VILNIUS UNIVERSITY

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THE IMPACT OF LIFESTYLE ON LEISURE MEDIA USE OF THE AUDIENCE

Summary of Doctoral Dissertation

Social Sciences, Communication and Information (08 S)

Vilnius, 2013

The Doctoral Dissertation was prepared during the period of 2006 - 2013 at the Faculty of Communication at Vilnius University.

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The official defence of the dissertation is going to be held on December 20th, 2013, at 10:00 a.m. lecture-hall No. 208 at Communication Faculty, Vilnius University. Address: Saulėtekio al. 9 (Building I), LT-01513 Vilnius, Lithuania.

The summary was distributed on November 20, 2013.
The dissertation is available at Vilnius University library.

VILNIAUS UNIVERSITETAS

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GYVENIMO STILIAUS ĮTAKA AUDITORIJOS LAISVALAIKIO MEDIJŲ NAUDOJIMUI

Daktaro disertacijos santrauka

Socialiniai mokslai, informacija ir komunikacija (08 S)

Vilnius, 2013

Disertacija rengta 2006–2013 metais Vilniaus universitete, Komunikacijos fakultete.

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Disertacija bus ginama viešame gynimo tarybos posėdyje 2013 gruodžio 20 d. 10 val. Vilniaus universiteto Komunikacijos fakultete, 208 auditorijoje. Adresas: Saulėtekio g. 9 (I rūmai), Vilnius, Lietuva.

Disertacijos santrauka išsiųsta 2013 m. lapkričio 20 d.
Su disertacija galima susipažinti Vilniaus universiteto bibliotekoje.

THE IMPACT OF LIFESTYLE ON LEISURE MEDIA USE OF THE AUDIENCE

INTRODUCTION.

The relevance and problem of research. The new system of media that started to emerge in the 1990's, which is characterised by digitisation and the convergence of diverse means of communication, has radically changed the possibilities of media content organisation and its interaction with audiences, whereas the new phenomenon, social media in particular, gave rise to the preconditions to shape the unusual space for public communication and the self-realisation of audiences. S. Livingstone noted that the concept of *mass communication* is about to lose its relevance. A hybrid communication model that can be characterised by both the features of mass communication and of interpersonal communication is developing instead (Livingstone, 2009, 2). Traditional theories of mass communication define audiences as huge communities that are anonymous, passive, heterogeneous, and space-dispersed but connected by their use of means of mass communication. The processes and elements of the dominant system that are characteristic to mass communication have faced irrevocable transformation, thus changing the habits of audiences regarding the use of media. Processes of media digitisation and convergence generate new practices for the use of media and models of activity and the selectivity of audiences. Audience members perform their selections in a multimedia environment, which has a totally distinct nature and operational logics than that of traditional media. New methods of interaction between audience and media are testified by the fact that now many more concepts than ever before are used to describe audience members and their new roles, for example: *user, consumer, player, producer, visitor, donor, admirer, friend, voyeurist, learner, participant* (Davis, Michelle, 2011, 560). Moreover, a media user may well act as a creator, distributor, and consumer of media content, while the content that is generated by the media users becomes dominant in the electronic space. This shifting from one role to another still remains a very important matter of study. Some theorists urge the rejection of the notion of audience and speak only about media users and the individualised practice of the use of media (Ang, 2002; Van Dijck, 2009), for there are plenty of active users operating in the multimedia environment, thus this leads to the decay of audiences. Opponents of this attitude state the contrary – they say that the activity of the use of media is purposeful, while at the same time the research that has been conducted shows that the differences in the use of media are not as distinct as was stated in the prognosis (Webster, Ksiazek, 2012). There are many questions arising in connection to the qualitative

and quantitative changes of audiences. The predominant attitude that sees the selection of media content by audience as a rational act does not provide a thorough image of the occurring processes, whereas the research reveals that there are many more factors which influence selection. It is very important to understand what shapes the field of experience of the modern media user while performing an analysis of the problems of the changes of audiences. For this reason it is pointless to discuss the needs of audience participants without analysing their sociocultural and material environment, since the distinct environment in which audiences act is important to the generation and realisation of those needs. U. Hasebrink and J. Popp claim that individual use of media can no longer be interpreted in terms of single selection, and explanatory concepts must be based on everyday orientation and practice (Hasebrink, Popp, 2006). The necessity to analyse the use of media in the context of everyday life together with other everyday activities is emphasised by U. Hasebrink and J. Popp (2006), R. Silverstone (2006), S. Livingstone (2003), L. A. Lievrouw and S. Livingstone (2002), Sh. Moore (2000), M. Andersson and A. Jansson (1998), D. Morley (1995), and others. According to M. Andersson and A. Jansson, media content which is used by people, and the means by which they do so, must be understood as the components of the entire life of people (Andersson, Jansson, 1998, 63).

In order to get a better understanding of audience behaviour in the multimedia environment it would be the most purposeful to discuss the *repertoires of media* that are conceptualised as schemes of the use of media by the multimedia environment participants instead of focusing on the use of one particular medium (Hasebrink, Domeyer, 2012; Ksiazek, 2009 and others). Thus, this thesis is aimed at investigating the ways in which audiences compose individual media repertoires in the multimedia environment.

Scientific problem. Audience participants who live in the environment saturated with media, have the opportunity to make their selections from various platforms and an array of content, though little is known about the ways in which individuals compose their media repertoires using all platforms (Taneja et al., 2012). The tendency to analyse how and for what purposes audiences use diverse media, which has dominated up until now is gradually losing its relevance as in order to satisfy various purposes and needs different media are selected (Webster, Ksiazek, 2012; Hasebrink, Popp, 2006; Yuan, Webster, 2006, etc.). The use of media is no longer related only to the home environment; connecting to the Internet and browsing it via smart devices is no longer dependent on the aspects of place and time. The distribution of media and popular culture offer various activities related to the use of media

and the rhythm of everyday life, nevertheless, traditional media (television, newspapers, magazines) are still an important part of the audience's life. On the other hand, these processes have a great impact in shaping young people's identity and on determining their lifestyle. Moreover, in modern society the traditional prevailing understanding of work and leisure is transforming together with the organisational models of these fields, in which the use of media is an integral part. It should be noted that diverse models of the use of media arise in society, and they are influenced by both psychological factors of the audience participants and their social, cultural or economic status in society. Traditional theoretical models can no longer be applied in order to explain the mechanisms of audience behaviour and selection processes in the multimedia environment, where the problem of audience selectivity is particularly relevant. The plenitude of factors that influence the selections of audiences in the multimedia environment complicates the investigation of the problem, since it is much too complex a task to encompass all factors in one framework. This paper investigates how media users who live an everyday life that is shaped by popular culture and the media compose their own media repertoires: what offers they react to, how they decide upon the means to satisfy their needs from a very wide supply. Moreover, it questions whether the practice of the use of media, based on daily routine, is formed. The work is aimed at investigating whether lifestyle may influence the similarity of media repertoires among the members of the same group. Thus, it is very important to explore how a contemporary audience shapes and distributes its priorities in the multimedia environment according to their lifestyle, which in this work is considered as an essential indicator for social and cultural stratification. In modern society the use of media is related to all fields in life, thus this research has been limited to the problem of composition of leisure media repertoires, and at the same time organisation of leisure here is understood as an activity that has been chosen by independent individuals, which best reflects attitudes, habits and preferences of representatives of diverse lifestyles.

Research object:
the factors influencing the audience preferences in the multimedia environment.

The objective of research:
to reveal how variable practices of the use of media in the multimedia environment are influenced by a variety of lifestyles, with this being characteristic to the media audience.

In order to achieve the aim the following tasks are to be completed:

1. To reveal what characteristics define audience activity and selectivity in the multimedia environment.

2. To examine the factors influencing the audience preferences in this environment.

3. To set the lifestyle elements which determine the peculiarities of media use.

4. To explore connections between the audience's socio-demographic, psychographic, socio-cultural characteristics, the lifestyle elements and media usage.

5. To analyse selections of the Lithuanian media users who belong to diverse lifestyle groups, which compose their leisure media repertoires, and factors that influence them.

Statements that are being defended:

1. When a media user selects media and their content, and composes them into a unified structure, s/he employs a coherent behaviour strategy, which reflects activity and selectivity of an individual, and his/hers loyalty to particular media and their content.

2. Media role in individual's life must be examined in the context of everyday life. When media users form their media repertoires, they select a definite number of channels and range of dominant content, align their use to a daily routine and combine with other activities.

3. One of the most important factors in the construction of media repertoire is the belonging of an individual to a certain group of lifestyle, because, in the postmodern era, the lifestyle emerges as one of the main categories revealing the individual consumption patterns of material goods, psychological characteristics of individuals, and the features of socio-cultural environment.

4. Lifestyle determines the homogeneity of media repertoires in the same group of media users (selected media formats, channels, content, and intensity of use).

Research methods. In order to solve the scientific problem that is formulated in this work, methods of general scientific research and empirical research were applied and the methods that were chosen were applied in a complex way to investigate the phenomena of research.

The first and the second part of this work construct the theoretical grounds for research and apply theoretical methods of cognitive science: the analysis and synthesis of scientific literature, comparison, generalising, secondary data analysis, data grouping and systematisation, etc. The most applicable strategy of empirical research was chosen after the

analysis of the peculiarities of the multimedia environment and factors that influence the activity and selectivity of an audience and the factors that affect the use of media in everyday life. The choice of the methodology of empirical research was influenced by multiple aspects of the problem. This feature demanded a thorough qualitative analysis as the first step and the conclusion of it could reveal all the important aspects related to the patterns of the media use and the composition of media repertoire in a multimedia environment. Data were collected with the help of several qualitative methods of empirical research. First of all, the investigation of a media diary was planned. A media diary enables the identification of how media users who belong to different lifestyle groups compose their leisure media repertoires, in terms of what media they use and the content they select. A media diary is a method that is applied in audience studies quite often. It is defined as a daily check of the habits of the use of media, watching, listening, and browsing, conducted for a period of one week or longer. In the process of this investigation the respondents themselves check their media selections for a definite period of time. The methodology of research was prepared according to the recommendations of R. Bolger et al. (2003), H .T. Reis (2012), L. Sheble and B. Wildemuth (2009), M. R. Mehl and T. S. Conner (2009), etc. It was intended to collect data regarding lifestyle groups, to investigate how individuals who belong to different groups compose their leisure media repertoires, what media they use and the content they select. Respondents filed their diaries each week and this enabled the researcher to establish the composition of a work day's and a typical leisure day's media repertoire of distinct employment representatives. The respondents were chosen by means of targeted selection while applying two essential criteria – employment and age. In order to stress the groups of employment the table of social stratification was used, in which the social position of an individual is marked in accordance with profession, education, capacity and income. The groups of respondent's lifestyles under investigation were selected in a way that the case of every group would present new information and enable the denoting of categories of media users that are significant to the research. Three groups were chosen for this investigation: managers, professionals and owners of large capital who belong to the highest class, managers and specialists of the middle class and unqualified or partially qualified workers. Intermediates that may possess features of two strata were eliminated. The received data enabled the researcher to analyse the habits and preferences in terms of the use of media by individuals who belong to different lifestyles groups, and to model the corresponding interviews and questionnaire for discussion groups. 112 media diaries had been completed in February–May 2013.

In the second stage of empirical research, qualitative semi-structured, profound interview and group interview research methods were combined in order to determine the attitudes, opinions and habits related to the algorithm of composition of media repertoire. The methodology of research was constructed according K. B. Jensen and N. W. Jankowski (2002), F.G. Krueger (2002), and others. In order to receive additional data 40 interviews were held in April–May 2013: 19 interviews with media users who belong to the middle class of managers and specialists, and 21 interviews with representatives of partially qualified or unqualified workers who had filled media diaries; 6 profound interviews with managers, professionals and large capital owners who belong to the highest class, and 4 group interviews with representatives of different age and employment groups. In the process of empirical data analysis the principles of quantitative data treatment were applied. Qualitative comparative analysis was performed while analysing the received data.

Problem exploration. Transformations of audience habits in the use of media in a multimedia environment is extremely relevant yet a rarely investigated problem. No doctoral thesis on this topic has been defended before. Moreover, the topic that was chosen for this paper is multidimensional and encourages the analysis of several important problems, for example, the shifting practices of the use of media and the influence of media on the organisation of everyday life. The abovementioned problem is being analysed in the context of fundamental social-cultural transformations. The necessity to investigate the patterns of contemporary audience activities in a multichannel and multimedia environment is stressed by J. Webster and T. Ksiazek (2012), B. Yeatman (2011), K. Ch. Schrøder (2010), P. B. Brandtzæg 2010), N. O. Finnemann et al. (2009), E. Lüers (2008) and others. K. Ch. Schrøder considers that a contemporary person shapes his selections in an *all-encompassing media universe* in a totally different way than they did until these days (Schrøder, 2010, 5). Problems of media repertoire in the multimedia environment have been analysed by H. Tineja et al. (2012), S. J. Kim and J. Webster (2012), W. S. Lee et al. (2011), E. Yuan (2009), M. Shim (2005), K. Van Rees and K. Van Eijck (2003), J .Y . Kim (2002), and others. Scientists who work in this field are mainly focused on news media repertoires and the principles of their composition. K. Ch. Schrøder (2010) stated that people use diverse news media on different media platforms of distinct broadcasters in order to know what is happening in society and around them. Nevertheless, as E. Yuan and J. Webster (2006) have stated, after their analysis of the television channels repertoires of the inhabitants of China, that two thirds of the available channels are not used at all. Thomas Ksiazek (2009)

investigated what features allow us to check the loyalty of media users in the multimedia environment. According to Ksiazek, though fragmentation of audience does exist, its loyalty to the media content of corresponding type is obvious and one of the essential factors which influence these processes is the quite limited attention to media. Lithuanian scholars who have investigated the processes of the shift of the media landscape have focused on different aspects. D. Jastramskas (2009) has investigated the shift of models of Lithuanian news media and the changing relationships among the subjects of news media systems, whereas Ž. Pečiulis (2009) aims at revealing what new challenges have been raised for the news media and journalism by the era of the multimedia expression; what changes are faced by traditional news media while searching for new forms of expression and distribution as well as the ways in which the means of news media seek to attract the greater attention of the audience. Pečiulis notes that the changes occurring on various planes influence habits in terms of the use of mass communication content which are also in a state of flux. Despite this, Ž. Pečiulis does not analyse any further as to what new audience habits have arisen and how they have changed in comparison to the habits in terms of the use of traditional media. A. Balčytienė (2006; 2000) examines the processes of media systems' shift and the changing role of news media under the circumstances of an excess of information, when politicians, businessmen, state institutions, public organisations and various interests groups need to actively inform society, and search for new means and ways of maintaining relationships with different groups of audiences. All these problems are extremely relevant yet oriented towards media. When speaking about audience-oriented studies, it is worth mentioning the research by L. Nevinskaitė (2009) on the choice of foreign language news media among Lithuanians residing in the cities of Lithuania, which analysed how often Lithuanians who understand a foreign language choose the news media in this language. In this work attention is paid to the important aspect that in the era of globalisation, contemporary audiences do not limit themselves only to local news media supply and that knowledge of languages is an important aspect when selecting news media texts. A. Ramonaitė et al. (2007) in their analysis of the geo-cultural opinions of the citizens of Lithuania state that media is one of the most important sources in the formation of such opinions, whereas the older audience still belongs to the cultural environment of Russia (Ramonaitė et al., 2007). The above mentioned aspects reveal that audience selections in the multimedia environment are influenced not only by technological changes but by the social and cultural environment of the audience as well. Nevertheless, in general it is possible to say that the processes of audience transformation in a

multifaceted environment have received little attention from researchers, thus they have been analysed only fragmentarily. There is no study which has examined all the factors that determine audience selections in a multimedia environment, or the peculiarities of the use of media in distinct audience groups.

While analysing studies designed for leisure problems it also becomes apparent that there has been little exploration into the use of media in the context of leisure activities. First of all, the concept of leisure media urges a more thorough definition due to the shifting concepts of work and leisure and the role of media in the individual's life. The problems of leisure media were analysed by D. S. Ferguson and S. R. Melkote (1997), nevertheless the media environment in comparison to the individual, in which the results of research that was conducted more than ten years ago were received, has significantly changed. These authors investigated how television viewers compose their leisure repertoires from the supply of analogue and cable television channels. The authors stress different levels of viewers' activity and declare age as being the main factor that influences media selection. Since we are talking about the use of media as leisure, research on leisure as a phenomenon is important in this investigation as well. Researchers of this field relate the models of leisure organisation to social groups where their representatives are joined by similar lifestyle and cultural values. Thorstein Veblen in his classic work *The Theory of the Leisure Class*, which was published in 1899, states that every class has a characteristic employment model which describes the schemes of life and leisure of the individuals who belong to that class (Veblen, 2003). Meanwhile S. Esqueda et al. declare that culture has a great impact on the selection of leisure activities as it shapes the understanding of each individual on what rest, joy, and pleasure is. Moreover, it shapes values, thus in individualistic cultures (e.g. Sweden, Great Britain) ways of spending one's leisure differ from those in collective cultures (e.g. Spain, Portugal) (S. Esqueda et al., 2008). Different models of leisure behaviour among groups of different ages (Zeijl et al., 2001; Raymore et al., 1999) and people who receive diverse incomes (Attanasio et al., 2012; Posner, Vandel, 1999) are also emphasised. N. Darling (2005), J. S. Eccles et al. (2003) indicate the significance of education in selecting forms of leisure. S. M. Shaw et al. (1995) who investigated the problems of gender, identity and leisure revealed that dominant stereotypes of gender are related to the corresponding leisure activities prescribed to each sex. The historiography of Lithuanian research on leisure is rather fragmentary. In order to ascertain the range of activities and influence of sociodemographic indicators on the organisation of leisure in the Soviet period, profound systematic investigations on the leisure

of the citizens of Lithuania were launched (Miselis, 1982; Mitrikas, 1984). One of the definitive works in this field is the study *The Role of Leisure Services in the Context of Quality of Life* by N. Langvinienė. The author claims that leisure activities in global, national and local economics is becoming the overriding economic indicator and is related to the quality of life and satisfaction of the inhabitants of the country and shapes their cultural experience (Langvinienė, 2013).

The problem of this work is complex and encompasses several important aspects: the factors that influence the selections of the audience in a multimedia environment and the peculiarities of the use of media in leisure. A review of previous research reveals that both aspects of this problem have been under investigated and there is a lack of works on this topic.

Novelty and significance of the dissertation. Selections of media by the audience members in the multimedia environment and the factors that influence them have been little investigated on an international level as well as in Lithuania. One of the reasons for this is the lack of appropriate methodological and theoretical grounds for the investigation of new problems and the novelty of the processes that are being discussed. All representatives of this study field acknowledge the significance of this topic and the lack of systematic research. This work analyses the problems of contemporary media audience on a theoretical level and presents a media repertoire approach that has never been applied before. The topic of the thesis and statements that are being defended together with their conclusions shall contribute to the development of theoretical and methodological discussions on communication and media science.

The range of practical applicability of this work is very wide. The investigation results may be useful to the representatives of audience and media science as well as preparing lecture material for students of information and communication, in addition to journalism. These results could well be applied by media companies and representatives of news media outlets who seek to get better acquainted with their audiences and the factors that influence their behaviour as well as governmental institutions and authorities who strive for closer cooperation with their audiences. The growing activity of the audience raises new problems to the policy of media regulation not only in Lithuania but throughout the world. Political debates regarding any new means that are necessary to media regulation policy emphasise the necessity of a better understanding of the motives of behaviour of media users and treating them not only as consumers, but as citizens and equal participants of the public

environment who have the right to participate in the creation of regulation policy. This thesis could well be expedient to sociologists who are analysing the processes of public transformation, since the processes of audience transformation are always closely related to the shift of society.

Structure of the dissertation. The dissertation comprises an introduction, 3 main parts, general conclusions and recommendations, a list of references and a list of publications on the topic of this thesis. The total size of the dissertation is 247 pages, 25 tables, 11 pictures and 5 appendixes. The *Introduction* describes the significance and topicality of the problem raised in this work, formulates the aim of research and its tasks, the methodological background, elaborates the stages of empiric research, presents the scientific novelty of the thesis and its theoretical and practical significance. *The first part of the thesis* deals with the growing activity of the audience and its selectivity in the multimedia environment and analyses the factors that influence the intensity of these tendencies in contemporary society. *The second part of the thesis* examines the questions of the theoretical background of this multifaceted topic – conception of lifestyle, its components and its role in the organisation of people's everyday life; it also analyses the interrelation among the characteristics of an audience, lifestyle composition and the peculiarities of the use of media. *The third part of the thesis* presents the empiric research which allows the practical verification of the stated theoretical system of claims. The *General conclusions and generalisations* reveal the significance of lifestyle to the activity of audience participants and their selectivity in the multimedia environment.

CONTENT OF DISSERTATION

1. Shift of the perception of the audience. This part deals with various theoretical approaches, explaining the conceptions of the audience, and describes the essential characteristics of an audience. A theoretical review is important to the problems of the dissertation since it allows the establishing of the factors that encourage the processes of audience formation, activity and selectivity. Within the context of media and their audience's transformation, it is important to distinguish the main attitudes that formed the paradigms of conception of the audience. It was stated that the history of scientific research may be characterised in terms of distinct approaches to human communities, the forms of communities and the significance of communication in their coexistence. The process of the conception of audience formation took a very long time and was influenced by diverse,
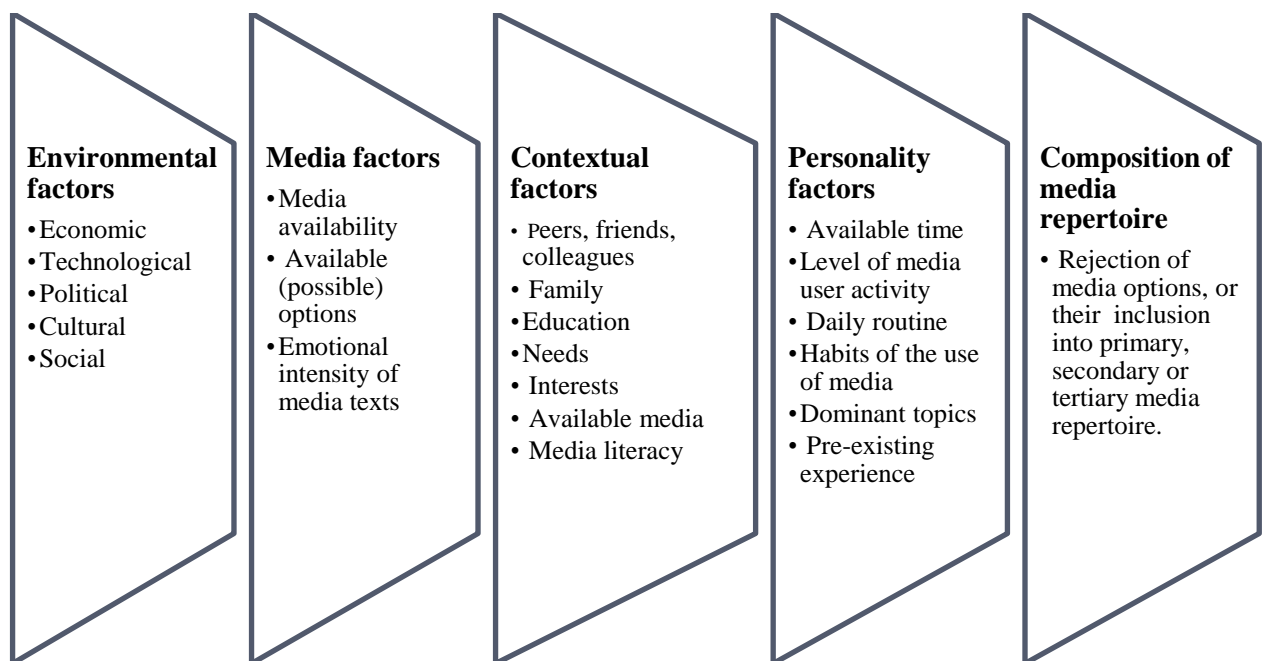
frequently contradictory theoretical paradigms, and acquired a clear shape only in the second half of the 20th century. In the 21st century shifting contexts of communication generate new processes that transform traditional media structures, forms of media and the entire logics of their operation. It seems that a predominant personalised activity of the use of media has irrevocably changed habits and motives on media use. Nevertheless, audience studies focus on the points that are common to media users aspects that create their experience and unite them in time and space. It is typical to the characteristics of audiences to have features of a broader social system, thus audience as a specific unity of social groups pertains its own structure, functionality and dynamics. The growing activity of the audience is one of the most important problems in the study of audience that may be associated with the corresponding characteristics of audiences. This encourages a more profound investigation of the peculiarities of a contemporary audience activity and the factors that determine them. An abundance of descriptions of contemporary media audience participants attest that their operation in the multimedia environment is much more active and variable than in previous stages of media development. This gave the background for many authors to speak about a decrease in the power of media and an increase of audience activity. Media users may select media and their content according to their individual needs and wishes, and regulate when, where and in what ways to use media. The definition of the dimensions of activity is an open problem as a lack of valid studies in this field exists, especially in the determination of the activity of audiences of the new media. Theoretical insights of various authors show that the level of the audience activity is uneven and there are plenty of indicators that testify to this. From all the measures of media users activity the following indicators of audience activity were chosen for this research: *frequency of the use of media* (regular use of media shows a more active position of the media user); *application of new technologies* (interest in technology innovations and the use of a greater amount of functions show the need of media user to have a more active operation); *participation and involvement* (the purposeful use of media is juxtaposed with the use of media as a background and time which is spent on one media text); *the variety of needs that are being satisfied* (use of media not only to spend time in a passive way and entertainment, but for a wider range of needs: the shaping of a civil position, creative initiatives, realisation of the need for knowledge, etc.). If in the era of traditional mass communication, activity was primarily understood as selection performed by media users of what and when should be used, nowadays this activity has obtained new shapes. The interactive environment of the new media itself demands active interaction and

operation from the media user. Firstly, activity is now perceived as the position of a media user in selecting a corresponding role where the amplitude ranges from passive observer to active media content creator. Secondly, the skills of the media user and the knowledge of the specifics of the multimedia environment have become exceptionally significant as they assure a wider range of satisfied needs and realised aims. Selectivity of the audience is one of the essential features of active audience characteristics which are related to the selection of media content. The new media provide audiences with greater possibilities for the active participation in the processes of communication and makes for a more critical evaluation of the alternatives of media content selection. The selectivity of the audience is shown by the fact that the media user decides which media to select, what search engine to use and what to choose from a variety of content. In this work, selectivity of an audience is understood as the criteria that a media user applies to media and the alternatives of content which they provide as well as the application of individual rules created by the users themselves in the processes of media use. In this work the following indicators that show selectivity of the audience are used: *criticism and filtration of media texts* (evaluation of media products and the ability to formulate criteria which denote whether the products of media are good or bad); *mechanism of a media user's behaviour self-regulation* (application of individual rules in order to control one's behaviour); *advanced familiarity with topics* (a plan of the use of media and determination of relevant topics allow the user to select media and their content purposefully); *striving for usefulness of experience* (orientation of the act of the use of media resulting in the acquisition of a useful experience means selective behaviour of the media user as opposed to the inexpedient use of media); *entrenchment of a ritual practice in everyday life of a media user* (the ritual of the daily use of media shows a lower level of individual selectivity). It is possible to say that the selectivity of an audience is displayed in various forms; nevertheless, criteria that are applied by individual groups of audience in the process of media and their content selection remain indefinite. Thus, this is one of the most important questions of empiric research.

The problem of the activity and selectivity of audiences that was very clear in the studies at the end of 20th century, nowadays emerge in other shapes and open new directions for research. It is possible to distinguish a media repertoire approach as one of the most appropriate for the research of this thesis, since if taken as a basis it may help to investigate how the participants of audiences choose from a variety of possible types of activity in an environment saturated with media and from various media platforms and content (Webster;

Taneja et al. 2012; Lee et al., 2010; Yuan, 2009; Hasebrink, Popp, 2006, and others). This approach states that despite the wide and constantly increasing amount of selection possibilities, the media user forms his/hers own rather narrow range of channels and content selection in which individual searches for information, entertainment, etc., i.e. s/he realises his own needs and aims with the help of media. The concept of media repertoire does not deny the significance of individual needs in the process of selection, yet despite this it also turns to a wider sociocultural and material context in which the practice of the use of media undergoes its formation. In the discussion of the peculiarities of media repertoire composition first of all it was important to answer the question of what factors determine the selections of a media user in the multimedia environment. There are myriad reasons that affect the formation of a model of the use of media. The work summarises those groups of factors that have influence on the peculiarities of the use of media, and the sum of all these factors affects the behaviour of the media user in the process of the use of media.

Environmental factors
- Economic
- Technological
- Political
- Cultural
- Social

Media factors
- Media availability
- Available (possible) options
- Emotional intensity of media texts

Contextual factors
- Peers, friends, colleagues
- Family
- Education
- Needs
- Interests
- Available media
- Media literacy

Personality factors
- Available time
- Level of media user activity
- Daily routine
- Habits of the use of media
- Dominant topics
- Pre-existing experience

Composition of media repertoire
- Rejection of media options, or their inclusion into primary, secondary or tertiary media repertoire.

Picture 1. *Factors determining the peculiarities of media use* (created by the author).

The groups of factors show that the significant factors which determine the peculiarities of the use of media act in a complex way. Upon analysis of these distinguished groups of factors it is possible to note that the contextual and individual factors outline differences arising among the practices in the use of media as they encompass not only important factors related to the sociocultural environment of an individual but also acknowledge the importance of individual peculiarities in the processes of communication.

Media users select information which corresponds to their beliefs, opinions and preferences and reject what is inappropriate to the pre-existing media repertoire. The following scheme reflects the process of media repertoire composition:
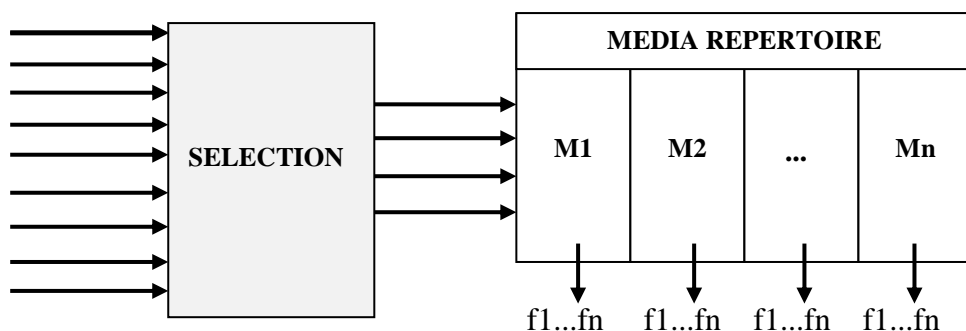
Picture 2. *Scheme of the process of the media repertoire composition* (created by the author).

As previously mentioned, the result of the media supply selection process is described as the composition of individual media users' repertoires, and their composition is a successive process in which all versions of selection are inter-combined. This scheme shows that the media user composes his/her media repertoire from various media *(M)*, which perform certain functions *(f)* in his/her life. Nevertheless, in this case it should be noted that individual media may perform distinct functions for each media user. For example, for one user television is only entertainment, whereas for another a means of information as well. In order to investigate the composition of media repertoires the following important aspects were defined in this work: media which are used (what media at what time are used); dominant topics; regularity of use; duration; criteria according to which the media user selects the media and the media content from all available alternatives of option; the principles of combining all the media that are used; peculiarities of media repertoire management; and new channel insertion into pre-existing repertoires. While investigating these important aspects it is also essential to understand what encourages a media user to switch from one medium to another, what internal or external impetus affect the processes of selection and composition.

Since, as previously mentioned, audiences are primarily understood as groups of people or communities, it is important in the study of audiences to investigate what constitutes the background which forms the general experience of media users. This work raises the hypothesis which states that the social environment in which individuals act influences the peculiarities of correspondent social practices that are common to distinct groups. In order to search for an answer to the question of what influences the similarity of schemes of the use of media, the second part of this work applies theories of lifestyle that allow one to analyse more

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thoroughly what logics are taken by contemporary individuals who are living in the environment saturated with media.
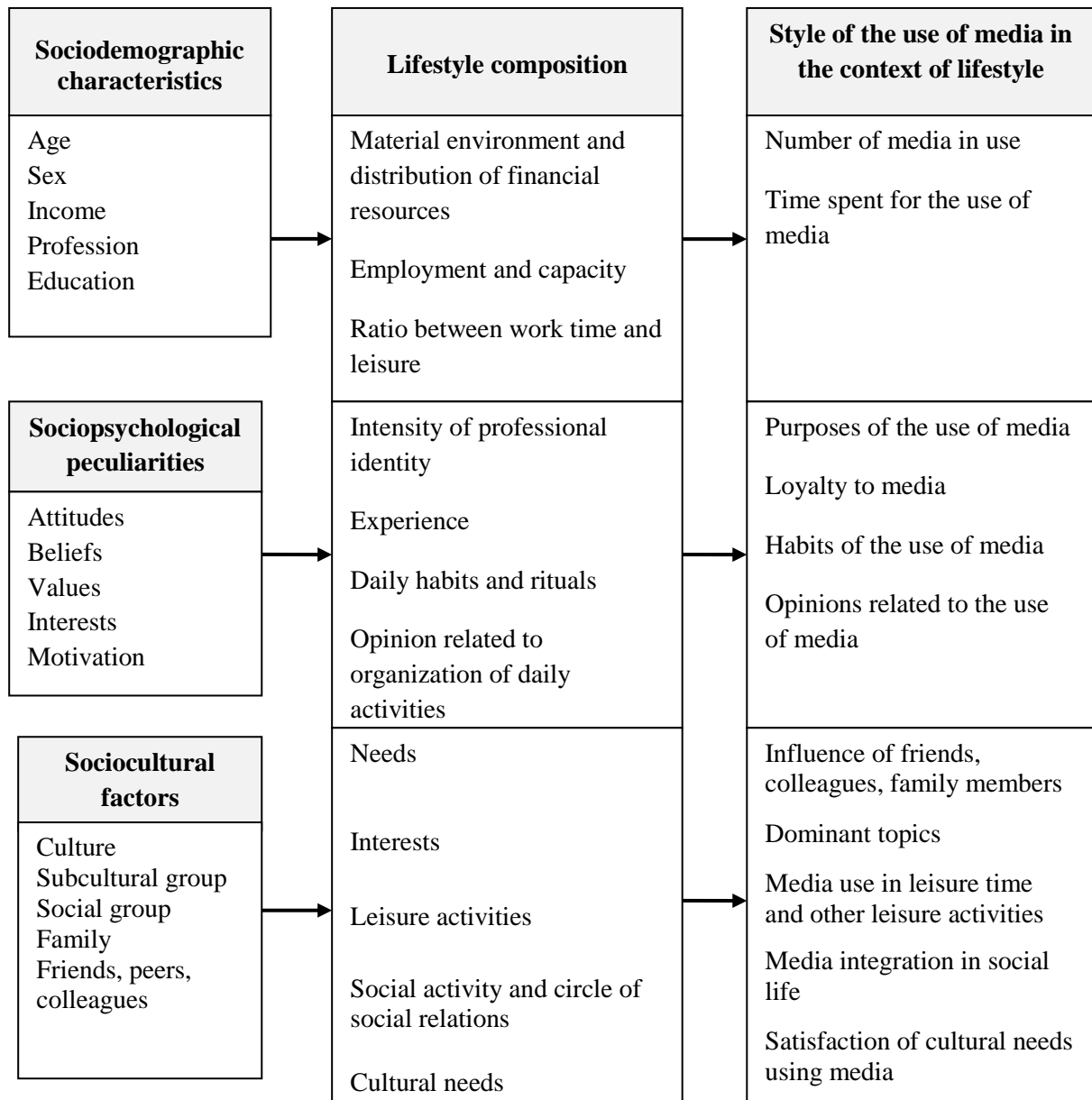
2. Links between lifestyles of audience groups and use of media. In order to find the standpoints which would allow a typology of audience participants in a multimedia environment, this work raises the hypothesis stating that the increasing significance of lifestyle in the contexts of contemporary social reality implicates that the peculiarities of the use of media are a part of an individual lifestyle. In the context of contemporary life, lifestyle emerges as one of essential parameters that denote the economic and sociocultural characteristics of a person, since institutes that were significant in traditional society are now losing their topicality. While examining the principles of organisation of individual everyday activities, it is possible to denote peculiarities of the use of media in each group of lifestyles of audience participants.

Analysing the concepts of lifestyle the scholars highlight social aspect of lifestyle, because it is grounded on idea that people demonstrate commonly recognized models of behaviour (established routine of work, leisure, social life etc.), which emerge as combination of the individual's tenable resources, opportunities and preferences. Investigating the problem of lifestyle construction it is important to define the elements which are significant for that. It was stated in this chapter that the contemporary individuals construct their daily life course and their identity on the ground of different options available for them. According to A. Giddens, modernity meets the individual with complicated variety of choices (Giddens, 2000). In other words, it could be defined as a specific way how different groups of people live and represent themselves in the social context. These processes become very significant in the contemporary society. The individuals integrate different daily activities into one common complex not only for the purpose of practical needs, but also, according to A. Giddens, to give material form for narrative of "I" (Giddens, 2000). Such form has been created through simple daily choices of food, clothes, models of behaviour, and circles of friends, hobbies and other. Lifestyles display through demonstration of certain behaviour manners, tastes, dispositions in the daily life contexts and bind the individual's attitudes, opinions and world-view.

One of the main theories that have been used in defining the most significant elements of lifestyle for the empirical research of this dissertation is the lifestyle theory of Pierre Bourdieu. According to P. Bourdieu, the society is composed of rather autonomous and hierarchically structured *fields*. Social characters, belonging to different fields, have uneven

economic, cultural, and social capital and this determines the system of social relations which shows how capital is distributed in society. Individual tastes that are displayed through everyday individual selections, are generated by social environment in which individual lives, whereas clusters of individuals in social environment are distinguished in accordance to certain specifics which separates them from one another. According to P.Bourdieu's theory, it is possible to state that subjection to a particular social group is one of the most important factors when selecting media and their content, and in general forming of practices of the use of media. General operation of certain social conditions is gradually implementing dispositions that are individually abiding and transformable, and take over the needs of social environment. One of the most important categories in author's theory is *habitus*, which P. Bourdieu describes as a collective, historically acquired system of thinking and understanding, which generates models of act and evaluation, and creates links between social positions and lifestyle (Bourdieu, 1984, 170). Divergent conditions of life create different *habitus* - systems of generating schemes, which are applied in different areas of practice. The use of media as social activity could be described as a system of predispositions acquired by individual (*habitus*), which forms itself as a result of entire experience. Social characters accumulate their experience, shape their habits, opinions, related to the use of information while learning to react to the received information and include it into the system of pre-existing opinions and dispositions. Capital which individual acquires in different fields, allows him/her to convert this capital in the field of mass media into awareness and competencies that reveal themselves through individual ability to find and select information from various sources. Lifestyle theories allow researchers to link media selections to composition of lifestyles, and encourage contemplation whether groups of lifestyles have similar characteristic schemes of the use of media. *Habitus* as a philosophy of social practice enables one to answer questions of how audiences select media and why they use them in particular and not in other ways; why different media users select other media platforms and means to receive content. Such characteristics of audience participants as *socio-demographic factors* (age, sex, profession, income, education), *sociopsychological factors* (values, opinions, interests, motivation, social behaviour), *sociocultural factors* (culture, social group, family, influence groups) may be closely related with the pre-existing economic, cultural, and social capital of each individual, as they mark the income that is received by each individual, their models of material use, circle of social relations, acquired education, cultural tastes; in addition, they determine the intensity of his professional identity and rhythm of life, whereas

social environment projects individual needs, desires and the conception of an ideal life. In this work lifestyle should be understood as a whole complex of social practices, corresponding to the positions of an individual in the sociocultural environment, and all his activities as components of lifestyle. The lifestyle elements that reflect ways of distribution of media user's available time and other resources were chosen for this research.

Sociodemographic characteristics	Lifestyle composition	Style of the use of media in the context of lifestyle
Age Sex Income Profession Education	Material environment and distribution of financial resources Employment and capacity Ratio between work time and leisure	Number of media in use Time spent for the use of media
Sociopsychological peculiarities Attitudes Beliefs Values Interests Motivation	Intensity of professional identity Experience Daily habits and rituals Opinion related to organization of daily activities	Purposes of the use of media Loyalty to media Habits of the use of media Opinions related to the use of media
Sociocultural factors Culture Subcultural group Social group Family Friends, peers, colleagues	Needs Interests Leisure activities Social activity and circle of social relations Cultural needs	Influence of friends, colleagues, family members Dominant topics Media use in leisure time and other leisure activities Media integration in social life Satisfaction of cultural needs using media

Picture 3. *Links among the socio-demographic, psychological and socio-cultural characteristics of the audience, lifestyle elements and the peculiarities of media use* (prepared by the author).

The work draws the conclusion that contemporary media are becoming not only a form of spending one's leisure, or means of work, but rather an instrument of organisation of

everyday life. Thus, it is very important at this stage of audience studies to investigate what media are selected by the media user at particular stages of the day and what functions does each of them perform in individual life. In mediated society, a communicative act is the basis of all acts, thus individual selects increasing number of media to perform his daily activities. If, according to P. Bourdieu, social environment encodes individual selections, upon implementation of certain patterns of thinking and behaviour, then it is possible to say that distinct groups of lifestyles shape similar practices of the use of media and media repertoires. Links between the use of media and lifestyles may be revealed by the scheme below, which was used for the empirical research.

3. Empirical research: Links that are shown in the schemes were tested in the process of empirical research, through the investigation of the peculiarities of the use of media in different groups of audience lifestyles.
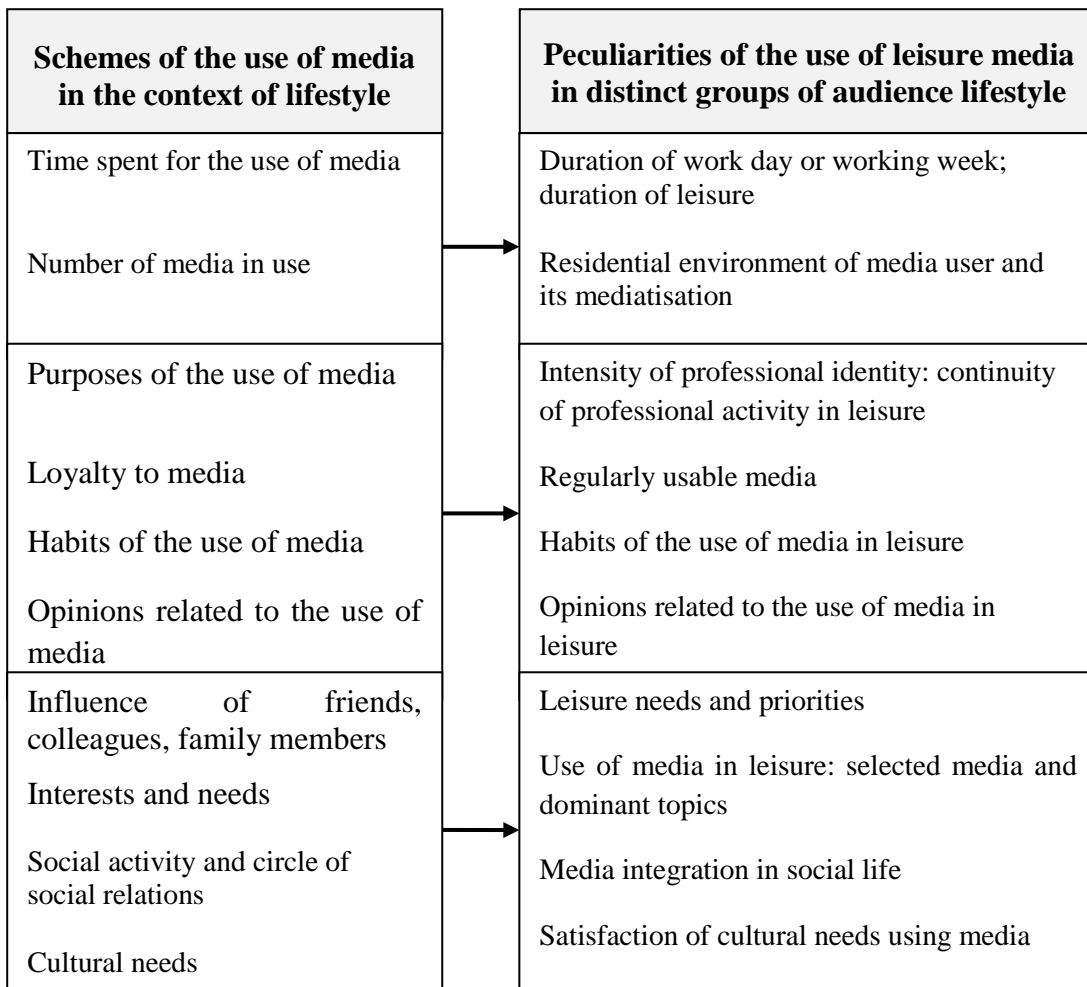
The aim of the empirical research - to investigate the peculiarities of leisure media use in different groups of lifestyles.

The object of the empirical research - media repertoires composed by media users in multimedia environment.

Tasks of the empirical research:

1. To discover the ratio of the use of media and other leisure activities in distinct groups of lifestyles.

2. To investigate the composition of media repertoire (format, channels, content, intensity of use), which is characteristic to distinct groups of lifestyles;

3. To reveal the factors that determine composition of leisure media repertoires that are characteristic to distinct groups of lifestyle;

4. Evaluate significance of lifestyle as a factor that encourages homogeneity of models of the use of media multimedia environment.

Scheme of the empirical research:

Schemes of the use of media in the context of lifestyle	Peculiarities of the use of leisure media in distinct groups of audience lifestyle
Time spent for the use of media Number of media in use	Duration of work day or working week; duration of leisure Residential environment of media user and its mediatisation
Purposes of the use of media Loyalty to media Habits of the use of media Opinions related to the use of media	Intensity of professional identity: continuity of professional activity in leisure Regularly usable media Habits of the use of media in leisure Opinions related to the use of media in leisure
Influence of friends, colleagues, family members Interests and needs Social activity and circle of social relations Cultural needs	Leisure needs and priorities Use of media in leisure: selected media and dominant topics Media integration in social life Satisfaction of cultural needs using media

Picture 4. *Scheme of the empirical research* (created by the author).

Results and conclusions of the dissertation. Summarising everything that was performed in the dissertation it is possible to determine the following tendencies that are related to the selections of media users in the multimedia environment and the individual media repertoires that are composed by those selections.

In the discussions on the audience actions the key categories are these: the audience activity and selectivity. For decades, one of the most powerful paradigms - Uses and gratification theory - grounded the audience behavior on a need-satisfying objective but the multimedia environment forms new shapes and turns of the audience activity and selectivity. In the new environment the contemporary audience can choose what and when to use from the multiple media platforms and content resources, evaluate, comment and participate in the media content generation. As stated in the first chapter, audience is characterised by different levels of activity and selectivity. Therefore, the following important criteria have been distinguished for the emipric research to analyse the audience activity in the multimedia

environment: interest in technological innovations, media which are used by the user, media use frequency, time devoted for the media usage, intentionality, involvement of the media user and a variety of reasons of the media usage. One of the main characteristics of the audience activity - selectivity - reveals positions and reactions of the media users in regard to the media and content resources. Selectivity highlights the demand of instrumental media use. Moreover, it discloses the individuals' behavior strategies in developing the selection criteria to deal with the information and communication flows in the contemporary society. The following important criteria of selectivity have been highlighted for further empiric research of different lifestyle groups of the audience: critical point of view and filtration of the media texts in accordance with the individual criteria of selection formed by the individual in advance, the individual instructions of self-regulation applied in the process of media use, the preconceived knowledge of the interesting topics and preference of the media content in regard with them, the pursuit of utility in the media usage process and entrenchment of the media use as rituals practised in everyday life of the media users.

Summarizing the factors influencing the audience selections in the multimedia environment, the following groups have been defined: *factors of external environment* (the economic, technological, social, and cultural development of a country), *media factors* (media availability to the audience and available selections), *contextual factors* (influence of groups of peers, friends, colleagues; family, education, needs, interests, level of media literacy); *personality factors* (available time of the media user, level of activity, habits regarding the use of media, daily routine, dominant topics, pre-existing experience). An examination of the peculiarities of the use of media among citizens of the same country shows that differences are determined by contextual and personality factors. Schemes of the use of media are closely related to the rhythm of an individual's everyday life, when in each phase of the day users select different media due to the functions which they perform, and different media are used to satisfy distinct needs. Each medium performs a particular function in an individual's life, depending on his needs, lifestyle, mobility, the media that are used by his peers and friends, employment and the necessity of professional activity continuity after working hours. The number of combined media is determined by *level of media literacy* (ability to use digital and mobile technologies and an understanding of their facilities), *variety of needs and aims* (a greater number of needs and aims has influence to a longer time span of the use of media), *predominant habits of the use of media* (respondents explained media selections, for example, reading paper magazines, by habitude), *recommendations from influence groups*. Selections

of media content encompass both rational and irrational reasons; nevertheless, making decisions on selectable content is based on the corresponding strategy of personal behaviour, which takes the identification of topics as an important aspect. Among all available alternatives media users look for attributes of dominant topics that they are familiar with and which are related to their interests, recommendations, pre-existing experience or established criteria of merit and expedience. Individuals of higher social status describe rational criteria for their selection, most frequently relating them to professional aims. Individuals of a lower social position state that they have no criteria, nevertheless in the process of investigation they use such expressions as *"I mostly like", "most frequently I choose"*, etc. This enables one to claim that alternatives of selection are filtered according to dominant topics.

Various groups of audience project their selections in the multimedia environment in different ways. The individual style of the use of media is determined by lifestyle since this has an influence on available *time resources*, which may be used for the use of media; *the number of media available in an individual's environment*, from which the user selects; *aims of the use of media*, according to which he selects a particular media; *predominant habits of the use of media*, *loyalty to media,* which best suit the individual's needs and correspond to his expectations; *opinions* towards the use of media; specific features *of groups that have influence on the individual.* All these aspects differ throughout groups. In every group of audience lifestyle there are similar prevailing schemes in the use of media: the same media are used and combined and similar criteria of content selection are shaped. Media repertoires as schemes of the use of media are closely related to the rhythm of the individuals' everyday life, when in each phase of the day users select different media due to the functions which they perform, and different media are used to satisfy distinct needs. The daily needs of an individual are closely interrelated with the practices of the media, thus they dictate the repertoire of selectable media. Despite this, satisfaction of each need to the representatives of lifestyle groups is symbolised by different media. For example, respondents who belong to the group of higher education and income mentioned reading as the best way to rest, whereas for those who do physical work, the best way to take a rest is watching television. Age, which shows important stages of a human life development, may well be indicated as a factor which is significant in lifestyle composition: in the group of 25-34 years there is an equal number of those who have children and those who do not, whereas in the group of 30 years and above the number of those who have children is increased and in the group of 35-44 years the people who have children and lead a family life make up the majority. Children's needs become a

particularly significant factor which determines the rhythm of life and forms of rest and leisure activities. Moreover, the research revealed the differences in thinking among generations and models of behaviour that are related to those differences. Among people around thirty there is a dominant model of family life, when people have children and this becomes one of the most significant factors determining the rhythm of life and responsibilities to family limit the possibilities of paying more attention to individual needs and encourages the selection of collective forms of leisure spending. The third group of respondents experience another significant stage of human life when children grow up and this brings back the possibilities to focus on individual needs. Then experience of life leads a person to the search of meaning in life and this determines his selections.

The lifestyle of audience participants influences their activity and selectivity in the multimedia environment. Here lifestyle should be understood as an expression of individual values, tastes, opinions and selections in corresponding models of behaviour in all significant fields of a person's everyday life. In this work particularly *socio-demographic factors* (age, sex, profession, income, education), *psychographic factors* (values, opinions, interests, motivation, lifestyle, social behaviour), and *sociocultural factors* (culture, social group, family, influential groups) are identified as factors that determine lifestyle. Pre-existing individual economic, cultural and social capital indicates the income that the individual receives, his models of material use, circle of social relations, acquired education and cultural tastes. Moreover, it determines the intensity of professional identity and lifestyle, whereas social environment projects individual needs, desires and the conception of an ideal life. Employment is indicated as one of the most important factors that influence an individual's lifestyle. The results of the research reveal that a professional environment generates corresponding requirements to the individual, a list of relevant topics, determines the level of his media literacy, number of pre-existing and used media and frequency of their update. These factors play an important role in shaping the activity of an audience participant. The activity of an audience participant may be distinguished in terms of innovative media application, which shows an individual's interest in technology and the wider possibilities of the use of media, frequency of the use of media, its duration and the purposefulness of the use of media. The more motives a media user has to use media, the more active is the individual's position. Planning of the use of media and its purposeful use in order to achieve expedient results determine the selective position of the individual. Ritualised use of media shows a lower level of media user selectivity. Nonetheless, the research indicated that in leisure the

ritualised nature of the use of media dominates which begins and ends up as leisure. During the research it was found that respondents who belong to the group of highest level professionals, large capital owners and managers of organisations demonstrate an extremely active position in these processes since their use of media in most cases is instrumental, i.e. it is planned, purposeful and brings lasting value for the user. Respondents of this group are highly interested in modern technologies, order them directly from the manufacturers and seek to use all the facilities of media. In order to use the the most valuable of their resources – time – as purposefully as possible, respondents stress the necessity to filter the content and purposefulness of the use of media having clearly formulated criteria for the quality of content. For example, they prefer sources that are commonly accepted in their professional environment, use expert directions, read global organisations' publications that unite representatives of their professions. It is characteristic for the managers of the middle class and the selectivity models of professionals to ration the time given over for media, to criticise poor quality content and avoid such content. Respondents from the group of unqualified and partially qualified workers did not formulate the features that they could use to indicate the media content which is appropriate and inappropriate to them; what rules they comply with and by what means they regulate the processes of the use of media. The research data show that the use of media is not a planned activity; it is daily activity which is rather habitual than spontaneous. Among the factors determining the shape of habits regarding the use of media, most frequently respondents accentuated a steady rhythm of life which describes all daily routine and selections, and the physical or emotional status of respondents as well as the presence or absence of daily tasks that respondents must complete. Habits regarding the use of media take place in the context of usual daily activities, and the majority of respondents grounded their steady rhythm of life on the influence of work.

From the analysis of the peculiarities of leisure media repertoire composition among Lithuanian media users who belong to different lifestyle groups, it is obvious that the boundary between work and leisure has become more symbolic, and the duration of the use of media both in leisure and in everyday life is increasing. Media users whose residential and working environment is saturated with media use during breaks at work continue their work activities at home; they engage themselves in the search for information and qualification improvement. Professional activity influences the organisation of leisure as well: it affects the distribution of material resources and its use for more diverse leisure activities, continuity of professional activities during the time that is traditionally described as leisure (weekends and

workdays after 6 p.m.). There are professions that turn into a lifestyle and break away from these work processes becomes particularly complicated, thus individuals like these are the most active media users. During the research it became apparent that their leisure media repertoires are very poor since they use media for professional purposes even on days off. The contemporary individual who aims at forging a career must be visible not only in real space, but in the electronic space as well as this becomes a great space for self-realisation and a means for self-marketing. It should be noted that media repertoires of a working day and a day off are different. On working days individuals use rather strictly structured media repertoires that are combined with daily routines and other activities. On a day off respondents have a broader list of activities, but the mobility of respondents is higher as well. Traditional media dominate among media that are used in leisure. For representatives of the groups of highest level professionals, managers of organisations, large capital owners and those of the middle class managers and professionals this time is very important to relax from mental activity and engage in activities of a different kind, whereas in the group of unqualified or partially qualified workers the use of traditional media prevails due to the necessity of passive rest in leisure and lack of media literacy. It is possible to state that the more physically active work is, the more expressed is the need for passive rest in leisure. Moreover, media are used more intensively when leisure is not planned and there are a small number of other leisure activities selections available. Planned leisure is related to a decrease in the use of media. Besides, traditionally leisure was understood as time for the satisfaction of cultural needs. The research data revealed that in the lower groups of social stratification table individual cultural needs are realised by media, whereas the highest level professionals, large capital owners, and managers of organisations now attend cultural events (classical concerts, premières of plays, etc.) not only as a form of cultural needs satisfaction. This has become a significant form of increasing social capital. Among groups of the highest level professionals, managers of organisations and large capital owners as well as the middle class managers and professionals, modern technologies symbolise advancement and a modern lifestyle – the possession of modern computers, smart phones and tablets is related with activity and higher social positions.

Approbation of research statements:

1. *Nacionalinio identiteto raiškos socialiniuose tinkluose.* Vilniaus universiteto Komunikacijos fakulteto mokslinė – praktinė konferencija „Komunikacijos ir informacijos vadybos raiškos ir modeliai", 2012 m. gruodžio 14 d.

2. *От массовой аудитории к массовой персонализации: особенности трансформации медиаландшафта Литвы в XXI в.* Maskvos valstybinio M. Lomonosovo universiteto Žurnalistikos fakulteto tarptautinė konferencija "The 4th International Media Readings in Moscow: Mass Media and Communications 2012", 2012 m. lapkričio 15–16 d. d.

3. *Žaidžiančios ir kuriančios auditorijos: medijų naudotojų generuojamo turinio kokybės vertinimo kriterijai.* Vilniaus universiteto Žurnalistikos instituto mokslinė – praktinė konferencija „Turinio kokybės problema žiniasklaidoje", 2012 m. spalio 24 d.

4. *Masinės komunikacijos eros pabaigos požymiai: nišinės medijos ir mini auditorijos.* VU KF mokslinė – praktinė konferencija „Komunikacijos ir informacijos vadybos raiškos ir modeliai", 2010 m. gruodžio 17 d.

5. *Organizacijų plėtros problemos žinių ekonomikos sąlygomis.* Vilniaus universiteto Komunikacijos fakulteto mokslinė konferencija „Informacijos ir žinių vadybos aprėptys šiuolaikinėje organizacijoje", 2007 m. lapkričio 20 d.

Topic-related scientific articles, published in periodic reviewed publications that are included to international databases:

1. SIUDIKIENĖ, Daiva (2012). Auditorijos sampratos paradigmų kaita. *Informacijos mokslai*, 2012. Nr. 61, p. 94–110.

2. SIUDIKIENĖ, Daiva (2013). Nacionalinio identiteto raiškos socialiniuose tinkluose. *Informacijos mokslai*, 2013. Nr. 64, p. 19–34.

3. SIUDIKIENĖ, Daiva (2013). Playing and creating audiences: media-users generated content quality assessment. *Budapest Management Special Issue: Transforming audiences and transforming media management.* [delivered for publication].

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GYVENIMO STILIAUS ĮTAKA AUDITORIJOS LAISVALAIKIO MEDIJŲ NAUDOJIMUI

REZIUMĖ

Nuo 1990-ųjų pradėjusi formuotis nauja medijų sistema, kuriai būdinga įvairių komunikacijos priemonių skaitmenizacija ir konvergencija, radikaliai pakeitė medijų turinio organizavimo ir sąveikavimo su auditorijomis galimybes, o naujas fenomenas – socialinės medijos – sudarė prielaidas susiformuoti neįprastai auditorijų viešosios komunikacijos ir savirealizacijos erdvei. S. Livingstone pabrėžia, kad sąvoka *masinė komunikacija* praranda aktualumą. Vietoje jos formuojasi hibridinės komunikacijos modelis, kuriam būdingos tiek masinės komunikacijos, tiek tarpasmeninės komunikacijos ypatybės (Livingstone, 2009, 2). Tradicinėje masinės komunikacijos teorijoje auditorijos buvo apibrėžiamos kaip pasyvios, anonimiškos, heterogeniškos, erdvėje išsisklaidžiusios, bet naudojimosi masinės komunikacijos priemonėmis susietos didelės žmonių bendrijos. Masinės komunikacijos erai būdingi procesai ir nusistovėjusios sistemos elementai negrįžtamai transformavosi, pakeisdami ir auditorijų naudojimosi medijomis įpročius. Medijų skaitmenizacijos ir konvergencijos procesai generuoja naujas medijų naudojimo praktikas ir auditorijų aktyvumo bei selektyvumo modelius.

Norint geriau suvokti auditorijos elgseną daugialypėje medijų aplinkoje tikslingiausia diskutuoti ne apie naudojimąsi viena konkrečia medija, o apie kylančius *medijų repertuarus,* kurie yra konceptualizuojami kaip daugiaterpėje medijų aplinkoje dalyvių naudojamos medijų naudojimo schemos (Hasebrink, Domeyer, 2012, Yuan, 2009 ir kt.). Todėl šiame darbe siekiama ištirti, kaip auditorijos projektuoja savo pasirinkimus daugialypėje medijų terpėje, komponuodamos individualius medijų repertuarus. Klausiama, kokie veiksniai lemia šių repertuarų sudėtį bei komponavimo principus, kaip auditorijos dalyviai paskirsto savo turimą laiką įvairioms veikloms ir jas suderina su išaugusia medijų ir jų turinio pasirinkčių gausa. Medijų naudojimas tampa svarbiu kiekvieno individo kasdienio gyvenimo elementu ir persipina su daugybe kitų jo atliekamų veiklų. Augantis medijų kiekis individo kasdienybėje sudaro galimybės jam naudoti medijų turinį įvairiais formatais ir skirtingų medijų pagalba, o besiformuojanti realybė atskleidžia, kad auditorijos elgesį įtakojantys veiksniai kinta. Auditorijos studijų problematika formuoja naujus klausimus, kurie susiję su daugeliais medijų kraštovaizdžio kaitos procesais. Auditorijos savo pasirinkimus atlieka daugialypėje medijų terpėje, kuri pasižymi visai kita prigimtimi ir veikimo logika nei tradicinės medijos. Norint

geriau suvokti auditorijos elgseną daugialypėje medijų aplinkoje tikslingiausia diskutuoti ne apie naudojimąsi viena konkrečia medija, o apie *medijų repertuarus,* kurie konceptualizuojami kaip daugiaterpės medijų aplinkos dalyvių naudojimosi medijomis schemos (Hasebrink, Domeyer, 2012; Ksiazek, 2009, ir kt.).

Todėl šiame darbe siekiama ištirti, kaip auditorijos komponuoja individualius medijų repertuarus daugialypėje medijų terpėje. Iki šiol vyravusi tradicija tirti, kaip ir kokiais tikslais auditorijos naudojasi atskiromis medijomis, praranda aktualumą, kadangi įvairiems tikslams ir poreikiams tenkinti renkamasi skirtingas medijas (Ksiazek, 2012; Webster, 2010; Hasebrink, Popp, 2006 ir kt.). Naudojimasis medijomis nebėra susijęs tik su namų erdve, prisijungimas prie interneto ir naršymas jame per išmaniuosius prietaisus jau nepriklauso nuo vietos ar laiko faktorių. Medijos ir populiariosios kultūros sklaida siūlo įvairią su medijų naudojimu bei kasdieniu gyvenimo ritmu susijusią veiklą, tačiau ir tradicinės medijos (televizija, laikraščiai, žurnalai) vis dar yra svarbi auditorijos gyvenimo dalis. Kita vertus, šie procesai labai veikia jaunų žmonių identiteto formavimąsi bei lemia jų gyvenimo stilių. Be to, šiuolaikinėje visuomenėje kinta nusistovėjusi tradicinė darbo ir laisvalaikio samprata ir šių sričių organizavimo modeliai, kurių neatsiejama dalis yra medijų naudojimas. Reikia pabrėžti, kad visuomenėje lygiagrečiai atsiranda įvairių medijų naudojimo modelių, kuriuos sąlygoja tiek psichologiniai auditorijos dalyvių veiksniai, tiek jų socialinė, kultūrinė ar ekonominė padėtis visuomenėje. Auditorijos pasirinkimus veikiančių veiksnių daugialypėje medijų terpėje gausa apsunkina problemos tyrimą, kadangi aprėpti visus veiksnius viename darbe – pernelyg sunkus uždavinys. Šiame darbe tiriama, kaip medijų naudotojai, gyvendami populiariosios kultūros ir medijų formuojamoje kasdienybėje, komponuoja savo medijų repertuarus esant gausiam pasirinkimui, klausiama, ar formuojasi rutina grįsta medijų naudojimo praktika. Darbe tiriama, ar gyvenimo stilius gali lemti tos pačios grupės narių medijų repertuarų panašumą. Todėl svarbu atskleisti, kaip šiuolaikinė auditorija formuoja, paskirsto savo prioritetus daugialypėje medijų terpėje pagal gyvenimo stilių, kuris šiame darbe suvokiamas kaip esminis socialinės ir kultūrinės stratifikacijos indikatorius šiuolaikinėje visuomenėje. Empirinis tyrimas apribotas laisvalaikio medijų repertuaro komponavimo problema, o laisvalaikio organizavimas apibrėžtas kaip kiekvieno individo pasirenkama veikla, geriausiai atspindinti įvairių gyvenimo stilių atstovų nuostatas, įpročius bei preferencijas.

Disertacijos tyrimo dalykas: medijų auditorijų transformacijos procesai daugialypėje medijų terpėje.

Disertacijos tikslas: atskleisti, kaip kintančias medijų naudojimo praktikas daugiaterpėje medijų aplinkoje sąlygoja medijų auditorijai būdinga gyvenimo stilių įvairovė.

Disertaciją sudaro įvadas, 3 dalys, bendros išvados ir rekomendacijos, literatūros sąrašas, publikacijų disertacijos tema sąrašas. Visa disertacijos apimtis – 255 puslapiai, yra 25 lentelės, 11 paveikslų ir 5 priedai. *Įvade* aptariamas darbo problemos reikšmingumas bei aktualumas, suformuluotas tyrimo tikslas bei uždaviniai, metodologinis pagrindas, detalizuojami empirinio tyrimo etapai, pristatomas disertacijos mokslinis naujumas, teorinė ir praktinė jos reikšmė. *Pirmoje disertacijos dalyje* nagrinėjamas augantis auditorijos aktyvumas ir selektyvumas daugialypėje medijų terpėje, analizuojami veiksniai, sąlygojantys šių tendencijų stiprėjimą šiuolaikinėje visuomenėje. Šioje dalyje nagrinėjamos įvairios teorinės prieigos, aiškinančios auditorijos koncepcijas, ir apibrėžiamos esminės auditorijos charakteristikos. Medijų ir jų auditorijų transformacijų kontekste siekiama išsiaiškinti pagrindinius požiūrius, formavusius auditorijos sampratos paradigmas. Konstatuota, kad mokslinių tyrimų istorijai būdingi įvairūs požiūriai į žmonių bendrijas, kolektyviškumo formas ir komunikacijos reikšmę šių bendrijų koegzistencijai. Auditorijos samprata formavosi ilgą laiką skirtingų, dažnai prieštaringų teorinių paradigmų įtakoje, o aiškius kontūrus įgavo tik XX a. antroje pusėje. Kintantys XXI a. komunikacijos kontekstai generuoja naujus procesus, transformuojančius tradicines medijų struktūras, formas ir visą jų veikimo logiką. Įsitvirtinusi individualizuota medijų naudojimo veikla, atrodo, negrįžtamai pakeitė medijų naudojimo įpročius bei motyvus. Tačiau auditorijos studijos susitelkia į tai, kas bendra medijų naudotojams kaip bendrijai, kas kuria jų patirtį ir jungia laike bei erdvėje. Kaip vieną tinkamiausių disertacijos tyrimui buvo išskirtas medijų repertuaro požiūris, nes juo remiantis galima tirti, kaip auditorijų dalyviai renkasi iš daugybės galimų veiklos rūšių medijų gausioje aplinkoje ir iš įvairių medijų platformų bei turinio. Šis požiūris teigia, kad nepaisydamas plačių ir nuolat didėjančių pasirinkimo galimybių medijų naudotojas nusistato gerokai siauresnį kanalų ir turinio pasirinkimo spektrą, kuriame ir ieško informacijos, iš kurio renkasi pramogas, būdus atsipalaiduoti ir pan., t. y. per medijas realizuoja savo poreikius bei tikslus. Medijų repertuaro koncepcija neneigia individualių poreikių reikšmės pasirinkimo procesui, tačiau taip pat atsigręžia ir į platesnį sociokultūrinį ir materialinį kontekstą, kuriame formuojasi medijų naudojimo praktika. Diskutuojant apie medijų repertuarų komponavimo ypatumus, iš pradžių buvo svarbu atsakyti į klausimą, kokie veiksniai lemia medijų naudotojo pasirinkimus daugialypėje medijų aplinkoje. Medijų naudojimo modelio susiformavimą lemia visas spektras priežasčių. Darbe buvo iškeltos tokios veiksnių grupės, kurios turi įtaką medijų

naudojimo ypatumams, o visų šių veiksnių grupių suma ir lemia medijų naudotojo elgseną medijų naudojimo procese.

Ieškant atskaitos taškų, kurie leistų tipologizuoti auditorijos dalyvius daugialypėje medijų aplinkoje, darbe buvo keliama hipotezė, kad didėjanti gyvenimo stiliaus reikšmė šiuolaikiniuose socialinės realybės kontekstuose sudaro prielaidas teigti, kad medijų naudojimo ypatumai yra individo gyvenimo stiliaus dalis. Šiuolaikinio gyvenimo kontekste gyvenimo stilius iškyla kaip vienas esminių socialinę žmogaus poziciją apibūdinančių parametrų, kadangi tradicinėje visuomenėje buvę reikšmingi institutai ima prarasti savo aktualumą. Nagrinėjant individų kasdienės veiklos organizavimo principus galima apibrėžti medijų naudojimo ypatumus kiekvienoje auditorijos dalyvių gyvenimo stilių grupėje. *Antroje disertacijos dalyje* nagrinėjami svarbūs daugiaspektės temos teorinio pagrindo klausimai – gyvenimo stiliaus samprata, jo sudėtinės dalys bei vaidmuo organizuojant žmonių kasdienybę, analizuojamos auditorijos charakteristikų, gyvenimo stiliaus komponavimo bei medijų naudojimo ypatumų tarpusavio ryšys. Viena tinkamiausių darbo problemai tirti požiūrių, aiškinančių gyvenimo stiliaus susiformavimą – Pierre Bourdieu kultūrinio kapitalo paradigma. Ji teigia, kad skirtingos socialinės klasės demonstruoja skirtingą gyvenimo stilių. Remiantis šia teorija, medijų repertuarai gali būti apibrėžiami kaip integrali gyvenimo stiliaus dalis ir interpretuojami pagal tai, kokią praktinę reikšmę jie turi kasdienybėje. Jeigu, kaip teigia P. Bourdieu, socialinė aplinka užprogramuoja individo pasirinkimus, įdiegdama jam tam tikrus mąstymo ir elgesio šablonus, tai galima sakyti, kad skirtingos gyvenimo stilių grupės formuoja panašias medijų naudojimo praktikas. Darbe medijų naudojimo ir gyvenimo stilių sąsajoms atskleisti buvo sudaryta schema, kuri panaudota empirinio tyrimo operacionalizacijai.

Trečioje disertacijos dalyje yra pristatomas empirinis tyrimas, leidžiantis praktiškai patikrinti suformuluotą teorinę teiginių sistemą. Renkantis empirinio tyrimo metodologiją buvo konstatuota, kad problemos daugiaaspektiškumas pirmiausia reikalauja išsamaus kokybinio tyrimo, kurį atlikus būtų atskleisti visi svarbūs aspektai, susiję su medijų naudojimo dėsningumais ir medijų repertuaro komponavimu daugialypėje medijų aplinkoje. Duomenys buvo renkami derinant kelis kokybinius empirinio tyrimo metodus. Pirmiausia buvo suplanuotas medijų dienoraščio tyrimas, leidžiantis identifikuoti, kaip skirtingoms gyvenimo stilių grupėms priklausantys medijų naudotojai komponuoja savo laisvalaikio medijų repertuarus, kokiomis medijomis naudojasi ir kokį turinį pasirenka. Medijų dienoraštis – auditorijos studijose taikomas metodas, kuris apibrėžiamas kaip kasdienis medijų

naudojimo, žiūrėjimo, klausymo, naršymo įpročių fiksavimas, trunkantis vieną savaitę ar ilgiau. Per šį tyrimą atys respondentai fiksuoja tam tikrą laiko periodą savo medijų pasirinkimus. Respondentai vieną savaitę pildė medijų dienoraščius, o tai leido nustatyti skirtingo užimtumo grupių atstovų tipiškos darbo dienos ir tipiškos laisvalaikio dienos medijų repertuarų sudėtį. Tyrimo respondentai pasirinkti tikslinės atrankos būdu, taikant du esminius kriterijus – užimtumo ir amžiaus. Užimtumo grupėms apibrėžti naudota socialinės stratifikacijos lentelė, pagal kurią individo socialinė pozicija yra žymima atsižvelgiant į jo profesiją, išsilavinimą, einamas pareigas ir pajamas. Tiriamųjų gyvenimo stilių grupės pasirinktos taip, kad kiekvienos grupės atvejis suteiktų naujos informacijos ir leistų išskirti reikšmingas tyrimui medijų naudotojų kategorijas. Tyrimui pasirinktos trys grupės: aukščiausios grandies vadovai, profesionalai bei stambaus kapitalo turėtojai, viduriniosios grandies vadovai ir specialistai bei nekvalifikuoti ar pusiau kvalifikuoti darbininkai. Tarpinės grandys, kurios gali turėti ir vienos, ir kitos stratos požymių, buvo eliminuotos. Antrame empirinio tyrimo etape, siekiant išsiaiškinti atskirų gyvenimo stiliaus grupių nuomonę, nuostatas bei įpročius, susijusius su medijų repertuarų komponavimo algoritmu, buvo derinami kokybiniai pusiau struktūruoto, giluminio interviu bei diskusijų grupės tyrimo metodai.

Bendros išvados ir apibendrinimas atskleidžia gyvenimo stiliaus reikšmę auditorijos dalyvių aktyvumui bei selektyvumui daugialypėje medijų terpėje. Auditorijų pasirinkimus daugialypėje medijų aplinkoje sąlygoja tokios veiksnių grupės: išorinės aplinkos veiksniai (ekonominė, technologinė, socialinė, kultūrinė šalies raida), medijų veiksniai (medijų prieinamumas auditorijai ir galimos pasirinktys), kontekstiniai veiksniai (bendraamžių, draugų, bendradarbių grupių įtaka, šeima, išsilavinimas, poreikiai, interesai, medijų raštingumo lygmuo), asmenybiniai veiksniai (turimas medijų naudotojo laikas, aktyvumo lygis, medijų naudojimo įpročiai, kasdieniai ritualai, dominančios temos, ankstesnė patirtis). Nagrinėjant tos pačios šalies gyventojų naudojimosi medijomis ypatumus matyti, kad skirtumus lemia kontekstiniai ir asmeniniai veiksniai. Medijų naudojimo schemos glaudžiai susijusios su individų kasdienio gyvenimo ritmu, kai kiekviename dienos tarpsnyje naudotojai renkasi skirtingas medijas dėl jų atliekamų funkcijų, o skirtingos medijos naudojamos skirtingiems poreikiams tenkinti. Kiekviena medija atlieka atitinkamą funkciją individo gyvenime, priklausomai nuo jo poreikių, gyvenimo būdo, mobilumo, bendraamžių ir draugų naudojamų medijų, užimtumo ir profesinės veiklos tęstinumo būtinybės ne darbo metu. Derinamų medijų kiekį lemia individo medijinio raštingumo lygis (gebėjimas naudotis

skaitmeninėmis ir mobiliosiomis technologijomis, išmanymas apie jų teikiamas galimybes), *poreikių ir tikslų įvairovė* (daugiau poreikių ir tikslų lemia didesnę medijų naudojimo trukmę), *susiklostę medijų naudojimo įpročiai* (medijų pasirinkimus, pavyzdžiui, popierinės spaudos skaitymą, respondentai grindė įpratimu), *įtakingų grupių rekomendacijos*.

Tyrimo teiginių aprobacija:

1. *Nacionalinio identiteto raiškos socialiniuose tinkluose.* Vilniaus universiteto Komunikacijos fakulteto mokslinė – praktinė konferencija „Komunikacijos ir informacijos vadybos raiškos ir modeliai", 2012 m. gruodžio 14 d.

2. *От массовой аудитории к массовой персонализации: особенности трансформации медиаландшафта Литвы в XXI в.* Maskvos valstybinio M. Lomonosovo universiteto Žurnalistikos fakulteto tarptautinė konferencija "The 4th International Media Readings in Moscow: Mass Media and Communications 2012", 2012 m. lapkričio 15–16 d. d.

3. *Žaidžiančios ir kuriančios auditorijos: medijų naudotojų generuojamo turinio kokybės vertinimo kriterijai.* Vilniaus universiteto Žurnalistikos instituto mokslinė – praktinė konferencija „Turinio kokybės problema žiniasklaidoje", 2012 m. spalio 24 d.

4. *Masinės komunikacijos eros pabaigos požymiai: nišinės medijos ir mini auditorijos.* VU KF mokslinė – praktinė konferencija „Komunikacijos ir informacijos vadybos raiškos ir modeliai", 2010 m. gruodžio 17 d.

5. „Organizacijų plėtros problemos žinių ekonomikos sąlygomis". Vilniaus universiteto Komunikacijos fakulteto mokslinė konferencija „Informacijos ir žinių vadybos aprėptys šiuolaikinėje organizacijoje", 2007 m. lapkričio 20 d.

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2. SIUDIKIENĖ, Daiva (2013). Nacionalinio identiteto raiškos socialiniuose tinkluose. *Informacijos mokslai*, 2013. Nr. 64, p. 19–34.

3. SIUDIKIENĖ, Daiva (2013). Playing and creating audiences: media-users generated content quality assessment. *Budapest Management Special Issue: Transforming audiences and transforming media management.* [įteiktas publikavimui].

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