

Why Millennials choose interactive, gatekeeper, or traditional media: A uses and gratifications perspective

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ABSTRACT

Millennials pose a special challenge to advertisers because of their markedly different use of media and their adeptness at avoiding advertising. By understanding their motives for media use, advertisers can leverage relevance as a key strategic tool for reaching and holding the interest of the vast Millennial audience. The present study employs a uses and gratifications approach to identify how motives influence specific media choices of Millennials. Analyses revealed that social motives drive use of Interactive media, political motives drive use of Gatekeeper media, and practical motives drive use of Traditional media for Millennial consumers.

Keywords: Millennials; uses and gratifications; media use motives; traditional, interactive, and gatekeeper media

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INTRODUCTION

A particularly significant segment of today's media audience is the "Millennials," roughly 80 million consumers born between 1980 and 2000 that constitute America's largest living generation (Andrews, 2016; Fry, 2016). Their spending power is estimated to be anywhere from \$200 billion to \$600 billion annually in the United States alone (Accenture, 2017; Solomon, 2016). Compared to previous generations at the same stage of their life cycles, they are more racially diverse, more politically independent, more likely to remain unmarried longer, and more likely to have at least a bachelor's degree (Drake, 2014; Fry, 2017a; Fry, 2017b). They are also more likely to be optimistic about the future of America (Pew, 2014).

The Millennials are the first digital generation (Pew, 2014), coming of age in a media environment where change is a constant, where virtually every print and broadcast medium has an Internet component, and where in fact many media vehicles exist entirely online. Millennials expect instant access to information and entertainment. Over half of these media consumers are mostly or almost always online and connected (The Media Insight Project, 2015). A large majority pays to download content, most often movies, television shows, or music, usually onto mobile devices (The Media Insight Project, 2015). For Millennials, the Internet is not a monolith, but a gateway to a seemingly infinite number of discrete sites that perform a myriad of distinct functions. As a social medium, for example, Facebook provides a means of connecting with friends, but as a personalized aggregator it serves as a central clearinghouse for news and information from the media sources of one's choosing.

Millennials also pose a special challenge to advertisers. How Millennials use media, and to what end, has been the subject of a substantial amount of academic and industry research, and the consensus is that they have enormously different media use compared to previous generations. A majority (66%) spends more than an hour a day accessing the web via mobile devices, and as a group they are not receptive to mobile ads. In fact, Millennials have become adept at avoiding ads: 30% use ad blockers, about half (45%) say they skip ads when they can, and 19% just look away when ads appear on their mobile devices. Given the opportunity to view an ad on YouTube, Millennials take an average of only 10.9 seconds to skip it (Southgate, 217).

Advertisers have debated the best way to attract and hold attention beyond their allotted eleven-second window. Humor, better visuals, more drama, greater resonance, and compelling music are just a sample of the recommended lures. But it may be important to recognize that the most effective way of cutting through the clutter, and the critical first step to achieving an impact, is relevance (Wells, Burnett, & Moriarty, 1995). An important question to ask, then, is, what is the Millennial consumer's frame of mind when exposed to the advertising message?

USES AND GRATIFICATIONS THEORY

Uses and gratifications theory provides an especially appropriate research framework for understanding ways to relate to Millennials. It proposes that consumers are purposive in their use of media—that people actively seek out particular types of content, via specific channels and venues, to fulfill individual needs and obtain personal gratifications. Armed with a proliferation of digital options, today's increasingly

sophisticated media consumers have the opportunity to dispatch their needs through any of a plethora of electronic means, at the time and place and through the device of their choosing, potentially becoming more and more actively involved in their own media consumption choices than ever before. A uses and gratifications perspective offers the promise of shedding light on the motivations that drive individual media choices.

MOTIVES FOR MEDIA CONSUMPTION

Previous studies have examined factors that motivate consumption of particular media and types of content. Consumers choose specific media based on their ability to fulfill the need to know, to entertain, to provide help and advice, to perform a social function, to assist in opinion formation, and to pass the time, among other reasons (Hastall, 2009; Katz, Blumler, & Gurevitch, 1974; Kaye & Johnson, 2002; Lee, 2013; McCombs & Poindexter, 1983; Ponder & Haridakis, 2015; and Shoemaker, 1996). While the literature has unearthed valuable links between media used and gratifications sought, very little of the uses and gratifications research has focused specifically on Millennials. The present study seeks to examine consumption of media by Millennials from a uses and gratifications perspective, to determine how motives for media use influence their choice of media. The present study asks the following research question:

RQ1: What are Millennials' motives for using media?

ANTECEDENTS OF MEDIA MOTIVES

A number of researchers have examined the demographic characteristics, attitudes, and beliefs that influence media choices. Age, education, race, and gender are significant predictors of news consumption motivations. Older adults and the more highly educated are more likely to consume news for information and opinion purposes, women are more likely to consume news for information motivations, and younger adults are more likely to consume news for entertainment and social motivations (Lee, 2013).

Some researchers have identified a link between community attachment or identification, often referred to as "community closeness," and local newspaper consumption (Burgoon & Burgoon, 1980; Griswold & Moore, 1989; Stamm & Fortini-Campbell, 1983). People who are politically involved are more likely to use the media for surveillance needs than for entertainment (Kaye & Johnson, 2002).

RQ2: How do antecedents (demographic characteristics, perceptions, and attitudes) relate to motives for consuming news and information about various topics?

RQ3: How do antecedents, attitudes, and motives predict use of media by Millennials?

METHOD

Sample and Procedures

Data were collected by Marketing Systems Group and Scientific Telephone Samples, using two national samples of cell phone owners. Of 6,635 adults who provided age information, 2,297 between the ages of 18 and 34 were invited to participate

in the online survey. A majority of those (1,759, or 77 percent) agreed to receive an invitation for the Web survey either by email or text message, and a total of 1,045 (59 percent of the 1,759) completed the Web survey, for a final response rate of 14 percent. The final sample was designed to ensure representativeness of the population between 18 and 34 years of age in 2015 (The Media Insight Project, 2015).

The unweighted sample breakdown was 53% female and 47% male; 24% ages 18 to 21, 24% ages 22 to 24, 26% ages 25 to 29, and 26% ages 30 to 34. A majority (56%) was white; 16% African American; 16% Latino; and 12% "other." Education levels were: some graduate school or graduate degree, 15%; some college or college degree, 62%; high school degree or less, 21%. Thirty-eight percent (38%) had household incomes of \$50,000 or more, 21% between \$30,000 to less than \$50,000, 25% between \$10,000 to less than \$30,000, and 13% less than \$10,000. Political party profile of the sample was 32% Democrat, 20% Republican, 22% Independent, and 25% "other." A majority (53%) was employed full time; 23% part time, and 23% unemployed. Twenty-nine percent (29%) were married or living as married; 4% separated or divorced; and 67% never married. Twenty-nine percent (29%) were parents, 70% were not.

Motives

Respondents were asked to examine a list of twelve motives, similar to those in the uses and gratifications literature, and to select those that represented the "main reasons" they used "news and information," defined to include "sports, traffic, weather, current events, stocks, politics, lifestyle, entertainment, or any other kinds of news and information that you need to understand the world around you." Possible responses were coded "0" (not a reason) or "1" (selected as a main reason).

Principal components analysis with varimax rotation was conducted to extract and interpret motives for using news and information media. An eigenvalue of 1.0 or greater was required to retain a factor. Items were assigned to a particular factor if the primary loading was at least .54 and loading on other factors was no higher than .45. Loadings ranged from .54 to .71. Summing across the individual items within each factor created indexes of each factor, and reliability analysis was conducted for each index. Reliability for the three factors ranged from .54 to .65, and the resulting factor rotation accounted for 46.75% of the variance, as reported in Table 1 (Appendix).

Antecedents

Antecedent variables suggested by previous research included demographic characteristics, strength of political party affiliation, attitude toward one's community as a place to live, and perceived importance of the news, including how actively one pursues news and information. Age between 18 and 34 (18-21, 22-24, 25-29, 30-34), education level (less than high school, high school graduate or trade school, some college, college graduate, some graduate school, graduate degree), marital status (never married, separated/divorced/widowed, married or living as married), parental status (parent or guardian, not), employment level (not employed, employed part-time, employed full-time), strength of affiliation with the Democratic or Republican parties or strength of identification as an Independent (no affiliation, moderate affiliation, strong affiliation), and gender were included as demographic variables. Rating of one's community as a

place to live (excellent, good, fair, or poor), importance of personally keeping up with “the news” (not at all, not very, somewhat, very, extremely), and self-characterization as someone who either actively seeks out news and information, or mostly bumps into news and information/hears it from others were included as attitudinal/behavioral antecedents.

Media Use

A factor analysis was conducted to determine Millennials’ use of media for obtaining news and information. Respondents were asked a series of questions designed to assess which media they used most often to obtain information on various topics. For each of twenty-four different types of information (*e.g.*, celebrities or pop culture, price comparisons or product research, national politics or government), respondents identified the news sources they used most often to get information about that topic, selecting from a list of fourteen media options. The list of media options considered several dimensions of media sources, including geographic scope (local, national or international), organizational structure (individual or corporate), and opportunity for interactivity. The list of items recognized that most media, including interpersonal word-of-mouth communication, have internet components. The list of fourteen items included Facebook; Twitter; other social media sites or networks besides Facebook and Twitter; search engines; local TV stations, their websites, apps, or news alerts; local newspapers, their websites, apps, or news alerts; radio stations, local or national, their websites, apps or news alerts; national TV networks, their websites, apps, or news alerts; national or international newspapers, their websites, apps, or media alerts; media organizations that focus on only one topic (such as ESPN, Weather Channel, Food Network), their websites, apps, or news alerts; online aggregators, such as Google News, or Reddit, that combine news from other sources; online-only publishers, such as BuzzFeed, Huffington Post, their apps or news alerts; blogs or websites of “someone I follow”; and word of mouth from friends or family (including in-person, or by phone, email, text, or messaging apps).

For each of the twenty-four types of information, a media source was coded a “1” if it was mentioned as one of the sources used most often to get information about that topic, or “0” if it was not mentioned. Scores were summed across content types to obtain a total score for each source, ranging from a possible score of “0” (for sources not used most often to obtain any type of content) to “24” (for sources used most often to obtain information for all twenty-four types of content).

A principal-components factor analysis with varimax rotation was conducted on the fourteen media sources to extract and interpret possible news and information source factors. An eigenvalue of 1.0 or greater was required to retain a factor. Items were assigned to a factor if the primary loading was at least .57, and loading on other factors was no higher than .49. Loadings ranged from .57 to .82. Two items (Twitter and media organizations that focus on a single topic) did not load on any factor. Summing across the individual items within each factor created indexes of each factor, and a reliability analysis was conducted for each index. Reliability for the three factors ranged from .71 to .89. The resulting factor rotation explained 61.81% of the variance, and is reported in Table 3 (Appendix).

Statistical Analysis

Canonical correlation was conducted to examine the relationships between antecedents, motives, and media use. Hierarchical regression analyses were conducted for each outcome variable. Demographics were entered on the first step, attitudinal and behavioral antecedents were entered on the second step, and motives were entered on the third step.

RESULTS

Motives for Using News and Information

RQ1 asked about Millennials' motives for using news and information. The factor analysis of twelve motivations yielded three factors: practical utility, social utility, and political utility, as reported in Table 1 (Appendix). Results reflect findings of previous research (Henke, 2018).

Practical utility accounted for 26.6% of the variance after rotation. It contained five items reflecting the ways that news and information helps respondents to achieve a number of things: specifically, to save or manage money, to solve problems, to raise a family, to be more effective in one's job, and to stay healthy (Cronbach's $\alpha=.65$).

The second factor, social utility, accounted for 11.0% of the variance and contained four items indicating that some Millennials are motivated to use news and information to talk to friends, family and colleagues about what's going on in the news, because they find it enjoyable or entertaining, to feel connected to one's community, and to help find places to go and things to do (Cronbach's $\alpha=.58$).

Political utility, accounting for 9.2% of the variance, consisted of three items including use of news and information to take action to address issues one cares about, to stay informed to be a better citizen, and to help decide where one stands on things (Cronbach's $\alpha=.54$). The reasons that Millennials cited most often for using news and information were to stay informed to be a better citizen (cited by 62%), to talk to friends, family, and colleagues about what's going on in the news (57%), and because it is enjoyable or entertaining (55%).

Antecedent Variables and Motives

RQ2 asked how demographic characteristics, political affiliation, community evaluation, and perceived importance of news relate to Millennials' motives for media use. In order to investigate multivariate relationships between antecedent variables and motives, a canonical correlation analysis was conducted, using antecedent variables as one set and motives (practical utility, social utility, and political utility) as the second set. Results of the canonical correlation analysis are reported in Table 2 (Appendix). Findings reflect the results of previous research (Henke, 2018).

The canonical correlation analysis produced two significant roots. For Root 1 ($R_c=.50$, $R_c^2=.25$, Wilks lambda=.72, $p<.000$), the importance of keeping up with news, how actively one pursues news, and education level had the highest correlations among the antecedent variables. Canonical loadings for parenthood status, marital status, community evaluation, age, gender, and employment level did not reach 3.0 and were

dropped from the solution. Practical utility and social utility had the highest correlations among motivation variables. Root 1 indicates that those who find it important to keep up with the news, who actively pursue news, and who have higher education levels are motivated to use media primarily for political reasons and secondarily for social utility.

For Root 2 ($R_c=.21$, $R_c^2=.04$, Wilks lambda=.95, $p<.000$), parenthood status, strength of affiliation with the Republican party, employment level, and marital status were significant antecedent variables. Canonical loadings for gender, strength of affiliation with Democratic or Independent parties, importance of keeping up with the news, community evaluation, how actively one pursues news, and education level did not reach 3.0 and were dropped from the solution. The only motivation of significance in Root 2 was practical utility; social and political utility loadings did not reach 3.0. Root 2 indicates that parenthood status, strength of identification with the Republican party, employment level and marital status are related to media consumption for practical utility—to get help with raising a family, solve problems at work, save or manage money, and stay healthy.

Predictors of Media Use

RQ3 asked how antecedents and motives predict use of media by Millennials. The factor analysis of fourteen media sources yielded three factors: Traditional media, Gatekeeper media, and Interactive media, as shown in Table 3 (Appendix).

Traditional media accounted for 44.7% of the variance after rotation. It contained five items: local newspaper, local TV station, local or national radio, national TV network, and national or international newspaper, as well as their websites, apps, or news alerts (Cronbach's alpha=.89).

The second factor, Gatekeeper media, accounted for 9.5% of the variance and contained three items including an online aggregator such as Google News or Reddit, an online-only publisher and its apps and news alerts, and a blog or website “of someone I follow” (Cronbach's alpha=.71).

Interactive media, accounting for 7.6% of the variance, included Facebook, a social media site or network besides Facebook or Twitter, and word of mouth from friends or family including in person, by phone, email, text, or messaging app (Cronbach's alpha=.75).

To determine how antecedents (demographics, and attitudinal and behavioral variables) and motives (practical utility, social utility, and political utility) predict use of media sources (Traditional, Gatekeeper, and Interactive), three hierarchical regression analyses were conducted, with use of Traditional media, Gatekeeper media, and Interactive media as the dependent variables. Results of the hierarchical regression analyses are reported in Table 4 (Appendix).

The following nine demographic variables were entered on the first step of each regression analysis: age, gender, education, employment level, marital status, parental status, and strength of party affiliation as a Republican, Democrat, or Independent. The remaining antecedent variables, evaluation of the community as a place to live, importance of keeping up with the news, and how actively one pursues news, were entered on the second step of the regression. The three motives for using news and information—practical utility, political utility, and social utility—were entered on the third step of the regression. Because employment and political party affiliation were

insignificant throughout all steps for the three regression analyses, they are omitted from the table.

Use of Traditional Media

When regressing the use of Traditional media (local television, local newspapers, radio, television networks, and national newspapers, including their websites and apps), none of the demographic variables emerged as significant predictors on the first step, and the regression model was not significant ($R=.13$, $R\text{ square}=.02$, $F(9, 1035)=1.83$, $p=.06$). On the second step, perceived importance of keeping up with the news emerged as a significant positive predictor, and the change in R square as well as the resulting equation were significant ($R=.32$, $R\text{ square}=.10$, $F(12,1032)=9.49$, $p=.000$). On the third step, when motives were entered, age emerged as a significant positive predictor, the importance of keeping up with the news retained its status as a significant positive predictor, and all three motives emerged as significant positive predictors. In addition, community evaluation emerged as a significant negative predictor. The change in R square as well as the resulting equation were significant ($R=.45$, $R\text{ square}=.20$, $F(15, 1029)=17.14$, $p<.000$). The variables that emerge as the most significant positive predictors of the use of Traditional sources are age, perceived importance of keeping up with the news, and motives for using news and information sources. Community evaluation is a negative predictor of the use of Traditional news sources. Specifically, the first regression indicates that older Millennials who assign greater importance to keeping up with news, who give lower ratings to their community as a place to live, and who use news and information primarily for its social and practical utility, secondarily for its political utility, are more likely to use traditional media.

Use of Gatekeeper Media

In the second regression, conducted to predict the use of Gatekeeper media (online aggregators such as Google News or Reddit, online-only publishers such as BuzzFeed or the Huffington Post, and blogs or websites “of someone I follow”), the first step of the regression produced two significant predictors: age, a positive predictor, and parental status, a negative predictor, and the regression equation was significant ($R=.18$, $R\text{ square}=.03$, $F(9, 1035)=3.86$, $p=.000$). On the second step, the importance of keeping up with news emerged as a significant positive predictor, and both education level and parental status retained their status as significant predictors. The change in R square as well as the resulting equation were significant ($R=.31$, $R\text{ square}=.10$, $F(12, 1032)=9.1$, $p=.000$). In the third step of the regression, all three motives for using media emerged as significant and positive predictors, while the importance of news and parental status retained their significance. Education level was no longer significant. Both the change in R square and the resulting model were significant ($R=.43$, $R\text{ square}=.18$, $F(15, 1029)=15.16$, $p=.000$). The second regression indicated that Millennials who are not parents, who assign higher value to the importance of news, and who are motivated to consume news and information primarily for its political and social utility, secondarily for its practical utility, turn most often to Gatekeeper media.

Use of Interactive Media

A third hierarchical regression was conducted to predict the use of Interactive media sources (Facebook, other social media sites or networks besides Facebook and Twitter, search engines, and word of mouth including electronic word of mouth). In the first step of the regression, gender emerged as a significant predictor, and the overall model was significant ($R=.13$, $R\text{ square}=.02$, $F(9, 1035)=2.04$, $p=.032$). The second step yielded perceived importance of news as a significant positive predictor and active pursuit of news as a significant negative predictor, and gender retained its status as a significant predictor. Both the change in R square and the resulting model were significant ($R=.25$, $R\text{ square}=.06$, $F(12, 1032)=5.6$, $p=.000$). In the third step the perceived importance of keeping up with news was no longer significant, but gender (a positive predictor) and active pursuit of news and information (a negative predictor) retained their significance. All three motivations for using news and information were significant positive predictors, with social utility emerging as the strongest predictor. Both the change in R square and the resulting regression model were significant ($R=.50$, $R\text{ square}=.25$, $F(15, 1029)=23.13$, $p=.000$). The third regression indicated that female Millennials who bump into news rather than actively pursue it, and who use news and information primarily for its social utility, are more likely to turn to Interactive news sources.

DISCUSSION AND IMPLICATIONS

Millennials, America's largest living generation and its first digital generation, pose a special challenge to advertisers because of their markedly different use of media and their increasingly sophisticated ways of avoiding advertising, but understanding how underlying motives drive Millennials' media choices can position advertisers to leverage relevance as a key strategic tool for breaking through their perceptual barriers.

Millennials choose media sources for their practical, social, and political utility, and they expect different media sources to deliver different gratifications. Traditional media—local and national newspapers, TV, radio, and their websites—play an important role for older Millennials seeking to satisfy social and practical needs. Getting help with saving or managing money, solving problems, raising a family, being more effective at work, and being able to talk with friends, family, and colleagues about what's going on in the world are the reasons they use traditional media.

Single Millennials who are more interested in media content for its political utility—for staying informed to be a better citizen, to take action on issues they care about, and to help decide where they stand on things—turn to their Gatekeepers: online aggregators, online-only publishers, blogs, and websites of people they follow. For this group, political issues provide fodder for conversations with friends, family, and colleagues.

Female Millennials who immerse themselves in news and information primarily for its social utility turn to Facebook and other social media sites and networks, search engines, and both physical and electronic word of mouth to resolve their need to talk to friends, family and colleagues about what's going on in the news, to get some enjoyment or entertainment, to feel connected to their communities, and to find places to go and things to do.

Armed with an understanding of the reasons that Millennials use particular media sources, advertisers can be more responsive to their needs in the development of more effective media selection strategies and creative appeals. Given the mindset with which Millennials approach different types of media, chances are that practical products and services that ease the burdens of daily life will get a better hearing in traditional media, calls to civic action will yield greater results in gatekeeper media, and entertaining, socially engaging, and nonessential goods and services will find their strongest proponents in interactive media. Advertisers can achieve better results not by turning up the volume, a tactic that Facebook has recently initiated (Sloane, 2017), but by recognizing why Millennials choose certain media and being responsive to their needs. Greater relevance is smarter targeting.

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APPENDIX

Table 1

Factor Analysis for Motives for Using News and Information*

“The main reasons I use news and information are...”	<u>Motives for Using News and Information</u>		
	1	2	3
Factor 1: Practical Utility			
• It helps me save or manage money	.71	.12	<.10
• It helps me solve problems	.64	<.10	.23
• It helps me raise my family	.58	-.11	.17
• It helps me in my job	.57	.24	<.10
• It helps me stay healthy	.54	.45	<.10
Factor 2: Social Utility			
• I like to talk to friends, family and colleagues about what’s going on in the news	<.10	.67	.32
• I find it enjoyable or entertaining	.15	.64	<.10
• It helps me feel connected to my community	<.10	.58	.26
• It helps me find places to go and things to do	.38	.57	<.10
Factor 3: Political Utility			
• It helps me take action to address issues I care about	.24	<.10	.70
• It helps me stay informed to be a better citizen	<.10	.17	.69
• It helps me decide where I stand on things	.14	.15	.65

*KMO value=.83, Bartlett’s $p < .000$ (Chi-square=1697.57, 66 df).

Note. The retained factors explained 46.8% of the total variance after varimax rotation. Factor 1 (Practical Utility) had an eigenvalue of 3.19 and explained 26.6% of the variance, Factor 2 (Social Utility) had an eigenvalue of 1.32 and accounted for 11.0% of the variance, Factor 3 (Political Utility) had an eigenvalue of 1.10 and explained 9.2% of the variance.

Table 2

Canonical Analysis of Antecedents and Motives			
Canonical	Weights	Canonical	Weights
Root 1			
Set 1: Antecedents		Set 2: Motives	
Importance of Keeping Up With the News	-.81	Political Utility	-.73
Education Level	-.32	Social Utility	-.48
How Actively Pursue News	-.07	Practical Utility	.02
Parenthood Status	.16 ^a		
Age	.12 ^a		
Marital Status	.10 ^a		
Evaluation of Community	-.06 ^a		
Employment Level	.04 ^a		
Gender	.02 ^a		
Root 2			
Set 1: Antecedents		Set 2: Motives	
Parenthood Status	.82	Practical Utility	1.12
Strength of Republican Party Affiliation	.33	Social Utility	-.43 ^a
Employment Level	.30	Political Utility	-.19 ^a
Marital Status	.13		
Importance of Keeping Up With the News	.27 ^a		
Community Rating	.20 ^a		
How Actively Pursue News	-.13 ^a		
Gender	.13 ^a		
Education Level	.11 ^a		

^aCanonical loading <.30.

Note. Root 1: $R_c=.50$, $R_c^2=.25$, Wilks lambda=.72, $F(36,3044)=10.12$, $p<.000$. Root 2: $R_c=.21$, $R_c^2=.04$, Wilks lambda=.95, $F(22,2062)=2.38$, $p<.000$.

Table 3

“Where do you most often get news and information on these topics?”	Media Used for News and Information		
	1	2	3
Factor 1: Traditional Media			
• A local newspaper, its website, app, or news alert	.82	.20	.21
• A local TV station, its website, app, or news alerts	.81	<.10	.34
• A radio station, local or national, its website, app, or news alerts	.78	.11	.31
• A national TV network, its website, app, or news alerts	.78	.28	.22
• A national or international newspaper, its website, app or news alerts	.67	.49	<.10
Factor 2: Gatekeeper Media			
• An online aggregator such as Google news or Reddit, that combines news or information from other sources	.29	.75	<.10
• An online-only publisher such as BuzzFeed, Yahoo! News, or Huffington Post, its app, or news alerts	.25	.68	.30
• A blog or website of someone I follow	<.10	.64	.43
Factor 3: Interactive Media			
• Facebook	.25	<.10	.70
• A different social media site or Network besides Facebook or Twitter	.13	.27	.70
• Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	.38	.26	.62

*KMO value=.91, Bartlett's $p < .000$ (Chi-square=6974.78, 91 df).

Note. The retained factors explained 61.8% of the total variance after varimax rotation. Factor 1 (Traditional Media) had an eigenvalue of 6.26 and explained 44.7% of the variance, Factor 2 (Gatekeeper Media) had an eigenvalue of 1.33 and accounted for 9.5% of the variance, Factor 3 (Interactive Media) had an eigenvalue of 1.07 and explained 7.6% of the variance.

Table 4

Hierarchical Regression to Predict Media Use by Millennials

Predictors	Traditional		Gatekeeper		Interactive	
	β	<i>F</i>	β	<i>F</i>	β	<i>F</i>
Step 1						
Age	.07	1.73	-.00	-0.05	-.01	-0.27
Gender	-.01	-0.29	.03	0.87	.09	2.81**
Education	.03	0.89	.13	3.79***	.06	1.77
Marital Status	-.05	-1.37	-.01	-0.13	.00	0.03
Parental Status	-.01	-0.26	-.08	-1.96*	-.05	-1.33
Step 2						
Age	.07	1.84	.00	-0.01	.00	0.05
Gender	.01	0.16	.04	1.26	.09	2.93**
Education	.01	0.20	.10	3.07**	.05	1.38
Marital Status	-.02	-0.64	.02	0.41	.02	0.61
Parental Status	-.03	-0.84	-.09	-2.40*	-.07	-1.71
Importance of News	.28	8.30***	.25	7.33***	.23	6.80***
Pursuit of News	.04	1.07	.02	0.65	-.07	-2.04*
Community Evaluation	-.06	-1.87	.01	0.18	-.04	-1.43
Step 3						
Age	.08	2.26*	.01	0.37	.02	0.58
Gender	.00	0.06	.04	1.29	.09	3.17**
Education	-.05	-1.40	.05	1.60	-.03	-0.85
Marital Status	-.01	-0.29	.03	0.77	.04	1.24
Parental Status	-.03	-0.92	-.08	-2.35*	-.06	-1.80
Importance of News	.15	4.30***	.12	3.37**	.05	1.38
Pursuit of News	.03	0.87	.01	0.40	-.08	-
Community Evaluation	-.06	-2.17*	-.00	-0.05	-.05	-1.93
Practical Utility	.16	4.91***	.10	3.21**	.18	5.90***
Social Utility	.18	5.55***	.17	5.13***	.26	8.19***
Political Utility	.12	3.61***	.16	4.66***	.19	6.13***

Note. * $p < .05$, ** $p < .01$, *** $p < .001$