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Defining News: A Ten-Nation Perspective

by

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Defining News: A Ten-Nation Perspective

Worldwide, the consumption of news and information is higher than ever before. But twenty years of Internet news and a decade of social media have permanently altered the patterns of behaviors associated with how consumers look for news and even how they perceive what “news” is for them. As the media landscape changes and old approaches no longer fit, it may be time to re-assess the fundamental definition of “news.”

Traditional news values have been defined and extensively studied by Western researchers, but little attention has been paid to the correspondence of these definitions of news with consumers’ behavior in different countries. The challenge of defining “news” is complicated by the fact that almost any event has some news value in an age of niche-news. More importantly, the process by which news is defined has changed because of a shift in the locus of power to distribute information. In traditional media, professional journalists (especially editors and publishers) have had disproportionate power to define what constituted “news.” But social media are shifting the locus that defines news from journalists to the public, with “news” becoming whatever a person chooses to share with others, and “newsworthy” being measured by the degree to which a story is shared and reshared.

The most significant impact of this shift in the locus of power to define news is the potential transformation of news consumers from comparatively passive receivers of news distributed by traditional news organizations on predictable schedules to active seekers of news and information whose appetite is whetted by the morsels of information distributed through social media.

This study addresses these questions with a survey of news consumers in ten countries (Brazil, Canada, Chile, India, Mexico, Peru, Russia, Ukraine, United Kingdom, United States). This inquiry begins with an exploration of traditional news values, then proposes a set of research questions designed to test the correspondence of these journalistic values with those of news consumers in general and specific groups of news consumers in the ten countries selected for this study. The analysis then compares two dimensions of news values: conceptual dimensions of newsworthiness (proximity, prominence, novelty, etc.) and self-reported interest in specific categories or types of news stories.

The findings of this study have the potential to impact the newsroom by steering editors toward specific content that has a stronger interest among news consumers. At a time when people depend on information technologies such as smartphones to the point of addiction, patterns of news consumption are in flux around the world. As a result, it may be necessary for scholars to re-think what values are important in the modern news age. At the heart of this inquiry is the basic question of whether there is a common set of “news values” for news consumers around the world, or whether patterns vary by country or culture. In the process, this study also addresses the fundamental question of whether news consumers have the same “news values” as journalists, or whether news consumers have different concepts and operationalization of news. This inquiry begins with an exploration of media use, traditional news values, and categories of news. It then proposes a set of hypotheses designed to test the correspondence of these journalistic values with those of news consumers.

Media Use

There has been a huge shift in the consumption of news content by audiences. From passive consumers of news and entertainment programming, audiences over the past decade

increasingly use mobile and online platforms for personalized news content. In the United States, online-only news services like Yahoo News and Huffington Post are listed alongside traditional news organizations (CNN, NBC, New York Times) as the most popular places people go for news online (PewResearchCenter, 2015). Globally the trend is similar and reflects the move by audiences toward online and mobile news consumption (Newman, 2015). This shift to 24-7 news-on-demand gives the consumer both choice and control over what is read or watched. Since the beginning of modern mass media, the journalists were the gatekeepers who decided what would become the daily news. Now we have entered an era where the consumer decides what is news. This change demands a re-examination of how news is defined and how people perceive one story to be more newsworthy than another.

News Values

There is extensive research published regarding global news flow, news values, and how an event is distributed through news organizations to be consumed by audiences. Shoemaker (2006) noted that “news” is a primitive construct needing no definition in ordinary conversation, but difficult to define without using the term itself (p.105). News reflects a change that occurs in time; it is interpreted uniquely by the individual for him or herself. News is a commodity that organizations try to package and sell in society. News tends to be negative, and the absence of news is often perceived as somewhat positive. Categories of ‘hard news’ and ‘breaking news’ tend to be negative (disasters, crime, etc) and in the era of social media, are increasingly brought forward by citizens (so-called ‘citizen journalism’).

While many scholars credit Lippmann (1922) with first broaching the topic, Galtung and Ruge (1965) published the seminal article on global news values. The authors identified a dozen

factors used by elite newspapers of the day to decide which stories would shape perceptions of the world through news coverage and publication. As noted earlier, the values associated with news tend to reflect concepts that are complex and difficult to operationalize (Shoemaker, 2006). Some examples of terms or phrases identified in studies include terms like “meaningfulness,” “relevance,” and even “surprise.” These terms may be applied to events and stories in a number of different ways, which is why the list continues to evolve.

After Galtung and Ruge, a number of subsequent studies supported the list of factors with some re-definition and re-naming which led to further expanding or restructuring the list (Golding and Elliott, 1979; Gans, 1980; Bell, 1991). McGregor (2002) re-cast the dozen factors into eight general factors: frequency, threshold (including absolute intensity and intensity increase), unambiguity, meaningfulness (including cultural proximity and relevance), consonance (involving predictability and demand), unexpectedness, continuity, and composition. McGregor re-packaged the values in her analysis and concluded that four additional news values needed to be included: visualness, emotion, conflict, and the “celebrification” of the Journalist.

Harcup and O’Neill (2001) examined the 12 factors and suggested adding factors labeled (a) reference to something positive, (b) reference to elite organizations or institutions, (c) agendas, promotions and campaigns, and (d) entertainment with subcategories of picture opportunities, reference to sex, reference to animals, humor, and showbiz/TV. In their conclusion, the authors suggest a revised updated list of 10 news factors or characteristics of events leading to publication in UK newspapers: 1. the power elite, 2. celebrity, 3. entertainment, 4. surprise, 5. bad news, 6. good news, 7. magnitude, 8. relevance, 9. follow-up, 10. newspaper agenda.

Westershahl and Johansson (2015) proposed three primary values of importance, proximity, and drama. But they admit they are “proxy variables, more or less effectively summarizing a complex journalist judgement (sic) about news values.” All three values were also influenced by what the authors termed “ideology.”

Lee (2009) built upon Shoemaker and Cohen (2006) by testing their contention that “deviance and social significance” encompass most of the preceding lists of news values. Lee tested a model whereby news values (deviance & social significance) predicted amount of media coverage which in turn could be used to predict degree of audience attention for a given event. In testing the model, Lee reported that deviance and social significance were predictors of audience attention when mediated by the media coverage.

Different societies and forms of government have different expectations of news (Shoemaker, 2006). For example, in a democratic society, the role of the news media is not to mirror the world as it is (to include more of the good news happenings), but to draw attention to problems and situations that need solutions. In an authoritarian society, news media are charged with portraying the world in the way those in power want it portrayed. News media are an arm of the state and support the institutions of power. These poles (democratic versus authoritarian) are admittedly ideals or extremes and no country is all one and not the other.

Social Psychological Perspective on News

Another perspective approaches news consumption, value and relevance from that of the individual. These psychologically-oriented studies focus on information processing and suggest that news is information that the individual is driven to attend to, while also (often) seeking out additional related information. This approach to news values uses terms such as “involvement, salience, functionality, concern, interest, etc.” to reflect interest in an issue (Knobloch,

Carpentier, and Zillmann, 2003, p.93). These authors found that alarming, danger-conveying information presented by the news media and public information campaigns are most effective when the messages emphasize salient information. For example, initial reports of devastating tornadoes emphasize the magnitude of the damage while follow up reports could be aimed at people in the path of future storms (likelihood).

Eilders (2006) also re-imagined news values and argued for six descriptor-categories explaining journalistic selection: relevance (or reach), damage (related to controversy, aggression, and conflict), elite persons (famous names or celebrities), continuity (follow up information about a significant event), proximity (geographically near), and elite-nation (rich and influential nations or cultures). She also suggested five values in the selection process by the audience: relevance/reach, conflict/controversy, elite persons/prominence, continuity, and unexpectedness.

Global News Trends

The literature on news values is not complete without a mention of global news flow. A consistent thread the past century of media history has been concern regarding media imperialism. Media imperialism has often been conflated with U.S. global (media) hegemony through much of the latter 20th century (Boyd-Barrett, 2015). But the notion that first-world, information-rich nations continue to dominate or at least influence news in lesser-developed nations continues, albeit more nuanced. The expectation remains, for example, that the U.S. election is followed more closely by people in India compared to overall American interest in elections held in India.

More recently it appears that the diffusion of mobile broadband media technologies worldwide has had a democratization effect on news consumption. According to Chadha and

Kavoori (2000, 2015), there is some evidence that media imperialism processes are in decline. In place of dominant foreign information sources we see the establishment of local-news for local-audience media systems in many (if not all) countries and cultures. Although governments continue to warn of encroachment by outsiders through media imperialism, Chadha and Kavoori suggest a greater danger is rising rampant commercialism brought about by market-driven models of media programming. As has occurred in developed media systems, the shift to a market-driven model often comes at the expense of diversity, public broadcasting, and too much emphasis on entertainment programming.

Such trends underscore the need to investigate whether emerging media cultures are bringing about new or revised news values. This democratization of news may reveal dominant news values from the perspective of the consumer rather than from the perspective of the journalist. The ideal of democratized news flow may now be in its nascent stage.

Therefore, since news content is now emerging in all countries, it is time for scholars to re-examine the assumptions regarding categories and types of values in news stories across countries and cultures. News media organizations in the 21st century must provide content that is popular at home. Simply because a story is reported by a European media conglomerate does not necessarily mean it is perceived as ‘news’ in South America.

News and Topic Areas

To help examine how news values may be different between countries, the notion of “news topic areas” must be considered. News organizations, journalists, and media scholars typically organize news by topic areas. The number and type of topic areas is wide and ever-changing, but there are some overarching terms that enable scholars to make meaningful comparisons. Traditional categories of news events often include terms such as politics, natural

disasters (calamity), international relations, business, crime, and sports. Additional common topic labels are science, entertainment, health, education, and religion. The labels are not rigid or exclusive, and events easily overlap into three or more areas. For example, a famous athlete announcing her retirement can be categorized by audiences as sports, business, celebrity, entertainment, international news, or a combination thereof.

Nevertheless, news professionals often have to categorize events with discrete labels like “politics” or “crime.” News consumers have been accustomed to searching and finding news stories using the same labels. Virtually any subject that concerns an individual could be part of that individual’s personal news feed.

Therefore, this exploratory study investigates the relative importance of standard news values from the perspectives of news consumers across ten nations. In particular, this study assesses characteristics associated with “newsworthiness” which relate to **salience**, which in turn gives it **value** to the individual attending to it. As noted by Eilders (2006) and others, traditional characteristics of news may be summarized generally along the lines of proximity (location), prominence (elites), conflict (damage, controversy), timeliness, impact (magnitude), novelty (unexpected). Other values include trust (source credibility), appearance/packaging (good writing, good soundbites/quotes, lots of specific ‘facts’ as well as analysis or interpretation to tell us its significance). These traditional characteristics are related to the event or story itself, but an examination of news in the age of social media has to put as much emphasis on salience of the event or story to the individual.

This discussion suggests that the starting place for understanding how news consumers define news in different countries should include analysis of news topics, news values, and news consumption. Given the breadth of such a topic, this exploratory study seeks to establish the

most basic of baselines in these three areas across multiple nations. Therefore, three broad research questions are proposed:

RQ1. What is the relative importance of news topics across the ten countries in the study?

RQ2: What is the relative importance of news values across the ten countries in the study?

RQ3: What are the relationships between Internet use and both values and news topics?

Methodology

This study employed a 10-minute, online survey measuring media consumption, news topic preference, news values and demographic information. The survey was administered to three samples of respondents representing ten countries.

Subjects:

Because the data collection included respondents from ten countries, it was expected that the response rate might vary significantly across countries. In order to maximize the response rate and the number of respondents in each country, three different tools were employed to identify and recruit respondents.

First, the database of registered users for 1World Online was donated to the researchers. This database included approximately 21,000 registered users from more than 100 countries. Inspection of the dataset revealed that ten countries (Brazil, Canada, Chile, India, Mexico, Peru, Russia, Ukraine, United Kingdom, United States) had at least 150 members in the dataset, with all of those countries except the United Kingdom and Brazil having more than 200 members in the dataset. Two independent samples of 200 each were selected at random (using the random number generator within Excel) from the database from those countries represented by 400 or more members. Countries with fewer than 400 members in the database had those members divided equally between for the first two data collection methods.

The first method used an un-incentivized appeal, asking respondents in an email to click a link to answer questions about news in their country. The second method used an incentivized appeal, offering one of five \$100 Visa gift cards to be given in a random drawing at the conclusion of the study. Those solicited via email received three follow-up emails reminding them to complete the survey. The third data collection technique used Amazon's Mechanical Turk tool to attempt to identify a convenience sample of up to 50 respondents in each country to complete the survey. Table 1 reports the number of responses and response rates (where relevant) received from each methodology. The 572 responses received were then reviewed to remove responses that were out of range for individual variables and those responses with questionable validity (those that appeared to be "straight-lined" or "speeding" through the survey).

Measures

Four sets of measures were created for this study. News values were measured by asking respondents to rate each of eight news values derived from Galtung & Ruge (1965) and Harcup & O'Neill (2001) on a scale of one to 5, where 1 is "not at all important" and 5 is "extremely important." News topics were measured by asking respondents to use a "fill-in the blank" answer asking them to indicate how many articles they would like to read each day for each of 13 topics derived from (Shoemaker & Cohen, 2006). Media use was measured asking respondents how many hours they used each day on average to consume five different types of media including television, talk radio, Internet for news, Internet for content other than news, social media, and newspapers. Finally, demographic items were added at the end of the questionnaire.

Data collection and analysis

The survey was created with the 1World online survey tool. For the first two data collection waves, MailChimp was used to send individualized and personalized emails to each prospective

respondent. The same tool was used to send reminder emails three, six and nine days after the initial invitation. All such emails identified the universities sponsoring the study and containing a link to the online survey on the IWorld website.

The English language survey was translated into four languages (Spanish, Russian, Ukrainian, and Portuguese) by native speakers of each language. A second translator was then employed to do back-translations of the survey that could be compared to the initial version to ensure accurate translations. All invitation and follow-up messages were similarly back-translated and verified before they were used.

Data Analysis:

The data collection procedure (10 countries with three samples each) resulted in 30 separate files. These files were combined into a single file for cleaning and analysis using SPSS v.20.

Results

The analysis began with a comparison of news values and topics across the ten countries included in the study, followed by tests of the hypotheses.

RQ1. What is the relative importance of news topics across the ten countries in the study?

Salience was operationalized in this study by asking respondents how many online stories they would like to read on an average day in each of the 13 content areas identified for study. As reported in Table 1, the mean number of stories ranged from 1.5 (religion) to 4.5 (science and technology). Surprisingly, respondents to this study generally had higher interest in “niche” news topics than topics that are typically identified as core news topics. Science and technology topic received the greatest interest (4.5), with human interest third (3.7), entertainment fourth (3.5), and business fifth (3.3). Among more traditional news topics, international affairs ranked second

on the list (3.9), with internal politics ranking sixth (3.3), government ninth (3.1), and domestic crimes twelfth (1.9).

One-way AVOVA analysis indicated significant differences across countries for all topics except internal politics, international affairs, and government. The greatest variations (as measured by eta squared) occurred for religion (eta squared=.17), domestic crimes (eta squared=.10), and sports (eta squared=.9). Means by country are reported in Table 2

One reason for the variation in demand for individual topic by country may be that demand for stories varied widely across all topics, with respondents from India and Peru reporting interest in reading the highest number of stories (64.6 and 56.8, respectively), and respondents from Brazil, the U.S., Canada, and the UK interested in reading the lowest number of stories (34 to 35) ($F=3.3$; $df=9$, $p=.001$). Means and standard deviations for all countries are reported in Table 3.

RQ2: What is the relative importance of news values across the ten countries in the study?

The pattern of interest in the eight traditional news values was substantially different. As reported in Table 4, respondents rated traditional news values of proximity, novelty, and continuing event as most important (mean=3.7, 3.6, and 3.5, respectively), with the lowest importance assigned to show business news (2.0) and negative news (2.5).

One-way ANOVA indicated that the measures of importance of the eight news values varied significantly across the ten countries studies ($p<.001$ for all ten analyses). Means for the eight values by country are reported in Table 5.

RQ3: What are the relationships between Internet use and both values and news topics?

The questionnaire included two measures of Internet use: number of hours per day using the Internet to get news, and number of hours per day using the Internet for other purposes. Table

6 reports the correlations between hours using the Internet to get news and the eight news values; Table 7 reports the correlations between hours using the Internet to get news and the 13 news topics. Significant correlations ($p < .05$; two-tailed) were observed between Internet use for news and all news topics, except for domestic crime and international affairs, but only two news values were related to Internet use for news: reference to something negative ($r = .133$; $p = .004$) and coverage of elite nations, institutions, and persons ($r = .122$; $p = .009$).

Discussion

This exploratory study examined news consumers across ten nations and their perspectives and interest in news values and topic areas reflected in their media use and interest. The most significant finding of the study may be the interrelationships among time spent consuming online news, news topics, and news values. The relatively strong relationships between the topics and time spent consuming online news relative to the weak or non-existent relationships between news values and consumption support the proposition that salience of news topic may be a much better predictor of news consumption than the values that journalists use to describe news. In other words, rather than being related to traditional news values such as proximity, prominence, and novelty, news consumption, news consumption is more strongly related to specific topics of interest to the public.

The results of this study can help news organizations create rubrics for news events that allow inclusion of a wider range of topics. As news work becomes more mechanized and deterministic, organizations need to continue focusing on the popularity of story types. For example, Guerrazzi, Grant, and Wilkinson (in press) found that the event—content—is more important than the packaging. In other words, the relevance or salience of the story supersedes

how that story is reported. Salience is even more important than “quality.” Therefore, media organizations and journalists must maintain perspective and find the best stories to present to the specific audiences reached by an outlet or publication. If there are time and resources, journalists can focus on the best way of telling that story. This research builds upon the content perspective by re-emphasizing the essential appeal of news as new information that an individual wants to know, and wants to know more about.

Similarly, news managers can now understand that it’s not the fault of a writer whose stories are rarely read; it may reflect the types of stories the writer was assigned. A smart editor has to identify events that need to be reported in order to reach the niche audience.

Before the Internet, Tuchman (1973) famously identified the routinization of news work. The rise of the Internet and social media have altered those routines. Instead of a factory pushing a product to an end user, perhaps news work is more like a collaboration, where input from the public helps determine the not only how a topic is covered but also which topics are covered in the first place.

Given the rise of social media in the dissemination of both breaking news and other types of reporting, an “intelligent system” is emerging in which feedback from within the system (consumption of news and sharing of news) provides strong indicators to editors and publishers regarding the type of content that is of greatest interest to news consumers.

The results of this study must be interpreted cautiously because of the nature of the sample. Although three methods were utilized to help balance the data collection across the ten countries studied, there is no way to ensure that results from any one country are comparable to the results for any other specific country.

A second set of limitations relates to the ten countries studied. Although the ten countries were selected to be broadly representative, the fact that major countries in Asia, the Middle East, and Africa were not included limits the generalizability of the results globally.

Accordingly, future studies should take pains to include countries such as China, Indonesia, South Africa, Egypt, Germany, France, etc. to be more representative of the global audience. Future studies should also consider more sophisticated measures of salience of news stories, perhaps allowing users to indicate choice of or preference for specific stories rather than generic story topics.

Perhaps the ego-driven human element of “pride” should be taken into consideration when evaluating these results. Since respondents to this study generally indicated interest in the academically prestigious “niche” news topics of science and technology, a skeptical evaluator may question the veracity of the self reporting. It’s possible that survey respondents may be loathe to admit to a preference for pedestrian media offerings.

Finally, more sophisticated measures of time spent consuming news may also provide greater insight into the factors that both predict time spent and those that predict effects of news consumption.

Taken as a whole, the results reported herein indicate that there are significant differences in news values, topic preference, and time spent consuming news across countries. Researchers should therefore be careful in applying the results of news studies from one country to another; instead they should conduct studies that include more than one country in the sample.

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Table 1

Mean number of stories by Topic

	N	Minimum	Maximum	Mean	Std. Deviation
Science & Technology	469	0	30	4.53	4.02
International Affairs	469	0	100	3.90	5.44
Human Interest	469	0	30	3.71	3.38
Entertainment	469	0	80	3.54	4.73
Business/Commerce/Industry	469	0	42	3.33	3.76
Internal Politics	469	0	100	3.29	5.83
Cultural Events	469	0	20	3.23	2.65
Education	469	0	30	3.19	3.28
Government	469	0	30	3.08	3.52
Health/Welfare/Social Services	468	0	30	3.00	3.04
Sports	469	0	25	2.47	3.07
Domestic Crimes	469	0	20	1.94	2.40
Religion	469	0	13	1.47	2.27
Valid N (listwise)	468				

Table 2

Mean number of stories by Topic by Country

	Domestic Crimes	Business/Commerce/Industry	Sports	Cultural Events	Internal Politics	International Affairs	Human Interest	Health/Welfare/Social	Education	Entertainment	Science & Technology	Religion	Government
Brazil	1.23	3.04	1.20	2.71	2.89	3.55	3.38	2.48	2.71	3.38	3.86	0.84	2.75
Canada	1.52	3.52	1.80	3.02	2.74	3.30	3.48	2.36	2.52	3.00	4.14	0.74	2.36
Chile	1.36	3.64	2.55	3.69	3.12	4.21	4.43	4.11	4.64	3.50	4.88	1.57	3.83
India	2.73	4.93	5.55	2.64	6.42	4.39	5.77	5.38	4.91	8.42	6.91	2.50	4.05
Mexico	1.26	4.39	2.30	4.17	3.60	4.39	4.49	3.17	3.99	3.51	5.62	1.19	3.26
Peru	3.47	4.41	4.00	4.18	2.88	4.88	6.00	4.82	5.24	3.88	6.18	3.18	3.71
Ukraine	3.49	3.17	3.39	3.07	3.34	3.55	4.07	3.26	3.59	3.50	3.88	3.64	3.95
US	1.85	2.54	2.27	2.60	2.69	3.04	2.99	2.49	2.30	3.06	4.31	0.87	3.10
Total	1.94	3.33	2.47	3.23	3.29	3.90	3.71	3.00	3.19	3.54	4.53	1.47	3.08

Table 3

Descriptive Statistics for Story Total by Country

Country Code	Mean	N	Std. Deviation
India	64.58	22	58.99
Peru	56.82	17	31.22
Ukraine	45.89	29	16.39
Chile	45.55	42	45.29
Mexico	45.34	77	34.14
Russia	38.91	61	30.91
UK	34.89	47	19.29
Canada	34.50	50	27.79
US	34.10	67	27.67
Brazil	34.02	56	20.97
Total	40.71	468	32.24

Table 4

Importance of Traditional News Values among all Respondents

	N	Mean	Std. Deviation
The news happens somewhere close to you.	470	3.68	1.237
The news event is unexpected.	469	3.57	1.150
The news continues about an ongoing event.	470	3.54	1.015
The news includes elite nations, institutions and persons.	466	3.09	1.208
The news has visual power.	465	3.07	1.143
The news is emotionally appealing.	464	3.00	1.196
The news includes reference to something negative.	463	2.49	1.075
The news is related to show business or celebrities.	466	1.99	1.021
Valid N (listwise)	459		

Table 5

Mean Importance of News Values by Country

	The news happens somewhere close to you.	The news continues about an ongoing event.	The news event is unexpected.	The news includes elite nations, institutions and persons.	The news is related to show business or celebrities.	The news includes reference to something negative.	The news has visual power.	The news is emotionally appealing.
Brazil	3.96	3.77	4.07	3.38	2.02	2.55	3.23	3.23
Canada	3.12	3.08	3.14	2.69	1.84	2.02	2.82	2.86
Chile	3.93	3.33	3.74	3.43	2.12	2.62	3.43	3.48
India	4.30	3.96	3.48	3.43	3.22	2.70	4.00	3.78
Mexico	4.09	3.77	4.01	3.29	2.21	2.71	3.26	3.51
Peru	3.59	3.47	3.65	3.76	2.82	2.41	3.29	3.47
Russia	3.82	3.98	3.62	3.48	1.56	2.97	2.77	2.39
UK	2.94	3.19	3.25	2.31	1.58	2.10	3.02	2.71
Ukraine	3.97	3.55	3.21	3.29	1.83	2.45	2.90	2.55
US	3.34	3.28	3.21	2.55	1.86	2.25	2.66	2.63
Total	3.68	3.54	3.57	3.09	1.99	2.49	3.07	3.00

Table 6

Correlations between Hours Using Internet to Get News and News Values

	Hours Using Internet to get News
The news happens somewhere close to you.	.005
The news continues about an ongoing event.	.034
The news event is unexpected.	.025
The news includes elite nations, institutions and persons.	.122**
The news is related to show business or celebrities.	.048
The news includes reference to something negative.	.133**
The news has visual power.	-.031
The news is emotionally appealing.	.003

Table 7

Correlations between Hours Using Internet to Get News and News Topics

	Using Internet to get News
Domestic Crimes	.069
Business/Commerce/Industry	.136**
Sports	.168**
Cultural Events	.103*
Internal Politics	.097*
International Affairs	.080
Human Interest	.139**
Health/Welfare/Social Services	.153**
Education	.189**
Entertainment	.201**
Science & Technology	.113*
Religion	.125**
Government	.096*