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Engaging with media

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Yhteenveto

Mediaympäristö pirstaloituu ja median generajat hämärtyvät. Käyttäjät, lukijat, katsojat ja kuuntelijat pääsevät nykypäivänä samaan sisältöön käsiksi monilla eri alustoilla ja he käyttävät medioita uusilla tavoilla. Henkilökohtaiset mediaportfoliot voivat sisältää reilusti yli sata eri nimekettä. Siksi on tärkeää ymmärtää ihmisten mediankäyttöä kokonaisuutena, ei ainoastaan tietyn median – kuten aikakauslehtien – tai genren – kuten uutisten – näkökulmasta. Tutkimuksemme tavoitteena on aineistomme kautta saada parempi kuva ihmisten sitoutumisesta ja kiinnostumisesta, engagementista, medioihin.

Olemme tutkineet viiden käyttäjäryhmän mediankäyttöä. Ryhmät olivat 18–25-vuotiaat Hs.fi:n, Ruudun ja Cosmopolitanin käyttäjät ja lukijat, 35–45-vuotiaat Tekniikan Maailman lukijat, 45–55-vuotiaat Kotilieden lukijat, 45–55-vuotiaat Suomen Kuvalehden lukijat ja 60–70-vuotiaat Helsingin Sanomien, ET-lehden ja Iiriksen lukijat. Jokaisessa ryhmässä oli 12 osallistujaa. Ryhmissä oli sekä nykyisiä että entisiä tilaajia / käyttäjiä.

Aineisto on kerätty iteratiivisesti neljän eri menetelmän avulla: mediapäiväkirjat, Q-lajittelun haastattelut, etnografinen havainnointi ja ääneen lukemisen haastattelut. Osallistujien määrä vaihteli menetelmittäin.

Tutkimuksessamme näkyvät erot eri käyttäjäryhmien mediankäytön välillä. Esimerkiksi 18–25-vuotiaat ja 35–45-vuotiaat seurasivat uutisia pääasiassa verkossa tai mobiilissa, vaikkakaan 18–25-vuotiaiden ryhmässä uutiset eivät olleet merkittävä osa mediankäyttöä. Sosiaaliset mediakäytänteet olivat tärkeitä: 18–25-vuotiaiden kohdalla ne liittyivät paljolti sosiaalisen median palveluihin kun taas 45–55-vuotiaille sosiaalisuus tarkoitti mediankäyttöä – esimerkiksi television katsomista – yhdessä perheenjäsenten kanssa.

Löysimme aineistosta yli 70 engagementiin – eli käyttäjän ja nimekkeen yhteyttä vahvistavaa – viittaavaa kokemusta ja yli 40 disengagementiin viittaavaa kokemusta. Eri osallistujaryhmät arvostivat eri kokemuksia, mikä on hyvä ottaa huomioon suunniteltaessa mediakonsepteja ja sisältöjä eri kohderyhmille.

Engagementin tutkimisessa ääneen lukemisen haastattelut toimivat erityisen hyvänä tapana päästä käsiksi lehden sisällön aiheuttamiin engagement- ja disengagement-kokemuksiin ja niiden pohjalla olevaan merkityksen muodostukseen. Yleisöiden kritiikin huomioiminen auttaa kehittämään mediakonsepteja kiinnostavammaksi ja sitouttavammaksi, ja vahvistamaan lukija- tai käyttäjäsuhdetta.

Summary

Media are increasingly fragmenting and boundaries between genres are blurring. Users nowadays have access to the same content on different platforms and they are using media in new ways. Personal media portfolios now contain dozens, even over a hundred media titles. Thus there is a need to understand the whole scope of users' and readers' media landscapes, not just one medium or genre. The aim is to reach a better understanding of media engagement through empirical data.

We have studied five user groups' media use and engagement with media. The groups were 18–25 year-old users and readers of *Hs.fi* (national newspaper's online site), *Ruutu* (web TV service) and *Cosmopolitan* (young women's magazine); 35–45 year-old male readers of *Tekniikan Maailma* (technology and car related special interest magazine), 45–55 year-old female readers of *Kotiliesi* (women's general interest magazine); 45–55 year-old readers of *Suomen Kuvalehti* (weekly news magazine); and 60–70 year-old readers of *Helsingin Sanomat* (national newspaper), *ET* (general interest magazine) and *Iiris* (women's magazine). Each group had 12 participants. All groups consisted of both current and former subscribers / users.

The data was gathered using four iterative methods: online media diaries, Q-sorting interviews, ethnographic observation and reading aloud interviews. The number of the participants varied in different methodological phases.

In our research the differences in media use between the participants groups are clear. For example 18–25 year-old and 35–45 year-old participants news consumption was mainly online or mobile, even though the 18–25 year-old participants did not follow news that much. Social media practices were important: in the 18–25 year-old participant group those practices were in most cases related to different social media services, whereas for the 45–55 year-old participants sociality meant media use – such as watching television – together with their family.

We found out over 70 experience categories that are related to engaging with media and over 40 experiences related to disengagement. Different participant groups valued different experiences, which should be taken into account when designing media concepts and content for specific target groups.

Researching engagement using reading-aloud method gave an especially deep insight into the engaging and disengaging media content and the why's behind them. Taking audiences' disengaging experiences and critique into account helps to develop media concepts to be more engaging and strengthening the reader/user relationship.

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3 Introduction

Media are increasingly fragmenting and boundaries between media genres are blurring. Users nowadays have access to the same content on different platforms and they are using media in new ways. Personal media portfolios now contain dozens, even over a hundred media titles. Thus there is a need to understand the whole scope of users' and readers' media landscapes, not just one medium or genre. The aim is to reach a better understanding of media engagement through empirical data.

Fragmentation of media refers to new delivery platforms and transformation of content which lead to audience fragmentation (Napoli, 2010, p. 57). This means e.g. that advertisers do not have access to mass audiences in print. As audiences' autonomy has increased, the time, place and habits are not as easily predictable as before. Cross-media research is more important than ever before.

Media fragmentation has in recent years inspired many researchers to conduct cross-media research from various viewpoints (see Schröder, 2011, p. 8). The interest in media portfolios or media repertoires has increased as the fragmentation of audiences' attention has increased. Both media companies and academic audience researchers have been keen to discover the interrelations between different media and content (see e.g. Hasebrink & Domeyer, 2012; Schröder, 2011). We prefer to use the concept of personal media landscape, which covers one participant's entire media use, and also allows the users to define what they actually mean by 'media'. In using the term 'media title' we mean specific titles, e.g. specific magazine titles, blogs or TV series.

The importance of media use and the motivation for choosing specific media titles are interwoven with a number of issues, e.g. personal routines, social interaction and practices, need for relaxation as well as the attempt to find material related to topics of interest. Motivations are not static; they change from time to time and new ones occur, and therefore personal media landscapes are in constant change. Media use is not a separate part of people's lives. It needs to be considered and examined as a part of everyday culture and daily life (Bird, 2003, p. 3).

3.1 Cross-media research

Exploring the more individualistic and more culture oriented relationship between media and their audiences began to interest researchers during the 1980's, after a long period of mass media research focused more on media effects. Popular media products, such as women's magazines and television series, were also explored (see e.g. Barker, 2012, p. 61). The 'ethnographic turn' took place when the researchers felt the need to contextualise media use within the surrounding culture (Bird, 2003, p. 5) and when audiences themselves were allowed to define how, when and why they use media. The idea of 'active audiences' emerged within the field of cultural and audience studies, as did practice theory with its emphasis on media anthropology (Postill, 2010, p. 3). Interest in practices can be seen as a counterbalance to text-driven audience research (Couldry, 2010, p. 38). Research

into practices defined as actions and activities can also be considered as strengthening the concept of audience agency (Bird, 2010, p. 99).

Within audience research there has been a contradiction concerning qualitative and quantitative approaches (e.g. Schröder, 2012). In recent years there have been a growing number of examples that combine survey-based data with qualitative information about audiences' subjective meanings in order to map typologies and patterns of media use (e.g. Courtois, 2012; Hasebrink & Domeyer, 2012; Schröder, 2012).

Magazines have provided a never-ending source for different kinds of research, e.g. how women are represented in journalistic texts. Whereas news consumption or watching television have been popular topics in the media studies field, reading magazines has not enjoyed the same popularity, even though it has been researched in different decades (e.g. Hermes, 1995; Ytre-Arne, 2011b). To get information about the reader-magazine relationship the magazine publishers have generally used quantifiable market-driven readership research. Most of these studies do not focus on active meaning making and the experiential practice of being a reader but more on the interests and social-economic attributes of the reader (Hermes, 2009; Napoli, 2003). Until recently, media industries have been more interested in audiences' exposure to media contents. Yet as media fragmentation and audience autonomy increase, there is a need to learn more about the changing ways of media use, including readers' motivations and content preferences, and to reach a more sophisticated understanding of the aspects of audience behaviour (Napoli, 2010, pp. 9,15).

3.2 Media engagement as a concept

Media engagement can be defined in several ways. Attention paid, time spent, as well as emotional connections are all included in the attempts to define the concept, depending on who the definer is (Napoli, 2010, p. 96). Engagement is often measured by exposure to the content, and e.g. in magazines it is defined by readership frequency, minutes spent with the magazine in question, and the percentage of the issue that was actually read (Napoli, 2010, pp. 100-102).

Media engagement can also be seen as a set of experiences that a user has of a media brand and its content. These experiences can include getting practical tips, feeling a part of an online community or identifying with a columnist. (Peck & Malthouse, 2011) Becoming aware of these experiences is necessary in order to understand what makes users stay with and return to certain titles – or alternatively, why they give up reading or following them (ibid. 4–7). The research, however, lacks the dimension of actual user practice, which is also a part of media experiences (Schröder, 2011, p. 6). Reading print magazines in a comfortable laid-back position may be preferred to reading online content while sitting at a table in front of a computer, because the reading position is associated with the need for relaxation (Ytre-Arne, 2011a).

Fandom, which also comprises a set of “affective investments” (Hermes, 2009, p. 114), could be seen as the ultimate form of media engagement. But, even though

the findings in this study, with respect to media engagement, are closely connected to an individuals' personal relationship with media titles (subscribing to magazines, following TV series and blogs), these should be considered here, rather, as a part of mundane involvements with media and the often arbitrary and unconscious decisions that people make when choosing which media titles they follow.

4 Methods and data analysis

In order to study diverse forms of media engagement in the fragmented media environment four different, iterative data gathering methods were chosen: 1) **online media diaries**; 2) **Q-sorting interviews**; 3) **short observations**; and 4) **reading/thinking aloud interviews**. The first three methods are described in our previous Personal Media Day deliverables (Perälä & Helle, 2012)¹. The fourth method, reading aloud interview, we utilised first time this year, and thus is the only one that will be described here in detail.

The methods in this research were used iteratively, and the data was partly analysed between the phases. After completion of the diaries we wrote short descriptions of the participants and chose candidates for the forthcoming methodological phases. Those media titles the participants mentioned in the diaries were entered into a card deck for the Q-sorting. Based on the diaries and the interviews, one important medium/media title was chosen for observation at home.

The interviews were transcribed and the observation sessions were partly transcribed and combined with field notes. The whole data set was coded and analysed using Atlas.ti.

For quantitative analysis – the ten most important media titles for each group and the importance of different media for different groups – SPSS was used.

4.1 Reading aloud interviews

Thinking aloud is a method, which is often used in user-interface research. In those fields the interviews provide information about the users' movements across the digital platforms in order to design user-friendly interfaces.

In this research these interviews were conducted with the readers and users to provide information about their views on the contents of the magazine and how they engaged with both the content and the media title in general.

This method is related to Obslās, which has been used in researching readers' remembrance of newspapers' advertisements (e.g. Kariniemi, 2010) and also reading texts. Reading aloud interview also has some similarities with stimulated recall interviews (e.g. Engeström, 1999), where the researcher shows the

¹ http://www.mediaconceptsrg.net/wp-content/uploads/2011/05/D2.2.2.6_PMD_From-Exposure-to-Engagement_The-fragmented-media-landscape-of-teenage-lead_users-and-adults.pdf

participant visual data e.g. from an ethnographic encounter, and asks her/him to recall what happened and the thoughts she/he had in that situation.

The participants had already read the specific issue of the magazine/newspaper before the individual interviews. First we asked general questions about the reader-magazine/newspaper relationship, and after that the participants leafed through the magazine/newspaper. As they did so, they were encouraged to think aloud and talk about what thoughts and feelings crossed their mind during reading the issue at home. Reading aloud interviews were also conducted in relation to *Hs.fi* and *Ruutu*, and in these interviews the questions focused more on the users' navigation of the site.

The questions used in the reading aloud interviews are in Appendix 1.

4.2 Participants

The groups studied were:

- 1) Twelve 18–25 year-old users/readers and non-users of *Hs.fi* (national newspapers' online site), *Ruutu* (web TV service) and *Cosmopolitan* (young women's magazine), living in or around Helsinki. All participants wrote diaries. Eight were interviewed using the Q-sorting method and six were observed and interviewed using thinking aloud method.
- 2) Eleven 35–45 year-old male subscribers/former subscribers of special interest magazine *Tekniikan Maaailma* (topics related to technology and cars), living in or around Helsinki. All participants wrote diaries. Seven were interviewed using the Q-sorting method and six interviewed using thinking aloud method, and three were observed at home.
- 3) Twelve 45–55 year-old female subscribers/former subscribers of the women's general magazine *Kotiliesi*, living in or around Helsinki. All participants wrote diaries. Eight were interviewed using the Q-sorting method and also observed and interviewed using thinking aloud method.
- 4) Twelve 45–55 year-old subscribers/former subscribers of a news magazine *Suomen Kuvalehti*, living in or around Helsinki. All participants wrote diaries. Eight were interviewed using the Q-sorting method and also observed and interviewed using thinking aloud method.
- 5) Twelve 60–70 year-old subscribers/former subscribers of *Helsingin Sanomat* (national newspaper), *ET* (general interest magazine for seniors) and *Iiris*² (women's magazine), living in or around Helsinki. All participants wrote diaries. Eight were interviewed using the Q-sorting method and six were observed and interviewed using thinking aloud method.

The data was collected between January and September in 2013 by four researchers and research assistants.

² Sanoma Magazines Finland stopped publishing *Iiris* in summer 2013.

5 Fragmentation and media use

Media fragmentation is usually addressed from advertisers’ or media publishers’ point of view. In this research the fragmentation of media is central concept because one of our aims has been to find out the different and competing media which answer to motives for choosing media titles.

For example, we focused on the women’s magazine *Kotiliesi* and wanted to know which media and media titles the readers of *Kotiliesi* use, e.g., for searching for recipes, for finding information related to seasonal topics (gardening etc.) and for relaxing. Q-sorting interviews were a good method for examining the personal diversity of media landscapes.

5.1 Personal media landscapes

The personal media landscapes map all the media used by the participants and thus show which media are used. They also illustrate the importance of specific media titles, but also the importance of different media genres. Different media types are marked with specific colours in the chart below.³ The most important titles are on right and less important titles on left.

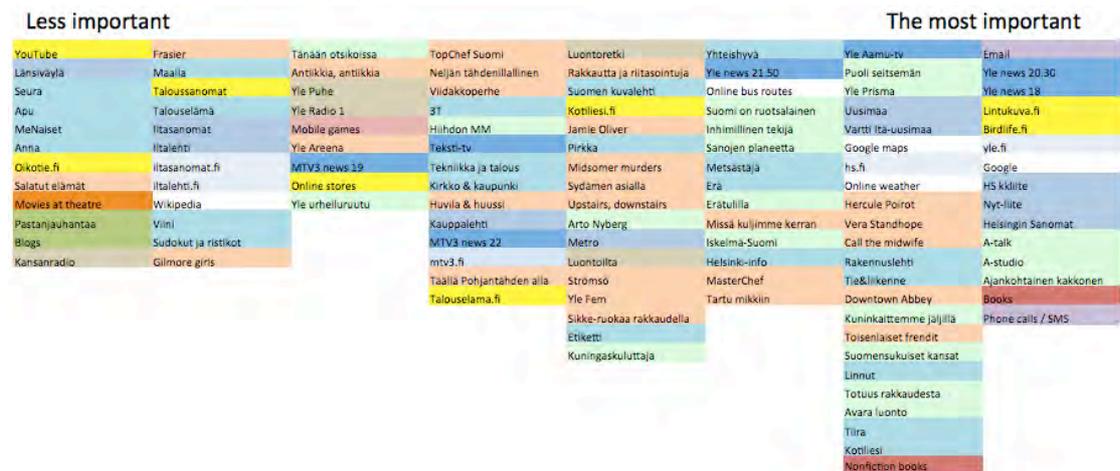


Figure 1. Example of a personal media landscape of a 52 year-old woman.

In this personal media landscape of a 52-year-old woman the importance of television content is apparent. The mint green marks the factual TV content and the light orange marks the fiction / entertaining content. Most of news titles are sorted under the first two most important categories. Magazine titles are also fairly important, as are books. There are not many online titles (yellow) in the personal media landscape or blogs.

³ Violet – social media; medium green – blogs; yellow – online content; mint green – factual content on TV; light orange – fiction/entertainment on TV; turquoise – magazines; dark blue – TV news; middle blue – print newspapers and evening papers; light blue – online news, light red – games; dark red – books; brown – radio; white – utility media; bright orange – movies at movie theatre).

The personal media landscapes obviously reveal the number of the media titles. Between the participant groups there were significant differences in the average sizes of the personal media landscapes. (Figure 2)

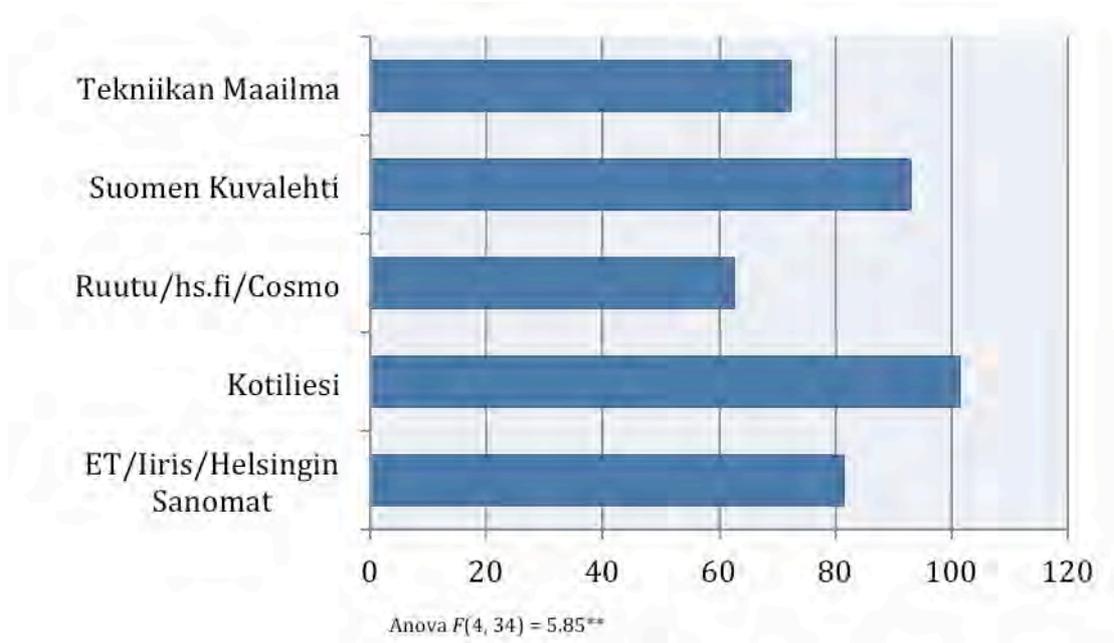


Figure 2. The average size of the personal media landscapes differed significantly

The youngest participants had the smallest average number of titles in their personal media landscapes. However, in this group there was much variation between the participants: the sizes of the personal media landscapes varied between 37 and 100 titles. In other words, there were participants who used media in a very limited way, and participants who used a large amount of media titles.

The 35-45 year-old readers of *Tekniikan Maaailma* had the second smallest number of personal media landscapes with an average size of 73 titles. The participants in the 60-70 year-olds' group had personal media landscapes with an average of 81 titles.

The female 45-55 year-old participants had the largest amount, as the average was 101 media titles. The other group of the same age, the readers of *Suomen Kuvalehti*, had on average of 93 titles in their personal media landscapes.

In 2012 we were able to outline several approximate user types within the participant groups (16-19 year-old and 25-40 year-old participants), but this year, as many of the groups were focused on one media title, the media use and preferences of the participants were surprisingly similar.

Even though the personal media landscapes illustrate the preferred media and titles and the interrelations between them in a clear way, they are not comparable between the participants. In the Q-sorting interviews the participants sorted the media titles they used (or were acquainted with) between eight categories, and as

in our modification of the method they were allowed to sort which ever amount of titles under each category, so the outcomes differ greatly.

After the sorting and interview, we asked the participants to list 21 most important media titles in order of importance. Based on these lists we were able to calculate the ten most important media titles for each group. These top ten lists are presented in the next chapter.

5.2 General findings of media use

In the remaining part of this chapter we discuss the findings of media use in general within the participant groups. In the subchapters we list the top ten media/media titles for the different groups. In the charts below, the groups are combined into age groups instead of participant groups. This combination affects only the participants in *Kotiliesi* and *Suomen Kuvalehti* groups where all the subjects were 45–55 year-old. In these groups the media preferences were fairly similar. These charts are based on the ten most important media titles in each group. The findings were quite as expected, and they indicate the same kind of results as many other Finnish and international media use studies.

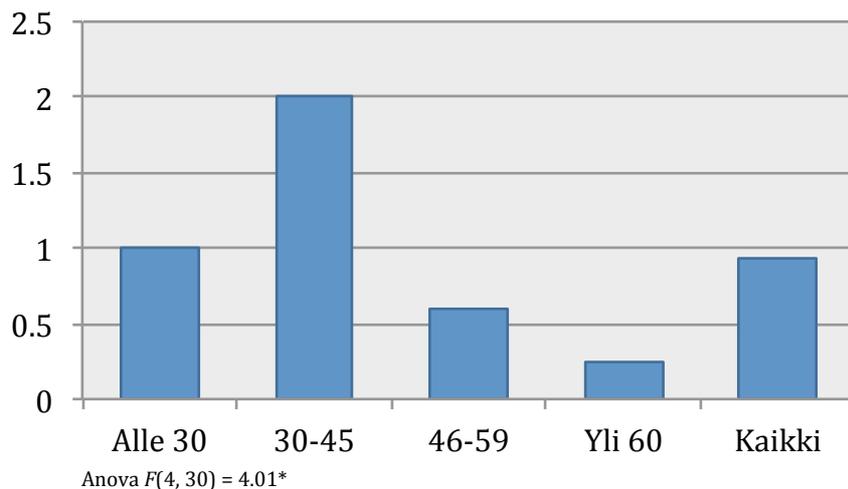


Figure 3. Importance of online news in different age groups.

Unsurprisingly, the importance of online news was bigger in the younger age groups than the older ones. However, the 35–45 year-old participants valued news more than the 18–25 year-old participants, who in general followed news content/media very little. In all age groups online news were mainly followed with the sites of *Hs.fi*, *Yle.fi*, *Iltalehti.fi* and *Iltasanomat.fi*. International news sites (e.g. *Guardian*) were popular especially in the participant groups of *Tekniikan Maaailma* (35-45 year-old) and *Suomen Kuvalehti* (45-55 year-old). See figures 3, 4, 6 below.

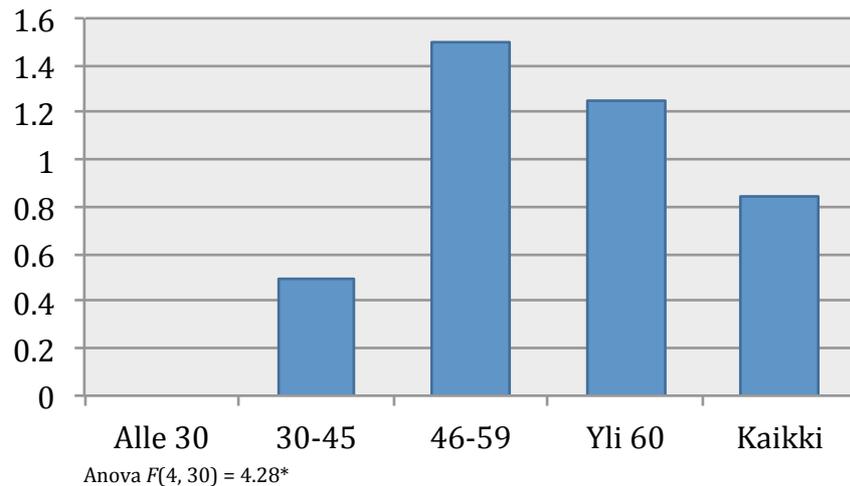


Figure 4. Importance of television news in different age groups

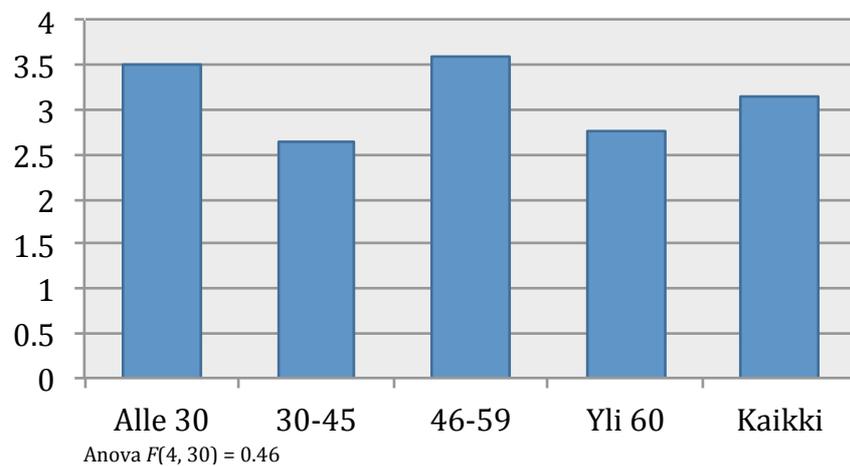


Figure 5. Importance of entertaining content on TV in different age groups

Entertaining TV content was considered meaningful in all age groups. The genres of the content varied, though. 18–25 year-old participants followed more American TV series, whereas in the two 45–55 year-old participants' groups “quality” series, such as *Downton Abbey* or *Borgen*, were popular (Figure 5).

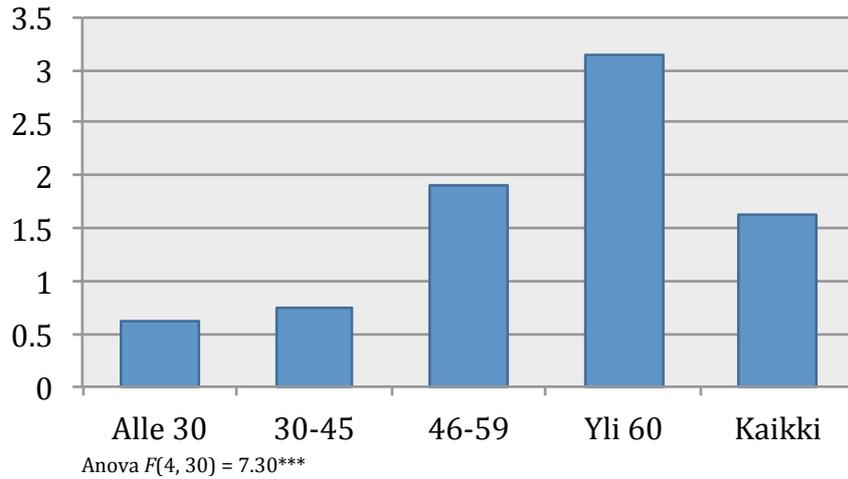


Figure 6. Importance of newspapers in different age groups

The importance of magazines and newspapers grew as the age of the participants grew. Both printed newspapers and magazines were considered more important in the 60–70 year-old participants’ group than in the younger groups. The older participants subscribed to magazines more often, and also read e.g. organisation magazines. In the youngest group only one or two participants subscribed to magazines, and obviously, they also read less magazines related to one’s profession (Figures 6 and 7).

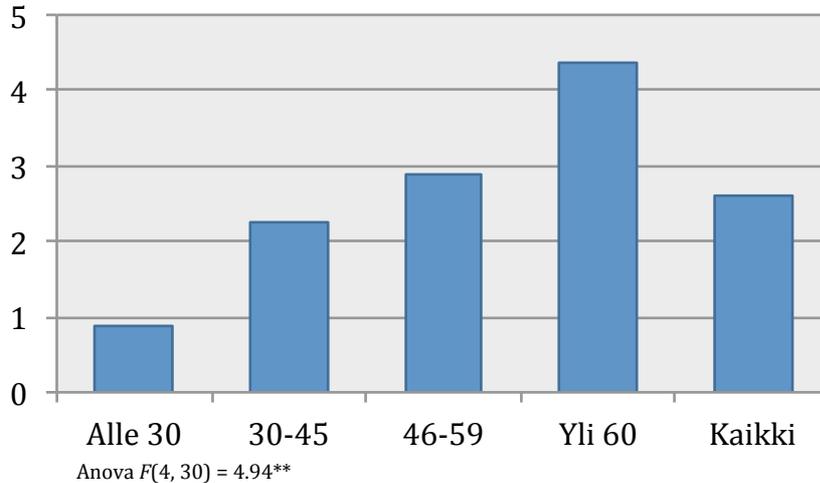


Figure 7. Importance of magazines in different age groups

The younger participants followed more blogs than the older media users. In the older age groups the use of online media was mainly limited to utilitarian tools, such as *Google* or online bus services. In the youngest age group (18-25 year-old users/readers of *Hs.fi*, *Ruutu* and *Cosmopolitan*) lifestyle and fashion blogs were popular, and in *Kotiliesi* group (45–55 year-old readers) reading blogs was divided between professional, political, knitting and food blogs. The readers of

Tekniikan Maailma (35-45 year-old male) read special interest blogs (e.g. whisky) and professional blogs (e.g. design). (Figure 8)

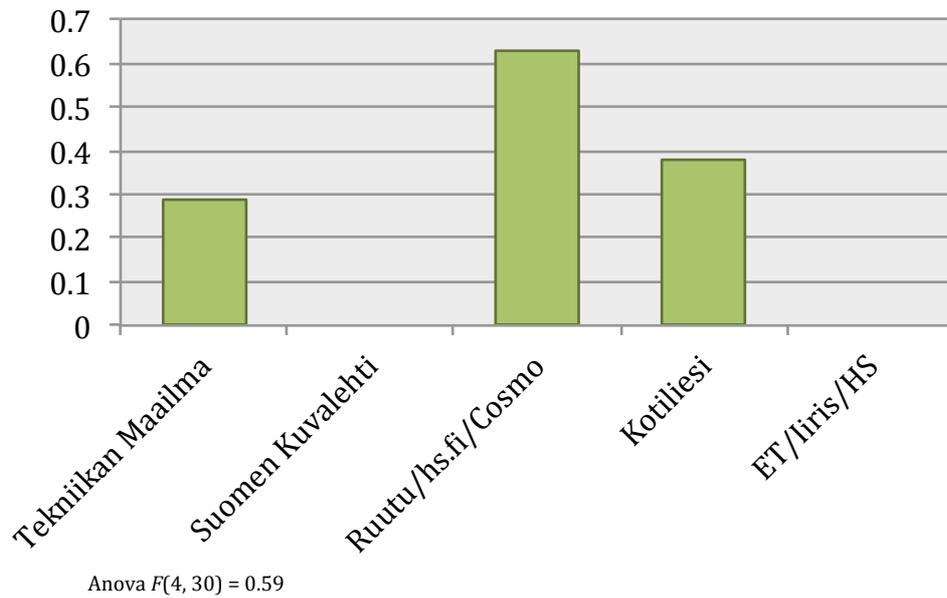


Figure 8. Importance of blogs in different participant groups

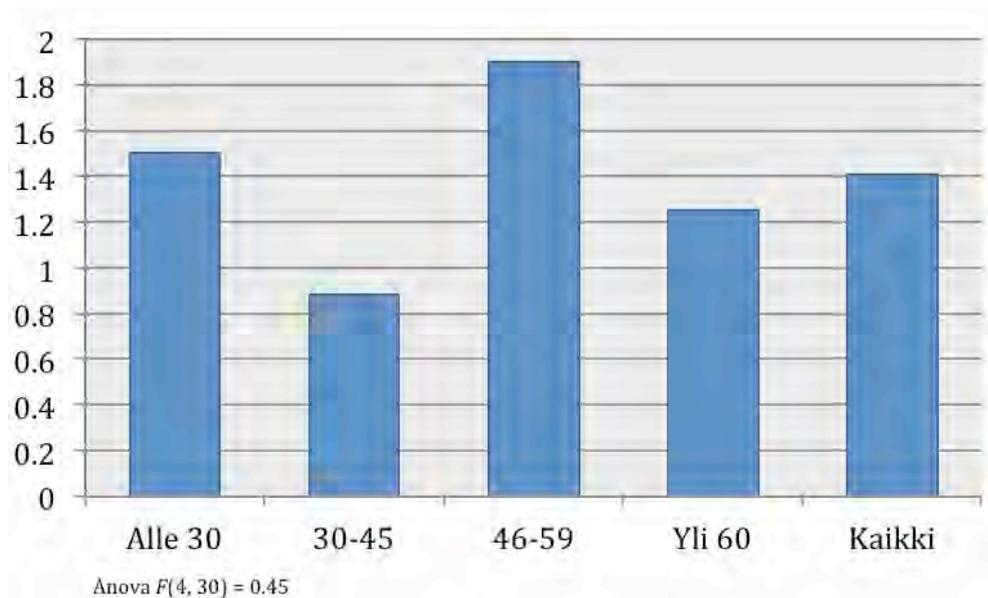


Figure 9. Importance of radio in different age groups

The 18–25 year-olds listened to radio more than the two of the oldest age groups. In addition they used other online music media, e.g. *Soundcloud* and *Spotify*. *NRJ* as a radio channel was in their top ten media titles list (Figure 9).

There were some statistically significant differences in media use between genders. Female participants followed more TV news than males, whereas male participants preferred more online news than female participants.

In the following subchapters we describe the participant groups' general media use, and list the ten most important media titles for each group. Their media use in general is based on the media diaries, Q-sorting interviews and ethnographic observation. The top ten lists are based on the 21 most important media titles, which the participants were asked to list after the Q-sorting interview.

5.2.1 18-25 year-old users and readers of *Hs.fi*, *Ruutu* and *Cosmopolitan*

The participants in this user group were divided into two main user types. The first were very minimalistic media users with a very restricted personal media landscape. The others were users with many entertaining TV titles in their personal media landscapes. News was followed mainly online, if they were followed at all.

The use of different social media was common, and blogs were also followed. However, these participants read much fewer blogs than the 16–19 year-old lead-user teenagers whose media use was studied in 2012 using the same methods.

The 10 most important media titles for the group were:

1. *Facebook*
2. *Google*
3. *SMS and chat applications*
4. *YouTube*
5. *Email*
6. *Hs.fi*
7. *Spotify*
8. *NRJ*
9. *Books*
10. *Something Awful*

5.2.2 35-45 year-old readers of *Tekniikan Maaailma*

The media use of all-male readers and ex-readers of *Tekniikan Maaailma* was very utilitarian and fact-driven. They used different media evenly: both print and TV, radio and online.

The typical ways of reading, watching and using media were randomness, surfing, scanning and skimming. If compared to the 45-55 year-old female readers of *Kotiliesi* magazine, the female readers engaged with media in a more strong, planned and conscious way. The participants in *Tekniikan Maaailma* group used media in less-concentrated way.

The 10 most important media titles for the group were:

1. *Phone calls and SMS*
2. *Email*
3. *Google*
4. *Lync*
5. *Facebook*
6. *Skype*
7. *Helsingin Sanomat*
8. *Iltalehti.fi*
9. *Yle Radio 1*
10. *Ampparit.fi (news aggregator)*

5.2.3 45-55 year-old readers of *Kotiliesi*

The participants in the *Kotiliesi* group were very homogenous when it came to their media habits and preferences. They considered print newspaper, magazines and TV news important. On TV they followed current programs, documentary series and “quality” fiction series. They used social media extremely little (only two of twelve participants were on *Facebook*), but instead they communicated with friends and family by phone calls and SMS. Simultaneous media use was very common; TV was on in the evenings and while watching it with another eye, the other was glancing a magazine.

The 10 most important media titles for the group were:

1. *Phone calls and SMS*
2. *Helsingin Sanomat*
3. *Books – fiction*
4. *Email*
5. *YLE1 TV news*
6. *Movies in the movie theatre*

7. *Google*
8. *Yle.fi*
9. *Ajankohtainen kakkonen*
10. *TV movies / DVD*

5.2.4 45-55 year-old readers of *Suomen Kuvalehti*

The media use of the participants in *Suomen Kuvalehti* group was quite homogenous. They were very media critical and habits dominated their media use. Media use was driven by the need of up-to-date and background information.

On TV these participants watched news, current and documentary programs, but also entertaining “quality” series, e.g. *Newsroom*. They used more social media than the other group of same age (*Kotiliesi* group); *Facebook* and *LinkedIn* were popular. These participants read online news and followed also foreign news media.

The 10 most important media titles for the group were:

1. *YLE TV news*
2. *Helsingin Sanomat*
3. *Google*
4. *Books*
5. *MTV3 news*
6. *Spotify*
7. *Suomen Kuvalehti*
8. *Iltalehti.fi*
9. *The Times*
10. *Hufvudstadsbladet*

5.2.5 60-70 year-old readers of *Helsingin Sanomat*, *ET* and *Iiris*

In this participant group media use was “traditional”: print newspapers and magazines, linear television and radio were preferred. The participants followed newscasts, documentaries and current topics on TV, and also read several magazines. Internet use was mainly utility-driven, and they also used Facebook more than the 45-55 year-old female readers of *Kotiliesi*; the latter was even the tenth most important media title.

The 10 most important media titles for this group were:

1. *Helsingin Sanomat*
2. *Email*
3. *Google*
4. *YLE TV news*
5. *Books – fiction*
6. *Yle Radio 1*
7. *MTV3 news*
8. *Phone calls and SMS*
9. *YLE TV 1*
10. *Facebook*

6 Engagement

We approach engagement as a set of experiences the readers and users have with media titles. Thus, engaging with a magazine can be a combination of several experiences – some of them have to do with the motive for choosing to read a specific magazine title (e.g., a specific genre, need for relaxation, spending time, random exposure at the hairdresser), some of them are related to the reading experience (e.g. thoughts and emotions Stimulated by the content, finding interesting or relevant information, reflecting one’s identity), and some are concrete externalisations of engagement (e.g. continuing the reader relationship with subscription, sharing the magazine with colleagues, saving magazine volumes for later use).

In the data we found over 70 experiences related to engagement, and over 40 experiences that were related to disengagement. In this chapter we present the findings of engaging with media; both in general and for each participant group separately.

6.1 Empiric engagement and disengagement

The different methods used emphasised different kinds of engaging experiences. Online media diaries revealed the routine media use; routine can be seen a passive way of using and thus, engaging with media.

Ethnographic observations provided information about the social circumstances, *social floor plans*, at home. For example, one participant in the *Kotiliesi* group lived with her two daughters. One of the most important media titles for her was *Helsingin Sanomat*. In the mornings she woke up twenty minutes before her daughters so that she would be able to read the newspaper in peace and quiet.

Reading aloud methods, on the other hand, provided substantial information about the reader's thoughts and emotions stimulated by the content. In these interviews we were able to point out the content – whether text or visual, journalistic or commercial – that was engaging or disengaging for the interviewees, and ask them to elaborate on the issue in more detail. Findings of engagement provided by the reading aloud interviews are described in more detail in subchapter 6.1.3.

In our data the dozens of engagement codes are related to three phases of media use:

1.a. **Motives** for choosing the media title -> How the title and content meet needs and expectations?

1.b. **Random exposure** -> Does the media title/content grab attention?

2. **During the use**

- the usefulness of the content
- mental; e.g. thoughts and emotions stimulated by the content, building identity
- social circumstances; e.g. social floor plan
- embodied/sensory; e.g. the device, reading position

3. **After the use / concrete externalisations** of media engagement

- continuing media relationship, e.g. magazine subscription
- discussing, sharing, recording, saving

Many of the engagement experiences are included between two or even all three phases. If somebody chooses a magazine for relaxation, it is both motive and an externalisation of engagement (if the magazine fulfils the expectations).

If the media title does not meet users' expectations or does not contain content interesting, appealing or grabbing enough, disengagement most likely takes place. Unlike many engaging experiences, disengagement was closely associated with the actual content; for instance if the content did not offer any new information, or if there seemed to be a change in the voice or values of the concept (e.g. too conservative viewpoint), or if the content/title was considered setting demands (e.g. gardening, cooking). Experiences such as inappropriate schedule or high price were seen as disengaging.

6.1.1 **Engaging experiences in different user groups**

The charts below (see Appendix 2 for a larger format of the Figure 10) illustrate that there are differences between the participant groups about the most important engaging experiences in everyday media use. These charts are based on all data and it has not been cross-analysed with any other parameters. Thus, they show simply the occurrence of engagement codes in every participant group. The first chart (Figure 10) presents the engaging experiences that are associated with the content / platform. The second chart (Figure 11) shows some of the concrete externalisations of engagement, e.g. enhancing one's good mood and the ability to relax with media.

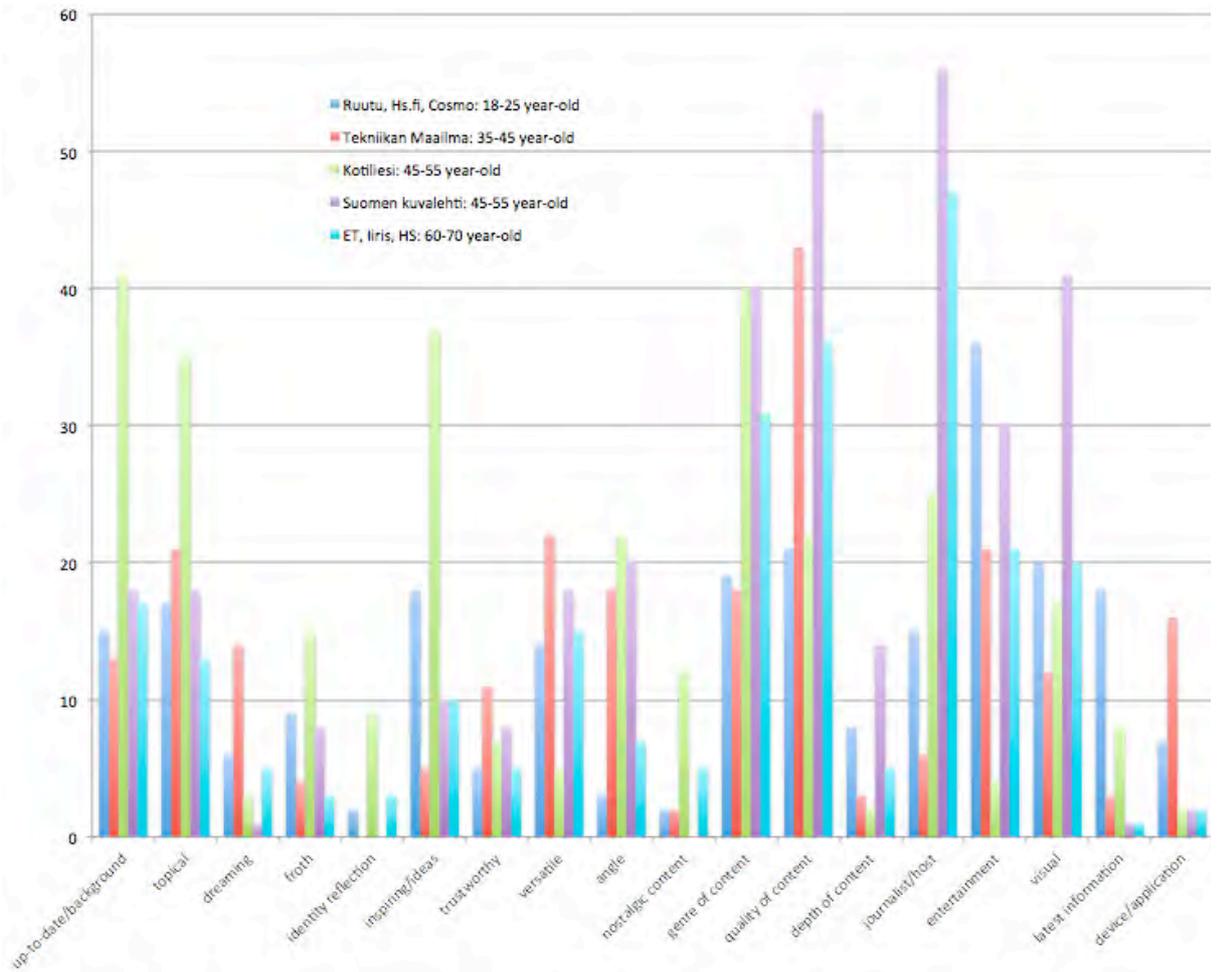


Figure 10. Engaging experiences related to media content in different participant groups

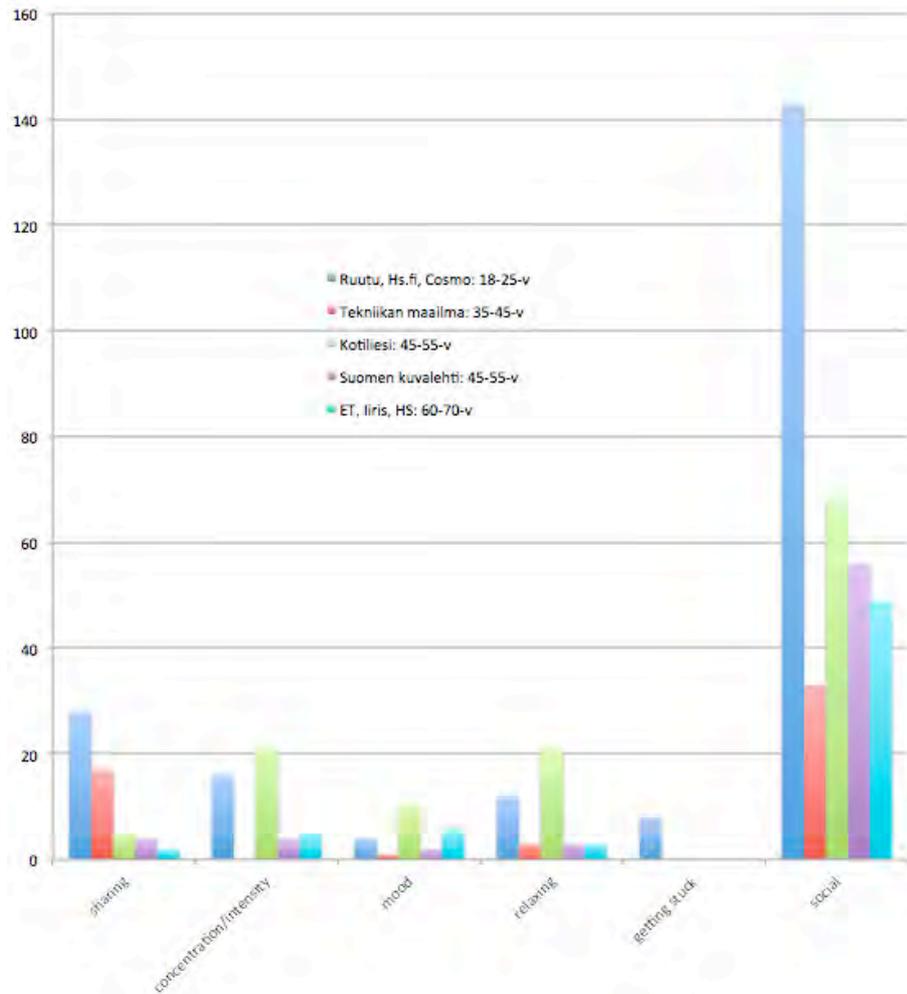


Figure 11. Externalisations of media engagement in different participant groups

In most cases the most occurring engaging experiences are the ones that were associated with the most important titles (see previous subchapter 6.1.1). But also some interesting and findings appear in the chart. For instance, in the *Tekniikan Maailma* group the experience ‘dreaming’ (Figure 10) appeared more than in the other groups; the readers used both *Tekniikan Maailma* magazine and some other car sales forums for dreaming of a luxury car. They also valued the different devices and applications (Figure 10). The 18–25 year-old users and readers were the only ones who mentioned “getting stuck” on the internet (Figure 11). These younger users also appreciated the speed of getting new updates of news (Figure 10). ‘Relaxing’ (Figure 11) was an important experience for the readers of *Kotiliesi*. However, *Kotiliesi* was not the media title to relax with. Instead other media (television, other women’s magazines) were used for relaxing purposes.

In our future engagement research the chart (and overall coding of the data) needs to be improved; even more detailed engagement codes are needed, e.g. to distinguish the important social communication on social network sites from other social encounters related to media use. At the moment they are under the same code.

6.1.2 The most important engagement experiences in different user groups

In the previous subchapter we presented a chart, which illustrated the most occurring engaging experiences in the different participant groups. In this subchapter we discuss those engaging experiences that were associated with the most important media titles.

The most important engaging experiences have been calculated cross-analysing the most important Q-categories (in Q-sorting interviews) with all engagement codes. In other words, the following, most important experiences are the ones that are associated with the most important media titles.

Table 1. Experiences associated with the most important media titles

18–25 year-old users and readers of <i>Hs.fi</i> , <i>Ruutu</i> and <i>Cosmopolitan</i>	35–45 year-old male readers of <i>Tekniikan Maailma</i>	45–55 year-old female readers of <i>Kotiliesi</i>	45–55 year-old readers of <i>Suomen Kuvalehti</i>	60–70 year-old readers of <i>Helsingin Sanomat</i> , <i>ET</i> and <i>Iiris</i>
Utility/useful Specific content Social Current, up-to-date	Utility Routine Quality of content Specific content	Current, up-to-date, background information Genre of content Social Useful/utility	Quality of content Utility Comprehensiveness, answers in many needs Genre of content Usability	Connection with one's life A specific journalist/host Quality of content Genre of content Social

The experiences and what media were associated with them are discussed in more detail in the following subchapters.

18–25 year-old users and readers of *Hs.fi*, *Ruutu* and *Cosmopolitan*

The most important engaging experiences related to the most important media titles for the participants in the 18–25 year-olds' group were utility, social and actual information. Utilitarian online tools (online bus route services, *Google*, *Wikipedia* and especially smart phone applications) were considered meaningful. The social media experience in this group was more related to online media use. *Facebook*, email and *Skype* were obviously used for communicating with friends whereas discussion forums (*Costume.fi*, *Something Awful*) answered the need for peer information. Also television was watched socially with one's spouse or with a group of friends. Even though the news was fairly insignificant for these participants, actual information was considered an important engaging experience. Current and background information was mainly sought from various online sources (*Something Awful*, *YouTube*, *Google*) but also mainstream news titles were mentioned.

35–45 year-old readers of *Tekniikan Maailma*

The most important engaging experiences for the 35-45 year-old readers of *Tekniikan Maailma* were utility, quality of the content and routine media use. Utility was associated with online services, such as *Google* or weather forecasts. Also social media services, e.g. *Lync*, *Skype* and *WhatsApp* were considered utilitarian media, as was YouTube. The participants watched e.g. test videos of products they were thinking of purchasing. Well-produced programs on *Yle Puhe* and *Nelonen* and fact-based entertainment series *Top Gear* were all seen to have good quality, as was the tabloid transformation of *Helsingin Sanomat*. ‘Quality of content’ was associated with attributes, such as expressing things in a matter-of-fact way or the depth of articles. Other print titles besides *Tekniikan Maailma*, in which quality was evident, were *HS Kuukausiliite*, *Suomen Kuvalehti* and *Metsälehti*. Also good functionalities or good user interface were seen as attributes of good quality.

In this participant group many important titles were associated with routine use. Radio was played the background in the mornings and on the way to work. Reading *Helsingin Sanomat* was a morning routine even though the content was not satisfying in terms of quality. The Yle TV1 newscast was on during the families’ other evening chores, and the news in the evening papers’ online sites were scanned during the workday, at the same time every day.

Special for this groups’ media use was “passive” engagement. With passive we mean non-concentrated and not planned media use, like following a favourite TV series. These participants’ media use was in many ways skimming, scanning and surfing – whether the medium was print, TV or the web. Random exposure to media content occurred often, for instance in *Google* results.

45–55 year-old readers of *Kotiliesi*

In the *Kotiliesi* group the most important engaging experiences were getting current and background information and staying up to date. Other meaningful engaging experiences were a specific genre, social experience and utility. The media titles, which answered the need of being up-to-date, were the morning newspaper and daily newscast on TV (and in one or two cases online news). In addition, professional and political blogs, professional magazines and documentary TV series offered interesting content to background the news. ‘Current’ was not associated only with “hard news”, but also with one’s interests and hobbies, which included e.g. culture events, new book releases, migratory birds or trends in fashion.

Because this participants group was so homogenous they also preferred same kinds of genres on TV. Detective stories, for instance *Hercule Poirot*, *Midsomer Murders* and series based on Donna Leon’s *Brunetti* were popular. Also “good quality” series, such as *Call the Midwife*, *Downton Abbey* and *Upstairs Downstairs* were followed regularly and recorded if the broadcast did not fit one’s schedule.

Face-to-face social experiences related to media (often TV) were extremely significant for these participants, and they often overruled the meaning of the

actual media content. Watching TV with spouse or family was a ritualistic and intimate experience in itself, and the others could have chosen the content on TV. Even if the content did not suit these participants' taste, they did not want to question the choice of loved ones. Also online media offered social experiences, for example keeping in contact by email with a group of friends or socialising on *Facebook* during the workday.

45–55 year-old readers of *Suomen Kuvalehti*

The most important engaging experiences for this group were quality of the content, utility and comprehensiveness and answering in many needs. The participants saw that Yle's programs and news were well edited, appropriate (matter-of-fact), and provided background information. *Helsingin Sanomat*, *HS Kuukausiliite* and *Suomen Kuvalehti* were considered as titles of good quality because of the editorial resources, which contributed to well-done background work and long, in-depth articles. Also *The Economist* and *Time* were regarded as quality titles.

Utilitarian media consisted of online tools (*Google*, map applications, *Dropbox*, services related to one's work and e.g. a boating magazine's (*Vene-lehti*) published harbour maps online, which could be downloaded to an iPad instead of printing them.

Many of YLE's titles (TV news, online news and sports cast Urheiluruutu) were considered comprehensive, and *The Economist* was considered to answer many needs (work related content and current affairs). The TV news casts of Yle were seen more comprehensive than other Finnish news producers and *The Economist* provided its reader not only global news but also other topics of interest, such as technology, economics and history.

60–70 year-old readers of *Helsingin Sanomat*, *ET* and *Iiris*

The most important engaging experiences for this participant group were a connection with one's life, a specific editor or speaker and the quality of the content. Connection with one's life was associated with profession, hobbies or locality. Special interest and professional magazines and newspapers for local suburbs were meaningful. Interesting information was searched from *Google* and *YouTube*.

The participants also favoured titles of an appropriate genre. For example *HS Kuukausiliite* and current programs were important. This can also be seen as the everlasting problem of media use research: the participants can mention programs or magazines because they are socially acknowledged, even if the statistics tell something else.

The meaning of specific editors/hosts was emphasised in this participant group. Specific journalists and their articles in *HS Kuukausiliite* were respected and the articles were remembered. Presenters of some factual magazine programs were considered experts. Some TV hosts were admired and all their programs were followed. The quality of the content was significant also in this group:

Hufvudstadsbladet, *HS Kuukausiliite*, TV news magazines and other content from YLE were highly regarded.

6.1.3 Engagement in the reading aloud interviews

The following engagement analysis are based on the reading aloud interviews, which was the best method that provided information about the engaging experiences related to the content in the magazine or on the online service.

In the 18–25 and 60–70 year-old participants' groups where several media titles were in focus, only one or two participants focused on each media titles. Thus, the findings are not based on several readers'/users' thoughts as in other groups.

In the other three groups we were able to analyse the content of the magazine and the engaging and disengaging experiences of the readers in more detail. Based on the reading aloud interviews tables such as below were written about every article or column, that had stimulated thoughts or emotions in more than three or four participants. This specific story in *Kotiliesi* was a profile of a woman who works as a physicist in a male-dominated work environment. The headline of the profile was "A stranger in men's world" ("Outolintu miesten maailmassa") and the photographs were black and white.

Table 2. Analysis of specific stories' engaging and disengaging experiences in reading aloud interviews

Participant	Thoughts	Engagement	Disengagement	Emotions/reactions
Subscriber	Works in a male-dominated profession herself, so the topic and the woman's experiences were interesting. Does not accept many issues that were told in the profile.	Interesting topic Reflecting and building identity	Angle	
Subscriber	The topic was interesting and Stimulated (positive) thoughts	Interesting topic		Stimulated thoughts
Subscriber	Profiles in <i>Kotiliesi</i> are often of interesting persons so she read this story as well. Found several points of identification with the subject, e.g. knitting as a hobby.	Story type Identifying with the subject		
Subscriber	Topic and subject were interesting, but the traditional angle was irritating.	Interesting topic	Angle too conservative (values)	Irritation
Former subscriber	Interesting angle. The story aroused confused thoughts and the subject's actions felt strange.	Interesting topic		Confusion
Former subscriber	The headline and the B&W photographs caused confusion. Knows many female physicists, so the viewpoint felt strange and unfamiliar. "Why is it so hard for this		Angle conservative (values)	Disappointment

	magazine to write about women who have power or work in the field of technology?"		Visuals	
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As is seen, many of the participants considered the topic interesting. Three of the current subscribers experienced positive thoughts when reading the profile. However, three participants felt irritated about the conservative viewpoint of the story. The values of the story did not feel familiar and even the visuals emphasised the feelings of confusion.

Engaging with the content on *Hs.fi*, *Ruutu* and *Cosmopolitan*⁴

The most engaging experiences with *HS.fi* were good usability and pleasant visuals of the service. The users of the site considered the quality of the content and the matter-of-fact approach to be good. The print and digital platforms of *Helsingin Sanomat* were appreciated, as they make different kinds of media experiences possible for different situations. The slow updating of the online news was regarded a disengaging experience, which resulted in looking for the news on other online news sites. The participants considered advertisements as interrupting if the user had to do some actions to remove them before continuing reading.

Positive experiences associated with *Ruutu* were good usability and the genre of the content of the service (Finnish and entertaining series). The visuals of the site enhanced the pleasant user experience. Disengaging experience was the amount of the content on the service – the participants wished for more (foreign) content and whole seasons of their favourite series. The repetition of same advertisements was considered irritating.

The one reader of *Cosmopolitan* regarded as important the usefulness and potential usefulness of the content. Even if the tips were not topical at the moment, she thought they could be useful in the future. The participant also read the recommendations from the editors closely. The magazine contained profiles of interesting celebrities, and the articles were short enough.

Engaging with the content on *Tekniikan Maaailma*

Both current and former subscribers’ attitudes towards *Tekniikan Maaailma* were similar. They valued the same things in the magazine, and as *Kotiliesi*, also *Tekniikan Maaailma* was a nostalgic magazine title for its readers. The magazine had been in their lives from early childhood or teenage years, as their father or brother had subscribed to it.

The most important engaging experiences in *Tekniikan Maaailma* were the versatile content (both cars ad technology), specific content and the quality and trustworthiness of the content. In addition *Tekniikan Maaailma* was a magazine that enhanced dreaming. The tests and articles of luxury and premier models

⁴ In this participant group only two participants were interviewed about *Hs.fi* and *Ruutu*, and only one participant about *Cosmopolitan*.

worked the same way as e.g. online car or boat selling forums – “maybe some day”.

Disengagement had to do more with the changing interests of the readers and the price of the magazine than the actual journalistic content.

Engaging with the content on *Kotiliesi*

According to the four different methods used, the current and former subscribers of women’s magazine *Kotiliesi* engaged with the magazine mainly because they found the content relevant, useful, timeless and rich in ideas, and they shared the same values. *Kotiliesi* offered them inspiring recipes and seasonal topics (that resulted in them keeping copies for future reference) and profiles of interesting persons who were interviewed for their expertise or actions, instead of “just being celebrities”.

Vice versa the readers felt disengagement if the stories were written from a too conservative viewpoint, did not offer any new information, or if the content was too “unrealistic” or unattainable, e.g. how the models looked or stories about too extravagant house decorations. Current and former subscribers both engaged with the same journalistic content and found some stories and visuals disengaging.

A major reason for reading *Kotiliesi* was nostalgia. Most of the participants had memories of the magazine from their childhood when their mothers had subscribed to *Kotiliesi*. One participant mentioned that subscribing to it for decades was “an emotional matter”. Compared to other important women’s magazines, *Kotiliesi* provided information on homely and practical issues but was not seen as a media title to relax with.

Engaging with the content on *Suomen Kuvalehti*

Many of the readers in this group had a strong readership relationship with the magazine – and had it before they stopped subscribing to the magazine. As with *Kotiliesi* and *Tekniikan Maaailma*, also *Suomen Kuvalehti* was familiar to the readers from the childhood. The participants could not mention a straight competitor for *Suomen Kuvalehti*; *Helsingin Sanomat* and *HS Kuukausiliite* were seen as somewhat similar, especially in relation to the editorial resources and the quality of the content.

Suomen Kuvalehti was appreciated because of interesting topics. On the other hand, there might have been so many interesting stories that the reader could not read them all before the following issue was released. Especially specific columns got a special mention from the readers because of their interestingness and sharpness. The readers valued *Suomen Kuvalehti* as the quality and depth of the content, and the topicality and the social function of the magazine: it was a common subscription for the whole family and it offered topics to talk about.

The disengaging experiences were the conservative voice and the values of the magazine, which were seen to appear in the topics to some extent. However, most part of the magazine was seen so interesting and the engaging experiences overruled the disengaging experiences.

Engaging with the content on *Helsingin Sanomat*, *ET* and *liris*⁵

The readers of *Helsingin Sanomat* emphasised the duration of the reader relationship and the print form of the magazine. The newspaper offered background information for up-to-date issues. Negative experiences consisted of a feeling the newspaper's political viewpoint, which resulted in irritating framing and topics. European newspapers were seen as having a wider variety of stories than *Helsingin Sanomat*.

It was important for the readers of *ET* that the magazine did not contain triviality, and the worldview and topics were realistic. The readers considered the profiles and overall topics interesting and stimulating emotions. The articles and topics were connected with one's life, also advertisements were seen appropriate for the target group. The readers felt disengagement if the articles seemed unrealistic in relation to their life or if the topics were not interesting.

The readers of *liris* felt that the magazine caused a positive feeling and reading experience. The profiles and topics in the magazine stimulated thoughts and feelings, and the readers reflected on their identity when reading the stories. On the other hand the content was sometimes seen too superficial, and thus the connection with one's life was missing.

6.2 The tension between engagement and disengagement

Based on this research engagement is a constant interplay between the reader and the media title. The title seduces, the reader accepts; the title irritates, the reader withdraws.

The participant group of *Suomen Kuvalehti* was a good example of these on-going negotiations between the reader and the title. During the two week of writing the online media diaries one of the twelve participants ended the subscription to the national newspaper *Helsingin Sanomat*, and another participant ended her subscription to *Suomen Kuvalehti*. Already during the diary period they tried to find good, or proper, substitute to continue their habits. The habit was stronger than the relationship with the media title. In the Q-sorting interviews, which took place two months after the diary period, it was interesting to see, what had happened to the new media relationships.

Many participants discussed their reader/media relationships with enthusiasm. The media titles we concentrated on were by no means insignificant, not even – or especially – for those who had ended the subscription during the previous year. Many of them had had a long and strong relationship with the title. They were disappointed and even sad for having had to make the decision. One of the former subscribers of *Kotiliesi* felt that the magazine she had read from her childhood, had turned into an overly commercial advertorial, and the content did not have anything to do with real life. She showed one saved issue from the 1970's, which she felt was mentally more modern than the current magazine is. In the old issue

⁵ In this participant group only two participants were interviewed about each media title.

the readers were not addressed and represented as homely mothers who decorate their home using rag rugs, but as urban women who renovated their clothes.

Conflicts that were affiliated with values, were common, and were discussed in critical voices. In *Suomen Kuvalehti* group many participants felt that the general voice of the magazine was too conservative. Nevertheless they found the articles so interesting they sustained their relationship with the magazine.

Not in all cases of disengagement were related to the media title and its content. One participant protested the publishers' policy, and another the price of the title.

7 Conclusions

7.1 Media use and most important engaging experiences in brief

There are similarities in media use preferences and habits within the participant groups. Also the most important engaging experiences became apparent and differences between groups were remarkable and intriguing. The reader groups of *Tekniikan Maailma* and *Kotiliesi* were the most homogenous as the magazines are more specialised than e.g. *Suomen Kuvalehti*. 18–25 and 60–70 year-old participants' group were more miscellaneous, as there were users and readers of different online services and web sites. Below we summarise descriptions of the participant groups.

Media use of the youngest participants (18–25 year-old) was much online and mobile. They communicated in social media, followed a few blogs, watched series and movies on web TV or equivalent services. They did not have many print titles in their personal media landscapes, and news titles were not considered important, but they listened to radio more than two other age groups. They appreciated good usability, and the importance of visuals was significant.

The 35–45 year-old male readers of *Tekniikan Maailma* were closer to these younger users, as their media use was also in many cases online. On the other hand they watched linear television and read print magazines. They valued media with good quality, trustworthiness and facts based language. Skimming, scanning, surfing and random exposure characterised their media use.

The group of *Kotiliesi* readers (45–55 year-old) was very homogenous when it came to their media preferences. They preferred print newspaper and magazines and news, documentary and quality series on TV. Their online use was mainly utilitarian, although they also followed a few blogs. Only two of the participants were on *Facebook*. Up-to-date information and social watching of television were important engaging experiences for them.

The 45–55 year-old participants in *Suomen Kuvalehti* group were very media critical, and their media habits and routines were strong. Watching TV was in most cases about news and documentary-oriented. They used more social media than the other participant group of same age. The most important engaging

experiences for them were good quality, in-depth content and variety of topics answering to several needs of the titles.

Media use of the 60-70 year-old participants was traditional: print titles, linear television and radio. They watched many newscasts, current programs and documentaries on TV and read several magazines. Many participants in this group used *Facebook* actively. The participants appreciated the content's connection with their own life, a specific journalist or host and the quality of the content.

It is interesting that the participants in the older age groups (60-70 year-old, 45-55 year-old readers of *Kotiliesi*) did not expect all of the title's content as addressing them or interesting them. They thought that other readers might enjoy content that they did not, and they could even read stories that were not very interesting from their viewpoint. However, in the youngest participants' group (18-25 year-old) the participants focused mainly on that content that was interesting for them.

7.2 Discussion

Using news media in the two younger participant groups (18-25 and 35-45 years-old) was mostly online and mobile – including tablets. Most of the youngest participants used only a few news titles in general; and three were “news junkies”.

In many groups social aspect of media use was important. For the 18-25 year-old participants most of the social experiences took place in social media, but in the older participants groups this meant appreciating face-to-face social encounters, e.g. watching TV with one's spouse or family.

Surprisingly few participants in 18-25 year-old participants' group read blogs; a few participants followed lifestyle blogs. None of them wrote a blog of their own. In our Personal Media Day (Perälä & Helle, 2012) research in 2012 on most of the 16-19 year-old lead-user teenagers had had a blog, and e.g. according to a recent research of Finnish young adults' media use (Vainikka & Herkman, 2013, pp. 124-125) blogging was common. The older participants read a few blogs, for example titles related to knitting, and some followed specific politicians' or societal influencers' blogs.

Recommendations from the (amateur) bloggers and (professional) journalists in magazines were important in all age groups. Also peer-level information was considered meaningful – e.g. finding other users' experiences of products or services.

Even though some generalisations of the different participant groups' media use can be made, our in-depth data also tells about the individual media experiences and individual media consumption. The most fruitful results of our research are the individual experiences of everyday media life and reader/user relationships. They also point to important weak signals, e.g. the importance of *The Guardian*, or the readers' wish for societally more critical voices in *Kotiliesi*.

What is important in our research are the elements of disengagement. Especially in reading aloud interviews the participants' disengaging experience were clearly

associated with specific content. In many groups the disengaging experiences – for example conflicting values – were shared by several participants, and in these cases readers' and users' critique can be turned into engaging experience by modifying story types, angles to topics or improving the user interface.

As was clear, regarding the media critical mind-set of the readers of *Suomen Kuvalehti*, the habits and routines are still strong. What is different in the current media landscape is the users' and readers' ability to easily choose which media titles they follow, when and how. The media titles that meet certain habits and routines can be replaced without much effort, and thus habitual media engagement can be weaker than before but understanding it is more important than ever for the publishers.

Using multiple methods when doing in-depth cross-media research proved to be valuable. The media diaries revealed the media routines and the media titles of the participants. Q-sorting interviews mapped the fragmented media environment – all the platforms, channels and titles that were important and less important for the participants. For the publishers the interviews also provided valuable information about the competing media titles. Observing the media practices, even for a short time, helped to place these practices in their socio-cultural context. *Social floor plan* – the combination of the spatial layout of the house, the time of the day and the presence of other family members – was important when choosing which media to use, when and how. Conducting reading aloud interviews was useful in order to find out the content that provoked thoughts and emotions, even actions, and also content that was considered meaningless or irritating.

There are also limitations in using these methods. For instance, online media use is becoming increasingly mobile and numerous during the day and it is hard to remember all the incidents of media use in diaries. Media use is not limited to the home environment, so observations could, and even should, be done also outside homes.

In future research of engagement it might be beneficial to focus more especially on the engaging and disengaging experiences, which are clearly related to content. The reading aloud interviews provided a rich and many-sided starting point to understanding media engagement in detail, and they can serve as a useful way of designing new story types or angles for stories.

What needs to be emphasised is the participant groups' small size of 12 participants per group. Those participant groups that were focused on one media title (*Tekniikan Maailma*, *Kotiliesi*, *Suomen Kuvalehti*) were quite homogenous in their media use and preferences. The 60–70 year-old participants' media use was also fairly similar. However, most variation occurred between the 18–25 year-old participants, and thus a bigger sample would be important, if some classifications of a certain media title's users or readers were needed. Also possible geographical and cultural differences are now invisible, as all participants lived in Helsinki area.

Appendixes

Appendix I.

Questions in reading aloud interviews

Magazines / newspapers / online service

1) Open questions related to the reader relationship

- How long have you been reading this magazine/paper (or used the online service)?
- Why do you /why do you not like the title?
- How would you describe your relationship with the title?
- Do you recall the feeling you had after you had read the title?

2) Reading aloud the magazine / newspaper

- What thoughts does the cover page stimulate?
- How do you start reading the title? How do you continue from there?
- Tell me (aloud) how you read the title and what thoughts did the content stimulate?

3) Open questions related to reading the magazine / newspaper

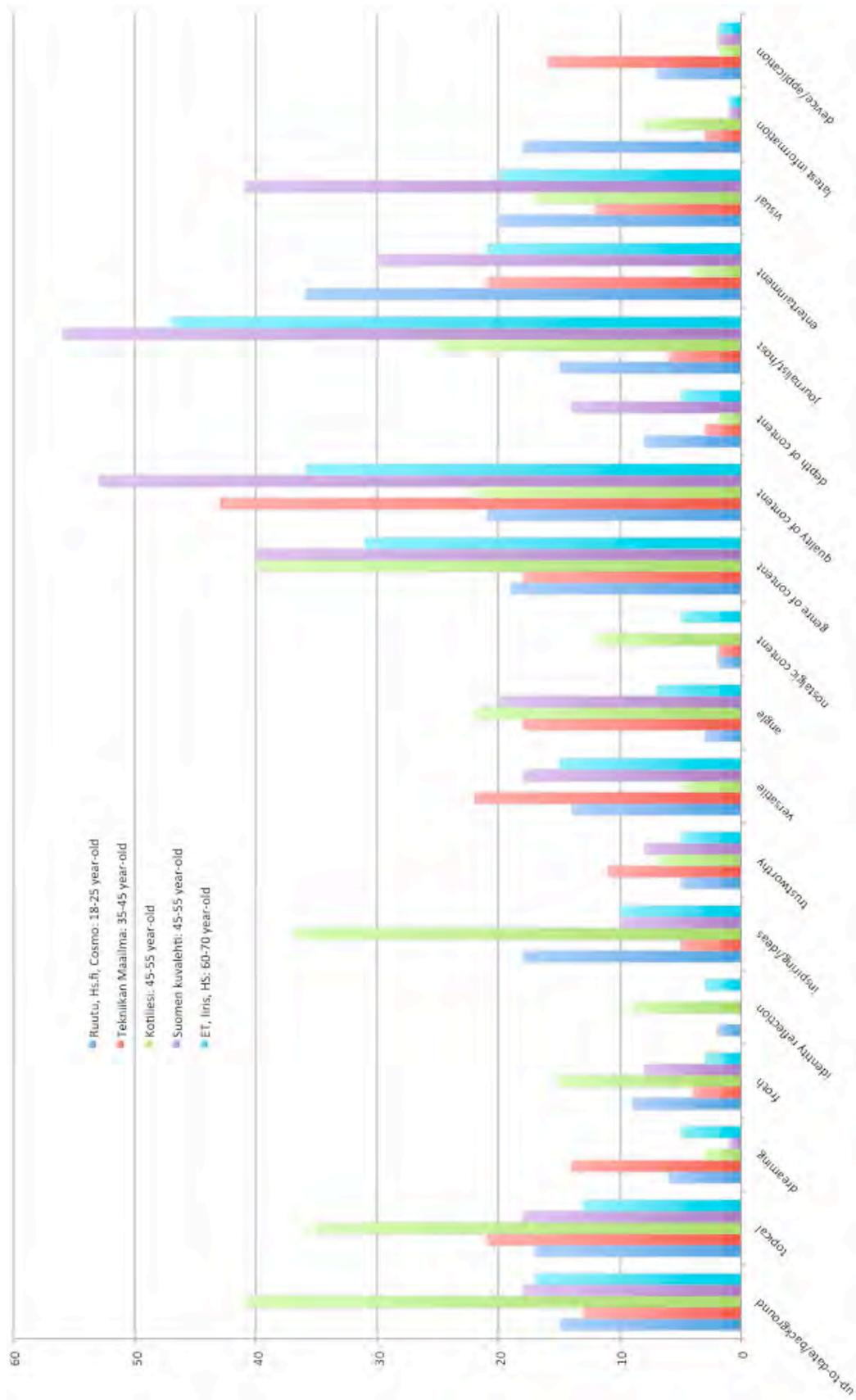
- What was the most memorable thing in this issue? Why?
- What was the most interesting thing in this issue? Why?
- What felt unnecessary? Why?
- What would you want more / less? (Topics)
- What emotions/reactions did the reading stimulate? (What content did this?)
- What thoughts did the visuals stimulate? Photos and illustrations? Layout?
- What thoughts did the advertisements stimulate? (How would you feel if there were no ads?)
- Did you save something (either mentally or concretely)? E.g. a photo of a recipe, or reminder of purchasing a book
- How would you compare this issue to the magazine/newspaper in general?

Questions for users of the online services (HS.fi, Ruutu)

Done after the observation session. Concentrate on the navigation on the service and using it.

- How do you open the service / where from do you come here?
- What kinds of contents do you read/watch/use?
- How do you compare this to equivalent services?
- How do you navigate here?
- How would you compare the experience to reading print newspaper/watching television?
- How do you search for content on the service?

Appendix II. The occurrence of engaging experiences that are associated with the content



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