic value and influence buyers in correlation of brand asset and culture; therefore, affection rolls since brands are in the trend. Sociology may take part in this investigation. Yet, the part of how artists get inspired by the affair is another key role of this social movement. It is important to understand the role of art and our culture are cross-linked in daily life, it is aware to appreciate parody arts and films. At the first sight humor may influence the viewers, but later a profound connotation encourages viewers, thus the rethink of society occurs and motivation of changes arises.

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*Public Participation through Citizen Journalism in Newspaper
(Case study in Local Newspaper "Suara Merdeka")*

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Abstracts

Media mainstream such as newspapers often give the news in one direction. Newspapers' readers just received news that has been presented to them. Actually they have events and opinions that they want to share to other people. Understanding the needs of public to share, "Suara Merdeka" as a local newspaper, gives the opportunity for public. Every Monday, there is a special page called Tilik Kampung that gives an opportunity for people to write their own news. This page is like a citizen journalism page. In addition there are some rubrics that provide opportunities for citizens to write, such as Short Message Service (SMS) by mobile phone.

Through this citizen journalism, newspaper will be a public sphere for the community as proposed by Jurgen Habermas. In addition there are many voices and choices have described in Dan Gilmor's book, "We the Media." Nevertheless, the writing will be chosen and selected by the editor. Suara Merdeka is the largest newspaper in Central Java Province Indonesia with a circulation of more than 100 thousand copies per day.

Tilik Kampung has been running a few months and the result is quite a lot of posts from people who come to fill the page. In this way will be greater public participation from the readers.

Keyword: Citizen Journalism, Tilik Kampung, Community (public) Participation

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Background

Most newspapers provide only news stories that were collected and written by their journalists or reporters. Such information or messages are delivered in one-way process from media to audience. However, on the other side, there are actually many people who are eager to share information they have through media, in this case, newspaper.

Lack of interaction between media and audience makes newspaper lose opportunity to gain more advantage in the era of rapid-growing information technology for the time being. Newspaper as printed media is left a step behind by electronic and online media. Television and cyber media gives broader space to interact with the audience.

As a matter of fact, the audience or readers of newspaper have their own information, whether it is news, pictures, photos, or videos. They actually would like to share their information to others to solve their problems or just to disclose any inspiring ideas.

One of indicators that show the desire to share is overwhelming amount of *short message service* (SMS) which was sent to newspaper. Suara Merdeka, the biggest daily newspaper in Central Java, Indonesia, has such a rubric to accommodate SMS sent from its readers. Citizens write many things such as road construction, soccer games, or any other occasions.

After observing that phenomenon, we perceive that people have strong desire to share information, discuss, or disclose many things to others to find solution.

People can only write limited words in every single SMS so they can't tell their stories comprehensively. That reason inspired the daily newspaper to formulate new concept which is asking people to write their stories completely.

About a decade before, there was a new paradigm so called citizen journalism. In this paradigm, people do not only receive news stories written by journalists but also write their own stories. Citizens are not merely as an object but become a subject in the process of news reporting as well.

Society or people who have activities that were missed by journalists will write those activities on their own and send them to the newspaper media. The concept will make the relation between printed media and its readers more interactive. The readers will also have sense of belonging to the media if they get involved in the process of providing news. Realizing the interactive concept, Suara Merdeka made a breakthrough by dedicating one full page to the public to write their news stories. The title of this page is "Tilik Kampung" and it's published every Monday. This page is only one example of pages that give space to the public to participate.

Desiring to participate actively in writing news, faces an opinion that "only journalists can write news stories because they have certain standards of skill to collect and compose news" sometimes.

Some studies carried out by students on "Tilik Kampung" page show that society really needs such an interactive page. However, this paper wants to emphasize public participation as an implementation of citizen journalism.

Problems

This kind of public participation becomes the center of attention in this research. What made members of society or common people send their stories to the newspaper without hoping any honorarium? Is there difference between journalists and common people in writing news stories? How do people participate in citizen journalism through "Tilik Kampung" in Suara Merdeka?

Theory

Citizen journalism emerged in early 2000s and was developed to accommodate people who wanted to share what they're witnessing and experiencing, as Dan Gillmor said in *We the Media*: "We were witnessing-and in many cases we were part of-the future news." People not only play the role as news consumers but also as news producers. "Some grassroots journalism will become professionals. In the end, we'll have more voices and more options," said Gillmor.(Gillmor, 2004)

According to D Lasica in *Online Journalism Review* (2003), there are several forms of participatory journalism, among others are:

1. Audience participation, such as comments on news stories, private blogs, photos or videos recorded by mobile phone camera, and local information written by a community.
2. Independent news and information which are published in website
3. Letters from the readers. Some newspapers give the readers a space to deliver their comments on the news stories
4. Soft notes in mailing list or email
5. Private video broadcasting sites.

Based on those types which are described above; citizen journalism can be delivered by the community such as news or photos which describe the activities nearby.

The concept of "public sphere" from Jurgen Habermas explained that mass media support the idea of 'sphere' as open space and forum for the audiences or the readers to share their opinion (McQuail, 2011). Suara Merdeka as the local newspaper on this research gives opportunity to the readers to write, share and send their opinion and activities.

The Mathematical Theory of Communication from Shannon and Weaver (Saverin&Tankard, 2011) or the Information Theory, explains about how the information can be chosen, produced and sent. This theory can be applied in this research because the newspaper's editor and the readers, both of them, have their function to edit and to send the information which can be share as the news.

Method

This is a qualitative research using case study method with descriptive approach (Yin, 2012). This kind of method is applied because this research takes only one daily newspaper in certain period of time (a month, July, 2012). The researchers use only one of six community editions in Suara Merdeka; Semarang Metro, as the unit of analysis from this case study research. This research describes public participation which is expected to be huge, due to the biggest circulation of Suara Merdeka in this city and towns surrounding.

The idea that looking at something from multiple points of view improves accuracy, called Triangulation (Neuman, 2006). This is applied to keep the research valid and reliable. Data validity in qualitative research shows how accurate the data were gained. And the interviews were also carried out with the key informan and informans who are in charge in the media (Editor-in-chief and editors of Semarang Metro) and the audience or contributors of "Tilik Kampung"; are the part of the triangulation data collection for this research.

Description of Location

This research or paper took place at Suara Merdeka which is located on Jalan Raya Kaligawe Km 5 Semarang, Central Java, Indonesia. The daily newspaper was published for the first time on February 11, 1950 and now has more than 100.000 copies of circulation a day, with taking middle-class in Central Java as the segment orientation. Central Java has 35 regencies/municipalities but Suara Merdeka uses psychographic approach to divide the province into 6 community editions as followed:

1. Semarang Metro: covering Kota Semarang, Kabupaten Semarang, Kabupaten Salatiga, Demak, Kendal, Grobogan.
2. Solo Metro: Kota Surakarta, Kabupaten Sukoharjo, Karanganyar, Sragen, Wonogiri, Klaten, Boyolali.
3. Suara Pantura: Kota Pekalongan, Kabupaten Pekalongan, Kota Tegal, Kabupaten Tegal, Brebes, Batang, Pemasang.
4. Suara Muria: Kudus, Pati, Jepara, Blora, Rembang.
5. Suara Banyumas: Banyumas, Banjarnegara, Purbalingga, Cilacap.
6. Suara Kedu: Kota Magelang, Kabupaten Magelang, Wonosobo, Kebumen, Temanggung, Purworejo dan Provinsi DI Yogyakarta.

“Tilik Kampung” is a special page dedicated in each community edition and published for first time in February, 2012. According to H Amir Machmud SH MH, Editor-in-chief of Suara Merdeka, “Tilik Kampung” was chosen as the name because of originality of the public report in various kinds of stories without segment limitation.

The readers of “Tilik Kampung” are asked to notice for awhile to articles or news stories of various activities in society that are provided and written by members of the society on their own. This research only observes “Tilik Kampung” in Semarang Metro edition. There are some rubrics in this page beside main news. They are Rame Kampung that consists of news pictures and Greget Kampung that accommodates human interest stories.

Table 1. “Tilik Kampung” Semarang Metro, July 2012

Date	News Title	Picture	Writer	
Monday, July 3, 2012	Santri Aswaja Lestarian Tradisi Rebana	Yes	Dina W	
	Komisi VIII Kunjungi YPI Al Khoiriyah	Yes	Junaidi	
	Nguri-uri Bahasa Jawa	Yes	Abdul Arif	
	Trik Jitu Jadi Santri Produktif	Yes	Ahmad Asrof	
	Perpisahan TK Al Ustman	Yes		Rubric Rame Kampung (picture only)
Monday, July 16 2012	Stikes Hakli Raih Akreditasi B		Yudi	
	HUT SMKN 1 Demak			

Monday July 23 2012	Saling Berbagi dengan Masyarakat	Yes	Akhmad Fikri	
	Tarhib ramadan dikemas dalam dongeng Islam	Yes	Sunarto	Rubric Greget Warga
	Lapangan parkir	Yes	Citizen	Rubric Rame Kampung
	Outbound STIE			
Monday July 30 2012	Jalin Komunikasi		Junaidi	

Discussion

“Tilik Kampung” is based on efforts to maintain public loyalty. Editor-in-chief of Suara Merdeka, H Amir Machmud SH MH, said that “Tilik Kampung” was developed as the editors’ response to development of citizen journalism using various kinds of media, especially online forums. The editors think that public needs more space in printed media to express their thought. Public actually has found the way in online media.

The Suara Merdeka editors accommodate the need of expression from public not only through rubrics such as “Surat Pembaca” (letter from the readers) or interactive SMS called “*Piye Jal*,” “*Njur Piye*,” “*Piye Cah*,” etc. Public was also given opportunity to collect and write news stories like reporters to report activities in their neighborhood.

Hopefully, citizens participate and get involved in reporting any developments and occasions happening in their neighborhood. For keeping relations with the stakeholders, Suara Merdeka tries to involve citizens actively so they will feel as part of Suara Merdeka all the times.

Nugroho Dwiadiseno, who is in charge of Desk of Semarang Metro, said that people are very enthusiastic to Tilik Kampung. There are articles that were always sent by citizens to Desk of Semarang Metro. Every week, the desk receives 8 articles on average from public, and the desk only publishes 6 of them.

Survey shows the enthusiasm. The 1st informan (Ariyani) said that she was motivated to write news stories in Tilik Kampung because she wanted to expose activities in her neighborhood through newspaper. And the 2nd informan (Joko Suprayoga) wanted to dispatch the development of fishery in his community.

Many of them said that they want to expose their activities but they won’t invite journalist or reporter because of some reasons. The 3rd informan (Yuyun) explained that she was not confident to call journalist because she felt her neighborhood was small, while the 2nd informan said that journalists have their own frenzies. “Sometimes, our activities were so simple and not proper to be covered by journalist,” said the 4th informan, Nita.

Table 2. Hope to “Tilik Kampung”

Key Informan	Hope
Editor-in-chief Suara Merdeka	1. Give public a space to express 2. Public is a part of Suara Merdeka newspaper

Tabel 3. Motive to give contribution to “Tilik Kampung”

The Informans	Motive and target
The 1st Informan	To develop writing skill in media and to expose activities in my society and my TPQ school
The 2nd Informan	To inform fishery activities developed in my neighborhood, writing hobby
The 3rd Informan	To make people well- informed and to develop my society
The 4th informan	Many, among others are to make people get informed about our group activities, to promote our programs, to exercise our writing skills. I feel more enthusiast because our activities could be published in a newspaper

From the table above, we can find that many people actually want their activities to be covered by media. They think that it is unnecessary to call journalist to cover every single activity they have, especially unimportant activities. In fact, they can cover and write their activities themselves.

Media should respond the public enthusiasm. So far, there was no chance for citizens to write and send their own stories to the media. With the presence of Tilik Kampung, people now have the chance and the media gets cordial relationship with its readers or audience.

The high motivation was generated by eagerness to share information despite no honorarium from media. Suara Merdeka doesn't give any honorarium for citizens whose news stories were published in Tilik Kampung.

Although there's no honorarium, they are so enthusiastic to send their news stories to Tilik Kampung. They want people know or read their activities so that their neighborhood will become popular. They also hope government or other people will pay attention to their problems. However, the capability of common people to write news story is not as high as the motivation to participate. The 3rd informan said that he didn't know the standards in journalistic writing. He just wrote what he saw or experienced and send it to Tilik Kampung, so that other people know what happened in his neighborhood.

There are some obstacles for common people to send their articles to Tilik Kampung. The 2nd informan said that the new's sources were nervous while being interviewed. Source 5 said that he sometimes finds it difficult to write a news story to explain his activities.

That's why the media applies different standards for common people and professional journalists in writing news stories. Editor-in-chief of Suara Medeka, Amir Machmud, gives his explanation about the difference between articles written by common people and real journalist.

“Citizens shouldn't play the full role of journalist. No need to try to investigate law cases. Article written by citizen should be basic report which doesn't need conditions of check and recheck too

much. So that's why it doesn't generate complication when an article needs ethic and legal consideration through journalistic verifications," said Amir Machmud.

In order to prevent any additional burden of journalistic responsibility to Suara Merdeka editors, the standards of articles written by citizen must be different from those by journalist. The citizen articles should prevent conflict that needs both-sides verification.

Soft articles which are telling about any public activities are preferred in citizen journalism. The articles could play the role as public relations for its society or community. There's no overlapping between citizen articles and journalist articles.

The citizen articles will be edited first and not automatically published. Editors will also compromise to informative articles which don't need confirmation or journalistic verification. Editors won't publish the articles that don't meet the conditions. Anyway, public expression shouldn't violate the rights of other people. This will teach the citizen journalist to write articles carefully based on factual data.

Chief Desk Editor of Semarang Metro, Nugroho Dwiadiseno, said that there are many citizen articles with complicated composition but editors could understand it because most of them don't have journalism education before. "They only have courage to write and participate in citizen journalism, but we appreciate. It takes time, process, and consistence," he said.

Actually, there are many people who want to participate in Tilik Kampung but do not know how. Amir Machmud said that responses from the public to Tilik Kampung are good in general but not similar in each community edition.

Conclusion

People have desire to participate and send their reports to newspaper. This participation is voluntary in nature, without any honorarium. People will feel happy if their reports were published in newspaper and read by other people because their society becomes popular. However, there are still many people who do not know how to write a news stories or report and how to send them to media.

"We'll keep on encouraging public participation through the page of Tilik Kampung, besides other pages that open opportunity for common society to express their interests. We'll enhance the content of page Tilik Kampung for unlimited periode of time, because our relationship with the stakeholders is also never unlimited." (Amir Machmud)

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Stop the Linsanity: Jeremy Lin and the Limits of “Race” and “Racism” in Media Coverage

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Introduction

In February of 2012, a rarely used reserve player named Jeremy Lin was pressed into duty to play point guard for the New York Knicks. His surprisingly strong play combined with the rarity of a person of Asian descent playing in the National Basketball Association led to a surge in coverage of Lin which came to be called “Linsanity.” In addition to discussions of Lin’s play and the subsequent wins and losses of the Knicks, Lin became a central figure in two ongoing discussions: one about race, talent and recognition and one about Lin’s identity and character.

This paper seeks to analyze these two discussions as they occurred in the media (both social and traditional) with particular focus on the news coverage of the tweets by Jason Whitlock, a Foxsports.com commentator, and Floyd Mayweather, a boxing champion and the use of the phrase “chink in the armor” by two separate employees of ESPN (one on their webpage and another on a radio broadcast).

The paper will examine the media coverage of both Lin and the initial media reaction to him to consider the way the media and society create and reify the concepts of “race” and “racism” and the extent to which “goodmouthing” makes those concepts more problematic for both the media and the various audiences. Finally, the paper will consider the use of humor (in particular Saturday Night Live, the Daily Show and Conan) as a possible way forward.

Who is Jeremy Lin?

Jeremy Shu-How Lin was born in Los Angeles, California to parents who had immigrated to the United States from Taiwan. He was raised in northern California where he played basketball for Palo Alto High School. His senior year, he captained his team to the California Interscholastic Federation (CIF) Division II State title and was named to the All-State first team as well as the Division II player of the year. Lin went on to play basketball for Harvard University for four years. He was named to the All-Ivy League first team twice (“4-Jeremy Lin”).

Lin signed with an agent and entered the National Basketball Association draft in 2010. He went undrafted, but eventually signed a two-year contract with the Golden State Warriors. He did not play much that season and was released by the team at the start of the next season. He was then signed by the Houston Rockets who also released him just twelve days later. It was at this point that he was signed to a contract by the New York Knicks. For over a month, Lin was a rarely used bench player for the Knicks. An injury to another guard on the team, however, led to increased playing time for him which, in turn, led to Linsanity (Janowitz, 2012).

Linsanity

An injury to one guard led to the Knicks’ signing of Lin and an injury to another guard led to Lin finally playing extended minutes. On February 4, 2012, more than one month after he signed with the team, Lin was given his first chance to start a game when the Knicks played the New Jersey Nets. Lin scored 23 points and had seven assists.

Lin's performance in that game was followed by a series of successful games. He was named the Eastern Conference player of the week after his fourth start ("Knicks' Lin" 2012). Lin became the first player in the modern NBA to average more than 20 points and go undefeated in his first 5 games ("Lin-vestigating history," 2012). He became only the second player on record to average over 20 points per game and seven assists per game over his first eight starts in the NBA. He scored 200 points over those eight starts, putting him fifth on the all-time list of scorers over their first eight starts ("Lin makes the," 2012). Lin's season ended less than two months after his first start due to a knee injury (Beck, 2012a).

The reaction to Linsanity

The reaction to Jeremy Lin's play over the two months he was an active member of the New York Knicks was strong and varied. He was, for example, declared the Knicks' "most popular player in a decade" by the New York Times (Beck, 2012b). There were three moments in the popular discussion of Lin, in particular, that this paper will consider. The first was a headline in the New York Post discussing Lin's performance in a game against the Toronto Raptors. The headline, on the front page of the sports section of the paper below an image of Lin making the game-winning shot, was "Amasian"—a play on words combining "amazing" and "Asian."

The second moment is two tweets, one by a sports figure and another by a sports reporter discussing Lin's performance and the reaction to it. Professional Boxer Floyd Mayweather tweeted the message, "Jeremy Lin is a good player but all the hype is because he's Asian. Black players do what he does every night and don't get the same praise" (FloydMayweather 2012). Foxsports.com reporter Jason Whitlock in a tweet he later deleted that "some lucky lady in NYC is gonna feel a couple inches of pain tonight" (Hanstock, 2012).

The third moment is use on the Entertainment Sports Network (ESPN) of the phrase "chink in the armor" to describe problems in Lin's game. The phrase was used twice, one on a radio program and once on the mobile website (McNeal, 2012).

Taken together, these three moments (along with a few others, including a controversy over the ingredients in a flavor of Ben and Jerry's ice cream) were seen as the nadir of Linsanity (c.f. McCarthy, 2012; Freeman, 2012). While Ben and Jerry's and the New York Post can be seen as trying, if ungracefully, to congratulate as well as profit from the Lin story, Mayweather and Whitlock could, at best, be seen as trying to draw attention to themselves by attacking Lin.

The Good, the Bad, and the Ugly

There may seem to be a sense of inevitability in the three incidents above, although each represents a different take on the problem of race and ethnicity in the United States. The first case, the use of the combined "amazing" and "Asian" to get the resulting "amasian" is actually quite similar to the use of fortune cookies in the Ben and Jerry's ice cream named "Taste the Linsanity" and the minor controversy over the Madison Square Garden Networks showing of a fan made poster of Jeremy Lin coming out of a fortune cookie with a fortune that read, "the Knicks' good fortune." Each of these events is, arguably, an attempt to praise Lin (or those who were willing to support/hire/recognize him). Lin was amazing, worthy of his own flavor of ice cream, and a fortunate find for the Knicks.

The two tweets (and numerous other tweets and blog posts) were, on the other hand, attempts to argue against praising Lin. Mayweather directly argued that Lin was not particularly worthy of praise—pointing out that his play was good, but not particularly good and, in fact, no better than many black players who were not being praised. Whitlock’s tweet was, read from one angle, an attempt to praise Lin or, at least, acknowledge he had played a good game. The approach of the tweet was, however, was to attempt to delegitimize Lin in two different ways: first by arguing that this was unusual (Lin would want to celebrate his performance by having vigorous sex after) and second by arguing that despite his performance in the game, Lin was not sexually powerful (the presumptively small size of his penis).

The two uses of “chink in the armor” by ESPN reflect a lack of concern or awareness about the meaning of the term “chink” in the context of a person of Asian descent in general and Chinese descent in particular. Huan Hsu (2012) discussed briefly the differences in the usage of “chink” in the English language in an editorial arguing that the term should be removed from everyday usage

Chink dates back half a millennium to Middle English, a delightfully onomatopoeic word for a narrow opening or fissure. It’s also an agreed-upon slur, although those origins aren’t as clear. One theory is that it refers to the phenotype of Asiatic eyes. Or it might stem from the sound created by Chinese workers as they hammered railroad ties during America’s westward expansion. Or it’s a derivation of *China* or the *Qing* dynasty that reigned when the country first opened itself to the West.

The Problem of Epideictic

Further complicating the matter is the type of communication used when talking about Jeremy Lin during Linsanity. All of the incidents described above most closely fit the least well defined form of communication: epideictic. Epideictic rhetoric, however, presents a particular problem to those who wish to study it: it is not clearly defined in either its purpose or place. Michael Carter (1991) explained that “the main reason for this dearth of admirers appears to be its nonpragmatic nature; unlike forensic and deliberative rhetoric, epideictic does not seem to have a viable, legitimizing purpose” (209). Consequently, epideictic also has a poor image in general use. Celeste Condit (1985) noted that the “term epideictic often conjures up images of hollow bombast and gaudy verbal baubles” (284).

The first problem one encounters in researching epideictic discourse is discovering exactly what it is. Indeed, there were a number of authors who took epideictic to be an amorphous, catch-all category. A good example of this type of definition is the one offered by J. Richard Chase. He claimed that epideictic could be interpreted three different ways, one of which resulted in Chase (1961) describing epideictic as a “wastebasket term.”

The Greek rhetorical term epideictic (*epideiktikon*) is generally interpreted in one of three ways: to some it is simply the oratory of praise and blame and goes under such banners as “panegyric,” “eulogy,” or “encomium”; others take epideictic as a wastebasket term that embraces all non-deliberative, non-forensic oratory and frequently refer to its spectrum of discourse as “Occasional Oratory”; many consider epideictic as synonymous with display (just what it is that is displayed, however, is still open to discussion) and present it under such epithets as “The Oratory of Display,” “Demonstrative Oratory,” or even “Ceremonial Oratory” (293).

Nonetheless, it is clear that there are situations, such as the case of Linsanity, where the form of communication is neither forensic nor deliberative. In such cases, some sort of workable framework beyond “other” must be established. Condit (1985) suggested a functional approach to defining epideictic. She wrote that “our survey suggests that epideictic speeches may be located by their tendency to execute three functions for speakers and audiences—definition/understanding, shaping/sharing of community and display/entertainment” (291).

Condit’s definition may be particularly useful in considering Linsanity because it specifically offers up three different, but useful, functions which epideictic rhetoric seeks to perform. It may define or seek to understand something that has happened to a community. It may seek to shape a community with those inside of it or share the ideas of that community with those outside of the community. Finally, it may display facets of the community or seek to entertain the members of the community. In the case of Jeremy Lin and Linsanity, each of these three functions is in evidence. The tweets, for example, are clearly display and entertainment. They are also an attempt to shape or share the community (Mayweather is clearly arguing that the society should react in a certain way to Lin and to other, primarily black, athletes). Finally, they are attempting to define or understand where Lin fits into the world of basketball, specifically, and the larger American community, generally.

Epideictic as Praise and Blame

Arguably, the most common function associated with epideictic rhetoric is the second set of functions Condit described: the shaping and sharing of community. But how is community shaped or shared? In large part, the shaping and sharing of the values of the community is done through praise of values the community wishes to valorize and blame of values the community wishes to downplay or reject. Takis Poulakos (1987) noted that this shaping/sharing function was discussed plainly in Isocrates’ oration *Evagoras*.

The presumption that a discourse of praise can lead men to moral excellence is made explicit twice in the discourse [of Isocrates in the *Evagoras*]: we praise, he says in the proemium, “those who in their own time had proved themselves good men . . . (so) that the younger generation might with greater emulation have striven for virtue.” A similar point is reiterated near the end: “For we exhort young men to the study of philosophy by praising others in the order that they, emulating those who are eulogized, may desire to adopt the same pursuits” (317).

Here, again, the communication surrounding Linsanity seems to fit the function of epideictic. Certain elements of it were, as mentioned previously, ostensibly praising or valorizing Lin. The two times ESPN used the phrase “chink in the armor” are, conversely, times when Lin was being held up to blame.

Epideictic as a way to reassure the community

While epideictic may certainly be used to inform or educate an audience about what is good or bad within a given community, it can also serve to reassure the community that its values can survive a given problem or break in the social fabric. Rogers argued that when a community is faced with a crisis, it is epideictic rhetoric that can re-forge the bonds of the community.

Epideictic rhetoric serves an essential function regarding the values that bind the community together. . . . In times of crisis, such as might be addressed by a

eulogy, the community is reassured that these values are still valid, continuing to serve their purpose, and that the community will survive the current shake-up (4).

While a eulogy is one of the most commonly known forms of epideictic address, it is by no means the only situation in which epideictic is called for. Dennis Jaehne (1987) noted the obvious, that change (and hence potential crisis) is a constant of the human condition. He argued, then, that there must be some space where the new and different is made meaningful and coherent with the community.

No one doubts that change is a constant feature of the human condition. Somewhere there is a zone of impact where the stable and durable confronts the novel and problematic; somehow change is integrated into what is ongoing and the new made familiar (147).

One such space, in our modern world, is the media. When an event that calls into question the community's understanding of the world (the ability of Asians in basketball, for example) or the community's values within that world (what is a good basketball player?), people may be called upon (or thrust themselves forward) to help explain how the new information fits and what it means for the community. Condit argued that "the epideictic speaker will be called forth by the community to help discover what the event means to the community, and what the community will come to be in the face of the new event" (289).

Epideictic and rhetorical crisis

A rhetorical crisis occurs when the normal, cultural assumptions about how the community operates or how the community interacts with the larger world do not seem to fit with the world or the community. In some cases, this may be because the community is changing (see the recent presidential election in the United States and the changing sense of what it means to be in the majority or minority). In other cases, it may be because something happens in the broader world which threatens the general assumptions of how things operate (as when an unknown, undrafted Asian, basketball player from an Ivy League school outscores Kobe Bryant in an NBA game). Thomas Farrell and Thomas Goodnight (1981) discussed the idea of rhetorical crisis in their examination of the communication surrounding Three Mile Island.

In some instances the, the crisis may be the product of cultural fragmentation: too few share commitments to common terms to sustain a fund of social knowledge or direct a course of public action. In other instances, loss of public confidence combines with an anomaly of the natural world to thwart effective discourse (272).

Regardless of the causes of the rhetorical crisis, the community's reactions are reasonably well understood. The community will seek, generally, to make the new information fit within the knowledge and value structure that already exists. This means that those who are called upon to speak about the crisis will have to find ways to make the new information fit with those existing structures. Farrell and Goodnight noted the difficulty which rhetorical crises present to the society when they wrote that "in each case, rhetors search awkwardly for language capable of defining, explaining, and assimilating urgent events. Audiences struggle to understand information, set criteria for policy evaluation, and locate viable options for action" (273).

One point here bears emphasizing. Because the rhetor using epideictic rhetoric in the face of a crisis to the community, the rhetor is usually limited to using the pre-existing values and

judgments of that community. Thomas Farrell (1991) noted that the speaker does not have complete freedom to address any issue or crisis. Rather, the rhetor must understand the history, culture, and values of the community.

And so, I come to a further point about invention, the constitution of culture and community formation through discourse. We do not invent norms, values, and virtues from nothing, as if by some figurative sleight of hand. Rather, it is the case that we already have an historical, and participatory, stake in the appearances of our culture (24).

Oravec agreed with Farrell, noting that the speaker's job is not to argue deliberatively about how the society should react to a given crisis, but rather that the speaker must re-connect the problematic information to the community in a way that allows the community to process the information without losing its sense of value.

The audience then responds judgmentally to the speaker's ability to re-create to essence of praiseworthy or blamable. The speaker needs to establish neither the general criteria of his judgment nor the existence of his object, and thus he does not engage in formal argument. Instead, the speaker links the well-known topics faithfully and convincingly to the audience's intuitions concerning the particular object, thus creating *insight* (171).

Jeremy Lin as a rhetorical crisis

While not as severe a crisis for the community as a death or nuclear accident, the play of Jeremy Lin created a sense of crisis in the broader society. McCarthy interviewed Andrew Kang, a senior staff attorney for the Chicago based Asian-American Institute about Jeremy Lin and Linsanity.

Kang also sees "soft" racism in media debates about why Lin went unnoticed for so long by the basketball establishment and why he's setting the NBA on fire now. "You hear endless debates about: 'How can this be happening? How can he be doing so well?'" Kang says.

"The very simple answer is he's very talented, he was overlooked by scouts or they missed that one. What they really mean is: 'How can an Asian-American be doing so well in the NBA?'"

"I think they're looking for answers other than he's athletically gifted," Kang says. "They're trying to attribute it to (Knicks coach) Mike D'Antoni's system, (All-Star forward) Carmelo Anthony's not around. So somebody has to put up the shots. They're trying to figure out how can this Asian-American be such a playmaker — and why didn't anyone else notice him earlier."

Indeed, Robert Wright (2012) writing in *The Atlantic* offered what he described as his own "armchair pop-psychology theory" to explain why Jeremy Lin was successful despite the "the fact that Lin was almost completely ignored by both college recruiters and pro scouts." Freeman noted that "Lin is the first American in the league of Chinese or Taiwanese descent and this, it turns out, has been a difficult concept for some to grasp."

Asian Americans as a Middleman Minority

The discourse around Jeremy Lin was further complicated by his position as an Asian American. In the color based ethnic system in the United States, the predominant ethnic

categories exist at the polar ends of Black and White. Given their relative position between those poles, Asians are often seen as outside of the racial and ethnic system in the United States. Joe Feagin (1978), for example, noted that one Asian American group, Japanese Americans, was seen as being off the scale. He wrote that “various magazines and newspapers praised the Japanese Americans for being highly acculturated. Some argued they were ‘just like whites’” (336).

Of course, being “just like whites” means not only a kind of invisibility ethnically, but it also means greater opportunities when viewed from the opposite pole. Indeed, in economic terms, Asian Americans and African Americans are often seen as being in direct competition—with the Asian Americans coming out on top. Dennis Winnick (1984), for example, argued that the success of the Asian Americans, in this case Korean Americans, could have belonged to African Americans if they had exerted themselves more.

Some believe that black rage is prompted less by Korean offenses than by overt resentment that a pack of immigrants have so quickly and so successfully exploited opportunities that with greater effort and foresight might have gone to the blacks. All it takes are the eighteen-hour day and the seven-day week (26).

This invisibility coupled with conflict creates a middle position between the poles where advancement is limited (“just like whites” is not the same as “white,” after all) but the ethnic groups in the middle come into contact with both ethnic poles, the Black and the White. Eugene Wong (1985) explained that the role of a “middleman minority” places Asians outside of the ongoing discourse about ethnicity and status—and hence invalidates them from the larger conversation about society and ethnicity.

The middleman group is considered to be an alien entity by both the elite and the masses. When seen in the light of the intensity of the relationship between the elite and the masses the middleman minority is, to all intents and purposes, perceived by the larger contending ends as being an invalid candidate for consideration as a legitimate part of the mechanics of state and society (53).

As such a middle group, Asian Americans may face definition by and exclusion from not only the “dominant” group(s) in United States society, but also the “subordinate” groups. This separation from the dominant-subordinate dichotomy of the larger society may also prove revealing because the definitions from the different “dominant” and “subordinate” groups may also reveal their understanding of the structure of ethnic relationships. Jason Whitlock (2012) even referenced this divide (and his stated ignorance of it) in his apology for his tweet about Jeremy Lin.

Monday night I had dinner with Dr. Harry Edwards, the celebrated Cal-Berkeley scholar and activist. Living in Northern California, Dr. Edwards has followed the Jeremy Lin story for years. Dr. Edwards also helped me understand the cultural conflict between African Americans and Asian Americans that is most acute in California.

“Latinos have taken the jobs we don't want and Asians have the jobs we can't get,” he explained. Dr. Edwards went on to describe the tension between inner-city African-Americans and the Asian store owners who do business in the inner city. Dr. Edwards' point was the inappropriate joke I thought I was cracking on a stereotype I share with Asian and white men was really a tweet that touched on something far more important and intense

Good mouthing

It is, perhaps, unsurprising that most of the attention given to communication in a community about ethnicity has focused on hate speech or “bad mouthing.” In the case of epideictic, however, it is not only blame that is a function of the communication. Praise also happens. Certainly attempted praise also happens. That creates another level of difficulty, as it can be very difficult to respond to praise in any way that seem ungrateful or ungracious. Nonetheless, good mouthing can also characterize, stereotype, demean, and define. Bosmajian (1983) noted that intent and motivation do not necessarily equate to effect.

Linguistic assaults often are used by persons who show no visible evil intent. While their motivations may not be to deprecate, the effects of what they say are damaging. Efforts must be made to make such people conscious that their speech is degrading to other human beings (139).

Conclusion

As previously mentioned, the various “lowpoints” in Linsanity seemed at once inevitable and unavoidable. Linsanity represented a kind of rhetorical crisis to the basketball community and the wider society. The nature of epideictic made it difficult for communicators to deal with Linsanity in a positive and meaningful way. What is more, Lin existed in a middle ground between black fans and players and white fans and players, creating an even more untenable position for him and for the Asian American community. That tension is real and must be dealt with. How can society move forward?

One potential answer is through the comedic frame. In the days that followed the start of Linsanity, the comedic television shows *Conan*, the *Daily Show*, and *Saturday Night Live* all dealt with Linsanity and the broader racial and ethnic questions in some depth and detail. It may well be that comedy allows for slippage—for a space in which things need not make sense and reaffirm the community’s values. James Kincaid (1991) said in a presentation to the Modern Language Association convention that

Comedy is the whole story, the narrative which refuses to leave things out. Tragedy insists on a formal structure that is unified and coherent, formally balanced and elegantly tight. Only that which is coordinate is allowed to adorn the tragic body. With comedy, nothing is sacrificed, nothing lost; the discoordinate and the discontinuous are especially welcome.

While the span of Linsanity was quite short, and the available communication to examine short (especially as it regards comedy), it is hoped that further research into the use of comedy in sensitive rhetorical crisis may lead to some more interesting answers.

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*Social Media Empowerment: How Social Media Help to Boost Women Entrepreneurship
in Indonesian Urban Areas*

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Abstracts

The Internet is argued to have the ability to open up windows of opportunity. Using the Internet, users can easily disseminate information to the public from different parts of the world, and this can be a potential aperture for promotional and business activities.

A country that still holds the eastern traditions, Indonesia still divides the role of men and women in two distinct areas; men as breadwinners and women as homemakers. Therefore, it is common to see women quit their job and dedicate their time to take care of the family after marriage. Unfortunately, this condition can suppress women emotional needs to self-actualize in the community.

A new kind of service made available by the Internet and gained tremendous popularity is social media. Social media bring many benefits to users; not only that they provide an online space for individuals to interact with others, they also help people to find others who have a common interest, to establish a forum for discussion, to exchange photos and personal news, and many more features.

In Indonesia there is a growing trend to open business through this platform, especially by women. There are many reasons behind this popularity, the main one being its flexibility that allows business to be done from everywhere, including people's own living room.

Hence, this paper aims to present how social media can boost women entrepreneurship by allowing them to open up businesses from home. The discussions concentrate on the role of this service in empowering women economy.

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I. Background

As many other developing countries in the world, Indonesia faces many important issues to sustain the well-being of its 260 million inhabitants. One of the issues that is listed in the fore-front of the government agenda is the issue of unemployment. At the moment, Indonesia has a problem to provide jobs for its working force. Current statistics report that the number of unemployment in Indonesia reaches 8.32 million people or approximately 7 percents of the working force population (<http://www.internetworldstats.com/stats.htm>). Although these statistics look small, but from the people who work there is only a minimum percentage who do it full time, while others are mostly part-time or seasonal workers. In fact, from the 116.53 million people who can be categorized as working forces, only 67.72 percents of them that have permanent employment (BPS, 2010). As a result, it can be argued that Indonesia's economy is still in the pre-condition stage and it needs to provide real solutions if it wants to compete with other nations in this era of open market economy.

Actually, there are many reasons behind this unemployment problem in Indonesia, which include unequal development between areas in Indonesia, low education standards, lack of skilled workers, unwillingness of people to find jobs in the less developed parts of the country, and so on. However, the most common reason is the inequality between the number of work forces and the available job openings (Sholahuddin, 2008).

Considering this obstacle, there is an urgent need for Indonesia to increase the job openings in the market, and one way to do that is by encouraging citizens to become job creators instead of job seekers. To support this goal, the Indonesian government – through the Coordinator Minister of Economy – aims to increase the number of entrepreneurs to 4.76 millions to reach the ideal state of two percent entrepreneurs in the country (Antara, 2012). Therefore, the government develops several policies, such as by providing loans for new entrepreneurs to open or expand their business, providing trainings that can enhance the entrepreneurs' business skills, organizing exhibitions that showcase products of these entrepreneurs, and so on (Hafzah, 2004).

One of the main target audiences for these government's programs are women. Women are seen to be potential target audiences since they have strong characteristics to boost the country's economy. Nowadays, women play a much bigger role in the economic empowerment within the family as well as within the society. The State Ministry of Cooperatives and Small and Medium Enterprise reported in 2006 that 60 percents of the micro, small and medium enterprises were owned by women. This phenomenon does not only happen in Indonesia. Other parts of Asia also report the growing number of women as owners of small and medium enterprises (SMEs) (Chiam, 2001).

However, despite having great potentials to become entrepreneurs, women also face many obstacles when they want to start their own business. As a country that still holds the eastern traditions, Indonesian society still divides the role of men and women in two distinct areas; men as breadwinners and women as homemakers. Therefore, women are often required to quit their job and dedicate their whole time to take care of the family after marriage (Wood in Griffin, 2003: 482). Furthermore, when some women decide to work outside the house, they usually have extra burden

to manage time between home and work. Not only that they feel guilty for leaving the children under someone else's supervision, but they also still have the responsibility to take care of other chores once they arrive home after work. Hence, it is widely reported that women take multiple roles in family that consist of being a wife, a mother, a worker, and so on. As a result, these activities increase stress for women in general.

Other problems that women have to cope with concerning their ambition as entrepreneurs are related to the economic and social capitals. As women tend to stay at home as a house wife or have lower paid jobs, it becomes difficult for them to fund their own business. When they seek for external source of funding, such as loans from banks or other financial institutions, they can only be granted upon agreement of their husbands. Hence, if their husbands do not allow them to work or apply for the loan, then they cannot get the approval from these institutions. In addition, due to their limited social circles, women might have difficulties in expanding their business as social networks are very important to support the growth of a business. Furthermore, as a result of cultural practice in the country, many women tend to have lower education than men. Thus, they might not have enough skills, such as managerial and technological skills, to start their business (Coleman, 2000; Cromie & Birley, 1992).

It is argued that the arrival of the Internet and its features open many possibilities for many people. It is because this new technology allows a more efficient way to communicate. Not only that communication is mediated to be faster, but it is also easier and relatively cheaper. A new kind of service made available by the Internet, which has gained tremendous popularity is social media. Following their introduction, social media such as *MySpace*, *Facebook*, and *Twitter* have attracted millions of women users, many of whom have integrated these sites into their daily life. With these media, we can see interaction that are more personal and direct, because the account owner can communicate directly to those within his/her friend list. These media also contains supporting features, such as photos upload, video upload, message and photo tag, and so on. And these also increase the popularity of such media.

Women often take advantage of these social media more than just to find friends. They can now use these media as a medium to support their financial independence. It is a growing trend to open business through social media. They can use technologies, such as smart phones, while taking care of their children. They also do not need to have stores which can be costly since they only need to showcase their products in the virtual stores. The applications in computer are also easy since they can tag pictures and provide information to potential customers by a single click. The growing interest of women in developing online business may also be supported by the nature of women who like to make contact with others and the tendency of today's customers who prefer to shop online since they do not have much time to shop.

This kind of entrepreneurship is seen to be an ideal option for women for several reasons such as society's perception, flexibility offered by this kind of business, the relatively low cost needed to open the business, and so on. However, one specific factor that attracted the attentions of some scholars studying women online entrepreneurship is the need of flexibility to balance family and work (see, for example, Segal et al. 2005:3; Lombard 2001:216). This factor is most prominent in

developing countries (van der Merwe & Lebakeng, 2008; Nguyen, 2005). In Vietnam, Nguyen (2005) found that most women were not hesitate leave the corporate works to become entrepreneurs to be able to manage their traditional roles as wife and children primary caregiver. This factor is also shared by Indonesian women. Cukier et al. (1996) found in their research about Balinese women in tourism works that women tend to work in the peripheral, lower-paid parts of tourism works because “these occupations harmonise women’s traditional roles in Bali”, to manage households routine that is.

Based on the above mentioned facts, this paper aims to see how an Internet feature, in this case is social media, can help to boost entrepreneurship, especially amongst women in Indonesian urban areas. This paper mainly wants to argue why such practice can be successful in the Indonesian society and not widely practiced in others by showing which factors that contribute to the success of this phenomenon in Indonesia. The findings were gathered from a research project conducted in five major cities in Indonesia, namely Jakarta, Bandung, Surabaya, Medan, and Makassar, with the aid of the SIRCA II grant from the International Development Research Centre (IDRC), Ottawa, Canada, and administrative support from the Singapore Internet Research Centre (SiRC), Nanyang Technological University, Singapore.

II. Entrepreneurship to Reduce Unemployment

Entrepreneurship is seen as an alternative to paid work in formal institutions. Being an independent self-employment is preferred by many for it somewhat gives the freedom to lead the business into one’s own preferred direction. In many cases, such as the lack of formal qualifications, informal employment and entrepreneurship may be the only means to make ends meet. Indeed, in some cases where getting paid work is not an available option, self-employment serve as the only means to generate income. This is particularly true for the bottom end of the society (OECD, 2003). Oxenfeldt in his book *New Firms and Free Enterprise* published in 1949 pointed out that individuals facing unemployment and low prospects of wage employment turns to self-employment as an alternative (cited in Audretsch, *et. al*, 2002). However, there is the question of the quality of these types of ventures since it is arguable that unemployment tend to produce lower human capital as well as entrepreneurial talent required to set up and maintain a business (Jovanovic, 1982). This may have to do to the different motivation for entrepreneurship ventures which leads the differences of growth aspiration and employment. A study to 29 countries in the Global Entrepreneurship Monitor 2001 found that 14% of opportunity driven entrepreneurs expected their firms to produce over twenty jobs in a five-year period while 99% necessity driven entrepreneurs expect their ventures to produce less than five jobs within the same time period (OECD, 2003).

Entrepreneurship is arguably an aspiration for a large portion of the working population. Many surveys conducted shows that a large fraction of employees aspire to be entrepreneurs for the reasons of reaching greater self-reliance and self-realization (OECD, 2003). Moreover, entrepreneurs often register to have higher levels of job satisfaction in comparison to employees (Blanchflower, 1998), ensuring the continual interest for self-employment among the working population.

Although it is evident that jobs are generated through entrepreneurship leading to the reduction in the unemployment sector, the size of the impacts on the labor market varies depending on each region and the time. Some findings suggested that over a short term, the promotion of entrepreneurship is found to have a limited impact on employment growth. A 1992 evaluation of Australia's NEIS program revealed that only 20% of the scheme's survivors had recruited an employee (Chapman *et. al.*, 1998). In the case of UK, a research found that only about 3% of self-employed business created additional job during the five-year period (Cowling and Hayward, 2000).

A more positive statistics are found in developing countries where self-employment in non-agricultural activities increase in almost all developing regions (ILO, 2002), such as in the case of Nigeria, where a study between 1999 – 2005 found that government support in promoting entrepreneur has seen the creations of new enterprises benefitting a total of 5% of the population (Elke, 2011). International Labour Organization in 2002 published statistic where self-employment in non-agricultural employment between 1990–2000 in developed regions only reaches 12% while in Africa it reaches 48%, followed by Latin America with 44% and Asia with 32% (ILO, 2002).

Unemployment reduction resulting from entrepreneurial activities is not exclusive to the business owners but also to the employees recruited. On a local scale, entrepreneurship would most likely reduce unemployment in the local area due to the recruitment of local workers. From the employee's point of view, local jobs may seem more favorable due to the less time spent in commuting. A survey conducted in the United States found that over a five-year period, one in every five jobs in the metropolitan area typically goes to the local residents (Bartik, 1994). This cannot be generalized for all cases, particularly if there is a stigma surrounding a particular local area where the business is located. But as found in a research conducted in the US on employment of the urban poor, despite the negative perceptions by employers to hire potential employees from the same area, the local workers are not excluded from jobs located in the neighbourhood. One of the reasons suggested is the benefit of close proximity between home and work that is unaffected by the unreliable transportations and may even walk to work (Ramsden, *et. al.*, 2001).

A developing country, Indonesia is advancing in its entrepreneurial activities. However, the country's figure is still far from ideal. As mentioned above, Indonesia still requires 4.76 million entrepreneurs to reach the ideal state of two percent of entrepreneurs in the country. The current statistic shows that the number of self-employed people in Indonesia only reaches to 0.18 percent of the total population (Antara, 2012). Efforts are underway, particularly by the Indonesian government who is prioritizing entrepreneurship support programs in order to support the creation of entrepreneurs to reduce unemployment and poverty alleviation, and to increase the welfare in general (Antara, 2012).

The problem with the low number of entrepreneurship in Indonesia in comparison to other countries can be attributed to the traditional culture of the majority where wage employment is more preferred than self-employment (Purwanto, 2012). This is particularly true for work in the public sector, where the preference of being a civil servant is much greater than being an entrepreneur.

Generally, upon completing their degrees, graduates would prefer to be job seekers rather than job creators. This is argued to stem from the education system which aims to create skilled and workplace-ready graduates rather than job-creating graduates (Halim in Purwanto, 2012). The number of unemployed graduates dominates the unemployment statistic in 2011 where the group accounts to almost half of the 4.1 million unemployment. (Pikiran Rakyat, 2012). The Ministry of Education addresses this issue by promoting entrepreneurship prior to graduation such as through scholarship an other supports. Educational institutions are increasingly promoting entrepreneurship by integrating it into the curriculum and even integrate entrepreneurship education model in their vision and mission (Fitriati, 2012).

Regulations that favours small-scale entrepreneurship are created to boost its growth in the national level. Law no. 9/2003 on State Owned Enterprise obliges them to allocate 5% of their net profit to support the development of Small and Medium Enterprises and co-operatives. These supports are in the form of soft-loans to non-bankable SMEs through a partnership program, and assisting SMEs capacity building activities (OECD, 2010).

As the fourth largest population in the world, Indonesia's ratio in entrepreneurship is quite low. Despite this, barriers to entry to entrepreneurship is lower than the average OECD countries. Figure 1.1 show this comparison indicating barriers that are constitute of different regulations in the domain of entrepreneurship, including administrative burdens to the creation of new firms, regulatory and administrative opacity and barriers to competition. This suggest the large potential that the country have for entrepreneurial activities.

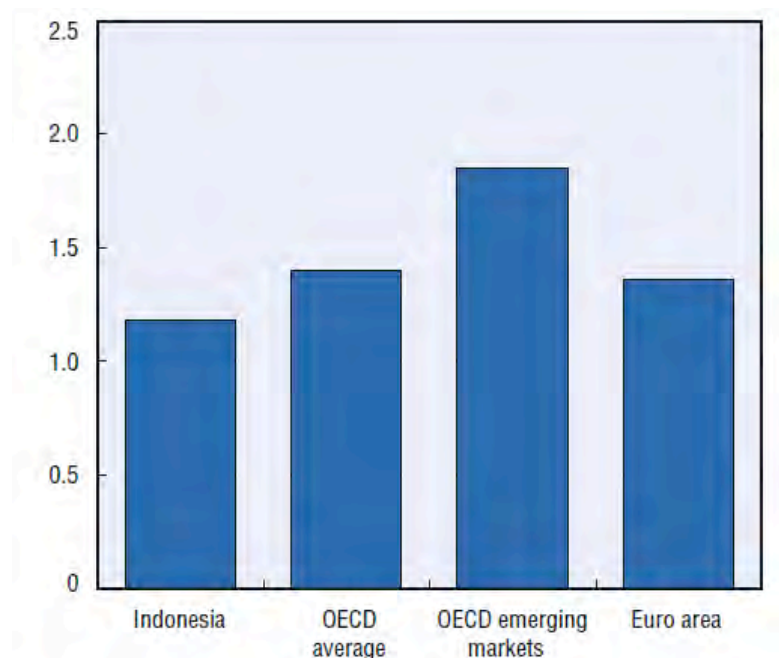


Figure 1 Barriers to entrepreneurship, Indonesia 2007 and OECD 2008. (OECD, 2010: 119)

III. The Potential of Women Entrepreneurs

Women entrepreneurs makes up a large portion of the working population. Their numbers are increasing. Between 1990-2000, the number of self-employed women in non-agricultural employment worldwide amounts to 34% of their total population in comparison to the 1980-1990 statistic of 28% (ILO, 2002). Their numbers are more often not registered into statistics due to the nature of business which are informal. In Indonesia alone, the number of women entrepreneurs are high for the informal sector, where it is estimated that between 1994-2000, women who are self-employed amounts to 70%. This figure is more than double the wage employment for the informal sector, which is 30%, in the same period (ILO, 2002).

The high number of self-employed women is higher than the men, particularly in the informal sector, due to the fact that self-employment is seen to be more important as a source of employment for women workers than men workers (ILO, 2002). According to the Ministry of Cooperatives and SMEs of Indonesia, about 60% of the SMEs in Indonesia are run by women (in Sahabat Wanita, 2012).

Despite their high numbers as entrepreneurs, gender-based discriminations still occur. Women may not be a prioritized group when it comes to entrepreneurship support from the government, as suggested in the case of Nigeria where between 2004 – 2005 where women were not given as much support as their male counterparts both in urban and rural poverty alleviation programs conducted by the government (Elke, 2010). In the labour force, women are generally paid lower than males, and in the case of Indonesia, the reduction is as low as 50% according to the country's Statistic Bureau of 2009 (in Sahabat Wanita, 2012). This is also found for the self-employment sector where in many cases women have lower self-employment income than men (Williams, 1998).

Women's traditional as role accepted by the majority of the world's population is as a house maker, managing the domestic aspect of a family. In the modern era, regardless of their employment or family status, the expectation for women to still do household work after returning from their day work is still high, particularly in raising the children. In Indonesia alone, it is estimated that the women still do over 90% of the household work (Macionis, 2010). There is the expectation that women prioritize the work at home and to raise the children before venturing out to conduct other businesses outside of the home. Despite the increased sharing of domestic/family work at home between men and women, it is still not yet the norm. This contributes to the increased pressure for women to leave work to raise the family (Tribun Jogja, 2012). In order to juggle both their professional life and domestic role, entrepreneurial activities which grants more flexibility is seen a viable alternative to simultaneously accommodate their work and child-rearing (Orhan, 2005). An overview of the members of Indonesian Women Entrepreneurs Association (IWAPI) where the majority of the members are married women or over child-bearing age implies the high appeal of entrepreneurship for this women group (Suara Merdeka, 2012).

The challenges in maintaining businesses may be more difficult to some. Faced with a bigger reduction in income when going for self-employment may lead women to returning back to wage employment. This propensity is increased even further for women whose initial motivation in starting up a business is as a side job, from their main intention to raise a family. Once the children starts school and the necessity to

be a stay-at-home mom is decreased significantly, their desire to return to wage employment and ending their self-employment may be increased.

Family is not the sole factor determining a woman's decision to start up their business. The push and pull motivations for women entrepreneurs varied. In general, the push factors may include dissatisfaction with their wage work, difficulty in finding a job, insufficient family income, the desire to balance professional and family life. The pull factors may include the potential for business concept and the prospective value for the entrepreneurs. Values here include independence, self-fulfillment (or self achievement), entrepreneurial drive, desire for wealth, social status and power, or social mission. Ducheneaut gives another suggestion of the pull factor, of a perceives social mission such as through creating employment and participating in economic development (Duchéneaut in Orhan, 2005). These push and pull factors reflect the contribution of women entrepreneurs to the self, family and society.

IV. ICTs Supports Women Entrepreneurship

As previously discussed, the development of ICT has brought new hopes to support women entrepreneurship (Ndubisi and Kahraman, 2006; Duncombe et al., 2005). While the older generation of ICT was limited to one-way communication, the newer development of ICT offers more opportunities to boost interactivity among its users. The invention of Web 2.0, for example, enables users to connect and interact with each others, thus forming and expanding their networks (O'Reilly, 2009). In business sector, entrepreneurs make use Web 2.0 to support, mainly, marketing-related activities (Jones, 2010).

Internet penetration level in Indonesia is actually low, a 9.1 % of the population in 2010, as compared to, for example, 55% in Malaysia or 27.6 % in Vietnam (ITU, 2011). Indonesian households access to personal computers or fixed telephone lines is also low (ITU, 2011). Access to the Internet is mostly centralized in urban areas in the country. Despite the not-so-promising performance, ITU (2011) reported that there were 220 million mobile phones in uses, or 92 mobile phones in 100 people in Indonesia. With the decreasing price of mobile Internet services (The Economist, 2011), the number of Indonesians who have access to the Internet is increasing.

Indonesian Internet users access the Internet mostly for social networking purposes. The country is home to around 43 million Facebook users in and 19 million of active Twitter users in 2011 (Abud, 2012). Although the outlook seems to be trivial, a Deloitte report (2011) predicted that the increasing Internet access "will lead to more sophisticated content being created", hence more substantial and productive uses.

Indonesian Internet users have in fact made use of the Internet, more specifically the online social networks, for substantial and productive uses (Lim, 2003, Nugroho, 2011). Indonesians made use of the Internet for various purposes and under different settings, but most prominently the Internet use enables a more strategic thing: that is for networking (Nugroho, 2011).

Indonesian women grouped under Asosiasi Ibu Menyusui Indonesia (AIMI), for example, make use online social media to set up a support system for breastfeeding mothers from across the archipelago (Nugroho, 2011). Indonesian social media users

are proved to be very effective in utilizing their online networks to support victims of Mount Merapi eruption (Nugroho, 2011).

The report has yet to touch the issue of women entrepreneurship and the Internet, including online social networks, in Indonesia. It is not unsurprising, though, given the issue between women entrepreneurship and ICT has yet to be major in the research of ICT appropriation in the developing countries. Our preliminary study found the complicated dynamics of the ICT and women entrepreneurship (Hamidati, 2010). ICT, more specifically social media, has facilitated the need of women to start their business from home, but it is not because of the ICT *per se*. The ICT may be capable to facilitate different motives to boost entrepreneurship, but it is the women themselves, who appropriate social media to serve as the main engine of their business.

V. Characteristics of Women Social Media Entrepreneurship in Indonesia

There is no doubt that social media entrepreneurship has the potential to provide a solution to the dilemma faced by women in balancing between their career and family life. Nonetheless, this phenomenon is not equally successful in other countries. From the research that was conducted with women online entrepreneurs in five Indonesian major cities, many reports that they have loyal clients not only from other parts of Indonesia, but many also come from other countries in the world. Therefore, this part will explore further what contributing factors that support the success of social media entrepreneurship in Indonesia.

Mobility/ Flexibility Promoted by Social Media

The first contributing factor is related to the mobility and flexibility promoted by social media. As technology advances with the arrival of tablet computer and smart phone, social media business can now practically be done from anywhere and at anytime, including from their home. This results in a flexibility that allows women to take care of the family and children while managing their business at the same time. Further, these technologies also reduce the cost necessary to open up a business as social media business does not require capitals normally needed in a traditional business, such as a physical store. Instead, most respondents reported that they just keep their product supplies at home, take pictures of the products, and promote them through their social media accounts, which can be accessed through their tablets or smart phones. In addition, these technologies are also easy-to-use. As mentioned above, social media allow simple ways to upload photos, write updates, contact people, and so on.

Social Capital Gained through Social Media Interactions

The second contributing factor is responding to the lack of social capitals usually experienced by women. As these women do this business through social media, this Internet feature allows them to reach a larger target audiences who are not located only in small area surrounding their locale. Many of the research respondents reported that with social media, they can get customers from other areas in Indonesia and also other countries in the world. Moreover, these people that they meet in social media do not only function as their customers, but they also serve as potential mentors, business partners, friends, and social supports. Indonesia is also known as a social media nation

where there are approximately 61 million people subscribe to at least one social media account (MarkPlus, 2012). Consequently it is a large target market for social media business.

Unequal Distribution of Products and Lack of Time amongst Customers

As mentioned above, the development in Indonesia is not equally distributed in every part of the country. As a result, it is difficult to find some products in less urban areas of Indonesia, such as Kalimantan and Papua. For that reason, there is a high demand for products sold by these women entrepreneurs in these eastern parts of Indonesia. In addition, for other customers who live in urban areas, many of them have a schedule that does not allow them to have much time to shop. Consequently, they prefer to shop online, which can be done after working hours or at anytime convenient for them.

Confidence and Satisfaction

Finally, the last factor that characterizes social media entrepreneurship in Indonesia is related to self-actualization. As this business allowing women to gain some financial independence by having their own money; thus, not only that this make them feel proud, but it also empowers them in making decisions to use this money. Most respondents reported that they can now use this money to spend on what they like, such as on children toys, recreation for children and their own personal favourites. Moreover, these women also reported that they did not feel the burden while doing this business as they got supports from family members (mainly their husband and children) since they can now work and take care of the family at the same time. Consequently, this business option makes them happy and more motivated to contribute to the financial of the family.

VI. Conclusion

In conclusion, the research findings confirms that online business have great potentials in empowering women by assisting them to become entrepreneurs. In addition, this social media entrepreneurship can be seen as a solution to the dilemma faced by women in managing and balancing between their career and family life. Ultimately, women social media entrepreneurship works well in Indonesia due to its unique characteristics that include: mobility and flexibility promoted by social media, social capital gained through social media interactions, unequal distribution of products in Indonesia cities and lack of time amongst customers to shop, and confidence and satisfaction women gained from doing this business.

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The Relationship of Social Motivation and Advertisement Effect on Facebook

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Abstracts

This study examines the relationship of social motivation and advertising effect on Facebook. Three types of social motivations, "social network maintenance", "social relationship compensation" and "social entertainment" are discussed for using Facebook. By collecting 197 questionnaires and adopting the analysis tools of ANOVA and regression, this research finds that person with motivation of "social network compensation" significantly tends to read Facebook advertisement message, have stronger feelings that the Facebook advertisements often meet their preferences, and have more willingness to buy Facebook advertisement products.

Keyword: Facebook, Social Motivation, Advertisement Effect

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INTRODUCTION

Facebook is a social network which is founded by Mark Zuckerberg. Since 2006, any user who keys in a valid email address and date of birth can freely join in Facebook. In 2010, Facebook users are up to more than 500 million, seeming as the third largest country in the world. In Taiwan, Facebook users are more than 7 million. Attractions of Facebook are the social relations and games. Through the interconnections of the friend lists, users are surprised by finding friends who are not contacted for many years. Facebook popular game, such as happy farm, which users steal farm produces from their Facebook friends was a hot topic in Taiwan and attracted more people to join in Facebook.

Facebook does not charge registered fee from users, so one of its income sources is in-site advertisements. When users are browsing Facebook, relevant advertisements appear on the right side of the page. For example, if users who show their status are "engaged", they may see wedding-related advertisements on their Facebook pages. The effect of Facebook advertisement is rarely discussed in the past researches. People using Facebook have many motivations, either for friend relationship or playing games. This paper attempts to explore whether users with various motivations response differently to Facebook advertisements. In the next sections, this paper reviews past related studies, conducts a survey for Facebook users, analyzes survey data and concludes the findings.

LITERATURE REVIEW

Social Motivations for Facebook Use

Lu (2010) classified social network using motivations into three categories: social network maintenance, social relationship compensation and social entertainment. First, "social network maintenance" indicates the motivation that users join in Facebook for maintaining existing social relationships, especially in weak-tie ones. Orchard and Fullwood (2010) noted that Facebook friends are mostly real-life friends. Social- network-maintenance users enhance their social network by continuing interacting with their friends on Facebook. Many Facebook functions, such as "status", "message", "wall", "photo sharing", "life event", "like" button and so on, bring joyful

and close interactions for users and their friends. Lewis and West (2009) found that Facebook users can maintain different levels of friendships.

The second is "social relationship compensation". Users of such motivation attempt to strengthen their existing relationships. Tosun and Lajunen (2010) found that people who are not satisfied with interpersonal interactions in everyday life tend to fulfill their demand through social network websites. Chien (2009) pointed out that some users build another kind of relationship with their real-life friends on Facebook. They expose more truth of themselves on Facebook and make up real-life social relationships.

The third is "social entertainment motive". Users with such motivation are fun-oriented. They prefer playing Facebook games which users not only can release their pressures, but also they can gain pleasant social interactions by sending game gifts to their Facebook friends (Chien, 2010). Lewis and West (2009) noted that social interaction on Facebook is relaxing, fun, stress-free and very enjoyable.

Facebook Advertisement Effectiveness

Brunk (2010) defined that advertising is providing and promotion the data, goods and services determined by a marketing person in exchange for money. Singh and Dalal (1999) noted that advertisements communicate messages and serve two functions: "to inform" and "to persuade".

Facebook advertisements appear when viewing web pages, usually locate at right side of the web page. Most Facebook-users would have encountered some advertisement when they are viewing news feed. They have choices to avoid the advertisement by closing them. If users are interested in the advertisement, he or she can click on it to obtain more information. Facebook advertisement services, including "Facebook Ads" and "Sponsored Stories", are paid services.

Advertisers are charged for the number of clicks they receive (CPC) or the number of impressions of their advertisements that are displayed (CPM). Cost per thousand impressions (CPM) advertising allows advertisers to specify how much they are willing to pay for 1000 impressions (views) of their advertisements ("Facebook Help

Center”, 2012). Most CPM advertisers concentrate on ensuring that their ad is seen often, rather than on having people click on their ads. In addition to that, these advertisers are also often more focused on spreading brand awareness than transferring the users directly to the advertiser’s website for further information (Palanisamy, 2004). The current minimum CPC is \$0.01, and the current minimum CPM is \$0.02. (“Facebook Help Center”, 2012).

Different from traditional media, internet advertising uses reach and frequency as the standard measures for online ad effectiveness (Dreze, 1998). “Reach” is the net unduplicated number of visitors who had an opportunity to see internet advertisement and “frequency” is the number of times the visitor had an opportunity to see a banner ad (Palanisamy, 2004). In addition to employing traditional means of advertising effectiveness measurement, Hoffman & Novak (1996) also recommended a set of integrated measurement of internet advertising effectiveness, which is measured by the users, exposure and interaction effects.

METHODOLOGY

This paper employs questionnaire survey as data collection method. Questionnaires are distributed to the students using Facebook in northern Taiwan colleges. Based on Lu (2011), three parts of questionnaire are designed: first is Facebook use motivation. 13 questions are included in this part for identifying sample’s motivation. The second part is Facebook advertisement effect. 8 questions are built-in for measuring sample’s reaction to the Facebook advertisements. 5-response-level Likert scale is used for the questionnaire. The last part includes demographic variables.

DATA ANALYSIS

ANOVA Analysis

This study collected 197 valid questionnaires. 71% of samples are female, 29% are male. 43.7% of samples use Facebook for social network maintenance, 26.9% of them use for social relationship compensation, and 29.4% of them use for social entertainment. Analysis of variance (ANOVA) is employed for exploring the

relationship social motivation and Facebook advertisement effect. The results are showed in table 1.

Table 1 ANOVA Results of Social Motivation and Facebook Advertisement

Effect

Dependent Variable		Sum of Squares	Degree of Freedom	Mean Squares	F value	p-value
You often click and read Facebook advertisements	Between	14.534	2	7.267	9.228	.000
	Within	152.776	194	.788		
	Total	167.310	196			
You are strongly impressed by Facebook advertisements	Between	10.126	2	5.063	6.880	.001
	Within	142.758	194	.736		
	Total	152.883	196			
Facebook advertisements meet your demand	Between	11.407	2	5.703	8.401	.000
	Within	131.710	194	.679		
	Total	143.117	196			
Facebook advertisements often cause your curiosity	Between	9.303	2	4.651	5.101	.007
	Within	176.901	194	.912		
	Total	186.203	196			
Advertisements interfere when using Facebook	Between	2.644	2	1.322	1.124	.327
	Within	228.279	194	1.177		
	Total	230.924	196			
Too many Facebook advertisements	Between	2.904	2	1.452	1.519	.221
	Within	185.400	194	.956		
	Total	188.305	196			
Advertising products arouse your purchase willingness	Between	1.781	2	.890	1.160	.316
	Within	148.889	194	.767		
	Total	150.670	196			
You frequently purchase Facebook advertising products	Between	6.894	2	3.447	5.256	.006
	Within	127.227	194	.656		
	Total	134.122	196			

*Significance level 0.05 (p<0.05).

By treatment of "social motivation", the statistical significant items of "Facebook advertising effect" include "You often click and read Facebook advertisement" (p=0.000), "You are strongly impressed by Facebook advertisements" (p=0.001), "Facebook advertisements meet your demand" (p=0.001), and " Facebook

advertisements meet your demand" ($p=0.000$), and "Facebook advertisements often cause your curiosity" ($p=0.007$), and "You frequently purchase Facebook advertising products " ($p=0.006$).

Scheffe's Test

This paper uses Scheffe's test for post hoc tests of ANOVA. Motivation group "Social relationship compensation" (SRC) has positive significant difference from other two groups (Social Network Maintenance and Social Entertainment) in "You often click and read Facebook advertisement", "You are strongly impressed by Facebook advertisements", "Facebook advertisements meet your demand", "Facebook advertisements often cause your curiosity", "Facebook advertisements often cause your curiosity" and "You frequently purchase Facebook advertising products" (See Table 2,3,4,5,6).

Table 2 Post Hoc Test of ANOVA

Dependent Variable: "You are strongly impressed by Facebook advertisements"

(I) Social Motivation	(J) Social Motivation	(I-J) Mean Difference	Standard Error	Sig.	95% Confidence Interval	
					Lower bound	Upper Bound
Social Network Maintenance (SNM)	SRC	-.640*	.155	.000	-1.02	-.26
	SE	-.080	.151	.869	-.45	.29
Social Relationship Compensation (SRC)	SNM	.640*	.155	.000	.26	1.02
	SE	.560*	.169	.005	.14	.98
Social Entertainment (SE)	SNM	.080	.151	.869	-.29	.45
	SE	-.560*	.169	.005	-.98	-.14

*Significance level $\alpha=0.05$

Table 3 Post Hoc Test of ANOVA

Dependent Variable: "You are strongly impressed by Facebook advertisements"

(I) Social Motivation	(J) Social Motivation	(I-J) Mean Difference	Standard Error	Sig.	95% Confidence Interval	
					Lower bound	Upper Bound
Social Network Maintenance (SNM)	SRC	-.416*	.150	.023	-.79	-.05
	SE	.171	.146	.503	-.19	.53
Social Relationship Compensation (SRC)	SNM	.416*	.150	.023	.05	.79
	SE	.587*	.163	.002	.19	.99
Social Entertainment (SE)	SNM	-.171	.146	.503	-.53	.19
	SE	-.587*	.163	.002	-.99	-.19

*Significance level $\alpha=0.05$

Table 4 Post Hoc Test of ANOVA

Dependent Variable: "Facebook advertisements meet your demand"

(I) Social Motivation	(J) Social Motivation	(I-J) Mean Difference	Standard Error	Sig.	95% Confidence Interval	
					Lower bound	Upper Bound
Social Network Maintenance (SNM)	SRC	-.537*	.144	.001	-.89	-.18
	SE	.014	.140	.995	-.33	.36
Social Relationship Compensation (SRC)	SNM	.537*	.144	.001	.18	.89
	SE	.551*	.157	.002	.16	.94
Social Entertainment (SE)	SNM	-.014	.140	.995	-.36	.33
	SE	-.551*	.157	.002	-.94	-.16

*Significance level $\alpha=0.05$

Table 5 Post Hoc Test of ANOVA

Dependent Variable: "Facebook advertisements often cause your curiosity"

(I) Social Motivation	(J) Social Motivation	(I-J) Mean Difference	Standard Error	Sig.	95% Confidence Interval	
					Lower bound	Upper Bound
Social Network Maintenance (SNM)	SRC	-.470*	.167	.021	-.88	-.06
	SE	.046	.162	.960	-.35	.45
Social Relationship Compensation (SRC)	SNM	.470*	.167	.021	.06	.88
	SE	.516*	.181	.019	.07	.96
Social Entertainment (SE)	SNM	-.046	.162	.960	-.45	.35
	SE	-.516*	.181	.019	-.96	-.07

*Significance level $\alpha=0.05$

Table 6 Post Hoc Test of ANOVA

Dependent Variable: "You frequently purchase Facebook advertising products"

(I) Social Motivation	(J) Social Motivation	(I-J) Mean Difference	Standard Error	Sig.	95% Confidence Interval	
					Lower bound	Upper Bound
Social Network Maintenance (SNM)	SRC	-.418*	.141	.014	-.77	-.07
	SE	.008	.138	.998	-.33	.35
Social Relationship Compensation (SRC)	SNM	.418*	.141	.014	.07	.77
	SE	.427*	.154	.023	.05	.81
Social Entertainment (SE)	SNM	-.008	.138	.998	-.35	.33
	SE	-.427*	.154	.023	-.81	-.05

*Significance level $\alpha=0.05$

CONCLUSION

This study examines the relationship of social motivation and Facebook advertising effect. Three types of social motivations, "social network maintenance", "social relationship compensation" and "social entertainment" are discussed for using Facebook. By collecting 197 valid questionnaires and adopting the analysis tools of ANOVA and regression, this research finds that person with motivation of "social network compensation" is significantly tends to click on Facebook advertisement and read its message and are impressed by Facebook advertisement. In addition to that, they have stronger feelings that the Facebook advertisements often meet their demand. Facebook advertisements often cause their curiosity and they have more willingness to buy Facebook advertisement products.

LIMITEDNESS AND SUGGESTIONS

The finding of this paper is based on the survey of college students who use Facebook and is restricted to the cognition and demographic biases. Nevertheless, the finding of this paper can contribute to the field of consumer psychology. The research question of future study can include what type of personality tends to use Facebook in the motivation of social relationship compensation. It will help Facebook advertisers to know their customers better.

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New Tools for Development Communication

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Abstracts

In the changing world scenario of development and growing impact of information and communication technologies (ICT) on younger generation, new tools of development communication for the new generation must be explored. Whether the older generation were used to rely on traditional media for communication, the younger generation uses some new tools like internet, mobiles, animations etc. Thus these new communication tools can be proved to be most convenient way to reach out to the new generation and make them aware about development issues. This effort may go in vain without exploring the potential of these tools in making development communication more effective and productive. This paper tries to take a stride in the direction to find out the potential of new and heavily used communication tools for the purpose of development communication.

Keywords: Traditional Media, ICT, Development Communication, CSCs

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Introduction

Development Communication is a relatively younger field within the discipline of communication. It is mainly concerned with the role of information and communication in social and economic development of an individual, society and nation (Bashiruddin, 2006). Development Communication tries to use mass media directly or indirectly for the improvement of the quality of life of people.

Nora Quebral tried to define development communication in 1975 – “Development Communication is the art and science of human communication applied to the speedy transformation of a country and its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfillment of the human potential.” (Narula, 1994). This definition brings the two opposite streams ‘arts’ and ‘science’ at the same platform. Development communication is called an art because it involves a lot of creativity to convey the message. At the same time it is a science because it follows a process or a system.

Development communication is said to be purposive in which the communicator intends to influence the receiver to achieve his goal. One of the goals of development communication is to provide complete information to the target audience about concerned plans and programmes. While imparting such knowledge and informations one cannot ignore the diverse age group of receivers. The target audience for a development programme can be youth, children and elderly people. People of various age groups and different gender have various sources of informations.

So, for development communication campaigns, the communicator should choose those means or channels which are interesting and easily acceptable for his/her target audience.

In Indian context, there is a wide range of communication media catering to its multicultural, multilingual and multidimensional society. It has been an effective user of oral communication in the ancient time for dissemination of religious, philosophical and cultural thoughts and ideas. Not only this, it has been using very effectively the traditional means of communication for development like folk dance, street play, folk songs, puppetry etc depending upon the nature of target audience. India has a rich tradition of using folk media for nation building activities like during the freedom struggle folk songs were used to popularize satyagrah and conveying political messages.

However, in the world scenario, communication through mass media has been an ever evolving process since the invention of printing by Gutenberg in the 15th century in Germany. In India, the strength of press became visible since 29th January, 1780 with the launch of first formal newspaper Bengal Gazette by James Augustus Hickey (Parthasarthy, 1989). Today the people have access to a wide range of publications, published in different languages with various periodicities and catering to diverse interests virtually at their door steps.

Not only print media is thriving, new diverse alternative media is also fast rising in today’s technologically advanced global media. With satellites beaming down information worldwide, with the Internet and cell phones enabling millions of previously silent people to speak and be heard, with television available around the world and with newspapers and journals designed for almost every preference, the quantitative reach of the global media is a miracle of human vision and technology (Merril, 2011).

In such changed technological advanced scenario, even the media audiences are also more attracted towards technically sophisticated and modern media. This is evident from worldwide acceptance of new media as easy source of information and news.

As Janet Kolodzy (2006) says,

Traditional news outlets, from newspapers to network news, have been losing audience. News audiences are seeking and demanding news from different outlets at different times of the day and in different ways. The audience for news has not disappeared, but it has dispersed. News audiences understand convergence and they are not afraid of it. They are blazing new trails in convergence, filling the vacuum left by many traditional news organisations. (p. 217).

Thus even development communication will have to keep pace with this changing scenario and cater the audience in the same way which is demand of the time.

Communication Revolution in India

According to Marshall Mc Luhan (2001),

The technologies are ways of translating one kind of knowledge into another mode has been expressed by Lyman Bryson in the phrase “technology is explicitness.” Translation is thus a “spelling out” of forms of knowing. What we call “mechanization” is a translation of nature, and of our own natures, into amplified and specialized forms.” (p. 56).

Thus technologies are bound to change the society. In case of India too, new communication technologies such as satellites, cable television, wireless telephones, internet and computers are bringing about noticeable change in society. The new media possess both the characteristics of interpersonal communication and mass communication, which are very strong forms of communication. Interpersonal communication refers to face-to-face communication between two or among a small number of individuals. In such communications feedback is immediate. Similar traits are visible in new media which allows high degree of interactivity and involves two or more people in the process of communication. It also requires a means of communication which may be a computer or mobile, similar to mass communication. Some type of hardware equipment is always involved in mass communication. While talking about communication revolution, there is no doubt that it started from the press and passed through radio, television, telecommunication to internet and convergent media.

The Press

India publishes more daily newspapers than any other country in Asia in various regional languages, in Hindi and in English. In 2000, there were over 27,000 newspapers and periodicals in India published in 93 languages. Some 5000 dailies are read by 100 million readers in 14 languages (Kripalani, 1997). According to Paranjoy Guha Thakurta (2011), there were over 82,000 publications registered with the Registrar of Newspapers as on 31 March 2011(para 9). However in a nation like India with a high rate of illiteracy, around 40 percent, the effects of these newspapers and periodicals are limited to only elite class. In the late 1980s and 1990s, Indian newspapers also underwent a facelift in order to keep up with magazines and with the rise of television. During the 1990s, many publishing groups, such as Living Media Private Limited (Publisher of India Today) and Bennett Coleman (Publisher of

The Times of India) moved into the production of television programs and launched internet portals, gaining a wider audience as compared to the print media (Singhal & Rogers, 2011).

Radio

Radio broadcasting began in India during the British colonial era in 1927 with the establishment of Indian Broadcasting Company. When India got independence, there were only six radio stations in country, all located in metropolitan cities (Singhal & Rogers, 2011). By 1980, radio covered about 90 percent of the population and over 78 percent of the area in the country. Expenditure on radio broadcasting in the first plan (1951-56) was just over 2 crores. By the 7th Plan (1985-90) it increased to 700 crores. In 1991, there were 102 full-fledged radio stations which were production centres. The number of broadcasting centres which included relay centres was 205. The population covered was 97.5 percent while area covered was 91 percent. The numbers of transmitters were over 300 (Dua et al., 2006). By 2000, broadcasts of All India Radio programs were heard in 110 million households (two-thirds of all Indian households) in 24 languages and 146 dialects (Singhal & Rogers, 2011). After a slow start in late 1990s, FM radio is coming of age in the new millennium. There are over 250 FM (frequency modulation) radio stations in the country (and the number is likely to cross 1,200 in five years) – curiously, India is the only democracy in the world where news on the radio is still a monopoly of the government (Thakurta, 2012, para 9).

Though unlike press, radio is relatively cheaper and caters to the illiterate population of India, it has some limitations too. It only appeals to the ears and cannot provide any visual. In spite of the fact that in India radio had been a unique effective channel for reaching to the vast audience of villagers and semi-urban lower middle class and poor population, the rise of television in India pushed it back.

Television

Television came to India rather late, on September 15, 1959. For starting television in India, UNESCO offered a grant of twenty thousand dollars to buy community sets. The USA also offered some equipment. Philips India offered a transmitter at a low price. Ultimately the Government set up a TV station at Delhi on an experimental basis. The aim declared was to discover what TV could achieve in community development and formal education. The transmission could cover an area of 40 km in and around Delhi. Programmes were beamed twice a week. Each programme was of 20 minutes duration. The viewers were members of 180 tele-clubs (Dua et al.,2006). Television flourished in mid- 1980s with the popularity of serials like Hum Log, which increased the number of television sets purchased. By 2000, more than 40 private television networks were broadcasting in India, including private networks like Zee-TV, STAR TV, SONY, CNN, BBC and many others (Singhal & Rogers, 2011). The Ministry of Information & Broadcasting has allowed nearly 800 television channels to uplink or downlink from the country, including over 300 which claim to be television channels broadcasting “news and current affairs” (Thakurta, 2012, para 9).

Telecommunication

Telecommunication is one of the most emerging tools of effective communication not only in India but in the whole world. Now-a-days all kinds of communication related services are available on mobile, whether it is news or advertising or any other form of information.

At the time of independence in 1947, India had 84,000 telephone lines for its population of 350 million. Even after 33 years, by 1980, the condition of telecommunication was not much improved and India had 2.5 million telephones and 12,000 public phones for a population of 700 million (Singhal & Rogers, 2011). However, major breakthrough happened in 1990s and India had installed network of over 25 million telephone lines, spread across 300 cities, 4,869 towns and 310,897 villages, making India's telecommunications network the ninth largest in the world (Bahadur, 1999 as cited in Singhal & Rogers, 2001). By February 2012, there were 9435 lakh phones allotted for a whopping population of 121 crore people with an overall teledensity of 78.10 percent (http://www.dot.gov.in/network/Material_for_DOT_s_WEBSITE_February_2012.pdf).

Mobiles are important part of telecommunications and in India, mobile telephony was introduced in 1995 along with pager services. By 1998, India had one million cell phone users in its four metropolitan cities with 45 percent in Delhi, 35 percent in Mumbai, 12 percent in Calcutta and 8 percent in Chennai (Cable Waves, 1997 as cited in Singhal & Rogers, 2011). By February 2012, the number of wireless phones or mobile phones rose to 9111 lakh, out of total number of allotted phones of 9435 lakh (http://www.dot.gov.in/network/Material_for_DOT_s_WEBSITE_February_2012.pdf). It is obvious from this data that a large number of phone users are using mobile phones in India.

This shows tremendous growth in India's telecommunication growth as well as projects the capacity of mobile telephony to emerge as easy and effective vehicle of communication with its wide reach.

Internet and convergent media

It began primarily as a non-commercial means of intercommunication and data exchange between professionals, but its more recent rapid advance has been fuelled by its potential as a purveyor of goods and many profitable services and as an alternative to other means of interpersonal communication (Castells, 2001 as cited in McQuail, 2005). Its diffusion proceeded most rapidly in North America and Northern Europe. In the USA it appeared to reach a ceiling of diffusion in 2001, at around 60 percent to 70 percent of the population. (Rainie and Bell, 2004 as quoted in McQuail, 2005).

In India, first computer was installed in 1955 at the Indian Statistical Institute in Calcutta. By 1972, there were 172 computers in India, but sales of personal computers in India crossed the one million mark in 1999. The installed base of PCs in the country was about five million in 2000, translating into about five computers for every 1000 people (Singhal & Rogers, 2011). According to a report by BBC News, India had 15 million computers and five million net connections in August 2005 and the government wanted to increase the number to 75 million computers and 45 million net connections by 2010 (http://news.bbc.co.uk/2/hi/south_asia/4735927.stm). Today, there is an unspecified number of websites aimed at Indians (Thakurta, 2012).

A report by industry body Assocham along with independent research firm ComScore said that among the Brazil, Russia, India and China (BRIC) nations, India has been the fastest growing market adding over 18 million Internet users during the last one year (Assochan-Comcore survey). The internet user base in the country is approximately 125 million, the

study added. India is also among the top three fastest growing markets worldwide in the last 12 months, the study said.

Not only in terms of quantity, in terms of quality also the convergent media has potential to appeal all age of people since it conveys text, audio, visuals, all forms of communication simultaneously. With the emergence of convergent media, it has not remained an easy task to distinguish these media from each other as it used to happen earlier. Denis McQuail (2005) has given following four reasons for this:

- I. Some media forms are now distributed across different types of transmission channel, thus reducing the original uniqueness of form.
- II. The increasing convergence of technology only reinforces this tendency.
- III. Globalization is reducing the distinctiveness of any particular national variant of media content and institution.
- IV. The continuing trends towards integration of national and global media corporations have led to the housing of different media under the same roof, encouraging convergence by another route.

How effective New Media is as medium?

According to Marshall Mc Luhan, “Medium is the message” - means the impact of medium itself is much stronger than the message. It is said that best communication is that which appeals to maximum number of senses of human beings. Media is an extension of body and senses. Each medium of communication has its own appeal to senses of human beings (Mc Luhan, 2001). In this regard, convergent media proves to be most appealing for its audience. Also, Rice et al. (1983) observed that ‘the notion that the channel of communication might be as important a variable in the communication process as source, message, receiver and feedback, may have been overlooked’. Referring to the work of Toronto school, they added that ‘one need not be a technological determinist to agree that the medium may be a fundamental variable in the communication process.’

Whether writing, printing and electronic media like radio and television are examples of traditional technologies which are essentially one way in nature, interactivity is a distinguished feature of new technology. The expression ‘new media’ has been in use since 1960s and has had to encompass an expanding and diversifying set of applied communication technology (McQuail, 2005). The two driving forces of change from ‘traditional media’ to ‘new media’ are – satellite communication and the harnessing of the computer. The key to immense power of the computer as a communication vehicle lies in the process of digitization that allows information of all kinds in all formats to be carried with the same efficiency and also intermingled. In principle there is no longer any need for various different media that have been described, since all could be subsumed in the same computerized communication network and reception centre (McQuail, 2005). Alongside computer-based technologies there are other innovations that have in some degree changed some aspects of mass communication (Carey, 2003 as cited in McQuail, 2005). New means of transmission by cable, satellite and radio have immensely increased the capacity to transmit. New means of storage and retrieval including the personal video recorder, CD-ROM, compact disc, DVD etc have also expanded the range of possibilities and even the remote control device has played a part. While not directly supporting mass communication, many new possibilities for private ‘media-making’ (camcorders, PCs, printers, cameras etc in digital form) have

expanded the world of media and forged bridges between public and private communication and between the spheres of professional and amateur (McQuail, 2005).

Thus main characteristics of new media can be – Interactivity, Social presence or sociability, Media richness, Autonomy, Playfulness, Privacy and Personalization. New media is highly interactive in terms of offering messages between sender and receiver. According to Short et al., 1976 and Rice, 1993, the user of new media also experiences a sense of personal contact with others. New media also provides a kind of richness to the extent to which it can bridge different frames of reference, reduce ambiguity, provide more cues, involve more senses and be more personal. It also provides autonomy to the user in terms of control of content and use. New media can be used for entertainment and enjoyment as against utility and instrumentality. It helps user in maintaining privacy, thus providing a rare combination of being social by keeping one's privacy. One more important advantage of new media is personalization; means the content and uses are personalized and unique.

On the basis of above mentioned characteristics, Denis McQuail (2005) has distributed 'New Media' in following four categories:

- I. Interpersonal communication media – These include telephone, more appropriately mobile and e-mail. In such media, in general, content is private and helps in establishing relationships.
- II. Interactive play media - These are mainly computer based and video games, also virtual reality devices. The main innovation lies in the interactivity and perhaps the dominance of 'processes' over 'use'.
- III. Information search media – This is a wide category, but the internet/WWW is the most significant example, viewed as a library and data source of unprecedented size, actuality and accessibility. Besides the Internet, the mobile is also increasingly a channel for information retrieval.
- IV. Collective participatory media – The category includes especially the uses of the internet for sharing and exchanging information, ideas and experience and developing active computer-mediated personal relationships. Such uses range from the purely instrumental to affective and emotional (Baym, 2002 as cited in Mc Quail, 2005).

The above discussion clearly indicates that new media or convergent media is a very effective medium of communication and it itself reflects the potential of a powerful medium. It not only provides a range of choices to the users with all possible dimensions of communication, but also enables the communicator in form of medium with technologically advanced features.

How can the convergent media be effective in development communication?

Communication in India means not only the transfer of information, but also the participation in the society and the community (Namra, 2004 as cited in Yin, 2009). The Indian brand of development journalism aspires to focus on the needs of the poor and their effective participation in development planning. India being a country of villages, where 833 million population still lives in rural area and a number of government plans are directed towards them, the possibility to reach to them by using new media must be explored.

According to a survey of Internet and Mobile Association of India in June 2012, there are **38 Mn** users in Rural India who have accessed **internet** which is **4.6%** of the rural population at least once in their lives, although an encouraging growth, the penetration is still very low considering the huge population of 833 Mn. Of these Internet users, there are **31 Mn** users

who have accessed the internet at least once in the past one month. The mobile revolution has been an accelerator for bringing the rural user online. As of June 2012, there are **3.6 Mn Mobile** Internet users. This has grown 7.2 times in the past 2 years. This distribution can be shown by a table given below:

Rural Population, 2012	833 Million
Computer Literates	70 Million
Claimed Internet Users	38Million
Active Internet Users	31Million
Mobile Phone Users	323 Million
Mobile Internet Users	3.6 Million

(Source: IMRB I-Cube 2012, All India Estimates, June 2012, Census 2011, TRAI)

Some of the important trends in rural internet usage are:

1. **Computer Science Corporations (CSCs)** play an important role in providing internet access to the majority. Of the Internet users, **57.7%** have used the facilities at a CSC. Most of the internet users access internet at CSCs for getting information on **Education**.
2. Mobile phones have come up as an important point of internet access after CSCs, Public access centers and Homes. **12%** of the internet users access internet on their **mobile phones**.
3. **Entertainment** is by far the most important reason for internet access with 90% users aware of it and **75%** using it. 65% - 80% of users are aware of other services like **communication** and **e-commerce** and are willing to use it in the future. Innovative and user friendly content will be the enabler for the rural folk to use these services.
4. Usage of **vernacular language** is on the rise and availability of content in local language encourages the rural user to go online. Although 79% of the users access content in English, **32%** of the users access content in Hindi as well.
5. **42%** of the non users have said that they are **not aware** of the internet and **59%** have stated that they can't access the internet as they do not have an **internet connection**. Lack of awareness and infrastructure are the primary reasons for not accessing the internet.

(Source - Survey of Internet and Mobile Association of India in June 2012)

This trends clearly shows that though reach of mobile phones and internet in rural India is not great, it is neither avoidable. People are not literate, but mobile literacy is high in number. So these new tools can be used for the purpose of development communication effectively. Whether it is power of messaging of mobile or power of interactivity of internet, it can be tapped for the betterment of society through development communication.

Not only region wise but also generation wise, new media's adaptability is high. Children and youngsters are potential users of this new media. According to Kolodzy (2006), "the news audiences of tomorrow are immersed in convergent news offerings today. News organisations worldwide are tapping the potential of this new emerging audience" (p. 245). In the marketing promotion, Time For Kids notes that by the age of ten, children have developed half of their consumer attitudes and skills. News designed for children in an era of camera phones, instant messaging, blogs, podcasts and video games may have clues as to how news may need to be designed to captivate that audience so they can thrive in their complex adult world (Kolodzy, 2006). In the similar ways development messages can be designed for the future generation of tomorrow, so that they can be made aware about the challenges of development in today's world and better be prepared for tomorrow. Since this generation is much comfortable and adaptable for the convergent media than the older generation, it is better to reach to them in their mode of communication only.

In India too, young generation is adopting this new media very fast. "Interestingly, about 75 per cent of online audience between the age group of 15-34 years, India is one of the youngest online demographic globally," Assocham Secretary General D S Rawat said (PTI, Oct 29, 2012). He said the trend is expected to continue in coming years given the age distribution in the country. Among the age segments, 15-24 years of age group has been the fastest growing age segment online with user growth being contributed by both male and female segments (PTI, Oct 29, 2012). There is a need to orient this potential audience in constructive direction instead of letting them waste their time and energy in unproductive channels of communication. The development messages can be designed in attractive forms of communication for this generation like cartoons. Such experiments have been proved effective in entertainment industry with huge success of mythological animation films like 'Return of Hanuman', 'Jumbo'. Such films are very low budget films and attract not only kids but also their parents and grandparents. Thus animations programmes can be an effective and attractive tool of development communication for the young generation.

Conclusion

The world is still going through the phase of communication revolution. There are a large number of communication tools available in market in various forms and people are adopting them fast. There are permutations and combinations that in how many ways these new tools can be used. The best way is to channelize this high level potential in right direction means in the direction of the growth of nation, the world. Otherwise these would be used in some unproductive work, just to make money by selling different kind of small time pleasures. There is no argument that this new media should not be used for entertainment, but why not fruitful entertainment so that with the development of science and technology human kind and its world also develop. By intermingling techno-savvy audience and highly effective new media, a new direction to the humanity can be given.

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Peers' Validation, Mobile Phone Involvement and Family Cohesion among Secondary School Children

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Abstracts

A cross-sectional survey has been conducted to 210 secondary school children in Shah Alam to explore how the need for peers' validation among adolescents would increase their mobile phone involvement that may affect family cohesion. The objectives of the study are: i) to identify the level of mobile phone involvement among respondents, ii) to identify the level of family cohesion among respondents, iii) to identify the relationship between respondents' need for peers validation and mobile phone involvement and iv) to identify the relationship between respondents' need for peers validation and family cohesion. Result has indicated that majority of the adolescents are moderately involved with their mobile phone. It is also illustrated that most of them experience cohesive level of family cohesion. Additionally, there is a strong, positive relationship between peers validation and mobile phone involvement among adolescents. In other words, the more the adolescents need peers validation, the more they will get involved with their mobile phone. The study also shows negative correlation between peers validation and family cohesion. Therefore, the higher the adolescents seek for validation from peers, the lower their family cohesion will become. As a conclusion, the study suggests that parents have to be lenient and understanding in handling their adolescent children since peers' validation is crucial during the adolescence period. Nevertheless, parents' monitoring on children's mobile phone usage is important as well in order to avoid high mobile phone involvement among them as it would affect family cohesion. In addition, parents for the most part have to make every effort to maintain the connectedness with their children. This way, family cohesion could be sustained and improved.

Keywords: Peers Validation, Mobile Phone Involvement, Adolescent, Family Cohesion

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INTRODUCTION

The conception of a 'perfect' family depends a lot on how family members perceive their familial life. Cohesion in the family can be nurtured when parents spend more time with their teenage children. Therefore, spending time together, listening, and showing affection are essential tools for parents to nurture family cohesion (Galvin, Bylund, & Brommel, 2012; Schrodtt, 2005). In addition each of the family members has to practice affective and instrumental communication in order to maintain the connectedness, togetherness and emotional bonding among themselves (Peterson & Green, 1999). For the most part, family communication occurs during leisure activities (Zabriske & McCormick, 2001). Throughout family leisure activities, family members will get the chance to mingle around, share stories and create the sense of togetherness. Unfortunately, the mobile phone usage during family leisure activities among adolescents is constantly disrupting the shared moment. A Pew Internet study (2009) for example has reported that high level of technological usage would make people less likely to enjoy leisure time. The increasing number of mobile phone subscriptions among pre-adolescents and adolescents in Malaysia has shown that mobile phone has become essential in their lives. Total mobile phone subscriptions by both groups had been reported as 2.13 million in 2005, 4.15 million in 2009, and 4.75 million in 2010 (Malaysia Communication & Multimedia Commission, 2005; 2009; 2010).

Apart from the astonishing applications incorporated with mobile phone, adolescents' need for peers' validation is the main reason why adolescents are highly involved with the mobile phone (Walsh et al., 2010). Previous studies have illustrated that adolescents who obtain peers' validation would perform well in their later life. Therefore, every time when the school session has ended, adolescents will find ways to be connected with their peers. One of the core media to sustain the connectedness among adolescents is mobile phone. Whilst maintaining the peer relations, some adolescents would excessively use their mobile phone in order to seek for peers' validation. This is a threat to family cohesion since higher mobile phone involvement would lead to lower level of family cohesion (Hani Zulaikha Zulkifly, Zaridah Abdullah & Faizah Din, 2012). When the adolescents are engrossed with their mobile phone, they are reducing eye contacts and passion in face to face communication with their family members. Prezza, Pacilli and Dinelli (2004) on the other hand found that the adolescents will acquire great sense of autonomy when they use their mobile phone regularly. In fact, adolescents' mobile phone use for socialization will increase their dependency to entire friends. This unfortunately would reduce adolescents' conformity to their parents. Thus, it is difficult for the parents to manage their children's interaction with family members (Wilska, 2003). The dialectic situation would possibly leads to family conflict.

On the whole, mobile phone involvement among adolescents for the sake of peers' validation is making them interact less with their family members. Mobile phone has allowed the adolescents to habitually share everything with their peers. In the long run, family cohesiveness would be affected as the sharing activities between adolescents and family members are reduced due to adolescents' engrossment to their mobile phone and friends. Therefore, the study is conducted to meet four objectives, namely to identify the level of mobile phone involvement among respondents, to identify the level of family cohesion among respondents, to identify the relationship between respondents' need for peers' validation and mobile phone involvement, and to identify the relationship between respondents' need for peers' validation and family cohesion.

Three core concepts of this paper are family cohesion, mobile phone involvement, and peers' validation. Family cohesion is defined as the emotional bonding experienced by family members with each other (Olson & Gorall, 2006). The definition signifies connectedness, separateness, mutuality and independence within the family. There are four levels of family cohesion namely disengaged, connected, cohesive and enmeshed (Olson, DeFrain & Skogard, 2008). These levels are ranged from extremely low cohesion to extremely high cohesion. Yet, family cohesion is best when the level is at connected or cohesive as these levels are balance between the two extremes (Olson, DeFrain & Skogard, 2008). Anyway, family members can always manage their level of cohesion through family communication (Galvin, Bylund, & Brommel, 2012; Schrodt, 2005). Family communication can be accessed by six dimensions; listening skills, speaking skills, self-disclosure, clarity, staying on topic, as well as respect and regard (Olson, DeFrain & Skogard, 2008). Family with poor rate of the six dimensions would experience less togetherness and emotional closeness simply because the family members are lack in listening skills, less in sharing their feelings, seldom stay on topic and less respect towards each other. On the other hand, family members who always give feedbacks, stay on topic while communicating, share their feelings, and respect each other will have the chance to maintain their connectedness.

Previous studies have provided several activities to increase family's level of cohesion (Vangelisti, 1994b; Zabriskie & McCormick, 2001). In fact, these studies emphasize communication as the gist of the suggested activities. Vangelisti (1994b) for instance suggested that secret-sharing among family members can increase level of cohesion because it tighten the family bonding. Apart from sharing secrets to manage the level of cohesion, family members can share family stories as well. Family stories are shared to create belonging, to teach expected behavior, to develop family culture, connecting generations, to reminisce, and as an entertainment (Stone, 2005; Koenig, Kellas & Trees, 2006). Through family stories, the family members create interest, belonging and involvement among each other. Zabriskie and McCormick (2001) on the other hand suggested that family participation in core and balance leisure activities will lead to higher perceptions of family cohesion. Core leisure activities are home-based activities that are common, accessible and require low cost while balance leisure activities are activities that need to be planned and occasionally participated. Family dinner and playing board games are examples for family core leisure activities while family vacations and outdoor activities are two examples of balance leisure activities.

The second concept; mobile phone involvement has been defined by Walsh (2009) as the cognitive and behavioural aspects of mobile phone behaviour. Unlike mobile phone usage that emphasizes on frequency, mobile phone involvement accentuates the interrelatedness of behavioural and psychological part of human being when using the mobile phone. In other words, mobile phone involvement occurs when people often think and use their mobile phone. Walsh et al. (2010) has illustrated that the more adolescents use their mobile phone, the more they will be involved with it. Peers' validation on the other hand is a positive outcome associated with individual's level of involvement in an activity that enhances feelings of self-worth. Individual's self-worth is dependent on approval from peers in which an individual emphasizes more on relationship with others (Crocker & Wolfe, 2001). The peers' validation usually related with social inclusion.

The need for peers' validation and mobile phone involvement among adolescents

Across qualitative and quantitative studies on the functions of mobile phone, users reported that they use the mobile phone for social purposes (Banjo, Hu, & Sundar, 2008). Likewise,

Power and Horstmanshof (2004) pointed out that mobile phones enable young people to build and maintain their relationship with others. This is definitely true when people are separated by distance. The need to be connected to each other can be proven by a study conducted by Haddon (2002) which reported that parents purposely bought a mobile phone for their children in order to fulfil their children's request to socialize with friends. The connection between friends seemingly has become important as reported by Ito (2006) who claims that young people are desperate to be connected to their friends.

Additionally, Walsh et al. (2010) reported that young people were highly involved with their mobile phone in order to obtain feelings of validation from others particularly peers. Walsh et al. (2010) has conducted a regression analysis on mobile phone involvement. The result indicated that self-identity and validation from others are predictors for mobile phone involvement. Young people for example those who are in the late adolescence phase need to extend their linkages with others in order to build up their self-identity. When they felt that they are respected by others, their self-esteem will be greater than before. Respondents in Walsh et al. (2010) reported that they are involved with their mobile phone continuously to increase their confidence level from time to time.

Whilst getting validation from others via mobile phone activities, people will regularly use and involved with their mobile phone as Orford (2001) has illustrated that positive outcomes are associated with how excellent a person is in performing the activity. Dittmar (2005) for instance found that young people are led to addictive patterns of behaviour in order to represent their attitudes and societal position. In addition, mobile phone users especially the adolescents would feel loved and valued if they receive calls or text messages through their mobile phone (Walsh, White & Young, 2009). When a person for example calls or sends a text message to her friend just to say hello, the receiver definitely will feel appreciated simply because she knew that the caller missed her. Therefore, a person's self-esteem and psychological well-being could be enhanced when he or she feel valued and cared by others (Baumeister & Leary, 1995). Moreover, Srivastaya (2005) has found that when a mobile phone user is feeling down, the positive messages stored on mobile phones could be read repeatedly to help him or her in emotional adjustment. However, if adolescents are too dependent to their mobile phone to seek for peers' validation, they will be lack of creativity in strategizing their social connection thus reducing their flexibility in managing the self-esteem and emotional quality (Loonis et al., 2000).

Peers' validation and family cohesiveness among adolescents

During adolescence, the adolescents are more attentive to peers group if compared to their family members. However, it does not mean that the adolescents are ignoring the importance of family closeness (O'Koon, 1997). They are still striving to keep in touch with family members but at the same time, they want to discover themselves from outside of the family (Santrock, 2001). During adolescence, being accepted by peers is important in which it will help in adolescent adjustment into adulthood. Simmons and Blyth (1987) found that adolescents will spend most of the time with their peers in and out of school. Unfortunately, time that they spent with the entire friends would lessen the time they can spend for their parents and family members (Larson & Richards, 1991).

During the early adolescence, children will keep a certain distance with their parents. Collins and Russell (1991) for example reported that both parents and adolescents experienced less cohesion and closeness throughout that particular period. Auspiciously, this is only temporary. The relationship between them would be renegotiated in the middle and late adolescence

period (Steinberg, 1990). Unfortunately, previous studies have proven that not all parents and adolescents could manage the disengagement period. Condry and Simon (1974) for instance found that when the adolescents fail to adjust their relationship, they would continuously increase their attachment to peers and to some extent; they would choose to detach themselves from family. The adolescents are more likely to gain self-worth through their friends at times when the parents are over restrictive (Devereux, 1970), lack providing support and lack in parental control (Steinberg, 1987). Therefore, White, Speisman and Costas (1983) suggest that parents should provide appropriate amount of control on the adolescents' personal lives and decision making using positive approaches. This way, adolescents would practice a balanced dependency with peers and family as well as parents will be able to sustain being the essential sources for support, comfort and advice to their children.

METHODOLOGY

Design and procedure

A cross-sectional survey was conducted to 210 secondary schools' students in Shah Alam. They were selected through stratified sampling technique using male and female population from each school as the strata. A pilot study was carried out to test the reliability and validity of the measurements. Based on the pilot study, the respondents used approximately five minutes to answer all questions and there was no missing value detected. Cronbach's Alpha coefficient values were high between 0.79-0.95. The actual data collection was then administered for two weeks among students from each school. Cronbach's Alpha values for the actual study remain high between 0.81-0.93. Therefore, the instrument was reliable.

Respondents

The study has been conducted to 105 male and 105 female students aged from 13 to 19 year-old from five secondary schools in Shah Alam. Only students who are still living with their families and own a mobile phone were selected as the respondents.

Measurement

Since the variables used in this study such as peers' validation, mobile phone involvement and family cohesion are abstract in nature, therefore, more than one statement are required to measure these variables. Due to that, Likert scales were used to measure the variables.

Family cohesion

Family cohesion is measured using fourteen items including three items adapted from a study by Mesch (2006) and nine items developed based on Olson and Gorall's concept of cohesion (2006). Five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree) were used in which the higher score indicates higher family cohesion. Among the items are; 'My parents are attentive to my problems', 'I love to share stories about my daily activities with family members' and 'I prefer to spend time with my family compared to my friends'.

Mobile phone involvement

Questionnaire set used by Walsh et al. (2010) was adapted in this study to measure the mobile phone involvement. Walsh et al. (2010) developed the questionnaire set based on Brown's behavioural addiction (1993, 1997) components and the mobile phone behaviour reported by participants in Walsh et al. (2008). Involvement is measured using twenty one items using seven-point Likert scale from 1 (strongly disagree) to 7 (strongly agree). Higher score indicates higher involvement. Among the items are 'I lose track of how much I am

using my mobile phone because I always use it', 'I feel uneasy at times when I cannot use my mobile phone' and 'Because of my mobile phone use, I postpone doing my school work'.

Peers' validation

Peers validation is measured using nine items that are adapted from Walsh et al. (2010) as well. Seven-point Likert scale from 1 (strongly disagree) to 7 (strongly agree) are used in which the higher score indicates higher needs of the respondents for peers validation. Among the items are and 'I feel appreciated if I receive lots of messages and calls from my friends through mobile phone', and 'I feel loved when I received calls and messages through the mobile phone'.

FINDINGS

Level of mobile phone involvement among secondary school children

Majority of the respondents (60%) are moderately involved with their mobile phone. On the other hands, 18.6 % of the respondents reported that they are highly involved while 21.4% of the respondents claimed that their involvement with mobile phone is low. These findings indicated a good sign whereby it shows that the mobile phone involvement among secondary school students in Shah Alam is still under control. Mainly, the moderate level of mobile phone involvement among most respondents signifies that they are partly affected by both cognitive and behavioural aspects of their mobile phone behaviour.

Table 1.1 Level of mobile phone involvement among secondary school children (N=210)

Level of mobile phone involvement	Frequency	Percentage (%)
Low involvement	45	21.4
Moderately involved	126	60.0
Highly involved	39	18.6
Total	210	100

Levels of family cohesion among secondary school children in Shah Alam

Table 1.2 represents majority of the respondents (52.4%) claimed that their level of family cohesion is cohesive. On the other hand 37.1% of the respondents reported that their level of family cohesion is enmeshed. Additionally, 9.0 % of the respondents experienced connected level of family cohesion while 1.4% of the respondents reported disengaged level of cohesion.

Table 1.2 Level of family cohesion of respondents (N=210)

Level of family cohesion	Frequency	Percentage (%)
Disengaged	3	1.4
Connected	19	9.0
Cohesive	110	52.4
Enmeshed	78	37.1
Total	210	100

According to Olson, DeFrain and Skogard (2008), family cohesion is best when the level is at connected and cohesive as these levels are between the two extremes. Nevertheless, the finding shows that most of the respondents experienced cohesive and enmeshed levels. At these levels, it illustrates that respondents are close and even extremely close to their family members. The finding contradicts to Collins and Russell (1991) who reported that adolescents would experience less cohesion and closeness throughout adolescence period.

Unfortunately, there are few respondents of the study who claimed that they experience disengaged level of cohesion. This might be happening because of lack in family communication. Family members are less in sharing stories among them, less in sharing secrets, and less participating in family leisure activities such as suggested (Vangelisti, 1994b; Stone, 2005; Koenig, Kellas & Trees, 2006; Zabriske & McCormick, 2001). In addition, their family communication might be at the poor rate where family members lack in listening skills, less sharing their feelings, seldom stay on topic while communicating, speak more for others, deliver unclear messages and less respect towards each other as explained in table 1.0 (Olson, DeFrain, & Skogard, 2008). These subsequently might be the few consequences when adolescents involved more with their mobile phone.

The relationship between peers' validation and mobile phone involvement among secondary school children

Pearson's product-moment correlation coefficient has been used to assess the relationship between peers' validation of the respondents and their mobile phone involvement. Table 1.3 shows that there is a positive but strong correlation between peers' validation of the respondents and their mobile phone involvement, $r = 0.700$, $n = 210$, $p < 0.01$. Therefore, increases in peers' validation of the respondents are significantly related to the increases in their mobile phone involvement. In other words, the need for peers' validation is a determinant for the adolescents to get involved with their mobile phones. At the moment, the finding is in line with Walsh et al. (2010) who found that validation from others especially the peers is the predictor for high involvement among the adolescents towards their mobile phone. The addictive patterns of behavior happen apparently because the mobile phone activities are able to increase adolescents' self-esteem and confidence level (Walsh et al., 2009). Apart from that, adolescents themselves acquire the happiness of being loved, appreciated, and cared throughout the mobile phone activities (Walsh, White & Young, 2009; Baumeister & Leary, 1995).

Table 1.3 Pearson-correlation between peers' validation and mobile phone involvement of the respondents. (N=210)

Variable	Mobile phone involvement	
Peers' validation	0.700**	**p<0.01

The relationship between peers' validation and family cohesion

Pearson's product-moment correlation coefficient has been used to assess the relationship between peers' validation of the respondents and their family cohesion. Table 1.4 shows that there is a negative correlation between peers' validation of the respondents and their family cohesion, $r = -0.188$, $n = 210$, $p < 0.01$. Therefore, increases in peers' validation of the respondents are significantly related to the decreases in their family cohesion. The finding therefore is aligned with Larson and Richards (1991) who has found in their study that the time adolescents spend with entire friends to seek for validation would lessen the time they can spend for their parents and family members. Although the finding only shows a weak correlation, the relationship between peers' validation and family cohesion is still significant. Hence, if the adolescents fail to adjust their relationship peers and family, they would continuously increase their attachment to peers and would choose to detach themselves from family like what has been illustrated by Condry and Simon (1974).

Table 1.4 Pearson-correlation between peers' validation and family cohesion of the respondents (N=210)

Variable	Family cohesion
Peers' validation	-.188*

*p<0.01

CONCLUSION

As the universal handheld, mobile phone has become essential today. The broad functionalities that a mobile phone could offer would be the determinant that mobile phone will still exist in the future to fulfil the human needs. The adolescents for instance need to be connected with their peers via mobile phone as the means to help them in their adjustment into adulthood. Nevertheless, the mobile phone usage among adolescents should not be taken for granted as they are likely to use the mobile phone excessively in order to get validation from others. Parents for the most part should put some control regarding the mobile phone usage among adolescents especially during family leisure activities. However, too much control must be avoided as the adolescents would feel unhappy and this will increase the tendency for them to go to their peers.

One of the ways that parents could do to lead their children to have a balanced peer-family life is to be friend with the children's friends. Parents may invite their children's friends to join fun activities together. This way, both parents and children have something to share and even things to talk about. Parents will get the chance to know their children's friends, become close with them and at the same time can implicitly control their doings. At the first place, parents should not block their children's need for peers' validation. Parents in fact have to be cool while handling their children and make every effort to maintain the connectedness with their children since the adolescence period is unavoidable. During this period, the adolescents are emotionally fragile. Therefore, family members particularly the parents should communicate with the adolescents positively. Then only the adolescents will get to feel the warmth and love of their parents thus maintaining the connectedness between them.

RECOMMENDATIONS

As a recommendation, it is suggested that future researchers who intended to study this particular topic to use samples from the four levels of family cohesion to get more significant result towards how peers' validation would influence group of people according to the four levels.

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The Future is Automatic: ICTs, Automation, and the Futurist Imagination

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A large, faint watermark of the iafor logo is centered on the page. It consists of the lowercase letters 'iafor' in a light blue, sans-serif font, surrounded by two concentric, hand-drawn style arcs. The outer arc is light blue and the inner arc is light red. The watermark is semi-transparent and serves as a background for the text above it.

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Introduction

In the midst of our current “long recession” thinking about the future of our society is profoundly divided. Leaving aside the nationalist anxieties that have taken hold of our discourse, there is a deep difference of opinion over whether we are about to enter an “age of abundance” or a “new normal” of lowered popular expectations and growing inequality. Advocates of the “age of abundance” thesis point to the ever-growing productivity of industry driven by advances in Information Communication Technologies (ICTs), while those who argue that we have reached a “new normal” of high inequality point to the global trend towards a widening class divide. These two divergent perspectives point to a common fact – that change is in the air, and the status quo cannot hold. In this paper I will focus on a critique of the advocates of the “age of abundance” thesis, investigating the history of their ideology and its most glaring “blind spot” - the distinction between use value and value. Through this critique I will reconcile the two predominant views of the future, arguing that we are witnessing a turn towards a contradiction-ridden society in which abundance and inequality exist side-by-side. In conclusion I advance an image of a future socialism that takes advantage of recently developed organizational innovations in order to address these contradictions, and argue that properly speaking, the claims of abundance have more in common with Marx than the market.

Part 1: Understanding the Transition

Beginning in 2007, the current crisis has overturned a great deal of the capitalist utopianism that developed during the 1990s. In order to properly understand this shift, it is first necessary to consider its historical roots and conceptual foundations. We will begin by addressing its historical roots.

Arising during the 1950s-1960s, Information Society Theory and Post-Industrialism, two important capitalist ideologies, were a response to a number of factors. First, a changing relationship between the urban and rural, and the upwards pressure that put on wages. Throughout the advanced capitalist countries, workers from rural areas who had previously worked seasonally, and therefore had their cost of living partially covered by the produce of their farms and gardens (allowing their wages to be lower compared to urban workers) began to move to the cities, and accordingly demanded higher wages to account for their increased cost of living. This put tremendous pressure on profitability. Second, the world witnessed a changing relationship between the core and periphery regions as the breakdown of the dominance of US monopoly capital and movements of decolonization challenged the postwar order. The complacency of American capital that had developed during its period of unquestioned dominance following the war was challenged by the rise of German and Japanese capitalism, with their higher levels of productivity. This forced profound changes in the global organization of capitalism during the 1970s.¹ Similarly the rebellion of the Global South against the dominance of the Global North over their industries and resources upset the postwar order.² Third, there was at the same time a breakdown of Keynesian

1 David Harvey, *The Condition of Postmodernity* (USA: Blackwell, 1990), 185.

2 Giovanni Arrighi, *Adam Smith in Beijing* (New York: Verso, 2009) 155.

economic regulation and an ensuing monetary crisis. This was directly related to the decline of American industrial dominance, and overturned the reigning Keynesian-Fordist paradigm as stagflation demonstrated that Keynesian claims to have tamed capitalism were unfounded.³ Finally, and most importantly for the development of Information Society Theory, there was the growth of a new subjectivity during the world revolution of the 1960s-1970s that challenged capitalist disciplinary systems and threw up new forms of creativity and organization.⁴ While montarism challenged the Keynesian establishment from the right, various new socialist and libertarian ideas challenged it from the left.

Confronting these challenges, the organic intellectuals associated with post-industrialism helped to construct the post-fordist regime of accumulation by advocating a variety of measures. Capital disciplined labour through the introduction of higher levels of automation, and with communication networks that would increase the mobility of capital relative to labour. This meant the roboticization of the assembly line, the introduction of office automation equipment, and the creation of lower cost back offices that could be connected through ICTs. Alongside these disciplinary technologies, the information society theorists argued for a pseudo-anarchist utopianism that suggested that the development of technology under capitalism would automatically lead to a free and equal future, meeting the demands of the “counter-culture.” These two factors were combined in the form of “flexible accumulation,” which harnessed the burgeoning creativity of the working class while simultaneously “freeing” it in the sense of it becoming “freely disposable” to capital. A movement of liberation thus became harnessed by capital and turned into an engine of greater domination.⁵

As time progressed the movement towards an “Information Society” became implicated in the twin movements of “financialization” and “globalization.” These movements were initially somewhat extraneous to the Information Society project, but their development soon became intertwined.

By the 1990s the trinity of informatization (In which we include automation), financialization, and globalization coalesced into a powerful economic and ideological formation that was most clearly expressed in California's Silicon Valley, and was labelled by Richard Barbrook and Andy Cameron as “The Californian Ideology.” In the authors' words this ideology is “a mix of cybernetics, free market economics, and counter-culture libertarianism.”⁶ Specifically it celebrates how technological and social development could be driven on a capitalist basis⁷ through a set of intersecting strategies. There was a push towards the development of case-by-case venture capital financing through the use of computerized and deregulated networks of finance capital. By encouraging the growth of startups in the ICT

3 Sam Williams, “The Industrial Cycle and the Collapse of the Gold Pool in March 1968,” *A Critique of Crisis Theory*, Retrieved October 30, 2012, <http://critiqueofcrisistheory.wordpress.com/the-five-industrial-cycles-since-1945/the-industrial-cycle-and-the-collapse-of-the-gold-pool-in-march-1968/>.

4 Herbert Marcuse, *An Essay on Liberation* (Boston: Beacon Press, 1969).

5 Kyle Alexander Thompson, *Technics and Dialectics of the Information Society* (Canada: Simon Fraser University, 2011).

6 Richard Barbrook and Andy Cameron. "The Californian Ideology," Retrieved September 1, 2012, <http://www.imaginaryfutures.net/2007/04/17/the-californian-ideology-2>.

7 i.e. Involving the production of surplus value and the accumulation of capital.

sector, this investment method temporarily helped to counteract the tendency towards monopoly and centralization. At the same time new organizational methods for the flexible assembly of the brightest minds from around the world on a project-by-project basis, and the equally flexible exploitation of readily disposable labour in the Global South to produce technology at the minimum possible cost (and thereby increase its speed of development through increases in sales volume) were developed. To a similar extent The Californian Ideologues saw the demands for liberation articulated during the World Revolution of the 1960s-1970s being realized in the personal freedom afforded to highly-skilled workers in the American IT sector, to capitalists operating in the same area, and in the relative ease with which one could switch between the roles of labour and capital during this period. The potentiality and mobility of capital, of information, and of labour were seen as all melding in a new age of creativity and realization of human potential.⁸

However just as the Californian Ideology achieved a kind of global hegemony, it was challenged by the reemergence of the crisis tendencies of capitalism, and with them the dark underside of capitalism that had been obscured by the utopianism of the era.

Part 2: Crisis and Recovery?

At the same time that the Global North was entering the “Information Age,” industry was being offshored; mostly to Asia, where capital found reasonably well educated and low cost labour that allowed for considerable increases in the rate of exploitation, and therefore of profitability, offsetting a falling profit of enterprise. This process was by no means external to the “Information Revolution” or “financialization,” as improvements in ICTs allowed for improved logistics, reduced inventory sizes, and better coordination of international finance needed to organize the new system of transnational production.⁹

Those industries that did remain in the Global North made use of increasing levels of automation in order to compete with super-exploited labour in the Global South, a factor that contributed to so-called “deindustrialization” even as the actual amount of industrial production performed in the Global North often remained quite high.¹⁰

Workers were either pushed or pulled into widely diverse forms of service sector work in the Global North, and unions were considerably weakened by this shift. With the rise of transnational production the tendency towards immiseration outlined by Marx in his General Law of Capitalist Accumulation began to appear more and more pronounced, as labour's relative share of income became either stagnant or eroded by inflation and government “reform” programs that reduced the social wage. At the same time wage levels in some parts of the Global South rose to begin to equalize with wages in the Global North.¹¹

8 Nick Dyer-Witheford, *Cyber-Marx: Cycles and Circuits of Struggle in High Technology Capitalism* (USA: University of Illinois Press, 1999), <http://www.fims.uwo.ca/people/faculty/dyerwithford/>, 26-64.

9 Thomas L. Friedman, *The World is Flat: A Brief History of the Twenty-First Century*, 3rd ed. (Vancouver: Douglas & McIntyre, 2007).

10 The Economist, “Back to making stuff,” *The Economist*, April 2012.

11 Fredric Jameson, *Representing Capital* (New York: Verso, 2012), 71.

In order to understand the effect of these trends, it is important to understand a fundamental distinction in Marx's economic thought between wealth and value, or in other words the distinction between use-value and value. For Marx, commodities which are produced for and sold in the market possess a material or sensorial aspect (their weight, their smell, their appearance, their chemical properties, and so on) which he calls a use value; and an ideal, immaterial, purely social aspect which is determined by the socially necessary labour time require to produce them, and which determines the proportions in which they exchange with other commodities, which he calls value.¹² In pre-capitalist society production was pursued for the purpose of satisfying human needs, that is for the purpose of producing use values. However under capitalism the production of use-values in effect becomes a side-effect of the real purpose of production, which is the production of value, a purpose and drive which is enforced by market competition and the social power which possession of money affords. When we analyze the effects of automation and globalization it is important to bear this distinction in mind.

Automation reduces the amount of socially necessary labour time require to produce a commodity, and therefore lowers its value.¹³ Often times these improvements in machinery or software are accompanied by improvements in the organization of production, such as the famous Toyota Production System, which also have the effect of lowering the value of commodities. This lowering of value affords the producer a temporary ability to out-compete their competitors on the market, but in the long term ends up lowering prices. A similar lowering of values and therefore prices can be achieved through finding cheaper sources of labour, such as those found in Asian sweatshops. The combined result of this lowering of prices is that capitalists' wage bills can be lowered to some extent because "the worker's dollar goes further."¹⁴ Today we often call this the "Wal-Mart effect," or perhaps in Japan the "Aeon effect," which is often passed off by dishonest intellectuals as evidence that the working class is actually now "rich."

Indeed it is true that in some ways the working class has become rich in terms of use-values when compared to the past. From heated indoor plumbing, to refrigeration, to computers and flatscreen TVs, the average worker in the Global North, and increasingly even in the Global South, has access to use-values that would have been so far out of the reach of the ruling classes of antiquity that they would have appeared as pure fantasy. We might ask if capitalism has provided us with incredible use-values like automobiles, iPads, and vacations halfway across the world, then what is the problem? Isn't that "good enough?"

Let us consider what has happened during the last two decades. As I mentioned before, the end of the 1990s increasingly made clear the dark underside of capitalism to those who did not already experience it on a day to day basis. In 1997 the Asian Flu crisis represented the latest eruption of the 10 year industrial cycle, sending shock waves around a highly financialized world. As a result of the panic that jumped from one country to the next in a wave of financial contagion, capitalists sought safety in the US Dollar, strengthening the

12 Karl Marx, *Capital: Volume I*, trans. Ben Fowkes (England: Penguin Books, 1990), 125-177.

13 Marx, *Capital: Volume I*, 429-438.

14 Ibid.

financial position of the United States and allowing for it to largely prevent the crisis from spreading to the Global North. In the Global South the situation was hardly so rosy, but after a number of fire sales many of these countries were able to export their way back to prosperity by selling to the consumers of the United States. Yet this put tremendous pressure on the American consumer to buy, and indeed when combined with the flood of capital into the United States after the crisis and the fact that the wages of the working class had stagnated, much of the ensuing wave of consumption was debt-financed. Furthermore because investment in real estate was considered “safe as houses” a great deal of this consumption was constituted through and financed by real estate investment. The most important point of the ensuing real estate bubble is that it represented a deferral of the 1997 industrial cycle crisis in the Global North by means of the credit system.¹⁵

Almost exactly 10 years later, the deferred crisis met the next crisis of the industrial cycle, and was multiplied in its ferocity by the same financial system whose supposed “innovations” had saved the world from the last crisis. This was the beginning of what is commonly known as the Global Financial Crisis, and for the working class its main effects have been wage repression, unemployment, and the vicious slashing of the social wage in the name of “austerity” - with no end in sight. While productivity continues to charge ahead, the use-values it produces remain mediated through exchange relations, and therefore through value, denying large swathes of the working class even the ever-smaller share of the social product that they enjoyed before the crisis. These conditions give rise to social unrest as financial chaos and immiseration drive people hopefully towards anti-austerity and socialist movements, and more ominously towards xenophobia and fascism. In a crisis it becomes clear that apologetics that claim that capitalism is a system driven by the aim to satisfy human needs, or in other words to produce use-values, are a contemptible farce. Clearly this situation is not “good enough.”

Part 3: Future Prospects

But what of the future? We understand that the present moment of crisis is miserable for a great many people, but what about when the fabled recovery finally sets in? Unless the current crisis brings about a global socialist revolution or a catastrophic world war, both of which seem unlikely at the moment, there will eventually come a day when the system once again enjoys vigorous expansion. At the present moment the libertarian utopianism of the Californian Ideology appears ludicrous, but people have short memories, and in the next boom phase of the industrial cycle many will no doubt believe that *this time* we have finally entered a new crisis-free era. Indeed the roots of the Californian Ideology can be traced back as far as the Saint-Simonian societies of the 19th century, the legacies of which have survived in one way or another through every crisis of capitalism that humanity has endured since that time.

15 Sam Williams, "Reagan Reaction and the 'Great Moderation,'" *A Critique of Crisis Theory*, Retrieved October 30, 2012, <http://critiqueofcrisistheory.wordpress.com/the-five-industrial-cycles-since-1945/reagan-reaction-and-the-great-moderation/>.

It would therefore be premature to dismiss the futurist utopias of the 1990s as irrelevant. The digital era elite continue to promote these ideas quite vigorously through the usual channels of *Wired* magazine, think-tanks, and the ubiquitous TED talks. Looking past the crisis, an April edition of the *Economist* recently declared that we are on the verge of a “third industrial revolution” driven by automation, additive manufacturing, and nanotechnology.¹⁶

One futurist book that has attempted to outline the consequences of this “third industrial revolution” is Peter Diamandis and Steven Kotler's *Abundance: The Future is Better Than You Think*.¹⁷ The two authors are associated with the X Prize and the Singularity University, organizations created to promote “world-changing” technological development on a capitalist basis. *Abundance* is written for a popular audience, and reads like something of a literature review of the last five years of TED talks. While this might normally disqualify such a book from serious academic consideration, I believe precisely because *Abundance* represents the current “common sense” of the Californian Ideology, that it is worth examining.

Abundance is a book dedicated to “improving global living standards,” mainly through “technophilanthropy” conducted by the new bourgeoisie thrown up by the development of ICT industries since the 1990s. It is a book outlining the globe-spanning ambition of the Californian Ideology, and celebrating its leaders as “hyper-agents” able to make long-term decisions for the benefit of humanity, unconstrained by bureaucracy or special interests. According to Diamandis and Kotler, technophilanthropists will make use of their financial resources and technical know-how to create new technologies that will empower the world's poor to lift themselves into the sunny uplands of prosperity. All this is hardly anything new, yet if we look past the self-congratulatory froth of their work and examine its conceptual depths a more interesting picture emerges.

Abundance in fact pays very little attention to the market, focusing on productivity, cooperation, and planning as the basis for “changing the world.” There is hardly any evidence in the book of the neoliberal worship of “market efficiency,” with emphasis instead put on how technologies that allow for open-source style collaboration can be encouraged through direct investment by philanthropists in order to increase the amount of use-values that can be produced in a given amount of time, thereby creating the eponymous “abundance.” The authors approvingly quote Matt Ridley, author of *The Rational Optimist* as stating “Forget dollars, cowrie shells, or gold, the true measure of something's worth is the hours it takes to acquire it.” This insistence on labour time almost sounds Marxist!

Marx hailed capitalism's capacity to truly socialize production by bringing together all the workers of the world into one productive system. For the authors of *Abundance* this takes the form of the development of the division of labour, and the development of new forms of cooperation, particularly that of the open-source model. One of the many examples of technical progress Diamandis and Kotler make use of is that of the PR2 robot, which is designed to operate as an open platform for the development of robotics so that engineers can more quickly share and test their ideas with one another. The leader of the PR2 project,

16 The Economist, “A Third Industrial Revolution,” *The Economist*, April 2012.

17 Peter H. Diamandis and Steven Kotler, *Abundance: The Future is Better Than You Think* (New York: Simon & Schuster, 2012) Kindle edition.

Scott Hassan, is quoted in *Abundance* as stating that the main reason he decided to build the PR2 as an open platform is because “Proprietary systems slow things down” and prevent “the best minds” from working to advance the technology. Quite a remarkable statement to find in a book written by advocates for privately financed space exploration!

Of similar interest is the issue of “Technophilanthropists” who use their massive private wealth and technical know-how to fund projects which they deem worthwhile. These so-called “hyperagents” according to *Abundance* do not face elections, shareholders, or donors like the heads of traditional organizations, and so can afford to “think long term.” In fact this sounds remarkably like Marx's criticisms of the anarchy of the market in impeding rational social planning.¹⁸

While *Abundance* and similar utopian texts of the Californian Ideology highlight the potential of new forms of production, cooperation, and planning, they offer no solution whatsoever to the problems posed by the capitalist system of value production, treating the questions of production and distribution as though they were already settled. As such they offer to the oppressed no escape from the inhuman crisis tendencies of capital and simply ask them to weather the storm and hope to receive their scrap of the expanding pie when times are better. If we make the well supported assumption that these crisis tendencies are inherent to capitalism and will persist so long as the capitalist mode of production remains dominant these ignored problems appear as a glaring flaw in the Californian Ideology.

In my opinion, what is necessary in order to address this flaw is not to critique it from a traditional social democratic perspective, as Barbrook and Cameron originally did, treating its developments as purely deviant. Instead what is needed is to cast a critical light upon its ideas, a light in which its shallow utopianism takes on a different form and reveals new possibilities. While the Californian Ideology may be facile, it does represent what Marx called the poetry of the future,¹⁹ and can reveal to us new possibilities for society. This was the approach that he took in critiquing the utopian socialisms of his day. The Left today relies altogether too much upon the poetry of the past, and is in dire need of this kind of inspiration.

What might this critique reveal? In the *Grundrisse* Marx offers us some ideas that may be of use in understanding the implications of the “abundance” of the third industrial revolution. In his famous “Fragment on Machines” Marx reiterates that the basis of capitalist production, the production of value, is based on the measurement of labour time.²⁰ However as large scale industry develops, it does so on the basis of the commonly shared “general state of

18 For a further discussion of the question of innovation under socialism see: David M. Kotz, “Socialism and Innovation,” *Science and Society* 66, no. 1 (2001).

19 Karl Marx, *The Eighteenth Brumaire of Louis Bonaparte*, *Marxists.org*, <http://www.marxists.org/archive/marx/works/1852/18th-brumaire/ch01.htm>.

20 “The exchange of living labour for objectified labour – i.e. The positing of social labour in the form of the contradiction of capital and wage labour – is the ultimate development of the *value-relation* and of production resting on value. Its presupposition is and remains – the mass of direct labour time, the quantity of labour employed, as the determinate factor in the production of wealth.” Karl Marx, *Grundrisse*, trans. Martin Nicolaus (England: Penguin Books, 1993), 704.

science and on the progress of technology, or the application of this science to production.”²¹ For Marx this development of science and industry constitutes the development of a “social individual” or “general intellect.”²² We can think of the general intellect as analogous to the concept of the “noosphere” which has entered into popular discourse in recent years. The forces of science and technology are *general*, in contrast to the traditional basis of capitalist production – direct labour, which is *particular*. While productive forces continue to grow at a tremendous rate on the basis of the common general intellect, wealth is distributed to particular workers according to their direct labour time, labour which has become ever more abstract as the division of labour renders the production process into a truly social phenomenon. There therefore forms a “monstrous disproportion” between “labour time applied and its product.” Compensation based on labour time then becomes for Marx “a miserable foundation” in the face of the abundance of social production.²³

In fact we see exactly what Marx means when we consider the staggering disproportion between productivity and working class income growth that has come to characterize the advanced capitalist economies. In describing the growth of inequality in America, Paul Krugman states that “Income stagnation does not reflect overall economic stagnation; the incomes of typical workers would be 30 or 40 percent higher than they are if inequality hadn’t soared.”²⁴ Imagine how much higher these incomes would be under an actually equal distribution! “Abundance” isn’t just coming in the Third Industrial Revolution, it is already here, even though the notion may appear absurd to Americans getting by on food stamps²⁵ or Spaniards reduced to digging in dumpsters for their next meal as a result of “austerity.”²⁶ This disproportion is often explained away by the idea that productivity growth is due somehow to “capital investment” yet scientific and technological development has always and will always be a general social process, no matter how many obstructionist intellectual property laws attempt to enclose it. As we saw mentioned in *Abundance* “Proprietary systems slow things down.” Open source development is faster and more dynamic than that conducted under non-disclosure agreements and hermetically sealed corporate labs.²⁷

To be sure scientific development requires considerable material support, yet ironically the “Technophilanthropists” frustration with the short-term profit motivations of corporate science actually betray how superfluous the capitalist form is to this development. This not even taking into account the disproportionate role already played by public investment in science and technology.

21 Marx, Grundrisse, 705.

22 Ibid.

23 Ibid.

24 Paul Krugman, “Where the Productivity Went,” *The Conscience of a Liberal*, April 28, 2012, <http://krugman.blogs.nytimes.com/2012/04/28/where-the-productivity-went/>.

25 Jeff Cox, “Record 46 Million Americans on Food Stamps,” *Yahoo! Finance*, September 4, 2012, <http://finance.yahoo.com/news/record-46-million-americans-food-200000079.html>.

26 Suzanne Daley, “Spain Recoils as its Hungry Forage Trash Bins for a Next Meal,” *NYTimes.com*, September 24, 2012, http://www.nytimes.com/2012/09/25/world/europe/hunger-on-the-rise-in-spain.html?pagewanted=all&_r=0.

27 The authors of *Abundance* similarly emphasize that open and collaborative development is better suited to addressing the challenges of the ecological crisis we face today. On this point socialists would also agree. For a succinct description of the inability of capitalism to develop sustainable abundance see: Bill Blackwater, “The Denialism of Progressive Environmentalists,” *Monthly Review*, November 22, 2012, <http://monthlyreview.org/2012/06/01/the-denialism-of-progressive-environmentalists>.

When subjected to a proper critique of the dynamics of capitalism such as that found in the Grundrisse, what the Californian Ideology reveals is not the triumph of capitalist utopianism, but rather its miserable inadequacy to the development of the forces of production and equitable distribution of their fruits. What is needed to address the root causes of our crisis, as well as the challenges of our future, is a form of socialism that is just as, if not more flexible than the forms of capitalism that have developed during the information age. The development of the ICT-based planned economies internal to transnational corporations and of open-source methods of intellectual production form the obvious basis for such a type of society,²⁸ but only further development can render these prefigurations into a concrete form adequate to a socialist mode of production.

The logo for 'iafor' is centered on the page. It consists of the lowercase letters 'iafor' in a light blue, sans-serif font. The text is enclosed within a circular graphic composed of two overlapping, semi-transparent arcs: a red one on the left and a blue one on the right, which together form a circle around the text.

28 The growth of transnational production has required the development of sophisticated “supply chain management” systems for coordination. These enormous planned economies are made up of vast networks of ICTs, which combine allocation software, identification systems such as RFID, the Internet, robots for production and distribution, and any number of traditional forms of production and transportation infrastructure. While these technologies have been developed for the purposes of global capitalism, they could just as well be repurposed for building a more flexible and efficient socialism of the future. The development of open standards for planning, calculation, and communication would reduce informational asymmetries, reduce the social overhead cost of infrastructure maintenance and development, and improve cooperation.

For a readable description of how current transnational planned economies function, see Thomas Friedman's description of Walmart's global supply chain management: Friedman, *The World is Flat*, 151-166.

For a description of the benefits of collaborative and open supply chain management see: Jonah McIntire: “Iron Fists and Socialist Utopias: Supply Chain Governance's Role in Visibility,” *Supply Chain Visibility*, <http://www.supply-chain-visibility.com/iron-fists-and-socialist-utopias-supply-chain-governance%E2%80%99s-role-in-visibility/>.

For an explanation of the relevance of ICT development to the possibility for a more democratic and efficient socialism see: W. Paul Cockshott and Allin Cottrell, *Towards a New Socialism* (Great Britain: Spokesman, 1993).

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Harmony between Human and Nature Performed by Non-contact Ultra-Wideband Sensor

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0160

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Abstracts

Ultra-Wideband (UWB) sensors can detect breathing and pulse signals of the human body. Combine these signals with designed animation, an interactive multimedia of human-computer interaction that surpasses conventional approaches for expositions was proposed. Spectators can move freely within the 360 degree indoor amphitheater which is comprised of innovative spatial, lighting and sound installation. The growth of trees and the moment of emergence from chrysalis of butterflies were able to be controlled by breathing and pulse individually. This design allows the spectators to become closely connected with the great natural environment. This unique experience will enlighten the sense of each visitor to cherish every single organism and to be in harmony with our surrounding environment. Consequently, harmony between human and nature will become a reality. All the ideas had been performed at Pavilion of Dreams of 2010 Taipei International Flora Exposition in Taiwan.

Keywords: Ultra-Wideband(UWB), interactive multimedia, Doppler radar, breathing, pulse

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Introduction

Since human-computer interaction performed by interactive multimedia is everywhere in our life, the uniqueness has become more and more important. However, current sensors are based on *contact* design, such as pressure sensors, touch sensors, and so on. These sensors can not be activated without contact. Therefore, automatic and smooth performance is not accomplishable because people are requested to contact them. Fortunately, optical sensors like cameras and infrared systems are well developed and can easily be installed anywhere. Michael et al [1] used camera to recognize the hand gestures and interact with whiteboard. Alessandra Costanzo et al [2] combined a computer vision system and a RFID to locate certain subjects. However, most cameras used in research so far rely on color data and are therefore sensitive to environmental factors such as dynamic backgrounds and lighting conditions. [3] In other words, camera-based systems are not able to be hidden entirely and not able to be used in dim light either. As a result, some research focused on ultrasonic sensors to recognize gestures but others focused on ultrasonic Doppler radar system because that the Doppler-based systems are most effective when the motion is toward or away from the sensor. [5] But the power of ultrasonic decays quickly when propagating in air. In order to improve this, we proposed a novel sensor, the Ultra-Wideband (UWB) sensor, which is Doppler-based and microwave system. By dint of the characteristic of electromagnetic wave, UWB wave is able to penetrate through the non-metal obstacles without too much decay.

UWB is a kind of pulse electromagnetic wave with very broad bandwidth in frequency domain. Refer to Fig. 1. [6] The UWB wave can be emitted to the human body to detect the physiologic signals. The antenna receives the reflective UWB wave from surface of the body or cardiovascular system. The breath and heartbeat or pulsation are obtained after calculating processes.

The power of the UWB is very low and follows the safety regulation (IEEE 802.15.3a), so it is harmless to the human body. Generally speaking, a traditional physiologic monitor has to stick many electrodes and connect many cables on body skin. All these accessories limit the actions of testee. Moreover, the skin will be uncomfortable after a long period and the testee feels inconvenience. The UWB non-contact physiologic sensing technology we proposed here may detect the physiologic signals without contact, so it is free from all the drawbacks. Refer to Fig. 2. Under this construction, displacement of a body could be obtained. Here, we focus on physiological signals of people like pulse and breathing. As these signals are spontaneous and related to mentation, new field of interactive multimedia could be discovered. As a result, we accomplished a brand new interactive multimedia exhibition at the Pavilion of Dreams of 2010 Taipei International Flora Exposition. The pavilion of Dreams adopted the UWB non-contact physiologic sensing technology to detect the breathing and pulse signals without any accessory. Based on the obtained signals, the audience can interact with the animation which is provided by exhibition conveniently. Therefore this system may provide a very unique visit experience.

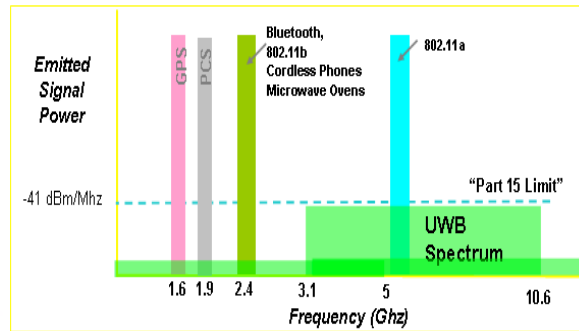


Fig. 1. Wireless communication spectrum masks designed by FCC



Fig. 2. Introduction of UWB at Pavilion of Dreams

Ultra-Wideband Sensor

Hardware Structure

An UWB sensor comprises an UWB antenna, a radar board and a digital board. See Fig. 3. The antenna is used as a transmitter which radiates the UWB waves to the observed subject and also receives the reflected or scattered waves by itself. The radar board is designed to oscillate high frequency electromagnetic waves and feed them into the antenna. Also the digital part here is served as a communication unit. Depending on wireless or wired connection, Bluetooth or any other protocols like RS-232 will be integrated into the digital part.

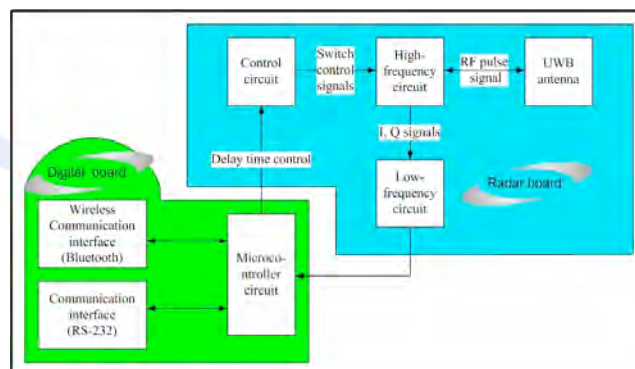


Fig. 3. Block diagram of UWB sensor

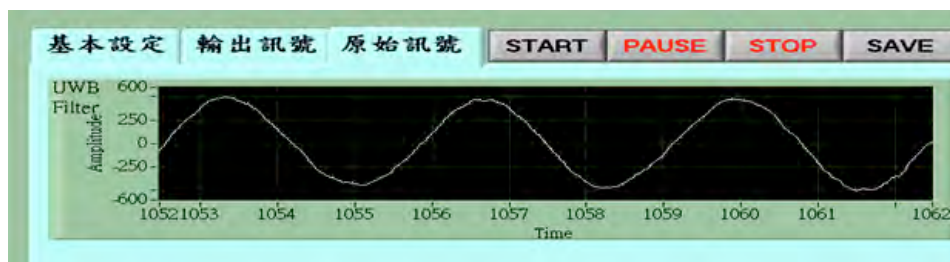


Fig 4. Breathing signal captured by UWB sensor

Fig. 4 shows the spectator’s breathing signal and Fig. 5 demonstrates the measurement data depending on the number of a beat, which were obtained simultaneously using UWB radar (red line) and a cardiograph (blue line). The coefficient of correlation between these measurements was calculated as 0.9 and an average error was less than 3% after having monitored several people.

Besides, the antenna plays an important role in the UWB radar system. We made our own antenna instead of purchasing because all the specifications and parameters are able to be tuned. Fig. 6 shows the Voltage Standing Wave Ratio (VSWR). The central frequency 4.1 GHz is close to 1 that means the quality is good. A detailed description of the antenna can be found in Fig. 7, the 3D UWB antenna pattern.

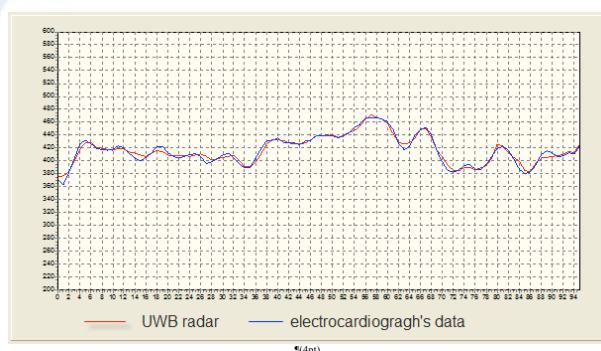


Fig. 5. Correlation between UWB radar (red line) and a cardiograph (blue line)

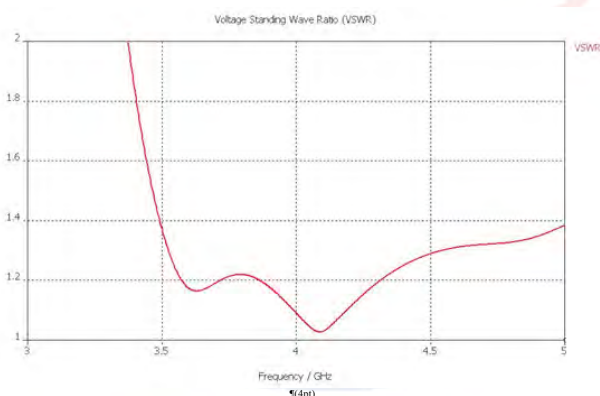


Fig. 6. VSWR of UWB antenna.

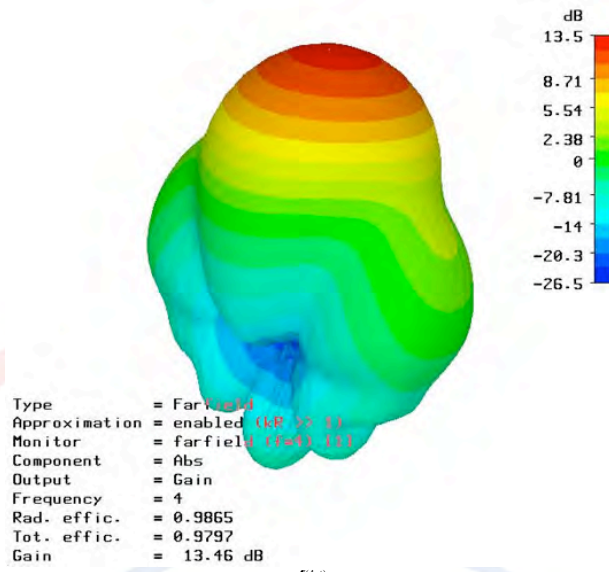


Fig. 7. 3D UWB antenna pattern.

Space Configuration

According to the scenario of exhibition, every UWB sensor should be installed behind a huge 360 degree indoor amphitheater whose diameter is 15 meter. See Fig. 8. The surrounding wall was made of calcium silicate board which was not transparent. Although penetrating UWB wave through the wall was proved to be valid, [7] the covering area of UWB becomes significant. As the breathing signal usually occurs in the thorax, individual height of spectators should be concerned. In accordance with the azimuth and elevation angles of our antenna, the height of placement of UWB sensors is calculated when spectators are 1.5 meters away from the UWB sensors.

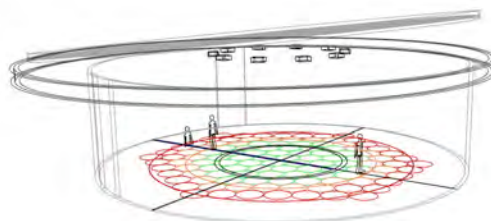


Fig. 8. A sketch of show room

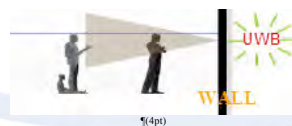


Fig. 9(a). The height of UWB is 1.6 m

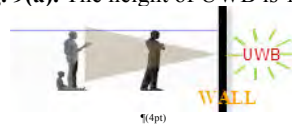


Fig. 9(b). The height of UWB is 1.1 m

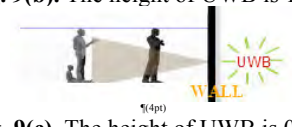


Fig. 9(c). The height of UWB is 0.7 m

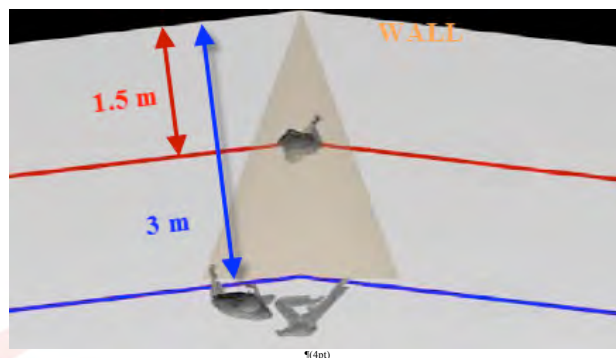


Fig. 10. Top view of Figure. 9

See Fig. 9(b), if we locate UWB sensors 1.1 m high, spectators' thorax whose height was between 120 cm to 180 cm were able to be monitored. On the contrary, configuration in Fig. 9(a) and Fig. 9(c) may cause weak signals if the covering range is not focused on the thorax. Top view of Fig. 9 is available in Fig. 10.

During the exposition period, voluntary spectators were asked to take a deep breathing in front of the sapling which was an animation and projected on the wall. See Fig. 11. It is a part of a 360 degree view of full grown trees.

At the same time, the breathing signal is captured by UWB sensor which is located behind the wall. Refer to Fig. 9. Then the sapling begins to grow accompanied with the spectator's every single breath. See Fig. 12. Suddenly, a chrysalis appears on the grown tree, people who stretch out their unfolded hands and touch the chrysalis tightly on the wall may pass on their vitality to it. See Fig. 13. After received several pulses in their palm, UWB sensor will trigger the animation control center. Finally the butterfly may emerge from the chrysalis. The concept of this scenario is that all the trees need photosynthesis to form glucose and release oxygen. However, we people breathe in the oxygen but breathe out the CO₂ which is one of the important materials for photosynthesis process. Similarly, people pass on their vitality to the butterfly. The butterfly spreads seeds and seeds grow. When they grow they make plants and plants give us oxygen and foods, too. All the above scenarios stand for the cooperation between human and nature, namely Harmony.



Fig. 11. A part of 360 degree view which was full of grown trees.

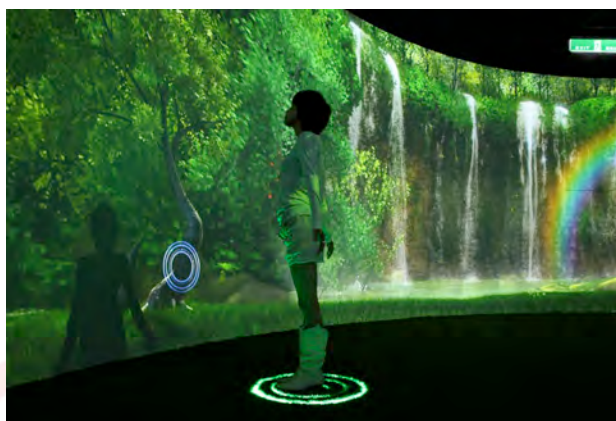


Fig. 12. Spectator took a deep breathing and the sapling grown up accordingly.

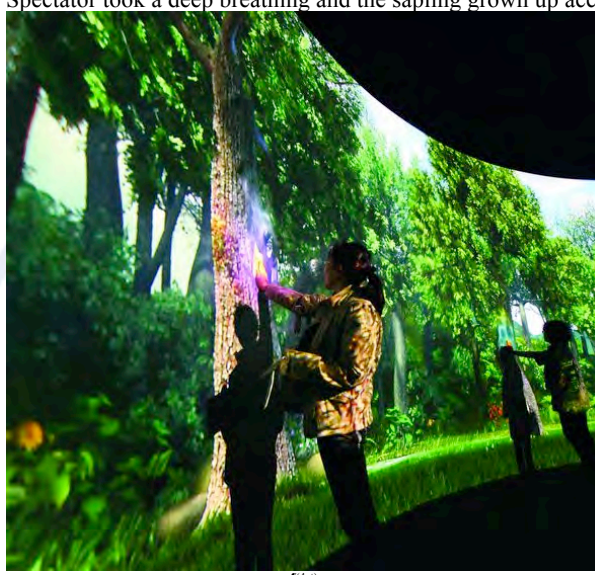


Fig. 13. Spectator stretched her hand to pass on her vitality to the chrysalis.

Software Design

There are 9 pieces of UWB breathing detection devices and 9 pieces of UWB pulse detection devices installed in the indoor amphitheater. In order to reduce calculating time of software and make interactive multimedia more real-time, our lay out of computers and devices is in Fig. 14. By this way, the real-time calculating process and the multimedia demonstration may be controlled and achieved. The software which monitored all 18 devices is in Fig. 15. The blue bars indicate the status of trees. The trees grow up as higher as the blue bars which triggered by spectator's breathing. The circle light turns red whenever pulse signal is received. Base on different distance between PCs and devices, RS485 was chosen for longer distance whereas RS232 used for the shorter ones. So far, this structure works well for 6 days a week, 12 hours a day. Therefore, this is a good lay out for a long term monitoring system.

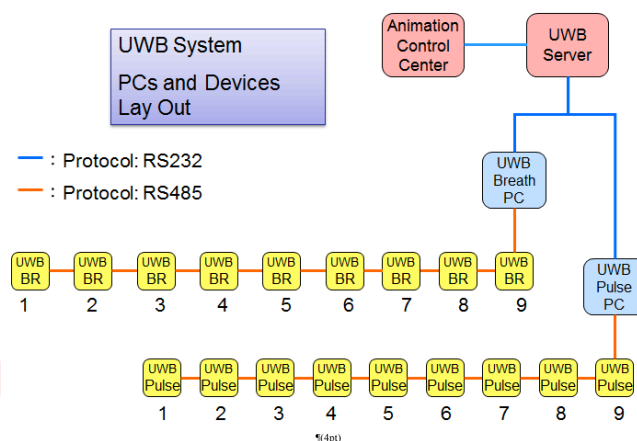


Fig. 14. Lay out PCs and Devices of UWB System.

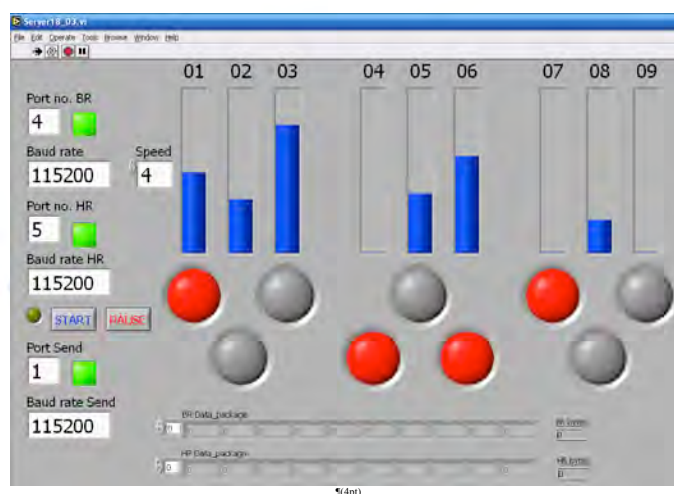


Fig. 15. UWB server monitor software.

Conclusion and Future Works

Originally, the UWB sensor is used in military domain. Since it has high accuracy and wireless detection without contact with people, a lot of multimedia scenarios which are not practicable in the past are able to be established with UWB sensing technology. For example, we used UWB as our sensor in 2007 in Ars Electronica which was held in Linz (Austria) annually. In order to perform the spirit of calligraphers and reproduce the valuable calligraphy, all the audience were invited to sit and controlled their breathing to change the speed and darkness of the writing brush. Under this circumstance, wired cable and body-attached sensor were not welcome. However breathing measurement for real-time interactive multimedia was necessary. Non-contact, wireless and accurate breathing sensor, UWB, was the preferable solution. [8] Similarly, UWB was also used in Pavilion of Dreams of 2010 Taipei International Flora Exposition. During the exposition period, 2010/11/06 to 2011/04/25, the amount of visitors was almost 9 million. According to the news report, among 14 pavilions, Pavilion of Dreams was the most popular one and brought over 15 billion NT dollars. All the related information are available in Ref. [9]. Furthermore, the UWB can also monitor heart beat information which is related to emotions, health, living wellness and so on. We have worked hard on classifying emotional status and the result is positive. Other respects of research, such as baby and patient monitor, sleeping status monitor, driver's fatigue alarm system, surveillance, mechanical vibration measurement, culture and creativity applications are proceeding with fine progress. We will reveal our results and aim to promote our advanced UWB sensing technology. By perusing this article, the principle and

applications of UWB sensing technology will be disclosed and interactive multimedia researchers will be inspired to create surprised work pieces in multimedia domain consequently.

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Net Uyoku: A Global Confrontation of Radical Nationalism in the Borderless World

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A large, faint watermark of the iafor logo is centered on the page. It consists of the lowercase letters 'iafor' in a light blue, serif font, surrounded by two concentric, hand-drawn style arcs. The outer arc is light blue and the inner arc is light red. The watermark is semi-transparent and serves as a background for the central text.

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Introduction

Today, it has widely been acknowledged that the social media has drastically altered the society. Especially in the context of politics, the social media has said to given the voice to ordinary citizens, providing them with the way to unite as one mighty force of “acting citizen” to counter dominance. In fact, after “Arab Spring”, encouraged citizens in worldwide actively spread the social media movement, hoping the “spontaneous protests of the citizen” would eventually restructure the oppressive power structure in their nation. This trend is occurring not only in autocratic regimes. As represented in movements such as Occupy Wall Street of the United States, anti-disparity protests in EU nations and anti-nuclear demonstrations in Japan, nations known to be highly democratic are also challenged by dissatisfied citizens, who argue that their current undesirable condition is due to the greed of authorized classes. Such movements may indicate that ordinary citizens, who are long tamed meekly by the top-down state propaganda, have finally realized that the “democracy” they had believed was mere rhetoric to control public opinion. Facing actual disparities and sharing their stories in social network with other “citizens”, online communities become activists to achieve the “true” democracy, motivated by the sense of mission that they, critical citizens, are the only force that can overcome the social dominance established by traditional authorities.

Proponents of liberal democracy may take the trend of social movements optimistically; to establish a healthy open society, it needs active participation of rational citizens who are competent enough to influence their critical voices. In that sense, the sequence of social media activism may be considered as the sign that people have finally acquired the competence to influence their opinions, both physically (access to the Internet) and mentally (the critical stance to stand against existing propaganda). Yet, in reality, it may be too early to conclude this as the “victory” for citizens; since communication on social media is highly intangible, it is difficult to determine the identity of activists. That is, though traits such as anonymity and leaderlessness are indeed immense strength for online activists, they also blur the real character of movements; what we can acknowledge is only the premise that they are carried out by the mass of people united under a collective identity as “citizens”. Thus, while proponents’ position that the social media activism has potential to push citizen-oriented democracy forward may have some validity, the opposite, that what seems to be a spontaneous movement of rational citizens is influenced by a few biased groups with certain intentions, may also be a reasonable possibility.

This paper discusses such negative aspects of an online community. First, it will demonstrate the case study of an online community of ultranationalists in Japan called “Net Uyoku”. As the word Uyoku, or “right-wing” in Japanese, suggests, the community holds prominent bias in exclusive nationalism, represented by harsh criticism toward neighboring East Asian nations particularly South Korea and China that they believe to be harmful to Japan’s national interest. Moreover, as activists, they actively disseminate “truth” that they know by taking advantage of traits of online communication. By focusing on their online activities, this paper will describe the Net Uyoku’s ideology and their strategies to disseminate conservative ethics. Moreover, by relying on comparison of public opinion survey and that of online, it aims to demonstrate the conservative bias in Japanese online community. Questions in this section are what is Net Uyoku and what are their ideologies, who are their theoretical enemies, what political faith do they hold, and why is their propaganda embraced despite radicalness of their messages. Then, based on the observation,

this paper will discuss exclusivism in the online community by taking theoretical approach. Specifically, by referring to preceding studies of online communities and theories of sociology, this paper will discuss how community's comradeship is nurtured despite the absence of identity cues, why does the extreme nationalism become conspicuous in online communication, why does exclusivism become justified, and why does the ideological polarization occur. Thus, the objective of this paper is to discuss the possibility that online community and their activism may entail the risk to fall into irrational extremism.

Net Uyoku, the Online Nationalists

As regards nationalistic tendency of online communities, Maslow (2011) explains that radical, aggressive nationalistic sentiments often come to the surface among "netizens" of East Asian nations, especially during diplomatic confrontation in offline politics. The nationalism of different nations often collide in cyberspace as exchange of hostile messages, often accompanied by extreme racial slurs that are hardly seen in the offline conversation, and "DDoS" attacks on the most popular web forums of a nation (p.307). The home of Japanese online nationalists has been a massive anonymous forum known as "2channel". Given extreme conservative, racial discriminatory tones in their discourses, the nationalistic political tendency of online communities in Japan is called Net Uyoku (Net-Rights). Nevertheless, the online nationalists do not profess themselves as "Net Uyoku", and even despise being called as so. Acknowledging the negative impression toward the word "Uyoku", which recalls famous noisy, offensive street demonstrations of extreme nationalists in Japan, the online community insists the word is coined by confused anti-Japanese elements who aim to ridicule patriotic citizens as irrational extremists (Kokumin Ga Shiranai Hannichi No Jittai, 2011). As for the definition of Net Uyoku, Tsuji (2008) states the online nationalists show strong affinity toward these ideological characters: 1) Anti-Korean/Chinese sentiments, 2) Adherence for conservative policies and charismatic leaders, 3) Active participation in online communication, 4) Strong suspicion toward mass media, 5) Generosity toward online "flaming". Nevertheless, Tsuji explains that they are not necessarily the majority of the heavy Internet users, as only 1.3% (13/998) of samples show high affinity in all the elements (p.10). Rather, as samples who meet all these characteristics show a strong commitment in "2channel", Tsuji estimates that Net Uyoku should be considered as ideological polarization that occurs in particular websites, rather than a universal phenomenon in Japanese online communities (p.17). Moreover, as they tend to show a strong commitment in social activities, Tsuji speculates the online nationalism has some relevance to offline social activism (pp.13-14).

Net Uyoku in Nico Nico Douga

Recently, the tendency of nationalism is clearly visible in a video-sharing communication website called Nico Nico Douga. Since its launch on December 2006, Nico Nico Douga has gained popularity among Japanese; the managing company Dwango (2012) reports that, as of May 2012, the website has gained more than 26,480,000 registered members with an average of more than 104,510,000 PV per day. Most of its members are younger demographics: 18.6% aged below 20, 43.2% in their 20s (about 85% of all people in their 20s in Japan), and 21.6% in their 30s. Meanwhile, although the number is gradually growing, the website is comparably less popular among middle ages: 10.9% of users are in their 40s and 3.1% are in their 50s.

Presumably, the website has gained popularity of younger people because of its subcultural atmosphere. In fact, the most popular categories of the video are Anime (Japanese cartoons), video game playing, karaoke and dance performance of members, user-created “Vocaloid” (a popular synthesizer software to create original songs) music, and fan-fiction “MAD” (mashup) movies. However, among all categories, videos in Politics category are somewhat deviant from others. Namely, unlike recreational atmosphere of the other categories, videos in Politics category usually contain political messages to despise neighboring East Asian nations, Democratic Party in Japan (DPJ) and the mass media, which are claimed to be “anti-Japanese” elements for their favorable stance toward Korean and Chinese, that represent Net Uyoku’s ideology. Moreover, scenes of street demonstrations (which the community claims will not appear on the coverage of the mass media), political messages by conservative legislators, and conservative political talk shows are also frequently posted, mostly with sympathetic tones toward their patriotic stance. In fact, an earlier study of Murai (2012) shows that remarkable 92.8% (3712/4000) of videos in the top 100 “Ranking” of Politic category during the research period contained ideology of Net Uyoku. On the contrary, videos to criticize such radical stance of the community only gained 2.65% (106/4000) of all (see Figure.1). Thus, the conservative political tendency appears to be the majority in the online community of Nico Nico Douga. Not only the fact that they are placed high in the ranking, but also the fact conservative videos are dominant in number in the Politics category shapes political atmosphere of the online community.

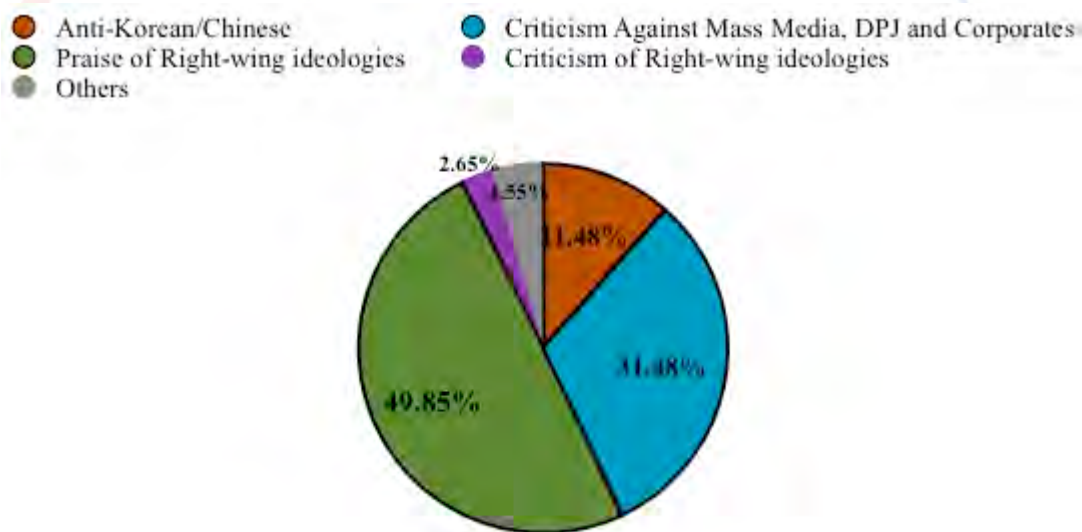


Figure 1: Ratio of videos in “Politics” category

Moreover, these conservative videos are usually filled with sympathetic comments by anonymous viewers; videos to condemn imagined enemies are filled with harsh language, while scenes of “patriotic” activities are praised as heroic. It is as if most of the viewers are supportive to the ideology advertised in these videos. These comments give an impression to the website’s younger viewers that the exclusive conservatism is the popular opinion among anonymous people in the online community. On the other hand, videos to oppose majority’s conservative atmosphere become a target of harshly criticism.

Right Leaning “Netizens”

From an outside perspective, the online community’s conspicuously exclusive, nationalistic ideology is too extreme to be accepted. However, as seen in innumerable supportive comments given to these videos, Net Uyoku’s ideology appeared to have gained popularity among users of Nico Nico Douga. Yet, the conservative nature of the online community is recognizable not only by visible evidences; the conservative tendency is indeed prevalent among the whole community of the website, including passive viewers who are less active in online conversation. In fact, monthly public polls of political tendency conducted on Nico Nico Douga indicate that the online community has always favored conservatives. Murai (2012) demonstrates that, comparing the result of the online poll and that of offline public survey, the former always tend to be supportive toward Liberal Democratic Party, the right-centered political party in Japan, regardless of age demographics. On the other hand, the DPJ, the left-centered ruling party, has gained fewer supports in online (see Figure 2.1). Moreover, in approval rating of the cabinet, the rate of those who answered to support the existing cabinet is constantly lower in the online poll than the offline poll(see Figure 2.2). What is noteworthy is that, in the political party approval ratings, the rate of people who answered “undecided” about their supportive party is constantly lower in the online poll than the offline poll. This indicates that the online community of Nico Nico Douga has more established political position than offline public. This is especially prominent in the survey of August 2011, which is conducted after the prime minister had changed. While the support rate for DPJ has recovered about 10-20 points in offline poll, the online poll shows only a slight improvement. In the approval rating, on the other hand, those who answered “undecided” have dramatically increased in the online poll. This result indicates that especially younger people in the online community are rather skeptical toward politics than offline public. In fact, as the result shows, most of the Japanese young people are “swing voters” who are likely to change their political position according to the political climate of a moment. This is an ideal condition for Net Uyoku’s ideology to pervade. When susceptible people meet sensational videos, they may easily embrace the advertised ideology.

Support Ratings by Parties (%)

		below 20			20-29			30-39			40-49			50 - 59*		
		DPJ	LDP	Und	DPJ	LDP	Und	DPJ	LDP	Und	DPJ	LDP	Und	DPJ	LDP	Und
Apr, 2011	Real	-			7	15	65	20	11	57	12	16	57	17	17	46
	Online	11.4	22.4	48	6.3	32.3	44.7	5.3	34.7	42.6	7.5	37.1	37.6	9.5	34.7	32.9
May, 2011	Real	-			18	19	41	17	14	60	13	20	54	19	16	50
	Online	13.2	21.5	48.7	7.1	31.3	45.9	6.3	34.1	42.7	7.5	37.1	37.6	11	30.1	35.7
Jun, 2011	Real	-			12	15	55	13	9	67	19	12	57	19	14	56
	Online	13.1	20.3	50.1	6.9	29.3	48.7	6.7	32.7	43.5	9	31.2	42.7	9.2	32.9	36.2
Jul, 2011	Real	-			13	17	55	15	15	60	14	10	65	15	19	60
	Online	12	21.3	50	6.6	30.6	47.6	5.1	34.7	44.4	9.2	32.4	41.5	8.6	34.5	35.8
Aug, 2011 (aft. PM)	Real	-			33	20	20	30	14	46	26	11	47	25	12	44
	Online	16.3	22.1	45.4	8.5	32.4	44.5	6.8	35.2	42	9.2	32.5	40.9	10	33.6	33.1

(Figure 2.1: Result of the Public Survey and Online Survey For Support Rating by Parties. Data retrieved from Journalism (Asahi Shinbun, No.253-257) for the public survey, and "Nicowari Enquate" (niwango, inc., <http://www.nicovideo.jp/enquete/archive/political?page=1>) for the online survey). *50 and above for the online survey

Approval Ratings for the Cabinet (%)

		below 20			20-29			30-39			40-49			50 - 59*		
		Y	N	U	Y	N	U	Y	N	U	Y	N	U	Y	N	U
Apr, 2011	Real	-			10	68	22	22	61	17	18	60	22	21	63	15
	Online	8.7	54.5	36.8	5.9	67.7	26.3	5	75.5	19.6	6.1	72	22	6.9	70.9	22.2
May, 2011	Real	-			21	60	18	22	58	20	20	56	24	28	49	23
	Online	9.7	52	38.4	6.5	64.4	29.1	6	71	23	7.8	68.3	23.8	6.9	70.9	25.1
Jun, 2011	Real	-			19	63	17	21	53	26	17	59	24	20	61	19
	Online	11.1	51.6	37.4	7.5	63.4	29.1	7.1	70	22.9	8.6	65.4	26	9.1	68.7	22.3
Jul, 2011	Real	-			16	65	19	16	60	23	15	71	15	13	75	13
	Online	8.5	57.2	34.3	5.8	68.1	26	5.1	75.6	19.3	6.1	71	22.9	8.2	76.2	15.6
Aug, 2011 (aft. PM)	Real	-			32	31	38	43	21	35	50	27	24	55	15	29
	Online	19.2	22	58.8	15	26.8	57.9	13	34.7	52.7	14	34.7	51.1	16	35.1	48.5

(Figure 2.2: Result of the Public Survey and Online Survey For Approval Rating for Cabinet. Data retrieved from Journalism (Asahi Shinbun, No.253-257) for the public survey, and "Nicowari Enquate" (niwango, inc., <http://www.nicovideo.jp/enquete/archive/political?page=1>) for the online survey). *50 and above for the online survey

Net Uyoku and Zaitokukai

As the conservative videos and comments are posted anonymously, it is difficult to discern a connection with offline social activists. They are not posted under a name of a political organization, nor directed by a central leadership. Therefore, apparently, the conservative bias seems to be the spontaneous ideological tendency of the online community. Nevertheless, Yasuda (2012) points out the conservative swing of the online community has some connections with the propaganda activity of a professed citizen-activism group called “Zaitokukai”, or Citizens against Special Privilege of Zainichi (Korean residents in Japan). In fact, the ideology of Net Uyoku in Nico Nico Douga closely resembles principles of the nationalist group. According to Sakurai (2009), the leader and founder of Zaitokukai, the group is established to protest against Korean residents in Japan, who they claim to be parasitizing in Japan with unfair social aids that are given as compensation for World War II. The group insists that the history of Japanese invasion of Korean territory and the problem of “comfort woman” are wholly fabricated by Koreans, who shamelessly ask for too much compensation. Thus, to expel Korean residents from Japanese land and bring rights back to the hands of “true” Japanese citizens, the group protests on the street with sometimes even violent actions (Yasuda, 2012). At the same time, Zaitokukai also denounces mass media, for they tend to favor Koreans by concealing crimes committed by them and fabricating “Hanryu” (Korean) boom. For the activists, the mass media is the anti-Japanese elements that manipulate Japanese citizens with propaganda to ultimately hands Japanese land to evil Koreans. Holding strong faith in nationalism, the activists position the existing media as “traitors” that should be overthrown by hands of patriotic citizens.

To indicate Zaitokukai’s involvement in the conservative bias in Nico Nico Douga, recorded scenes of their street protests often appear in the “Politics” category, filled almost always with anonymous comments of acclamation toward activists’ courage. These videos often represent the story of activists as normal citizens versus authorities, usually public servants, police officers, and others that try to subdue their protests, as enemies who unfairly use power to conquer patriotic activities. This is as if a scene from a drama that depict the bravery of heroes who fight against evils; despite setbacks, the patriotic citizens in the video raise a voice to protect their own nation from anti-Japanese elements. Watching the video, it is clear who is right and who is evil. Thus, the activists justify their radicalness and exclusive ideology, as they are necessary activities of justice. In fact, Zaitokukai claims their activities should be as radical as possible, so that they can gain attentions of “naive” citizens and educate them “truth” that authorities conceal (Yasuda, 2012). Even though Zaitokukai’s violent activities may eventually annoy people, Sakurai insists they are “necessary sacrifice” to wake citizens up from manipulation (Fackler, 2010). Net Uyoku’s principle is the same; by placing the online community as justice while the mass media, DPJ, and other “anti-Japanese” elements that hope for the corruption of Japan as absolute evils, the nationalists consider they have a responsibility to propagate the “truth” that only they know. In fact, it is ironical that Zaitokukai professes their protests as “class struggle” to overcome authorities including Korean residents, who are protected by unfair social welfare (Yasuda, 2012); by declaring “citizen” activism, they place themselves as the spokespeople of citizen’s rights who battle against social, economical dominance.

For professed citizen activism like Zaitokukai, the internet provides a remarkably ideal condition for propagation of ideology. If nationalistic activities are carried out by obvious extremists,

politically-undetermined young people would easily keep distance from them. Nevertheless, thanks to anonymity and the Internet's premise as citizen's media, extremists can conceal the radical nature of their groups. Fabricating the consensus of the community by advertising their ideology repeatedly under anonymity, the community can pretend it to be the right opinion as shared and supported widely by the majority of online comrades. Moreover, their messages appeal that only "we" as informed online citizens can solve the problem. The dichotomy of "right" and "evils" inflates viewer's sense of justice; stimulated the sense of patriotism by alarming propaganda to inform the nearing crisis of their nation, viewers are persuaded to spread the "truth" so that other comrades can also be awakened. Eventually, they turn themselves into patriotic activists, embracing nationalistic ideology propagated by other citizens. Once viewers become activists, the internet provides them with the way to participate in the protest without hesitation; they can easily support the activism by posting videos online, or simply giving anonymous comments of supports without risking their daily life. Thus, the tendency of exclusive nationalism called Net Uyoku pervades throughout the online community with good intentions, until the day they eradicate "anti-Japanese" enemies.

Nevertheless, the exclusivism and ideological polarization are not only peculiar to Net Uyoku. For instance, it is reported that South Korea also has highly nationalistic activism organized in social media called VANK (Voluntary Agency Network of Korea). The aim of the professed citizen activist group is to educate the whole world with the true history of South Korea about the controversy of disputed islands ("VANK - Voluntary agency network of Korea" n.d.). The nationalistic sentiments of Japan and Korea often conflict in online as cyber war, which has happened frequently (for example, see Kim-Asada rivalry spurs global cyber-warfare, 2010). Moreover, on March 11th 2012, amid of Japanese mourning the first anniversary of the massive earthquake in the previous year, a video to "celebrate" the death of Japanese victims was posted on YouTube by a Korean nationalist. Though the video, which hopes "a rest of Japs in Tokyo are going to die very soon in another big earthquake" (<http://www.youtube.com/watch?v=3reb3AAV5HA>), is suspended a moment after posted, Japanese online community actively disseminated the copy of the video on various Japanese websites, including Nico Nico Douga. Considering its extreme standpoint, it can be speculated that the video is posted by a Korean netizen who holds extraordinarily strong hate against Japan. Nevertheless, this case was enough for Net Uyoku to strengthen their image of evil Koreans. Ironically, such conflicts of radical nationalism have given credibility to Net Uyoku's radical ideology.

As represented in Net Uyoku's racial exclusivism and prominent bias toward nationalistic ideology, their activities are far from the ideal image that proponents anticipate. Rather, looked objectively, the online community shows the aspect of impulsive rage of ideologue. However, questions remain, why does the online community feel the sense of affinity toward the group of anonymous people, how do people discriminate comrades from enemies despite borderless characteristic of online communication, how does nationalism become heightened online, and why does ideological polarization occur. To answer these questions, this paper discusses the case of the online nationalism from more theoretical perspective.

Discussion: Online Community and Polarizing Nationalism

What constitutes Net Uyoku a community is their collective identity as online “citizens”. That is, despite the absence of physical identity cues, the online community is unified together under the name of “patriotic citizens” that share the same intention to fight against anti-Japanese elements. On the other hand, they show radically exclusive stance against opinions that oppose their nationalistic stance. Although the online communication is fundamentally taken place under anonymity, the community clearly distinguishes their comrades from enemies. Rather, the anonymity plays a particularly critical role in the formation of a community in cyberspace. Burkhalter (1999) explains that, in the communication that lacks physical identity, tones of posted messages tend to become a significant identity cue. By mentioning racial identity in particular, Burkhalter points out that online people tend to discern other’s identity based on their stereotypical image toward others. Once the image is established, it is difficult for ones to dispel the labeled online identity. In Net Uyoku’s case, those who express nationalistic sentiments that agree to their ideology are welcomed as patriotic Japanese citizens, whereas those who oppose against them are unilaterally labeled as “anti-Japanese”, based on the stereotype of enemies.

In fact, online communities consist predominantly of those who have agreeable opinions. Negroponte has prophesied famous hypothesis of “Daily Me”; in advanced technological society, the overloading information will be sorted out according to the taste of each individual (in Sunstein, 2009, p.4). To prove his theory, online communities clearly show this selective tendency; people tend to sort out others, who appear on screens as a form of written texts, based on the subjective judgment of whether they are valuable or not. Turkle (2011) alarms that during this process of selection human beings may be treated as mere “things”. Namely, since when the constant connection to the Internet has allowed people to reach others at any time, people are necessarily sorting out the abundance of human relationship to avoid overload. Here, while keeping the relationship which they consider to be valuable to them, people easily discard others as if they are disposable things. Similarly, Lanier (2010) also concerns that, in the technological society, human beings are treated like “gadgets”. Their criticisms are also applicable to the formation process of online communities. In fact, based on individual values, people subjectively judge whether others online are valuable “individuals” as they maintain agreeable opinions or miscellaneous disposable “things” as they do not match their tastes. Net Uyoku’s comradeship and exclusivism are also constructed based on this principle; those who agree with their nationalistic ideology are considered to be good Japanese citizens while opponents are disregarded as collective anti-Japanese whose individuality is ignored. Through this process of selection, online individuals form a community of “good” comrades who share the same principle and unite under a collective identity as “right” citizens. On the other hand, however, such a community is highly homogeneous in their ideology, as they are formed as a result of exclusion of diversity. It is symbolic that Lanier criticized such cold camaraderie in online collectivism as “cybernetic totalism”.

What is the ideological principle that consists of the collective comradeship in Net Uyoku? As described already, it may be symbolized by their radical nationalism.

“Imagined Communities” in Cyberspace

Anderson (2006) describes people’s sense of attribution to their mother nations is not derived from physical factors such as artificial borderlines and their bloods. Rather, by using the term

“imagined communities”, he explains the sense of belonging to a nation is indeed “imagined” collectively with other “comrades” who also share the attachment. And this is not coincidence that the community in cyberspace is an embodiment of his theory. That is not only because online communities are intangible as the communication is taken place in virtual space, but also because the communities are indeed imagined among people as reflecting their sense of attribution toward mother nations. Here, it is noteworthy that Anderson mentions the fundamental factor to nurture nationalism is the experience of using the same mother tongue. Specifically, he explains that printed language has played a significant role to formulate the notion of “nations” among the general public (p.145). In that sense, the online communication has set the ideal condition for nationalism to become conspicuous, as it relies mostly on the exchange of written texts. In fact, though borderless, online communities are predominantly divided by language groups. As Anderson explains, a language holds the privacy against other language groups, which may not share the same sense of beauty inherent in it (p. 148). This “monolingualism” in online communities is an ideal condition for nationalism to emerge. Namely, in online communication that people cannot identify others from appearances, what language they use becomes the critical identity cue to signal people’s identity. Thus, the community becomes naturally exclusive against the online community of different language groups, not only because they cannot understand the language but because they do not share the same attachment. This is especially true for the community of monolingual nation like Japan. Moreover, if the anonymous “other” uses the same mother tongue, a person may expect him or her to belong to the same nationality, and thus supposedly share the same nationalism. If the anonymous other posts a message that matches the expectation, s/he will be welcomed as a patriotic comrade who is eligible to be a part of the collective “imagined” community. Here, nationalism emerged in the monolingual community functions as the bond to unite diverse individuals into a collective community. On the other hand, if the anonymous other posts a message that deviates from community’s expectation, s/he will be unilaterally labeled as an unpatriotic traitor, as seen in Net Uyoku’s case that labels their opponents to be “anti-Japanese”. These traitors are often become a target of even harshest mass criticism from the community, as they are considered to be “things” that do not have dignity.

Thus, the “imagined communities” formed among same language groups nurture comradeship with others who share the same nationalism. There is no room for diversity; confirming nationalism of each other within the community, people naturally exclude opposing positions which they consider being worthless. Eventually, the exclusive community of a unified ideology becomes isolated from public, polarizing the sense of attribution toward the belonging community.

Polarization of Nationalistic Ideology

So far, this paper has discussed the process of the formation of comradeship among anonymous people and the condition for exclusive nationalism to emerge. Then, consequently, what is the condition that makes the online community’s ideological tendency so polarized, and why do they become so exclusive against other standpoints. Sunstein (2009) explains that, surrounded by like-minded others in a community, people gradually start to polarize their opinions. In this process of ideological polarization, which Sunstein explains as “group polarization”, people confirm the validity of their original position as repeatedly exposed to similar opinions in a community.

Consequently, they strengthen their belief in the community's collective ideology. Moreover, feeling an attachment toward the community, people try to modify their opinion so as to compromise to group's consensus. Namely, even if their original opinion is slightly deviant from the consensus of the group, people try to adjust their opinion to that of the majority, which they consider to be more trustworthy as supported by the majority of like-minded people. Because of this process which Sunstein calls "cybercascade", the community's opinion becomes naturally unified. As an opinion of a community becomes unified, people become more confident in their position and start to worship even radical ideologies. On the other hand, the community becomes exclusive toward opposing opinions, as they consider their original position to be more trustworthy as supported by comrades.

The group polarization is particularly prominent in Net Uyoku's ideology. In their case, the basic principle that the community admires as "right" ideology is the nationalism shared in the online community of the same language. The community believes that their position as patriotic "citizens" is the right side, while the opponent, anti-Japanese authority, is the "wrong" side to which they should never compromise. Surrounded by like-minded comrades, they start to confirm that their ideology is the undoubted "truth", convinced by the fact that their conservative ideology is supported by the majority of the community, as seen in the Politics category that is occupied by numerous conservative videos. Moreover, surrounded by nationalistic videos, even those who originally do not have a conservative bias start to embrace Net Uyoku's nationalistic ideology, so as to conform themselves to the standard of the community. Thus, the Net Uyoku's nationalistic bias becomes prevalent in the online community. Feeling a strong commitment to the collective identity as "patriotic citizens", the online community justifies their even exceptionally radical activities and exclusivism, driven by the sense of mission to overcome imagined evils.

Conclusion

Net Uyoku's radical exclusivism indicates the optimistic image toward online community as the embodiment of the open public sphere needs to be reconsidered. Rather than encouraging rational, democratic communication of citizens who are dispelled from existing manipulation, the online communication may alter people into "raging ideologues" who, based on conspiracy theory, take their position to be the one and only "truth" whereas opposing opinions as "enemies" to be defeated. Once establishing the dichotomy of "right" and "evil", communities start to nurture camaraderie among anonymous comrades under the collective identity of "citizens" online. To overcome evils, even extreme activities and harsh aspersions are justified; enemies are inhumane "things" to them as opposing to their ideology which is supported by the right people. For Net Uyoku, the fundamental ideology is extreme nationalism nurtured in the monolingual community; based on the conspiracy theory that Koreans and Chinese are trying to invade Japanese land and the "anti-Japanese" authorities such as the mass media and DPJ are supporting them, they commit themselves to what they believe as "patriotic" activities. Thus, this case in Japan demonstrates that, while it is true that people received the "voice" by the Internet to publicize their opinions freely, an opinion of communities may be highly restricted. Moreover, as cybercascade occurs, people may embrace radical ideologies which appear to be the "right" opinion as shared by the majority of "citizens" in cyberspace. This indicates the internet may easily propagates even radical ideologies in a credible manner; once an online community falls to

ideological polarization that excludes diversity, their communication is hardly the citizen's rational deliberation for democracy.

This paper has demonstrated the negative aspect of the online community which shows obvious tendency of ideological polarization. However, the irrational communication of the online community is not only observable in Japanese online. The activities believed to be organized by "citizen" in social media may also entail irrational, exclusive aspects, as they are also entrenched in the dichotomy of right and evil. And when two polarized ideologies collide in the borderless cyberspace, they try to overcome opponents with even radical actions to represent their patriotism. Such a result is hardly the harmony of people that overcome disparities in race, gender, age and cultural values. Moreover, this case also indicates the risk that people's ideological view is easily controlled by using the Internet. In fact, as seen in the society today, the power to control the Internet has been gradually established by certain groups; for the efficient exploitation of the Internet for political, commercial intentions, the development of laws to control online content is rapidly in progress at the initiative of states, United Nations, and other governing classes. In that sense, let alone the irrational behavior of online communities, the "democracy" in cyberspace is indeed in jeopardy. Thus, a future question remains how the future of the online communication will be; will activities of online communities possibly materialize an ideal democracy, or will it be a mere duplication of preexisting social power structure? Is the essence of online communities the autonomous agents who embody spontaneous activities of "citizens" in a free society, or are they the victims of ideological control? To answer these questions, it needs further comprehensive researches about online communities from sociological, political-philosophical perspectives. (5,000 words)

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A Comparative Study between Concentration and Distraction

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Abstracts

Rapid development of Internet and technology have made researchers predicted that the most popular mental health issue will be dealing with the distraction. However, as the technology evolves, our human brains evolve at the same time. The Digital Natives are example of capable multi-taskers who can handle distraction better than the Digital Immigrants. Moreover, research has shown that people who are easily distracted are more creative than the focused counterparts. Thus, this paper set out to test if embracing distraction can enhance creative process with the hypothesis that distraction can provide better creative outcomes than concentration. Personal concentration and distraction methodologies were developed and a set of 80 illustrations was produced to conduct a comparative study between concentration and distraction. The result from the comparison shows that embracing distraction enhances creative process.

Keywords: Embrace Distraction, Low Latent Inhibition, Creative Process, Lateral Thinking, Digital Natives

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Introduction

With the sudden boom of Internet and technology, our life today depends greatly on technological connectivity (Cottle, 1993). Study has predicted the most popular mental health issue in the next ten years will be dealing with the distraction (Jonas, 2009). However, a research by the Harvard University took on a different perspective and concluded that people with low latent inhibition (i.e. low resistance to distraction) tend to have a much richer mixture of thoughts. The study argues that easily distracted individuals are more creative than those who are more concentrated (Carson, Peterson, & Higgins, 2003). Based on this theory, this study hypothesize that embracing distraction can provide better creative outcome. Through the comparison between concentration and distraction, this project is designed as a personal experiment with the aim to test if embracing distraction can help to enhance creative process. The steps taken in the personal experiment are recorded and organized into a system to explore different methods of creative thinking and processes.

With critical analysis and understanding the rhythm of concentration and distraction, the comparative study was based on documenting the culture of “La Kopi” (coffee break) in Singapore. Personal methodologies and cognitive processes were developed to represent the process of concentration and distraction in the context of “La Kopi”. The outcome of this project is a set of 80 illustrations of personal concentration and distraction. After a discussion of the comparative study between concentration and distraction, it was proven that embracing distraction provides a wider scope for creativity to grow as a designer.

The aim of the project is to test the hypothesis, which embracing distraction can provide better creative outcome than concentration. Through the experimentation, an alternate creative process will be derived for future projects. Personal objective will include advancement in illustration skills as a designer and documentation of the La Kopi culture in Singapore from past to present day.

Background

With the exponential increase in the development of Internet, technology and information, our life today is constantly filled with technological connectivity (Cottle, 1993). Since digitalization, there is a growing debate on how it has affected the human’s attention. Study has predicted that the most popular mental health issue in the next ten years will be dealing with distraction (Jonas, 2009). Such predictions are accounted because of the literary culture that began with Johannes Gutenberg’s invention of movable type (Ulin, 2010). Human evolved from oral communication to written communication, focusing on activities that require full concentration such as reading and writing.

However, it is interesting to note that the natural state of human brain, like our relatives from the animal kingdom is to be distracted. The fast-paced, reflexive shift of focus is crucial to our survival in terms of food and predators (Carr, 2010; Ulin, 2010). Hence, the ability to concentrate as if it is our nature for the past generations was largely due to the neuroplasticity of human brain. The brain was moulded and evolved to adapt to concentration according to stimulations from the environment (Saenz, 2010). Neuroplasticity allows young brain to learn new skills readily and

efficiently than an adult brain (Small & Vorgan, 2009). With this theory, Marc Prensky in 2001 first coined “Digital Native” and “Digital Immigrant” as two distinctive generations in the digital age. Digital Natives are people born during or after the introduction of technology and are more likely to multitask. Digital Immigrants are people born before existence of technology and adopts it later in life. This generation is trained to concentrate and take things one at a time. Therefore, if the Digital Immigrants are able to evolve a naturally distracted brain to concentrate, Digital Native should be able to adapt to the distractions in the digital world.

Looking further into examples of pro-distractions, researchers have found a close connection between distractibility and creativity. A recent study by Harvard University has shown that people with low latent inhibition (i.e. low resistance to distraction) tend to have a much richer mixture of thoughts in the working memory. Literally unable to close their mind, the result is often considering the unexpectedness and cultivates a level of open-mindedness (Carson, Peterson, & Higgins, 2003). Low latent inhibition leads to increased creativity when it is paired with the willingness to analyze the excessive thoughts and constantly filter the signals amidst the pool of distractions (Lehrer, 2010). In the example of the *Doodle Revolution* by Sunni Brown, majority would usually perceived doodling as an act of distractedness and not paying attention. However, she found out that mindless doodling help listener to remember 29% more information than non-doodling counterparts (Brown, 2011). By doodling, listeners would have search for main points in conversations and make connections between the doodle and the speaker.

The connection between distraction and creativity is further reinforced by Washington University psychologist, R. Keith Swayer, who pointed out that “Creativity generally does not occur with an instantaneous flash of brilliance but tends to develop over time after a series of insights that build upon one another.” (Small & Vorgan, 2009, p. 144). Creativity is about the relationship between the conscious and subconscious mind. When the subconscious mind perceive connections between things, having low latent inhibition helps to let in more information into the brain to develop ideas. Marcel Proust, a French novelist coined the idea of Involuntary Memory, a conception of human memory, which take note of everyday life encounters and recollect the past without a conscious effort. Proust abandoned the conscious focus to concentrate in order to get to the deeper truths available only by distractions (Caws, 2003). As explained by Sam Anderson on Marcel Proust’s novels in his article in New York Magazine, 2009, “This sort of free-associative wandering is essential to the creative process; one moment of judicious un-mindfulness can inspire thousands of hours of mindfulness.” (Anderson, 2009, p. 7). Therefore, this project intends to experiment and test the theory discussed above: Does embracing distraction help to enhance creative process? By comparing the process of concentration and distraction through personal illustrative methods, the study aim to find out if distraction is an alternative solution to creativity.

Content of Study

Concentration and distraction take place in every part of our daily life. Therefore, the scope of the project was narrowed to the theme “La Kopi” as the context for documentation. “La” in dialect Hokkien means to pull and “Kopi” is coffee in Malay. In South East Asia, this term refers to an activity of idling over coffee break. A theme

that is culturally and visually rich to document, we set out to gather Singapore's "La Kopi" culture from the 1950s to the present day. Accumulation of field observation study, archival and online search of the culture are the core resources for experimenting processes at later stage.

Methodology

Two methods are used to document the process of concentration and distraction. Concentration drawing is represented as a method to record the fully focus mind and detaches myself from the action of drawing. On the other hand, distraction is documented with the emphasis to record and analyze the ideas over a period of time. Both methods require a thorough research on the context before the start of the making.

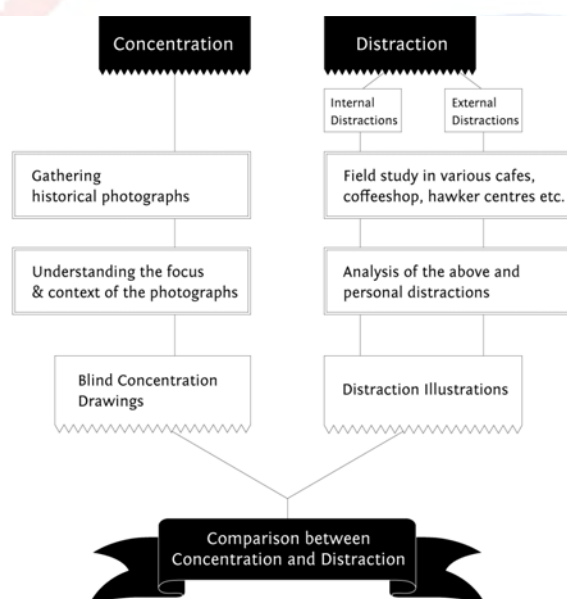


Figure 1: Flowchart of the respective methodologies.

Method One – Documenting Concentration

Concentration drawing is represented as a process to document concentration. Contextualized photographs are first collected and interpreted. We will then concentrate fully by sight and mind on a photograph that will be translated into the drawing. Thus, allowing sight to take the lead and our hands will follow where our eyes move on the photograph. Each concentration drawing takes up an average of fifteen to thirty minutes. During this duration, all external stimuli (television, phone, music, computer, people etc.) are omitted. The inspiration and origination of this process was from Pablo Picasso, his method called 'Analytical Cubism' records object from different view resulting in a systematic distortion. Without looking at the drawing, the artist focuses fully on the object itself. The method was developed into an expression to represent Buddhist philosophy of impermanence. In this case, the act of perceiving and drawing is seen as impermanent and only singular full concentration can bring rapture.

Pilot Study of Method One

The methodology underwent a few adjustments and refinements after initial attempts of the experiments during December 2011. At first, we strictly adhere to the

methodology by completely not seeing what we were drawing. Chosen reference photographs were complex and large. The outcome was not as expected and the drawing was unpredictable. Moreover, the concentrating time frame of at least thirty minutes was physically challenging to achieve.



Figure 2: Example of an initial attempt on continuous concentration drawing

Besides experimenting the above, we also tried to perceive the photograph in different ways, with the purpose of expanding the possibilities of different styles for concentration drawings. For example, deconstructing the image and perceive them build up with numerous planar surfaces or to draw with broken lines. However, none of them worked out as expected because it is vital to look at the drawing when the pen touches the paper. With that, the following steps were taken to improve the methodology:

1. Look at the drawing whenever we lift our hand so that we could see where to start for the next point. This is to ensure the visuals to be recognizable to a certain degree.
2. Choose a focal point in the photography. It can be an object/subject such that the length of concentration can be reduced and better managed.
3. Choose the most attentive hours in the day/night.
4. Isolate oneself and reduce all external disruptions to minimum.
5. Print out reference photographs to reduce distractions on screen.

Method Two – Documenting Distraction

The documentation of distraction consists of field observational study, analysis of distraction that is based upon the field research and finally production of the actual illustrations. Firstly, field observational study is a method to create experiences and memories for distraction. The study is supported with background knowledge of the context before carrying out. During the study, we would sit down at coffee shop or café and condition myself with open-mindedness. All forms of external and internal distractions are recorded in sketches. After documenting them in sketches, they are then critically analysed with lateral thinking, involuntary memory process and online

distractions. The online distractions will include surfing for inspirations and mind wandering. The analysis process will then develop my distractions into quick-witted ideas that we find interesting. Lastly, these ideas are properly illustrated for comparison.

Pilot Study of Method Two

During December 2011, we carried out initial analysis of the distractions. The illustrations were unstructured and do not have a common basis for comparison with concentration later. Moreover, the distraction methodology can be a wide and complex scope to focus for this comparison study. Therefore, the solution is to identify the focus of each concentration drawing with a keyword or a phrase.

Process

This section discusses what have been done and how was it achieved to prove the research question: “Does embracing distraction help to enhance creative process?” In order to prove that the result is credible, a significant amount of illustrations has to be done. The final comparative study consisted of eighty illustrations.

The Concentration Process

The content for concentration process was categorized into the following to give an overview of the culture:

1. Food and drinks
2. Media/objects
3. People/target group
4. Social-cultural activities
5. Interior/exterior of the coffee and food places

The categories mentioned in the above was planned beforehand to identify the focal point and history in each photograph such that each drawing holds a message that would piece up to a larger story of the “La Kopi” culture. Actual making of the drawings was a challenge as it was unnatural to concentration on a single picture for more than fifteen minutes. The momentum of making the drawings took a day to familiarize. Thereafter, fifty concentration drawings were progressively completed over two weeks.

The Distraction Process

Field observational studies were carried out at a list of possible “La Kopi” places in Singapore. The whole process took two months to complete and it involves visiting a few places in a day. Background knowledge research of the “La Kopi” culture became an aspect of distraction on top of the external distractions during study. Initial studies in public were awkward until we adjusted to immerse in the distraction process. The study outcomes are in sketches and photographs. Examples of the places we visited are as follows:

- Coffeeshop, Hawker Centre (e.g. Lau Pa Sat)
- Food court, Café chains (e.g. Starbucks, TCC)
- Local café (e.g. Ya Kun, Toastbox)
- Restaurants, Eateries, Dessert shops

Critical Analysis

In the critical analysis, various techniques such as lateral thinking and involuntary

memory discussed in the research were used. The field observation sketches played a major part in the analysis. Firstly, keywords and phrases from each concentration drawing are extracted. Field observation sketches are thought through, finding connections between the sketches and keywords. Besides referring to collected resources, there were a large part of online distractions that include browsing works of others, comments and social media links. Secondly, ideas are developed through the following methods of distraction we have employed in the critical analysis. Some of the distraction illustration may consist more than one method used:

1. Word play involves getting distracted through similar semiotics and sound. Examples are words like “desert” and “dessert”, “kopi” and “copy”.
2. Warping/distortion refers to emphasizing the focal point by exaggeration.
3. Personification is when an object is instilled with emotions and expressions.
4. Connecting with personal experience and memory is an unconscious effort of recalling interesting encounters in life and during the field study.

At this step, the process was complex and diverse. It involves much iteration of sketches and pushing ideas to have the sense of wittiness and quirkiness. However, the advantage of the distraction process is that multiple ideas can be thought concurrently together. The openness of embracing distraction is that without any connection, the next idea can appear without effort while working on the current idea. It is an exchange between conscious and subconscious minds that develop over time.

After all ideas have been brainstormed, there were a series of pilot test to decide on the style and medium for distraction illustrations. Digital illustrations were attempted but they did not share a common basis with concentration drawings for comparative study. Distracted by the online world, we were inspired by Marc Johns, an illustrator who create whimsical drawings filled with dry wit and humour. Therefore, I took on watercolour as the medium for the distraction illustrations.



Figure 3: A comparison between distraction illustration (right) and concentration drawing (left).

The Comparison

The comparison study of concentration and distraction is a personal reflective process. Based on results of the comparison, embracing distraction can enhance creativity as a designer, although it requires more time to practice and adapt. The criteria for comparison are as follows:

- Personal preference of the process
- Time spend on the process
- The new factor

- Future possibilities of the process

The concentration process puts us in a comfort zone to carry out the experiments; the process of smooth and with little creative blocks. Referring back to our research, we would see ourselves more a “Digital Immigrant” than a “Digital Native”. We were brought up and taught to concentrate since young. Thus, in my comparative study, concentration methodology is naturally easier to tackle than the distraction methodology. However, embracing distraction is a relatively new concept to us. The process had countless creative blocks. But if we look into Sally Hogshead’s argument on the creative process, she labels every creative process to have five emotional stages: possibility, doubt, agony, epiphany and finesse. By understanding that creative process at some point would contain a mixture of agony and happiness, the distraction process is thus, more meaningful than the concentration methodology. The more agony we overcome, the higher sense of satisfaction there is in the creative process. In agreement to that, we personally preferred distraction to concentration as it produced convincing outcomes.

Discussion

The concentration methodology was much more efficient in creating large amount of drawings in a short time. This is probably due to the directness of the method and focus mind. In contrast, the distraction process requires large amount of decision-making, brainstorming to push for break through in ideas. It requires much more time than concentration methodology. Thus, concentration is more time efficient than the distraction process.

The concentration method was not new, as it has been used in our previous project. The freshness and emotional level of the concentration method was lower than we first used it. On the other hand, distraction process was new and it was a process we have always wanted to experiment. We learn ways on how we can push my ideas further to become more interesting, revealing the witty ideas we usually hide. The process gave us the freedom to think, draw and compose whichever way we want. Thus, the distraction experiment was a new factor in this study.

The ideas in distraction process would serve as better development to a designer’s career. We can continue to record our distraction in a book creatively to keep our passion alive and our mind sharp. For the concentration methodology, it can serve as a method to observe the surrounding and collects memories to feed the future distraction process. Therefore, the distraction process enhances the creativity more than concentration.

Overall, based on personal criteria, concentration drawings takes lesser time to complete and is more effective in producing large amount of drawings in a short time. However, the outcome of the distraction process is preferred over concentration process because of the higher sense of satisfaction in terms of idea generation. The distraction process has also shown elements of new factors as we had the opportunity to experiment with different ideas in different illustrations. Through the experiments, we foresee there are potential in near future to incorporate the ideas into personal and commercial projects. Therefore, the study has proven the hypothesis true that embracing distraction produces better creative outcomes.

Conclusion

The rapid advancement of Internet and technology had brought along many debates about the amount of distractions and impacts on the new generation. However, researchers found out that distracted people tend to be more creative than others. Thus, this paper set out to investigate to prove if embracing distraction can enhance creativity. By setting out methodologies and illustrating both my personal concentration and distraction process, the comparative results show that distraction provided better creative outcome than concentration. With critical analysis of the distractions documented, ideas are pushed to the limits with open-mindedness.

The process of making concentration drawings and distraction illustrations is a success as it helped to understand where the strengths lies and what are the ways we can approach to stay concentrated or distracted. In this study, there is high sense of satisfaction as the outcome of the results successfully proven that embracing distraction is a possible alternative to creative thinking. Methods and processes presented in this paper can be experimented by other and obtain a different results. The novelty contributed in this project lies in the practice of embracing distraction. It requires discipline and a well understanding of personal attention span. When understood, this process can be recorded in sketchbooks, anytime in our daily life. The expected next step to this study is to how these documented ideas can be translated into complete concepts and utilize in design projects. Overall, this paper serves as a starting point to investigate the connection between creativity and the possibilities of distraction in the new digital age. It gives alternative insights to the Digital Natives and at the same time cultivating a new generation of creative thinkers.

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'Love reality show' as a Form of Lifestyle Television: A Case Study of a Korean Reality Show The Romantic

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Abstracts

This paper conducts a case study of a popular Korean television program *The Romantic* and deals with the evolution of lifestyle television in Korea. It specifically grapples with the local producers' practices of cultural appropriation and examines the ways in which the so-called 'love reality show' constructs, promotes, and sells Hollywood film-like love, romance, and fantasy within the context of travelling in an exotic foreign country such as Croatia and Turkey.

In so doing, this study attempts to make sense of how modern lifestyles of Korean audiences are closely intertwined with televisuality and commercial interests in everyday life settings. It looks into how a globally popular format like reality show is appropriated to meet the emergent cultural tastes and sensibilities of local audiences/consumers and how, as a result, refined lifestyles are presented in visualized and commercialized forms.

This research, then, articulates how the Western/American concept of lifestyle is redefined and reconfigured to accommodate cultural needs of local audiences as well as economic interests of the local media industry. It turns out that popular discourses on romantic love as well as refined, urban, and trendy lifestyles are constructed not only through the programming and scheduling practices of cultural producers but also through the diverse marketing practices of sponsors at the same time. According to this study, popular imagination –as represented on Korean television- is constantly co-opted and colonized by the powerful advertisers and lifestyle television is no exception.

Key words: lifestyle television, reality show, global/local, media culture

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I. Introduction

Recently, there have been cases where media forms aggressively seek to position themselves vis-à-vis newly emerging lifestyles of consumers/audiences and thus contribute to popularization of new lifestyles. In fact, there are symptomatic signs where we can witness the intricate merging of lifestyle and media. For instance, there are lots of lifestyle channels that are popular and thriving in the USA –lifestyle TV channels like HGTV, Food Network, and Cooking Channel are prime examples that show lifestyle and television are closely tied to each other. Already in the 1980's USA, there were also primetime lifestyle TV programs – comedies and dramas- that were tailored to 'home makeover' projects, as in the case of *Home Improvements*. At the same time, there was an all-out lifestyle program like *Martha Stewart Show* which became enormously popular among housewives as it disseminated 'know-how's of everyday life, ranging from cooking and gardening to interior décor. Lifestyle programs, as an emerging television genre, are now becoming diversified as they evolve into reality show format.

In Korean landscape of media, cable programs with totally new and unheard-of formats have been produced past few years. These programs equipped with new formats tend to portray modern, urban, and consumption-oriented lifestyles of young generation. Of course this change in representational style is mainly due to the fact that 1) there is fierce competition between nationally televised broadcasting channels and cable channels, 2) television content market has reached saturation point, and 3) each and every television channel is now committed to employing diverse differentiation strategies in order to come up with unique channel identity and competitive edge. Judging from the dominant trend in programming and scheduling practices that move away from the traditional formula to making lifestyle programs with new formats and features, the emergence of new media environment – epitomized by the popularization of IPTV- which makes it possible to view the same program repeatedly and/or view the whole episodes of a program over night is expected to contribute even more to the active production and use of lifestyle-oriented media content.

Yet Korean lifestyle programs are clearly differentiated from American and Western counterparts, which usually offer such DIY projects as cooking, carpentry, interior design, gardening, sewing, fashion, make-up, and fitness in and around the space of home. Meanwhile, lifestyle programs in Korea for the past few years, which have primarily been televised on such popular 'women's channels' as OnStyle and Olive, have shown finesse in unashamedly packaging and representing refined lifestyles and cultural sensitivities of the upper class as their flagship programming. That is, women's channels in Korean mediascape target young female consumers/audiences in the city and successfully execute unique narrativization and commodification strategies in imagining and imaging newly emerging lifestyles and cultural sensitivities. For instance, a program such as *She's Olive* aired on Olive was based on the production concept of 'going on a trip to an exotic place with an attractive actress/star/fashionista. The program, however, was not simply a result of developing a new format in lifestyle program genre but rather an overdetermined outcome of programming and scheduling practices of the channel and marketing practices of sponsors.

Already in the 1980's and 1990's, there were debates in the U.S. academia as to the characteristics of women's channels such as Lifetime(D'Acci 1994; Mann & Spigel 1988). By comparison, it is only recently that specialized cable channels worthy of being labeled

'lifestyle channels' come into play and, for that reason, now is the time 1) to examine what characteristics and cultural/commercial identities these channels have and 2) clarify interpellation mechanisms that ceaselessly attempt to appeal to young female consumers to navigate through and take certain subject positions in the consumption-lifestyle-media triangle.

Furthermore, Korean media landscape is now quickly emerging as THE site where we can look into the ways in which 'the global' interacts with 'the local', not to mention how the cultural is articulated with the commercial. The primetime and nighttime cable television line-up is currently dominated by imported American programs such as dramas, sitcoms, and reality shows and localized/Koreanized programs that appropriate American and European formats.

In order to assess the implications of the emergent media culture, it is necessary to remind ourselves of the debates in the Western academia in the 80's through the 90's on modern/postmodern lifestyles (Chaney 1996, Slater 1997) and on culture of consumption as practices for engaging in politics of difference and identities (Bocock 1993, Lury 1996). Further discussion on 'cultural economy' of television should follow by articulating academic debates on lifestyle media (Kim 2008, Lee S. 2008, Lee H. 2008, Lee J. 1999) with lifestyle marketing practices centered around television (Andersen 1995). Only then, we may be able to situate lifestyle television in historical, industrial, and cultural contexts and make sense of lifestyle television that becomes prominent in today's media landscape.

In Korea, research on lifestyle media is slowly increasing but mostly they are neither historical/sociological approaches nor geared towards specific media phenomenon but remain at the level of generalized discussion (Lee S. 2008). Previous studies have not been able to locate the interconnectivity between lifestyle and media and thus fail to trace and make sense of the complicated ways in which two different spheres of lifestyle and media become intertwined on the way to co-evolution (Lee J. 1999). Meanwhile, research on lifestyle media in the West has become active recently as it engages with the issues of cultural tastes, identities, and material culture of consumption along the traditional line of inquiry in cultural studies (Brunsdon, 2003; Brunsdon et al., 2001; Franco, 2008; Lewis, 2008; Lorenzo-Dus, 2006; McElroy, 2008; McMurria, 2008; Phillips, 2005).

With this in mind, this study first attempts to critically examine the specific mechanism in which Korean lifestyle television operates. That is, it examines how Korean lifestyle television produce programs that offer audiences -who fantasize about love and romantic relationship- opportunities to travel to exotic places with likely-minded participants searching for potential soul mates/lovers. In so doing, this paper specifically looks into the ways in which the American/Western concept of lifestyle is re-defined and reconfigured to meet the needs of the local media industry and to process the fantasies of young people. Another goal of this paper is to find out whether popular discourses on refined, urban, and trendy lifestyles are in fact not only constructed within lifestyle programming but also through lifestyle marketing practices of sponsors at the same time. This research, then, may mean the first step in critically engaging with one of the central issues in (Korean and Western) media culture – that is, popular imagination colonized and co-opted by financial imperatives.

II. Reading *The Romantic* as a lifestyle program

This work attempts to offer a critical reading or a textual analysis of *The Romantic* that represents a very typical lifestyle program in Korea right now. It grapples with dominant discourses that traverse a series of ‘lifestyle texts’ and, in so doing, critically reflects on dominant cultural codes, narrative structure, generic conventions, characterization, and typified format.

The Romantic was aired during the first half of 2012 on tvN, the most popular basic cable channel in Korea. This program, at a glance, is very similar to *She’s Olive* that aired several years back. *She’s Olive* was very peculiar in that it was a television text and at the same time a visual media spectacle as well as a commodity created for lifestyle marketing purposes. For example, it featured extremely popular Korean actresses going on overseas travel to the urban settings of cities like London, Los Angeles, Paris, and New York. The program format is designed to sell the extraordinary, seductive, and fantastic lifestyles of the rich, making full use of the attractiveness of actresses as visual spectacle. It is uncertain whether this show can be categorized as ‘regularly scheduled programming’ or advertisers’ marketing practices, as the production costs were covered by the participating sponsors such as a travel agency, an international airline, and a clothing company. This show, by blurring the firm boundaries that existed for so long between the program content and commercial messages, signaled the arrival of ‘commercialtainment’(Andersen 1995) or ‘marketainment’ on Korean media landscape. The emergence of a uniquely Korean format like this clearly shows that there is stark contrast between Korean lifestyle programs and traditional American lifestyle programs centered around DIY projects or typical American reality shows, which for instance, problematize the issue of sexuality.

III. A ‘Lover’s Discourse’ in *The Romantic*

1) Program Format

The Romantic was televised from 11 to 11:50 pm on tvN, every Saturday, February 11 through April 28, 2012. It recorded an average rating of 1%, which is relatively high, considering the extremely competitive television market in Korea. It proved that soft landing of the so-called ‘love reality show’, which is dedicated to appealing to young people’s penchant for modern, urban, trendy lifestyles, is possible in Korean televisual landscape. As the channel’s web site tells us, *The Romantic* is “an all-out real love variety show, composed of what transpires during ten day’s love trip, which in fact can be more romantic than well-known romantic films.” Five young men and five young women –all of them are in their 20’s or early 30’s and their names and occupations are unknown- embarks on a romantic ten-day overseas travel looking for true love. In the process, they experience excitement, despair, and sometimes the beginning of romantic love. As opposed to typical mating programs, the show is characterized by exotic settings, spectacular visuals, sweet soundtracks, and witty narration conducive to the making of romantic relationships.

(1) Exotic landscapes

The characteristic that stands out most is the setting where romantic relationships are formed. The title sequence, using thoroughly sutures shot and scenes, effectively reveals and showcases the spatiality of a European city. An attractive young woman, sitting on a bench in the park filled with fallen leaves, looks into the camera and smiles. The shot, then, is overlapped with multiple shots of traditional European architecture. In so doing, the show in a way previews that the narrative is organized around an exotic European city that symbolizes cultural tastes and romance. The show, from episode 1 through 6 –the entire season had 12 episodes-, then takes ten participants, and of course audiences too, to exotic places like Dubrovnik, Plitvice, and Split in Croatia. Split, for instance, is dubbed and celebrated as “Dalmatian gem,” the largest harbor in emerald-colored Adriatic Sea,” and “the city that a Roman emperor fell in love with.”

The second half of the program –from episode 7 to 12 with a different group of ten participants- takes place in Turkey, which signifies totally different feel and taste from an East European country like Croatia. It also employs expressions such as “from the Orient civilization to Islam,” “five hundred years of cultural heritage,” the melting pot of converging East-West civilizations,” and these remarks are closely intertwined with light music, subtitles with artsy fonts, and mellow voice-over. The visual presents spectacular aerial shots of blue mosque, Aya Sofya cathedral, Grand Bazaar market, and Galata Bridge, and suggests that these spots are the romantic backdrop against which courtship takes place. Positioning itself as official tour guide, the show leads the viewers as well as participants to exotic places in a foreign country, whispering in a seductive tone that their fantasies of film-like romance can be realized in exotic places like these.

(2) Dramatic first encounter

The program reveals its true identity by showing the clips from the movie *Before Sunrise* starring July Delpy and Ethan Hawke. It attempts to embrace and portray a Hollywood film-like first encounter, reminiscent of July Delpy and Ethan Hawke’s first encounter on Eurail. As in the movie, participants and viewers are encouraged to leave right away furtively expecting accidental encounter that may culminate in love like magic. Female participants are invited to film-like settings for their long-awaited first encounter with male participants. One participant has the first encounter with her first date on an airplane as in *Love Affair*, starring Annette Benning and Warren Beattie, while another comes into contact with her first date in a cab as in *New York, I Love You* and so forth.

In this way, the romantic fantasization of the participants and audiences that began right from the title sequences are not deferred but instantly realized. Their wish for magical romance is granted from the start. A female participant confesses that, in her first encounter with her first date in the first episode, “it felt like unreal.” Comments like these confirm that the program is not just another reality show but a program that reflects lifestyles of young generation who actively pursue their dreams, fantasies, and magical romance.

(3) Beautiful and inviting imagery

The visual in *The Romantic* far outweighs the visuals of other travel guide programs. Representation of tourist attractions in Croatia for instance is done through aerial shots using leading-edge helicopter-cam, with deep and sometimes soft focus. The quality of the shots is so super that the visual as a whole successfully functions as narrativizing device which instills romantic mood and ambiance to the program. The visual effectively positions Croatia

as THE romantic place and, therefore, when the participants gather at Incheon International Airport for take-off, they are reminded once again through the visuals aided by kind voice-over that although they are now on a journey to a totally alien country, it is at the same time a land of promises. Once they land in the aforementioned cities of Croatia and Turkey, they experience local culture –food, accommodation, and etc.- in light of typical ‘tourist gaze.’

(4) Rules of engagement

Dating rules are very simple. After the dramatic first encounter, date for each day is decided by ‘taste shuffle.’ If a female participant’s cultural taste for something –fashion or snacks or fruits, for instance- matches that of a male participant, they become a couple for the day. The next day, there will be another taste shuffle so that they could have opportunities to meet other participants. At midnight they gather for ‘moment of truth’, a sort of a brief Q&A session amongst themselves, and reveal their inner sides. ‘Mid-term evaluation’ is done by covertly filming the one he/she likes, just like the movie *Love Actually*. The footage from the self-cam is screened on the white wall of a building -as in *Cinema Paradiso*- at midnight of the third day for mid-term evaluation. When the church bell rings at midnight, they play clips from each participant’s self-cam and the camera zooms in on a person featured in the clip, just like Keira Knightley’s wedding video in *Love Actually*. Dating continues for the remaining seven days with different combinations and on the last day a woman picks a man. If he accepts, they become an official couple.

(5) Sweet aural experience: from soundtrack to narration

From the first date, participants are encouraged to become intimate quickly. Each couple is given mission that may help expedite physical contact such as holding hands and hugging. K-Pop musicians also come into play to promote intimacy between prospective lovers. All soundtracks are love songs, known for sweet melodies and warm lyrics. Just like the visuals that function as narrativizing device, songs, lyrics, and voice-over all converge together and raise their expectations that their judgments, choices, and conducts will ultimately lead to heart-beating romantic relationships they’ve been dreaming of.

2) Romantic Narratives of Love

(1) Romanticizing love, concealing harsh realities of life

As discussed above, the program format is in fact a very effective vehicle to foster and convey romantic discourses. First of all, it rather successfully romanticizes love by hiding the identities of participants. However, we as audiences, all know that in order to be selected as participants of the program in the first place, they are supposed to have achieved certain status in the social hierarchy and, of course, good looks and/or degrees from prestigious universities or graduate schools. *The Romantic* encourages participants to get out of boring routines of everyday life and urges them to expect the unexpected and be truthful to their desire. Yet opportunities for magical romance and meeting soul mates -destined to love each other- are not passed out randomly. They must qualify to meet the high standards of young professionals who aim at trendy lifestyles.

For instance, male participants in the Croatia episodes are a doctor at a prestigious university hospital in Seoul, a stock analyst, a businessman who studied in New York business School, a ladies’ shoe store owner, an employee at LG group. Their counterparts are also a proud pool of talented women: a good-looking college student / indie band vocal, an employee at

Samsung group who graduate from Korea University, a graduate student at prestigious Northwestern University, a stylish English interpreter who reads Herbert Marcuse, and a beautiful lyricist who works in the pop music industry. It is obvious that it takes certain amounts of cultural and economic capital to make the list in the first place.

(2) Blurring boundaries between reality and fantasy

The Romantic, secondly, makes participants' imagination and fantasy become real/realized right in front of their eyes by making arrangements for Hollywood film-like first encounters and by having them develop relationships as if they were protagonists in a film or a novel. Through role-playing, they relive the romantic moments in a film/drama and naturally embody melodramatic imaginations offered to them. 'Realization of fantasies' is repeatedly tried throughout the episodes. For instance, male participants are asked to write love letters in their own handwriting, as in the famous Korean melodramatic film *Classic*. When the imaginary narratives or fictions suddenly turn into realities at critical junctures of their lives, the boundaries between the real and the imaginary become blurred. And then participants start to believe that what happens in the movies or dramas or novels can also happen to them in real life.

(3) The great escape from quotidian settings to exotic places

Thirdly, the desire to realize and (re)live that melodramatic imagination is achieved by getting away from their life settings - i.e., the mundane, routine rhythms of quotidian life- and going into the exotic landscapes. As soon as the participants are introduced at the outset of the program, they are at once transposed to Incheon International Airport. This is where romantic trip and romantic narratives all begin. If and when there is an official couple or two at the conclusion of 10-day trip, places like airport -originally emptied of meaningful signifieds other than departure and arrival- suddenly metamorphose into sort of an 'affective space' which contributed to the making of romantic relationship from the beginning. The centrality of 'place-ness', which presupposes and signifies romantic relationships with the opposite sex, gets dramatized through seamless editing. In this sense, editing is a spatializing technique and at the same time cultural translation technique. Through affective communication that utilizes editing techniques to its fullest potential, the cities and tourist attractions in Croatia and Turkey are represented as romantic as Paris or Prague, in shocking contrast to dismal and chaotic real life conditions the participants are in.

(4) Maximization of audiovisual effects

Finally, the making of romantic mood and ambiance is completed by audiovisual effects. As indicated above, soundtracks are mostly mellow love songs, the voice of the narrator is even sweeter and witty, and the subtitles are pinky and cute. These features are all designed to appeal to the tastes of young audiences. Visuals taken from all kinds of angles offer breathtaking views of the city. Spectacular shots of the landscapes are spliced with shots of participants that highlight their charm in hopes for the birth of romantic relationships.

3) Commercial narratives take over romantic tales

The Romantic is a very significant phenomenon in Korean media culture in that it shows the uncomfortable ways in which the power of advertisers can be exercised in lifestyle programs. There are cases where sponsor's products are deliberately stitched onto the narrative. So the

same preferences for desserts such as fruit yogurt of a main sponsor, for instance, result in the beginning of a new romantic relationship. In a way, it proclaims that cultural tastes are primary barometers of modern lifestyles and preconditions for successful and meaningful relationships.

In the process, however, romance and love are reduced to common tastes for certain food and eating habit. And the audiences can feel the presence of the major sponsor –which is also affiliated with CJ Group, the owner of tvN- as the program progresses. It reaches a point where the distinction between program and advertising becomes blurred and romantic texts suddenly take on the tone of promotional texts. This is a very symbolic metamorphosis as it gives us a clear hint about the future direction that Korean lifestyle programs may take. It is also a significant phenomenon as it may signal the arrival of the age of post-television. As lifestyle becomes a hot commodity in modern culture and media, the content of lifestyle programs/television is highly likely to be commercialized and, in this regard, *The Romantic* may well be the prime example where diverse commodification strategies are meticulously adopted and practiced.

IV. (In)conclusion

This study offers a ‘symptomatic reading’ of an emergent cultural form in Korean televisual landscape that represents and promotes trendy lifestyles of young audiences/consumers. The implication of this research, however, goes beyond the level of a localized case study. When we talk about globalization of culture, especially in a country like Korea where the influence of American popular culture has been enormous since the end of Korean War 60 years ago, there are critical and sensitive issues that we need to carefully address such as the question of cultural identity and cultural diversity. It seems that the case study of *The Romantic*, a newly emerging lifestyle program, in a sense shows that although there are global or glocalised formats that are ubiquitous across the Korean televisual landscape –e.g., programs like *American Idol*, *Project Runway*, *America’s Next Top Model*, *Biggest Loser*, and so forth dominate the local (cable) television scene-, there are also formats that are created by local cultural producers and cultural intermediaries. So that always needs to be taken into account when we talk about the globalization of culture. That is, assuming that it is not unidirectional, we need to address the specific ways in which the encounter or the negotiation –what Stuart Hall termed ‘productive syncretism’, in other words- that takes place along the axis of global/local.

As this study clearly shows, when we think about the cultural aspects of lifestyle program/television, we also need to ponder on the commercial, industrial, and economic aspects too. Analyzing cultural representations of a lifestyle program is important but understanding how the cultural economy works in the domain of lifestyle media may be more important, especially in the coming age of post-television.

Finally, it must be pointed out that the emergent culture of Korean lifestyle television has to be reckoned with for quite some time, as it offers us a very useful case study of how local cultural producers and cultural intermediaries play critical roles in shaping popular imagination while coming up with a creative local format such as a love reality show cum totally new lifestyle program.

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Organizational Climate Profile of Radio Stations in Bandung (The City with the Most Number of Radio Stations in Indonesia)

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Abstracts

Bandung is the city that is highly recognized as the city of creativity. It is also known as the city with the most radio stations in Indonesia. Over the years, radio stations have become the most admired companies especially among the youth. The aim of the study reported in this paper is to identify the organizational climate profile of radio stations in Bandung and to explore the relationship between organizational climate and employee morale. The research used self administrated questionnaire based on Litwin and Stringer's (1971) six dimensions to measure organizational climate throughout six radio stations with various segmentations. The research showed that team spirit, reward system and conformity are the most prominent dimensions that shaped the climate. The study also revealed that there is a relationship between organizational climate and morale. The attitude towards the job and working environment is mostly influenced by team spirit and conformity; attitude towards the supervisor is mostly influenced by reward and team spirit; and attitude towards the company and leadership is mostly influenced by team spirit and reward. The knowledge about organizational climate profile of the radio stations can be used as a reference for business owners and human resource managers in developing strategies to improve employee performance and organizational success in the media business.

Key Words

Organization Climate, Employee Morale, Radio Station, Media Business

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INTRODUCTION

Bandung is one of the biggest creative cities in Indonesia. With 53 radio stations, it is known as the city with the most packed radio frequency in Indonesia (Reindra, 2010). This shows that the radio business is one of the strongest sectors in the creative industry in Bandung. Also over the years, radio stations have become the most admired companies for job seekers especially among the youth.

Many studies revealed that organizational climate has a strong relationship with the performance of an organization. Organizational climate comprises of a system of shared action, values and beliefs that develops within an organization and guides the behavior of employees (Choudhury, 2011). Also defined by Mullins (1993) organizational climate is a relatively enduring of quality of the internal environment of an organization that (a) is experienced by its member, (b) influences its members, and (c) can be described in terms of the values of a particular set of characteristics or attributes of the organization. The aim of this research is to identify the organizational climate profile of radio stations in Bandung and to explore the relationship between organizational climate and employee morale.

Morale is defined as an intangible concept that refers to how employees feel and support the organization (Haddock, 2010). The feelings will influence their attitude in achieving performance standards, trusting the other members of the organization, and faith in the leadership and organizational success.

The knowledge about the relationship between organizational climate and employee morale can be used as a reference for entrepreneurs and human resource managers in developing strategies to improve employee performance and organizational success in the creative industries. As it's stated by Choudhury (2011) organizational success depends upon the organizational climate; therefore to predict organizational success one can study the climate of the organization.

LITERATURE REVIEW

Organizational Climate

Organizational climate is a set of measurable properties of the working environment, based on the collective perceptions of the people who live and work in the environment, and whose behavior is influenced by their perceptions (Litwin and Stringer, 1968). Organizational climate is not a result based on objective judgments but rather on personal perceptions and feelings. Personal characteristics such as needs, beliefs, attitudes and unique past experiences influenced one's perception towards the environmental aspects.

Milton (1981) described these following as the characteristics of organizational climate: (1) the quality of internal environment that has been around for a relative long time; (2) experienced by all members of the organization; (3) influences their behavior; (4) can be defined in certain characteristics; and (5) differentiates one organization with another. Milton also described the process of behavioral outcomes driven by the climate (figure 1).

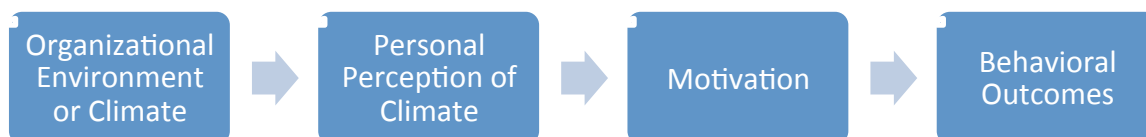


Figure 1. Behavioral Outcomes

According to Litwin and Stringer (1971) organizational climate can be measured using these following six dimensions:

- **Conformity**
The level of employee's feeling towards the organizational regulations, policies and procedures to be obeyed; and the restricted freedom to perform the job according to personal preferences.
- **Responsibility**
The level of employee's feeling towards the responsibilities to carry out the job in the best way to achieve organization's goals; and the initiative in making decisions and solving problems without always asking the supervisor's opinions.
- **Standards**
The level of employee's feeling towards the working performance standardization, the pressure to continuously improve the work output, and supervisor's evaluations.
- **Rewards**
The level of employee's feeling towards the recognitions and compensations given by the company for all the works being done well.
- **Organizational Clarity**
The level of employee's feeling towards the clarity of the organizational systems, authority lines, and policies; that everything is organized; and all tasks have been well defined.
- **Team Spirit**
The level of employee's feeling towards the quality of the relationship, cooperation and trust between organization's members.

Employee Morale

Morale is the state of the spirits of an individual or group as shown in willingness to perform assigned tasks (Morris, 1981). It is how an employee feels about the job, his value for the organization, and how the organization able to meet the employee's needs and expectations. Benge (1976) pointed morale as a result of employee's satisfaction towards the job and the working environment; the professional and social relationship with the supervisor; and the organizational regulations and leadership.

According to Maier (1976) high morale is shown by the following indicators, (1) strong team spirit; (2) consistency in achieving high level of performance; (3) have strong eagerness and passion; and (4) resistant in handling failures and frustrations.

Millet (2010) gives six reasons why working morale is important, (1) improves productivity; (2) improves performance and creativity; (3) reduces number of absentee; (4) higher attention to detail; (5) a safer work place; and (6) increases work quality.

Radio Stations in Bandung

The first radio station in Indonesia was *Bataviassche Radio Vereniging* established in 1925. Radio Republik Indonesia was the first radio station owned by the Indonesian government after the declaration of independence in 1945. Private owned radio stations started to emerge in 1966, and the only private radio stations association in Indonesia called PRSSNI was formed in 1974.

Table 1. Radio Stations in Indonesia

Year	Total of Radio Stations in Indonesia
2011	2590
2005	831
2000	774
1995	647
1990	451
1985	280
1980	235
1975	223

Source: PRSSNI (2011)

Bandung is the capital city of West Java Province. It is highly recognized as the creative city of Indonesia. With 53 radio stations, Bandung is also the city with the most number of radio frequencies in Indonesia. The radio broadcasts are differentiated in 3 general positioning defined by the listeners' (1) age, (2) social economy status, and (3) music reference (Figure 1, 2 and 3).

Figure 2. Listeners Age Positioning

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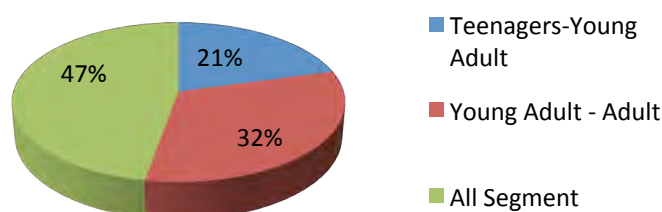


Figure 3. Listeners Social Economic Status

□

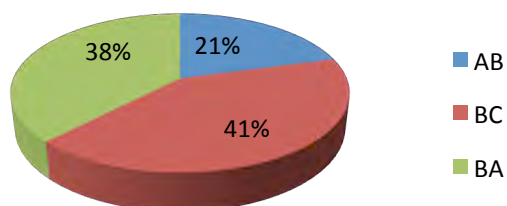
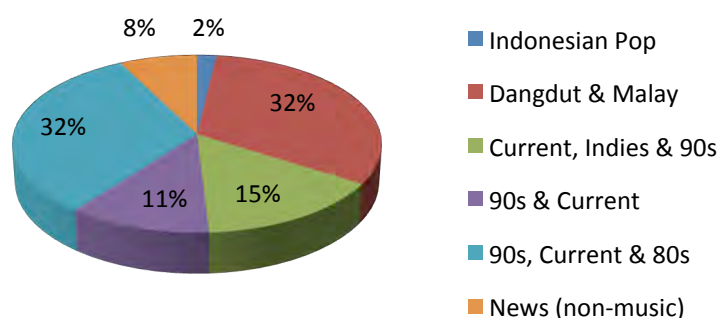


Figure 4. Listeners Music Reference

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METHODOLOGY

A quantitative research has been conducted to gain information about the real situation of organization climate and its relationship with employee morale in radio stations. The research used two kinds of self administered questionnaires, (1) based on Litwin and Stringer's (1971) six dimensions to measure organizational climate; and (2) based on Benge and Hickey's (1984) three dimensions to measure employee morale.

The questionnaire consisted of close-ended and open-ended questions. The close-ended questions used a five-point rating based on the Likert scale measurement method. The ratings are; strongly disagree, disagree, neutral, agree and strongly agree.

To get more information about the dynamics of the situation, this research also conducted several interviews to explore the findings based on the information gained from the questionnaires.

Research Sample

Six radio stations with different positionings in Bandung were being studied in this research. The working atmosphere in each radio station is strongly influenced by its positioning or listener target based on age, economic status and music reference. These following tables indicate the positioning profile of the radio stations.

Table 2. Positioning Based on Age Range

Segmentation	Age Range	Numbers of Radio Station
Teenager – Young Adult	15 – 25 years old	2
Young Adult – Adult	21 – 45 years old	3
All Segment	10 years old	1

Table 3. Positioning Based on Economical Status

Economy Status	Numbers of Radio Station
Upper, Middle Class	2
Middle, Lower Class	2
Middle, Upper Class	2

Table 4. Positioning Based on Music References

Music Reference	Numbers of Radio Station
Indonesian Urban Pop Music	1
Traditional Dangdut and Malay Pop	1
Current Hits, Indies Hits and 90's Hits	2
90's Hits and Current Hits	1
90's Hits, Current Hits and 80's Hits	1

The respondents of this research are both part time and full time employees from all departments. All announcers in every radio station serve as part time employees; producers and script writers can be part time or full time employees; and the rest are full time employees. There are five common departments in all radio stations, which are:

1. Program / Creative / On-Air Department
2. Marketing Department
3. Finance Department
4. Promotions and Off-Air Events Department
5. Human Resource and General Affairs Department

The average total of employees in every radio station is 35 people. The total average total of respondent surveyed in this research is 25 employees per each radio.

RESULTS AND DISCUSSIONS

Organizational Climate

The findings of this study regarding organization climate and its relationship with employee morale can be summarized and categorized as follow:

Table 5. Mean Score

Dimension	Mean
Team Spirit	3.15
Responsibility	3.01
Standard	2.87
Organizational Clarity	2.70
Reward	2.28
Conformity	1.86

The most favorable organizational climate dimension is Team Spirit. Most of the employees have positive feelings about the work and social relationship between the members of the organization, not just among colleagues but also with the supervisors. The working environment is perceived warm, fun, casual but still professional, and few have developed into friendships. This kind of environment makes the employees feel comfortable in working together and is believed has a positive effect in bringing the creativity out of the employees. The positive team spirit is felt in all departments especially in the program departments, where they often do social activities outside the office together. They also work as partners for other professional work such as hosting events (MC) and presenting in TV shows.

The least favorable organizational climate dimension is Conformity. The interesting thing about this dimension is that employees are not uncomfortable with so many restrictions or procedures given by the company or the supervisor, but in contrary they felt that the organization is lack of regulations, rules and especially procedures that can give them guidance and control in performing their job. This condition could cause them difficulties especially in performing new task and for the less experienced employees to get the job well done.

The lack of restrictions on the other hand also brings positive effect for the employees. It gives them the sense of freedom in doing the job according to their own preferable ways. It encourages them to show more initiatives and gives them confidence to solve problems without being dependent to their supervisor. The employees find these working experiences as valuable lessons for their career in the future. This condition explains why Responsibility is the second most favorable organizational climate dimension.

Self initiative is very much influenced by self motivation. Higher motivation can drive employees to be more proactive in performing their job. Many researches had been done to study the relationship between reward and work motivation. Not few found that there is a significant relationship between monetary compensations such as salaries, commissions, bonuses and promotions with employee motivation (Khan, 2010; Roberts, 2005). Based on the interview results, employees with higher motivation are mostly from the program department. In contrary with the theory mentioned before, employees from the program department surveyed in this research are reported very dissatisfied with the amount of monetary reward they earned from the company. As shown in Table 4 Reward is the second

least favorable organizational climate dimension perceived by the employees. The common perceptions are that working in a radio station means low salary, hard to get a raise and not easy to get a promotion.

Most of the employees from the program department are part timers who do not get fixed monthly salary, allowances, or insurance. The amount of payment each received is simply by multiplying their rate fee per hour with the total of working hours in a month. Most of them feel that they are underpaid, and the payment is not enough to cover their living expenses. If the employees are not satisfied with the monetary compensation, so what kinds of reward that have positive effect on their work motivation? This research finds that recognition, social status and career opportunities are considered to be the kinds of reward that motivate the employees.

For announcers, being popular and recognized by the society means increased social status level and bigger career opportunities. Working in radio stations is also believed to be the best stepping stones for script writers and producers in pursuing their career in entertainment and advertisement industries. They also feel that their achievements are being recognized by their supervisor, and they feel much appreciated because of it.

The Relationship between Organizational Climate and Employee Morale

To find out whether there is a correlation between organizational climate and employee morale, this research used the Pearson Correlation Coefficient with the result as shown in table 5.

Table 6. Pearson Correlation Coefficient

Sig.(1-tailed)	Conformity	Responsibility	Organizational Clarity	Standard	Team Spirit	Reward
Attitude towards the Job	0.000	0.001	0.000	0.003	0.000	0.028
Attitude towards the Supervisor	0.033	0.012	0.000	0.002	0.000	0.000
Attitude towards the Company	0.020	0.020	0.008	0.016	0.000	0.000

Based on the result it is believed that there is a relationship between the organizational climate dimensions and the employee morale dimension. Table 6 shows the correlation between each organizational climate dimension with each employee morale dimension.

Table 7. The Relationship between Organizational Climate and Employee Morale

	Conformity	Responsibility	Organizational Clarity	Standard	Team Spirit	Reward
Attitude towards the Job	0.238	0.104	0.205	-0.154	0.429	0.075
Attitude towards the Supervisor	-0.018	0.254	0.055	-0.215	0.520	0.568
Attitude towards the Company	-0.087	0.155	-0.279	0.240	0.691	0.302

Team Spirit and Conformity have the strongest correlation with employees' attitude towards the job and working environment. Employees are enthusiast to perform their job because they feel very comfortable with the working environment and feel supported by their colleagues. Their working performance is believed can be increased if there are clearer procedures or rules about the work. They need to believe that everything are managed and controlled well by the company. The clearer the procedures and rules the more confident the employees in doing their job.

Procedures, regulations and rules also help the employees in understanding the standard their supervisor have set as guidelines to evaluate their performance. Steers and Porter (1979) pointed that managers with the ability to define task objectives, set clear borderlines, give proportional amount of freedom for employees to run the task, and give instructive feedbacks can create an achievement-oriented organizational climate where its members are motivated to achieve group and organization's goals.

The attitude towards the supervisor has the strongest correlation with Reward and Team Spirit. Non monetary rewards given to the employees are mostly depending to the supervisor. Better recognition and career opportunities given by the supervisor means higher work motivation and better performance. The casual relationship with their supervisor also influenced the employees to have a positive perception about their supervisor. The supervisor is perceived as a person who they can trust and comfortable to work with. The relationship between employee and supervisor is a very essential factor that forms the organizational climate. An employee will likely perceived the working atmosphere as a formal or informal one mainly based on the formality of the relationship with the direct supervisor (Sikula, 1976).

In general, the positive attitude towards the company is driven by the positive feelings about the working environment and interpersonal relationships. But the dissatisfaction towards the monetary compensation can be a threat for the employees' loyalty to the company. Employees are easy to resign and move to another radio station that can offer them better payment. This dissatisfaction also influenced how the employees feel and react on working standard set by the company or supervisor. The research found that Standard has a negative correlation with two out of the three morale dimensions. The higher working standard demanded, the lower the level of attitude towards the job and supervisor. This happened

because the employees do not feel that achievements are well rewarded. Improving job performance quality is seldom followed by better payment.

Since the employees are motivated by the recognitions given by the supervisor, it is strongly recommended for the companies to create a reward system to award achievements not just with informal recognitions but also formal recognitions. And for companies with very strict financial policies, instead of raising the salary, the companies can give bonuses or prizes for the employees. The companies do not have to pay extra money for the employees continuously, but only if they can accomplish a certain achievement based on the award category at that time. Because the award is at the company level, it is important to always choose the award category that is open for employees from multidepartment to be part of.

CONCLUSION

The study about organizational climate profile of radio stations in Bandung showed that Team Spirit and Responsibility are the two most favorable dimensions; and Conformity and Reward are the two least unfavorable ones.

Organizational climate is an important aspect for the radio business that can affect employee morale. The result in this research showed that the relationship between members, reward system, and organizational regulations or work procedures have the strongest relationship with employee work motivation and performance.

Team spirit has a positive correlation with employee attitude towards the job and working environment; the supervisor; and the company. This finding supported by literature that stated team cohesion and psycho-social factor influence the behavior and performance; group member are most satisfied when they are cohesive; and remain united in pursuing goals (Singh, Kanchan and Tarandeep; 2012).

Study showed that there is a direct and positive relationship between rewards and employee work motivation. Monetary compensation is related to employees' perceptions about the company, and there is an indication it is related also with the level of employee turnovers. Meanwhile non-monetary rewards are much expected from the supervisors. The rewards such as recognitions, awards, and better career opportunities give strong motivation for employee to continuously improve their work performance. It is recommended for the companies to improve their reward systems to increase employee work motivation. It is believed the change in rewards necessarily changes the work motivation and performance of employees (Khan, Farooq and Ullah; 2010)

Although working in a radio station involves lots of creativity and freedom of thinking, most of employees in this research find difficulties in performing their job because of the lack of procedures, rules, and directions supposedly given by their supervisors. Conflicts also often happen as a result of unclear and undefined regulations or policies given by the company.

RECOMMENDATION FOR FURTHER RESEARCH

This research has limitation in giving explanations on why employees still show good productivity and performance even though they have negative perceptions about some aspects of the organizational climate. It is recommended to conduct further research about

needs such as the need to be recognized, higher social image and self-actualization for media workers, because needs is one of the factors that can influence employee motivation.

Milton (1982) believed that there are different climates in every unit or department in an organization. So it is also recommended for further research to study the differences between the working climate in the program department which involves lots of creative work; and working climate in the other departments which involve administrative and routine works.

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Watchdog Journalism in South Korea: Reporting Economic Corruptions

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Investigative journalism has been often performed in the form of revealing corruption or scandal, political and economic. In Western democracies, media firms seek for corruption news in order to maximize their profits. Intense competition in media industry and its freedom make it more effective in finding corruption, and thus discourages bureaucrats or powerful elites from engaging in malfeasant behaviour (Suphachalasai 2005). The question of the enhancement of the newspaper's market position is often crucial. Scandalous news may be a direct consequence of the audience-building strategy of the media, although there may be some pompous editorial justification for its presence (Tumber 1993). Once corruption then becomes widespread, everyone in politics and the media realizes that if you examine more closely and for long enough, damaging information can be found on almost anyone. In this way, the hunt begins; advisors prepare ammunition to attack or defend, and journalists attempt to fill their roles as investigative reporters finding stories to increase both audience and sales (Tumber and Waisbord 2004: 1034).

Against this background, this paper examines the level of watchdog journalism performed in reporting economic corruptions in South Korea that involve the big business conglomerates. In so doing, it first provides brief information on the journalism practice taken by the mainstream Korean newspapers in reporting political/ideological issues. It then examines how these papers reported economic corruptions and shows how they have been subordinated to the dynamics of the market and economic logic.

Reporting Political/Ideological Issues

With the democratic transition in 1987, the major newspaper companies in South Korea (Korea hereafter) transformed themselves into a powerful institution. Since then, they have formed strategic alliances with political actors, for ideological adhesion, or to meet organizational goals. During the authoritarian regimes, both mainstream newspapers – e.g. *Chosun*, *Dong-A* and *JoongAng* – and conglomerates have been developed under the close supervision of the government. Traditionally, relationship between them has developed and been maintained to the extent that business interests and mainstream newspapers sought mutual benefits. This mutually-beneficial, rather than adversarial, relationship has been maintained in the transition from authoritarianism. Having dominated the industry since the transition, the three major dailies, *Chosun*, *Dong-A* and *JoongAng*, have emerged as political forces that were able to shake up democratic forces and take the lead in protecting the interests of conservative ideology. Insisting that they represent public opinion, these papers emerged as power group that could influence the government policies.

The ideological spectrum however widened with the launch of *Hankyoreh*, a progressive newspaper, in 1988. Since the late 1990s when Kim Dae-Jung, a long time opposition leader, won the presidential election, the newspapers became highly ideological and partisan. Political parallelism has been further strengthened and the newspapers became highly vigilant about any wrongdoings of the President, politicians, and government officials. Firmly established as left-leaning newspaper to counter mainstream conservative papers, *Hankyoreh* proved that it can have considerable influence, even on a small budget and in conflict with powerful state actors. More importantly, however, *Hankyoreh* triggered heated debates with conservative papers on a number of issues (Table1).

Since the Kim Dae-Jung government, the relationship between the government/political actors and the newspaper has developed in parallel with their ideological orientations. The reformist newspapers have been in line with the reformist governments, while the

conservative newspapers have supported the opposition GNP, the conservative party. The relationship between the government/political actors and the media became more than antagonistic. The media now report and criticise virtually any issues that involve government, politicians and the President. Any wrongdoings, or even any signs of misdeeds, abuse, corruption, have been revealed by the media. Those issues that involve conservative party or/and politicians have been the target of progressive newspapers, while those of progressive counterparts have been be the prime target of the conservative newspapers, with unprecedented levels of critical scrutiny.

Table 1 – Ideologies Reflected in the Korean Newspapers, 1990-1996.

Major areas	Ideology	
	*Dominant ideologies	**Alternative ideologies
Student protests	<ul style="list-style-type: none"> . Respect for authority . Maintenance of social order . Protection of existing power . Protection of system . Anti-reform, anti-progressive . Resolve social disorder 	<ul style="list-style-type: none"> . students protest political behavior . reform-oriented . Improve existing structure/system . Democratisation
Labour dispute	<ul style="list-style-type: none"> . Disapproval of violence . Unlawful behaviour . Respect for authority . Economic order . Resolve social disorder 	<ul style="list-style-type: none"> . rights & interests of workers . Normal behaviour . Change of unfair economic structure . Reform-oriented
Elections	<ul style="list-style-type: none"> . Results . Regionalism . Pro-ruling party . Conservative 	<ul style="list-style-type: none"> . Process . Anti-regionalism . Equal opportunity . Change, new attempts . Arena for political ideologies
Economic issues	<ul style="list-style-type: none"> . Economy . Existing economic structure . Investor-centred . Separation from politics 	<ul style="list-style-type: none"> . Transparent economy . Economic reform . Non-separation from politics . Economic justice
North-South issues	<ul style="list-style-type: none"> . Anti-Communism . Anti-North Korea . Anti-Juche ideology . Conservative, right . Concerned about reform . Ideologically non-negotiable 	<ul style="list-style-type: none"> . Constructive approach to North . Pro-unification . Progressive/left . Against oppression of reformist . Accommodation of diverse ideologies

*Dominant ideologies: Those reflected in *Seoul Daily*, *Chosun Daily*, *ChungAng Daily*, and *DongA Daily*.

** Alternative ideologies: Reflected in *Hankyorye Daily*.

Source: Baek (1996, pp.310-311)

Reporting Economic Corruptions

When we look at the way the mainstream newspapers – those compromised with the business conglomerates – have dealt with the stories about slush fund, corruptions of business conglomerates, an interesting pattern can be observed from recent slush fund scandals. At first stage, when the corruption/wrong-doings of particular business conglomerates was revealed or raised by whistleblowers or insiders, the mainstream newspapers try to avoid the

issue until it is further developed. They either ignore it or report basic facts at the minimum level. Second stage is when the mainstream newspapers cannot keep their silence about the issue any longer because the questions raised become plausible so the prosecutors start to investigate the case. While taking the backseat after the prosecutor's investigations took the lead, the mainstream newspapers mainly provide the articles that explain and justify the view of the business conglomerates (Je and Lee 2007). Little or no attempts are found to provide in-depth stories about the issue. Third stage is when the prosecutors find concrete evidences of wrongdoings, and when the penalty is unavoidable. The mainstream newspapers unilaterally defend the business conglomerates emphasising that "nation's economy is in crisis", "nation's economy will suffer", or "the company's future unclear".

In order to illustrate the relationship between the newspapers and the business conglomerates, this section presents two cases that involved Hyundai and Samsung. These two, together with SK and LG, are the largest conglomerates whose advertising expenditure on newspapers has been more than 20 per cent of all advertisement (see Table 2).

Table 2 – Total advertising spend by *four business conglomerates combined (in billion won)

	2000	2001	2002	2003	2004	2005	2006
**All media	871 18.9%	816 19.9%	1,052 21.4%	1,039 20.6%	976 20.9%	900 19.9%	896 19.4%
newspaper	368 17.4%	305 17.5%	352 17.5%	387 20.5%	384 22%	352 21%	349 20.5%
television	502 21.7%	506 23.1%	698 25.7%	658 24.9%	594 23.8%	522 21.6%	523 21.1%

*Four business conglomerates: Samsung, Hyundai, SK and LG.

** All media include television, newspaper, radio and magazine.

Source: compiled from SER 2008.

Hyundai case

On 28 April 2006, Jung Mong-Koo, the Chairman of Hyundai Motors – eldest son of Jung Joo-Young, the founder of Hyundai Group – was arrested for illegal slush fund which was used to pay lobbyists to gain government favors. At the initial stage of investigation, the majority of the newspapers briefly reported based on the prosecutor's progress. As more evidences of Jung's involvement in the scandal were revealed, their tone dramatically changed. Except for a couple of reformist newspapers such as *Hankyoreh* that urged thorough investigation, most of the papers maintained a view that 'Jung should not be arrested'. At some newspapers and other outlets, guidelines have been handed down to editors to restrict or minimise the coverage of the scandal. There has been almost no independent reporting on the case, with most stories limited to leaks from prosecutors or official announcements. Hyundai's attempt to minimize the scandal was well shown in the proportion of their advertising expenditure on the newspapers from the time Jung was arrested to 28 June 2006 when he was released on bail. The advertising expenditure on the 14 mainstream newspapers in April jumped to KW7.3 billion, an increase of 72 per cent from KW4.2 billion in March, and high expenditure was maintained in May and June (see Table 3).

Table 3 – Hyundai's ad expenditure on newspapers, 2006-2007. (in billion KW)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2006	4.80	2.82	4.20	7.25	6.65	6.90	4.25	4.21	3.60	3.44	5.02	2.88
2007	3.50	1.80	4.00	4.02	3.56	4.45	3.23	2.96	3.25	3.69	3.28	

Source: Je and Lee 2007.

In February 2007, a lower court sentenced Jung to jail for three years for embezzlement of \$97 million in corporate funds through accounting manipulations in a move to set up slush funds, causing damages to Hyundai's affiliates. Chung appealed the case to the High Court. Again, Hyundai adjusted its advertising expenditure in parallel with the development of the case. When the court hearing started in March 2007, Hyundai's ad spend on the newspapers reached to four billion from less than two billion in February. Table 3 also shows that it reached 4.5 billion in June when the final hearings was scheduled at an appeal court.

In September 2007, the Seoul High Court suspended a three-year prison term for fraud imposed on him, citing his contribution to the national economy and the challenges that Hyundai faces in competitive global car market. The court ordered Jung out of prison contingent on his promise to donate one billion US dollars to charity – a ruling that sparked criticism that the Korean authorities allowed the business tycoon to buy his way out of trouble.

In sentencing him, Judge Lee Jae-Hong said he was “unwilling to engage in a gamble that would put the nation's economy at risk, expressing doubt of the fairness of judging the crime by current standards of right and wrong because it occurred in a transition period when Korea was moving to a more transparent society (*The Wall Street Journal* 7 September 2007)”. As conditions for the jail-term suspension, the judge ordered Chung to fulfill his promise – that he had made in 2006 in a desperate attempt to avoid imprisonment – to donate \$900 million of his personal wealth to society. (It's not clear whether his promise has not been kept). Ironically, he was also ordered to perform community service by giving lectures and contributing articles to newspapers on law-abiding management. It was an unprecedented order for the convicted to give lectures on running a company.

Most of the mainstream newspapers welcomed the ruling on the grounds it will help globalize and boost the local economy. They continuously claimed that his imprisonment could damage the economy as well as the management of the Hyundai Group. *JoongAng's* article well represented the view of the majority of the newspapers, the recipients of Hyundai's advertisements.

Even though certain views on conglomerates or chairmen of conglomerates must have come into play to some extent, this ruling does not lack justice or fairness. It is wrong to save a chairman of a conglomerate a prison term just because he is in that position. But it is even more wrong to think that a chairman of a conglomerate must go to jail only because he is the chairman of a conglomerate. Anti-jaebol sentiment might ruin not only the conglomerates in question but also the entire economy of Korea (*JoongAng Daily* 8 September 2007).

In order to glimpse the level of newspapers' support for Hyundai, suffice it to list some of the newspaper titles, feature columns or series articles, before and after the ruling was announced.

- 'Hyundai's Global Challenge Ahead', (*Dong-A* 2 July 2007)
- 'Hyundai's Success Story in the US', (*JoongAng* 20 July 2007)
- 'Hyundai Aims for World's No 4', (*Hankook* 31 August 2007)
- 'Hyundai Accelerates Global Management Plan', (*Chosun* 7 September 2007)
- 'Hyundai Runs for the First Class', (*Kookmin* 17. September 2007)

- 'Hyundai, Model Company Contributing to Society', (*Segye* 28 September 2007)
- 'Fortunate Decision for the Nation', (*Seoul Economy* 7 September 2007)

Only a couple of reformist newspapers, *Hankyoreh* and *Kyunghyang*, raised a question about the ruling through their editorials or columns. Their claims, however, did not continue. Interestingly, however, while most of the Korean mainstream newspapers hailed the appeal court's decision, criticism about the court decision came from the foreign media.

"[the ruling] cast fresh doubt on the willingness of the country's courts to crack down on corruption... The nation's judges have a long record of lenient sentencing for leaders of major companies who commit white-collar crimes... From a rule-of-law perspective, most people will view this as a disappointment.. It sends a very conflicting message on the courts' determination to crack down on white-collar crime. (*The Wall Street Journal* 7 September 2007)".

"...a ruling that is likely to spark criticism that the Korean authorities allowed the tycoon to buy his way out of trouble... Civic groups fumed that the ruling would strengthen the belief that Korean chaebol owners receive only a slap on the wrist (although Dollars 1bn is some slap) no matter how serious their crimes are (*Financial Times* 7 September 2007)".

"In most developed countries, a tycoon convicted of embezzling millions of dollars might expect his reputation to suffer. But South Korea is not like most countries when it comes to white-collar crime. The problem is that courts make generous judgments based on unproven theories that there will be a management crisis if they throw the chief of a thriving conglomerate in jail (*Reuters News* 7 September)".

Samsung case

In a press conference on 29 October 2007, Mr. Kim Young-Chul, who had worked as Samsung's chief in-house lawyer for seven years until 2004, revealed that Samsung – South Korea's best-known and most profitable global brand name – runs a wide bribery network that encompasses the judiciary and the news media. Mr Kim also claimed that he himself had been involved in bribing the prosecutors on behalf of Samsung and its chairman, Lee Kun-Hee. It was revealed that Samsung assisted Lee Kun-Hee, the chairman of a conglomerate of 60 companies that makes everything from textiles to ships, in illegally transferring money to his son in the process of maintaining family control over the vast firm. Lee Kun-Hee resigned as Samsung chairman in April 2008 after he was charged with tax evasion and breach of trust. In August 2009, he was sentenced to a three-year suspended jail term and was fined 110 billion won (\$95.5 million) for illegal bond dealings. In December 2009, however, President Lee Myung-Bak granted a special amnesty for the former chairman on the grounds that the country would need him, a member of the International Olympic Committee (IOC), to boost Korea's (PyeongChang's) bid for the 2018 Winter Olympics.

Civil organisations such as the People's Solidarity for Participatory Democracy criticised the President arguing that the pardon was clear evidence that showed government leniency toward convicted business tycoons in the name of national interest. Indeed, the judges have often given light sentences to top executives convicted of crimes. Almost every time, their ground was that incarcerating them would significantly damage the company and disrupt the

nation's economy. In many cases, such sentences have been quickly nullified by presidential pardons.

The way in which Samsung dealt with the situation was very much straight forward. Samsung withdraw advertising from critical papers partly because it feared that advertising in 'muckraking' publications would jeopardise its relations with powerful elites, and partly because they believed that those publications could offer a controversial environment for their business. Samsung's attempt to muzzle the critical papers was well shown in the amount of advertising expenditure it spent from 2007 when the news was first reported, until the end of 2009 when the case ended (see table 4).

Table 4 – Percentage of Samsung's advertisement expenditure on six dailies, 2007-2009.
 (out of total advertisement spend in all newspapers)

	2007	2008	2009
<i>Chosun</i>	9.67%	9.62%	12.47%
<i>Dong-A</i>	8.23%	8.77%	10.44%
<i>Joong-Ang</i>	8.14%	8.19%	10.94%
<i>Hankook</i>	5.37%	5.41%	4.54%
<i>Hankyoreh</i>	5.45%	0.01%	
<i>Kyung-Hyang</i>	5.17%	0.03%	0.03%

Source: ERII 2010.

Since the press conference on 29 October 2007, Samsung stopped its advertising in two progressive newspapers, *Hankyoreh* and *Kyunghyang* that had criticised the wrongdoings of the Chairman of Samsung Group. From 29 October 2007 to 7 January 2008, for example, *Hankyoreh* received only one advertisement from Samsung Heavy Industry, and *Kyunghyang* received one that was advertised in all newspapers. In stark contrast, during the same period, Samsung advertising appeared on *Chosun* 45 times, 29 times on *JoongAng* and 15 on *Dong-A* (CCMD 2008). Samsung's taming of newspapers continued until late December 2009 when Lee Kun-Hee was freed by President's special parole. The boycott of advertisement by big advertisers can cause the financial instability of a newspaper. Critical reporting is silenced, and the topics that would reflect negatively on advertisers are either eliminated or minimized in the paper. Through a various forms of communications, such as advertorials, newspapers provide positive coverage of the advertisers and/or their products and services. In this way, big business conglomerates in Korea have exerted their political, commercial interests through the print media. Concern over advertisers' attempts to influence content is hardly surprising. However, what distinguishes Korean newspapers from their counterparts in developed countries is that the advertisers' influence is so little challenged.

In 2007, the progressive newspapers received substantial amount of advertisement from Samsung – 5.45 per cent for *Hankyoreh*, 5.17 per cent for *Kyunghyang* (See Table 4). In 2008 and 2009, however, Samsung virtually stopped placing its advertisements in these newspapers – *Hankyoreh* received 0.01% and *Kyunghyang* received 0.06 per cent during 2008-2009. In 2009, the number of Samsung advertisements placed in the major conservative papers was 81 in *Chosun*, 82 in *JoongAng*, and 89 in *Dong-A* (*Media Today* 3 February 2010). Samsung, however, did not place a single advertisement of its own in *Hankyoreh* during the same period. Interestingly, since Samsung stopped advertising in progressive papers in 2009, these papers virtually stopped criticising the former chairman of Samsung. Samsung's boycott to progressive newspapers has been seen as a clear message to all media, further strengthening its influence on the conservative and economic newspapers whose business have long been in the red.

In order to further illustrate how the newspapers can be subordinated to the business conglomerates, it is worth looking at a particular incident from July 1996, when the manager of a *Chosun Daily* sales office in Koyang city, near Seoul, was killed by two sales agents of its rival, *JoongAng Daily*. This incident was sparked in an excessive competition amongst the newspapers to secure new subscribers. Although it was against the free trade law, a common practice has been that the major newspapers offered free gifts and free copies to potential new readers, quite often, without consent from them. This case resulted in a war between *Chosun* and *JoongAng* which was a *Samsung's* affiliate. While condemning the incident as *JoongAng's* sabotaging act of its rival papers, *Chosun*, in a series of reports, criticised the business practice of *Samsung* – e.g. the accusation of *Samsung Corp* of invading the turf of small firms, and *Samsung Life Insurance* enforcement of insurance agreement which was unfavourable to customers. One of the columns was titled “The Samsung Republic”. *JoongAng* soon filed complaints with Korean Arbitration Commission (KAC) over a number of *Chosun* articles/columns attacking Samsung group (KPI 1997). *Chosun's* vigorous attack on Samsung, however, has eased and eventually disappeared mainly for fear of losing Samsung's advertisements. Indeed, this becomes clear when we look at the number of *Samsung* advertisements appeared on main dailies in August 1996 – 26 times on *JoongAng*, 6 on *Dong-A*, 6 on *Hankook*, and 1 on *Chosun* (Lee J.K. 2003: 243).

It is, however, important to note that the pervasiveness of Samsung's threat and influence has been perceived not only in the conservative newspapers, but in the progressive newspapers as well. In his book titled *Think Samsung*, Kim Yong-Chul, the whistleblower of Samsung scandal in 2007, exposed what he had observed from the inside of Samsung Electronics. When the book was published in early 2010, no mainstream media dared to provide review or carry advertisements for the book for fear of Samsung's influence, although Samsung insisted that it did not use its advertising budget to tame media coverage of Mr. Kim's allegations. Word of mouth and Twitter, however, made the book become a best seller.

In the midst of criticism against the mainstream newspapers that have refused to review the book, *Kyunghyang Daily* rejected an article that was written by one of its regular columnists who praised the book and criticised Samsung. While placing his article in online newspapers, he expressed his disappointment and concern about *Kyunghyang*. This was seen as serious blow that could damage the integrity and editorial stance of the paper, one of the two reformist newspapers. Indeed, *Kyunghyang* has been one of the very few newspapers that provided detailed stories about Samsung when Kim Yong-Chul first revealed Samsung's corruption scandal in 2007. Since then, because of its critical reports against Samsung, *Kyung-Hyang* had to suffer from the near stoppage of advertisement from Samsung for two years. *Kyunghyang's* financial situation further deteriorated as the government PR or public advertisement reduced under the conservative Lee government.

This issue has created internal conflicts between the chief editors and rank and file reporters on the paper's editorial stance. Stating that “We can criticize President Lee Myung-Bak, but not Samsung?” the latter claimed that it was a subordination of the paper to the economic power, whereas the former blamed the papers financial situation. After a number of discussions, *Kyunghyang* published a ‘confession’ on the front page in which the paper admitted that it had rejected the columnist's article for fear that it might lose Samsung advertisements (*KyungHyang Daily* 24 February 2010).

Conclusion

This paper showed that the journalism practice of the Korean newspapers has been ambivalent. On the other hand, the diverse ideological orientations and political parallelism pursued by different newspapers have allowed them to criticise the political elite and political parties at the other side of their political and ideological spectrum. Yet, the same level of watchdog journalism performed on political/ideological issues has not been performed in reporting economic corruptions. In stark contrast to their vigorous and aggressive approach toward ideological issues and political actors, the level of watchdog role performed by the newspapers on powerful economic/corporate actors, namely business conglomerates, has been significantly subsumed to organisational interests of the newspapers.

Attracting a great deal of commercial advertising can potentially offer a solid base for news organisations to gain financial independence and distance from governments, but it often means that investigative reporters can uncover wrongdoing as long as these findings do not affect advertisers or the interests of their employers (Waisbord 2001: 390).

This statement implies the difficulty of performing watchdog journalism in economic reporting of biting the hand that feeds you. As illustrated in this paper, the newspapers in Korea, regardless of their ideological orientations, have been subordinated to the dynamics of the market and economic logic. Two cases presented here demonstrate that advertising boycotts and other forms of market coercion have become a typical means of controlling the media by the business conglomerates. Judging from the way in which business conglomerates executed their advertising dollars on media, it is fair to say that they distributed their advertising dollars according to the political loyalty of the media, rather than based on the economic effects of their advertising. The Korean case of reporting economic corruption raises questions about the role of newspapers and democracy. Rather than exposing corruption through investigative reporting, the Korean newspapers have been in line with the business conglomerates, hiding the truths and misleading the readers.

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How Did BBC Report China in London Olympics?

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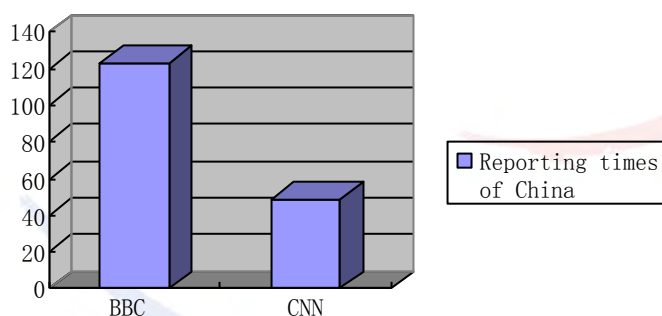
When the competition began in London Olympic park, another competition was launched among international media of each country at the same time. On August 1st, 《The Times》 wrote an article to make a query that Chinese swimming champion Ye Shiwen’s success was resulted from doping. Later on, 《The Times》 and 《The Independent》 wrote articles again to attack the “the harsh and cruel training system” for athletes in China. Another paper from 《Independent》 sympathized Ye Shiwen and other Chinese athletes as “machine components”, they even regarded Wu minxia, the diving champion as “diving machine”, since she only shows “human smile” while receiving the gold medal.

These unfair speeches brought negative effects to China apparently. As the world top media, did BBC and CNN made negative comments and stories to attack Chinese athletes as same as other western media? What are the characters of their negative reports? In order to do the research, we viewed all the reports from BBC and CNN that mentioned China’s performance during the London Olympic game and made comparison between these two channels.

I. The basic data from BBC and CNN

1. Frequency

From July 28th to August 12th, there are altogether 123 times of reports related to China in BBC, while CNN has 49 times (we use “times” instead of “pieces” because “times” include re-broadcasting). The outcome seems to infer that U.K regarded China as their competing rival much more than America. Following chart is the comparison of reporting times of China between two channels.



2. Content

Two channels have different agendas as following:

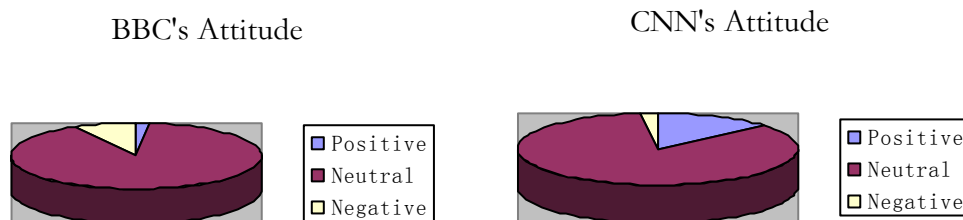
	Major Content	times		Major content	times
BBC	The Open ceremony	8	CNN	Chen Guangming's advocate on Olympic spirits	6
	Ye Shiwen's success	10		Ye shiwen's success	12
	Badminton scandal	16		Badminton scandal	8
	Bicycle disqualification	19		Chinese dominance on Ping Pong game	4
	Liuxiang's failure	3		Liuxiang's failure	4
	The secret of china's success	1		Sun yang won swim gold medal	2
	The inhuman training system in china	6		Chinese cheer team in London	3
	others	60		others	10
	total	123		total	49

3. Attitude:

We defined attitudes as "POSITIVE", "NEUTRAL" and "NEGATIVE". We defined "POSITIVE" as "the positive manner or comments on China's performance no matter it succeed or not"; we defined "NEUTRAL" as "the objective manner or comments on china's performance no matter it succeed or not"; we defined "NEGATIVE" as the "negative manner or comments on china's performance no matter it succeed or not".

In some situation there are both positive and negative comments when hosts and guests were discussing in the studio, we defined all this kind of situation as "NEUTRAL".

According to this standard, BBC has two positive reports, 10 negative ones and 112 Neutral ones during the whole sport game. CNN has 7 positive reports, 1 negative one and 42 Neutral ones. (Likewise, the above number contains re-broadcasting). For example, a negative story was broadcasted for altogether 6 times, then we make the note as "6". The following table shows the components of each attitude of two channels:



BBC's negative reports include following contents:

- (1) BBC produced a story entitled "Chinese people trained athletes crudely from early childhood". The idea of the story was extracted from YU Yang and Wang Xiaoli's badminton scandal. The story told us the reason for this scandal was because they were too eager to get the gold medal. This story was aired on August 3rd and rebroadcasted for 5 times.
- (2) On July 31th, BBC made a live cross with Beijing correspondent Martin patience. For YE Shiwen's denying for the drug detection, Martin's made a point that China had a long history of doping in past decades.
- (3) On August 4th, BBC made a live cross with a British sports editor locate in Beijing. The sports editor criticized that Chinese training was "incredibly hard". "China is a medal factory", the Chinese people "sacrifice their children".
- (4) After Yu Yang and Wang Xiaoli were out of the badminton final competition, BBC made a live cross to a Singapore badminton athlete who was once rate the No.6th of the world prize. He drew a conclusion that Chinese athletes were too eager to get the gold medal.
- (5) On August 23 in the live studio the BBC anchor interviewed with three guests (one of them was the BBC Chinese correspondent Chen Zhuang). The anchor asked: "What is your opinion in Chinese disgraceful events in Olympic games, for example the "badminton kicked out", "bicycle disqualification"? Chen Zhuang answered that foreign media brought too much unfair pressure to Chinese athletes, while other two guests (the British) do not agree with the opinion. This interview seems not balance enough.

CNN has the following negative reports:

- (1) On July 31th, CNN discussed with the commentator Ed Hula on issue of Ye Shiwen's breaking world records. Ed Hula said the result was incredible. He criticized the behavior that Ye Shiwen denied to take the drug detection, he emphasized that the American Phelps had taken hundred times of drug detection already. During his speaking there were captions under the TV screen that

“Athletes under Scrutiny, “Ye shiwen swam last lap faster than winner in men’s race”,” “International Olympic accumulate Vows to prevent doping at competition”. All these captions seemed to hint that Ye shiwen’s achievement was resulted from drugs.

(2) On August 10th, the anchor of CNN Talk show program 《Amanpour》 invited a sport editor came from 《The Nation》 magazine to the studio to discuss on how to treat the gold medal. The anchor asked: “Chinese people take gold medals as vital important things, they even regard shameful to get the silver medal. What do you think of it?” The guests made a comparison between Americans and Chinese that though Americans were trained from childhood too, their training was the personal will or family choices, not same with the Chinese national forbidden behavior.

We draw conclusion between BBC and CNN for their negative reports.

1. Two channels had very less negative reports than we predicted. BBC has 8.1% while CNN has only 2%. This is quite different from what we predicted before that both of them will hostilely attack Chinese athletes following other west media, what are the reasons? We found that from the very beginning of the game west media all attack Ye Shiwen for doping, but after she passed the detection from world anti-doping agency, all media changed their attitude and reduced the attack very quickly. Media’s attitude complied with the world’s public opinions. The second reason was that: as the international world top media, BBC and CNN should always keep their image and style as diversity, comprehensive and calm media to accommodate different opinions.
2. BBC has more negative reports than CNN does. As the host country for Olympic game, U.K itself has more concerns on final achievements than other countries do. However, its gold medal was far lacking other countries especially China, therefore, it appeared a little bit envious to Chinese achievements and which formed more negative reports on China than other countries did.
3. Although most of their stories are entirely objective, BBC and CNN still produced very few negative reports which criticized china implicitly. They dig out deeply a common thought that “Chinese sports focus more on gold medal, not the participation”. This thought was reflected widely and deeply in two channels reports and took place of the superficial assault lay on the surface.
4. However, two channels used different approach to express their opinions though in same thoughts: CNN presented their attitude more directly while BBC presented more indirectly. From author’s observation, BBC’s report can be termed as the “Objective Negative Reports”. In the next part of this article, we will use cases to conduct further analysis on BBC’s “Objective Negative Reports”.

II. The case study on BBC's negative reports

We use "Text Analysis" to explore the negative reports of BBC. According to "Text Analysis Theory", the viewing of the text could be exam from three levels: 1. How to Report. 2. How to narrate. 3. How to Interpret.

1. How to Report: BBC reported much more badminton scandal and Bicycle Disqualification than Ye Shiwen's drug events.

The Reporting level is the first and basic level when audience get in touch with the text to make sense of it. According to Agenda Setting theory, what do media report and how they report can form the cognition of audience and frame how they comprehend the facts.

There are three big lose for Chinese team during London Olympics. Yu Yang, Wang Xiaoli's negative performance on semi-final that made them lose the qualification in final competition; Guo shuang and Gong Jinjie's stepping on the line in bicycle competition and made them lose the gold medal; Liu Xiang's leg wound on 110 meter's hurdles. From all of BBC and CNN's reports, we found that CNN focused more on Ye Shiwen drug event while BBC pay more attention on Badminton negative performance (reported 16 times) and Guoshuang's stepping on line (19 times), and we know the latter two incidents were athletes real faults, yet the former one were wide-spread rumor. In this case, BBC showed much more objectivity, neutral than CNN did, because it reported more "real" faults than "heating up" faults.

Although Chinese media heat up a lot on Liu Xiang's pain out, BBC and CNN did not hype it. Why? Liu Xiang's pain out was due to his leg wounded, this is "real" lose, both channels don't have much to say.

We found a sophisticated way in BBC's reporting: to report the "real lose" instead of the "the heating up lose" to show more objective and fairness, this framed an image into public's mind that BBC possessed real objectivity and justice, though appeared justice, this also impressed "badminton scandal" and "bicycle disqualification" deeply into people's mind.

1. How to narrate: BBC made stories to attack Chinese training system implicitly

Based on how to report the facts, the narrative level is the way to tell the story, to hint the audience what the story teller wants to guide them. In the real communicating process, the texts is organized by teller as how he or she comprehend it, news stories are "being narrated, being described, and being communicated". Thus, the facts appeared before the audience were kinds of "narrative facts" instead of the "real facts". As we all know that "one thousand readers made one thousand Hamlet", how the producer or "narrator" select to organize and compose the text will influence

much to the appeared content. Only when the audience or the reader understand the skills that being used for narrate in this text, can he/she will be unable to understand the real meaning of it. In international communication, the media from different countries stand for their own national benefits to report the truth and which make the “narrative facts” appeared much more obviously than usual.

On 5am of August 3rd, BBC told us a story about the already-ended badminton game. The story said: The Olympic game is a chance for China to shows up it’s political power to the whole world, but this badminton scandal disappointed all Chinese people. There was a sound-bite from Yu Yang in the story that “I apologize to all my fans”, on the left top of the screen there is a note “Pictures from CCTV”.



(Yu Yang said “I apologize to all my fans” sincerely with a note on top left screen shows “Pictures from CCTV”)

Immediately, BBC’s Beijing correspondent interviewed with a person who was once very hopeful to obtain the gymnastic championship but right now has retired from the sports, his name is Jiang Xiaowu. He memorized that Chinese athletes were accepted tough training from very young age, and told the reporter those training were kind of “Secret Mission”, he once was sent to “Medal Factory” as same as other children when he was very young. The last sentence of the story explained: “the badminton scandal or any other kinds of scandal happen frequently in each country, but no athletes in these countries like Chinese people have such high pressure, to take gold medal as the prime honor of its country.”



BBC correspondent interviewed with Jiang xiaowu

The Gold Medal Factory

The skills that the producer used in this story are: Firstly, it composed a story instead of pure propaganda to attract the audience, this could make a high audience rating; Secondly, the story criticize the Chinese training system through the third person's tone instead of BBC's own reporter's tone, and this made the criticism more reliable. Thirdly, BBC used the pictures from CCTV not from other media to announce the badminton scandal, this is to show "Objective", Fourthly, the news story enlarge the apology from Yu yang and formed a negative image of Yu Yang in public minds. From all above we found that BBC use Chinese people's story and Chinese people's tone to attack Chinese people, this is the best embodiment of BBC's "Objective Negative Reports".

3. How to interpret: the continued consistent interpretation of Chinese athlete's failure

The third level is the "Interpretative level". On this level, narrators use their own words, sentences, grandmas and structures to interpret the stories. Compared with narrative level, this is a way how story tellers organize their language to interpret the text, to strengthen what they want to emphasize or not.

In whole BBC's reporting process, though most of the reports balanced the positive and negative comments, however, there are obvious negative words appeared in 123 reports that related to China. For example, China is a "Medal Factory", they "Abuse the children", China is "disgraceful" to lose the gold medal, the badminton game was "Kicked out", the Chinese training approach was "Incredible hard", Ye Shiwen's achievement was "Impossible", "Incredible" and "unbelievable", it was a "drug cheat", it was "too good to believe", it is a "Scandal" and "cheating" and "disturbing". "China has a long history of Doping", "China is a big loser". Though BBC did use some positive words to discribe Chinese achievements such as Ye shiwen's "Hard work", "she is innocent", she has good "achievements", the media was "unfair"to her. However, the negative words appeared much more times than the positive ones. The frequent usage of negative words will impress the audience deeply and form a "stereo type" into their minds.

On 11pm August 4th, the host discussed with three guests in the living studio. One of these guests is a Chinese (The BBC China correspondent Chen Zhuang), two of them are British. The host made a negative tone at the very beginning of the interview: "China was diminished in this Olympic game, for example, the badminton kicked out, Your fantastic 16 year old Ye Shiwen was questioned by U.S coach, in Bicycle competition disqualified on the very small margin." The Chinese guest admitted that: Chinese team really experienced Elation, Frustration and Humiliation, therefore we are truly diminished." The British hosts took the words very quickly: "Yes it is somehow disgraced". Another British guest agreed that: Although we have no clear evidence to prove that she took the drug, but since China has a long history of doping, in this context we should understand why the U.S coach question China. Definite the Chinese performance in this Olympic game as "diminished" and "disgraceful", this is a very strong subjective way of interpreting.

Documents show that during the SARS was spread in China mainland in 2003, the west media showed a significant coherent constant negative report to strengthen the political approach that Chinese government used to solve the problem. Their communicating intention were expressed very clearly by a "continued constant" interpretation. In this Olympic game it was same that all west media spontaneously conducted a continued constant presentation which formed a stereotype into public's mind that Chinese athletes are "disgraceful" and "diminished", and this stereotype will take a long time in public's mind from now on. BBC's interpretation, as we see all above, is a kind of elaborated plot to influent audience silently and unconsciously, and which, still maintained itself as the most objective, balance and neutral media in the world while reporting China negatively.

A Refined Heuristic Principles for Instructional Media Sharing Platform Evaluation

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Abstracts

This research aims to find new heuristic principles especially used as instructional media on an internet sharing platform. Apart from Jakob Nielsen's heuristic evaluation ten original principles, this research would like to focus on developing and refining new heuristic evaluation principles for instructional multimedia.

This research takes the examples of three similar functions of video sharing platforms (but different style). Users are asked to take the usability test to finish the tasks. Heuristic evaluation is considered as the method to evaluate the aforementioned platforms. Arranging the existing literature from user experience and heuristic evaluation field, there are some similar regulated principles are listed down. These new principles are added into Jakob Nielsen's ten original principles to evaluate the instructional media sharing platforms. Experts from user experience domain are asked to complete the heuristic evaluation form in order to find the designs which are against the usability. The results from the method using of "heuristic evaluation" need to match the results from the method using of "usability test". Otherwise, the new principles should be reconsidered again until it matches.

Through taking the usability test, the users are encouraged to voice what they think and their observations about what they are doing and about their experience with the three different platforms. The test was concluded with questions about general feelings and observations about the whole exercise. The results from the usability test will be listed down systematically and will be regarded as the final standard answer.

Key words: heuristic, evaluation, usability, instruction, video, media, sharing, platform

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CHAPTER 1 Introduction

1.1 Research background

TED (Technology, Entertainment and Design) is a global set of conferences owned by the private non-profit Sapling Foundation, formed to disseminate "ideas worth spreading."

"TEDTalks began as a simple attempt to share what happens at TED with the world. Under the moniker "ideas worth spreading," talks were released online. They rapidly attracted a global audience in the millions. Indeed, the reaction was so enthusiastic that the entire TED website has been reengineered around TEDTalks, with the goal of giving everyone on-demand access to the world's most inspiring voices." (TED website)

Take "TEDTalks" as a model, we could see that the ideas spreading is quite fast and changes immediately in our lives. TEDTalks has provided a platform for people to share their ideas not only in an entity lecture hall but also in a virtual internet. The video is actually at the same time educating the people who were using the platform. Through the TED and sort of the online social media has become an innovated and creative central issue. In this research, it would like to take TEDTalks as the example to transfer the innovation and creative thinking video on the prototype website through the basic evaluation of Heuristics.

1.2 Research objectives and aims of research

This research objectives would like to focus on developing and refining a new heuristic evaluation principles of educational multimedia. Take Jakob Nielsen's original ten heuristics(developed for evaluating software in general) as an example, this research is to refine a new principles for instructional media sharing platform on the internet.

1.3 Scope and limitations

Heuristic evaluation is a methodology for investigating the usability of software originally developed by Jakob Nielsen (1993, 2000), a widely acknowledged usability expert. According to Nielsen (1994), heuristic evaluation "involves having a small set of evaluators examine the interface and judge its compliance with recognized usability principles (the "heuristics")."

In this study, Nielsen's protocol was modified and refined for evaluating e-learning programs. In order to find the usability of the platform for the instructional sites, the designing of the platform will be considered as an issue and limitation in this research. Because of the designing of the platform issue, heuristic evaluation will be involved

into the design process while designing the platform.

And the selection of the participants will be one of the limitations in this research as well. Both positive and negative comments were received for each of the three sets of heuristics - interface, educational design and content - and in some instances the evaluators offered constructive suggestions for improvement. Examination of the responses revealed that many of the problems had been noted by only one or two of the evaluators. The identified problems were used to develop a list for further investigation and remediation in the final version of the materials. (P. Albion 1999)

CHAPTER 2 Literature Review

2.1 Internet Video Sharing

The online videos have existed long before YouTube popped up on the internet. It was very inconvenient for the users to upload videos, manage, share and watch them with a lack of an easy-to-use integrated platform in that period of time. More importantly, the videos distributed by traditional media servers and peer-to-peer file downloads like BitTorrent were standalone units of content. There is no other related video clips connect for each single video, for example other episodes of a show that the user had just watched. And also, in the period of time, there was very little in the way of content reviews or ratings.

Nowadays, the new changes of the video sharing sites, YouTube and its competitors have overcome these problems in the new generation. They tried to let the content suppliers upload their video effortlessly, automatically converting from many different formats, and tag the keywords for the uploaded videos. Users could easily share videos by mailing links to them, or embedding them on web pages or in blogs. They could also rate and comment on videos, or even bringing the new social aspects to the viewing of videos. Thus, popular videos can rise to the top.

2.1.1 The Social Network in Video Sharing Website – YouTube

The social network existing in YouTube further enables communities and groups. Videos are no longer independent from each other, and neither are users. This has substantially contributed to the success of YouTube and similar sites.

“YouTube” is one of the fastest-growing websites, and has become the 4th most accessed site in the Internet. It has become the most successful Internet site providing a new generation of short video sharing service. YouTube has a significant impact on the Internet traffic distribution, and itself is suffering from severe scalability constraints. Today, YouTube alone comprises approximately 20% of all HTTP traffic,

or nearly 10% of all traffic on the Internet. (Xu Cheng, C. D., Jiangchuan Liu. 2007) Understanding the features of YouTube and similar video sharing sites is crucial to network traffic engineering and to sustainable development of this new generation of service.

2.2 E-learning

Defining e-learning as instruction delivered on a computer by way of CD-ROM, Internet, or intranet with the following features:

- Includes content relevant to the learning objective
- Uses instructional methods such as examples and practice to help learning
- Uses media elements such as words and pictures to deliver the content and methods
- May be instructor-led (synchronous e-learning) or designed for selfpaced individual study (asynchronous e-learning)
- Builds new knowledge and skills linked to individual learning goals or to improved organizational performance

As you can see, this definition has several elements concerning the what, how, and why of e-learning.

What. e-Learning courses include both content (that is, information) and instructional methods (that is, techniques) that help people learn the content.

How. e-Learning courses are delivered via computer using words in the form of spoken or printed text and pictures, such as illustrations, photos, animation, or video. Some forms of e-learning (asynchronous) are designed for individual self-study. New e-learning formats called virtual classrooms or synchronous e-learning are designed for real-time instructor-led training. Both formats may support asynchronous collaboration with others through tools such as wikis, discussion boards, and email.

Why. e-Learning courses are intended to help learners reach personal learning objectives or perform their jobs in ways that improve the bottom-line goals of the organization.

In short, the “e” in e-learning refers to the “how”: the course is digitized so it can be stored in electronic form. The “learning” in e-learning refers to the “what”: the course includes content and ways to help people learn it; and the “why” refers to the purpose: to help individuals achieve educational goals or to help organizations build skills related to improved job performance. (Mayer, R. C. C. R. E. 2008)

This definition brings out that the goal of e-learning is to build up a transferable knowledge and skills linked to organizational performance or to help individuals achieve personal learning goals. Although the guidelines were presented throughout the books which do apply to lessons designed for educational or general interest

learning goals, the emphasis is on instructional programs that are built or purchased for workforce learning.

2.3 Heuristic Evaluation

Heuristic Evaluation (HE) is a usability engineering method for finding the usability problems in a user interface design so that they can be attended to as part of an interactive design process. Heuristic evaluation involves having a small set of evaluators examine the interface and judge its compliance with recognized usability principles. Heuristic Evaluation is used to identify interaction problems with the computerized applications at the early assessment stage.

2.3.1 Interface design heuristics (after Nielsen) (Albion, P. 1999)

- **Visibility of system status:** The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.
- **Match between system and the real world:** The system should speak the users' language, with words, phrases, and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.
- **User control and freedom:** Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.
- **Consistency and standards:** Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.
- **Error prevention:** Even better than good error messages is a careful design which prevents a problem from occurring in the first place.
- **Recognition rather than recall:** Make objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.
- **Flexibility and efficiency of use:** Accelerators-unseen by the novice user may often speed up the interaction for the expert user to such an extent that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.
- **Aesthetic and minimalist design:** Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.
- **Help users recognize, diagnose, and recover from errors:** Error messages

should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

- **Help and documentation:** Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

The logo for 'iafor' is centered on the page. It consists of the lowercase letters 'iafor' in a light blue, sans-serif font. The text is surrounded by two large, overlapping, brush-stroke-like arcs. The upper arc is light red and the lower arc is light blue, both curving around the central text.

CHAPTER 3 Research Method

3.1 Framework

This research based on Heuristic Evaluation heavily in order to refine new principles for instructional video sharing platform on the internet. Heuristic methods have been shown to be cost-effective in the area of user interface evaluation. (P. Albion 1999)

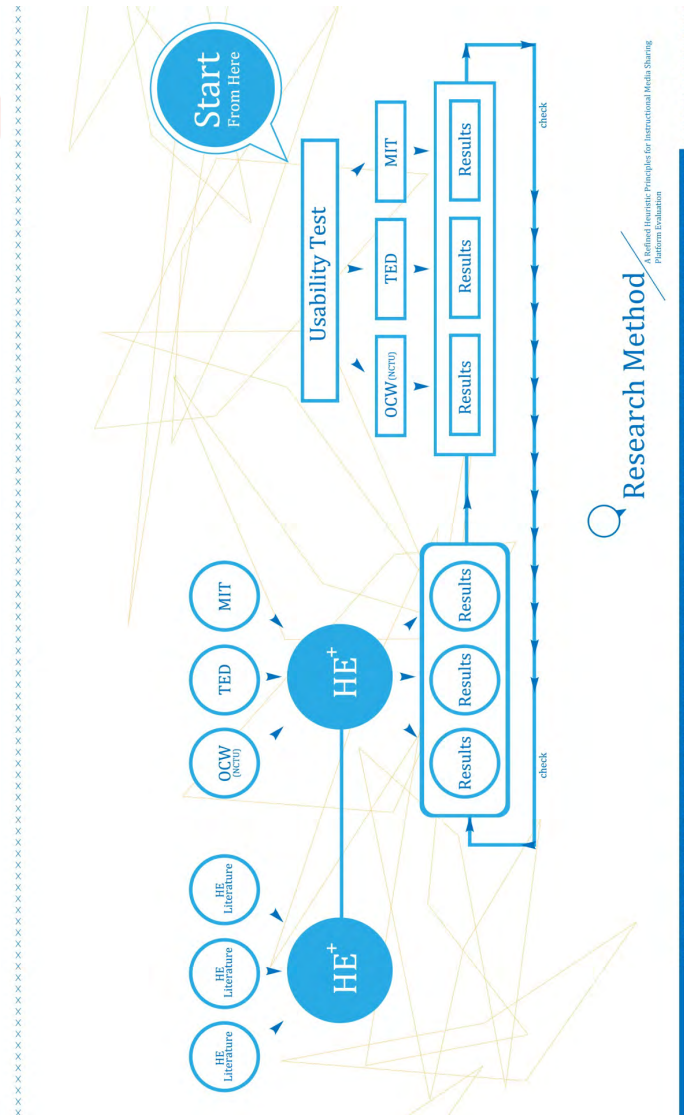
What is this research? Why is this research deserved to be study? How does this research operate?

In short, this research is trying to find the much more appropriate principles of evaluating the interface for the instructional media sharing(e-learning) platform. To improve the usability when using, method for evaluating the interface now has been launched by Jakob Nielsen, which is developed for evaluating software in general. This research is trying to refine the new principles especially for the way of instructional media sharing.

Nowadays, in the education scope, teachers would like to share the digital information (such as video, photos, curriculum slides...etc.) to the internet for the students to have more discussion on the internet. But the interaction between teachers and students were quite not common in the past experiences. This research assumes that the interface design of the platform (eg. NCKU's Moodle...) is the first important reason for that. This research is to develop the new evaluation principles for instructional media sharing interface in order to improve the usability between the platform and the users (teachers and students). Therefore, it could then increase the interaction on the internet between teachers and students or even more, the browsers.

3.2 Research Process

Taking into the consideration of the above, this research is operating as follow:



3.3 Methods

The experiment started base on usability testing and heuristic evaluation. Once the results from usability testing are matched with the results from heuristic evaluation, it should take consideration into the final principles. Three different website (NCTU OCW, TED and MIT) will be taken as the examples for the participants to do the experiments. In order to find out the appropriate considerations of the principles, experiments should take several times to adjust the questions to reach the best one.

CHAPTER 4 Usability Testing Experiment

4.1 Introducion

The original intention for “OpenCourseWare(OCW)” is the unlock and share the knowledge. But the translation for OpenCourseWare in Chinese “開放式課程” is usually mistaking the meaning into “an entirely opened course”. But in fact, the OCW is not a curriculum, it provides the sources and knowledge from the school, and the self-study people set the study goal by themselves. They could decide the learning ways and the content by themselves. The OCW learning system is totally different form the school or the long distance learning. In brief, OCW is not a set of a traveling package; it is more like a backpacking. The traveler could arrange their time and the schedule by the information they got in a detail way or in an easy comfortable way.

NCTU has launched the website of NCTU OCW since 2007 with free of charge. From 2007 till now (2012), NCTU has set up 127 courses (include 103 courses with video). All the sources are posted on the OCW official website (<http://ocw.nctu.edu.tw>). The courses are followed by the original taken courses. It provides the entire content, outline, goal and video in order for self-learning.

For the learner, OCW could let you know the content before the class start, in order to arrange your courses. Students could listen to the different teachers’ videos for the cross-referencing and to clarify the concept of its subject and understand the content of the courses. For the students who had already taken the course, self-learner, and the working people, they could refresh and re-experience the courses essentials. And also, for the teachers, they could pay more attention on its academic and teaching part. Because the curriculum resources is shared on the internet, the new teachers could take them as a reference for their preparation of teaching. It provides the students and the self-learner multiple channels of learning in order to reach the goal of “Lifelong Learning”.

A usability test is intended to determine the extent an interface facilitates a user’s ability to complete routine tasks. Typically the test is conducted with a group of potential users either in a usability lab, remotely (using e-meeting software and telephone connection), or on-site with portable equipment. Users are asked to

complete a series of routine tasks. Sessions are recorded and analyzed to identify potential areas for improvement to the web site.

This research conducted an onsite usability test using a live version of NCTU OCW located on the test administrator's laptop. The laptops using SCREEN2EXE software captured the participant's comments and the navigation choices. And also record the whole testing time by Sony DV. The test administrator and participant were present in the testing room. The session captured each participant's navigational choices, task completion rates, comments, overall satisfaction ratings, questions and feedback.

4.2 Executive Summary

This research conducted an onsite usability test during the October, 2012. The purpose of the test was to assess the usability of the web interface design, information flow, and information architecture.

Eight people participated in this usability test. Typically, a total of six to eight participants are involved in a usability test to ensure stable results. Each individual session lasted approximately one hour.

In general all participants found the NCTU OCW website to be clear, straightforward, and 62.5% (5 of the 8 participants) thought the web site was not difficult but also not easy to use. 2 of the 8 participants (25%) thought the website was easy to use.

The test identified only a few minor problems including:

- The lack of the video frame capture in the area of speech on each videos
- Lack of the link on each topic text of the course or lesson
- Lack of the hot recommendation page(should be an independent page, not just an area on the top of the course page or one of the area of the front page.)
- Lack of a categorization page under the discussion page. / Discard the category of "calculus, physics, and chemistry field" but set the category choices in the questionnaire for the user to choose from the dynamic dropdown list.
- Lack of a categorization in the speech page. There are too many speeches launched on its page.
- Confusion about the categorization of the college. (e.g., Institute of Architecture is in the College of Social Science in NCTU, but in the College of Planning and Design in NCKU.)
- Confusion about the search function bar. (e.g., what to type in the search bar)
- Lack of the discussion or feedback on the video pages.
- The place of the submenu is not directly. (e.g., the button of "curriculum front page", "curriculum videos", "curriculum outlines" and "curriculum schedule".)

This document contains the participant feedback, satisfactions ratings, task completion rates, ease or difficulty of completion ratings, time on task, errors, and

recommendations for improvements. A copy of the scenarios and questionnaires are included in the Attachments' section.

4.3 Methodology

4.3.1 Sessions

The test administrator contacted and recruited participants via NCKU staff (includes the assistant, students, teachers...etc.). The test administrator sent e-mails informing them of the test logistics and requesting their availability and participation. Participants responded with an appropriate date and time.

Each individual session lasted approximately one hour. During the session, the test administrator explained the test session and asked the participant a brief introductory questions (see Attachment A). Participants read the task scenarios and tried to find the information on the website.

After each task, the administrator asked the participant some questions in order to get the user's impressions on the task. Post-task scenario subjective measures included:

- How easy it was to find the information from the home page.
- Ability to keep track of their location in the website.
- Accurateness of predicting which section of the website contained the information.

After the last task was completed, the test administrator asked the participant the exit questions to get the impressions of the website (see Attachment B). In addition, the test administrator asked the participants the following overall website questions:

- What the participant liked most.
- What the participant liked least.
- Recommendations for improvement.

And asked them to rate the website overall by using a 5-point Likert scale (Strongly Disagree to Strongly Agree) (see Attachment C) for eight subjective measures including:

- Ease of use
- Frequency of use
- Difficulty to keep track of location in website
- Learn ability - how easy it would be for most users to learn to use the website
- Information facilitation – how quickly participant could find information
- Look & feel appeal – homepage's content makes me want to explore the site further
- Site content – site's content would keep me coming back
- Site organization

4.3.2 Participants

The participants were from various types of field, it includes university student, graduate school student, assistant from professor, junior high school teacher and unemployed male.

8 participants were scheduled over the testing. All of the 8 participants completed the test. Of the 8 participants, 4 were male and 4 were female.

Profession

University Student	Graduate School Student	Assistant from Professor	Junior High School Teacher	High Unemployed
1	4	1	1	1

4.3.3 Evaluation Tasks/Scenarios

Test participants attempted completion of the following tasks:

- Find the Introduction to OCW
- Find the Important Message
- Find the speech of “Crazy about the opera—Teaching you how to sing A Cappella”
- Find the course video of “Outlines of Architecture -97—Green Architecture”
- Find the course outline content of “Outlines of Architecture -97—Green Architecture”
- Find the Hot Recommendation Course “Liner Algebra I -- Department of Applied Mathematics”
- Find the course handout of “Liner Algebra I -- Department of Applied Mathematics”
- Search for—“統計學 Statistics 統計研究所 陳鄰安老師”
- Conduct a new “Chemistry” topic discussion
- Send the Feedback

4.4 Results

4.4.1 Task Completion Success Rate

All participants successfully completed Task 2, 3, 4, 6, 7, 8 and 10. Five of the eight (62.5%) completed Task 1(find the introduction to OCW). Approximately whole (87.5%) of participants were able to complete Task 5 (find the course outline content of “Outlines of Architecture -97—Green Architecture”) and 75% were able to complete Task 9 (conduct a new “Chemistry” topic discussion). Three of the participants (37.5%) had more intention to find the additional task. But two of the three (66.6%) completed the additional task.

Task Description

Task	Test Description
1	Find the Introduction to OCW
2	Find the Important Message
3	Find the speech of “Crazy about the opera—Teaching you how to sing A Cappella”
4	Find the course video of “Outlines of Architecture -97—Green Architecture”
5	Find the course outline content of “Outlines of Architecture -97—Green Architecture”
6	Find the Hot Recommendation Course “Liner Algebra I -- Department of Applied Mathematics”
7	Find the course handout of “Liner Algebra I -- Department of Applied Mathematics”
8	Search for—“統計學 Statistics 統計研究所 陳鄰安老師”
9	Conduct a new “Chemistry” topic discussion
10	Send the Feedback

Task Completion Rates

Partici pant	Task										
	1	2	3	4	5	6	7	8	9	10	11
1	√	√	√	√	√	√	√	√	√	√	na
2	√	√	√	√	√	√	√	√	√	√	na
3	√	√	√	√	√	√	√	√	√	√	na
4		√	√	√	√	√	√	√	√	√	√
5		√	√	√		√	√	√	√	√	
6	√	√	√	√	√	√	√	√		√	na
7	√	√	√	√	√	√	√	√		√	√
8		√	√	√	√	√	√	√	√	√	na
Success	5	8	8	8	7	8	8	8	6	8	2
Compl etion Rates	62.5 %	100 %	100 %	100 %	87.5 %	100 %	100 %	100 %	75 %	100 %	66 %

4.4.2 Time on Task

The testing software recorded the time on task for each participant. Some tasks were inherently more difficult to complete than others and is reflected by the average time on task.

Task 4 required participants to find the lesson of Green Architecture video in the

course of Outlines of Architecture-97semester and took the longest time to complete (mean = 350 seconds). However, completion times ranged from 60 (1 minute) to 350 seconds (more than 5 minutes and approximately 6 minutes) with most times less than 120 seconds (less than 2 minutes).

Time on Task

Partici pant	Task										
	1	2	3	4	5	6	7	8	9	10	11
1	62	18	50	60	60	72	80	165	40	10	na
2	111	15	40	112	28	176	148	33	53	1	na
3	18	3	35	90	19	13	50	20	39	15	na
4	58	19	12	86	16	101	94	16	13	1	50
5	43	11	39	307	77	88	225	36	21	3	38
6	38	15	22	350	50	93	68	42	14	26	na
7	33	5	55	65	38	50	30	26	13	32	10
8	39	14	44	200	32	49	85	44	43	41	na
Avg.	50.2	12.5	37.1	158.	40	80.2	97.5	47.7	29.5	16.1	32.6
TOT*	5	25	75	40	5	5	5	5	5	25	67

4.4.3 Summary of Data

The table below displays a summary of the test data. Low completion rates and satisfaction ratings and high errors and time on tasks are highlighted in red.

For example:

Summary of Completion, Errors, Time on Task

Task	Task Completion	Errors	Time on Task
1	5	2	50
2	8	0	13
3	8	3	37
4	8	8	159
5	7	3	40
6	8	6	80
7	8	6	98
8	8	2	48
9	6	5	30
10	8	2	16

4.5 Overall Metrics

4.5.1 Overall Ratings

After task session completion, participants rated the site for eight overall measures (See Attachment C). These measures include:

- Ease of use
- Frequency of use
- Difficulty of keeping track of where they were in the site
- How quickly most people would learn to use the site
- Getting information quickly
- Homepage's content facilities exploration
- Relevancy of site content
- Site organization

Half of the participants (50%) agreed (i.e., agree or strongly agree) that they will use this system frequently and that the site's content would keep them coming back. Also half of the participants (50%) agreed that the system is unnecessarily complex, and agreed the system very cumbersome to use as well. Only 12.5% agreed that they felt confident while using the system.

SUS Likert Scale (see Attachment C)

Task	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Percent Agree
1 would like to use this system frequently	2		2	3	1	50%
2 found the system unnecessarily complex		1	3	4		50%
3 thought the system was easy to use		1	5	2		25%
4 need the support of a technical person to be able to use this system	4	4				0%
5 found the various functions in this system were well		1	5	2		25%

Task	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Percent Agree
integrated						
6 too much inconsistency in this system		3	2	3		37.5%
7 most people would learn to use this system very quickly		2	3	1	2	37.5%
8 found the system very cumbersome to use	1	1	2	4		50%
9 confident using the system	1	2	4	1		12.5%
10 needed to learn a lot of things before I could get going with this system	3	3		2		25%

*Percent Agree (%) = Agree & Strongly Agree Responses combined

4.5.2 Likes, Dislikes, Participant Recommendations

Upon completion of the tasks, participants provided feedback for what they liked most and least about the website, and recommendations for improving the website.

Liked Most

The following comments capture what the participants liked most:

- The latest news
- Homepage video timeline part
- Speech content
- Course schedule, video (chapter list)
- Advice feedback
- Discussion page
- Homepage
- Platform design (clear, beautiful, no ads, easy to understand)

Liked Least

The following comments capture what the participants liked the least:

- Search function
- Category of course and speech (should be detailed list down)
- The category of the school college
- Hot recommendation
- The submenu placed in a indirectly area which is not obvious
- Cheerless of the feedback
- Font size too small
- Too many videos in the page of speech page

Recommendations for Improvement

- The link should be set on the topic. (e.g., hot recommendation, course and speech topic)
- The homepage's gradient color could be more nature.
- GUI could be much younger. (it's too official)
- The submenu placed in a indirectly area which is not obvious. It could put it just under the video or just under the title of the course or speech topic.
- The department category of the college is not clear. (Because there are different categories in different schools)
- More interactive dynamic dropdown list
- The search function should be more obviously and more functional consistently.

CHAPTER 5 Conclusion

Most of the participants found NCTU OCW to be well-designed of it platform, clean and uncluttered. But most of them thought that it is not so easy to use for the first time user. It needs time to get familiar with it. In brief, user-centered design should take more parts in this website design. Implementing the recommendations and continuing to work with users will ensure a continued user-centered website.

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CHAPTER 7 Appendix

Attachment A-Brief Introductory Questions



What to Test/Notetaker's Guide for [NCTU OCW website]
[Date] 2012/10/26 Friday
[Location] NCTU Prince Dorm Room 931
Web Site: [URL] NCTU OCW website <http://ocw.nctu.edu.tw/index.php>

Notetaker _____
Date _____
Participant # _____ Time _____

Purpose:

The purpose of this test is to learn how well a representative sample of the target audience can interpret and use the "NCTU OCW website". Areas of the site that will be evaluated for performance and overall user satisfaction include the: architecture, navigation, terminology, and its ability to meet expectations. / 本次測試的目的是學習在一個具有代表性的樣本的目標使用者，能夠理解和使用「國立成功大學開方式課程網站」有多良好。整個網站的性能和整體用戶滿意度將被評估。在這當中包含了網站的結構、導航、術語，和網站本身是否能滿足期望的能力。

Introductory Questions & Tasks

- Have you heard of NCTU OCW website? / 請問您是否有聽過交通大學開方式課程網站? _____ Yes _____ No
If so, tell me what you know about them. / 如果有，請告訴我你知道什麼?

- Bring the test participant to NCTU OCW website. Ask: "Just from looking at this site, what kinds of information do you think you could get from this site? Please be specific." / 將受測者帶領到交通大學開方式課程網站，並提出以下問題，「從這個頁面看來，你覺得你可以從這個頁面獲得什麼樣的資訊？請盡量詳細闡述。」

- Who do you think this site is designed for? Why? (Probe: public, health professionals, etc.) / 你覺得這個網頁是為了什麼而設計？為什麼？
(例如：公眾，醫療專業人士等)

Attachment B-Exit Questions



國立成功大學創意產業設計研究所
INSTITUTE OF CREATIVE INDUSTRIES DESIGN, NCKU
<http://www.icid.ncku.edu.tw/>

Exit Questions/User Impressions

- What is your overall impression to NCTU OCW website? / 請問你對交通大學的開放式課程網站的整體印象是什麼?
- What is your impression of the search capability? / 請問你對搜索的能力印象是什麼?
- Do you feel this site is current? Why? / 你覺得這個網頁是最新的嗎? 為什麼?
- What did you like best about the site? / 這個網頁中, 你最喜歡的部分是什麼?
- What did you like least about the site? / 這個網頁中, 你最不喜歡的部分是什麼?
- If you were the website developer, what would be the first thing you would do to improve the website? / 假如你是網頁開發人員, 在這個網頁中, 你第一個想改進的部分是什麼?
- Is there anything that you feel is missing on this site? (Probe: content or site features/functions) / 有沒有任何一個東西是你覺得在這個網頁中缺少的? (例如: 內容或網站的特性功能)
- If you were to describe this site to a colleague in a sentence or two, what would you say? / 假如你要用兩句話以內描述這個網頁給你同事, 那麼你會怎麼說?
- Do you have any other final comments or questions? / 請問你是否有其他最後的建議或是問題?

Attachment C-5-point Likert scale



System Usability Scale © Digital Equipment Corporation, 1986.

	Strongly disagree						Strongly agree
1. I think that I would like to use this system frequently / 我想我會經常使用這個系統	1	2	3	4	5		
2. I found the system unnecessarily complex / 我發現這個系統不是很複雜	1	2	3	4	5		
3. I thought the system was easy to use / 我想這個系統使用起來是簡單的	1	2	3	4	5		
4. I think that I would need the support of a technical person to be able to use this system / 我想我需要一個技術人員在旁協助我去使用這個系統	1	2	3	4	5		
5. I found the various functions in this system were well integrated / 我發現這個系統良好整合了多種不同的功能	1	2	3	4	5		
6. I thought there was too much inconsistency in this system / 我想在這個系統中有太多的不一致性	1	2	3	4	5		
7. I would imagine that most people would learn to use this system very quickly / 我可以想像，大多數人會非常迅速地學會使用這個系統	1	2	3	4	5		
8. I found the system very cumbersome to use / 我發現系統在使用上是繁瑣的	1	2	3	4	5		
9. I felt very confident using the system / 使用該系統時，我覺得非常有信心(自信)	1	2	3	4	5		
10. I needed to learn a lot of things before I could get going with this system / 在我能熟悉這個系統之前，我需要學習很多東西	1	2	3	4	5		

*In Search of the Elusive “Cultural Discount”: Comparing Determinants of Foreign-
Language and Domestic Film Success at the US Box Office*

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0197

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The Asian Conference on Media and Mass Communication 2012

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Abstracts

Building on prior works assessing the determinants of revenue for feature films at the United States box office, this study divides a selection of films from independent distributors into categories of foreign language, domestic US and non-US English language productions for a more internationally-oriented analysis. Results show no discernible correlation between a film's geographic area of origin and its financial performance at theaters, questioning the existence of the supposed 'cultural discount' on imported media or the aversion of audiences to subtitled features often reported in related literature. While the aggregate opinion of professional critics appears to have minimal impact on a film's success, an Academy Award nomination or win proves hugely influential across the board. Coupled with the scope of theater distribution, these two variables alone account for a substantial portion of the variance in revenues. The effect of an award is magnified for the foreign language sample, as is the effect of actors or 'star power' which also becomes statistically significant.

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The introduction of the term “cultural discount”¹ to media economics discourse of the late 1980s was met with much interest by the academic community. Yet, despite its potential ramifications for various cross-national industries, few studies have been conducted outside the term's native media of television programming. The film industry in particular, where analytical studies are abundant in a number of other contexts, shows a conspicuous lack of work dedicated to the theme of cultural discount. It is therefore the aim of this study to contribute to the existing literature and perhaps give a more concrete empirical base to a theme which has been until now characterized by ambiguity and shapelessness.

This will be attempted through a unique separation of feature films shown at United States theaters into categories of 'US domestic', 'imported foreign-language' and 'imported English-language' when assessing their respective box-office performance. Any variations in performance across these three categories, *ceteris paribus*, will be an indicator of cultural discount or at least its modifying effects on other variables. Furthermore while the majority of prior work in the field has covered US to overseas exchanges (and not the other way around) the focus here on the US as receiver serves better to isolate the effects of film origin from other factors that may have influenced audience preference in a more geographically diverse context.

A secondary but nevertheless important aim is to provide information useful for those actively involved in international film distribution. Scholars have noted the striking lack of diversity within the film industry from as early as Hollywood's 'Golden Age' of the 1940s, resulting in a “homogenization of unique cultures”(Miura, 2008). Yet with a move to cheaper digital technologies and an effective democratization of the creative process, opportunities are steadily increasing for those willing to embrace international markets. Knowing the real-world effects of cultural discount, potential pitfalls and combative strategies will no doubt be valuable to such individuals or organizations.

Literature

Prior studies of relevance fall into two categories: those in abundance which investigate determinants of film success in a general context, in terms of variables which shall be called “standard factors” for their ubiquity within media-economics discourse; those of fewer number which directly address the issue of cultural discount.

-Standard Factors

Of the associated staff, film actors and directors receive the most attention yet results are ambiguous. Sawhney & Eliasberg (1996) and Simonoff & Sparrow (2000) find a positive correlation between “star power” and financial performance, but De Vany & Walls (1999) find this only applies to a small proportion of stars and Montanari & Usai (2005) find no relationship whatsoever. However, Sedgwick & Porkony (1999) attest to the beneficial effects of high-status actors in medium-budget productions, which would likely include the independently distributed films in the current study's sample. As for well-known directors, Moul (2007) finds their economic effect to be significant. While Litman & Kohl (1989) are more skeptical, Simonton (2002) finds indirect influence through the variable's positive relation to awards success and Holbrook (1999) a similar effect with critical acclaim.

1 First coined by Hoskins & Mirus (1988).

Awards success is treated elsewhere as a separate category, with particular attention given to the impact of the prestigious Academy Awards. Although films generally need to be released near the end of the awards year to see any impact of a nomination on ticket sales, Litman (1998) and Nelson et al. (2001) find the effect to be significant. Interestingly Deuchert et al. (2005) show that a boost in ticket sales can be seen only after an award nomination, with no additional revenue seen regardless of whether the film actually wins the award or not. Though Smith & Smith (1986) claim award impact to vary according to fashions across decades, this can be safely dismissed here due to the relatively short time-span of releases within the sample.

Of course even an Academy Award winner will flop if it is not available for audiences to watch, and so theater distribution is also considered a major determinant of financial performance. Litman (1998) indicate that more theaters equals greater revenue, and Simonton (2005) even discovers a link between a wide-release opening weekend and subsequent awards in visual or sound technical achievement, likely an indication that films with high production values and impressive effects tend to create a buzz around release. However, Simonton (2005) also reveals a negative impact of distribution on critical acclaim, and that critics are more generous to 'arthouse' productions which tend to be shunned by the wider cinema-going audience but have aesthetic or philosophical value.

Critical acclaim is itself another contested issue. While most work including Sochay (1994) and Sawhney & Eliasberg (1996) suggests a positive interpretation of the relationship to ticket sales, Reinstein & Snyder (2005) find no link and Simonton (2005) even a negative one. This latter finding is due to acclaimed films being part of the wrong "creative cluster", in which screenplay quality and level of acting is high but the overall production is not entertaining for general audiences. While controlling for the innate appeal of a film, Boatwright et al. (2007) show that particular critics can have separate and significant effects on the public as opinion leaders, and that their judgment rating does indeed influence audiences rather than acting just as a predictor of future sales. Zuckerman & Kim (2003) find too that particular critics can exact more influence than others, but their public persona – whether famous for 'mainstream' or 'arthouse' - needs to be aligned with the film in question for their opinion to have any measurable effect. Thus an endorsement from a 'mainstream' critic will result in high box office revenues but exclusion from the discerning 'arthouse' appreciation scene. Any positive relationship between critic opinion and ticket sales may also be influenced by the covariance of critical acclaim and awards, as discussed in Simonton (2002) and Cattani & Ferriani (2008), so it appears necessary to make strict assessments of cross-variable correlation when including both as ticket sale predictors.

Moving to a more endogenous factor, film budget has been noted by Prag & Casavant (1994) and Simonton (2005) to be a significant estimator of financial performance with higher budgets meaning more audience. This is no doubt an effect of the aforementioned 'buzz' created around high-profile releases that promise a visual/aural spectacle for a wide audience. However Simonton (2005) goes on to show that big budgets are negatively correlated with critical acclaim indicators, again highlighting a deviation of critic preference to that of normal moviegoers. To which side the independent films sampled in this study align is an issue worthy of attention.

In general terms, genre classification also plays a key role. Although Sharda & Dilen (2006) question the reliability of assigning only one genre category to a film or whether audiences are truly influenced by them in their decision making, the study nevertheless shows 'comedy'

films to be significantly more successful and 'horror' less so than other genres. While 'drama' tends to be the most common type of release in the US market, Simonoff & Sparrow (2005) and Chang & Ki (2005) show that they too receive a lower degree of financial success than genres with wider appeal including 'action' or aforementioned 'comedy' type. However in the current study 'drama' is heavily dominant, especially in the imported film categories, with markedly low variance making an accurate cross-genre analysis arguably difficult. Age rating too is skewed, with most sampled films falling under the 'R' restricted category, but many prior studies including Simonoff & Sparrow (2000) and De Vany & Walls (2002) show the more family-friendly 'PG' and 'PG-13' ratings to be more profitable.

-Cultural Discount

Of the limited available prior studies focusing on the issue of cultural discount in the context of film, two relatively recent works provide valuable points of reference. Craig et al. (2005) find that audiences of countries with a higher degree of Americanization tend to exhibit preferences more on a par with US audiences when consuming Hollywood films. Thus a film that has been financially successful in the US will also be successful in highly-Americanized, often English language-speaking territories compared to more alien foreign ones. Even the European market is unpredictable – in Germany, for example, while 'fantasy' or 'adventure' films often proved popular, 'drama' or 'family' films performed substantially worse than when shown in the US. Lee (2006) continues this thread with a study of Hollywood films in Hong Kong. Again, preference seems to vary with genre classification, whereby films which rely on cultural context and understanding tend to suffer at the overseas box office. In contrast, genres associated with fantastical worlds such as 'sci-fi' are less-reliant on cultural background knowledge and are shown to be more successful in relative terms than films heavy with Americanisms.

Hypothesis

Building then on the wealth of findings available from past work in the field, a set of hypotheses can be constructed while also taking into account certain unique aspects that this study attempts to incorporate.

First, considering the three distinct film categories available for analysis:

H₁: Ceteris parabus, imported foreign language film (and to a lesser extent imported English language film) will receive fewer ticket sales than domestic productions at the United States box office due to the effects of cultural discount.

The clause in parenthesis is included under the assumption that imported English language film, the majority of which come from such countries as the United Kingdom and Australia, have generally been subjected to a process of stronger Americanization than those from non-English speaking countries.

Second, applying the results of works such as Craig et al. (2005) and Lee (2006) in regard to genre preference:

H₂: Ceteris parabus, the impact of genre on financial performance will vary between US domestic, imported foreign-language and imported-English language films due to the effects of cultural discount.

Though this study looks only at US audiences where prior works have encompassed a variety of international ones, it could still be expected that certain genres of imported film – comedy, for instance – may be less popular than their US domestic counterparts due to a lack of background cultural knowledge required for the audience to fully engage with them. Third, testing for other potential points of cultural discount influence:

H₃: Ceteris parabus, the impact of standard factors on financial performance will vary between US domestic, imported foreign-language and imported-English language films due to the effects of cultural discount.

Here, 'standard factors' are the aforementioned variables which have been widely investigated in media-economics literature and appear to have great influence on the financial success of a film. This study can therefore be framed as an investigation into the wider effects of cultural discount both directly (H₁) and indirectly as a variable modifier (H₃) on ticket sales, while also applying the assertions of prior work on cultural discount in a more US-centric context (H₂).

Methodology

These hypotheses will be tested with a combined total of 260 films from a release window of year 1999-2012 by a selection of “independent”² distributors. In attempt to keep the study within the general rather than niche market, films are distributed to a minimum of 100³ theaters and can be considered as relatively wide releases.

Data comes from a selection of internet-based sources which hold key statistics on the US film market. “Box Office Mojo” provides a weekly breakdown of inflation-adjusted (chosen base year: 2005) ticket sales and theater distribution, the “Internet Movie Database” genre classification, age rating and other miscellaneous information used in the construction of other variables, “Metacritic” a weighted average of professional critic scores according to their relative readership and influence. This information forms the basis of a linear regression analysis on equation:

$$\text{ticket sales} = c + x (\text{standard factors}) + y (\text{imported foreign language}) + z (\text{imported English language})$$

where the dependent variable *ticket sales* is a function of 'standard factors', the determinants of film financial success well-explored in prior studies, alongside dummy variables representing two of this study's regional film categories. Any statistically significant value attributed to either of the latter's coefficients indicates a difference to the omitted 'US domestic base' category. The 'imported foreign language' dummy variable will be broken down further into separate dummies representing the geographical regions of *Asia*, *Europe*, *Spain* (including films of Mexico) and *other*.

2 As opposed to larger studios such as Universal or Warner Bros. which produce and distribute their own films 'in-house'.

3 This figure was also used in Zuckerman & Kim (2003) to separate niche from major distributors.

-Standard Factors

The following constitutes a list of those variables prominently in related literature which appear to have greatest effects on film financial performance, modified according to data availability and suitability for this particular study. Genre and MPAA age rating categories are displayed in Table 2.

Actor: Though some works have nominalized actor influence based on a “star power” value listed in certain magazines or domestic surveys (such as the 'Harris Poll' of Brewer et al, 2009) this type of measure was deemed to be inappropriate here considering the extreme bias towards domestic celebrities and the world of Hollywood. Thus “star power” is judged instead by how many of the film's main actors have appeared in any earlier film (distributed to at least 100 theaters in the US) as a main actor. This can apply to a maximum of three main actors meaning three points on the scale. Similarly a film where only two of its main actors have starred in previous films receives just two points, where a 'main actor' is one who appears in the title role or whose name is used in the film's promotion.

Director: Similar to the conditions stated above for 'actor', but a simple dummy with maximum value of 1 should the attached director have worked before as a director on at least one film with wide distribution.

Award: Following studies such as Simonton (2005), focus here is on Academy Award wins (2 points) or nominations (1 point) to build a cumulative award score.

Distribution: The maximum number of theaters in which the film is shown during its run. Though in reality the pattern is much more complex – the number of theaters may change week by week, each film spans a different number of weeks, and a crude number does not reflect the geographical spread of the theaters be they in rural or urban environments – time and data constraints prevent a more accurate breakdown of the variable. This study therefore relies on the most commonly utilized measure, maximum theater coverage, as its estimator.

Budget: Production costs in US dollars, inflation-adjusted to a base of year 2005. Certain producers do not publicly announce this information, which unfortunately applies to around 30 from this study's combined sample.

Critic: A weighted average of aggregated review scores from professional critics, featured in publications including newspapers, magazines and internet websites. Weighting is a function of a source's “quality and general stature”, see: [<http://www.metacritic.com/about-metascores>].

Preliminary Analysis

Displayed below in Table 1 is a breakdown of some of the important discussed variables split across the three film categories.

Table 1 Descriptive statistics for *standard factors* (combined sample)

Variable	U.S. Domestic (n=130)		Imported FL (n=76)		Imported EL (n=54)	
	Mean	Std. Error	Mean	Std. Error	Mean	Std. Error
<i>Ticket sales (\$m)</i>	15.37	19.32	10.40	17.01	14.65	20.66
<i>Actor</i>	1.99	1.09	0.37	0.65	1.83	1.00
<i>Director</i>	73=1, 57=0		27=1, 49=0		29=1, 35=0	
<i>Award</i>	0.76	1.48	1.27	2.20	1.74	3.95
<i>Theater</i>	1045	1009	412	515	815	713
<i>Budget (\$m)</i>	14.79	14.47	11.61	11.12	20.11	12.83
<i>Critic</i>	61.40	16.55	74.39	11.56	64.34	15.46

Of particular note is US dominance, as expected, in its own market. Indeed the US domestic sample ranks highest in almost all categories, save for *awards*, *budget* or *critic*. Also worthy of mention is the conspicuously high level of variance across the entire dataset, a common characteristic of the film industry at large which tends to be populated with extreme successes and extreme failures.

As mentioned, genre and MPAA rating too exhibit markedly little variance within the sample. Table 2 provides a representation of this tendency across the relevant categories.

Table 2 Distribution of genre categories *top* and MPAA rating *below* (separated samples)

Genre	US Domestic		Imported FL		Imported EL		Combined	
	Actual	Percent	Actual	Percent	Actual	Percent	Actual	Percent
<i>Action</i>	4	3.08%	5	6.58%	3	4.69%	12	4.62%
<i>Adventure</i>	3	2.31%	1	1.32%	1	1.56%	5	1.92%
<i>Animation</i>	4	3.08%	4	5.26%	1	1.56%	9	3.46%
<i>Comedy</i>	44	33.85%	9	11.84%	13	20.31%	66	25.38%
<i>Documentary</i>	10	7.69%	0	0.00%	2	3.13%	12	4.62%
<i>Drama</i>	32	24.62%	33	43.42%	25	39.06%	90	34.62%
<i>Horror</i>	11	8.46%	3	3.95%	2	3.13%	16	6.15%
<i>Martial Arts</i>	2	1.54%	7	9.21%	0	0.00%	9	3.46%
<i>Romance</i>	13	10.00%	4	5.26%	3	4.69%	20	7.69%
<i>Thriller</i>	7	5.38%	10	13.16%	4	6.25%	21	8.08%
n	130		76		54		260	

MPAA Rating	US Domestic		Imported FL		Imported EL		Combined	
	Actual	Percent	Actual	Percent	Actual	Percent	Actual	Percent
<i>G</i>	3	2.31%	0	0.00%	3	4.69%	6	2.31%
<i>PG</i>	12	9.23%	6	7.89%	4	6.25%	22	8.46%
<i>PG-13</i>	40	30.77%	18	23.68%	15	23.44%	73	28.08%
<i>R</i>	74	56.92%	50	65.79%	31	48.44%	155	59.62%
<i>NC-17</i>	1	0.77%	2	2.63%	1	1.56%	4	1.54%
n	130		76		54		260	

Though *comedy* is well-represented for the US domestic sample, both sources of imported film are skewed heavily towards the *drama* category with barely a handful of offerings elsewhere. Some categories are completely absent, including *documentary* for imported foreign language and *martial arts* for imported English language. Though such a skew is understandable given the dominance of Hollywood in big budget *action*, *animation* or *thriller* categories, it does pose problems when attempting an in-depth investigation of genre preference. Similarly MPAA ratings exhibit a clear leaning towards the *R* and *PG-13* categories.

Drawing on possible sources of covariance bias as noted from prior studies, it is pertinent at this point to analyze the correlation coefficients between certain key variables.

Table 3 Correlation matrices for key variables (combined sample)

US Domestic	<i>Award</i>	<i>Budget</i>	<i>Drama</i>	<i>Critic</i>	<i>Theater</i>
<i>Award</i>	1.00				
<i>Budget</i>	0.21	1.00			
<i>Drama</i>	0.28	0.04	1.00		
<i>Critic</i>	0.41	-0.13	0.18	1.00	
<i>Theater</i>	0.04	0.47	-0.15	-0.39	1.00
Imported FL	<i>Award</i>	<i>Budget</i>	<i>Drama</i>	<i>Critic</i>	<i>Theater</i>
<i>Award</i>	1.00				
<i>Budget</i>	0.04	1.00			
<i>Drama</i>	0.12	0.15	1.00		
<i>Critic</i>	0.33	-0.21	0.23	1.00	
<i>Theater</i>	0.27	0.29	-0.24	0.12	1.00
Imported EL	<i>Award</i>	<i>Budget</i>	<i>Drama</i>	<i>Critic</i>	<i>Theater</i>
<i>Award</i>	1.00				
<i>Budget</i>	-0.02	1.00			
<i>Drama</i>	0.33	-0.18	1.00		
<i>Critic</i>	0.55	-0.25	0.34	1.00	
<i>Theater</i>	0.35	0.30	-0.13	-0.12	1.00

Though generally at well-controlled levels, relatively high degrees of correlation creep in between *budget/theater* for the US domestic and *critic/award* for the imported English-language sample. These kind of relationships have been highlighted in studies such as Simonton (2005) and should be taken into account when interpreting results.

Results

The first regression analysis combines all three film categories into one large sample with regional dummy variables included to account for effects of cultural discount compared to the 'US domestic' base. Each "Scaled Estimate" is parameter-centered by its mean and scaled by range/2, which allows for a more accurate cross-reference between continuous variables of differing denomination.

Table 4 Linear regression output on \$m *ticket sales*
 (combined sample)

Variable	Scaled Estimate	Std. Error	t Value
C (intercept)	15.02**	0.76	19.79
<i>Actor</i>	0.53	1.30	0.40
<i>Director</i>	1.02	0.91	1.12
<i>Award</i>	26.05**	2.68	9.72
<i>Theater</i>	24.65**	2.01	12.28
<i>Budget</i>	3.87	2.80	1.38
<i>Critic</i>	7.39**	2.43	3.04
<i>Imported FL:</i>			
<i>Asia</i>	0.41	1.89	0.21
<i>Europe</i>	1.27	1.50	0.85
<i>Spain</i>	0.20	1.76	0.11
<i>Other</i>	-1.91	2.59	-0.74
<i>Imported EL</i>	-1.20	1.05	-1.15
Sample Size	227		
R-Squared	0.691		
Adjusted	0.675		
F-Stat	43.49		

Note: ** p<0.01, * p<0.05

Though it is worthwhile to note the statistically significant values attributed to *award*, *theater* and *critic*, the effects of which have been debated in prior studies but are clearly positive here, the more important finding is the complete absence of any cultural discount on 'imported foreign language' or 'imported English language' samples represented by regional dummies. As such, no categorical differences can be identified between imported or domestic films in relation to audience preference. Next, the three samples are separated to assess whether cultural discount manifests itself instead as a variable modifier within each specific group. Table 5 displays output from a separated analysis including previously omitted genre and age rating dummies as regressors on revenue, with *action* for the former and *G* for the latter designated as bases. The highly influential *award* and *theater* variables from Table 4 serve as controls.

Table 5 Linear regression output (genre, MPAA rating) on \$m *ticket sales* (separated samples)

Variable	US Domestic			Imported Foreign Language			Imported English Language		
	Scaled Estimate	Std. Error	t Value	Scaled Estimate	Std. Error	t Value	Scaled Estimate	Std. Error	t Value
<i>C</i> (intercept)	15.58**	0.98	15.97	10.57**	0.88	12.03	14.65**	1.70	8.63
<i>Adventure</i>	0.45	4.35	0.10	-0.35	4.23	-0.08	-6.34	7.43	-0.85
<i>Thriller</i>	2.29	3.52	0.65	2.10	2.18	0.97	4.05	5.09	0.80
<i>Drama</i>	0.45	3.08	0.15	-2.20	1.88	-1.17	6.97	4.38	1.59
<i>Comedy</i>	0.67	2.96	0.23	1.76	2.17	0.81	6.39	4.59	1.39
<i>Horror</i>	-2.30	3.29	-0.70	0.81	2.80	0.29	-5.66	5.96	-0.95
<i>Romance</i>	0.97	3.32	0.29	-0.45	2.64	-0.17	7.66	5.64	1.36
<i>Animation</i>	5.39	4.08	1.32	-4.12	2.59	-1.59	-15.84	9.15	-1.73
<i>Documentary</i>	1.03	3.70	0.28				5.55	6.65	0.83
<i>Martial Arts</i>	-3.22	4.99	-0.65	3.43	2.57	1.33			
<i>PG</i>	2.99	4.40	0.68	-2.81	4.13	-0.68	-1.13	5.68	-0.20
<i>PG 13</i>	1.45	4.09	0.35	-2.79	3.97	-0.70	-6.90	5.61	-1.23
<i>R</i>	2.53	4.14	0.61	-4.96	3.87	-1.28	-2.14	5.51	-0.39
<i>NC 17</i>	2.80	6.97	0.40	0.00	0.00	0.00	0.26	8.15	0.03
<i>Award</i>	25.69**	3.07	8.37	37.44**	3.08	12.15	16.25**	4.39	3.70
<i>Theater</i>	23.29**	2.13	10.96	12.60**	2.97	4.25	26.11**	4.53	5.76
Sample Size	130			76			54		
R-Squared	0.712			0.841			0.732		
Adjusted	0.674			0.807			0.636		
F-Stat	18.61			24.47			7.61		

Note: ** p<0.01, * p<0.05

Perhaps surprisingly, the impact of different genres or age ratings on a film's financial performance appears insignificant. The models nevertheless provide a relatively good fit for the assessed data, with each achieving an adjusted R-squared figure in excess of 0.630. This is testament to the sizeable explanatory power of *award* and *theater*, which are included again alongside the remaining 'standard factors' in Table 6 below. Genre and age rating dummies are excluded from further analysis.

Table 6 Linear regression output (standard factors) on \$m *ticket sales* (separated samples)

Variable	US Domestic			Imported Foreign Language			Imported English Language		
	Scaled Estimate	Std. Error	t Value	Scaled Estimate	Std. Error	t Value	Scaled Estimate	Std. Error	t Value
C (intercept)	16.66**	1.00	16.72	11.42**	0.98	11.69	15.89**	2.01	7.91
<i>Actor</i>	-0.89	1.48	-0.60	10.01**	2.86	3.50	2.33	3.49	0.67
<i>Director</i>	0.48	1.14	0.42	-1.34	1.22	-1.10	0.79	2.41	0.33
<i>Award</i>	19.39**	3.22	6.02	36.44**	3.34	10.91	13.67*	5.88	2.32
<i>Theater</i>	23.27**	2.28	10.19	16.45	2.43	6.77	20.52**	4.25	4.83
<i>Budget</i>	10.85**	3.45	3.14	-6.20*	2.45	-2.53	-4.87	6.23	-0.78
<i>Critic</i>	8.21**	2.57	3.20	-3.57	2.22	-1.61	12.38	6.52	1.90
Sample Size	115			64			48		
R-Squared	0.731			0.835			0.655		
Adjusted	0.716			0.817			0.603		
F-Stat	48.90			47.99			12.66		

Note: ** p<0.01, * p<0.05

As expected from the combined sample results, *award* and *theater* variables remain strongly significant for the separated samples too. Yet this is where the similarities end, the most noteworthy case being the imported foreign language group. Here, *actor* becomes statistically significant and gains an enormous coefficient in respect to the other two groups. Awards too appear to have a greater beneficial effect for this group, though a large budget has negative implications. Such arguments are discussed in greater detail below.

Discussion

Considering the observed results and their implications, the stated hypotheses can now be addressed.

H₁: Ceteris parabus, imported foreign language film (and to a lesser extent imported English language film) will receive fewer ticket sales than domestic productions at the United States box office due to the effects of cultural discount.

Cultural discount did *not* appear to manifest itself through a categorical difference in financial performance between the three film groups, so H₁ remains unsupported. Given the titular 'elusive' nature of cultural discount in the first place, a force which tends not to be easily recognized within hard data, this outcome is not entirely unexpected. However, the results provided here are by no means definitive. One key questionable assumption of this study has been that the three film groups are part of the same market and can directly

compete against each other for audience attention. A closer look at the current situation reveals that this may not be the case. While a cut-off point of 100 theaters was used to separate 'niche' from 'mainstream', with a wish to restrict analysis to the latter part of the market, the fact remains that the majority of foreign-language films do not receive a release in major multiplex cinema chains. Or, at the very least, an independently distributed domestic film has a greater chance of a wide release than an independently distributed imported one. Thus a theater distribution figure of '400' for both a domestic US film and for an imported foreign language one could actually mean a dramatically different landscape in terms of geographical location and consumer background.

If there is indeed such a separation of theaters and audience type, a topic alluded to through much of this study when discussing critic/arthouse crowd alignment against the general movie-going public, then perhaps a questionnaire-based project targeting specific theaters could be a more viable option for pinning down the exact effects of cultural discount. Understanding the audience's selection criteria from the source, so to speak, would be an excellent complement to this study and give a clearer idea of the degree of audience separation. It could also help clarify an interesting point brought up in the assessment of cultural diversity within the US film market by Moreau & Peltier (2004) that consumption of imported film is supply driven – moviegoers have latent demand for exposure to alien cultures but do not openly express this underlying desire to distributors. So at least if questionnaire answers were to show that subtitles or non-caucasian actors are *not* repellent factors when choosing a film to watch, again the existence of cultural discount may be brought into question.

H₂: Ceteris parabus, the impact of genre on financial performance will vary between US domestic, imported foreign-language and imported-English language films due to the effects of cultural discount.

Genre preference, which has been shown in prior studies to be influenced by cultural discount, appears largely uniform across film groups meaning this hypothesis too is unsupported. As mentioned, this finding – although worthy of discussion – may be jeopardized by a lack of variance within genre types. In addition there were no clear examples of the 'sci-fi' or 'fantasy' type within the limited sample that could be reliably distinguished from other related genres such as 'action' or 'adventure', making a direct comparison to studies such as Lee (2006) difficult. However there is at least tentative evidence to support the notion that imported foreign language film, which tend to be limited in budget and production facilities in comparison to their US domestic counterparts, see no financial disincentive from belonging to the economy-friendly 'drama' category. If audiences were drawn only to time/money investment heavy productions in genres such as 'animation', it would be extremely difficult for international filmmakers to compete on equal grounds to the comparatively resource-rich US industry. As it stands, a more subdued family drama or social commentary piece can still see financial success.

H₃: Ceteris parabus, the impact of 'standard factors' on financial performance will vary between US domestic, imported foreign-language and imported-English language films due to the effects of cultural discount.

In terms of 'standard factors', differences in coefficients across region groups do exist but it unclear whether these differences can be attributed to cultural discount. “Star power” seems largely irrelevant in terms of both actors and directors, except imported foreign language

films which benefit hugely from inclusion of the former. One possible explanation is that for this film group, a recognizable name or face among the lead actors may be the only point of reference available to follow. An alternative scenario could be that actors are universally important but the constructed variable chosen to measure their effect is somehow lacking in respect to domestic films. Indeed there are a multitude of factors which may influence an actor's popularity or influence at any given time, and these may become particularly powerful when considering the domestic market. Given the nature of celebrity and constant press attention, prominent actors may enter conversations for reasons other than their latest film release – be they positive or negative in implication. Examples could include “Angelina Jolie” and her international charity work, or “Christian Bale”’s ego-infused rant at a set technician. Though perhaps high-profile stars such as these are less likely to appear in the kind of independently-distributed films analyzed here, US audiences nevertheless have a different level of background reading when confronted by home as opposed to foreign celebrity. Therefore the scale to measure star power used in this study may be ill-equipped to capture the nuances of this audience-actor relationship.

The other major difference of note appears in the budget category, where imported foreign language films take a somewhat surprising negative coefficient on the variable. This counterintuitive finding becomes more understandable considering such works as Simonton (2005) which identify the negative correlation between critical acclaim measures and film budget. The imported foreign language group scored highest in the average film rating by professional critics, making them more appealing to the 'arthouse' crowd and not the 'mainstream' moviegoers who normally appreciate big-budget features with associated technical wizardry and immediate entertainment value. In other words, a big-budget arthouse film may perhaps lie in the grey zone between audience types and cannot obtain the revenue that could be expected given their critical acclaim and award credentials. Conversely the US domestic group were not so well received by critics and can stay firmly in the 'mainstream' sector while still bringing in substantial ticket sales. In this sense, tentative support could be given to hypothesis H3

if it is believed that the theoretical market pre-allocation described here gives high-budget imported foreign language films a disadvantage at the box office.

Evidence suggests that Academy Award nominations or wins can have a beneficial impact on a film's performance at the box office regardless of country of origin, and also that this awarding body may not be the only one which carries weight in audience minds. Originally the *award* variable used for regression analysis was only counted if the film in question was released near the end of the year and could take advantage of the nomination/win effect directly at the box office. Otherwise awards tend to be given posthumously, so to speak, after a film has already departed from theaters. However, while the award coefficients were statistically significant and positive, these values were boosted somewhat dramatically once the timing restriction was lifted. This quirk can be viewed as evidence of award acting as a proxy for the multiple types of accolade, not just the year-end Academy Awards, that boost ticket sales. This may be especially true for independent films, which often use film festivals as a method to find a US distributor and gain recognition. Many films within the sample were successful at prestigious festivals including Venice or Cannes, even using the prizes as decoration for subsequent promotion posters placed outside theaters, the effects of which may have therefore been reflected in the amended awards measure. Thus a focus purely on Academy Awards may have provided less useful findings.

Conclusion

This study set out to empirically estimate the impact of cultural discount on the US film market, but results serve only to highlight its conspicuousness in absence. Within the confines of the chosen methodology, no strong evidence could be found to suggest that imported film suffers from culturally-constructed obstacles at the box office. While there were key differences in the workings of 'standard factors' across the domestic US, imported foreign language and imported English language samples, the differences did not appear to constitute *discounts* but may rather stem from market nuances of each group. This should be an encouraging finding for international filmmakers hoping to distribute their works to the world's largest film audience but were uncertain of their prospects for financial return. Large budget imported foreign language films seem to see on average a reduced amount of ticket sales, however, highlighting one possible area in which cultural discount may have crept in.

Though a direct comparison with prior studies into cultural discount may present difficulties considering the market and film type analyzed here, international to US and 'independent' rather than Hollywood studio distributed, results show no statistically identifiable variations in genre preference by a film's country of origin. Nevertheless this appears a fruitful area for further analysis, particularly if the weaknesses of the current study – a relatively small dataset and limited variance within genre categories – could be rectified. These weaknesses no doubt filter through to other aspects of the study too, given the scarcity of imported films which receive a wide distribution at the US box office, and a continuation of current avenues of investigation as the import film market continues to mature could prove valuable.

Of particular importance for future study is the issue of subtitling. Though theaters specializing in imported film tend to show each one accompanied by the original dialogue track with embedded English subtitles, this practice is by no means standard countrywide. The method of presentation may differ from theater to theater if there are both subtitled and English language 'dubbed' versions of the film available for rental, but this information is absent from the distribution and sales records utilized in this study. Harnessing such information for a reassessment of imported film sales performance may be able to shed new light on the issue, especially considering such works as Xu (2005) which claim subtitles to be a powerful alienating factor for US audiences. Another area of interest is the home media market, from optical disc to online digital distribution. Freedom from physical theaters and other geographical limitations may introduce markedly different market dynamics to those previously investigated, particularly in the case of certain imported films which may never have been shown publicly at the box office but can reach audiences through DVD or similar media. Indeed the home market may present a world of greater opportunities for international filmmakers, and its contributing factors worthy of further investigation.

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Apply Sound Performance to Web-based Instruction

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Abstracts

Visual web browsing experience is ordinary. However, it is necessary to consider that Web content is accessible for all or not, inclusive of people who suffer from various disabilities and deficiencies. Further, improve overall quality of Web page and reduce barriers of using mobile devices are benefits that Web accessibility techniques brought. This study adopts voice-based navigation as the alternate to access Internet and World Wide Web. Consequently, it is the trend to follow *Web standards* while developing Web. Since the teacher in the future should be a facilitator for developing Web-based instruction, the know-how of web design with W3C standards is required. From the analysis of aural media to application of sound performance of CSS3, our primary objective is to diminish the interpersonal divide of basic music capacity through adaptive learning.

Keywords: CSS3, WBI, Web Standards

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1. Introduction

The Web has brought magnificent changes to people's lives, such as the visual impaired people can access Internet and World Wide Web through voice-based user interface. However, it is regular to have a deficient appearance, or encounter sites that download slower while navigating Internet and World Wide Web. This is the outcome that content authors or web developers ignore *Web standards*¹ and have misconception to it.

An investigation² shows that 78% of world's population has no access to Internet and World Wide Web. These are the underprivileged who cannot afford end device (computers, mobiles, etc.), or reside in areas where electricity is not available, or are textually illiterate. As compared to GUI-based feedback, voice-based IT systems have much appeal for the illiterate and semi-illiterate population in developing countries³. Sasayaki⁴, an intelligent voice-based user agent, improved the quality of voice browser navigation; Spoken Web⁵, for the underprivileged population, enabled websites created and browsed in voice over an ordinary telephone call. Research above provided alternate access to Internet and World Wide Web beyond visual navigation. People suffer from different disabilities and deficiencies temporarily or permanently can expand their possibilities and capabilities in navigating the Web while content provided with advance web development practices¹. Increasing number of web designers and developers recognize the importance of web accessibility. Moreover, the benefit of web accessibility techniques includes of improving the overall quality of and web site and easing mobile access to web content.

As a junior high school teacher of Music in Taiwan, it is not hard to find out some existing problems. For example, vast difference of general music capacity of the interpersonal (student-to-student); official head count (35 students in a class) in a class and instructional hours (45 minutes a week) are not proper. These will be disadvantage to adaptive instruction. With the development of future classroom, both the basic infrastructure and the digital content for instruction are constructed simultaneously. A teacher should transform oneself to a facilitator who is also the designer or developer of instructional content.

Here we take Web-based Instruction (hereafter use "WBI") as an extension of learning in physical classroom. The objectives of this study are :

- To promote the general music capacity of students under average.
- Voice-based web navigation could be alternative to students of different cognitive

styles.

● Investigating know-how of Subject Matter Experts (hereafter use “SME”).

According to ATI, aptitude-treatment interaction⁶, as the evidence of adaptive instruction, there are visual-oriented and verbal-oriented styles of cognition. SME supplied knowledge only in the past, but how to provide and design instructional materials as digital content is necessary.

2. Method

2.1 Pretest

The number of objective students is 318, from seven to eight grade of normal placement in every class. The writing test includes self-assessment survey about eLearning⁷, and basic capacity about reading scores.

2.2 Aural media analysis

2.2.1 Model of aural communication

Generally speaking, functions can be combined as a set. One of functions is primary. As Fig.1 shows, to evaluate which function is the primary depends on the relative quality.

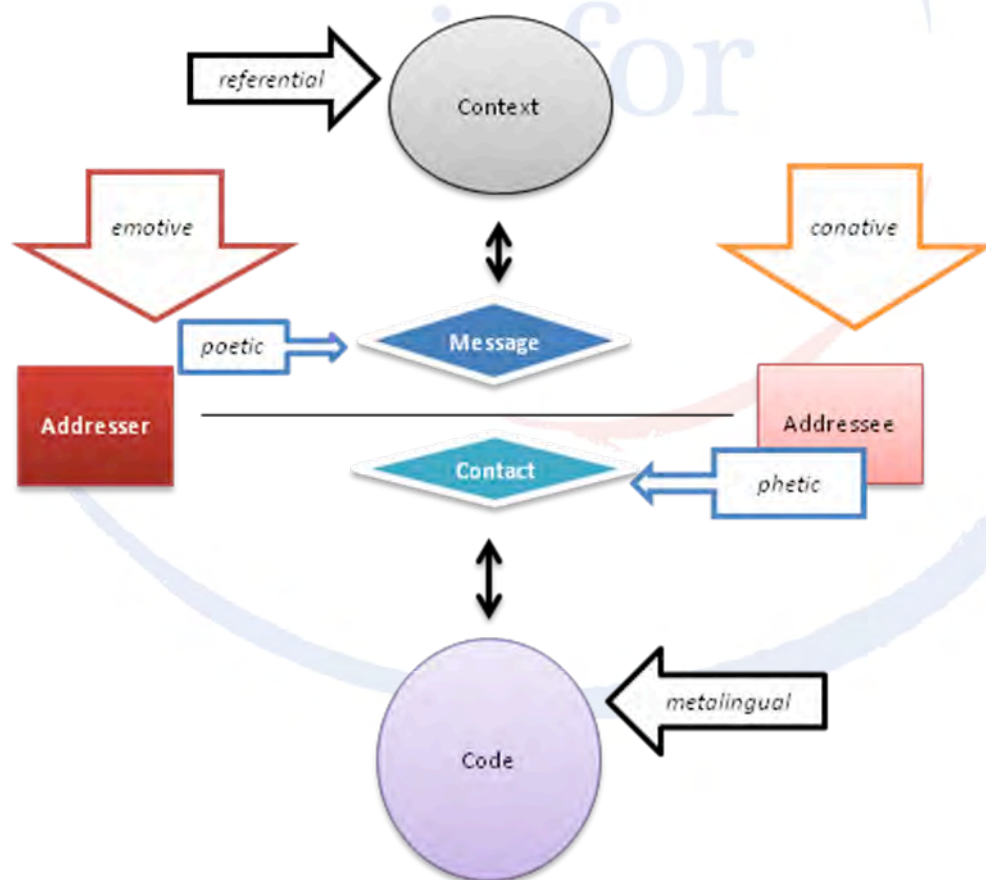


Fig.1
Jakobson's Model(1992)

For instance, the primary functions of alarm are conative and phetic because the effect about emergency and attention on addressee and contact. Even the sound isn't sweet dose not matters.

2.2.2 Semiology on aural communication

Oral communication is the process between addresser codes the signal, and addressee decodes the signal. Teacher has to make students familiar with species of sign/code and the representative meaning. The diversification of meaning can be assisted information for understanding. Speaking of the factor of culture, it reveals that more accumulation and application of sign will promote understanding of group belong to restrictive codes. Especially students have different background and some have difficulty in comprehension.

Table 1

Sign/Code	icon index symbol
Meaning	denotation signification connotation
Culture	elaborated codes restrictive codes

Fiske(2001)

2.3 Implement of web page

WBI is online unit, inclusive of bulletin board, practice, activity, bibliography⁸(also see Fig.4). Student-centered, construction of knowledge, and situated learning are the feature of WBI. There are three elements to develop the WBI environment(Fig.3) :

- Flexible access to multimedia resources
- Usage of asynchronous communication
- Diversity of information showing

To students, WBI just like a tutor with endless patience. Students could repeat and exercise till mastering the content. For teachers, WBI can be a assistant to deal with teaching management and administration. Different from traditional learning, teacher's task is to enable construction of a web where learning become individualized, reflection and conversion procedure⁹.

2.3.1 System architecture

Client and server connect with programs. As Fig.2 shows, client sends the request, and server return the result with HTML form.

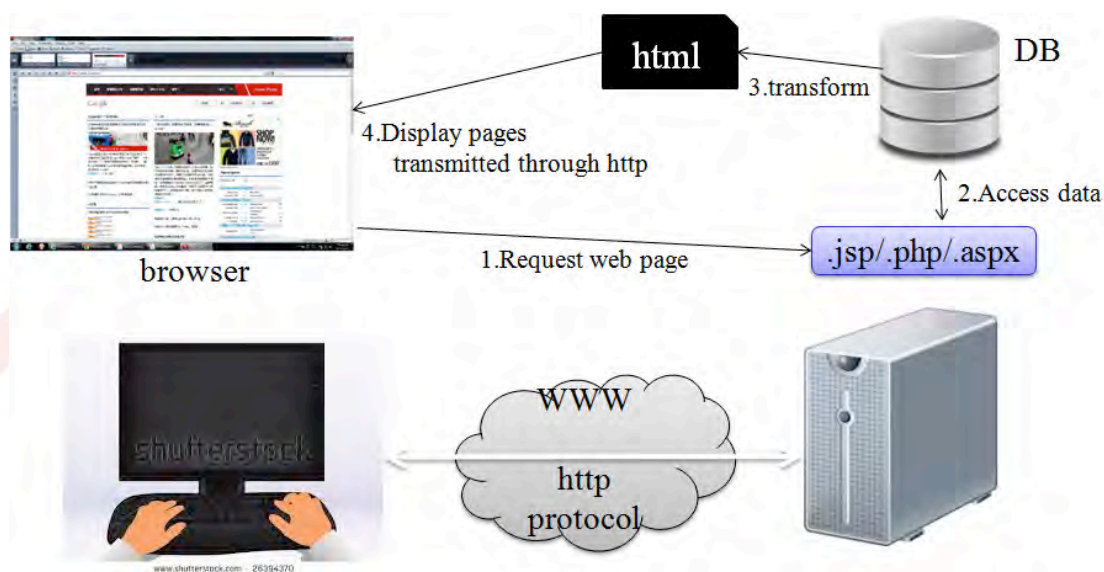


Fig.2
 Client-Server model

2.3.2 Execution Environment

- Browser : Opera 10.01
- IBM Multimodal Runtime Environment 4.1.3
- OS : Window 7/XP
- Jsp
- DB for web : MySQL 5

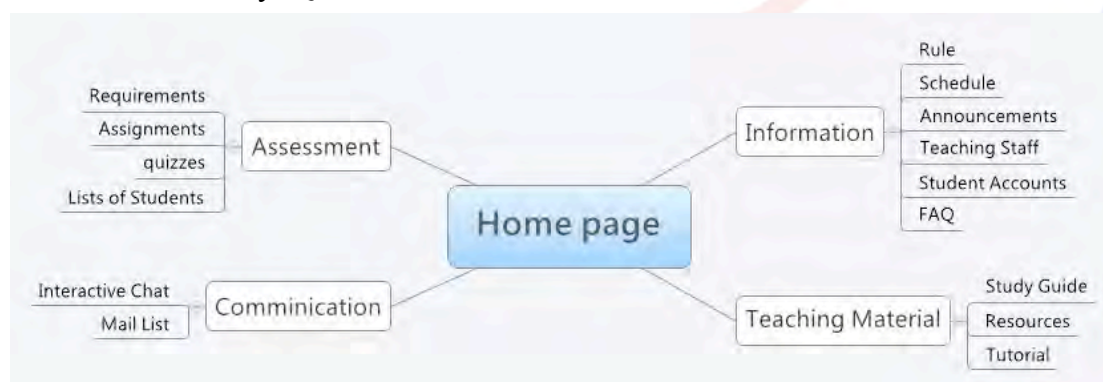


Fig.3
 Frame of Instructional Web

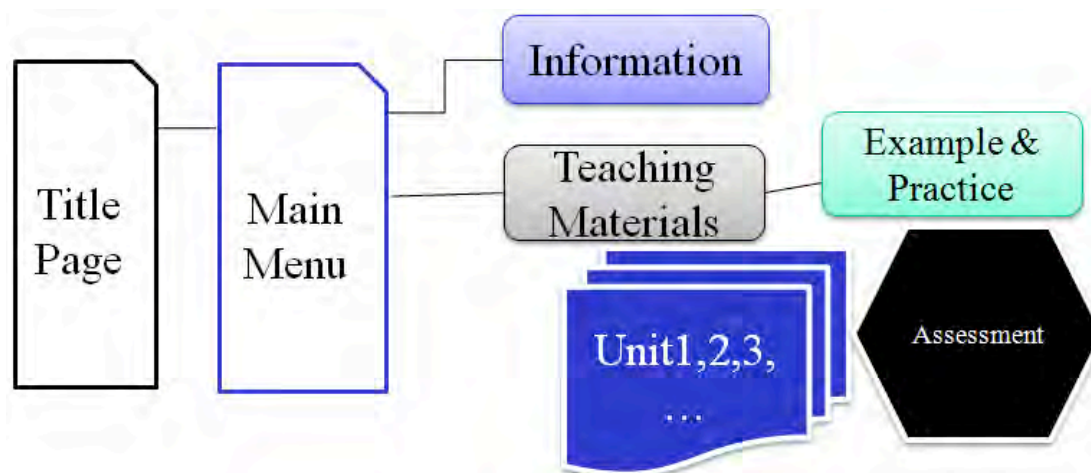


Fig.4
Unit Structure (Kelly,1999)

3. Discussion

Voice is the sound that carries the message. It should be flexible, moving from one pitch level to another for emphasis, and should have a variety of rate and volume. Fig.5 displays the location of style properties about CSS3¹⁰.

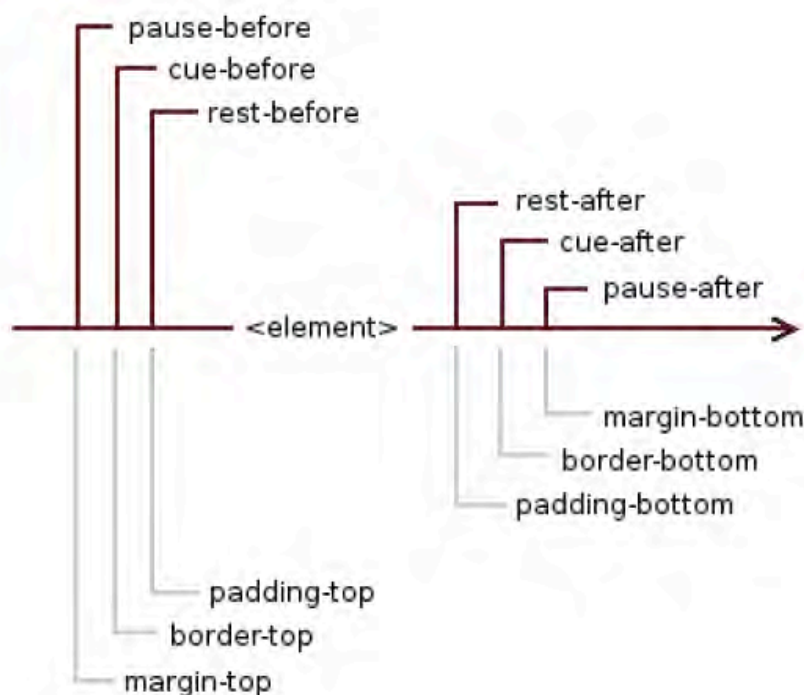


Fig.5
Related aural style properties

4. Conclusion

Because of sequential voice representation, it is necessary to reconsider the feature of sound while designing the Web, particularly conflict occurs with visual performance.

Previewing web page on different web browsers can confirm the CSS high support is available or not. Coding guideline is not relative to entirety and maintainability of Web, but beneficial work division. With the growing number of use about CMS, the template production would be discussion. So does the localized program in Traditional Chinese.

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The logo for the International Association for Frontiers of Research (iafor) is centered on the page. It features the lowercase letters "iafor" in a light blue, serif font. The text is surrounded by two large, overlapping, semi-transparent circular arcs. The upper arc is light blue and the lower arc is light red, both with a soft, feathered edge. The background of the page is white.

Globalization and Internationalization : Need to change established understanding.

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The Asian Conference on Media and Mass Communication 2012

Official Conference Proceedings 2012

A large, faint watermark of the iafor logo is centered on the page. It consists of the lowercase letters 'iafor' in a light blue, serif font, surrounded by two concentric, hand-drawn style arcs. The outer arc is light blue and the inner arc is light red. The watermark is semi-transparent and serves as a background for the text above it.

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Globalization and Internationalization are two very popular and prominent concept of today's world. These are not only theories but also the utter realities of the World. Today, Politics, Academia, Culture, Sciences, Social Sciences, Sports, Journalism and all other branches of human knowledge can't grow without having a certain sense about these two terms. These two terms have been defined severally by several types and several angles. Sometimes these definitions are idealistic and sometimes these are representative of darker sides of these concepts, but all the time these two concepts are the extensions or encroachment to the concept of 'Nation'. Therefore it is necessary to the mark out established understanding of 'Nation' before discussing the established understanding of these two. There are several definitions of nation in political science. This paper is intended to discuss only the established understanding of nation instead of compiling and analyzing the mountainous amount of definitions which are not only contradictory to each other, but also more classical, theoretical and advocatory to the presumptive apprehensions and conclusions. Writer of this paper humbly think that established understanding of 'Nation' is:

- Broadly identified with paper-map based borders and animosity oriented militaries.
- Generally claim or aspire supremacy/hegemony
- Related to feeling of discrimination on the name of Race, Religion, Culture, Color, Character, Language, Ethnicity, Civilization, History, Heritage, Philosophy, Territory, Military, Economic strength or Political power.
- Confined and closed mindset of so called identity and otherness.
- Generally having jealousy and threat perception towards the neighboring nations.

This established understanding of nation clearly shows that presently the concept of nation is not far away from the Colonial, Feudal, and Imperialistic, Authoritative, Aggressive, Hegemonies, Territorially confined nations. Although these nations are becoming constitutionally democratic but the power sharing process and people's participation in governance is low as qualitatively as well as quantitatively. People of these nations, who are proudly identify themselves as the citizens, are always looking at faces of leaders for solving their problems instead of taking initiative to make a participatory governance which is the beginning of actual democracy. The entire theme of present democracy makes itself more dramatic and demonstrative than real

and actual. Definitely the nomenclature of institutions has been changed, the format of functioning of governments apparently looks very different, structures seems to be attractive and effective but the spirit of governance is still dominating, dogmatic, dualistic and deceptive. Often the emotional and theoretical aspect of these nations overshadows the pragmatic issues of people's life. Today, the established understanding of nations is not only like an old wine in new glass, but it became more hypocritical because of beautiful words of democracy, transparency and

people's governance. The whole world is living under the threat of nuclear war, almost all countries are having disputes about borders, the prejudices and pre occupied notions are easily available in every country about so called 'foreigners', the hatred, violent reactions are always ready to be provoked in almost every country against so called 'other' countries, the national sentiment is not a positive, productive and constructive phenomenon but a negative, hate and jealousy based human ego which identify itself as a patriotism or nationalism. The established understanding about nation is not complementary to an ideal of cooperative, congenial and cohesive, comprehensive, coexisting world but it is divisive, destructive, defeasible, declinatory and dangerous. Consequently the entire human world is burning like furnace.

The established understanding of Internationalization is automatically well connected to the present understanding of nation. Thus it is simply based on politico-territorial nationalism. It is an idea, concept, theory and experiment to create togetherness among the nations who are already full of doubts and distrusts about each other. This is an exercise to create a habit of handshakes among clenched fists. The present or established understanding of Internationalization is more artificial and obligatory than natural. Therefore it is broadly formal; need based, interest and profit oriented, hedonistic, opportunistic exchange of behavior among conceited, obstinate politico- territorial nation-states. Often it is also dependent on personality and perception of the political leaders or rulers of these nation states rather than any perspective and policy. Precisely, established understanding of internationalization is an outcome of mutual, external needs and necessities than intense, inherent, internal sense of togetherness, interdependence and coexistence.

When we think about established understanding of Globalization, then firstly, we find that it is basically Economics or Economic politics² centric concept. Roughly, it is a process to enhance the possibilities and opportunities of trade and commerce for developed nations in developing countries. Largely it is a process to search and create market for manufacturers. Established understanding refers this phenomenon as hegemonies Economics or dominance of plutocratic tendencies in entire world. Although it is advertised and popularized as a concept of liberalization and free market or open market system, but actually it is a process of capitalistic domineering than opening the door of prosperity and wellbeing for so called underdeveloped, developing and backward countries. Secondly this Globalization refers the globe or world which is largely human centric or men oriented. Even when this Globalization discusses the problems of environment and ecology then also it is concerned mainly about human beings. Presently Globalization is a very beautiful phenomenon intellectually but it is confined and strategic process to capitalization actually.

Writer of this paper feels that this is the beginning of these two terms in the world, therefore the incompleteness in understandings of these concepts is obvious. These terms are not only necessary but also important for upcoming world. This paper is going to propose new understandings of these terms including the nation which is the basis of these two.

As this proposed understanding 'Nation'³ should be cultural unit or entity instead of politico-territorial entity. Thus 'Nations' are to be cultural nations and the culture:

-That represents and reflects inclusion than exclusion or separateness.

(Inclusion in intense sense of sensitivity and empathy with not only all human beings but all living and non living entities)

-Which is able to reveal and unveil integrated-ness, interdependence, interconnectedness and complementarities of 'Whole' (universe/world/creation).

-Which Nourish itself in diversity than 'uniformity' (dominance of one life style, language and society/country).

-Which encourages originality, creativity and uniqueness than 'imitation' (got attracted or tend to be a copy of so-called powerful societies/country)

-That is like a river which is destined to meet ocean, not imprudently claim herself as ocean.

This sense of culture is able to create new nations⁴ or new understanding of nation in which limitedness, Jealousy, hatred, rivalry, animosity will be irrelevant. Subsequently borders and militaries will be unnecessary. Nations would be an integral part of a World federation in which barrier free exchange, transportation, travelling, and communication will be naturally happened. The all living and non living entities would be recognized as honorable cosmopolitan. The violence will be considered as foolishness. The market, Economic competitions and trade rivalry would be less important because currency of World federation will be same and of equal value in all cultural units i.e. nations. The Creativity in all fields will be welcomed and facilitated. The Creators, Inventors, Scientists, Social entrepreneurs, Thinkers, spiritually enlightened persons will be source of inspiration for the Cosmopolitans, instead of political leaders, religious authorities, industrialists and film actors. This proposed nation will have politics as art of governance rather than power phenomenon, and this art will be as an intrinsic value of everybody therefore need of governance will be minimized, simultaneously role of governors will also minimized, consequently, the over importance and indispensability of politics or power-politics will be reduced. Then the plenty of energy and money would be invested for creativity and inventiveness of the entire world. The negativity of comparison, competitiveness and cut throat approach will be naturally decayed. The vein of angered reactions and revengefulness will be understood and realized. The natural and inherent sense of togetherness and coexistence will be reflected in cooperativeness, integrity, and mutuality.

As the proposed understanding of 'Internationalization' is:

-Natural juncture, an unavoidable, inevitable cross road for cultural nations.

-Platform for revelations, realizations to seek togetherness, cooperativeness and collectiveness.

-As the sky where all kinds of stars are not only surviving but shining, fully illuminated, despite different shapes and dimensions.

Internationalization is like a necessary meeting point, a tryst, a rendezvous, space for conciliations, an obvious sharing place for cultural nations. It is the process in which interdependence, identity and autonomy would be naturally merged in to larger interest of collectivity and concordances. Internationalization is a process to enhance the sense of interdependence and togetherness; it is not an exercise for doing less trustworthy, double edged, complicated and peculiar agreement and compromises, but a sincere and honest endeavor to create a common understanding, interconnectedness and mutual caring, basic belief, respect and trustworthiness among cultural units (nations) of a world federation.

As the proposed understanding 'Globalization' is:

-Process to enhance the sensitivity and empathy among entire universe or existence i.e. human beings, living and so called non living entities; subtle, invisible vibrations ,experiences and observations.

-Process to enhance the feeling of love and compassion among entire universe instead of otherness which ultimately lead to animosity.

-Process of intercultural communication and interaction, free from any tendency of uniformity and imitation.

-Process of cognition of all entities as the representative of 'complete' (Universe) in which nothing is unimportant and inferior, vice versa superior and most important.

-Process to cognize the uniqueness of each and every entity which is natural and the source of beauty and aesthetics.

-Process to create an environment where uniqueness of each and every entity must be accepted and respected.

This paper proposes that Globalization is a process to enhance the consciousness of global life, global concern, global interests, global thinking and global feeling. This is an internalization of reality of globosity then an intellectual jugglery or theoretical debate of global village or global umbrella. This is not a strategic move to create monopolization of economy and politics, but a genuine and sincere approach to create understanding of universality. Proposed understanding refers this the world or globe not as human centric or men dominated entity, but an unitary federal republic of living and so-called non-living all entities including invisible, abstract and subtle existence i.e. vibrations, experiences, observations. This understanding refers globosity as a self-cognition of cosmopolitanity, as a wise and fine replacement to unreasonable, childish stickiness of politico- territorial nationalism and as a natural expansion and right development of collective life. This globalization would be a proper process to nourish diversity, uniqueness and

individual freedom with a great sense of assimilation in to entirety. This is way to create an vast space to the natural process of every entity's development and progress. This is also the path of realization to dissolve the so called differences and shells of futile ego in to oneness i.e. the ultimate truth. This is a road to the journey of self enhancement and self searching as the undifferentiated, unbreakable and undividable and continuously well connected 'whole' or universe which is an ultimate truth. This globalization is a realization of capacity to embrace the entirety without any hesitation and doubt. This is a grasping of meaningfulness and the courage to leave the narrowness as futility and meaninglessness.

The abovesaid new understandings of two prominent and popular terms- Internationalization and Globalization aspire for:

- A new World in which the sense of 'otherness' will be futile.
- A new World which will be able to grasp the sense of rhythmic relationship with the whole 'creation'
- A new world which will be free from any need of border and military.

This exercise of thinking about the new understandings of these two terms is an effort to explore the new path for new international, global and cosmopolitan life which is obvious to come or happen. It is like to foresee the new model, an aspiring model of upcoming world or upcoming global society. The present model of the world is based on 'sense of exclusion' in every aspect, field or dimension or angle of life. The new understandings aspires a new model of World where this very basis will be replaced by the 'sense of inclusion' in every dimension or angle, field or aspect of the life.

This paper is not a limited to a Theoretical and Intellectual discussion, but is intended to make the proposal pragmatic and actual. Therefore addressing a simple obvious question "Who will change the established understandings" the paper is answering:

- The "Communication"(Media) i.e. not only responsible to inform, educate and entertain the people but is actually a great agent of change in understandings and mindsets.
- The Media which should not become propaganda or capitalistic weapon but an independent, autonomous, pressure free, sensible and sincere voice of a common man which may be named as community media or social media or can be given a new name "Creative Media."

Media is a power who is able to change the present understanding of these terms and also capable to create an environment for consideration of new understandings. The widespread Media of all over world is already pointing out the dangerousness and redundancy of present understandings of these terms, but it is very less than enough. The debate on the out- datedness and negativity of present understandings must be highlighted effectively and frequently, and then the scope and necessity of new understandings will be emerged automatically.

References:

1. *“The prevailing image of nationalism is the West is mainly negative. As a result of two world wars and Nazi horrors, it has lost much of its former appeal.”* Page, ‘Theories of nationalism’ Anthony D. Smith, Holmes & Meier publications, New York, Second Edition.
2. *“Since the debate over globalization stems largely from the act of defining the concept, it is important to see the progression of where the definitions have come from and how different connotations have emerged. This overview illustrates that many of the definitions refer to question of economics: of the 114 definitions presented here, 67 of them make some reference to the economic dimension either through market expansion or selling of goods and services. Many of these definitions do, however, include other dimensions: quite often they involve political and social aspects as well. However, this does indicate that notions of globalization, at least in our representation, tend to lean toward the economic roots of the concept.”* Page 6, ‘Definitions of globalization: A Comparative overview and a proposed Definition’. Dr. Nayef R.F. Al-Rodhan, Ambassador Gerard Stoudmann, Director, Geneva centre for security policy.
3. *“A theoretically sophisticated eventful perspective on nationness and nationalism is today urgently needed. To make sense of Soviet and Yugoslav collapse and their aftermaths, we need—among other things – to think theoretically about relatively sudden fluctuations in “nationness” of groups and relational settings. We need to think theoretically about the process of being “overcome by nationhood” to use the poignant phrase of the Croatian writer Slavenka Drakulic. Drakulic was characterizing her own situation. Like of her postwar generation, she was largely indifferent to nationality. Yet she came –against her will- to be defined by her nationality alone, imprisoned by an all-too-successfully refined category.”* Page 20, Nationalism Reframed, Rogers Brubaker, Cambridge University Press,(2007)
4. *“To understand the power of nationalism we do not need to invoke nations. Nor should we, at other extreme, dismiss nationhood altogether. We need, rather, to decouple categories of analysis from categories practice, retaining as analytically indispensable the notions of nation as practical category ,nationhood as institutionalized form, and nationness as event, but leaving the “nation” as enduring community to nationalists.”*Page22 ,Nationalism Reframed, Rogers Brubaker, Cambridge University Press,(2007)

Emerging Forms of Internet-Enabled Political Participation in Malaysia

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Abstracts

After Malaysia's 12th General Election in 2008, for the first time in the country's electoral history after 53 years of independence, a new player seemed to be emerging in the socio-political landscape. In the aftermath of the election, scholarly attention turned to identifying the causes of unexpected political polling results. The impact of the Internet, in particular Independent News Portals (INPs), began to be seen as partly responsible. Whether the Internet is 'an agent of political change' is a fundamental question of concern in Malaysia. Prior to 2008, INPs had been established as influences in political deliberation. They broadened the variety of topics reported, and this potentially increased more informed participation in political culture, and presented political alternatives. Similar trends are predicted to impact on the 2012/2013 General Election. This paper explores the influence of INPs. It examines the key concept of 'Internet election', with brief reference to two international examples. It offers a detailed contextualization of public debate about the issues and controversies of the 2008 election coverage and its aftermath through the perspectives of local media practitioners and election observers. The findings reveal insights about the distinctive impact of Malaysian INPs. Malaysian INPs have the potential to support new forms of participation, and impact on political culture.

KEYWORDS: Internet election, Independent Internet Portals (INP), General Election, political participation

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1.0 INTRODUCTION

The Internet's role in influencing the 2008 electoral results in Malaysia is now widely recognized. Scholars, activists and political analysts describe this election as a victory for the Internet (Kensaku, 2008; The Straits Times, 2008; Ooi, 2008; Stelle, 2009; Stodden, 2008). After 2008, the independent news portals (INPs) and blogs are now seen as having the potential to increase broader and more diverse participation in political culture.

The election was described as a 'political tsunami' for the Barisan Nasional (BN) (Asli, 2009; Star 2008) which turned in its worst performance in electoral history. The idea of a 'tsunami' is of an unstoppable force which overwhelms and destroys. This is an appropriate phrase for what happened in 2008. The ruling regime lost its two-thirds majority in Parliament House along with five of eleven states. Now the country is confronting a 2013 General Election, the date of which is unknown at the time of writing.

The BN government - a multi-party coalition since independence in 1957 – rules within a democracy with political arrangements derived from its colonial history, the prioritized interests of its majority Malay population, an adapted Westminster parliamentary system, and Islamic judicial traditions. As one of the essential components of a democracy, general elections are held every five years (Pandian 2010). For the first time in the nation's electoral history, the Internet impacted on election results, and came to be seen as a new agent in the country's political landscape. It had given a new voice to minority interests and groups. The role of Independent News Portals (INPs) was recognized due to the significant differences in the coverage they offered of national political issues. The formula proved popular. Conversely, mainstream and government-owned media were seen as less successful in a promoting pro-BN agenda (Times, 2008). After the 2008 vote, similar contrasts in reporting styles have continued in the East Malaysia Election in Sarawak state, conducted on 16 April 2011.

Whether the Internet is bringing fundamental political change to Malaysia is a question of concern in the country, and one which the BN government seeks to resolve before the next election. This paper explores the Internet's political potential in strengthening democracy and increasing political participation in Malaysia. It aims to define the specific features of the term 'Internet election', as it refers to the Malaysian experience. The study includes a small case study of the perspectives of those media practitioners – both INP and mainstream journalists – who participated in the 2008 election coverage.

2.0 The Democratizing Potential of the Internet

Since the mid-1990s, scholarly observers have predicted that the Internet would play a unique role as a democratisation and political transformation tool (Grossman 1995; Perrit 1998; Barber 1998; Abbott 2001), particularly in relation to regimes that control oppositional or divergent voices by the imposition of direct restriction on free speech. Elsewhere, in countries where free speech is fiercely guarded, the Internet has provided multiple opportunities to give more access and influence in the public sphere to citizens, civil society movements, and opposition political parties.

As early commentator argued (Perrit 1998) the Internet not only performed as a communication channel, but also as a medium for political changes and regime transformation. Dutton et al (2001) argue that widespread diffusion of the Internet and highly publicised Internet events, such as the 1999 Web-orchestrated protests at the World Trade Organization (WTO) in Seattle and Howard Dean's unsuccessful Web-centred campaign for the Democratic Party's United States primary elections in 2003, meant that Internet technologies transformed into an instrument that could be used to stimulate increased political participation. The notion of an 'Arab Spring', a series of protests and demonstrations across the Middle East and North African countries, shows that the Internet, particularly its social media platforms, was recognized as capable of raising awareness about the state of repression, corruption and censorship in diverse regimes (Miller-mccune.com, 2011). Other more confrontational phenomena which are enabled by Internet platforms include mobilised civil resistances, such as strikes, demonstrations, marches and rallies. Mobilised conflict elsewhere arose with citizens' demands and lack of government reforms on human rights issues, corruption, declining economic, poverty, and youth unemployment. An increasing number of Internet-savvy youth in these countries is credited with being responsible for forcing change through the so-called 'youth quake', which sees autocrats and monarchies as 'anachronisms' (Reverchon, 2011).

The Internet's power is thus tacitly acknowledged in the play of practical politics globally. It is seen as a democratizing agent through the provision of alternative sources of information to individuals and groups. This has, in turn, the potential to support the formation of 'network individuals' (Wellman, 2001) among those with an interest in sharing and exchanging ideas. An initial network has the potential to scale to networks of networks. It includes the ability to form the modern condition referred to by Castells' as 'network society.' The Internet's potential to enable networks (Hamel, 2007) means that as more citizens engage online, the more in-depth their Internet experience can be. The Internet is also an 'experience technology' (Dutton, 2009). It encourages a sense of relevance, power and immediacy in users. As a political tool, its full potential is still developing, although Dutton argues that the Internet, as a 'fifth estate', simultaneously challenges other established institutional authorities and supports liberal democratic societies. Internet-supported patterns of communication tend to underpin the expectation of greater social accountability in politics affairs. The Internet provides access to alternative views when key issues are not focused or down played by mainstream media. The Internet also brings 'amateurs' to the fore (Keen, 2007).

Internet uses for political discourse and expression vary between countries depending in a large measure on the limits set by state controls. Existing surveys show that the Internet has enhanced political discourse in the UK and US (Hansard Society's Audit of Political Engagement, 2010; Pew Internet & American Life Project, 2008), such as increasing online political participation and other new trends in political culture. For instance, the Internet is used for mobilising supporters, gathering volunteers and as a tool of political marketing strategies during campaigning periods.

Significant changes among citizens and political candidates using the Internet for political campaigning have led some to name the sum of these experiences, 'Internet elections'. Reinforcement of the concept of 'Internet elections' is found in multiple sources such as Pew Internet & American Life Project (2004 & 2008) and Hansard Society's Audit of Political

Engagement (2010). The Internet can displace traditional forms of campaigning style, communication, fund-raising and other electoral activities in interactive ways as is demonstrated in the US and UK examples below. Before that discussion proceeds, it is important to describe the media landscape underpinning the conditions for the Internet, and thus INP influence, in Malaysia.

3.0 Malaysia's Media Landscape

Prior to the development of online news media, mainstream media consisted of print and broadcast media owned or influenced by the BN government, and government-linked individuals. For many years the credibility of Malaysia's mainstream media has been questioned due its perceived failure to cover news critical of the BN government, issues pertaining to nepotism, cronyism and corruption, and the political elite's business interests (Kluver, Ho & Yang 2003). In a country where mainstream media consistently reports 'good news about government leaders and cooperation between races while promoting a single national identity' - to summarize scholarly comment - (Lent 1979; Sani, Mohd Aizuddin Mohd 2005); and is considered as a tool for national unity (Khattab, 2008), INPs like *Malaysiakini* became the main alternative voices for criticizing government failures or weaknesses.

Part of the reason for the popular turn to INPs can be illustrated by the following anecdote which highlights key operating differences between the INPs journalists, and those of the mainstream media: when key states fell to the Opposition and the BN's majority collapsed in 2008, the mainstream media representatives listened in person during the full election results announcement. Their online colleagues in *Malaysiakini* were already reporting to their subscribers in the electorate. Live news updates were posted by university students, as trained volunteers and citizen journalists trained and encouraged by the portal. Consequently, world news sources such as *Channel News Asia*, *Al-Jazeera* and the *BBC* reported the 2008 electoral results according to early *Malaysiakini* reports. Thus, *Malaysiakini* seemed to play a dominant early role as an authoritative news provider and authentic interpreter of election results, while mainstream news personnel were hampered by traditional time-bound news reporting schedules, and the old-established ways of operating alongside, rather than independent of, government.

It is significant that during the 2008 poll campaign, *Malaysiakini* had the highest numbers of paid online subscribers. Its daily page hits nearly tripled in July 2008, compared to mainstream media news websites such as *thestar.com*. It became the most visited INP in Malaysia (Alexa.com 2008). *Malaysiakini* had already received attention and international recognition for its independent reporting (Wong 2001; Zahoram Nain 2002); and had been acclaimed for it (Plate 2001). There is no space in this paper to canvass all the historical reasons for the accepted development-focused relationship between the BN and mainstream journalism, however, mainstream media by contrast appeared to be losing its credibility because of its perceived pro-government stance (Chin 2003).

Another factor involved in the influence of INPs was the urban to rural distribution of Internet penetration rates. Malaysia Communication Multimedia Commission (MCMC) figures reveal that Internet penetration in the country's urban areas was relatively high at 85.30% in 2008. It was only 14.7% in rural areas. High urban Internet penetration in 2008 may be a significant factor in explaining the access to, and subsequent growth of INP

readerships, and the appeal of INP coverage of political issues not reported elsewhere, and most likely to connect with the interests of city-dwellers. Big cities, such as Shah Alam in the Selangor state, had the highest subscribers for *Malaysiakini* (Alexa 2008).

However, the key factor in the distribution of alternative news in rural areas is that the Internet Law Section (3) 'No censorship of the Internet' in the MSC Bill of Guarantee and Communication and Multimedia Act of 1998 established the commitment to liberal governance of the Internet. This allowed opinion leaders critical of government, and the Opposition, to play an important role in circulating *Malaysiakini*'s information to rural areas by circulating political pamphlets, and reproducing *Malaysiakini.tv*'s video on important events. Notable examples came in the form of the video compact discs such as *A Cry for Royal Help* and *Hard Questions, No Answers*, which were widely distributed to the areas where the Internet access was poor or non-existent.

Malaysiakini already had the reputation for promoting 'greater transparency and public accountability in Malaysia via new communication technology' (Tong 2004); it has since become an agent of democratic change in its upholding of a more independent journalism ideology than the country's dominant 'development journalism' approach. Researchers have recognized the online newspaper as an exemplar of its form (Chin 2003), and as a blueprint for encouraging democratic civic discourse (Steele, 2009). *Malaysiakini* is also known for investigative reporting or 'contentious journalism' (Cherian, 2006).

Post 2008, *Malaysiakini* not only remains as the main alternative news medium, but it continues to grow its networking potential with civil society movements, non-governmental organizations (NGOs), university students, middle class people and Opposition group's leaders. The latest subscription statistics reveal nearly 5000 visitors daily (Alexa, 2012). The INPs' varied opinion and editorial content has been designed to encourage engagement in online political participation, such as Video Testimonies by *Citizen Journalist (CJ.MY)* and *Malaysiakini.TV*, 'Letters', 'Column' and 'YourSay/Vox Populi'. The features allow people to post information and exchange the ideas and they improve website stickiness and anchor unique return visits.

4.0 The question of 'Internet elections'

Scholars have distinguished an 'Internet election' as the ways or strategies in which political candidates and parties are utilising the Internet for the purposes of electoral outcomes. This definition includes online campaigning, types of applications on the web by the candidates, political parties and voters', as well as other ways that the Internet drives electoral results or has an impact on the media's political agenda. Parsons (2010, p.1) considers that an Internet election means how many people are influenced by the Internet, with following benchmarks:

1. How many voters have been contacted electronically via email or social media?
2. What are the number of voters' contacts logged electronically by party staff and volunteers?
3. How much traffic is there to party websites and how much participation in online events such as Q & As?
4. How much funding has been raised online in an Internet election?
5. How many voters subsequently report casting their ballot on the basis of information received or discovered via the Internet?

6. What are proportions of votes cast electronically?
7. What proportion of party budgets is spent on online campaigning and infrastructure? (eDemocracy, 2010)

These criteria seem to indicate the customary practices in western democracies with organised political parties and good to excellent connectivity.

Sen (2009) argues that the Internet election is a 'hyper partisan' activity that occurs among the Internet community during a campaigning period. Sen notes the importance of blogs and online news, but also observes that people who are actively engaged online during the period, have the potential to speed up political discourse, and create faster news cycles, and diversity in political opinion. Williams and Tedesco (2006) define the Internet election based on perspectives of the United States (US) Presidential elections. William and Tedesco argue the notion of 'Internet election' can be tracked through the growth of online news consumption and other Internet uses by political parties, candidates and public during the campaigning period. An Internet election can be defined by its revolutionary features as well; and by the capacity for committed users to interact and mobilise in chat rooms, through email, forums, meet-ups and blogs during a campaign. Two examples, the United Kingdom in 2010 and the US in 2008 are next provided to illustrate particular definitions of Internet elections, before the significant features of the Malaysian contextual are compared in the third example.

4.1 United Kingdom (2010)

The UK experienced an 'Internet election' on 6 May 2010 (White, 2010; Dale, 2010; Tall, 2010). It was so named because of the increased use of social networking websites in the campaigning period, as well as the use of Twitter and Facebook by political parties. The party websites proved capable of generating increased political participation. For instance, Nick Clegg's Facebook reached nearly 70,000 fans before the television debates, and other independent Facebook groups formed with great success (Tall, 2010). The Liberal Democrats' membership increased to 160,000 members within a few weeks. A few new campaign techniques were undertaken on Facebook: for instance, a link to political parties' websites and collaboration with the Electoral Commission for voter registration. Twitter became popular in running supporters' comments (Jones, 2010) and younger voters (those between 18 and 24 years of age) used Twitter to engage in the campaigning forums (YouGov, 2010). In another notable example, more than 42,000 people followed Nick Clegg's twitter feed. These examples indicate that were UK political parties' were quick to adopt the communicative potential of the web, particularly in their political marketing strategies.

4.2 United States (2008)

The 2008 United States (US) Presidential election was the first example of modern political campaigning techniques using social media, and developing innovative ways to reach new targets in the voting population. Barack Obama used a low cost and efficient method of campaigning techniques with his website, *my.BarackObama.com* (Lyons, 2008) to mobilise voters, increase Democrat participation and engagement, raise campaign funds and recruit campaign volunteers. His campaign was heavily reliant on social media strategies, to connect and persuade younger voters and generate democratic participation. This election became known as a 'social media election' (Hesseldahl et al, 2008), as techniques ranged from Facebook to YouTube, Twitter, Flickr and provided opportunities to voters to share their

experiences with photos and video. The grassroots approach and social media engagement helped voters get a wider range of information about candidates and political parties' position on certain issues. Voters monitored online videos and followed social media movements, which broadcast their own thoughts on political candidates and electoral processes. Pew Internet & American Life Project (2008) indicated that 46% out of 309,842,000 of US population used the Internet for getting information about campaigns, used email to discuss campaign related matters, and social networking for getting political news and sharing their views. Thus, the Internet was utilised in various ways to mobilise support from voters and to increase Americans' participation in democracy in the online context.

Both the US and UK examples show that a key part of defining both election campaigns as an Internet election was the opportunism shown by political parties in the active use of new forms of direct political communication with the electorate rather than going through mass media.

4.3 Malaysia (2008)

The argument that this paper advances is that the key to understanding the Malaysian 'Internet election' difference is that it was civil society leadership in the form of unrestricted and critical INPS that defined an 'Internet election' in 2008. Scholarly analyses and media reports of the 2008 election show that in the unprecedented swing to the Opposition, one of the most powerful factors was the provision of alternative Internet spaces for political communication. The Internet provided Malaysians with a new diversity of political coverage and robust critiques of government. A powerful factor underpinning the enthusiasm for alternative perspectives was the distrust of government and government owned mainstream media. Influential events such as the *Hindu Rights Action Force (Hindraf)* rally which demanded Indian ethnic rights, and the *Coalition for Free and Fair Elections (Bersih 1.0)* rally which demanded electoral reforms, were not reported accurately, or were downplayed, or ignored by mainstream media. Further, mishandling of the rallies with the deployment of tear gas and water cannon against demonstrators, aggravated electorate discontents and prepared the ground for further popular resistance. Broadcast and print media is only allowed to cover events critical to government in ways restricted by legislation, and the inadequate coverage generated strong reactions among Malaysian protestors, especially those who were already disappointed with the government.

Discontent led to what has been called '*kebangkitan rakyat*' (*the rise of people*) against the government. Although political reasons - such as lack of transparency, allegations of corruption, a heavy hand in crushing oppositional movements, and perceived media bias in mainstream reporting of the resurgence of forces for change - are used to explain the anti-BN swing, government's own missteps were compounded by the increasing popularity of INPS as an alternative and grass-roots news medium. As online news is not subject to the same regulation experienced by mainstream media, and can operate more speedily than time-bound print or broadcast media, it came to be regarded as a more trustworthy, accurate and current news source. It benefits directly from the regulatory environment described in the next section.

MSC Malaysia aims to boost the country as a high-tech cyber-hub and Independent Internet Portals (INPs) were the beneficiaries of its light-touch regulation of the Internet since 1997.

Internet news did not require the annual permit applications and were not so deferential to the party in power. The growth of the INPs is thus due in large measure to the government's promise not to regulate the Internet. The former Prime Minister Abdullah Badawi commented on the political upset in the 2008 general election, attributing it to the Internet factor: 'We certainly lost the Internet war, the cyber-war. It was a serious misjudgement. We made the biggest mistake in thinking that it was not important' (Agence France-Presse, 24 March 2008).

The government has largely held to its promise about direct censorship of the Internet but the political problem it faces remains. INPs claim that media regulators have blocked several web sites during important events. Government's closing down of controversial web portals is viewed as an attempt to curtail further online criticism. The INPs and blogs have provided a sharp counterpoint to the state-influenced media and many fears that closures could be expanded to other websites. Any shutdown would be seen as a serious breach of the original contract.

5.0 The Case Study

In-depth interviews were conducted in 2011 with ten of Malaysia's media practitioners and journalists, that is, those who are leading figures in the country's media industry and who participated in the 2008 General Election reporting process in Kuala Lumpur, Malaysia. Respondents from the INP and mainstream media discuss the practicalities and experiences encountered during the 2008 election campaign issues. The respondents are categorised according to numeric identifiers numbers to ensure anonymity. INP respondents are referred to as R1 to R5, and mainstream media's journalists are categorized as R6 to R10. The research aim is to better understand the 2008 election period and its aftermath through the opinions, perspectives and practical experiences of media practitioners and journalists from both INPs, and mainstream media.

5.1 Background: Internet mobilization by some groups vs. credibility of mainstream media

The surge in the popularity of Internet news in the Malaysia political landscape has been credited to widespread dissatisfaction and distrust of mainstream media coverage of political issues and events. How far were the mainstream media approaches to blame for the election result? Mainstream media was seen as less successful in reporting accurately the issues related to ethnic privileges and government weaknesses (AsiaSentinel.com, 2008; Asia Times, 2008). Most of the mainstream media's headlines quoted the 2008 general election results as '(BN) government had won a simple majority in the 12th Malaysia's general election' and had quoted the former PM statements to a journalist, 'Why ask more questions? We have lost, we have lost.' This statement was posted in red as a headline, which explains the perception of real political loss of authority for the BN, despite the overall results. With the concept of convergence, and the policy forbidding Internet censorship in Malaysia, citizens were able to watch all the street demonstrations, as well as some BN treatment base of cases of emotional significance to some groups of people in the country. For example, the public witnessed how authorities mishandled demonstrators in the biggest rallies. Hundreds of images flooded in to *Malaysiakini* and blogs, showing demonstrators with reddened eyes from the chemicals,

coughing, screaming, and running for safety. However, mainstream media reports tended to highlight how the demonstration damaged the public infrastructure in the city of Kuala Lumpur, and distract daily business routines among traders. Both facts may have been easily substantiated, but the news agenda-setting and the divergent priorities seemed mutually exclusive, or biased, depending on political perspectives.

Dissatisfaction among the minority groups started to rise from 2007, after the government failed to handle a few significant cases related to religious matters. The country's population had reached 28,334,135, (Department of Statistics Malaysia, 2010) with ethnic group composition of Bumiputera/Malays/Indigenous (67.4%), followed by Chinese (24.6%), Indians (7.3%) and others (0.7%). Ethnicity and religious beliefs are highly correlated in Malaysia (Population and Housing Census, 2010). Race is a significant and divisive force in politics: political parties are ethnically based, and this also divides the population socio-politically. Since Malaysia is a multi-ethnic and multilingual society, tolerance and unity keep the country in a tenuous equilibrium. Ethnic minorities are treated differently and sensitive controversies attract Internet attention.

5.2 Opposition on the net

The Internet was skilfully utilised by opposition parties for their advantage (Lepawksy and Smeltzer, 2009), since the government held to its open Internet promise. The presence of few bloggers as Opposition Members of Parliament proved the Internet could be successfully utilised to gain political advantage. Blogger, Jeff Ooi (a political blogger and candidate from opposition party, Democratic Action, DAP) won his parliamentary seat in the 2008 election along with other members of parliament, who are prominent bloggers.

Political agendas selected by activists and opposition parties on the Internet and their further efforts to release them in the form of CDs to circulate to remote areas helped increase voter participation. Some of the political campaign events were instantly reported on the INPs and political blogs. For instance, *Malaysia Today.com* was blocked at 3.30pm on 10th November 2007 by the government for its instant reporting on BERSIH rally, which demanded clean and fair elections. Malaysia Today describes the rally in a detailed narration titled 'Walkers are gathering in hundreds near Jalan Melayu - Malaya Road Gate' (Malaysia Today, 2008) while Malaysiakini.com reports were available later that day.

Civil society movements have been subject to tighter controls after the opposition gains in the 2008 vote. At present, the Internet is seen as a medium for free speech and a challenge or threat to the BN. On the other hand, the INP readerships outstripped mainstream media readerships (Voice of America, 2008). Kaufman (2008) states that blogs, text messages and streamed videos became the most influential information for Malaysians while 70% of voters were influenced by blogs (Hasbullah, 2008). Ultimately, it can be argued, the ruling regime underestimated the Internet's potential and if it had been more technology savvy, the outcome of the election could have been different. For instance, the BN's effort to set up its website, <http://bn2008.org.my> only occurred two weeks prior to the election.

2008 was the first election where the Malaysians witnessed political campaigning via websites. The Opposition's leader's personal websites such as *Lim Kit Siang.com* from the Democratic Action Party-DAP and *Anwar Ibrahim.com* from the Pakatan Rakyat Party-PKR are closely connected with the voters. In contrast, the BN government was seen as having

used a ‘sledgehammer’ approach (Moten 2009) where traditional methods with billboards and posters were focused on BN’s achievements, with the slogan ‘*Security, Peace and Prosperity*’. Moten states the BN bought 1,100 full pages of colour ads in print mainstream media in order to attract voters, a traditional approach. Overall, Malaysia’s political parties and candidates were using traditional and a few contemporary campaigning methods in the 2008 election, with posters, political rallies, small group discussions (*ceramah*) and door-to-door efforts. The more remote areas were not ignored, as internet campaigning and text messages via mobile were used. Thus, the Internet becomes the most persuasive communication tool among urban-dwellers, younger voters, and internet-literate voters (Muhamad, 2009), with 93% of Internet subscribers concentrated at urban areas by 2005 (Zaitun Abu Bakar & Crump, 2005).

Blogs performed as ‘information hubs’ as all news and commentaries were discussed instantly. INP, such as *Malaysiakini*, played a significant role with what were seen as professional journalism norms (Steele, 2009) and a capacity for independent reporting, which revealed an alternative perspective on political events. Video sharing website-YouTube diverse content, from video-clips of candidates’ talks (*ceramah*) to the exposure of political scandals were posted.

6.0 Interview Data

6.1 Confirming the ‘Internet Election’

Most respondents from both INP and mainstream media agreed that the 2008 General Election was an Internet Election. The INP key players were involved in the important role disseminating relevant and influential political information and views online. For instance, Respondent R1 confirms that the, ‘Internet is the main factor. People get to know all the information through the Internet. They knew the information openly without any purpose of hiding. It has the potential to transform people’s mind and heart before the election’. Another INP respondent agrees that INPs can lead changes to the country, stating, ‘We need a strong and united opposition, a vibrant independent media, and in 2008; this quality was present to a certain measure with the presence of *Malaysiakini* and bloggers. The third ingredient is to have vibrancy in society.’ Another INP journalist believed that the news on the Internet is able to drive public perceptions more easily than the mainstream media.

The five mainstream media respondents also recognized that the Internet had a distinctive potential for circulating information. One stated that people expressed and exchanged their views and ideas through the Internet. ‘People get more access to the opinions on the Internet, whether it is good or bad’. There is view that print and broadcast media had lost its credibility, because they do not report certain events in detail. As another respondent argued, ‘INPs exposed opposition’s talk (*ceramahs*) and activities. They highlighted how many people turned up to the talks, what issues were discussed and the public sees that, because they do not have alternative sources (in mainstream media). Like even myself, after I leave my office, I will check *Malaysiakini*. If the RTM and TV3 are doing their job, why does the public wants to go to the Internet?’

There is also a perception among the mainstream media group that the INP is an Opposition media and thus its reporting is anti-government. ‘Before the 2008 election, people think

whatever was said by the Opposition was right, and further the Internet has focused on the Opposition's issues and also Hindraf issues. Thus, people think the Opposition is right and the government is wrong.' (R8) This comment identifies the popular view that oppositional commentary is somehow seen as more authoritative. However the question of why certain events are not fully reported or coverage rebutted is not discussed.

6.2 Question of Mainstream Media Credibility

There were mixed reactions among the respondents when questioned further on whether the country's mainstream media had really lost its credibility. Mainstream media's lack of coverage on certain issues that had been prioritised by the INP was an issue worth further exploration. For instance, R2 stated that 'Issues like government spending, and opposition's statements on their ruling states were not reported properly, civil society issues, ethnicity issues which don't come out on mainstream media, right?' While other INP respondents stated that the mainstream media had no openness to truth-telling. In contrast, even though some mainstream media journalists admit that mainstream media had lost credibility, some of them disagree. R6 pointed obliquely to the view that the question of credibility may be a matter of political values 'Mainstream media or any other media may have lost its credibility among those who (don't want to) believe it. There are still lots of people who believe it'. (R6).

6.3 INP Efficiency

Another factor linked to perceptions of mainstream media's credibility is the efficiency of the INP. R4 insisted that the INP was the first to be contacted for any issues related to minority groups. 'When the church was torn down, we were the few people who went there to report about it. When temples demolitions occurred, we were first to provide them coverage'.

The efficiency of the INP is also clearly seen when they are offering coverage to the Opposition since mainstream media is providing insufficient coverage. For the INP respondents, by its provision of coverage to the Opposition, the INPs bring more balance to the media landscape. Yet, the government officials and the mainstream media consider the INPs as an Opposition medium. Here is some example of INP's respondents view. 'It is important when it comes to Anwar's issues, as no medium to highlight him.' (R5). Another respondent, 'I disagree that we are an opposition website because at the end of the day, it doesn't stop us from criticizing PAS about their certain policies regarding women, it does not stop us from criticizing PKR about what is happening on direct collection'.(R3).

7.0 General discussion

From the interviews, it can be concluded that the Internet Election has impacted on the government- owned media landscape. After the 2008 General Election, more INPs have been established with various outlets & agenda like *MalaysiaInsider* and *Free Malaysia*. The growth of INPs and the amount of news circulated by them, does affect the print media sales.

The mainstream media news editors and journalists now try to understand the 'political circuits' of INPs in getting their news sources, and are ready confront it in their reportage by offering better explanations to the public. In addition, the mainstream media also now adopts

some changes in the news gathering process, where the journalists from the mainstream media are encouraged to observe and refer to the INP's news, before leaving for their news assignments. As for the government, efforts have been taken to review the existing media laws that constrain mainstream media reporting. The latest effort was the *Printing Presses and Publication Act (PPPA) 1984* that curbs mainstream's practice with annual printing permits and gives the Minister of Home Affairs power to suspend and revoke the newspaper. However, this was loosened recently with an amendment to the Act the Printing Presses in 2012.

8.0 Conclusion:

Will the popularity of INPs in national political discourse help to re-position the opposition coalition and shift Malaysia to a more balanced democratic system? At present, the different types of media in the country set the agenda for their respective readers. Yet, it can be claimed that the INP is a developing a democratic space in Malaysia – its subscription and free readership in social networking will increase and may mobilize people's participation. One of the reasons is the INP's 'ideology of journalism' that challenges the ruling government with critical oversight and which has the ability to develop a more diverse public sphere. Thus, INPs can be recognized as a 'pocket resistance' model against authoritarianism and may be set to play an important role in sustaining the reform movements in Malaysia.

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KEYWORDS

Internet election, Independent Internet Portals (INP), General Election, political participation

Computational Journalism

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Abstracts

Investigative reporting of a past generation conjures images of “*Deep Throat*”, and the power of the press to hold public figures accountable. Many of the great investigative reporters of the next generation are more likely to be computer scientists, statisticians, and visual display artists. Welcome to the brave new world of “Computational Journalism”.

Technology has brought creative destruction to the news business, first turning readers into viewers, lately turning consumers into producers, now turning news reports into mere commodities, slowly but inexorably turning the traditional advertising-based business model on its head ... and least in much of the western world, and especially in the USA.

Revenue losses beget budget cuts, which beget cutbacks in investigative reporting, which potentially beget revenue losses, and so on. Partially offsetting this negative trend, and with some irony, technology offers an alternative (or complementary) path to investigative reporting: data mining through information extraction, integration and visualization.

As some newspapers, out of necessity, develop and grow their ability to comb through millions of terabytes of data to discover patterns, discern relations, and produce news, others, in other parts of the world, seem impervious today to what may portend of their tomorrow.

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A Tale of Three Cities

A generation ago the Pulitzer Prize was awarded to journalists at American newspapers for remarkably different approaches to investigative reporting – one approach clearly on the wane today in many places, while the other inexorably, although belatedly, on the rise.

Washington DC, 1971

Making his nightly rounds, security guard Frank Wills noticed tape that kept an office door from locking. He called the police, who arrived and arrested the bungling burglars, setting in motion perhaps the most celebrated episode in the 20th century of investigative reporting by newspaper journalists – climaxing with a President of the United States forced to resign office in abject humiliation. Much of the next generation aspired to become journalists.

Detroit MI, 1967

Detroit is known as the “Motor City”, the center of the U.S. automotive industry. For decades leading up to the summer of 1967, beginning with Henry Ford and his assembly line more than half a century earlier, Detroit was an employment magnate offering comparatively high wages and favorable working conditions to less-skilled workers. As a result the industry both provided jobs for much of the local population and attracted prospective workers from afar – especially young blacks from the southern states. By 1967 Detroit was viewed as a model city for successful racial integration, with blacks there having the highest percentage of home ownership in the nation while living and working in relative harmony with whites. There seemed little warning of tensions about to explode.

In July of 1967 rioting erupted one night, with young black men incomprehensively setting fire to their very own neighborhoods. The blazes, looting, violence and mayhem continued for days. The National Guard occupied the city; military tanks rolled into previously peaceful residential neighborhoods. What in the world had happened?

No specific event seemed to trigger the rioting. Most whites believed the rioters were those disgruntled black youths who lacked education or jobs, and who resented a system that discriminated in favor of those with more formal education and solid work habits. Other whites believed the roots were more sociological, the result of uprooting from familiar surroundings in southern communities with family histories dating back generations. Surely the rioting must be the result of one or both of these conjectures.

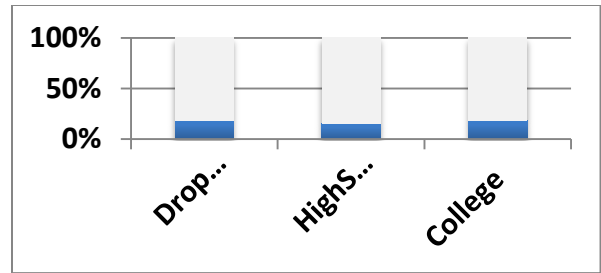
The Detroit Free Press, a local morning newspaper of the day (since absorbed through a merger with *The Detroit News*), decided to address the question by collecting data. Led by Philip Meyer, a research team was assembled and a systematic survey methodology implemented in a matter of days. The resulting investigative piece debunked two myths:

Hypothesis A: Rioters were less educated than comparable citizens who did not riot

Evidence: Random sample of 437 young black men who were residents at the time

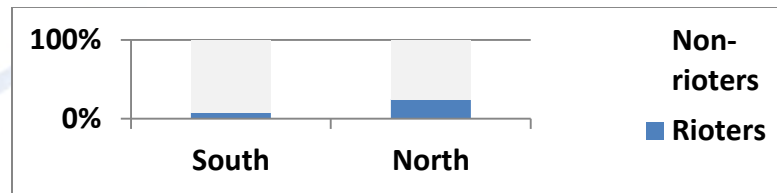
Results: Reject Hypothesis A.

Education:	Dropouts	HighSchool	College
Rioters	18%	15%	18%
Non-rioters	82%	85%	82%
Total	100%	100%	100%



Hypothesis B: Rioters were disproportionately drawn from transplants from the South
Evidence: Random sample of 437 young black men who were residents at the time
Results: Reject Hypothesis B.

Childhood:	South	North
Rioters	8%	25%
Non-rioters	92%	75%
Total	100%	100%



Based on this data-driven investigative reporting, a commission followed to explore root causes more carefully, and concluded by placing primary blame on built-up resentment among black male youths toward pervasive, systemic racial bigotry by white Detroit policemen.

Metropolis, 2012

After 70 years of dedicated service and heroic actions while employed as a newsman at The Daily Planet, Clark Kent resigned his post on October 22nd. While careful to not acknowledge disappointment at being overlooked for a Pulitzer Prize, Kent did express his displeasure with the current state of the newspaper industry. Media reaction was swift:

“I find it odd that Superman is quitting a day job on the delightful sinking ship of print media. He is, after all, exactly what the job demands. His boss probably showed up on his first day and said, “Hey! I see that you are a writer, yes? Do you also do video? Do you code? Can you build an engaging photo gallery six minutes ago? How about an interactive graphic? Would you mind terribly leaping several buildings at a single bound and flying through the air getting mistaken for a plane or a bird?”

You have to be Superman to survive it.”

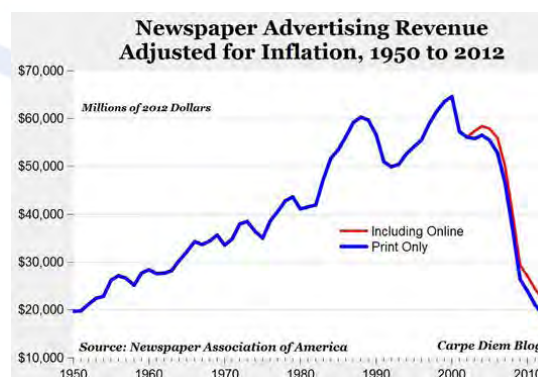
What might this tale of three cities suggest? Of the two Pulitzers awarded, the Watergate story clearly was more compelling, glamorized by controversial figures like Richard Nixon and “Deep Throat”, memorialized by famous actors like Robert Redford and Dustin Hoffman. Investigative reporting became all the rage, and journalism schools were flooded with applicants. Data-driven reporting and accompanying computer-based analysis receded from industry consciousness; a quarter-century later the unusually wordy title of an academic article nicely captured the sentiment: *“The Unconscious Fraud of Journalism Education: Computer Database Skills are Essential for Serious Journalism,*

[so] *Why are J-Schools Failing Us?*” Only in the past few years, forced by layoffs in newsrooms and consolidation throughout the industry, have newsrooms turned to discovery through technology-derived searches, information retrieval and data analysis. If a bungled burglary at a local office caught the attention of an editor today, she might walk through the newsroom passing unoccupied desks where once sat Carl Bernstein or Bob Woodward, or perhaps Clark Kent, to an open terminal connected to the internet with access to the cloud – and potentially creative avenues to researching the story, limited only by her imagination, diligence, ... and skills at traversing the web and mining data sources.

Disruptive Innovations

Capitalism often thrives on creative destruction, and industries invariably are susceptible to disruptive innovations. Major airline carriers competed on catering to the every whim of long-distance, first-class business travelers, at high profit margins, while largely oblivious to, or uninterested in competing for, the more basic travel needs of the masses. Along came Southwest Airlines, offering frills-free but equally safe travel at a fraction the cost. The majors overshot this segment of the market; SWA substituted peanuts for hot meals, humorous announcements for labor-intensive service, free-for-all seating for higher profit margins. Today SWA carries more domestic passengers than any other U.S. airline. Stories like this play out in most industries, although the nature and timing of the innovation varies. However, rarely has one industry been disrupted by so many innovations, in so brief a period of time, as the newspaper industry. On September 15th, 1982, Americans arriving at their downtown offices were stunned by the site of corner newsstands with a new entry, *in color*. *USA Today* disrupted the tradition of serving local markets by introducing a single national daily, with but one page devoted to local news in each of the 50 states. This latter innovation appealed to the many urban transplants. As is common with disruptive innovations, the initial quality was perceived as inferior to mainstay papers, but the product improved over time and consumer views adjusted in response to the new entry. U.S. local markets never again were localized news fiefdoms.

By 1995 the notion of surfing the web had caught on; eBay and Amazon were founded that year. That same year unpretentious Craig Newmark set up a web service for friends and neighbors in San Francisco to track activities and advertise second-hand items for sale. The next year *Craigslist* became a formal service for free classified advertising. Today it operates in more than 70 countries. Without claiming causation, consider the newspaper advertising trend-line below; *Craigslist* expanded into other cities in 2000.



In the twenty years since Sir Tim Berners-Lee gifted us with the worldwide web, many other disruptive innovations similarly and dramatically altered the newspaper world – the web led to free-access on-line delivery of traditional newspapers, blogging and mobile access led to newspaper consumers becoming news suppliers, and access to terabytes of readily accessible information has provided heretofore unimaginable access to data. Consider that 10 terabytes roughly corresponds to the content of the U.S. Library of Congress. To the extent that journalists learn to harness and exploit this opportunity, the industry is poised for a rare *positive* disruptive innovation. Welcome to ...

Computational Journalism

A working definition, not notably inconsistent with most others in circulation today:

“Computational Journalism” (CJ) is the systematic and selective blending of words, numbers, data, more data, algorithms, statistical procedures and pictures to address newsworthy questions through a visually compelling and verifiable story.

So, computational journalism necessitates a fundamental mind-shift for journalists. Rather than asking questions, taking notes, asking questions, and continuing to cycle until ready to write a story, the computational journalist asks a question (if only to herself), and then embarks upon a systematic process of identifying and accessing possibly relevant data, in whatever form it might be coded and stored, and applying data mining algorithms and statistical procedures to extract useful information from the data. This process may itself lead to a data-driven recycling toward other data, until the information extracted yields to insights that merit a visual representation and associated story.



Although most current journalists can participate in this process at some entry level, those with ample skills in database management and statistical computing are likely to be disproportionately rewarded by this line of inquiry. Given current industry trends, at least in the U.S. market and much of Europe, aspiring journalists may have little choice but to embrace computational journalism by training in computer science and statistics, as well

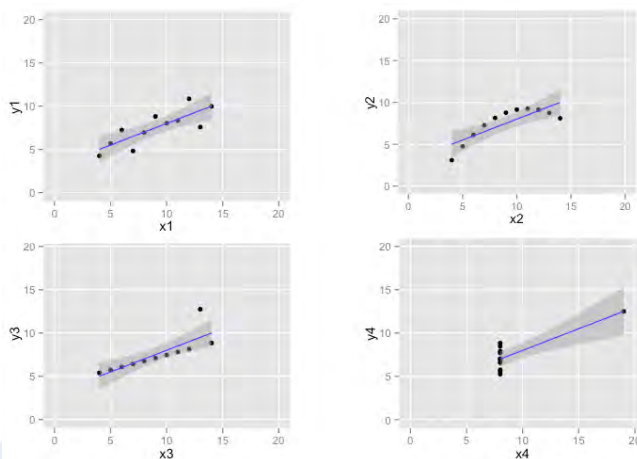
as in creative writing and traditional journalism. Alas, apart from a few notable exceptions, academic curricula again are trailing rather than leading a revolution.

Examples

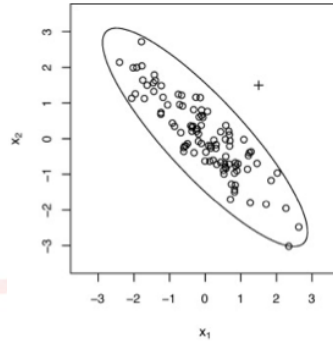
Extracting Information from Data

The heart and art of computational journalism is to extract meaningful information from data, sometimes even “big data”, which is characterized by enormous volume, near-instantaneous velocity, and perhaps unconventional variety (tweets or likes, rather than numbers). This requires skill and sophistication in data mining beyond the scope of this paper. However, one important warning may avoid regrettable unforced errors – always search for ways to visualize your data. This often is a valuable way to present your key results to a consumer, but is even more valuable as a safeguard during the production process. Lack of visual checks can lead to faulty interpretations of findings.

Assume you have analyzed an appropriate data set and discovered that two-thirds of the variability in your neighborhood newspaper circulation can be explained by differences population growth among the neighborhoods. In particular, you estimate that neighborhood circulation in a neighborhood equals 3 (thousand sales) times 0.5 (thousand sales) times the population growth rate in the neighborhood. For short, $y = 3 + 0.5 * x$. You write your story without ever visually inspecting the data that generated your findings. What might that data look like? Here are four possibilities, giving quite different notions of the underlying reality – and perhaps suggesting different story lines.



Risk of misinterpretation was avoided simply by graphing the data. As the data expands and the number of dimensions increases, risks of misinterpretation increase at an increasing rate. Consider a result summarized by the equation: $y = x1 + x2$. You plot y against $x1$ and observe no aberrant points; ditto for y against $x2$. Now consider $x1$ on $x2$:



The single outlying point is not unusual with respect to either x_1 or x_2 , but is unusual with respect to its *combination* or x_1 and x_2 levels. A single point that is sufficiently unusual in any higher-dimension data space can distort and even render invalid your findings. Care and attention to such detail is not enough, as we cannot easily visualize more than a 3-dimension sub-space of any higher-dimension dataset – and the databases of interest to journalists often entail hundreds or thousands of dimensions. Special training is required.

Eliciting Quantitative Information

Imagine an editor who wants a newsroom reporter to write stories on the following topics: (1) What percentage of local citizens under-report income on tax returns? (2) What percent consider their boss dishonest? (3) To what extent do pachinko parlor operators in the local prefecture have blood relatives that are “yakuza”?

These seemingly disparate questions share at least one commonality: the respondent is reluctant to answer honestly to the extent they believe their response and identity might be revealed or compromised. Perhaps surprisingly, the kind of statistical knowledge embedded in computational journalism can provide the investigator with strategic alternatives to merely soliciting perhaps unwarranted trust in claims of anonymity.

Consider a standard deck of 52 playing cards, with four suits of 13 cards each. Instruct each respondent to draw one card at random, note its suit without allowing others to see, and return the card to the deck. Regarding question (1) above, if the card was a diamond, the respondent is to answer yes to the question of whether they under-reported income, *regardless of the truth*; if the card was not a diamond, the respondent is to answer the question truthfully, *regardless of the suit*. Notice that the “yes/no” response does not reveal whether the answer is to the question of suit or the question of under-reporting, so anonymity of response is assured. Nonetheless, the aggregate percentage under-reporting can be deduced by statistical manipulation. Similar schemes are available for questions (2) and (3), and this represents a different, “small-data” form of computational journalism.

Presenting Information Visually

Consider a single recent edition (October 20, 2012) of *The Economist*, a highly respected British weekly magazine with a global distribution network. The issue had 19 graphical displays spread over 82 pages, or roughly one every four pages. The typical graphic took but 10% of the page space, so about $1/40^{\text{th}}$ (or 2.5%) of the issue is graphical displays. However, reader experience suggests that about half the content in a given issue can be processed and retained simply by examining the graphics, implying a graphics multiplier effect of 20 times

(50% / 2.5%) the impact of text alone. Allowing that a typical page has more than 50 words of text, the old adage seems true: *A picture is worth (20 * 50 =) 1,000 words!*

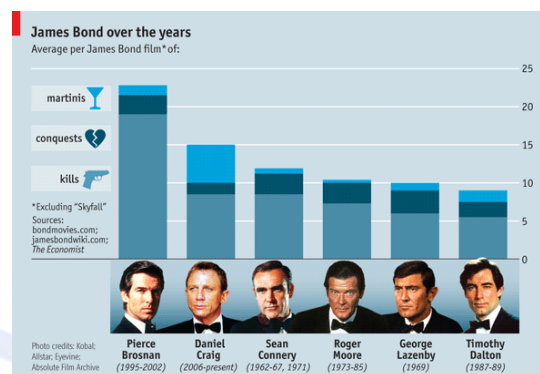
Of course, such impact is counter-productive if the graphical display is not accurate, lacks clarity, or fails to inform. Let's consider in some detail two of the 19 graphical displays in the issue cited. Below is a visual display (on left) from page 41, with factual data added (to the right of display). The display is accurate and clear, it informs and impacts – *Africa is big!*



Area	Square Kilometers:
China	9,706,961
USA	9,629,091
Europe (W+E)	3,837,000
India	3,166,414
Mexico	1,964,375
Japan	377,930
Iberia	<u>224,507</u>
SUM	28,906,378
≈ African Continent	30,065,000

This visual display of continental Africa seems an excellent demonstration of the potential for visual displays to do what mere words might not; it provides a clear and accurate message that informs readers in a way likely to have a lasting impact.

Now consider a second visual display, celebrating the 50th anniversary of James Bond films:



This Bond display is more precise than the Africa display, as it provides a numeric scale along the vertical axis, ranges of dates along the horizontal axis, and three levels of bar heights corresponding to three measures of scene content. However, it seems fatally flawed with regard to the three criteria of being accurate, clear and informative – which is particularly damning to the extent the display achieves its intended lasting impact on reader.

Criteria

Accuracy

Clarity

Informative

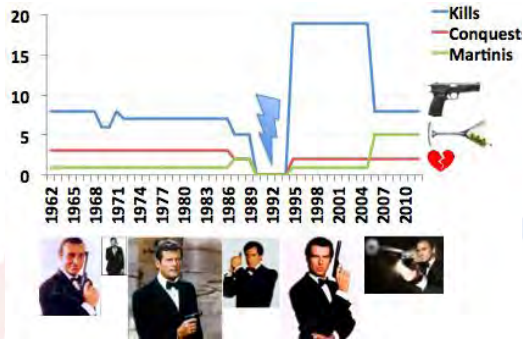
Assessment

Title claims “over the years”, yet display is not time-ordered

The height of each Bond bar represents an undefined sum of acts

Provides dubious ranking of Bonds, assuming equal weight to acts

Presuming the content at all worth conveying, a more appropriate display might be as follows:



James Bond over the years:

- Sean Connery (1962-67, 1971)
- George Lazenby (1969)
- Roger Moore (1973-85)
- Timoth Dalton (1987-89)
- Pierce Brosnan (1995-2002)
- Daniel Craig (2006-present)

Criteria

Accuracy

Clarity

Informative

Assessment

The Bonds are sorted over time to accurately display trends

The ambiguous sum of acts is replaced by separate trend-lines

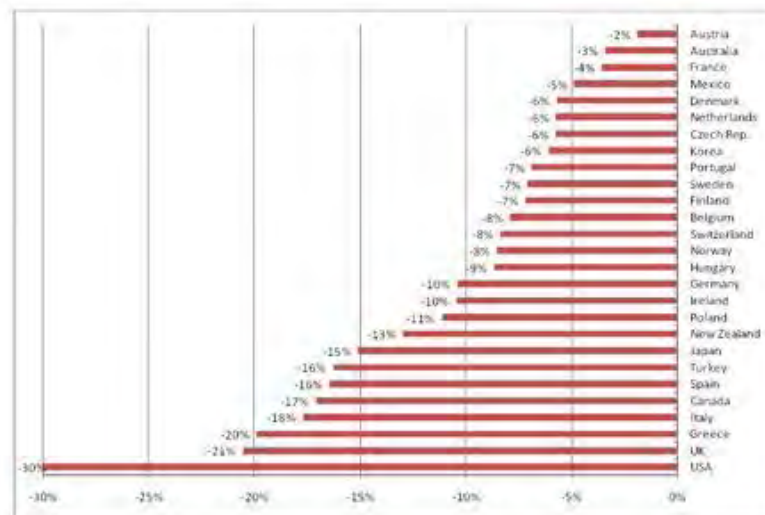
Beyond Brosnan killings, and perhaps Craig drinks, a constant recipe

Computational journalism benefits greatly from visual representations of data, but only if done well.

Culture, and Other Constraints

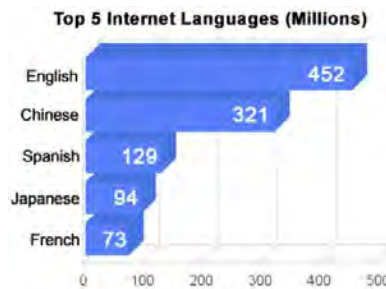
So far this paper has relied upon emerging trends and recent examples involving the U.S. newspaper industry. This is partly the result of the background of the author, but more due to the industry shifts being most pronounced and pervasive in the U.S. market.

For the brief window of 2007-09, the chart below shows readership decline among OECD countries:



So, readership is down everywhere, which is unsurprising in that the internet tends not to respect geographic boundaries. However, compared to the U.S., it is down only half as much in Japan, and only a third as much in Germany. Will these markets follow the U.S. lead, with layoffs and consolidations eventually generating interest leading to innovative computational journalism of the brand employed today at the *New York Times*? Perhaps there are cultural or other factors that can account for differences in decline levels and timing, and which might also account for differences in country responses to changing market conditions. As one example, in 2008 the U.S. daily newspaper industry still relied on advertising sales for 87% of its revenues, compared to 55% in Germany and only 35% in Japan. Clearly, *Craigslist* and its ilk are less a threat there.

Japan is a particularly interesting case. Its circulation per household is generally considered the highest in the world, and its population among the most literate. Yet there are reasons for concern, beyond the 15% circulation decline cited above. Today, the internet is far less accessible to folks who read Japanese but not English, especially since much of the Chinese presence is less accessible from outside China:



What happens if *Google Translate* becomes a truly reliable and convenient tool to comb and access almost the full range of the internet in your preferred language? What happens if the Japanese government succeeds in its plan to mandate significantly more English training for all Japanese children?

Also, Japanese use social media quite differently than much of the developed world. Given their preference for anonymity, most Japanese rely on *Mixi* or *Gree* rather than *Facebook*, primarily because *Facebook* requires true identities. However, these Japanese alternatives result in Japanese communicating with one another rather than the larger world. Could this change? Yes. There are 47 prefectures (provinces) in Japan, and 46 have *Facebook* utilization of less than 3% among internet users; Tokyo exceeds 50%.

The latest round of PISA tests includes behavioral questions regarding behavior of 15-year-olds across countries. When asked if they ever use the internet for school assignments, 16% of all surveyed students in OECD countries responded “no”; in Japan, 56%. A similar disparity exists for related questions, such as whether students thought browsing the internet to be fun. Again, language may play a role, but attitudes toward usage can change.

Finally, Japan is unique in its usage of “*kasha clubs*”, whereby government agencies and major corporations limit access to press conferences to a small number of carefully selected reporters – who implicitly agree to not ask awkward or follow-up questions, and share notes among one another to assure the resulting story is similarly banal and non-controversial across media outlets. This arrangement is tolerated at least in part because

those reporting often are heavily subsidizing or otherwise supporting the newspaper for which the reporter works. The Great East Japan Earthquake and accompanying missteps by government officials has lessened citizen trust in government, and may have pried open the door to more legitimate and neutral news reporting in Japan, as well as demands for more ready access to information. Such changes could usher in a Japanese version of computational journalism.

Conclusion

The genie is out of the bottle, the U.S. newspaper industry will not return to the heralded days of Woodward and Bernstein, of legions of reporters working the street corners until tough questioning yielded news scoops. Amidst all the disruptive innovations that have rendered net negative impacts on the industry, one partially offsetting favorable disruptive innovation has emerged. Technology, the internet, and social mobility, the very curses upon the industry, have provided ready access to data and information unimaginable in earlier times. Better still, mining that data for compelling and newsworthy stories does not require a battalion of reporters; a single highly-skilled miner can substitute brainpower for manpower. Computational journalism can usher in an era of low-cost and efficient reporting that may become even more effective than investigative reporting of past generations -- providing a cherished and time-honored watchdog public service while drilling for stories deep inside data that the reading public does not have the time, capacity, or inclination to explore. Finally, in this and whatever other direction the U.S. market is either forced or sufficiently insightful to follow, newspapers in other countries are sure to follow, each in their own time and way, each re-creating their notion of "*all the news that's fit to print*".

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Note: The author is a white American, born and raised in Detroit. Approximately the same age as the rioters, he observed and speculated, but did not participate in, acts of rioting.

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The Role of Social Media in the Ethics of Journalism and Public Relations in Kazakhstan

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Abstract

Kazakhstan has made a twenty-one-year evolution from a country devastated by the collapse of the Soviet Union to an emerging Central Asian economic leader. However, many industries in the country still have been underdeveloped and the media sector is one of them. One of the issues which Kazakhstan's media sector is currently facing is lack of compliance with the worldwide accepted ethical principles of journalism and public relations. Understanding of media materials as a market commodity has caused dominance of media presence of the organizations which can afford purchasing articles in the press and news items on television and radio. Social media have brought the country's media industry to a new level over last years and have caused changing of traditional communication patterns between organizations and their audiences. This article aims to analyze potential of social media as a new direct communications tool with regard to its positive impact on journalism and PR ethics in Kazakhstan, with particular focus on the issue of "seller-buyer" relationships between journalists and organizations. Firstly, a brief introduction into the background of Kazakh media sector and the key social, historical and economic factors that have influenced it, will be provided. Secondly, the issue of paid materials and major reasons behind that, including the Soviet heritage of Kazakh media and *propaganda* phenomenon, will be outlined. Further, current application of social media and the role of traditional media in public relations will be discussed. Major obstacles to formation of social media as a full-fledged communication channel, such as «digital divide», will be explored next. Discussion of the subject in the article is based on relevant modern theories on new media, supported by interviews with PR practitioners from various industries, analysis of media materials, and the own practical experience of the authors in PR sector in Kazakhstan.

Key words: social media, media ethics, Kazakhstan, Central Asia

“The rise of social networking has turned the tables: it is now much more about bottom up activity rather than top down”

Technology Pioneers 2011: Empowering People and Transforming Societies, World Economic Forum

Introduction

Alierta (2011, p. 61) described technological acceleration and increased access to the technologies around the world as “unequivocally positive – for the societies, for companies, and for individuals”. According to the author, “the optimistic view rests on the broad platform of the liberation and democratization of information and of technology”. A wide range of various opinions on the impact of new information and communication technologies (ICT) exist, varying from optimistic to skeptical. Still it is hard to underestimate the role it plays in our lives and the completely new level of development which many industries reached with the inception of ICT. This article aims to analyze potential of one of the types of ICT, social media, both as a platform for direct communication between organizations and audiences, and as an instrument for improving media ethics in Kazakhstan.

As early as in 1996, Newhagen and Rafaeli (p. 5) claimed that the Internet sheds the “shackles” of the linear communication. According to the authors, the times when “these shackles traditionally have bound communication into a procrustean bed of predetermined order and a tyranny of writer over reader” have gone. Social media have already been extensively discussed in terms of ethics and, particularly, privacy and identity issues. However, it has not been widely examined as a tool to improve media ethics yet, and it should be noted that this subject is geographically specific and is particularly relevant to the countries of the former USSR.

The hypothesis of this article is that since social media are an instrument for direct communication between organizations and their audiences, thus, they are able to improve situation with media ethics in Kazakhstan and, particularly, the issue of «paid» materials. The widely accepted practice of publishing “plant” materials without indicating that they were paid for has caused financial inequality of the organizations in their opportunities to be covered in media. The more financial power has the organization, the more are chances that it will appear in the major newspapers, on the television channels and radio with the story they would like to tell to the public. Social media may change this situation. As outlined by Dutton (1996, p. 267), “ICT innovations in such areas as the Internet and the Web, coupled with new management and business practices, have indeed expanded the capabilities available to individuals and small companies to reach audiences”.

This assumption can be supported by Gartner's view of ICT (as cited in World Economic Forum, 2010, p.6), who wrote that the "push economy" when mediums were controlled by large enterprises has passed. The author further added: "what we have seen with the social net is a pull economy where individuals are getting informed, making their own choices and are increasingly driving the relationship".

Key terms

Social media refer to social networking sites, blogging and microblogging platforms, Internet forums and any other web-based forms that allow interaction and exchange of user-generated content. *Traditional media* in this article refer to television, radio and press. *Public Relations* should be referred to as "distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics" (Harlow, 1976, p. 36).

Brief outlook of economy and ICT sector of the independent Kazakhstan

No phenomenon should be examined without reference to its wider context. The role of new technologies in media cannot be sufficiently discussed without insight into general economic, social, historical and cultural background of the country. These factors outlined development of new media in the country and new media in their turn influence, for instance, economic environment. As pointed out by Castells (2000, p. 4), "we need to locate the process of revolutionary technological change in the social context in which it takes place and by which it is being shaped". Media sphere can serve as an indicator of the country's overall development, for instance, in terms of securing human rights, such as freedom of speech, or of economic development by the level of competitiveness in the industry. According to the World Bank (2007, p. v), "research shows that investment in information and communication technology can boost economic growth and productivity of firms of all sizes in countries across the range of income levels". As Alierta (2011, p. 62) outlines, the key point in regards to ICT is that it "contributes decisively to the evolution of productivity", which is "as true at the micro level of an enterprise or business as it is for the entire economy that benefits from the competitiveness of individual companies".

Kazakhstan represents an interest for a researcher from a general perspective as a country which has undergone a rapid switch from the communist regime to a market economy. After gaining its independence in 1991, the country has faced economic and social challenges (huge drop of GDP in 1995, high inflation rates from early 1990s to mid-1990s – Official website of the President, 2012). Despite of these challenges, nowadays Kazakhstan is often referred to as a Central Asian largest economy (see EconomyWatch, 2011, Euronews, 2010, OECD, 2010). Kazakhstan was the first former Soviet state to obtain an investment-grade credit rating and "from 2000 through 2007, Kazakhstan's economy grew more than 9% per year" (Central Intelligence Agency, 2011). Kazakhstan is also believed to manage well the manifestations of the 2008 world crisis in the economy (ibid). However, it should be admitted that Kazakh economy is rather a commodities-driven economy and development of non-extraction sectors of the economy has long way to go. According to the official site of the Kazakh president (2011), "the main driver behind Kazakhstan's economic growth has been foreign investment, mainly in the country's booming oil

and natural gas industries". Since 2004 the government has initiated projects on economy diversification, which aim to encourage development of higher value-added industries, such as, for instance, tourism, textiles, technology and science (OECD, 2010). However, such transition is a big challenge and, according to the OECD report (2010), "the IT and business services sector is still in an embryonic phase". Nevertheless the potential of the country to emerge as regional IT leader is promising due to stability in political and economic systems, favourable geographical location and low labour costs (ibid).

Improvement in the ICT sector is apparent. For instance, number of Internet users per 100 inhabitants increased from 8.4 in 2006 to 33.9 in 2009 (Dutta, S., Mia, I., as cited by World Economic Forum, 2008, p. 219; Dutta, S., Mia, I., as cited by World Economic Forum, 2011, p. 225). 94% of population was covered by mobile network coverage in 2009 (ibid). According to Baglan Aidashov, Head of the information analytical service of the Kazakh Internet Association (as cited by *Argumenty i Fakty* newspaper, 2011), the number of Internet users exceeds 40% of population with the number increasing to 70% among 18-35-year-old inhabitants of large cities. According to ICT Development Index by International Telecommunications Union (2011, p. 13), Kazakhstan's ranking went up from 68 in 2008 to 72 in 2010 out of 152 countries, which brings the republic in the top five ICT developed countries in the CIS region alongside with Russia, Belarus, Moldova and Ukraine (ibid, p. 52). Percentage of households with access to the Internet grew from 17% in 2008 to 23.2% in 2010 (ibid, p. 166). Indeed, when comparing with data on the leaders in terms of ICT levels worldwide, for instance, Korea, where 96.8% of households had Internet access in 2010 (ibid), progress is not that impressive. However, the positive trends in the development still look promising.

Appearance of Internet based news agencies, a quite large blogosphere, involvement of organizations in social media activities indicate that media sphere is accelerating its development with the inception of new technologies. However, media sphere and public relations sector particularly are rather in immature stage of development. Vivid evidences of it are breaking worldwide accepted PR ethical principles and the existence of such practice as purchasing positive coverage from media, which will be discussed in more details further.

Issues in the ethics of journalism and Public Relations in Kazakhstan

According to Public Relations Society of America (2009-2011), "the practice of public relations can present unique and challenging ethical issues". The major principles of PR ethics include objectivity, honesty, advocacy, loyalty and professional development (ibid). Based on general knowledge of the researchers of the sector and discussions with industry insiders, it is suggested that practice of PR in Kazakhstan is not characterized by high degree of compliance with the worldwide accepted ethical principles. One of the main issues is the initiating and publishing of promotion materials in media without indication that they were paid for.

One of the respondents for this research, Director of the communications division of a major television channel noted that other traditional media are not interested in covering channel in their materials, because they consider each other competitors. He admits that there are also media they cooperate with, but relations with them are usually on buyer-seller basis.

The interviewee outlined: *“If we talk, for instance, about newspapers... other media. Information is usually being published on a paid basis whereas materials in social networks are published for free”*.

Without any doubt, this practice is contradictory to all common media ethics principles. This practice disgraces both PR practitioners and journalists, and indicates that the media ethics in Kazakhstan is behind the world standards. Moreover, it can be assumed that there is an issue of unequal access of organizations to media. Large companies, which can afford purchasing articles and broadcasting time, therefore have more exposure and opportunities for promoting their interests, than small enterprises that represent little or no interest to media.

Assel Karaulova, director of Kazakhstan Press Club (as cited in Kenny and Gross, 2008, p. 517), noted that “there is no strong distinction between public relations and journalism here”. Further she outlined: “The role of the journalist in Kazakhstan is to promote business and not the audience. The whole idea of journalism will be destroyed in this country, I am afraid. Mostly now, journalists are trying to be a PR agency” (ibid). Jaroslav Razumov, a journalist with 16 years of experience, discussed the differences he saw in Soviet journalism versus current journalism (ibid, p. 520): “I remember well the era of socialism. It was very ideological, of course. The majority of the population could analyze and be critical; they could read between the lines. Today, journalism is a catastrophe”. Kenny and Gross pointed out that Razumov grounded it with “lack of qualified persons in the media” and “the quality of the audience”. However, the authors noted, the journalist omitted mentioning the issues of “common under-the-table payment scheme”, when journalists write plant articles and “commingling of public relations and journalism” (ibid, pp. 520-521). The authors are quite pessimistic in their outlook of Central Asian journalism. They claim that the signs of changes towards Western standard journalism were present in Kazakhstan, Kyrgyzstan and Uzbekistan only in the first three years after collapse of the Soviet Union and are not applicable in the region anymore. The authors further add that it may take generations to “change attitudes, values and behaviors”.

The article by Valerie Terry about Public Relations in Kazakhstan (2004) is one of the rare materials on the subject. Terry outlined that “interest in public relations is burgeoning” in the country, however, there is confusion among population about what PR exactly is (ibid, p. 32). The author had provided rather unfortunate outlook of the industry by discussing various existing issues such as low level of salaries in journalism and reliance of PR on “currency of money”, rather than on ethical principles.

Andrew Sveshnikoff (2005) of PRP Group, Russian affiliate of the global Weber Shandwick agency, when discussing PR industry in Russia, noted that it should be remembered that the Soviet Union has collapsed only in 1991 and “although public relations is now regarded as an accepted communications vehicle, propaganda is far from dead”. The author argues that even though industry is fast developing and counts increasing numbers of turnover, local PR traditions are out of accord with some of the worldwide accepted PR practices, and Russian clients may have misconceptions while working with international agencies. However, the author pointed out that with rapidly developing economy and willing of the Russian companies to integrate into the world market, «black» PR technologies should be replaced by “innovative, Western-standard PR campaigns” in the near future.

It can be outlined that Soviet politics in terms of media, which Kazakhstan was attributable to up to 1991, predetermined development of media sphere of the new independent state. Journalists, who produced ideological media materials at Central Committee's bidding previously, do not consider writing materials in exchange for payments from the interested organisations as a disgraceful practice nowadays.

According to Manuel Castells (2000, pp. 5-20), the technological revolution has played an important role in the major restructuring of the capitalist system that started in 1980s, so called "informational capitalism". The capitalist system, which brought economic stability to the market economies after World War II, faced crisis manifested in uncontrollable inflation rates and hence increased oil prices in 1970s (ibid). Technological innovation was vital to the restructuring, because it speeded up effects of the changes implemented. Capitalism in its turn was crucial for the technology revolution, since it was the factor that fostered its development. According to Castells (2000, p. 13), "the technological revolution was itself shaped, in its development and manifestations, by the logic and interests of advanced capitalism, without being reducible to the expression of such interests". In contrast, Soviet block, which was undergoing the process of restructuring as well, *perestroika*, initiated by Gorbachev, failed to incorporate the principles of *informationalism* that weakened established productive and military capacities (ibid, p. 10). McNair (1991, p. 52) noted that "successful introduction of computer and information technology to the Soviet economy – essential if competitiveness and productivity are ever to match those of the advanced capitalist societies – was inconceivable in the Brezhnevian cultural environment". It is suggested that this has become a reason for current situation when post-Soviet countries, including Kazakhstan, are far behind many countries in terms of technological development.

Following Manuel Castell's discussion of failure to adopt new technologies by Soviet system, one may refer to the phenomena of *propaganda* and *glasnost*, which have had their influence on Kazakh media sector. Propaganda is especially relevant to the discussion of Kazakh and other post-Soviet states' media and PR industry as well. There is a wide assumption, that traces of the work of Soviet ideological machine are still present in the region. As pointed out by Brandenberger (2002, pp. 247-248), the Soviet ideology and Stalinist mass culture are strongly interconnected with "the formation of a modern sense of Russian national identity".

Propaganda is a broad term and it has always been difficult to outline borders of its usage. Jowett and O'Donnell (as cited in Mander, 1998, p. x) gave the definition of propaganda, which seems to be the most relevant to the current discussion: "the deliberate attempt to shape perceptions, manipulate cognitions, and direct behavior to achieve a response that furthers the desired intent of the propagandist". According to Hosking (1989, p. 1), the Bolsheviks were the first ideologists in the history who "attributed such importance to the Word and the Image", and mastered the art of projecting "information, outlook and ideology" through all media technologies available at that time. The author points out that this feature made Bolsheviks win over competing parties in 1917-1921. In the Soviet Union media were controlled by the Propaganda Department of the Central Committee (ibid, p. 2). As Hosking notes, the culture, which became one of the branches of the "state officialdom" and was one of the tools of propaganda resulted in the loss of normal relationship between the artist or journalist and the audience. Readers of the materials, which they knew were produced by propaganda machine, no longer trusted authors and were always

trying to understand what it “implied or even omitted” (ibid). Here parallels could be drawn with the assumption that Kazakh readers, knowing that the media material they are reading is a means of paid PR, do not percept the ideas promoted in it. As pointed out by Terry (2005, p. 34), “Kazakhstanis ... know propaganda when they see it, hear it, read it”.

Traditional media relations

When discussing the current role of traditional media, the typical pattern of organization-media communications in Kazakhstan can be identified as a combination of the following:

Organization to media. PR department has a list of journalists whom they contact to inform about company news. It usually includes journalists from the major news agencies and general socio-political media outlets, and journalists from the media, «specializing» on the company’s industry. If the journalist is interested in the material, he or she will contact back or produce a material based on the press release, background or any other material provided. Companies also organize events for media, varying from briefings to press tours.

Media to organization. If there is news that media are interested in, journalists may contact organizations themselves. Usually journalists are asked to send official requests in written, which are then processed in accordance with the company’s internal rules.

This pattern implies free of charge coverage on the basis of mutual interest. However, there is a common practice of “under-the-table” payments for media materials, as described by Kenny and Gross (2008). Agreements between a media and an organization on the terms of coverage are discussed privately. There are, however, media outlets, which publish their price lists for the “services” like this on their websites. Importantly, in both cases articles do not appear with the “advertisement” or “promotion” sign.

Communications activities and social media in Kazakhstan

The data provided earlier in this article indicates development of ICT sector in Kazakhstan. The fact that more and more individual users and organizations in Kazakhstan are joining social media is a part of this advancement. Many organizations in private and public sectors have started considering social media activities as an inevitable part of their communications process with audiences. Few years ago one could hardly imagine, that such jobs as social media specialist will be advertised on the Kazakh job market.

Alexander Vasilyev, Head of the Internet company PROFIT Online (as cited by *Vlast.kz* newspaper, 2012), outlines that according to their research, a monthly Internet audience in Kazakhstan encounters around 7.5 m users and there is a definite potential for further development which will foster growth of Internet advertisement by at least 30% per year. Sabir Bukeihanov, Head of *Digital Age* agency (as cited by *Vlast.kz* newspaper, 2012), forecasts that the market of Internet advertisement will overtake press and radio in mid-term perspective, and outdoor advertisement – in long-term perspective. However, it will not able to overtake television in a foreseeable future.

One of the interviewees for this research, who works for a major telecommunications company, answered the following to the question whether their relations with traditional media have changed since the inception of social media:

“No, we did not start interact with them less [traditional media]... I looked through statistics... on what is going on in the West. What differences do we have? Our Internet penetration is not that high... as in European countries. Firstly, not all people use the Internet. Secondly, we have elder generation which simply does not know how to use computers and therefore does not use the Internet”.

The hypothesis, outlined earlier in the Introduction, suggested that if organizations previously could not omit traditional media as a medium, currently they have opportunity to have direct dialogue with the audiences by means of social media. It was found out, that social media have a potential to become a full-fledged communication channel, however, traditional media are still more accessible to Kazakh population, thus their role remain mostly unchanged.

The respondents touched on the important issue of digital divide, which is particularly relevant to Kazakhstan. Distribution of new technologies in the country is uneven, which is caused *inter alia* by income inequalities. According to the World Bank assessment (as cited in OECD, 2010), Kazakhstan has “the widest regional economic disparities among Eastern European and Central Asian countries”. As pointed out by Golding (1995, p. 37), getting access to technologies by purchasing, for instance, personal computer, is not single spending since it should be regularly updated in order to keep up with the ICT development. Hence, “limited spending power is a deterrent not only to initial purchase but to regular use”. On the contrary, as pointed out by Iosifidis (2011, p. 628), “PSB (*public service broadcasting – our*), in particular, has traditionally been open to all at affordable prices – usually households are required to pay an annual license fee in exchange for high-quality content, especially in news, current affairs, education and the dissemination of culture”. In addition to low income, there is a part of population which has not incorporated new technologies into their lives due to technological illiteracy and unwilling, which are especially relevant to elder people.

Conclusion

It was suggested that evolvement of social media as a direct communication channel for the organizations and their audiences will offer solution to the ethical issues, such as the practice of paying to media for positive coverage. It was further suggested that the organizations will not be that interested in purchasing page spaces or broadcast time from media, as they can now generate and publish content themselves with the help of social media. The conducted research showed that there is a tendency towards it, since involvement of Kazakh users in online activities has been increasing over last years. Large and small businesses as well as governmental organizations have been increasingly using social media for communications activities, and the most technologically advanced ones consider it a vital part of their work. The data provided in this article indicated that overall development of ICT in Kazakhstan is promising, and country has a potential to become a regional leader in this area. However, statistical data also indicates

that country has an issue of a digital gap, which is due, primarily, to the unequal income levels of the population. The other major reason for the division is the large part of the population, primarily elder generation, which does not use new technologies due to mentioned low level income, as well as technical illiteracy and established media preferences, which they are not willing to change. That is why, as it was mentioned by the respondents, despite all advantages they obtain from social media as a communications tool, there are no or little changes in their routine relations with traditional media.

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The Role of PR in the Success of Turkish Ngos' Social Campaigns

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Abstracts

Public relations is described as the design, planning and execution of communication and relationships between an organization and its publics. However, most literature (either functionalist or critical) speaks of for-profit organizations, i.e. corporations and firms. It is quite seldom to come across academic studies on the communication and public relations performances of civil society organizations. This supports the widespread view that public relations practices serves for the business interests. Nevertheless, the success of civil society organizations is related to the sense making and relationship building capacities of the NGO. Sense making and relationship building are the main tasks of public relations. NGOs need public relations' expertise in the use of language to persuade and in creating shared understandings in the marketplace of ideas in a democratic society. Moreover, the media's critical role in mobilizing public support requires the application of professional techniques in reaching target audiences effectively. This paper is based on a case study focusing on five Turkish NGOs, namely Greenpeace Akdeniz, AÇEV, KADER, Sosyal Değişim Derneği and TEGV. These NGOs operate in different fields but have a common characteristics; that is, the application of professional communication techniques in their social campaigns. Their campaigns aimed to attract attention and to gain support in environmental, educational and political problems. This research brings up an analysis of the campaigns' background and material, aiming to categorize the PR techniques employed by these organizations. The aim is to discover the role of professional public relations techniques in NGOs media recognition, coverage and visibility, while probing out a correlation between the understanding of public relations in NGOS and their communication practices and performances.

Keywords: Public Relations, Civil Society, Turkish NGOs, Communication

The basic definition of PR is the design, planning and execution of communication and relationships between an organization and its publics. Most of the time public relations is thought of in association with the business. The often neglected fact is that the success of NGOs is strictly dependent on their communication capacities. In order to build trust, raise awareness, attract volunteers, supporters and donations NGOs need professional public relations programs. The definitions of public relations evince to this fact. Hutton defined public relations as the art and science of creating, changing, strengthening and overcoming public opinion (Hutton, 1999: 201). Cutlip and Center, already in 1952, emphasized the mutual character of the communication between the organization and its publics in terms of understanding and cooperation. In this perspective, public relations is the long term efforts in understanding, researching, learning and maintaining dialogue by managing communication facilities. This definition puts public relations at the heart of discussions on the democratic capacities of NGOs.

NGOs represent organized interests and/or concerns in the civil society. Rooted in the enlightenment idea of a peaceful political order under the rule of law, civil society designates a field that is apart from and outside of the state. Civil society is a social order of citizenship in which actively engaged citizens manage their relationships and settle their disputes according to the codes of a legal system (Kumar, 1993). In the post-Cold War era, civil society organizations are ascribed the political role of opposition against authoritarian governments as the agents of freedom of association and expression. In the discourse of democratisation, states are forced to share their powers and functions with the individuals and the society in general in a liberal understanding of “less state more society” (Huntington, 1993). From a liberal democratic perspective, Alexander (2006) and Habermas (1982) underlined the importance of civil society as an empowering field of action in the expression of identities along with building trust and solidarity among citizens. Keane (1990) pointed to the function of civil society in the maintenance of freedom of communication and alternative means of communication independent of the official networks.

In the last 30 years, functions of NGOs are associated with restructuring of welfare services, new social movements, improvement of free market policies and the encouragement of social entrepreneurship (Melucci, 1988). New issues of concern, such as poverty, governance, social conflict, human rights and environment, introduced in the national and international agendas as a bi-product of globalization. In the resolution of these issues, the neo-liberal ideology calls for citizen initiatives, that are expected to get organized and to establish alliances with other organizations (such as firms, public institutions, international bodies). Consequently, NGOs flourished remarkably around the world taking responsibility in the fields of democratization, social development, health, education, environment etc.

In similar vein, civil society as a popular concept entered Turkish public agenda with the democratisation discussions in the post-1980 *coup d'état* era. Thus, Biber (2006) sees a common fate between democratic rights, enlargement of political participation and the rise of NGOs in Turkey. As the efficacy of NGOs rised, they became more and more a part of the daily political discourse (Keyman and İçduygu, 2003: 227). Political criteria of the Copenhagen Summit directed Turkey to take on important reforms for the betterment civil rights and freedoms (Aydın and Keyman, 2004). Thus, the development of NGOs gained a new impetus with the legal reforms Turkey issued along the European Union adherence process (Hirai, 2007: 106).

As Biber (2002) pointed out, for an NGO the expectations, perceptions and past experiences of their publics is crucial in order to generate the desired attitude and behaviour change. Şentürk (2005: 109-110) puth forth two major problems in communication practices of Turkish NGOs. One is the lack of internal communication which is very important in maintaining the trust and identification of the members and volunteers. The other is the non-professional character of the communication practices targeting the public opinion and the media. Irregular and unorganized media relations not only effect the visibility of the NGOs but also harm their potential of gaining public support and initiating partnerships with other organizations. Van der Ghinst analyses the communication activities of NGOs targeting the general public under three basic categories (1998: 221):

- Communication for a specific issue: Communication activities for an emergency case, or a call for helping the people of a country who are in danger.
- Public education: Includes the activities to give training to the public on a certain subject.
- Fund raising: Civil society organizations need financial resources to perform their activities. In order to raise the required funds, NGOs have to perform systematic communication efforts.

We can add “call for activism” as a fourth category, which aims to stimulate a certain desired attitude and/or behaviour in people.

Anaysing Turkish NGO’s Social Campaign Communications

Here, I will analyse five Turkish NGOs selected on the basis of their activities and variety of field of action. I focused on the activites that took place in the last two years.

The first case, *Greenpeace Mediteranean*, is one of the most professional NGOs in terms of communication practices. Greenpeace Mediteranean is an international NGO with an active national branch in Turkey. Major campaign communications pursued by Greenpeace Mediteranean during the last two years are “Save the Arctic!”, «How tall is yours?», and «Efes Pilsen: Don’t hurt your fans. In these campaigns Greenpeace Mediteranean employs celebrity endorsement, internet activism, social network advertising, and campaign advertising.

Save the arctic	Celebrity endorsement– Turkish pop star Murat Boz	International
How tall is yours?	internet and social media activism/social advertising	National
Efes Pilsen: Don’t hurt your fans!	Ngo campaign advertisement	National

Table1: Communication efforts of Greenpeace Mediteranean in 2011-2012

Anne Çocuk Eğitim Vakfı (Mother Child Education Foundation / AÇEV) is a Turkish NGO operating nation-wide since 1993. AÇEV has a number of projects to support pre-school education, family relationships, gender equality, women’s emporement and literacy. For this aim, it produces tv programs and supplemenrary educational material by bringing experts on the field together along with educational programs.

When we look at the communication techniques AÇEV employed, we see an exaple of development communication in collaboration with the Turkish Ministry of Education.

Following this experience, AÇEV practiced campaign communication as promoter of sponsorship and social responsibility with firms like Vodafone, Louis Vuitton, Citibank etc.

First Step a Head to the Future	Social sponsorship promoter	in collaboration with Vodafone
Me too, Me too	Social sponsorship promoter	in collaboration with TEB (Turkey Economy Bank)
Journey to Literacy	CSR promoter	Louis Vuitton
Women's empowerment through literacy	Social sponsorship promoter	Bridgepoint
Basic and Financial Literacy	CSR promoter	Citibank
7 is too late	Partner in development communication	Ministry of National Education

Table 2: Communication efforts of AÇEV in 2011-2012

The third case, *Kadın Adayları Destekleme Derneği* (Association for the Support of Woman Candidates / KA.DER), is an association for the support of women's political participation. Established in 1997, Ka.Der sees equal representation of women and men as a precondition of democracy and calls for gender equality in representation for all elected and appointed decision making positions. Thus, KA.DER aims at bringing up political awareness and activism among women to encourage them in actively participating in politics. For this aim, it runs lobbying activities as the major technique of public relations. For the last three national elections KA.DER also tried to raise public awareness on the percentage of women candidates and members of parliament. In 2011 KA.DER applied celebrity endorsement in the campaign "275 Women Members to the Parliament". In the campaign poster, celebrities, like pop singer Gülben Ergen were pictured.

275 Female Members of Parliament	Celebrity endorsement, public service advertising
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Table3: Communication effort of KADER in 2011.

As the fourth case, *Türk Eğitim Gönüllüleri Vakfı* (Educational Volunteers Foundation of Turkey / TEGV) is active since 1995 to support the formal state education. For this aim, TEGV created and implemented educational programs and extracurricular activities for children aged 7-16. Similar to Greenpeace Mediterranean, donations and volunteers are very important for TEGV. TEGV calls for volunteers not only for the implementation of educational activities for children but also for the volunteers themselves. Besides, TEGV asks for volunteer support in the field of communication, technology and project management.

556 publicity desks to reach to volunteers and donors	Publicity	
Volunteer meetings	internal communication	
“11 provinces 12 professions”	PR – grassroots activity	
“I read Iplay”	PR – grassroots activity	
Organizational web site and social media presence	Organizational identity, reputation management, NGO advertisement.	
Concerts for donation	Celebrity endorsement	
Youtube official channel http://www.youtube.com/user/tegv	NGO advertisement	

Table 4: Communication efforts of TEGV in 2011-2012

The last case, *Sosyal Değişim Derneği* (The Association for Social Change / ASC) was founded in 2006 by activists in order to carry out various campaigns on social, cultural and environmental issues. ASC carries out advocacy work, launches campaigns, and conducts research, training, lobbying etc. to foster participation and democracy and to ensure cultural diversity by creating awareness against all forms of violence and discrimination. ASC’s leading theme for 2010-2012 was “Hate Crimes”. It conducted a campaign for hate crimes legislation. Consequently, their main communication practice was lobbying. ASC representatives paid visits to all political parties represented in the national assembly, the Ministry of Interior and the Ministry of Justice to submit their proposed legislation. The lobbying activities were backed by grassroots campaigning to raise public awareness on hate crimes legislation. Thus, ASC organized the *Festival for Tolerance and Diversity* in Istanbul in partnership with the Initiative for “Say Stop to Racism and Nationalism” in September 2011. For publicity, they organized the First International Conference on Hate Crimes in April 2011.

Festival for Tolerance and Diversity	PR (Grassroots campaigning)	European Instrument for Democracy and Human Rights (EIDHR), Open Society Foundation Turkey, Global Dialogue, Rosa Luxemburg Stiftung, Consulate General of Sweden in Istanbul, Netherlands Consulate General in Istanbul, Technical Assistance for Civil Society Organisations (TACSO), Civil Society Development Center.
Campaign for hate crimes legislation	Lobbying and PR (Grassroots campaigning)	
Conferences on Hate Crimes	PR (Grassroots campaigning)	
Water Rights Campaign	Lobbying and PR	

Table 5: Communication efforts of *Sosyal Değişim Derneği* in 2011-2012.

Conclusion

NGOs in the modern sense are new in Turkish society, although having a history of flourishing dating back to 1990s. Thus, it is apparent that most NGOs are still developing new techniques to reach the public and attain attitude change. Functioning in a different sphere than public institutions and corporations, they have to produce a similar language to reach the media and the masses. Thus, Turkish NGOs employ advertisement and public relations techniques. However, Turkish NGOs demonstrate different levels of professionalization in their communication practices and PR techniques.

Due to scarcity of financial resources, most NGO's resort to volunteer contribution in their communication planning. Despite their sparkling campaign slogans, their media access, media planning, publicity efforts and campaign organization is usually left at a non-professional level and hinder their efficacy in raising public awareness and attracting public opinion. In the mission statement of most NGOs, "raising awareness" and thus "changing attitudes" is mentioned. Campaigns designed for these two aims are hard to tell from mainstream PR campaigns. This parallelism signified that PR is an important factor in NGO management. Despite this fact, NGOs seem to have no criteria to measure the success of their communication efforts. The five cases analysed for this research, although they single out with their communication practices, have no mention of planning and evaluation proceedings for communication campaigns. In similar vein, except for TEGV, neither of them report any internal communication efforts.

NGOs never name their communication efforts "PR", preferring instead communication activity. As a result, we can assume that NGO members have the prejudice against PR techniques and have mental barriers in applying marketing tools for social causes. In order to come through this mental barrier and to contribute to the efficacy of NGOs, more academic research should be pursued and more educational programs in PR for NGOs must be developed in the service of civil society. These efforts would bring up more visibility, recognition, trust and positive reputation for activities of NGOs in Turkey.

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