READER'S MOTIVATION AND BEHAVIOR TOWARD LECTURER'S DECISION IN CONSUMING MEDIA

Annestie Ariani
Postgraduate Program in Management, Bogor Agricultural University
Ma'mun Sarma
Mukhamad Najib
Department of Management, Faculty of Economics and Management, Bogor
Agricultural University

Abstract: Today print media face serious problem. Technology advances in communication and information sector has caused online media grow rapidly replacing the function of print media. The growth of online media caused some print media industries change their product into the online version, even some of them stop producing. This study aims to see the influence of online media towards the consumption of print media from the consumers' point of view. This study was conducted in Institut Pertanian Bogor with 92 lecturers as respondents. Proportional random sampling technique was used in this study. Structural Equation Model based on SMART Partial Least Square v2.0 with four latent variables which were reader's motivation, behavior of reading print media, behavior of reading online media, and media consumption decision were used in this study to analyze the data. The result of the analysis showed that (1) reader's motivation directly had significant effect on reader's consumption decision, (2)reader's motivation directly had significant effect on behavior of reading print media, (3)reader's motivation had significant effect on behavior of reading online media, and (4) behavior of reading print media had insignificant effect on the media consumption decision (5) behavior of reading online media had insignificant effect on the media consumption decision.

Keywords: *Motivation, Reader's Behavior, Print Media, Online Media, SEM.*

INTRODUCTION

Currently, printed media industry is being threatened by the presence of online media. Advances in technology in the field of communication and information lead online media to grow rapidly as if it is able to replace the function of print media. According to a survey which was conducted by Central Bureau

Figure 1 Percentage of periodical publication circulation of publishing company (BPS 2015)
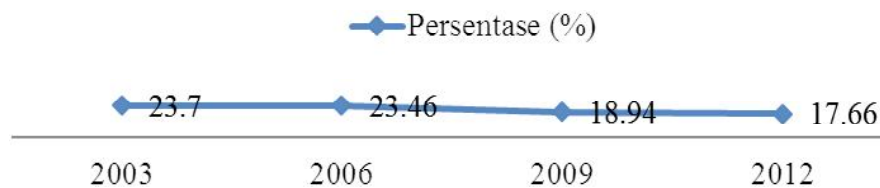
Figure 2 Percentage of Indonesians aged 10 years old and above who read newspaper and magazine during 2003-2012 (BPS 2013)

of Statistics in 2010-2013, there was a decrease of print media circulation in general in Indonesia as shown in Figure 1.

The data on the decrease of print media circulation is also supported by a survey which was conducted by Central Bureau of Statistics in 2013 on the percentage of populations aged 10 years old and above who read newspapers and magazines, which continued to decline from 2003 to 2012.

Circulation is the number of copies of newspapers, magazines or tabloids sold by publishing companies that is affected by the number of readers. The larger the number of readers, then the circulation of print media is greater. In the data presented in Figure 1 and Figure 2, it can be seen why the circulation of print media continued to decrease. This is because the habit of Indonesians who no longer read newspapers, magazines and tabloids in print version and have switched to online version. The presence of online media is affecting print media circulation, so that there are many publishing companies in Indonesia and abroad which are forced to stop publishing or convert their media into online version. This phenomenon is not only happening in Indonesia but also abroad.

According to Prihartono (2016) there are a lot of print media that can be an example of the phenomenon in which print media is converted to online media. In Indonesia, Harian Bola became one of the print media that stopped publishing. In addition, Sinar Harapan and Jakarta Globe also became examples of media that stopped publishing the print version and turned into online version. In the United States, there are many examples of print media that eventually stop printing and switch to digital version, including:

1. Newsweek. The 85-year-old most popular magazine stopped printing at the end of 2012 and then switched to online media as of January 2013.
2. The Rocky Mountain News.
3. The Seattle Post Intelligence, which had been publishing for 146 years.
4. The Washington Post, which often becomes the center of newspaper world, had to cut its costs by closing down a number of its bureaus and reducing number of its employees.

Online media is a general term for a form of media based on telecommunication and multimedia (computer and internet). In online media, there are portals, websites, radio-online, TV-online, online press, online-mail, and others with their own characteristics in accordance with the facilities that allow the users to use them. One of the most common online media designs applied in modern journalistic practice nowadays is in the form of news website such as Detik.com, Kompas.com and Republika.com, which has a very rapid growth in Indonesia.

This study examined the influence of online media on print media consumption from the side of consumer behavior. Reader's motivation was chosen to be an important indicator in this study because according to some previous studies, motivation is the right variable in researching consumer behavior. The same thing was expressed by Schiffman and Kanuk (2000 in Sumarwan 2011) that motivation is the driving force in a person that forced him/ her to behave. The indicators of reader motivation will be linked to indicators of reading print media and behavior of reading online media that will be the decision makers of media consumption.

RESEARCH METHOD

The research method used is Structural Equation Modeling (SEM) by using SMART PLS software version 2.0, through four variables namely reader's motivation, behavior of reading print media, behavior of reading online media and media con-sumption decision. This research is expected to provide inputs (managerial implications) to media companies about the current consumption of print media and online media. SEM model to be analyzed can be seen in Figure 3 below.
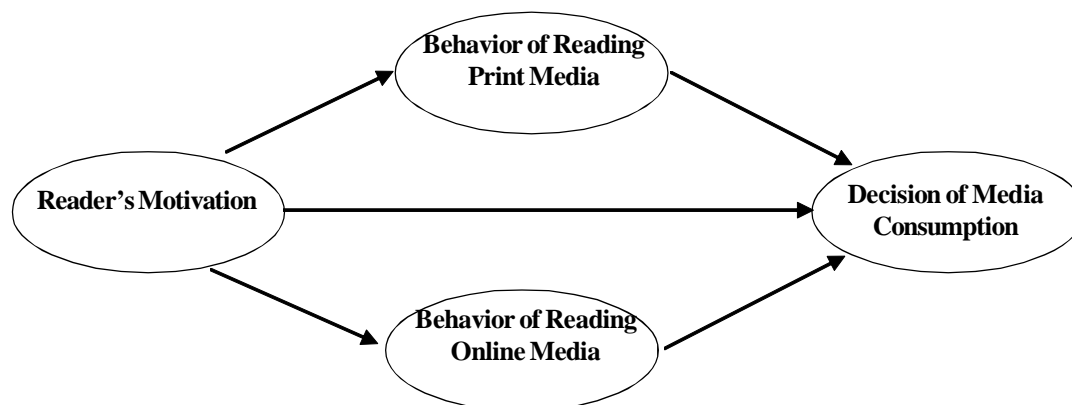

Figure 3   SEM Model

Respondents in this study were lecturers who teach at Bogor Agricultural University (IPB) with populations of 1204 lecturers from 9 faculties. The reasons to choose IPB lecturers as respondents of this research are as follows (Source: Journal compiled by Press Council in 2011):

1. Readers of regional and national newspapers are the people whose socioeconomic background and status (SES) are in upper middle class with higher level of education.
2. In a group of people who have bachelor degree and above, 25% of them read news magazines and 25% of them read women's magazines.
3. The readers of news magazines are civil servants, retirees, and professionals.
4. Adult society (25 years old and above) have more access to internet; online media (27%) and news sites (25%), than teens who access online media (17%) and news sites (7.6%).

The sample selected is based on proportional random sampling. The sample size of each faculty was determined proportionally according to the number of lecturers in each faculty randomly. By using Slovin formula, the size of the research samples with ten percent error rate (10%) is as follows:

$$n = \frac{N}{1 + Ne^2} \qquad n = \frac{1204}{1 + 1204(0.1)^2}$$
$$n = 92$$

Information:
n = sample size
N = population size
e = standard error

Structural Equation Modeling Analysis in this study used 4 latent variables, namely: reader's motivation, behavior of reading print media, behavior of reading online media and media consumption decision. Indicators composed on each latent variable consist of five indicators of reader's motivation, four indicators of behavior of reading print media, five indicators of behavior of reading online media and four indicators of media consumption decision. The operational definitions of those variables are presented in Table 1.

Table 1   Operational Definition of Variables

No	Variable	Definition	Indicator	
1	Reader's Motivation (MP)	Reader's motivation is the underlying reason for readers to choose to read conventional or digital print media (Flavian and Gurrea 2009). According to Flavian and Gurrea (2006 and 2009), readers' motivations in digital era include: - Want to get the latest news/ information - Want to find specific information - Want to get entertainment - Want to get the necessary information more easily - Because it has become a habit	MP_1 MP_2 MP_3 MP_4 MP_5	= Latest news = Specific news = Entertainment = Needed news can be obtained more easily = Habit
2	Behavior of Reading Print Media (PMMC)	Behavior of reading print media is the action/ behavior shown by readers in reading print media. According to Flavian and Gurrea (2006), behavior in reading print media includes: - Focus on specific news/ information - Focus on a particular topic - Read quite quickly - Read news related to job, task, and hobby	$PMMC_1$ $PMMC_2$ $PMMC_3$ $PMMC_4$	= Focus on a particular news = Focus on a particular topic = Read quite quickly = Read needed news only
3	Behavior of Reading Online Media (PMMO)	Behavior of reading online media is the action/ behavior shown by readers while reading online media. Behavior in reading online media according to Flavian and Gurrea (2006) includes: - Read all types of news/ information in the media - Read casually - Read in detail - Reading at leisure - Read outside the workplace	$PMMO_1$ $PMMO_2$ $PMMO_3$ $PMMO_4$	= Read all types of news = Read casually = Read in detail = Reading at leisure
4	Consumption Media Decision (KKM)	According to Sumarwan (2011) there are steps taken by consumers in consumption decision making, include: - Introduction of needs - Information search - Alternative evaluation - Purchase - Consumption - Post consumption	KKM_1 KKM_2 KKM_3 KKM_4	= Choose online media to meet the needs for the latest information than print media. = Choose online media as it provides ease in getting information rather than print media. = Read online media more often than print media = Already satisfied with online media as the latest information

Hypotheses

Hypotheses used in this research are:

H1: There is a positive influence between readers' motivation and behavior of reading print media.

H2: There is a positive influence between readers' motivation and behavior of reading online media.

H3: There is a positive influence between reader's motivation and media consumption decision.

H4: There is a positive influence between behavior of reading print media and media consumption decisions.

H5: There is a positive influence between behavior of reading online media and media consumption decisions.

FINDINGS AND DSICUSSIONS

Survey of Print Media Consumption

Currently, from 92 respondents, there are only 45% of them who still subscribe to print media and 83% of them have subscribed to print media for more than 12 months as shown in Table 5. The presence of online media is believed to be the cause of decrease of the number of print media customers because the cost of accessing online media is cheaper than print media subscription. However, there are several reasons why some people keep reading and subscribing to print media, including (Qayyum et al., 2010):

- Assuming that print media has become part of the lifestyle
- Print media has a deeper and more credible information coverage than any other information media
- Already feel comfortable with print media as a source of information

Newspaper is print media which is most often read by respondents, with percentage of 84%, followed by magazines (13%), and tabloids (3%) as shown in Table 2. This percentage is similar to the results of a survey which was conducted by Nielsen in 2014 in 10 major cities in Indonesia, which revealed that newspaper became the favorite media of information after internet/ online media (Nielsen 2014).

Table 2   Survey of print media consumption

	Percentage
Subscribe to print media	
Yes	45%
No	55%
Length of print media subscription	
<6 months	12%
6-12 months	5%
>12 months	83%
Most often read print media	
Newspaper	84%
Magazine	13%
Tabloid	3%

Survey of Online Media Consumption

Online news sites become online media most frequently accessed by most respondents (97%), followed by online magazine sites (3%). All respondents never accessed online tabloid sites as shown in Table 3. Compared with the survey result of most frequently read printed media, most respondents chose newspapers as the main print media (84%), followed by magazines (13%), and tabloid (3%). This indicates that respondents read the print media and online media simultaneously. For magazines and tabloids, respondents prefer to read the print version than the online version.

Table 3   Survey of online media consumption

	Percentage
Most often accessed online media	
Online news	97%
Online magazine	3%
Online tabloid	-
Habit of accessing to online media	
Routinely	49%
Sometimes	43%
Rarely	8%

Most respondents access online media regularly (49%), followed by access to online media sometimes (43%) and some respondents said they rarely access online media (8%) as presented in Table 3. Compared with research results of print

media, in most frequently read and frequently accessed online media, there is a shift in media consumption from print media to online media, although it is not a great shift. It also indicates that most respondents use both media simultaneously.

Evaluation of Structural Equation Modeling-SEM PLS

The model evaluation in PLS includes two stages, namely outer model evaluation or measurement model and inner model evaluation or structure model. Evaluation of measurement model is grouped into evaluation of reflective models or formative model.

Outer Model Evaluation

The data analysis technique with SmartPLS has three criteria to assess the outer model, namely convergent validity, discriminant validity, and composite reliability. Convergent validity measures the amount of correlation between construct and latent variables. At the beginning of model, evaluation improvement is done by looking at the coefficient of each latent variable with its indicator. Loading factor value below 0.7 must be removed from the model. Figure 4 shows initial analysis results on reflective outer model.
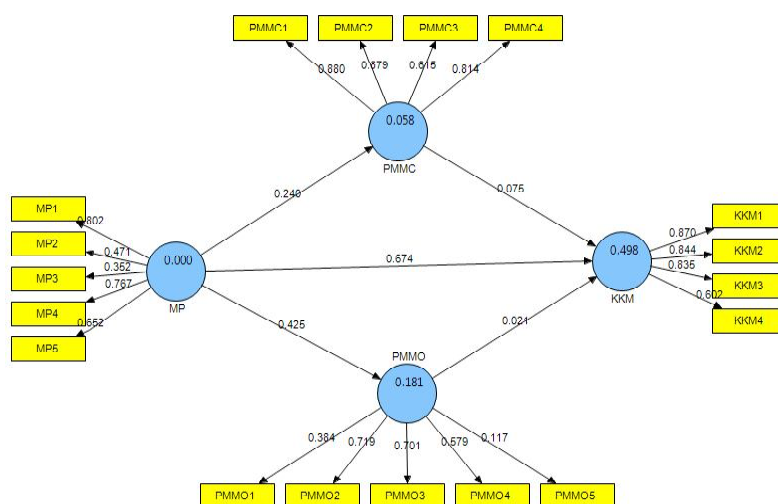

Figure 4   Initial outer model

Validity and reliability can be seen from the reliability value of a construct and the Average Variance Extracted (AVE) value of each construct. Reliability can be said high if the value is 0.70 and AVE is above 0.50. Table 4 below presents Composite Reliability and AVE value for all variables.

Based on Table 4, it can be stated that all constructs meet reliable criteria. This is indicated by the value of composite reliability, which is above 0.7, and AVE value, which is above 0.50, as the recommended criteria. It can also be seen from the value of *cronbach's alpha,* in which each construct is above 0.07.

Table 4   Value of composite reliability, AVE, and Cronbach's alpha

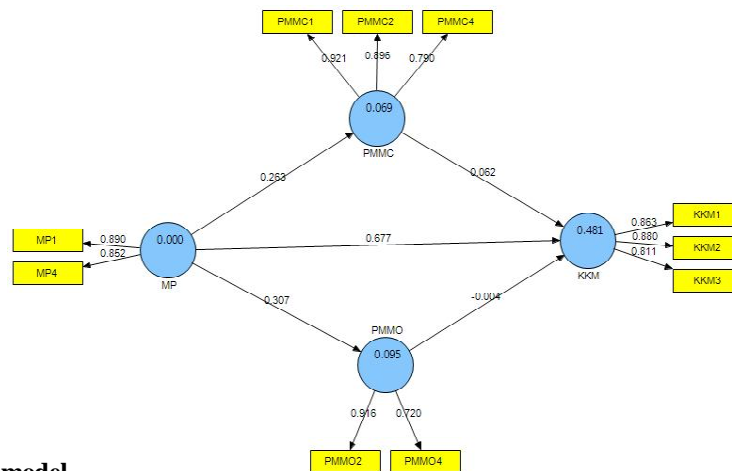| Latent Variable	AVE	Composite Reliability	*Cronbach's Alpha*
Reader's motivation	0.759	0.862	0.684
Behavior of reading print media	0.758	0.904	0.839
Behavior of reading online media	0.678	0.806	0.550
Media consumption decision	0.726	0.887	0.816

Figure 5 Final outer model

Table 5 Analysis of discriminant validity of cross loading criteria

Indicator	Reader's Motivation	Behavior of reading print media	Behavior of reading online media	Media consumption decisions
MP_1	**0.890**	0.275	0.212	0.662
MP_4	**0.852**	0.177	0.333	0.535
$PMMC_1$	0.274	**0.921**	0.172	0.233
$PMMC_2$	0.218	**0.896**	0.256	0.187
$PMMC_4$	0.185	**0.790**	0.282	0.199
$PMMO_2$	0.307	0.158	**0.916**	0.218
$PMMO_4$	0.177	0.335	**0.720**	0.129
KKM_1	0.580	0.241	0.066	**0.863**
KKM_2	0.702	0.282	0.323	**0.880**
KKM_3	0.425	0.021	0.131	**0.811**

Evaluation of the coefficient value on the reflective outer model has been done by issuing indicator that has a coefficient below 0.7, and then it is reprocessed without an indicator that has been issued to obtain the best model. The final model is shown in Figure 5. Reader's motivation is reflected only by two indicators, behavior of reading print media is reflected by three indicators, behavior of reading online media is reflected by the two indicators, and the media consumption decision is reflected by three indicators.

The next assessment criterion is the discriminant validity of the cross loading criterion, comparing the correlation value of indicator with the construct and comparing the construct with other latent variables (Yamin and Kurniawan 2011). Table 5 below is the result of analysis, indicating that correlation of indicator with its latent variables namely reader's motivation, behavior of reading print media, behavior of reading online media, and media consumption decision is higher than correlation of reader's motivation, behavior of reading print media, behavior of reading online media, and media consumption decisions with indicators of other latent variables. This indicates that indicator of reader's motivation, reading print media behavior, reading online media behavior, and media consumption decisions do reflect readers' motivation, behav-

Table 6   Correlation of latent variable, AVE, and square root of AVE

	KKM	MP	PMMC	PMMO	AVE	Square root of AVE
KKM	1.000				0.726	0.852
MP	0.691	1.000			0.759	0.871
PMMC	0.238	0.263	1.000		0.758	0.871
PMMO	0.220	0.307	0.264	1.000	0.678	0.823

ior of reading print media, behavior of reading online media, and media consumption decisions.

Discriminant validity can also be measured by Fornell-Larcker criteria by comparing the latent variables correlation to its latent variables with the square root of AVE (Yamin & Kurniawan 2011). Table 6 below shows that the square root of AVE, either on the latent variable of reader's motivation, behavior of reading print media, behavior of reading online media, or media consumption decisions is greater than the correlation value of latent variable with other latent variables. The greatest correlation is between the latent variable of reader's motivation and media consumption decision, but it is smaller than the square root of AVE of reader's motivation and media consumption decisions. This indicates that Fornell-Larcker discriminant criterion in this study is fulfilled, so it can be said that all results of criteria assessment above prove that the reflective outer model in this study is valid.

Inner Model Evaluation

Inner model or structural model evaluation is done to see the significance of the relationship between the construct and R-square of the research model. In this study, it includes the direct or indirect relationship between reader's motivation, behavior of reading print media, behavior of reading online media, and media consumption decisions. It can be seen from the path coefficient, to assess the significance of path coefficient, we can see the value of T test obtained from bootstrapping process as inner model obtained, which is shown in Figure 6 below.

The criteria of endogenous latent variables show how far endogenous variables can be explained by exogenous variables. The endogenous variables of this research are behavior of reading print media (PMMC), behavior of reading online media (PMMO) and media consumption decision (KKM). Variable of behavior of reading print media (PMMC) was formed by variable of reader's motivation (MP),
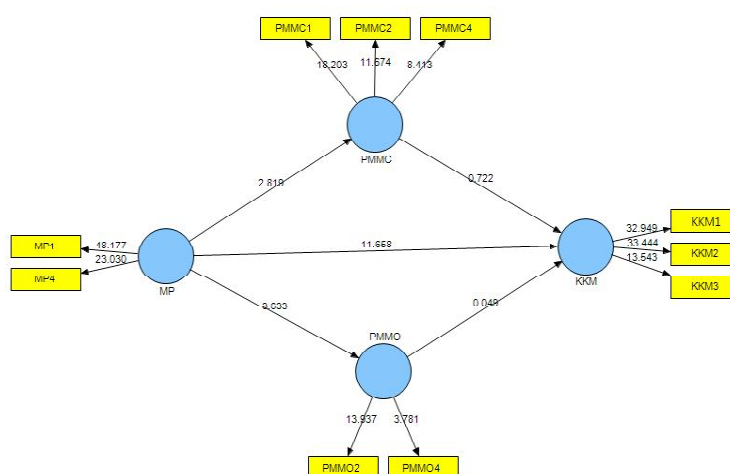

Figure 6   Inner model

which has a value of 0.069, meaning that variable of behavior of reading print media can be explained by the variable of reader's motivation, with diversity of 6.9 percent. The variable of behavior of reading online media (PMMO) was formed by variable of reader's motivation, which has a value of 0.095, meaning that variable of behavior of reading online media media can be explained by variable of reader's motivation with diversity of 9.5 percent. According to Chin (1998 in Yamin and Kurniawan 2011), these two values are categorized into very low group. While variable of media consumption decision (KKM) formed by variable of behavior of reading print media and behavior of reading online media has a value of 0.481. Variable of media consumption decision can be explained by variable of behavior of reading print media, and behavior of reading online media, with diversity of 48.1 percent. According to Chin (1998 in Yamin and Kurniawan

2011), this value is categorized into group between moderate and substantial.

The result of bootstrap on the path coefficient presented in Table 7 obtained that reader's motivation (MP) has direct positive effect on media consumption decision (KKM) at the significance level of 0.10 (11.658> 1.645). This also happens to the relationship between reader's motivation (MP) and behavior of reading print media (PMMC) on the significance level of 0.10. It is known that reader's motivation has direct positive influence on behavior of reading print media (2.819> 1.645). In addition, reader's motivation also has direct positive influence on behavior of reading online media (PMMO) at the significance level of 0.10 (3.633> 1.645). Behavior of reading print and online media has no effect on media consumption decision, at the significance level of 0.10.

Table 7   Results of bootstrapping of path coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)
MP -> KKM	0.677	0.675	0.058	0.058	11.658*
MP -> PMMC	0.263	0.281	0.093	0.093	2.819*
MP -> PMMO	0.307	0.318	0.085	0.085	3.633*
PMMC -> KKM	0.062	0.063	0.085	0.085	0.722

*significant at the significance level of 0.10 with T table = 1.645

Goodness of fit (GoF) is a model goodness test that validates the combined performance of measurement model of latent variables and its indicators as well as structural model and latent variables. The result of analysis shows that GoF value in Structural Equation Modeling has value of 0.397 which is included in category of big, so it can be stated that

Structural Equation Modeling between variable of reader's motivation, behavior of reading print media, behavior of reading online media, and media consumption decision in this research performed well and validated the overall model well.

Effect size f^2 calculation is used to see if the effect of exogenous latent variables has substantial

Table 8   Results of effect size f^2 calculation

Latent Variable	R^2 included	R^2 excluded			f^2		
		MP	PMMC	PMMO	MP	PMMC	PMMO
KKM	0.481	0.107	0.477	0.481	0.721	0.007	0.000

effect on endogenous latent variables if there is a change of R^2 value (Yamin and Kurniawan 2011). Value indicates the size of effect of excluding exogenous latent variables of reader's motivation as well as media consumption decision of the model by comparing the resulting value. The results of effect size calculation are presented in Table 8.

In the inner model analysis, the last criterion is performed with predictive relevance (Q2) assessment that serves to validate predictive ability in the model (Yamin & Kurniawan 2011). Latent variables has good Q2 if Q2> 0. From the analysis, the value of Q2 in each latent variable of reader's motivation, behavior of reading print media, behavior of reading online media, and media consumption decision is 0.270; 0.045; 0.056; and 0.308 respectively. The values of Q2 in all latent variables are above 0, so it can be said that the exogenous latent variable corresponds to explanatory variable, which is capable of predicting the endogenous variable.

Hypothesis Testing

a. Hypothesis 1 Testing (reader's motivation affects behavior of reading print media)

Reader's motivation significantly influences behavior of reading print media, with t-statistics of 2.819 (more than 1.645). The same thing was expressed by Schiffman and Kanuk (2000 in Sumarwan 2011) that motivation is the driving force in a person, which forced him to behave.

b. Hypothesis 2 Testing (reader's motivation affects behavior of reading online media)

Reader's motivation significantly influences behavior of reading online media, with t-statistics of 3.633 (more than 1.645). That was supported by the findings of a research which was conducted by Flavian and Gurrea (2009) that there are some basic motivations of someone to read print media and online media, for example he/ she wants to get the latest knowledge and because it has become a habit.

c. Hypothesis 3 Testing (reader's motivation affects media consumption decision)

Reader's motivation significantly influences media consumption decision, with t-statistics of

11.658 (over 1.645) on direct relationships. The result of this hypothesis testing was supported by decision making theory, in the decision-making stage, motivation becomes the first stage done by consumers as a phase of introduction of needs before making consumption (Sumarwan, 2011). The indirect relationship between readers' motivation and media consumption decision through behavior of reading print media shows no effect of 1.63%. Then, indirect relationship between reader's motivation and media consumption decision through behavior of reading online media shows no effect of 0.12%.

d. Hypothesis 4 Testing (behavior of reading print media affects media consumption decision)

Behavior of reading print media has no significant effect on media consumption decision, with t-statistic of 0.722 (less than 1.645). This result is in contrast with theory of Engel (1994 in Sumarwan 2011) stating that consumer behavior is a direct action involved in consuming a product or service, including decision making process that precedes or follows this action.

e. Hypothesis 4 Testing (behavior of reading online media affects media consumption decision)

Behavior of reading online media has no significant effect on the media consumption decision with, t- statistics of 0.049 (less than 1.645).

MANAGERIAL IMPLICATIONS

Managerial implication that can be recommended based on the results above is the convergence of media between print media and online media but online media must stand alone, apart from the print media, because if online media only becomes complementary, online media will not develop. The results of a survey of print media and online media consumption show that the consumption of printed magazines is 10 percent higher than the online version. The same thing occurs in tabloid consumption, in which respondents prefer reading printed tabloid than the online versions.

The other managerial implication that can be recommended is to develop the concept of cross content and cross promotion as part of synergy between print media and online as well as radio and television, so that the existence of print media is not getting left behind due to the presence of new media and the condition of readers who increasingly have no time to read. Newspaper publishers can be also actively engaged in reader communities through social network sites such as Facebook and Twitter, so readers can also play an active role in commenting, responding or assessing actual issues that develop in society.

CONCLUSIONS AND SUGGESTIONS

Conclusions

Reader's motivation has a significant effect on behavior of reading print media, behavior of reading online media, and media consumption decision. Behavior of reading print media has no significant effect on media consumption decisions. Behavior in reading online media has no significant effect on media consumption decisions.

Suggestions

Variable of behavior of reading print media (PMMC) and behavior of reading online media (PMMO) can be explained by variable of reader's motivation, with diversity of 6.9 percent and 9.5 percent respectively; those values are categorized into very low group; therefore, for further research, the researchers suggest to look for other variables that can be explained by variable of reader's motivation. This research chose lecturers to be the research respondents, so further research can discuss from the side of teens aged 13-18 years old in choosing what media used to seek information because the current generation is those who are not used to use print media in seeking information. Print media publishers can try to establish newspapers company in the region because internet is inaccessible in the area. Newspapers identify themselves to the city or local society because not all local news can be accommodated by national newspapers.

To balance the competition with online media, print media publishers need to be more innovative and creative, namely by doing different marketing strategies, such as by creating a special edition about an industry or a particular event and offering advertising packages related to the theme raised in the special edition, creating ads in creative form (creative ads) and create ads in the form of tabloids. In addition, print media publishers can participate actively in the community of readers through social network sites like Facebook and Twitter, so that readers can also play an active role to comment, respond or assess the actual problems that develop in the community.

REFERENCES

[BPS] Badan Pusat Statistik. 2013. Persentase penduduk Indonesia berumur 10 tahun ke atas yang membaca surat kabar dan majalah [Internet]. [diunduh 2016 Agt 10]. Tersedia pada: http://bps.go.id.

[BPS] Badan Pusat Statistik. 2015. Persentase oplah penerbitan berkala oleh perusahaan penerbit menurut jenis/kategori [Internet]. [diunduh 2016 Agt 10]. Tersedia pada: http://bps.go.id.

Flavian C, Gurrea R. 2006. The role of readers' motivations in the choice of digital versus traditional newspapers [Internet]. [diunduh 2014 Aug 28]; *Journal of Targeting, Measurement and Analysis for Marketing* Volume 4, No. 14, hlm. 325-336. Tersedia pada: http://The role of readers'motivations – ProQuest.htm.

Flavian C, Gurrea R. 2009. Users' motivations and attitude towards theonline press [Internet]. [diunduh 2014 May 13]; *Journal of Consumer Marketing* Volume 26, Issue 3, hlm. 164-174. Tersedia pada: http://Users' motivation and attitude – Emeraldinsight. htm.

[JDP] Jurnal Dewan Pers Edisi No. 5. 2011 [Internet]. [diunduh 2014 Agu 27]. Tersedia pada: http://jurnal dewan pers.pdf.

Prihartono AW. 2016. Surat kabar dan konvergensi media (Studi deskriptif kualitatif model konvergensi media pada Solopos)[Internet]. [diunduh 10 Agu 2016]; *Jurnal Universitas Ahmad Dahlan* ISSN 23389176, April 2016, hlm. 105-116. Tersedia pada: http://daftar media cetak yang tutup dan beralih.pdf.

Sumarwan U. 2011. *Perilaku Konsumen: Teori dan Penerapannya dalam Pemasaran Edisi ke-2*. Sikumbang R, editor. Bogor (ID): Ghalia Indonesia.

Qayyum MA, Williamson K, Liu YH, Hider P. 2010. Investigating the news seeking behavior of young adults [Internet]. [diunduh 2016 Okt 6]; Australian Academic and Research Libraries, Volume. 41, No. 3, hlm. 178-191. Tersedia pada: http://investigating the news seeking behavior – ProQuest.htm.

Yamin S, Kurniawan H. 2011. *Generasi Baru Mengolah Data Penelitian dengan Parti*