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ADDICTION TO OLD VERSUS NEW MEDIA*

Abstract

Two aspects of technologically driven civilization are evident: availability of new media and interactivity. This study examines media addiction on three levels: purpose of use, medium of choice and online application utilized. Media addiction increases with those who use media for fun as opposed to individuals who use media for information; level of media addiction is higher with users of new media as opposed to users of old media; more interactive and less practical online applications such as social networks and chat are more addictive. When looking into nature of new and old media it is possible to conclude that media addiction may be related to number of senses grabbed by media and media features, such as live broadcasting and interactivity. This brings us to conclusion that future of media may be in employment of additional human senses in its use.

Keywords: media addiction, new media, nature of media, senses, interactivity

1. INTRODUCTION

A potentially vast impact of the 21st century media to the society has two aspects. First, media hardware makes it possible to access media content on the go. Mobile phones and Ipads can be used to access media content specially made for these devices. Second, new media are

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interactive. Internet, gaming consoles and mobile applications provide to their users one to one, and one to many communication, making these media much more than places for mainstream, old fashion, “one way channels”. These two crucial features of new media, accessibility on the go and interactive communication, may bear the great impact to the societies around the world. They are an alternative to direct communication. They open a way for simulation of life, possibly for everyone who feels threatened by his or her reality. That is why it is important to examine a relation of media addiction and different media of communication.

The first step in doing so is taking a look at motives for media usage, whether they are process or content gratifications. Classification is given in Table 1. In other words, does media usage exist because of media usage, as effective mechanism to escape reality, or because of direct reality, as assistance to some activity?

Table 1. Examples for process versus content gratifications

Medium	Process	Content
	<i>The individual receives gratification from being involved in the process of communication, rather than message content. Process gratifications are focused on the consumption of the medium itself and pull the user away from the outside world.</i>	<i>The instrumentalist is concerned with self gratifying acts, when looking for information in an effort to increase knowledge. Inherently connected to the world outside the media system.</i>
Newspaper	Picking up a newspaper for the latest news of the world	Taking a look at newspaper to find out about tomorrow's forecast
Radio	Listening to radio for relaxation	Tuning into specific radio frequency to get a grasp over road conditions
Television	Watching television to pass time	Watching documentary on television to learn about rare species because of upcoming trip to Africa
Internet	Pass time by browsing for something to catch their interest online	Seeks information about community events, housing, or employment. An item purchased through the Internet typically produces a delivery to the real-world doorstep.

Song et al.¹⁾ writes that picking up a newspaper for the latest news of the world would be a specific example process gratification. A more outcome-oriented approach might be represented by those who access the Internet looking for a specific bit of information, writes Ebersole²⁾. LaRose et al.³⁾ find that the expectation of finding enjoyable activities online predicted the amount of consumption. Common examples of substance addiction are alcoholism, drug abuse, and smoking (Lee & Perry⁴⁾). Griffiths⁵⁾ argues that media addiction should be understood as a process addiction, further labeling media addiction as an excessive human-machine interaction. Yee⁶⁾ claims that online gamers play just as much to form social relationships as they do to conquer the games. Douglas et al.⁷⁾ write that depending on the motivation and objective of the user, as Mafé and Blas⁸⁾ argue that he or she may also be placed in one of two categories, that of a ritualist or an instrumentalist. Miller⁹⁾ proposes that online activity is mainly motivated by seeking gratifications through Interaction. For Parker & Plank,¹⁰⁾ a Relaxation and Escape factor predicted Internet usage. Ferguson & Perse¹¹⁾ find

- 1) Indeok Song, Robert Larose, Matthew S Eastin, Carolyn A Lin, "Internet Gratifications and Internet Addiction: On the Uses and Abuses of New Media", *Cyber Psychology & Behavior*, Mary Ann Liebert, New Rochelle, No. 7/2004, pp. 384-394.
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Entertainment, Passing Time, Relaxation and Escape, and Social Information to be the principal gratification factors. Stafford & Stafford¹²⁾ identify motivations for the use of commercial web sites and found search, cognitive, and new and unique for content dimensions and process-oriented social and entertainment gratifications. Song et al.¹³⁾ found the virtual community, diversion and personal status process gratifications were positively related to Internet addiction tendency, but the aesthetic experience process gratification was not. The premise that process gratifications give rise to Internet addiction is found in Young's research,¹⁴⁾ in which she compares the applications favored by Internet addicts and non-addicts. Results of Leung¹⁵⁾ research show that Net-geners addicted to the Internet tend to be young female students. Ko et al.¹⁶⁾ find high correlation between aggressive behavior and use of certain applications such as online chatting, visiting sex web sites, online gaming, online gambling, online study and research and BBS. Young¹⁷⁾ lists Internet applications most utilized by dependents and non-dependents. Kubey et al.¹⁸⁾ write that self-reported Internet dependency and impaired academic performance were both associated with greater use of all Internet applications. Young et al.¹⁹⁾ write that five general subtypes of Internet addiction were categorized based upon the most problematic types of online applications, and they include addictions to cybersex, cyber-relationships, online stock trading or gambling,

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- 12) Thomas F. Stafford, Marla R. Stafford, "Identifying motivations for the use of commercial Web sites", *Information Resources Management Journal*, IGI Global, Hershey, No. 14/2001, pp. 22-30.
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information surfing, and computer games. Young & Rodgers²⁰ write that the interactive capabilities of the Internet such as chat rooms or on-line games were seen to be the most addictive. Applications are divided by their dominant users, depending if Internet addicts or non-addicts are in question.

Grounded in these conceptual frameworks, this exploratory study expands previous research by addressing the three sets of questions relating to gratifications, media and applications within those media. These aspects represent process leading towards media addiction.

1.1. Addiction and motives for media use

The gratification set of questions relates to the looking at relations of motives such as fun and information seeking and media addiction.

- RQ1. What are levels of the media addiction for those who use media for fun?
- RQ2. What are levels of the media addiction for those who use old media for fun?
- RQ3. What are levels of the media addiction for those who often use social networks for fun?
- RQ4. What are levels of the media addiction for those who often use old media for fun?
- RQ5. What are levels of the media addiction for those who use old media for information?

1.2. Addiction to new versus addiction to old media and nature of media

The media set of questions is aimed to shine a light towards previously unexamined territory of addiction levels to different media, focusing to relation of new and old ones.

- RQ6. What are levels of the media addiction for those who use new media more than old ones and vice versa?
- RQ7. What are levels of the media addiction for those who use different media of communication?
- RQ8. What are the average media addiction levels for those who use Internet, TV, radio and print intensively?

20) Kimberly S. Young, Robert C. Rogers, "The Relationship between Depression and Internet Addiction", *Cyber Psychology & Behavior*, Mary Ann Liebert, New Rochelle, No. 1/1998, pp. 25-28.

1.3. Media addiction and Internet use

The application set of questions relates to use of the new media, particularly the Internet, aiming to examine the addiction levels to different applications utilized by this medium. These questions also focus on a relation of motives for the social network use and media addiction. They also grasp addiction levels for those who meet new people by using social network, establish deeper relation with them etc. Except social network, third set of questions examines relation of chat function and media addiction.

- RQ9. What are the average media addiction levels for those who use different online applications?
- RQ10. What is the average media addiction level for those who met someone by using social network?
- RQ11. What is the average media addiction level for those who established deeper connection with someone they met by using the social network?
- RQ12. What is the average media addiction level for those who use the chat often?

2. METHODOLOGY

2.1. Participants

The research questions are examined through a nationally representative survey conducted in Serbia during the first half of 2011. The research in media addiction is conducted by Positive Center for Digital Media. The research is done on a multistage random sample of 2208 participants. This sample is representative for the Serbian population older than 15 years of age. The participants are composed of 1170 males (53%) and 1038 females (47.1%). Most of the participants fell in the 15–64 age range (64.2%). There were 21.7% research participants who fell in the 0-14 age range and 13.9 of them who were older than 65 years of age. Occupations were as follows: 30.5% students, 32.9% fulltime employees, 15.1% pensioners, and 31.5% non-employees.

2.2. Procedure

For each participant, media addiction is measured through its media usage time and its level of media addiction. The level of media addiction (LA) represents the number of the media addiction factors that the participant is exposed to. These seven factors are the overconsumption, the attempts to cut use, the prolonged use, the substitution, the withdrawal, the continued use, and the tolerance. They correspond to the seven factors from the Diagnostic and Statistical Manual of Mental Disorders.²¹⁾ The LA may have an integer value from 0 to 7. A participant with LA=0 is not exposed to any of the media addiction factors, a participant with LA=1 is exposed to 1 of the media addiction factors, etc.

A participant who uses media in top 40% by the media usage time is defined as the potential media addict. Furthermore, the potential media addicts are filtered through seven factors to determine their levels of media addiction. All potential media addicts with LA=0 make the group of LA0 addicts, with LA=1 the group of LA1 addicts, with LA=2 the group of LA2 addicts, with LA=3 the group of LA3 addicts, with LA=4 the group of LA4 addicts, with LA=5 the group of LA5 addicts, and with LA=6 the group of LA6 addicts. The number of LA1 addicts is 612, of LA2 addicts 464, of LA3 addicts 258, of LA4 addicts 135, of LA5 addicts 31, and of LA6 addicts 2 of all research participants. In this research, the responses of different addict groups (LA1, LA2, LA3, LA4, LA5 and LA6) are investigated when they are exposed to different situations (defined by the research questions).

2.3. Addiction and motives for media use

To find about the gratifications for media use, the survey participants choose between three different potential answers such as “for entertainment”, “for fun – to communicate with friends on social networks“ and „for information, education and discussion”. To determine the frequency of social network use for fun, the survey participants select the numbers on the scale from 1 to 10. The number 1 means that they do not use the social networks for fun at all, and the number 10 means that they use the social networks for fun all the time. To find out the frequency of the old media use for fun, the survey participants select from 1 to 10. The number 1 means that the survey participants do not use the old media for fun at all, and the number 10 means that they use it for fun all the time. Finally, the participants are asked what they use

21) Diane Zabel , *Diagnostic and Statistical Manual of Mental Disorders (4th ed.)*, American Psychiatric Association, Washington, DC, 1995, p. 531.

old media for. Then, they select from the multiple choice answers such as “for information”, “for education”, “for inspiration” and “for fun”.

2.4. Addiction to new versus addiction to old media and nature of media

To find out about the frequency of media use in terms new versus old, the survey participants may answer on the scale from 1 to 10, where 1 means that they use the old media all the time, and 10 means that they use the new media all the time. To find out what media are used by the survey participants, they may select “Facebook or some other online social network”, “Ipod, walkman or music on mobile phone”, “Mobile phone and its apps including text, talk, games and others”, “Any kind of camera or audio recorder”, “Games on computer, PlayStation...”, “TV”, “radio”, “print”, and “books, films, theater plays and other classical media”.

2.5. Media addiction and Internet usage

To find out whether the survey participants use the online chat, the offered answers are “Yes, often”, “Yes, sometimes”, “Yes, rarely” and “No”. To find out about the purpose of their Internet usage, the survey participants are given the multiple choice answers such as “E-mail”, “Chat”, “Searching websites for purpose of education”, “Searching websites for purpose of job”, “Social networks”, “TV Series (watching)”, “Movies (watching)”, “Music (listening to)”, “Download (of content)”, “Photos (looking)”, “News browsing”, “For fun (to meet friends)” and “Other”.

3. RESULTS AND DISCUSSION

3.1. Addiction and motives for media use

Underlying gratification set of questions asked by this study are motives for media use. Using media for purpose of fun relates to process gratification, while using media to get information relates to content gratification. For the groups with higher media addiction, a higher use of media for fun is found. Social networks are highly addictive, because they provide the most perfect interactive simulation of life. The highest level of addictiveness is found when it comes to the social network use. It is found that the number of those who use old media for purpose of fun increases with levels of media addiction.

The information seeking may be opposite of fun as motive for media use, as it may bear practical, reality-oriented value. The percentage of people in higher levels of media addiction groups decreases. To conclude, results show that the fun seeking media users are bigger media addicts than information seeking media users. They also show that new media are more addictive than the old ones.

3.2. Addiction to new versus addiction to old media

It was found that the number of those research participants who use new media more than old ones increases in the groups with higher levels of media addiction. Figure 1 shows the percentage of research participants in different groups, who use different media. It clearly shows that the new media are more addictive than the old ones. The sharpest increase in media addiction is for users of new media (the social networks, music on the go, mobile phones, digital cameras, voice recorders, and gaming consoles). These media represent digital age of interactivity and “simulation of living”. On the other side, the users of TV, radio, print, and theatre/books/films show slightly decreasing tendency of the levels of media addiction.

Figure 1. Levels of media addiction for those who use different media

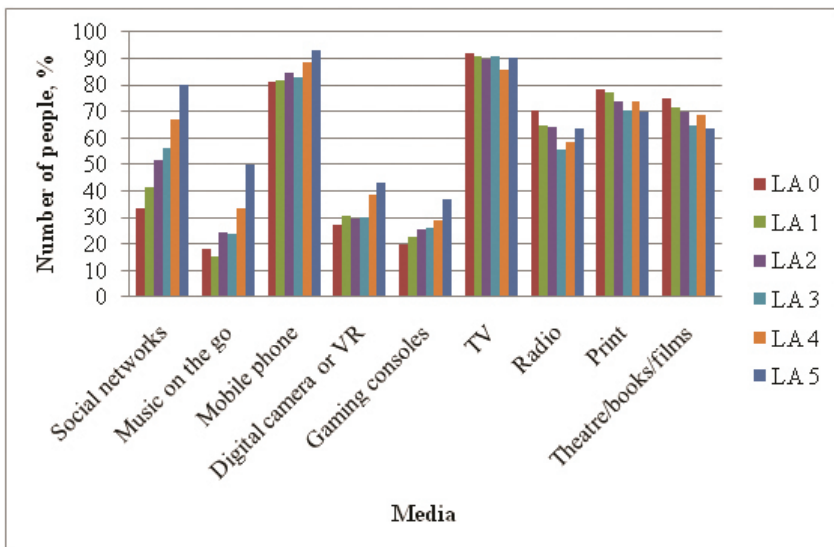
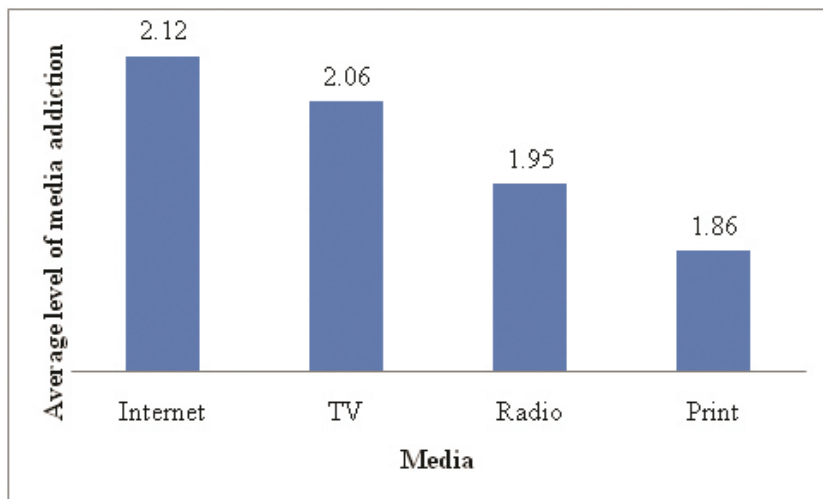


Figure 2 shows the average levels of media addiction for intensive users of Internet, TV, radio, and print. The intensive users of Internet have the average level of media addiction of 2.12, of TV 2.06, of radio 1.95, and of print 1.86.

Figure 2. Average levels of media addiction for those who intensively use Internet, TV, radio or print



This means that levels of media addiction increase as new mediums arise. The radio employs different sense than print and happens in real time, which make it more addictive than print. TV employs both eyes and ears. It is more addictive than radio. In terms of visuals, it is not similar to print, because it can broadcast live video. The most addictive of all media – Internet grasps all of the noted features from print, radio and TV. It employs eyes and ears. It provides live and delayed broadcasts of texts, pictures, videos and audio segments. Internet additionally has interactivity which makes it highly addictive. Table 2 is created by grouping potential addictive features of Internet, TV, radio and print. By looking at this table, it is possible to conclude that future of media may be in employing additional human senses such as touch, smell and taste by some new medium.

Table 2. Features which possibly make Internet, TV, radio and print addictive. Eye grasping contents are text, picture and video (in case of TV and Internet).

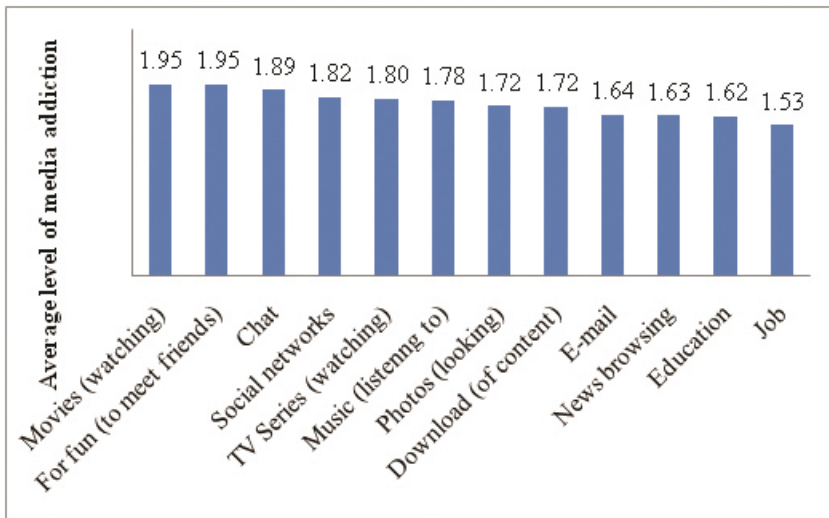
Ear grasping content is audio

Medium	Grasping senses		Other features	
	Eyes	Ears	Live broadcast	Interactive
Print	Yes	-	-	-
Radio	-	Yes	Yes	-
TV	Yes	Yes	Yes	-
Internet	Yes	Yes	Yes	Yes

3.3. Media addiction and Internet usage

Figure 3 shows the average media addiction rate for those who use different online applications. The highest level of media addiction is found for mostly interactive use of Internet such as socializing, chatting and using social networks with exception of watching movies.

Figure 3. Average media addiction levels for those who use different online applications



Also, those survey participants who met someone on the social network are bigger media addicts than other survey participants.

It is found that those who did not attempt to achieve any deeper relations with the online friends have the lowest average media addiction (1.48). Individuals who got into deepest relations with their online acquaintances by becoming friends have higher average media addiction (2.04). These scores show how in fact those who have an intention to socialize by using social networks are on a way to become addicts, because they are focusing “their energy” to start and develop online friendships, instead of doing the same thing in the “real world.” Table 3 shows the answers to the question about frequency of chat use. It is found that more frequent chat users scored higher on the media addiction scale.

Table 3. Answer to question about frequency of chat use, with one possible choice as answer

Do you use chat?	Level of media addiction
Yes, often	2.05
Yes, sometimes	1.84
Yes, rarely	1.55
No	1.30

4. CONCLUSION

The main question of this study is whether new media tempt their users more than the old media, to become media addicts of high level. By analyzing the media addiction levels from different perspectives, the study aims to highlight possibly crucial differences between media and applications within these media, which make them more or less addictive. It also attempts to explain these differences in media addiction by examining features of old and new media.

Previous research in this field showed that process gratifications bear higher levels of media addiction than content ones. Process gratifications can be related to ritualistic media use, because of simple joy while using it, as a way of entertainment. Content gratifications are related to using media for purpose of specific goal, for example – to get information about whether condition prior to a road-trip.

This study finds that if person's motive for media use is fun, he or she has greater potential to become media addicts. Second, new media are more addictive than old ones, with average intensity of addiction dependant from order of their appearance. This may have to do with nature of media – senses they “grab”, like hearing and vision and features like broadcasts (instant happenings) and interactivity. These may be crucial features of media which make them more or less addictive. Third, to confirm the previous claim, the interactive and fun applications utilized by Internet are more addictive (such are social networks and chat) than less interactive and more practical ones (like e-mail and education/job seeking by browsing web pages).

These findings point future research endeavors towards relation of media nature and media addiction. It may be of interest to better explore what Internet features are more addictive than the others,

with greater aim to find out how new media impact societies. This may bring us to conclusions about future of media, possibly finding out that employment of additional senses in media use may produce even better simulation of direct communication and therefore increased addictiveness and quantity of use.

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Љубиша Бојић, Жан-Луј Мари

МЕДИЈСКА ЗАВИСНОСТ: СТАРИ И НОВИ МЕДИЈИ

Резиме

Модерна историја препознаје повећање квантитета посредоване комуникације појавом нових медија. Доступност Интернета путем мобилних уређаја чини га примамљивим за коришћење. Са друге стране, кључна одлика нових медија је интерактивност, која доприноси утиску да постоји квалитетна замена директној комуникацији. У том погледу, циљ овог истраживања је упоређивање нивоа медијске зависности од нових интерактивних и широко доступних медија и са друге стране од

старијих класичних медија као што су телевизија, радио и штампа. Пре тога образложена је литературе на тему сврхе коришћења медија. Постављена су истраживачка питања чији је циљ да испитају зависност у односу на све медије као и поређење мотива због којих се медији користе и конкретно које апликације изазивају већи а које мањи ниво зависности.

Ово истраживање је спроведено кроз национално репрезентативну анкету у Србији током 2011. године.

Први део резултата који проучава мотивацију за коришћење медија и зависност од њих говори да су зависници високог нивоа они који користе медије за забаву, без обзира да ли користе класичне или нове медије. С друге стране ниски ниво медијске зависности показан је од стране оних испитаника који користе класичне медије за информисање.

Други део истраживачких питања има за циљ да упореди нивое зависности класичних и нових медија. Резултати су следећи: они који више користе нове медије су зависници високог нивоа. Затим су посено упоређени просечни нивои зависности који су показани у односу на сваки медији појединачно од стране њихових корисника да би се потврдио закључак да је виши ниво зависности показан према новим у односу на класичне медије. Финално, ово питање осветљено је и са још једне стране када су упоређени нивои зависности код интензивних корисника Интернета, ТВ-а, радија и штампе да би се такође потврдио исход да су људи најинтензивније зависни од новијих медија.

Трећи сет питања доводи у везу начин коришћења најновијег медија и нивое зависности да би се дошло до закључака зашто је Интернет најзависнији медиј. На пример, резултати су показали да су они који користе забавне а не практичне садржаје већи зависници, на пример они који воле чет и друштвене мреже. То је испитано до детаља.

У закључку је анализирано зашто су нови медији зависнији од класичних. Природа нових медија је могуће објашњене за висок интензитет зависности који изазивају. Објашњено је да нови медији ангажују сва људска чула сем чула мириса, као и да могућности као што су интерактивност и пренос уживо чине ове медије најсличније директној комуникацији. Ниво сличности нових медија са директном комуникацијом је управо могући разлог за интензитет зависности који изазивају. Ове наводе треба детаљније испитати у наредним истраживањима како би се боље осветлило питање како придода медија утиче на модерна друштва. Из свега изложеног може се закључити да будућност медија

лежи у иновација ма које ће их још више приближити директној комуникацији могуће тако што ће бити ангажовано и чуло мириса.

Кључне речи: медијска зависност, нови медији, природа медија, чула, интерактивност

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