Exploring News Reading Behavior in Hong Kong: Identification of Distinctive Reader Profiles

Will W. K. MA

Online Communication Research Centre, Department of Journalism and Communication, Hong Kong Shue Yan University, Hong Kong, China
wkma@hksyu.com

Ming-Long HUI

Online Communication Research Centre, Department of Journalism and Communication, Hong Kong Shue Yan University, Hong Kong, China
ivanhui456@gmail.com

Yuk-Yin TONG

Online Communication Research Centre, Department of Journalism and Communication, Hong Kong Shue Yan University, Hong Kong, China
145123@hksyu.edu.hk

On-Ki TSE

Online Communication Research Centre, Department of Journalism and Communication, Hong Kong Shue Yan University, Hong Kong, China
joyonki@gmail.com

Pui-Yee WU

Online Communication Research Centre, Department of Journalism and Communication, Hong Kong Shue Yan University, Hong Kong, China
wupuiyee527@gmail.com

Abstract: For both academics and media organization practitioners, news reading habit has always been a topic of concerns. Every time when there is a new communication technology evolved, news readers adopt the new technology and utilize its new functionalities to satisfy their needs. News reading habit also changes accordingly. In order to offer the best technologies to satisfy news readers' needs, it is important to understand their news reading habits. This study aims to explore news reading patterns. The research questions are: What do news readers choose to read? How do they access news media? Would there be any significant relationships between different media? Would there be any unique news readers' profiles to describe news consumption? This study has employed a survey instrument to collect respondents' news consumption behavior. Significant correlations are found among different news media. According to the patterns, four different news readers' profiles are identified, namely, Internet Readers, Loyal Readers, Economy Readers, and Educational Readers. Discussion and implications are offered in this chapter.

1. Introduction

News reading behavior has been a continuous concern to both academics and media organizations (e.g., Robinson, 1980; Tewksbury, 2003; Fortunati, Deuze, and Luca, 2014). Whenever there is a new form of mass media or an emerging technology, people will find new sources to satisfy their needs and expectations and accordingly shift their news reading behaviors. For example, researchers found different characteristics of news reading habits when they examined television (Robinson, 1980), free newspapers (Fortunati et al., 2014), the Internet (e.g., Tewksbury & Althaus, 2000; Tewksbury, 2003), and smartphones (e.g., Oulasvirta, Rattenbury, Ma, & Raita, 2012; Wei, Lo, Xu, Chen, & Zhang, 2014) as an emerging technology at the time of studies. Recent studies on the use of social media also pointed out the ever changing news reading behavior (Ma, Chu, Hui, & Chan, 2011; Ma & Chan, 2012; Ma, Lau, & Kho, 2014). Owing to this continuous concern, it is important that revolutionary technological changes are captured every time when they change, so as to better understand people's news reading behavior.

Television can be regarded as a revolutionary technological change in the last decade. For example, studies explored newspaper reading habits after the emergence of television. Robinson (1980) reviewed the changing reading habits of the public in the United States during the period 1946-1977. He found that readership of newspapers per capita declined: 66 percent in 1975, 63 percent in 1977, and 57 percent in 1978, and argued that television had become more adept than printing sources at providing news and other information to satisfy audience needs and expectations. Younger readers who, possibly were in lack of ability and were not interested in reading opted for television, a medium allowing watching news rather than reading it.

Stepping into the age of the Internet, news reading has been made possible through either traditional newspapers or online reading. Since then studies have started to compare reading habits of online readers and those traditional newspapers readers. Tewksbury and Althaus (2000), for instance, conducted a multi-day experiment comparing the differential effects of exposure to printed and online versions of the New York Times. They found that online readers appeared to have read fewer national, international, and political news stories and were less likely to recognize and recall events that occurred during the exposure period. They explained that Internet-based news reports provided fewer cues about the importance of news stories and gave readers more control over story selection. As a result, readers easily skipped or overlooked the selections from the more knowledgeable and experienced editors. Tewksbury (2003) further studied the effect of Web-based news outlets on readers' choice of topics in reading news. He found that, in general, online news readers chose to read public affairs news less frequently and remarked that the World Wide Web had provided readers with substantially more control over the news selection process than the traditional media.

Other studies also explored the characteristics of different age groups under the Internet age. For example, Diddi and LaRose (2006) examined news consumption among college students and they identified five distinctive patterns: hometown newspapers, comedy news, cable news, Internet news, and broadcast news. Their study also found that habit, surveillance and escapism gratifications were consistent predictors of news consumption behavior where habit was the most powerful predictor among them.

Going into the 21st Century, there was a sudden leap into the use of smartphone to access the Internet. News and information was acquired anytime, anywhere through media websites and smartphone Apps. For example, Oulasvirta et al. (2012) examined the use of smartphones and found that smartphones devices could induce readers to have a habit to check dynamic contents quickly accessible on the devices (p. 105). They described this checking habit as an annoyance rather than an addiction. They also thought that supporting habit-formation was an opportunity to make smartphones more personal and pervasive.

Why does the emergence of technologies lead to changes in news reading habits? You, Lee, Lee, and Kang (2013) investigated how online users' motivations, namely information-seeking, entertainment, and social utility, for reading online news would influence their online news usage and consumption in

South Korea. They found that in-depth reading mediated the association between the three motivations and reading online news. However, they did not find any mediating effects from interactions and source-checking. Wei et al. (2014) conducted a comparative study and found that college students' use of smartphones to read news and follow news posts on smartphones-accessible microblogs increased rapidly in Shanghai, Hong Kong, Singapore and Taiwan, but there were significant differences among respondents in these four cities. Press freedom was found negatively related to reading and following news via smartphones. Fortunati et al. (2014) studied news readership diversification on a national level. They compared written news, including printed and free newspapers, online and smartphones news services, in Italy, France, Spain, the United Kingdom (UK), and Germany, and identified a rich but volatile relationship between written news, audience behaviors, and community participation. Specifically, Spain was the leading country in the reading of printed, online and free newspapers. France stood in the second place in printed newspaper reading, and was also in a strong position with regard to free newspapers reading. Interestingly, France is the weakest as far as online newspaper reading was concerned. Italy was one of the earliest countries to provide smartphones news services and was at the state of being superior to all other countries in smartphones news. UK and Germany showed a strong presence in the reading of online newspapers, where UK was also strong in terms of free newspapers though less strong than Spain.

In summary, the literature review supports that news reading habit is a topic of continuous interests, especially with respect to the emergence of new technologies. It is therefore important to understand both new technologies and how they would impact news reading. With its recent evolution, social media has attracted significant number of active users (Facebook: Newsroom, 2014). For example, seeing the tremendous users' base, Facebook has launched a smartphones news-reading app, trying to change news reading from traditional media websites to social media platforms (Gross, 2014).

What is the present news reading habit? Would the emergence of social media impact the way people read and acquire news? The current study aims at exploring various news reading patterns and to identify, if any, unique readers' profiles. The research questions are:

RQ1: What do news readers choose to read?
RQ2: How do they access news media?
RQ3: Are there any significant relationships between different media?
RQ4: Would there be any unique news readers' profiles to describe news consumption?

2. Methodology

With the widespread use of smartphones devices among young adults and assuming that they are heavy Internet users, this study aimed to understand their news reading behavior. Questionnaires were distributed to 1,500 secondary school graduates who were enrolling at a local university in Hong Kong in 2014, and it took about five minutes to complete the questions therein. A total of 1,494 (99.6%) respondents completed and returned their questionnaires, and 94.1% of them are between 17 and 20 years old.

The questionnaire was divided into four parts. The first section listed all newspapers in Hong Kong, no matter whether they are in the printed format or whether they are free or paid newspapers, together with several most popular Internet-based news platforms. The second section contained a list of all television stations, radio broadcasting stations and the Cable TV, whilst the third and the last sections were respective lists of all major social media and all major social media activities in Hong Kong. Respondents were asked to self-report their usage and consumption over a scale, ranging from 1 (never) to 10 (every day or many times a day).

3. Findings

3.1 Descriptive Statistics of Respondents

This study investigated among 493 male (33%) and 1,000 females (67%). Respondents are mainly 17-20 years old (1,401 persons; 94.1%), with a distribution as follows: 17 years old (374; 25.1%), 18 (684; 45.9%), 19 (223 people; 15%), 20 (120; 8.1%), and the remaining majority ranged from 21-32 (88; 5.9%), with an overall average age of 18.28. One respondent did not respond to the question about sex, and five did not answer their age.

3.2 Descriptive Statistics of News Reading Consumption

Respondents were asked to self-report their news reading habits from 1 (never) to 10 (every day or many times a day) from the questionnaire comprising 14 paid newspapers, six free newspapers, and five network news media. The results showed that they got news from multiple sources. The most popular one was "Yahoo! News (smartphones access)" (M=6.27, SD=2.805), the second was "Next Media Animation (smartphones access)" (M=6.09, SD=2.858), followed by "Apple Daily website or App (smartphones access)" (M=5.82, SD=2.875). Apple Daily, Headline Daily, and South China Morning Post were the most popular printed newspapers (Table 1).

As far as television channels and radios are concerned, the respondents got access to news most often through television broadcasting, namely the "TVB" (M=7.66, SD=2.348) and "TVB iNews" (M=6.78, SD=2.901). The third position was "RTHK" (M=4.62, SD=2.719), a radio broadcaster, followed by "Commercial Radio Hong Kong", "Metro Radio Hong Kong", "Cable TV", "Now TV", "ATV", "DBC", "Phoenix Satellite Television" and "Hong Kong Broadband TV" (Table 2).

3.3 Social Media and the Usage Behavior

The more common social media were listed in the questionnaire and respondents were asked to self-report their usage, ranged from 1 (never) to 10 (every day or many times a day). It showed that the most commonly used social media were "Whatsapp" (M=9.19, SD=1.727), "Facebook" (M=8.39, SD=2.078), and "Youtube" (M=8.28, SD=2.034). The other social media are ranked as follows: "Instagram", "Yahoo!", "Google +", "Line", "Wechat", "Sina Weibo", "Twitter", "Weixin (micro-channel)", "Tumblr", "Pinterest" and "LinkedIn" (Table 3).

3.4 News Reading Profiles

With the survey results, the authors have analyzed the significant correlations between the usage of newspapers, televisions, radios, and social media and tried to identify any reading patterns to explain the readers' reading habit. Significant correlation coefficient is used to calculate the probability of reaching a certain standard to display association with an increased or decreased change which is not generated by the random chance (p <.05 or p <.01). However, even if there is significant correlation between high and low points of value in a survey, somewhere between -1 and 1 where 0 refers to for increasing or decreasing the changes completely non-related, and 1 refers to an increase or decrease of the changes exactly. The following analysis reported significant correlated items (p <.01) with a high correlation coefficients (> .4).

It is found that there is no significant and high correlation between news media and social media usage. If social media are excluded, further analyses of high and significant correlated items among news media lead to the identification of four different patterns, namely, Internet Readers; Loyal Readers; Economy Readers; and Educational Readers.

Table 1. Respondents' usage of newspapers and Internet news media

Newspaper and Internet news	*M*	*SD*
Yahoo! News (smartphones access)	6.27	2.805
Apple Daily Action News (smartphones access)	6.09	2.858
Apple Daily website or App (smartphones access)	5.82	2.875
Apple Daily	5.12	2.789
Headline News	4.77	2.699
South China Morning Post (SCMP)	4.76	2.397
Sing Tao Daily	4.68	2.593
MyTV (smartphones access)	4.45	2.833
Ming Pao	4.36	2.269
am730	3.84	2.591
Metropolis Daily	3.71	2.582
Oriental Daily	3.71	2.645
Hong Kong Standard	3.52	2.524
SCMP website or App (smartphones access)	3.41	2.505
Sing Tao website or App (smartphones access)	3.34	2.587
Ming Pao website or App (smartphones access)	3.32	2.398
on.tv (smartphones access)	3.29	2.603
Sky Post	3.27	2.456
Headline News website or App (smartphones access)	3.12	2.579
Sun	2.88	2.241
Oriental Daily website or App (smartphones access)	2.80	2.367
Hong Kong Economic Times	2.75	2.198
Hong Kong Standard website or App (smartphones access)	2.74	2.358
Sun website or App (smartphones access)	2.53	2.160
Wen Wei Po	2.48	1.894
am730 website or App (smartphones access)	2.48	2.221
Metropolis Daily website or App (smartphones access)	2.47	2.113
Sky Post website or App (smartphones access)	2.31	2.060
Wen Wei Po website or App (smartphones access)	2.26	1.956
Hong Kong Economic Journal	2.20	1.941
Hong Kong Economic Times website or App (smartphones access)	2.19	1.922
Hong Kong Daily News	2.06	1.691
Sing Pao Daily News	2.06	1.716
Ta Kung Pao	2.05	1.652
Ta Kung Pao or App (smartphones access)	1.97	1.682
Hong Kong Economic Journal website or App (smartphones access)	1.94	1.791
Hong Kong Daily News website or App (smartphones access)	1.90	1.609
Sing Pao Daily News website or App (smartphones access)	1.87	1.605
Hong Kong Commercial Daily	1.79	1.483
Hong Kong Commercial Daily website or App (smartphones access)	1.73	1.452
Good News	1.62	1.376
Good News website or App (smartphones access)	1.55	1.286
China Daily (HK)	1.53	1.298
China Daily (HK) website or App (smartphones access)	1.47	1.220

3.4.1 Internet Reader Profile

The results show that the firstly ranked "Yahoo! News (smartphones access)" and all the other newspapers and online news media have an important correlation (p <.01), but the correlation values were low; and significant correlation values higher than .4 were: "MyTV (smartphones access)" (.452, p <.01), "on.tv (smartphones access)" (.428, p <.01), "Apple Daily Action News (smartphones access) "(.412, p <.01)." However, "Apple Daily Action News" was only correlated with "Yahoo! News" but not correlated with others, it was dropped in further analysis (Table 4).

Table 2. Summary of TV and Radio Broadcasting usage of respondents (Ranking according to usage)

TV and radio broadcasting	*M*	*SD*
Television Broadcasts Ltd. (TVB)	7.66	2.348
TVB iNews	6.78	2.901
Radio Television Hong Kong (RTHK)	4.62	2.719
Commercial Radio Hong Kong (CRHK)	3.61	2.680
Metro Radio Hong Kong	2.95	2.351
Cable TV	2.80	2.503
now TV	2.80	2.545
Asia Television (aTV)	2.72	2.039
Digital Broadcasting Corporation (DBC)	2.40	2.093
Phoenix Satellite Television	1.90	1.700
Hong Kong Broad Band (bbTV)	1.74	1.549

Table 3. Summary of social media usage of respondents (Ranked according to usage)

Social Media	*M*	*SD*
Whatsapp	9.19	1.727
Facebook	8.39	2.078
Youtube	8.28	2.034
Instagram	7.40	3.12
Yahoo!	6.60	3.042
Google+	5.78	3.253
Line	5.35	3.178
Wechat	4.23	3.133
Sina Weibo	3.53	3.098
Twitter	3.01	2.577
Weixin	2.82	2.756
Tumblr	2.17	2.213
Pinterest	1.72	1.749
LinkedIn	1.70	1.655

Table 4. Internet Reader Profile – significant and high correlation coefficient items matrix

	Yahoo! News (smartphones access)	MyTV (smartphones access)	on.tv (smartphones access)
Yahoo! News (smartphones access)	1		
MyTV (smartphones access)	.452[**]	1	
on.tv (smartphones access)	.428[**]	.455[**]	1

3.4.2 Loyal Reader Profile

The second place of usage in the ranking was "Apple Daily Action News (smartphones access)" and the significant and highly correlated items were: "Apple Daily website or App (smartphones access)" (.688, p <.01) "Apple Daily" (.453, p <.01), "MyTV (smartphones access)" (. 452, p <.01), "on.tv (smartphones access)" (.428, p <. 01). Since "MyTV" was only correlated with "Apple Daily Action News" but not with others, and "on.tv" was correlated with "MyTV: but not correlated with others, "MyTV" and "on.tv" were dropped from this profile group before further analysis. The significant and high correlation results show that loyal readers of "Apple Daily" would buy a printed newspaper of "Apple Daily", access to the "Apple Daily website or smartphones App", and access to "Apple Daily Action News" by smartphone. Details are shown in Table 5.

Table 5. Loyal Reader Profile – significant and high correlation coefficient items matrix

	Apple Daily	Apple Daily (smartphones access)	Apple Daily Action News (smartphones access)
Apple Daily	1		
Apple Daily (smartphones access)	.549**	1	
Apple Daily Action News (smartphones access)	.453**	.688**	1

3.4.3 Economy Reader Profile

"Headline News" being in the fifth usage rank shows a completely different audience pattern, as it was associated with all the other free newspapers and their corresponding websites. It seemed that when readers got "Headline News", they also requested for other free newspapers including "am730", "Sky Post", or "Metropolis Daily". However, the data also showed that the respondents spent more time reading "Headline News" as illustrated by the finding that the average usage of "Headline News" was much higher than other free newspapers. When readers wish to get further information, the highly correlated items went to the corresponding free newspapers websites or Apps (Table 6).

Table 6. Economy Reader Profile – – significant and high correlation coefficient items matrix

	Headline News	Headline News (smartphones access)	am730	am730 (smartphones access)	Sky Post	Metropolis Daily
Headline News	1					
Headline News (smartphones access)	.488**	1				
am730	.565**		1			
am730 (smartphones access)		.588**	.546**	1		
Sky Post	.487**		.534**		1	
Metropolis Daily	.459**		.469**		.521**	1

3.4.4 Educational Reader Profile

In Hong Kong, owing to the existence of different political stances or the editorial styles, only a few newspapers would be able to attract schools and students to subscribe (Leung, 2003). The data showed that all those newspapers were highly and significantly correlated, including "Ming Pao", "Sing Tao Daily", "SCMP", and "Standard". "Ming Pao" and "Sing Tao Daily" were paid printed Chinese newspapers. "SCMP" was the major paid English newspaper. "Standard" was the free English newspaper. "Ming Pao" was highly correlated with "SCMP" (.488, $p < 0.01$) and "Sing Tao Daily" (.429, $p < 0.01$). There is another interesting observation. It appears to be a unique pattern that a newspaper was highly correlated with its own website through smartphones access only but not with other newspapers' websites. For example, "Ming Pao" with "Ming Pao website or smartphones App (smartphones access)" (.537, $p < 0.01$), "SCMP" with "SCMP (smartphones access)" (.548, $p < 0.01$), and "Sing Tao Daily" with "Sing Tao Daily (smartphones access)" (.624, $p < 0.01$). Also, among different newspapers' websites (smartphones access), they were all highly correlated, for instance, "Ming Pao (smartphones access)" with "SCMP (smartphones access)" (.471, $p < 0.01$), and "Ming Pao (smartphones access)" with "Sing Tao Daily (smartphones access)" (.468, $p < 0.01$) (Table 7).

4. Discussion

Literature review shows that news reading studies are important for the better understanding of readers. Previous studies reported changes in news reading behaviors whenever new technologies such as television and the Internet emerged, for instance. More recently, social media appear to become a new

source of news reading. The emerging smartphone technology also helps prepare readers to consume news at any place and at any time. In this study, four different readers' profiles are identified and the findings are supported by prior studies: Internet Reader Profile (Fortunati et al., 2014), Loyal Reader Profile (Diddi & LaRose, 2006), Economy Reader Profile (Fortunati et al., 2014), and Educational Reader Profile (Diddi & LaRose, 2006).

Table 7. Educational Reader Profile – significant and high correlation coefficient items matrix

	Ming Pao	Ming Pao (smart-phones access)	SCMP	SCMP (smart-phones access)	Sing Tao Daily	Sing Tao Daily (smart-phones access)	Standard	Standard (smart-phones access)
Ming Pao	1							
Ming Pao (smartphones access)	.537[**]	1						
SCMP	.488[**]		1					
SCMP (smartphones access)		.471[**]	.548[**]	1				
Sing Tao Daily	.429[**]		.449[**]		1			
Sing Tao Daily (smartphones access)		.468[**]		.483[**]	.624[**]	1		
Standard			.412[**]		.426[**]		1	
Standard (smartphones access)				.497[**]		.496[**]	.651[**]	1

4.1 Internet Reader Profile

With the above findings, we define in this study, "Internet Reader" as those readers who are tech-savvy and acquire news through various Internet based news platforms. The correlation data illustrate those smartphone news-oriented readers used to access Internet news through smartphone or other smartphones devices. This unique reader profile may highly be a result of the popularity of smartphones. Media websites or Apps also provide free news and information and it is very easy and convenient to obtain news through smartphones. It is because of the emergence of new media, smartphones news is developed and it brings more young people to care about news and social issues. In Hong Kong, smartphone technology is very popular that nearly all teenagers have their own smartphone. Through the use of smartphones, readers search and read news on the Internet. Internet news is updated very frequently to provide timely news, and hyperlinks help readers easily surf the Internet for news issues. People check and browse updated news and through hyperlinks and are able to cross reference and to read diverse viewpoints. Readers are also able to keep themselves updated at any time of the day. With the popularity of smartphones, smartphones news reading in Hong Kong has become a rising trend. People use smartphone Apps to read news anywhere, anytime. The ubiquitous use of smartphones for news reading helps solve the geographic restrictions. Thus, on this unique profile of readers, they access Internet news and enjoy the convenience and up-to-date news. In particular, in the use of "Yahoo! News (smartphones access)", readers have the habit of using the phone to access news but they are not limited to a single news media. They would tend to access to a number of different of sources on the Internet for news information. Today, the public download and install smartphones programs (Apps) in order to get convenient access to free news. If news organizations

accept this usage as a trend, they should start developing relevant strategies to attract these strata of readers.

4.2 Loyal Reader Profile

With the above findings, we define in this study, "Loyal Reader" refers to those readers who are loyal to a media organization or a group of media organizations which have clear political stances. In this profile, there are high correlations between "Apple Daily", "Apple Daily website or App (smartphones access)", and "Apple Daily Action News". Readers of this profile only read news from the same media, "Apple Daily", through its printed newspaper, website, and/or smartphones application. The brand loyalty here is very strong. It shows that once a newspaper has developed its unique identity and offers news to satisfy its readers' needs and expectation, readers would show their loyalty and commitment to the media. The data analysis illustrates this unique reading habit of the readers. Firstly, the correlation between "Apply Daily" and other newspapers and media is low. Readers reading news from "Apple Daily" will not likely read news through other news media. Secondly, when readers use the "Apple Daily website or smartphones application (App)", they will also read the "Apple Daily" printed newspaper (.549). Thirdly, when readers read the "Apple Daily Action News" through their smartphones, they will also read the "Apple Daily" printed newspaper (.453) and use the "Apple Daily website or App" (.688).

4.3 Economy Reader Profile

With the above findings, we define in this study, "Economy Reader" refers to those readers who are used to acquiring news through various economical means. In Hong Kong, there are four major free Chinese newspapers, namely "Headline News", "am730", "Metropolis Daily", and "Sky Post". When checking the usage data and the rankings, readers report that they spend more time reading "Headline Daily" than any other free newspapers. Data also show that all these four free newspapers are highly correlated. Specifically, "Headline News" and "am730" have significant and high correlation (.565). Readers of "Sky Post" and "Metropolis Daily" also read "Headline News", get access to "Headline News webpage or smartphones App", and read the printed format of "am730". This phenomenon may be explained by the widespread distribution of free newspapers. These free newspapers are usually distributed free of charge in the mornings in crowded spots like train and underground stations or busy districts. People will usually take one or more free newspapers and read them during the journey to, say, work or school. As the collection points of different free newspapers usually come close together, readers may collect different free newspapers simultaneously. Consequently and they may have a chance to read more than one newspaper. It also depends on the time available at the transportation that readers may need to decide their preference to spend the time on. When readers want to get further information from the free newspaper, they can use the QR codes on the newspapers to access websites or smartphones Apps of the free newspapers. Readers do not just read more details on the websites or via smartphones Apps, they are also able to watch multimedia content of the news stories, including texts, photos, sounds, animations and videos, etc. As a result, these websites and smartphones Apps have strong correlation with their affiliated printed newspaper, for example, readers who get news from "Headline News website or smartphones App" will also read "Headline News" (.488). Similarly, readers who access "am730 website or smartphones App" for news also read "am730" (.546) and visit "Headline News website and smartphones App", too (.588).

4.4 Educational Reader Profile

With the above findings, we define in this study, "Educational Reader" refers to those readers who acquire news from sources they are more familiar through their education development. In Hong Kong, schools treat newspaper as a source to understand society and improve generic knowledge. Schools encourage students to subscribe newspapers at schools, with significant discounts offered by the news organizations. For the benefits of students, schools normally help students to choose newspapers with more objective and neutral editorial and news writing styles. These newspapers, for example, Ming Pao and SCMP, are expected to be comparatively objective and neutral, readers choose reading them in a

hope of knowing the truth without any bias (The University of Hong Kong Libraries, 2014). Also, as these newspapers seldom carry pornographic messages or images in their reports, it is suitable for readers in different ages. Data from the current study show that "Ming Pao", "Sing Tao Daily", "SCMP" and "Standard" are highly correlated. Actually, they are also most popular newspapers that schools subscribe. Many schools select and subscribe these newspapers for their students, so as to build up their habit of reading news. They choose "South China Morning Post (SCMP)" and the "Standard" since they are the two major English-language newspapers of Hong Kong, student readers could learn English while absorbing the news content. They also choose "Ming Pao" and "Sing Tao Daily" as these two are expected to be comparatively objective in reporting skills. Readers select these newspaper based on educational purposes. The data analysis discussed above confirms this unique readers' profile.

Data also shows that most of these readers got access to news through both the printed format and its smartphones version of the newspapers: "Ming Pao" readers would only read "Ming Pao website and smartphones App" (.537); and most "Sing Tao Daily" readers would only access to its smartphones version (.624). These findings show the uniqueness, needs, and expectations of this readers' profile.

4.5 Academic and Practical Contribution

The current survey has captured various news reading behaviors by asking respondents the media they used to access news, including printed newspapers, Internet news websites, and smartphones Apps. The findings as reported in this chapter provide a better overview of young adults' news reading consumption and the relationships between different media.

This research has a practical contribution to the media industry. Media organizations have to understand their readers in order to provide better services. Or else, readers would leave. This study provides both an overview of all printed newspapers, televisions and broadcasting, Internet news, and social media in Hong Kong, as well as detailed analyses on the correlations among different news media.

4.6 Limitation and Further Studies

There are a number of limitations of this study. Firstly, the sample was a limited and specific group of respondents – confined to young adults who were going to be university students. The results may not be generalized and applied to the population of all news readers in Hong Kong. Secondly, the sample was not drawn from a random sampling procedure. The sample might be biased towards a confined scope of respondents. Thirdly, the analysis only shows the correlation patterns among news media. It is suggested that further researchers make use of other analyses to find out factors leading to these reading behavioural patterns. Further studies may also consider inclusion of determinants to predict news reading behaviors, rather than having news media as the only variable.

5. Conclusion

This study has timely captured the paradigm shift in how people read news. This should be a continuous research work as every emerging technology may impact people's consumption of news, and emergent readers' news behavior may appear. The four readers' profiles identified in the current survey will facilitate academics and media organization practitioners to have a better understanding of contemporary news reading behaviors.

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About the Authors

Will W. K. MA. Dr. Ma is Associate Professor of the Department of Journalism and Communication at the Hong Kong Shue Yan University. He is also the CEO of Online Communication Research Centre of the Department. He got a MSc and a MPhil at the Hong Kong University of Science and Technology. He received his PhD at the University of Hong Kong. His research focuses on the use of information systems for communication, teaching and learning, online knowledge sharing and interpersonal relationship.

Ming-Long HUI. Mr. Hui is a journalism student at the Hong Kong Shue Yan University. He decides to work in the field of public relations in the future. He is interested in analyses and exclusive interviews.

Yuk-Yin TONG. Tong Yuk Yin is a student of the Hong Kong Shue Yan University, majoring in Journalism and Mass Communication. He cares about the society and plans to be a journalist in the future. He is interested in conducting research on media and social issues.

On-Ki TSE. Ms Tse is a student at the Department of Journalism and Mass Communication, the Hong Kong Shue Yan University. She is interested in conducting research on different social issues and mass communication theory.

Pui-Yee WU. Ms Wu is a student at the Department of Journalism and Mass Communication, the Hong Kong Shue Yan University. She plans to work as a public relations specialist in the future. She is interested in understanding how people communicate with the use of mass media.