Customer Experience in News Consumption

Making sense of today’s multichannel news consumption through consumption personas

Daniela Lipkin

Department of Marketing

Hanken School of Economics

Helsinki

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Digitization has disrupted the news media market like many others. New consumption patterns are arising, meaning that news providers need to understand how to make sense of the new ways consumers are using news, in order to stay relevant. As the service landscape for today’s news media usage is both evolving and multichanneled, with the customer highly in control of the service setting, news consumption can no longer be seen as a pure stimulus-reaction phenomenon.

This thesis aims to make sense of the fragmented news media market by looking at news consumption from a customer experience perspective. It investigates how individuals choose a combination of services, in which the experiences support their goals and fit into their everyday life style. This understanding is achieved by the creation of five different news consumption personas.

The study applies a mixed method approach, using interviews to understand customer experiences, and survey data to create a base for the consumption personas. The personas are described in more detail by using interview material from respondents who correlated with the persona base. The personas that were formed were *The Traditionalist, The Busy Digitalist, The Omnivore, The News Enthusiast and The Convenient Digital Native*. The results showed that people grown up with traditional media, had formed quite strong habits around their consumption and were in addition to interest very strongly motivated by the positive experiences related to their habits. The younger respondents seemed to consume news more opportunistically, as they were using more digital channels for their news consumption. Social context also seemed to have a strong influence on all the respondents’ consumption, and what would create value for them.

This study provides an approach to study customer experiences, by looking at time, place, motives, emotions, engagement level, and relationship to activity during which the experience is formed. The study moreover shows how looking at customer experiences, in conjunction with customer-ecosystems, can be used to understand the consumer. This is concluded to be a valuable tool to make sense of individuals’ consumption choices, in line with the marketing perspective of customer dominant logic (Heinonen and Strandvik 2015).

**Keywords:** news consumption, customer experience, customer-ecosystem, customer logic, motives, habits, social context, traditional media, digital media
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1 INTRODUCTION

Customer preferences within news media is far from being an unexplored subject. A lot has been done within the field of media research in order to understand what consumers want to read and watch. Nevertheless, the news media landscape is continuously evolving thanks to technology, and with the consumer more in charge than ever, it is not only the media content and format that is experiencing changes, but also the consumption situations are starting to look a lot different than a couple of decades ago. Digitization has disrupted the news media market like many others, and news providers need to understand how to make sense of the new ways consumers are using news nowadays, in order to stay relevant for their customers.

The way people consume news nowadays is far more individualized and complicated than it used to be. Before the age of internet, people would get their news mainly from three sources; namely television, newspaper, and radio (here referred to as traditional media). This would bind them to the physical, and usually result in rather steady consumption habits; reading the newspaper while drinking morning coffee, listening to the radio while driving to and home from work, and watching the television evening news at home. Even though this description might still be accurate for many consumers today, the media landscape looks in general a lot more fragmented. (Struckmann and Karnowski 2015) Laptops, tablets, and smart phones, in conjunction with the 24/7 news cycle, enable consumers to read and watch news wherever they want, whenever they want. Moreover, people are no longer restricted to the activities of just reading, listening to, or watching news – they are also able to comment, share, and link news on social media. News media consumption has become a lot less receptive, and a lot more interactive (Choi 2016). Consumers now have the possibility to mix and match their own way of using news media, which might be more or less consistent, resulting in a complex news media landscape (Kobbernagel & Schröder 2016).

As the service landscape for today’s news media usage is both evolving and multichanneled, with the customer highly in control of the service setting, news consumption can no longer be seen as a pure stimulus-reaction phenomenon. Thus, there’s a need for a more holistic view on how news consumption is incorporated in consumer’s everyday lives. The aim of this thesis is to attain this by looking at news consumption in terms of the experiences that are formed while consuming news, and by understanding how value is created by the customer during these experiences, which will be individual and
contextual, and affect the behaviour and choices made by the customer (Heinonen and Strandvik 2015).

This thesis is written in connection to the Consumer Newsscape Project, a research project conducted at the Department of Marketing at Hanken School of Economics. The data has been collected in conjunction with the project, using a mixed-method approach to achieve a holistic understanding of customer experience (CX) in news consumption. This entails combining quantitative and qualitative data to showcase the different kinds of CXs formed around different news usage activities, and how consumers choose their own mix of activities to support their own goals and everyday life. This will be showcased in the form of five news consumption personas.
1.2. Problem statement

The increase of alternative (and mainly digital) news sources to traditional media, has attracted more research on the different ways people nowadays consume and experience news. Due to technology, especially the spatial, temporal, and social dimensions of news consumption have gone through major changes, and are thus areas of interest for many researchers (Peters 2016, Struckmann & Karnowski 2015, Mahmood & Sismeiro 2016), shedding more light on the new types of CXs that are formed by individuals around news consumption.

Mapping out CX in news consumption is however complex, and for many reasons; the customer experience is largely in the hand of the customer, as it usually happens how, when, and where they decide. There are many different ways to consume nowadays, ranging from newspaper to social media, from which every consumer chooses their own cocktail of different mediums and situations they want to consume news in (Kobbernagel & Schröder 2016). And to further complicate this service landscape, the CX is also largely affected by the consumer’s personal predispositions (Vasconcelos et al. 2015), such as what their previous habits have been or how they view the role of news in general.

A lot of research has focused on the differing characteristics of news consumption within "new media", such as using mobile and other connected devices or social network sites to get news (Shim et al. 2014, Choi 2015, Mahmood & Sismeiro 2016), showing how they form different kinds of customer experiences, with motives usually playing a big part in the equation. Some studies have also been done on cross-use of news media, highlighting the importance of getting more insight in the new individualised consumption patterns that arising in this rapidly changing media scape (Swart et al. 2016, Kobbernagel & Schröder 2016).

However, most of the previously mentioned studies are still quite specific, either in terms of focusing on only a few dimensions of CX in news consumption, or focusing on only a few mediums/activities, thus only explaining bits of the complex service scape. This study poses that there is a need to look at all relevant factors in conjunction, as it is the interplay between all of these that determine the customer experience as a whole. It is based on the thought that value in creation is always contextual, both socially and environmentally, and that customer experiences are highly individual and temporally dynamic. (Helkkula and Kelleher 2010, Heinonen and Strandvik 2015)
To break down this complex service landscape, this thesis is built on the following approach: starting by looking at all the common ways of consuming news, ranging from traditional to digital and social ways of consuming news, (referred to as news activities) and moreover, looking at each and every activity in terms of the environmental, social, temporal, emotional, and cognitive dimensions, a comprehensive understanding of the customer experiences that are formed within each activity should be found. This serves the purpose of showing the different ways customer experiences form during the actual service moment, in the many different types of services existing today.

To further give these findings context, and to deepen the understanding of what is driving consumers' preferences and ways to incorporate news consumption into their everyday lives, this study will present five different news consumption personas, providing a customer-ecosystem and customer logic view on the news consumption activities.

This means taking the different experiences from a separate context, and showing them in their customer-ecosystems, displaying not only how the experience helps the customer create value in the moment, but also how it forms a part of the customers life, in the sense that the customer will pick an activity that not only suits the situation, but that also is in line with the her other goals, and is affected by previous experiences as well as believes about the future (Helkkula & Kelleher 2010). By looking at how these activities, experiences and goals are integrated in the consumer’s life, you can form out the customer logic, getting a more comprehensive understanding of the consumer’s behaviour and consumption choices (Heinonen & Strandvik 2015).

When you look at the use of a service in isolation, you can get a good understanding of what are the situational motives to use that service in particular. But if you zoom both in and out and look at the way that customer experience fits into the rest of that person's life, or at least the parts that are in some way related to the service, you can get a deeper understanding of what it is that truly creates value for the customer, and what helps them reach their goals (Heinonen & Strandvik 2015).
1.3. Purpose of study

This thesis aims to not only get a holistic picture of the different news consumption experiences that are formed during different news consumption activities, but also how individuals choose a combination of activities in which the experiences support their goals and fit in to their everyday lifestyle.

The objective is not to establish proven relationships between different factors in news consumption, but rather to explore the subject openly and to get a profound understanding of the ways customers make sense of their news consumption. This is looked at through the lens of the experiences that are formed, and how the customer chooses to include the kind of experiences in which they are (supported by the provider) able to create value for themselves and reach their own goals.

The main questions this thesis aims to answer are:

1. What kind of CXs will form around different news consumption activities?

2. What kind of consumption personas can we distinguish among news consumers? What is the customer logic behind their patterns, and why will they choose a certain combination of activities?

3. How will CXs affect the choice of services, in relation to the customers’ ecosystems and goals?

1.4. Structure

The thesis is structured as follows: First, the literature review will briefly go through existing research on news consumption, followed by customer experience literature, customer ecosystem literature and customer logic literature. Then, it is explained how the previous theories are applied in this study on news consumption. The following section will be the method, in which the method of study is justified, research process is described, and quality of study and limitations are discussed. After the method, results
will be presented and analysed. This section will entail an overview of the interviews, results specific to experiences during different consumption activities, as well as the formation of the five news consumption personas. This is followed by the discussion, in which the results are discussed in relation to the literature review, followed by managerial implications. Lastly, the conclusions will be presented.

1.5. Definitions

Customer experience: No unanimous definition, this study is based on the assumptions that...

... “CX emerges through customers’ actions and processes in customers’ ecosystems.”

... “CX is emergent and customers themselves define contextual boundaries of CXF” (customer experience formation)

Lipkin 2017:691, Heinonen and Strandvik 2015

Customer-ecosystem: “A customer ecosystem is defined as a system of actors and elements related to the customer and relevant to a specific service. This includes service providers, other customers (individuals or business actors) and other actors (such as communities), as well as installed physical and virtual structures related to the service”

Heinonen and Strandvik 2015:480

Service ecosystem: “Relatively self-contained, self-adjusting system of resource-integrating actors connected by shared institutional arrangements and mutual value creation through service exchange”

Lush and Vargo 2014:24
Customer dominant logic (definition and description): “Marketing is seen as a revenue management and as a ubiquitous mental model with customer logic as a foundation for business.

A managerial approach based on a conceptualization and realization of how the provider participates in customer value formation and simultaneously earns money. Focused on customer uniqueness. Pinpoints the need to understand customer logic to create appropriate, profitable business processes and designs”

Heinonen and Strandvik 2015:477

Customer logic: “Customer logic is defined as customers’ idiosyncratic reasoning of and their sense making about appropriate ways for achieving their goals and conducting their tasks.”

Heinonen and Strandvik 2015:478
2 LITERATURE REVIEW

As studying news consumption purely from a CX perspective remains somewhat under-explored, this study will be taking guidelines from existing CX literature and customer-dominant logic theory, combining it with thoughts posed from existing research on news consumption.

This study takes a phenomenological approach, thus, the meaning of the literature review is not to build an integrated model of what affects CX in news consumption, nor to establish direct relationships between different factors, but rather work as a guide for important things to look after when exploring this subject through an empirical study. The idea is to present the marketing perspective and customer view that backs up how the study is conducted, and helps interpret the results in a meaningful way.

The literature review is structured as follows: First, existing relevant research on news consumption is presented, followed by literature on customer experience and customer experience formation. The concepts customer-ecosystem and customer logic are presented after a brief description of the marketing perspective they are rooted in, which is customer-dominant logic. Lastly, the application of CX, customer-ecosystem, and customer logic literature on news consumption is discussed, followed by summarizing models.

2.1 Previous research on news consumption

A lot of research in news media has been done using ‘uses and gratifications’ (U&G) theory as basis. This audience-centric theory is used to understand why people use media, and what gratifications they get from doing so. (Luo & Remus 2014) According to U&G theory, the choices consumers make in regard to their media usage, has a lot to do with their expectations about how their social and psychological needs can be met through a media activity (Katz, Blumler, & Gurevitch, 1974). This can be described as taking form in consumers’ motivations, which are “... dispositions that influence people’s actions taken to fulfill a need or want.”(Papacharissi & Rubin, 2000:179).

Vishwanath (2008) studied CXs in relation to news organizations providing content across multiple channels, by applying the uses and gratification approach. The study showed that gratifications sought from television news had a large impact on the
audience’s multimodal news experience. The gratifications from the multimodal news then again predicted attitudes towards the news organization, suggesting that there is a conscious connection between the news experience and the news provider organization.

Choi (2016) studied the role of motivations, media repertoires, and technology clusters on news consumption on social network sites (SNS). Like many other peers, his study posed the thought of motivation affecting consumers’ news consumption heavily, assuming “...that particular types of motivations (or gratifications sought from the media) will drive different ways of news processing” (Choi 2016:250).

However, his research suggested that while motivations play an important role, they should be studied in conjunction with other key factors. People do not always consume news based on a conscious calculation of the utility of that activity, but also based on their habits and daily rituals (Miller & Reese, 1982; Rubin, 1984, 1994a). It was considered important to factor in that people build their own media repertoires, which then again can affect their willingness to adapt a new activity into their repertoire (Choi 2016; Chan-Olmsted, Rim, & Zerba, 2013). For example, the study found that having an internet-based repertoire had a positive effect on reading, liking, and posting news on social media, and having a traditional media repertoire was positively associated with posting news online. Moreover, having a wide technology cluster, that is having many mobile devices, increased the exposure and thereby consumption of news.

Richard van der Wurff (2011) studied the effect of internet on traditional media usage, in particular if online mediums will substitute the use of traditional mediums. He expected to find that consumers will use a specific news medium more if it is able to better satisfy their individual needs and the medium is thereby perceived as superior to others. His study however suggested that especially for young, educated, and media-savvy respondents, replacing traditional media with online media, had a lot more to do with their habits and accessibility of a particular media, than it had to do with consciously choosing a medium that would serve the user needs better.

Struckmann and Karnowski (2015), studied mobile news consumption and usage situations, by looking at how the communication device choice for news consumption would be affected by different situational characteristics. The key elements affecting the choice of device were considered to be the following: the device per se, the user, and the situational context. Based on the Technology Acceptance Model (TAM), Struckmann and
Karnowski (2015) posed that choice of device would be influenced by perceived ease of use, and perceived usefulness of that device. In terms of the user, they looked at how the user’s motivations would affect their device choice, and in terms of situational context, they presumed that both the social and physical environment would play an important part in the equation.

They found the situational context to have the strongest overall influence on choice of communication device: First, in terms of locational characteristic such as access to internet, time, and place, and secondly, in terms social context, being surrounded by familiar on unfamiliar people would have an impact on communication device in particular. The motivations of the users would only have a minor impact on device choice, of which the motivation to find specific information was the strongest. This was more related to devices requiring active usage such as mobile phones and PCs.

It should also be noticed that the influence of access to different devices, as well as time and space, would vary depending on which device they were looking at. Not surprisingly, place was more important than time for radio, and time was more important than space for television. If the respondents had access to radio, PCs, or mobiles, their chance of reading the newspaper would decrease. PCs were the least affected by access to other devices, and would also affect the usage of other devices the most. Mobile devices were the least affected by time and space, but could instead be predicted by perceived usefulness and ease of use. However, access to PCs would still have the strongest impact on mobile usage.

In his article “Spaces and Places of News Consumption”, Peters (2016) argues for the importance of understanding the spaces and places of news audiences, as we are moving from an era of mass media to digital consumption patterns that are highly individual. According to Peters (2016), news consumption patterns used to be quite steady and predictable, and largely in the hands of the news distributors’ strategies, in terms of time and place of consumption. Now consumers are more likely to practice multi-platform news consumption, leading to the rise of new, more fragmented and individualised news rituals, where what the audience values is constantly shifting and highly contextual. An interesting thought was posed, that the “… material affordances of digital technology, the places and times we use them, and social norms surrounding practice all interact through a series of value-based, everyday processes which shape news audiences’ experiences, preferences, and patterns of use.” (Peters 2016:16). Peters paper suggested
that in order to get a holistic understanding of how people consume news and why they consume it in that particular way, it is important to understand when and where people consume news, how these actions fit into their everyday life practices, and the social norms that guide their actions.

Even though these studies have not been explicitly framed as customer experience research, they all come from a perspective that puts focus on the social, spatial, temporal, cognitive, and emotional dimensions of news consumption, thus looking at factors that are likely to affect the overall customer experience, furthermore shedding light on how individuals make sense out of their news consumption and how it fits into their everyday lives.

### 2.2 Customer Experience

Customer experience (CX) has during the past few decades started to receive substantially more attention among service researchers, as it has become clearer how meaningful CXs can work as competitive advantages for firms (Lipkin 2016, McColl-Kennedy et al. 2015). However, due to the complexity of the concept, researchers still have somewhat differing views on the central concepts surrounding CXs (Helkkula 2011). The majority of service researchers do however agree on CX as something subjective, personal, and internal, which is event-specific and contextual, and that can furthermore be described as either a process, phenomenon, or outcome (Helkkula et al. 2012a; Edvardsson et al. 2005; Lipkin 2016).

Much of earlier research has depicted CX as something that is largely in the hands of the firm (Lipkin 2016), and has thus focused mainly on the ongoing service, excluding several factors outside the “moment of truth”, that may affect the overall experience. Nevertheless, recent research has started to acknowledge that the CX extends beyond the actual service moment and what firms provide, as individuals’ different predispositions make them inclined to react differently to the same services, and that previous and related experiences with a firm can affect future ones (Vasconcelos et al. 2015; Helkkula and Kelleher 2010; Dube and Helkkula 2015). Furthermore, rapidly evolving service
scapes have given researchers reason to re-evaluate the social, temporal and environmental dimensions of CX. It should be noted that customer experience is often used interchangeably with the term service experience (Jaakkola et al. 2015), however in this thesis the term customer experience is used, as to acknowledge the factors that go beyond the actual service moment.

Based on previous CX literature, Vasconcelos et al. (2015) have proposed a concept around CX containing the three dimensions of predispositions, interactions, and reactions - acknowledging CXs as cognitive, affective, and behavioral processes. The first dimension, predispositions, takes into account the consumer’s provisions, tendencies, desires, preconceived images, needs and values. These are largely out of the company’s control and will naturally vary from person to person. The second dimension, interactions, stands for the actual service moment, which is when the customer makes either virtual or physical contact with the organization and/or its employees, and is thus the dimension that the company has the most power to influence. The third dimension, reactions, is partly out of the company’s control, and refers to how service experiences modify the customer’s images of the organization. This happens through change in the customer’s emotions, decisions, wishes, actions, learnings, and perceptions. These reactions then again turn into predispositions, affecting how the customer will look at the organization in the future. (Vasconcelos et al. 2015)

In her literature review of customer experience formation (CXF), Lipkin (2016) argues that CXF takes place through intermediating mechanisms, which are links between the individuals subjective, personal and internal interpretation of the CX, and the service context, which can be divided into spatial, social and temporal dimensions. Lipkin (2016) refers to the individual mechanisms as mental processes, which she divides into stimulus-, interaction-, and sense-making-based perspectives.

The stimulus-based perspective focuses on how external stimuli provided by the firm results in responses and perceptions in the individual. In this perspective, the individual is seen as a rather passive actor – the CFX is dominantly in the hands of the firm, putting the service environment largely in focus. (Lipkin 2016)

The interaction-based perspective differs from the stimulus-based perspective in the sense that it puts more emphasis on the individual processes and social interactions. In this perspective, the individual is seen as being more in control, and even as this
perspective acknowledges the importance of the environment, it puts more weight on the social dimension. (Lipkin 2016)

The last perspective, the sense-making-based perspective, can probably be seen as the most contemporary one. This perspective takes a more holistic and dynamic approach, seeing CX as a phenomenon based on subjective, active, collective, and dynamic sense-making, with the individual being largely in control. (Lipkin 2016) Furthermore, this perspective adds to the environmental dimension, depicting it as also consisting of experience that isn’t externally observable (Helkkula and Kelleher 2010; Helkkula et al. 2012). As to the temporal dimension, the sense-making perspective acknowledges CXF as a circular, dynamic phenomenon (Lipkin 2016).

A central theory within the sense-making-based perspective, is Helkkula and Kelleher’s (2010) circularity of customer service experience and customer perceived value, which implies that how customers perceive value in a service experience does not emerge linearly, but circularly, built on previous, current, and future imaginary consumption experiences. Therefore, CX can be seen as a continuous phenomenon, “which evolves and changes as customers live and experience their particular social worlds” (Helkkula and Kelleher 2010:48). In this sense, the value a customer perceives in a service experience is also largely dependent on their personal interests and knowledge (Helkkula and Kelleher 2010).

Lipkin’s (2016) literature review also reveals three different contextual lenses that researchers apply on CXF. These are the dyadic lens, the service-ecosystem lens, and the customer-ecosystem lens, and are used to “explain how various contextual boundaries frame individual CX evaluations” (Lipkin 2016:42). In other words, they represent different views on CXF on a more abstract level, with the focus on different actors and the service context.

The highly firm activity centric dyadic lens, is often applied on conventional service provision with a provider-created environment, such as banks or restaurants, therefore making CX largely dependent on the firm. What comes to the social dimension, the attention is directed at employees, the customer, and co-customers, whereas time wise the focus lies mostly on the present (Puccinelli et al. 2009; Lipkin 2016). This lens is usually employed by individual organizations when planning their CX.
The service-ecosystem lens applies a service dominant logic, viewing CX as a more complex system of different actors and stakeholders (forming overlapping ecosystems). A service-ecosystem can be described as a “relatively self-contained, self-adjusting system of resource-integrating actors connected by shared institutional arrangements and mutual value creation through service exchange” (Lush and Vargo 2014:24). Important concepts to study within these ecosystems are collective practices, schemas, norms, social structures, and culture (Akaka and Vargo 2015). Having a rather wide approach, this lens is also applicable on more contemporary service provision that may involve a stronger collaboration between the suppliers and customers (Patricio et al., 2011; Tax et al. 2013).

The customer-ecosystem lens applies a customer dominant logic, putting the customer’s goals, activities and tasks at focus in the CXF. Here the customer takes an active role, also inviting other actors to participate in the activities, whereas the firm strives to support their customers in achieving their goals. (Lipkin 2016) A customer-ecosystem can be described as all the actors and all the elements that are related to the customer and are relevant to the service itself (Voima et. al 2011). According to Heinonen and Strandvik (2015), there’s an intersection between the provider’s and the customer’s worlds, which they call the interactive service context. The onstage and backstage actions form the provider’s world; the customer’s world is formed by whatever is not in control of the provider. Therefore, it can be concluded that CXF appears not only in direct experiences, but furthermore in related ones, in the service moment, as well as before and after it (Heinonen et al. 2010; Tynan et al. 2014). The following section will describe customer logic and the customer ecosystem in more detail.

### 2.3 Customer-ecosystems and customer logic

This chapter addresses two essential concepts for this thesis: Customer-ecosystems and customer logic. These are concepts based in the theory of customer-dominant logic (CDL), a managerial business perspective introduced by Heinonen et al (2010), which concludes that firm’s offerings should be viewed in terms of how they are embedded in the customers’ lives, emphasizing the importance of understanding the customers’ logic. CDL comprises of several other important concepts relevant for this study such as
customer value, as it can be created during the customer experience (Heinonen and Strandvik 2015). However, as this study is focused on the customer experiences in relation to the customer-ecosystem, it should be noted that these other factors will receive less explicit attention, but will appear in instances as they are intertwined in the main theory this thesis is based on.

2.3.1 Customer-ecosystems

The way the customer-ecosystem perspective fundamentally differs from the previously mentioned dyadic and service-ecosystem perspectives, is that when looking at a service through a customer-ecosystem perspective, you acknowledge that value is not solely created by the service provider, nor is it solely co-created in the interactive service moment, but is something that is dynamically experienced and constructed by the customer in relation to their goals and social context. (Lipkin 2016, Heinonen and Strandvik 2015). As demonstrated in figure 1, this differs from previous perspectives on services where the focus has been either solely on the provider, or the service system that is built by multiple actors (Voima et al 2013). To better understand the concept, we first need to look at what constitutes a customer-ecosystem.

![Diagram](image)

Figure 1 Perspectives on service by Voima et al. (2011)

As the customer-ecosystem comprises of every actor and element relevant for the customer in terms of a specific service, it means that the ecosystem is defined around the
service. The customer-ecosystem is structured around the different actors, which can be other consumers, other service providers or whatever other actors that somehow affect how the customer experiences a service, though they might not all be directly connected to the service. (Heinonen and Strandvik 2015, Voima et al. 2013) For example, the customer eco-system around a music streaming service, might constitute not only from the company providing the service, and closely related actors such as the artists whose music is played and provided on the service, advertisers, or other customers who listen and promote music on the service – but also people such as the customer’s roommates, since the customer might alter their use whether they are or aren’t alone, or the customer’s wider social circle, as they might want to portray themselves in a certain way through the music they listen to. Thus, it already becomes evident by looking at the different actors, that it is not only the designed user experience from the service providers side that will affect the customer experience and value creation, but also the other actors, as they form a part of the social context around the service and affect how the customer’s value is created (Heinonen and Strandvik 2015).

Looking at the different actors in a customer-ecosystem however also poses the question of when someone should be defined as an actor in the system, and when someone should be defined as another co-customer. If a whole family uses a music streaming service, but it is only a parent who pays for it, is it the parent who is the customer and the rest of the family are actors in the eco-system, or is the whole family considered as customers? And if so, how is value then created and constructed within the eco-system? Heinonen and Strandvik (2015) discuss this matter, posing that “a customer can be seen as the (visible) purchaser, the decision-maker, the payer and the user.” Moreover, the customer or the customer unit, which is “a specification of the internal structure of the customer” (Heinonen and Strandvik 2015), can be seen as anything from a single person, to a group of people, a company or an organization, or a subset in one of these, such as a team within a company (Heinonen and Strandvik 2015).

It is important to define the customer unit, as it affects the view of the customer-ecosystem in terms of relevant actors and how value is created. When a customer unit consists of many actors, these actors may all have different experiences and construct value in different ways. (Heinonen and Strandvik 2015) Heinonen and Strandvik (2015) talk about the value unit, which consists of all the relevant actors that affect the value formation of the customer unit, concluding that value is formed within a customer-ecosystem on both an individual level as well as a collective one. Value is furthermore
characterized as something that is not always visible for the firm, and that is gradually built, which happens not only in the service moment, but also before and after it. As Voima et al. (2013:2) describe it: “In the customer ecosystem value is formed for the customer through various value configurations and in multiple spatial and temporal value frames.”

Within the constantly changing customer-ecosystem, the customer performs activities, around which customer experiences are formed (influenced by the ecosystem). The customer experiences are affected by previous experiences, and current ones will influence future ones, and it is during these experiences that the customer value can be created. (Voima et al 2013) Thus, it becomes meaningful to look at what kind of experiences form within the customer-ecosystems, and how the customers construct value in relation to their eco-system. This will be "...influenced by the customer's goals, positions and roles, and the whole social context." (Voima et al 2013:2).

To tie it all together, let us once again consider the example of a music streaming service: Let us say the customer uses the streaming service while riding the bus home from school. This activity will be affected by the people around: if they are being noisy, she will have a worse experience with the service provider, even though the noisiness is out of the providers reach. The bus ride is a long one, so she wants have something to entertain her. She could normally alter for reading an article instead, but this day she is very tired from school and doesn’t want to do anything demanding. Thus listening to music is in line with her goals of having relaxing entertainment while getting home. By considering these factors, we can conclude in agreement with Heinonen and Strandvik (2015) that value in use is always contextual: in another situation the same customer can have completely different goals regarding the same service. The customer will also take on a specific role depending on the social context: if she would be at home, she could tell the people she’s living with to cut down the noise, but being on a bus she takes the role of a fellow passenger, where she will be less likely to initiate any type of contact with the other actors. This experience as a whole, will affect the likelihood of her wanting to use that same service in the same way. If she concludes that listening to music is not going to be enjoyable enough in the middle of the noise, she might find an alternative way to get relaxed during her home ride the next time. Alternatively, it could affect her next experience positively - if the next experience involves the bus having a much lower noise-level, it could pleasantly surprising her and make her enjoy the experience more than usual. This example may be one that service providers would have a difficult time to
address, but it does showcase the impact of the customer’s roles, positions, goals, and social context. Moreover, it shows how the experiences formed affect value formation and what kind of services the customer will end up choosing based on lived experiences. Customers will experience the same service more or less in different ways, depending on things such as how the service is incorporated into their lives and what they personally value based on circumstances and previous experiences, and other contextual factors such as time and place of the service (Heinonen and Strandvik 2015).

### 2.3.2 Customer logic

Customer logic can be defined as the “customers’ idiosyncratic reasoning of and their sense making about appropriate ways for achieving their goals and conducting their tasks” (Heinonen and Strandvik 2015:478). It builds upon the notion that all customers are subjectively rational, meaning that they are informed by their own logic. Customer logic is the individual way of thinking that is behind the way the customer acts: not only in terms of what service they will choose from a bundle of options, but how they experience the value of that particular service. (Heinonen and Strandvik 2015)

Heinonen and Strandvik (2015) emphasize the importance of understanding the customer logic, as it shows the reasoning and sense-making behind their consumption choices, and is a fundamental factor behind business success – after all, there is no business if there are no customers. Instead of looking at services solely through a provider perspective, firms should put the customer in centre, and find ways to be a part of their lives. This can be achieved by giving them the tools to create the value they are after, and thereby help them reach their goals. To do this, you need to understand the customer logic. (Heinonen and Strandvik 2015) According to Heinonen and Strandvik (2015:481), you can get an understanding by looking at how "customers live their lives or conduct their businesses and allocate their time, money, focus, energy, activities, emotions and involvement in relation to offerings in the marketplace". They will choose services based on their emotions and thoughts that are linked to previous and present experiences, as well as what they want to achieve in the future. By looking at the customers' activities in conjunction with the experiences that are formed during them, you can start to detect connections between the activities and understand why the consumer will choose particular services. (Heinonen and Strandvik 2015)
Being highly individual, it may sound like finding use for customer logic in a business or research perspective might be irrelevant or unattainable, however Heinonen and Strandvik (2015) point out that it can still be classified into different usable groups. This could for example mean that customers who still have some differences in their lifestyles and the way they think about other matters, can still share some key common denominators, which means they will find value in similar activities and experiences in terms of a specific service, thus they will choose similar services.

2.3.3 Customer experience and customer-ecosystem in a news consumption context

This study examines the news consumption experience by applying a customer-ecosystem lens and a service-ecosystem lens on a contextual level. The service-ecosystem contains the firm-controlled elements that direct the CX, while the customer-ecosystem serves as the actual context for the CX. Thus, firms must understand customer-ecosystems in order to design the service-ecosystems. Applied to news services, this means that we need to look at the intermediation between what type and form of news the news providers produce and the type of CXs they contribute to in combination with the customer’s world. As the servicescape for today’s news media usage is both evolving and multi-channelled, with the customer highly in control of the service setting, news consumption can no longer be seen as a pure stimulus-reaction phenomenon. The digitalization of news provision has empowered the consumer as it allows for a more interactive relationship between the consumer and the news provider (Tax et al. 2013; Van Doorn et al. 2010), for example through social media.

Moreover, news consumption is nowadays neither restricted in an environmental nor temporal way, and is also on socially evolving. By applying a customer-ecosystem lens, this study recognizes that news consumption is highly sensitive to individual differences and that the customer’s own activities and habits play an important role in the CXF. On an individual level, the sense-making-based perspective is applied, as it is acknowledged that the CX extends beyond the actual service moment, that is the moment when the customers read or watch the news. Furthermore, the view of a temporal circularity in CXF in a long-term perspective is accepted, as how people are used to consume news in the past may affect how they experience their news consumption today and in the future.
Previous studies (Choi 2016; Struckmann and Karnowski 2015; Richard van der Wurff 2011) on news consumption have already looked at some of the important things in terms of customer experiences, how news consumption fits into consumers’ everyday lives, and what will affect the choice of news consumption activity. The problem is however that a lot of these aspects have been looked at in isolation from each other. This study poses that there is a need to look at all factors in conjunction, as it is the interplay between all of these that determine the customer experience as a whole. It is based on the thought that value in creation is always contextual, both socially and environmentally, and that customer experiences are highly individual and temporally dynamic (Helkkula and Kelleher 2010, Heinonen and Strandvik 2015).

The study will address the temporal dimension of customer experience, not only by looking at how the customer experience is affected by the time of day, but also how the current experience will be affected by previous ones and believes about the future. This study also poses that the customer logic surrounding news consumption may change with time, (Heinonen and Strandvik 2015) as the customers own thoughts and social contexts usually change with time, in conjunction with external circumstantial changes.

In line with (although not basing the study on) uses and gratifications theory, this study poses that consumers motivations will play an important in their news consumption behaviour, especially in terms of why and how they will consume news through certain activities. Based on previous research (Choi 2016; Struckmann and Karnowski 2015; Richard van der Wurff 2011), consumers’ motives ought to play a big part in the CXs that are formed, and will therefore constitute one important area of focus, in conjunction with the other key areas, such as the environment (Peters 2016, Heinonen and Strandvik 2015). These motivations can either be situational ones, partly affected by context, or overall motives for news consumption. It is also assumed that feelings will play an important role, in line with the notion that customer experiences are not only based on the customer’s cognitions, but on their feelings as well (Heinonen et al. 2010).

Like many previous studies, this study also recognizes the value of looking at the activities and habits, and the relationship people have with their activities (Mickelsson 2017), in order to understand the customer news consumption behaviour. They serve as a platform for looking at the customer experiences and form the customer’s consumption pattern. The fundamental focus will still be on the experiences that emerge during the
activities, and how these experiences create value and are in line with the customer’s goals.

As the newscape of today has turned into such a complex system, there’s a need for a more holistic view on the meaning and on how news consumption is incorporated in consumer’s everyday lives. If we study how consumers live their everyday lives and how they incorporate news consumption to it, we can better understand their goals and how their CXs look like (Lipkin 2016).

### 2.3.4 Summarizing models

In order to structure the highly complex and multidimensional concept of customer experience, this summary aims to explain themes relevant for news consumption experiences on a general level, on an individual CX level, as well as tie together how this will affect the consumer’s choices.

In line with Voima et al. (2013), this study recognizes that how customers create value during their experiences, in relation to their ecosystem, will be dependent on their social world (including the differing contexts, roles, and positions), everyday lifestyle, and goals. Similarly, when looking at previous studies done within news consumption, also social context, habits, and motives have received attention as important factors to look at (Choi 2016, Struckmann and Karnowski 2015, and Richard van der Wurff 2011). Inspired by these thoughts, figure 2 to was created to illustrate things important for news consumption choices on a more general level. These factors can possibly affect how the customer experiences news consumption activities, and affect the choices that consumers make in terms of their consumption. The arrows in the model showcase the time dimension or cyclical view, meaning that the social world, habits, and motives are constantly evolving and affecting one another. As a reminder, the study does not aim to prove this model, but to use it to interpret the results in a meaningful way. Guided by habits, social context, and overall motives, consumers may choose a combination of experiences that support their everyday life.
Contemporary CX literature has described CXs as consisting of temporal, social, spatial, emotional and cognitive dimensions. This study recognizes all five dimensions; exploring CXs by looking at the environment, time, emotions, engagement level, situational motive and relationship to activity. Looking at these factors, will not only help forming out a holistic view of customer experiences, but will also help in mapping out the customer logic (in conjunction with the factors from figure 2). This is based on the Heinonen and Strandviks (2015:481) customer logic view, stating that you can understand a customer's idiosyncratic logic by looking at how "customers live their lives or conduct their businesses and allocate their time, money, focus, energy, activities, emotions and involvement in relation to offerings in the marketplace".

Figure 2 News consumption influencers
This study proposes that by combining the understanding of what CXs in news consumption look like, and how consumers create value during these experiences in relation to their customer-ecosystems, you can understand the very reason they consume news the way they do - forming out the customer logic. This becomes a valuable tool in a market where the number of options keep on growing, and the predictability of consumption behavior keeps on declining. (Heinonen and Strandvik 2015)
3 METHOD

This thesis is written in connection to the Consumer Newsscape Project, a research project conducted at the Department of Marketing at Hanken School of Economics, funded by Helsingin Sanomain Säätiö. Therefore, the data and information for this thesis was collected cooperatively with the project.

The main contribution and end result of this thesis is five news consumption personas. These were created based on two types and four sources of data: a survey was sent to students of Hanken School of Economics and Laurea, as well as subscribers of the daily newspapers HBL and Vasabladet. Moreover, 24 open-ended interviews were conducted in order to get qualitative insight applied to the survey results. In order to form the consumption personas, a cluster analysis was done, providing statistical significance. Then, the interview material was combined with the results from the cluster analysis. As the main contribution and insight of this thesis is still based on the interviews, the interview process is discussed in more detail.

A mixed method approach was chosen as statistical significance was needed to conclude that there are in fact consumers who choose similar news services, thereby providing a base for the consumption personas. The interviews were needed as experiences and customer-ecosystems were explored. In order to say anything about how the respondents experienced certain news consumption activities, these needed to be thoroughly discussed, through real life examples.

The methodology is structured as follows: First the quantitative data collection will be briefly explained, after which the interview process is presented. Then, the creation process for the five news consumption personas is explained in more detail. Lastly, quality and limitations of study are discussed.

3.1 Quantitative data collection

The survey entailed a detailed enquiry of the respondents news related activities and preferences as it was used for multiple purposes, however in the context of this thesis, what was used was the information about the respondents exact activities they would engage in, as well as their age and gender. The following sections explain the data collection that was used for this thesis in particular.
### 3.1.1 Sample

During the Consumer Newsscape Project, an extensive survey was sent to four groups; First-year business students (Hanken School of Economics), students at a university of applied sciences (Laurea), morning newspaper subscribers in a larger city (HBL), and morning newspaper subscribers in a smaller city (Vasabladet). A large sample of all in all 1,155 respondents was achieved, table 1 showing demographic differences per data group.

<table>
<thead>
<tr>
<th>Study</th>
<th>First-year business students</th>
<th>Students at university of applied sciences</th>
<th>Morning newspaper subscribers, larger city</th>
<th>Morning newspaper subscribers, smaller city</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample size</td>
<td>346</td>
<td>2000</td>
<td>4000</td>
<td>4000</td>
</tr>
<tr>
<td>Respondents</td>
<td>120</td>
<td>117</td>
<td>445</td>
<td>473</td>
</tr>
<tr>
<td>Response rate</td>
<td>34%</td>
<td>5,9%</td>
<td>11,1%</td>
<td>11,8%</td>
</tr>
<tr>
<td>Average respondent age</td>
<td>21,1</td>
<td>30,6</td>
<td>62,2</td>
<td>57,3</td>
</tr>
<tr>
<td>Respondent gender</td>
<td>40 % female, 60 % male</td>
<td>78 % female, 22 % male</td>
<td>55 % female, 45 % male</td>
<td>50 % female, 50 % male</td>
</tr>
</tbody>
</table>

Table 1 Sample size and demographics by Mickelsson, Lipkin and Strandvik (2017)

### 3.1.2 Data collection process

The respondents were asked to rate on a scale of 9 alternatives, how often they would engage in each activity (as seen in table 2), ranging from “never” to “several times per day”. The answers were then transformed into numbers from 0 to 8. This information was then used for the cluster analysis explained in section 3.3.
I read news through a news app
I read free news magazines
I read news that friends link on social media (e.g. Facebook)
I share news items on social media
I comment on news items on social media
I read news websites
I follow news providers on social media
I read forums where news are discussed (e.g. Reddit)
I watch TV news
I listen to news on the radio
I watch news-commenting entertainment shows (e.g. John Oliver)
I discuss news with friends and acquaintances

Table 2 News consumption activities

3.2 Qualitative data collection

24 open-ended interviews were conducted with participants from the survey sample. The interviews lasted between 12 and 42 minutes, and the interview process continued until gaining information redundancy (Patton 2002; Lincoln & Guba 1985).

3.2.1 Sample

The interview sample consists of 10 Hanken students, 10 HBL subscribers, and 4 Laurea students. The respondents were chosen through purposeful sampling based on their answers in the survey, in order to attain variation and information rich cases. 46 per cent of the respondents were male, and 54 per cent were female. The average age was 32 years, excluding the last respondent whose age couldn’t be found in the collected data.
Table 3 Interview respondent demographics

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Gender</th>
<th>Age</th>
<th>Occupation</th>
<th>Sample source</th>
</tr>
</thead>
<tbody>
<tr>
<td>R1</td>
<td>Male</td>
<td>53</td>
<td>Actor</td>
<td>Newspaper subscriber</td>
</tr>
<tr>
<td>R2</td>
<td>Female</td>
<td>35</td>
<td>Master of Science in Pedagogy</td>
<td>Newspaper subscriber</td>
</tr>
<tr>
<td>R3</td>
<td>Female</td>
<td>76</td>
<td>Retired social worker</td>
<td>Newspaper subscriber</td>
</tr>
<tr>
<td>R4</td>
<td>Female</td>
<td>59</td>
<td>Psychologist</td>
<td>Newspaper subscriber</td>
</tr>
<tr>
<td>R5</td>
<td>Male</td>
<td>31</td>
<td>Cook</td>
<td>Newspaper subscriber</td>
</tr>
<tr>
<td>R6</td>
<td>Male</td>
<td>58</td>
<td>Travel organizer</td>
<td>Newspaper subscriber</td>
</tr>
<tr>
<td>R7</td>
<td>Female</td>
<td>24</td>
<td>Real estate assistant</td>
<td>Newspaper subscriber</td>
</tr>
<tr>
<td>R8</td>
<td>Female</td>
<td>38</td>
<td>Social worker</td>
<td>Newspaper subscriber</td>
</tr>
<tr>
<td>R9</td>
<td>Male</td>
<td>37</td>
<td>Engineer</td>
<td>Newspaper subscriber</td>
</tr>
<tr>
<td>R10</td>
<td>Female</td>
<td>43</td>
<td>Unemployed</td>
<td>Newspaper subscriber</td>
</tr>
<tr>
<td>R11</td>
<td>Male</td>
<td>22</td>
<td>Student</td>
<td>Student</td>
</tr>
<tr>
<td>R12</td>
<td>Female</td>
<td>20</td>
<td>Student</td>
<td>Student</td>
</tr>
<tr>
<td>R13</td>
<td>Male</td>
<td>21</td>
<td>Student</td>
<td>Student</td>
</tr>
<tr>
<td>R14</td>
<td>Male</td>
<td>19</td>
<td>Student</td>
<td>Student</td>
</tr>
<tr>
<td>R15</td>
<td>Female</td>
<td>20</td>
<td>Student</td>
<td>Student</td>
</tr>
<tr>
<td>R16</td>
<td>Female</td>
<td>24</td>
<td>Trainee/student</td>
<td>Student</td>
</tr>
<tr>
<td>R17</td>
<td>Female</td>
<td>20</td>
<td>Student</td>
<td>Student</td>
</tr>
<tr>
<td>R18</td>
<td>Female</td>
<td>20</td>
<td>Student</td>
<td>Student</td>
</tr>
<tr>
<td>R19</td>
<td>Male</td>
<td>21</td>
<td>Student</td>
<td>Student</td>
</tr>
<tr>
<td>R20</td>
<td>Female</td>
<td>22</td>
<td>Student</td>
<td>Student</td>
</tr>
<tr>
<td>R21</td>
<td>Male</td>
<td>23</td>
<td>Student</td>
<td>Student</td>
</tr>
<tr>
<td>R22</td>
<td>Male</td>
<td>22</td>
<td>Student</td>
<td>Student</td>
</tr>
<tr>
<td>R23</td>
<td>Male</td>
<td>27</td>
<td>Student</td>
<td>Student</td>
</tr>
<tr>
<td>R24</td>
<td>Female</td>
<td>-</td>
<td>Student</td>
<td>Student</td>
</tr>
</tbody>
</table>

3.2.2 The interview process

The interviews were guided by prepared questions. However, as questions mainly concerned emotional and experience related issues, it was purposeful to keep the interview structure flexible in order for the respondents to be able to express themselves more freely.

The interviews with the Hanken students were conducted in person at the main building of Hanken School of Economics. The interviews were organized as follows: first, in order to map their activities, the respondents were asked a few specific questions about their news media usage. The following step for them was to fill in a blank calendar scheme, marking the times they would normally engage in the different news media activities.
The purpose behind it was to get a clear overlook of how their news media usage would look like during a typical week, and how it would fit in with their everyday life.

Lastly, the respondents were asked questions about their own experiences regarding their news media usage. This part of the interview consisted mostly of simulation questions, as it would require the respondents to visualize their experiences, contributing to more detailed answers (Patton 2002). The respondents were asked to picture themselves in different situations when using news media, with the underlying motive of understanding how their emotions, environment, time of day, motives, and activities would affect their overall experience. They were also asked to refer back to the calendar scheme and explain how typical situations from it would look like. Giving the respondents context to work from was essential, as answers about feelings tend to be more grounded and expressive when first being re-lived verbally (Patton 2002). The exact questions are shown in table 4 below.

The interviews with the newspaper subscribers and Laurea students were conducted via telephone. The respondents were asked about the same questions as the Hanken students, with the exception that no calendar scheme was filled.

### Step 1: Mapping activities

- How do you get news? What is it that you do?
- How often do you do it?
- What do you gain from it? What do you do with the news?
- What kind of news do you read? Why?
- How often do you read something besides what just listed? Why?
- Has your use of news changed during the last few years? How?
- How do you think you will use news in the future? For example in 5 or 10 years?
- How do you get news about what is happening in your living area/city/region/country?
Step 2: Respondents fill in a weekly scheme for their usage of news media
(Only done by the Hanken students who were interviewed face to face)

Step 3: Immersion in experiences around news consumption

- Can you tell me about the last time you did *all the different news activities listed by the respondent*. What did the situation look like? Where were you, what were you doing? What news was it? What did you think? What did you feel?
- How does the time of day affect your experience?
- Can you tell me about a time when you were especially positively affected by news? How did it feel? How did it affect your day?
- Can you tell me about a time when you were especially negatively affected or upset by news? How did it feel? How did it affect your day?
- How does news consumption affect how you feel? Does it have a more positive or negative effect?
- Do you discuss news with friends/acquaintances? When? How? Why?
- Can you tell me about the last time you discussed news with someone? How did it feel?
- What kind of news do you never read? Why?

Table 4 Interview guide

3.3 Data analysis – creating news consumption personas

First, a cluster analysis was done on the survey data, based on the respondents’ consumption activities. Then, by looking at the respondents’ consumption activities, age, and gender within the clusters, interview respondents who correlated with the clusters were chosen. The information from their interviews were then used to create the personas.

The cluster analysis was carried out as follows: All four sample groups were separately subjected to a two-step cluster analysis. Based on the cluster analysis, the cases were
divided into sub-groups, showed as A, B, and C in table 5. The business school case did not yield a subgroup, as it was too uniform. The larger city newspaper readers were divided into two sub-groups, the smaller city newspaper readers were divided into three sub-groups, and the applied sciences students into two sub-groups. (Mickelsson, Lipkin and Strandvik 2017)

<table>
<thead>
<tr>
<th>Case and groups</th>
<th>1. Newspaper smaller city (C)</th>
<th>2. Newspaper larger city (B)</th>
<th>3. Newspaper smaller city (B)</th>
<th>4. Newspaper larger city (A)</th>
<th>5. Business school</th>
<th>6. Applied sciences school (B)</th>
<th>7. Newspaper smaller city (A)</th>
<th>8. Applied sciences school (A)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Categorization</td>
<td>Traditio nal ist</td>
<td>Traditio nal ist</td>
<td>Omnivore</td>
<td>Omnivore</td>
<td>Convenient digit al nativ e</td>
<td>Convenient digit al nativ e</td>
<td>News enthu sias t</td>
<td>Bus y digit al ist</td>
</tr>
<tr>
<td>Read newspapers</td>
<td>6.66</td>
<td>6.63</td>
<td>4.93</td>
<td>4.71</td>
<td>3.30</td>
<td>1.72</td>
<td>5.00</td>
<td>2.91</td>
</tr>
<tr>
<td>Watch TV news</td>
<td>6.35</td>
<td>6.33</td>
<td>3.98</td>
<td>4.01</td>
<td>2.82</td>
<td>2.28</td>
<td>5.78</td>
<td>5.00</td>
</tr>
<tr>
<td>Discuss news</td>
<td>5.29</td>
<td>4.00</td>
<td>2.23</td>
<td>4.59</td>
<td>4.73</td>
<td>3.46</td>
<td>5.21</td>
<td>5.73</td>
</tr>
<tr>
<td>Read news websites</td>
<td>3.89</td>
<td>2.91</td>
<td>2.78</td>
<td>4.05</td>
<td>3.22</td>
<td>3.72</td>
<td>5.65</td>
<td>6.36</td>
</tr>
<tr>
<td>Listen to radio news</td>
<td>5.65</td>
<td>4.70</td>
<td>4.45</td>
<td>3.99</td>
<td>1.89</td>
<td>2.43</td>
<td>5.05</td>
<td>3.84</td>
</tr>
<tr>
<td>Read news links SOME</td>
<td>1.23</td>
<td>0.70</td>
<td>2.26</td>
<td>3.37</td>
<td>4.56</td>
<td>3.69</td>
<td>5.27</td>
<td>5.07</td>
</tr>
<tr>
<td>Read news apps</td>
<td>2.47</td>
<td>2.22</td>
<td>3.21</td>
<td>3.48</td>
<td>3.14</td>
<td>2.82</td>
<td>4.07</td>
<td>5.56</td>
</tr>
<tr>
<td>Read free news magazines</td>
<td>2.08</td>
<td>1.96</td>
<td>1.02</td>
<td>1.90</td>
<td>1.38</td>
<td>1.29</td>
<td>1.95</td>
<td>2.80</td>
</tr>
<tr>
<td>Watch entertainment news</td>
<td>0.86</td>
<td>0.49</td>
<td>0.01</td>
<td>0.90</td>
<td>1.08</td>
<td>0.31</td>
<td>0.74</td>
<td>2.58</td>
</tr>
<tr>
<td>Share news links SOME</td>
<td>0.02</td>
<td>0.02</td>
<td>0.41</td>
<td>1.21</td>
<td>0.34</td>
<td>0.35</td>
<td>1.78</td>
<td>2.11</td>
</tr>
</tbody>
</table>
Follow news provider
SOME

Comment news items on
SOME

Read news forums

<table>
<thead>
<tr>
<th>Activity</th>
<th>0.04</th>
<th>0.00</th>
<th>0.69</th>
<th>2.07</th>
<th>1.42</th>
<th>1.38</th>
<th>3.96</th>
<th>3.04</th>
</tr>
</thead>
</table>
| After the clusters were formed, interview respondents that correlated with the clusters were identified. In order to keep better track of the respondents, a respondent profile was created for each of them. The respondent profiles can be found in the appendix. The interviews were transcribed and analyzed through coding. The respondents answers were categorized according to activities, as well as different aspects of customer experiences. When it came to respondents that corresponded with the different consumption personas, their transcripts were analyzed thoroughly, using their real life experiences and activities to explain the everyday lives and customer logic of the consumption personas.

When creating the personas, the average age and gender of the different clusters were used for direction. Whereas the average age of the clusters do provide significant differences between the groups, all clusters included both genders to a more or less similar extent. Thus, it should be noted that when analyzing the personas, gender should not be considered absolute, but is mainly there to dramatize the persona.

### 3.4 Quality of study

Two of the most common ways of measuring quality of a study is by looking at reliability and credibility. I line with the thoughts of Silverman (2006), reliability can be seen as how well a study is conducted exempt from errors, whereas validity is about how well the study captures the reality of what was studied. As this study aims to understand how
people experience things, it takes a phenomenological approach. Thus it will be briefly discussed how reliability and validity should be considered in a phenomenological study.

Phenomenological research is more about exploring and discovering, than testing theories and proving hypothesis (Giorgi 1986). It is often about understanding how a person experiences a certain phenomenon. In order to attain high reliability in a phenomenological study, it is important to avoid deceitful information from the respondents’ part. When respondents talk about experiences, it might be difficult to identify such, as there usually is no clear incentive for respondents to give information that they think the researcher wants to hear - the researchers mainly wants to hear about something that has happened. Fortunately, even if this approach makes it difficult to spot untruthful information, it also makes it less likely that hurtful information of this character would occur during the research. (Smith 2008)

As in most qualitative research, there is always the issue of the respondents not remembering certain situations correctly. However, in phenomenological research, the idea is to understand how people experience things, thus, even if the memories are not completely accurate, the way the respondent remember it will still be meaningful to understand. As Smith puts it (2008:47): "The interest is in how the participant experienced situations even if they come through memorial modes, because the manner in which situations stand out in memory is also psychologically revealing.”

As a phenomenological researcher is not trying to prove a hypothesis, but to understand how another person has experienced something, there is not really any gain in twisting the results to one’s own likings. That being said, there is still some vulnerability in this research approach, as it includes a kind of double interpretation of social worlds, which Smith (2008:53) describes as follows: "The participants are trying to make sense of their social world; the researcher is trying to make sense of the participants making sense of theirs world.”

The term validity becomes somewhat interesting in a phenomenological context, as it is usually described as a measure of how well a study represents reality. When the point is to understand a subjective reality, in the form of an experience, then validity should perhaps be framed as how well that subjective reality is captured by the study.

Smith (2008) further on suggest that each study is different and that there is no definite way of performing phenomenological research. In this study, quality was ensured by
open-ended questions, and letting the respondents think about actual situations and experiences. In order to make these experiences comparable, it was assured that all respondents would think about the same aspects of their experiences, such as where they were and what they were feeling. In terms of interpreting the results, the literature review of this thesis is used as a framework to interpret the interviews from a similar perspective.

3.5 Limitations

Even if the sample had variation in terms of age and gender, it was limited in the sense that it in general still targeted people with higher education, and, people who were subscribing to a newspaper, meaning that this particular group could have had a stronger will to consume news in general, than what might have been the case with a completely randomized sample.

While the activities, age, and genders i.e. the base for the different consumption personas are backed up with statistical significance, indicating that there are in fact consumers out there with very similar new consumption patterns, the complementing information around their activities, experiences, and logic, presented in the persona descriptions, are solely based on examples of interview respondents who fitted in to the respective clusters. Thus, the personas represent example consumers, and are not direct reflections of the survey sample on which the study is based. This may not be a limitation per se, as forming personas that would precisely describe all the respondents would be nearly impossible, but is something that should be noted when reading the results.
RESULTS AND ANALYSIS

The results and analysis will be divided into three main parts; Interview overview, experiences formed around different news consumption activities, and news consumption personas.

The first part addresses some of the more general themes that emerged in the interviews that are relevant in terms of customer experience in news consumption, but less tied to specific news consumption activities. These are categorized in accordance to figure 2 from the literature review. Experiences specific to different news consumption activities will be presented after the interview overview, followed by the consumption personas.

4.1 Interview overview

As concluded in the literature review, the consumers’ motives, habits, and social world, are relevant in terms of news consumption behaviour. How these came across in the interviews in general, will now be briefly presented, before their consumer specific influence is discussed later on.

4.1.1 General motives for news consumption

People have different motives for consuming news. Whether it has to do with wanting to strengthen one’s expertise in a certain area, or not wanting to seem foolish when discussing actualities with acquaintances, people generally find it important to be in some way updated. What comes to the interview respondents, the students and newspaper subscribers had rather similar motives to consume news, such as being able to participate in conversations about news, being up to date about what is happening in the world, finding news interesting, and knowing more about their study subjects/work. In addition, the newspaper subscribers had motives such as being interested in societal matters, being able to take a stand in different matters, being interested in a specific subject, liking to read, being a part of happenings, feeling addicted to news, perceiving it as a responsibility, and lastly not seeming stupid.
These general motives to consume news, can also be viewed as the customers’ goals that are linked to their consumption, in line with customer dominant logic theory (Heinonen and Strandvik 2015). Although not synonyms, motives can be seen as connected to the goals people want to achieve, and will thus be discussed in comparison here.

These goals will form an important part of the equation of consumer choices, and whether these goals are in the form of feeding intellectual curiosity, feeling social belongingness, or building a positive self-image, companies can benefit from understanding these goals. As stated by Heinonen and Strandvik (2015), by supporting customers in reaching their goals, companies can become a more integral part of their customers’ lives. These general goals should be separated from more situational goals or motives, such as listening to the radio while feeling bored during a long drive. The situational goals or motives will be discussed per news consumption activity/medium, in order to understand what is behind the consumers’ daily activities.

4.1.2 News consumption habits

Previous research has suggested that people's news consumption habits are strongly linked to the media environment they are grown up in, and furthermore that the news consumption habits of digital natives (people born after the 1980’s) are still taking shape as the service landscape for news media is still developing (Lee and Delli Carpini 2010). Therefore, it is not surprising that the students’ news consumption was quite sensitive to circumstances, and lacking in consistency. Things such as exams, weekend plans, and lack of time in general, would diminish their news consumption. However, it rarely resulted in them skipping news consumption completely, rather making them pickier about what news they would read, and how much time would invest in it. Overall, it seemed like they would make their news consumption fit the other activities of the day, and not the other way around. The newspaper subscribers on the other hand seemed to have somewhat steadier news consumption habits, and seemed to make more time explicitly for it.

It is not surprising that habits seemed to be more central for the older respondents, after all, they have had more time to form these habits, as well as more time to develop goals
and motives that induce the need of consuming news. A possible explanation is that the more important news consumption is for a person, the more they will make sure that they can always spare time to do so, thus resulting in steady habits. An alternative explanation is that as the older respondents had grown up with traditional media which is far more bound to certain times and places, they have been naturally more prone to develop steadier habits than the younger respondents, who have grown up with digital media. Since a young age they have been able to consume news whenever, wherever, thus making the news consumption activities fit the other activities of the day.

4.1.3 Social world: Change from past news consumption and believes about future consumption choices

News distribution has been subject to many changes in recent years. This could also be seen in the changes that had occurred in the respondents’ news consumption habits during the last few years. The changes were however not solely based on the changes in media, but also changes in the respondents’ own lives seemed to affect their news consumption. Some of the students believed that their news consumption had increased since they started studying at the university. For the most, this was either due to the fact that their studies required them to know relevant news, or that having gained more knowledge, it was easier for them to understand more complicated news. Also some of the newspaper subscribers thought that their interest towards news had grown as they had aged and gained more insight.

Moreover, factors such as convenience and advances in technology had increased their news consumption. For example, R21 stopped reading the physical newspaper as soon as he got his first iPhone. Lastly, the type of news that were offered also had its effect, as some respondents thought that they nowadays read more short and shallow news, as that was the kind of news that was available.

As the service landscape of today’s news media is still evolving, it made sense that the respondents also had beliefs about how their news consumption might change in the future. Just like the changes from the past, some beliefs about future consumption had to do with changes in media, and some with changes in personal lives. When it comes to what mediums the respondents believed they would use in the future, most of the
students thought that their news consumption would become even more digital. Furthermore, they believed they would subscribe to one of the leading daily newspapers in Helsinki, however there were variations and uncertainty in whether it would be in digital or paper form. Reasons for starting a subscription seemed to have to do with them believing that they would be more interested in news in the future, or that the daily newspapers were a more reliable source of information than other articles found on the internet. Moreover, future change in news consumption could have to do with change of life situation, for example R23 believed that his consumption habits might become more regular as he will start working, and might therefore start reading the paper every morning. Most of the newspaper subscribers believed that their news consumption habits would largely stay the same, but changes might arise depending on how the news media will change in the future.

These findings showcase how social context as well as changes in external circumstances will affect news consumption choices and habits. Suddenly having access to better technology, or going through a significant life change, can have a consequential effect on news consumption choices. In line with Heinonen & Strandvik (2015) and Peters (2016), social context plays an important part in terms of consumption choices - as social context changes, for instance in the form of starting university life, the consumption choices may also start to look different as what the consumer values and daily behavior also changes. The consumer takes on a different role, and seeks experiences that help fulfill goals in relation to their role.

Moreover, in accordance with the findings of Struckmann and Karnowski (2015), and Wan Der Wurff (2011), news consumption also seems to be dependent on things that make news consumption easier or more accessible. Mobile phones with bigger screens, or changes in how news organizations decide to charge for their services, can seemingly have a big impact on the choices consumers will make. Thus, it forms another part of the equation behind news consumption choices.
4.1.4 Summary

Looking at these three aspects of news consumption, one can conclude that in line with figure 2 from the literature review, these are aspects that are relevant in terms of the choices that consumers make about their news consumption. Moreover, by looking at the results, it becomes clear how these aspects are intertwined and all affect one another. For example, as social context changes, let's say students starting university, this also impacts their general motives or goals for consuming news; now they need to keep updated in order to understand the things they are studying better. This situational change also changes their habits, they now have a different type of routine as well as access to new news sources, for example physical papers provided by the university, or getting a free subscription for a digital magazine. A student previously lacking steady news consumption habits due to lack of interest, might now start to read a paper regularly every other day at school, as he has time in-between lectures that he wants to fill in efficiently.

Looking at these three aspects, gives a good general picture of things influencing consumers’ news consumption choices on a high level. However, in order to truly understand the more specific choices of mediums, and to make sense of the bundle of mediums consumers choose to use, we need to take a look at one medium at a time, and understand what kind of customer experiences form during the usage of the that medium. Then, by combining the medium or activity specific experiences, with the more general factors affecting news consumption, you can get a better understanding of the specific cocktail of news mediums consumers will choose, and what creates value for them. This will be showcased in the form of the news consumption personas, which will be presented after the following chapter.
4.2 Experiences formed around different activities

This section aims to shed light on research question 1: *What kind of CXs will form around different news consumption activities?*

The following sections showcase the different news activities that the respondents would engage in and the experiences formed during these. The tables show during which times and in what environments the respondents would do the different activities, what their situational motives were, what emotions they would feel during the activities, the level of engagement, their relationship to the activity, and lastly their self-described experiences of the activities. This is to address the cognitive, emotional, spatial, temporal and social dimensions of the CXs.

### 4.2.1 Television

Six of the students and six of the newspaper subscribers would watch television news. Not surprisingly, this was done either in the morning or later in the evening and at home. The frequency ranged between once a week and every day.

| Time            | - Early in the morning  
|                 | - 8 p.m.  
|                 | - 10 p.m.  
|                 | (During work week) |

| Environment                                              | - Alone at home while doing other things (e.g., scrolling social media, doing home chores)  
|                                                          | - Sitting with family and watching news together  
|                                                          | - TV news in the background while getting ready for work |

| Motives                                                  | - Watching it because parents are watching it too  
|                                                        | - Wanting to know what has happened during the day  
|                                                        | - To have company while being alone  
|                                                        | - To relax  
|                                                        | - TV happens to be on  
|                                                        | - Out of habit |

| Emotions                                                | - Feeling cozy  
|                                                      | - Tired  
|                                                      | - Relaxed/calm  
|                                                      | - Focused/partly focused  
|                                                      | - Curious/anticipating |

| Engagement                                              | - Varies |

| Relationship                                            | - For some an important way to get news |
Table 6  Television experiences

The extent to how important television news was for the respondents did also vary, as well as the extent to which the respondents would be focused when watching television news. The importance of watching television news overall seemed to have decreased because of the increase in reading digital news. This makes sense as television news are usually watched in the evening, when people have already had plenty of time checking news from other news sources. Nevertheless, some respondents described television news as an important way to get news as it was strongly incorporated in their everyday routines, thus highlighting the importance of habits in news consumption choices.

R8 perceived television news as a very important way to get news. She would listen to news from the TV when getting ready for work in the morning. She liked it for the practical reason that she would have her hands free and could in that way do other things at the same time. Furthermore, she felt that it was quite relaxing.

“For me it’s the calmest moment during the day, I have two children and a husband so it’s the time during the day when I get to be completely by myself, and that’s maybe why I have developed an addictive relationship to the morning news, it’s important that the TV is on because it’s the only time when I can in peace and quiet listen to the news without anyone interrupting me” – R8

Her response showcases the contextual value formation in the sense that her social context and her role as a mother played an important part in her strongly developed habit - describing that her “addiction” to the morning television news had to do with the fact that she was alone and uninterrupted by her family. (Heinonen and Strandvik 2015)

Respondents who would watch the TV alone would usually do something else at the same time, such as home chores or scroll on their phone. R16 liked having the TV on, as it sort of kept her company when being alone. She would feel tired but also relaxed, and thought that it was calming to watch the evening news. R17 would watch the TV news if the TV happened to be on. She felt that even if she did something else at the same time, she

| Experience | - Varying concentration  
- A relaxing end to the day  
- Morning news the calmest time during the day  
- A homely/ordinary activity |
would still listen properly, as watching TV news was an activity during which she genuinely wanted to know what had happened during the day, as opposed to when she would scroll social media during the day because of boredom.

R18 would watch TV news together with her family. She would do it out of habit because her parents also watched them, and she found the situation to feel quite cozy. She would also give it her full attention as at that time of night she had already checked through her social media. R21 enjoyed watching television news and being able to talk with someone at the same time. He perceived it as a more pleasant and relaxed activity than reading news by himself, and thought it didn’t provoke as many thoughts.

In general, it seemed like watching TV news was something the respondents enjoyed doing. Even though there was a real interest in knowing the news, the respondents seemed to be motivated even more by habits and pleasant feelings such as relaxation or having company. Perhaps for some, those pleasant feelings were the very reason they had developed strong habits of watching television news. Thus, the results suggest that their consumption choices were not completely motivated by perceived usefulness of the medium itself, but more by habits and social context.

### 4.2.2 Social media

Ten students and four newspaper subscribers would use social media to get news, Facebook being the most common tool. Social media was used throughout the whole day, most commonly during the school day or whenever having a break or feeling bored, but also when waking up and in the evening. When using it during the day, most of the respondents would do it out of boredom, for example during an uninteresting lecture, however some would also do it out of curiosity or when having free time. Furthermore, it was used as a way to keep track of local happenings.
<table>
<thead>
<tr>
<th>Time</th>
<th>Throughout the whole day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment</td>
<td>- In bed in the morning</td>
</tr>
<tr>
<td></td>
<td>- In lecture class</td>
</tr>
<tr>
<td></td>
<td>- During lunch break in school</td>
</tr>
<tr>
<td></td>
<td>- Lying somewhere at home before going to bed</td>
</tr>
<tr>
<td></td>
<td>- Wherever when having a break or being bored</td>
</tr>
<tr>
<td>Motives</td>
<td>- Lower threshold than opening an app or newspaper</td>
</tr>
<tr>
<td></td>
<td>- Wanting entertainment during lecture or a break during the day</td>
</tr>
<tr>
<td></td>
<td>- Wanting to know what is happening</td>
</tr>
<tr>
<td></td>
<td>- Procrastinating going to bed or getting up in the morning</td>
</tr>
<tr>
<td></td>
<td>- Getting interesting articles about own work field through friends</td>
</tr>
<tr>
<td></td>
<td>- Knowing about happenings in hometown</td>
</tr>
<tr>
<td></td>
<td>- A way to kill time</td>
</tr>
<tr>
<td>Emotions</td>
<td>- Bored</td>
</tr>
<tr>
<td></td>
<td>- Curious</td>
</tr>
<tr>
<td></td>
<td>- Tired</td>
</tr>
<tr>
<td></td>
<td>- Feeling in control</td>
</tr>
<tr>
<td></td>
<td>- Guilty</td>
</tr>
<tr>
<td>Engagement</td>
<td>Moderate</td>
</tr>
<tr>
<td>Relationship</td>
<td>- Source of daily entertainment</td>
</tr>
<tr>
<td></td>
<td>- Something that comes on the side when checking social media</td>
</tr>
<tr>
<td></td>
<td>- Not seemingly the most important way to get news</td>
</tr>
<tr>
<td>Experience</td>
<td>- Active and curious atmosphere</td>
</tr>
<tr>
<td></td>
<td>- A short moment of curing boredom</td>
</tr>
</tbody>
</table>

**Table 7 Social Media Experiences**

Not surprisingly, it seemed like some of the respondents prioritized knowing personal news over other news. For R20 it was more important to check her private messages on social media, after which she would start looking at news articles if she found something interesting. Similarly, R14 would during the day in order to entertain himself, start by scrolling through personal social media, after which he would start looking at digital news articles.

R16 would start by checking social media as she felt that the threshold was lower for looking at social media than opening a news app.

"... perhaps it demands more energy to open a news app, so it might get more easily neglected, but I will look at social media all the time, like it almost happens automatically that you scroll through social media, so the threshold to go there has started to diminish, you know like reading news there or going there, so it’s quite a lot lower than for an app." – R16
R22 would check his phone for news quite often as he thought that the quality of the phones made it easy. Moreover, he thought that the amount of available content on social media resulted in him reading news he wouldn’t know how to look for himself.

Overall it would seem like when using social media to get news, it would be the activity where the respondents would have the lowest engagement in actually wanting to read news, making news consumption mostly a part of the activity, and not a motivator for it. For example, R7 felt that news was something that just came on the side when using social media, and she would scroll through social media during breaks at work in order to kill time.

An exception was however R4, who would often find interesting articles posted on social media, and even felt that the news articles were a bigger motivator to scroll through social media than friends update posts. Even though she didn’t experience it as an important way to get news, she did feel active and alert when using social media, and used it to find out if there was anything she “ought to know”.

“It has become a channel to keep me updated on things that interest me” – R4

Even if the main motivator for reading news via social media was to find entertainment, it did also seem like an opportunity for the respondents to keep themselves updated which they would gladly take. In fact, some of the students overall relationship with news consumption seemed to be about fitting news consumption in whenever it suited them. Most of them viewed knowledge about world happenings as something important, however they were relatively rarely willing to explicitly make time for it. Thus, they seemed to be simultaneously curious about news and looking for a way to pass their time when using social media.

“If I wouldn’t be bored, then I wouldn’t check Facebook, but then again I wouldn’t read the articles just because I have nothing else to do, I do really want to know.” – R18

What further should be noted is that the situation did look somewhat different in the morning than during the afternoon. For example, R18 would feel curious in the morning about what had happened during the night, and wanted to feel like she had everything under control, and would therefore check Facebook as soon as she woke up. She also felt that it was a pleasant atmosphere and a nice way to start the day. R20 on the other hand
would use it as a way to procrastinate getting up in the morning, as well as going to bed in the evening. Therefore she would feel a bit guilty about doing it, as she knew she should be doing other things.

“Like I should probably not be doing this, like I should be getting up and getting to work and school, but then I need about ten minutes in the mornings to get up, so then I just check Instagram and Facebook and whatever there is.” – R20

Once again, the existence of contextual value formation is quite clear during the respondents experiences. Depending on where the respondents were, they would value different things with checking news on social media - in the morning it was out of curiosity or as a way to wake up properly, whereas during a boring lecture it was to get rid of the feeling of boredom. This makes sense as in general the motivation to actually know the news with social media was quite low, putting the emphasis the situational value. It also makes sense that habits played a smaller role in social media news consumption, as mobile phones and tablets can be used pretty much anywhere at any time, not biding the respondents in the same way as for example television would.

### 4.2.3 News apps

Three of the students and four newspaper subscribers would use news apps to get news.

<table>
<thead>
<tr>
<th>Time</th>
<th>8 a.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12-1 p.m.</td>
</tr>
<tr>
<td></td>
<td>In the evening</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Environment</th>
<th>- In bed when waking up</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- During lunch</td>
</tr>
<tr>
<td></td>
<td>- Wherever when having extra time</td>
</tr>
<tr>
<td></td>
<td>- At the breakfast table</td>
</tr>
<tr>
<td></td>
<td>- On the bus</td>
</tr>
<tr>
<td></td>
<td>- On the sofa</td>
</tr>
<tr>
<td></td>
<td>- Reading and discussing at the same time (at home)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Motives</th>
<th>- Pastime</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Checking if anything special has happened</td>
</tr>
<tr>
<td></td>
<td>- Knowing something has happened and checking the app for more information</td>
</tr>
<tr>
<td></td>
<td>- Killing time for example on the bus</td>
</tr>
<tr>
<td></td>
<td>- Main way of getting news</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Emotions</th>
<th>- Curious</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Indifferent (when boring news)</td>
</tr>
<tr>
<td></td>
<td>- Tired</td>
</tr>
<tr>
<td></td>
<td>- Relieved (after work on the bus)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Engagement</th>
<th>High</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Relationship</th>
<th>- Something pleasant to do</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Important way to get news</td>
</tr>
<tr>
<td></td>
<td>- Part of morning routine</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Experience</th>
<th>- Scrolling news app during weekend breakfast as a way to break everyday routines</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Cozy and fun atmosphere</td>
</tr>
<tr>
<td></td>
<td>- Feels calmer in the morning</td>
</tr>
<tr>
<td></td>
<td>- Moment to oneself</td>
</tr>
</tbody>
</table>

Table 8  **News App Experiences**

The students would use news apps in resemblance to social media and physical newspapers, as apps would also be used in the morning, as a part of morning rituals. R16 and R21 would as soon as they woke up scroll through the headlines in bed, and read accordingly to how much time they had on them.

"... It was just this basic morning: in bed with the phone in my hand." -R21

R13 would read news apps while eating breakfast, also scrolling through the headlines and checking out if there was anything interesting. All respondents seemed to feel curiosity when using news apps, however, R3 would start feeling indifferent if the news weren’t good enough. Conversely, he would feel engaged and excited if he found news within his own interests.

The students would also use news apps during the school day in order to fill time gaps between lectures and such. The major difference between using social media and using news apps during the school day, was that when using news apps the respondents seemed to be more genuinely interested about the news. This is not surprising as a news app’s mere function is to provide news, whereas social media provides other functions as well.
Also the newspaper subscribers would use news apps throughout the day, in situations such as having breakfast, taking the bus home from work and lying on the sofa at home. For them, news apps were used in a similar way as digital newspapers. For example, both were used when wanting to see if anything special had happened during the day or when knowing something had happened and wanting to find out more about it. Besides curiosity, the respondents were also motivated to use news apps in order to kill time. R9 on the other hand would use a news app in a similar fashion as a physical newspaper.

"... it becomes this kind of stereotypical morning with breakfast and a newspaper, but in this case it's actually a news app that I'm scrolling through on the tablet" – R9

For R9, reading the news was not the most important part of the experience, he mostly just enjoyed having a change in routine during the weekends as he wouldn’t usually have time to read the news app during work day mornings.

R8 would use her news app on her way home from work, which she described as the moment during the day when she would read the news most actively as she had a long home journey. Even though she would feel tired when reading the app, she did enjoy it as it felt like her own quiet moment.

"... It is also a way for me to relax after a tough work day, I have actually never minded having a long way to work, because it’s a way for me to calm down and relax, and to also in peace and quiet follow news, when I come home I start cooking and the evening is spent with the children, so the moment that I sit on the bus for 50 minutes and read the paper [in app form] is a quite welcomed moment, it is sort of my moment.” – R8

Overall, reading a news app seemed to be a quite important activity that the respondents enjoyed doing. It seems like news apps filled the function of getting the journalistic quality of a proper daily newspaper, however providing the convenience of being able to consume it wherever.

4.2.4 Radio

Two students and four newspaper subscribers would listen to radio news. Some would listen more sporadically, whereas some could listen to the radio every day, throughout the day.
<table>
<thead>
<tr>
<th>Time</th>
<th>Throughout the day</th>
</tr>
</thead>
</table>
| Environment | - In the car  
- At home  
- At work |
| Motives | - Entertainment while driving  
- Journalistically good quality  
- Being able to do other things at the same time |
| Emotions | - Emotions dependent on destination when driving  
- Overall pleasant feeling  
- Hearing the same news over and over feels hysterical  
- Less irritating as it’s not visual  
- Feels safe |
| Engagement | Moderate/high |
| Relationship | - Pleasant activity  
- Important way to get news, both local and domestic |
| Experience | - Music feels interrupting  
- Hard to listen through a whole program when being at home  
- Hearing the same news many times makes them seem more important than they are  
- Nice to be able to listen without interruption while driving |

Table 9  Radio Experiences

R17 would listen to the radio as entertainment while driving, not putting much focus on the news. However her focus would increase if she heard something interesting. She also thought that it was a pleasant experience to get some news in between the radio music. Her preference for radio news seemed to have to do with the fact that she overall didn’t want to put too much effort into getting news, however still viewing it as important to know what’s happening in the world.

As what comes to the newspaper subscribers, both R3 and R1 would listen to the radio at home. R3 however felt it to be difficult to focus through a whole radio program, as she didn’t feel like sitting in the same room not doing anything else, or would sometimes get interrupted. Furthermore, she would get irritated as the channels would play music in frequent, short intervals, as she was used to the radio shows not being interrupted before.

R1 on the other hand liked listening to the radio as he would be able to do other things at the same time, such as reading the newspaper and eating breakfast. He felt that radio news were less irritating as there were not any visual elements to it. However, he also felt that it could feel a bit hysterical to hear the same news over and over, making the news seem more important than they actually were. Moreover, he compared radio news to digital news magazines as he thought that they both were quite headline centric.
R6 described listening to the radio news as something that felt safe, as he had been doing it for a long time.

Listening to radio news was mostly done at work and in the car, binding the respondents to a physical place while using the medium. The location seemed to play an important role in their experience - for example R3:s feeling of limitation and annoyance from having to stay in one room in order to be able to listen, or R6:s feeling of safety, as listening to the radio in his car was something he had been spending a lot of time doing throughout the years.

### 4.2.5 Physical newspapers

Ten students and all the newspaper subscribers would read physical newspapers, however the frequency had a lot of variation, as some would read them every day, and some only once or twice a week when having the chance. When comparing the usage frequency between the respondents’ interviews and survey answers, some of the respondents reported a higher usage frequency in the interviews than in the survey.

Reading the newspaper happened most commonly in the morning, however, some respondents would read the paper in the afternoon or evening as their mornings were too hectic. When done in the morning, it would usually be while eating breakfast. During workweeks this was by R14 reported as a bit of a stressful moment and that it was mainly done out of habit. Conversely, R19 found this to be a moment when he would actually have time to invest in news reading, and found the session as more of an experience than checking news from the internet. He also felt that reading a physical newspaper had a better feeling to it. Also R4 perceived it as more pleasant than reading the news in a digital form.

“To sit and drink morning coffee and browse through the paper in peace and quiet, is a different kind of experience than scrolling on a computer ... in some way it feels more relaxing to be able to browse back and forward” – R4
Not surprisingly, the newspaper subscribers perceived reading the paper in the morning as an important part of their morning ritual. For example, R10 would get upset if she didn’t receive her morning paper as usual. “As I expect to have my newspaper while drinking morning coffee, I get a bit irritated when it doesn’t show up as it’s supposed to” – R10

| Time | 8 a.m. (during weeks)  
|      | 10-11 a.m. (during weekends)  
|      | 3-5 p.m.  
|      | 9 p.m.  |
| Environment | - At work during break  
|      | - At parents’ house  
|      | - When coming home from school/work and drinking a cup of coffee/having a afternoon snack  
|      | - At home drinking evening tea  
|      | - When eating breakfast and drinking morning coffee  
|      | - In bed later in the evening |
| Motives | - Taking advantage of situation, e.g. having a free moment at work and access to newspapers, access at parents’ house  
|      | - Relaxing after school/work  
|      | - Out of habit in the morning  
|      | - Having time during the weekend  
|      | - Being curious in the morning  
|      | - Getting up properly  
|      | - Important part of morning routine  
|      | - To know about events and culture in home town  
|      | - Getting an overlook of all the news  
|      | - Getting a journalistic view/analysis of the news |
| Emotions | - Relaxed, taking mind of school  
|      | - Stressed (in the morning)  
|      | - Overall pleasant feeling  
|      | - Irritation and frustration if the paper is late  
|      | - Relaxation  
|      | - Nostalgia  
|      | - Calmness  
|      | - Curiosity  
|      | - Feels ordinary/homely |
| Engagement | High |
| Relationship | - Important part of daily routine  
|      | - Pleasant thing to do  
|      | - Important way to get news  
|      | - Something to look forward to doing  
|      | - Pleasant activity to do when having the chance |
| Experience | - More relaxing experience than scrolling digital magazines  
|      | - Paper format feels cozy  
|      | - Relaxing to be able to browse back and forward  
|      | - Pleasant atmosphere  
|      | - Moment to oneself  
|      | - Articles are usually read thoroughly, depending on the situation  
|      | - Commitment to the activity |

Table 10 Physical Newspaper Experiences
Reading newspapers during the weekend was mostly reported as a rather nice situation. Here the respondents also felt that they had more time to read, and would therefore read more than they would during the workweek.

“It’s the weekend feeling that you have when you can get up a bit later, and take your time to drink coffee and eat breakfast and read the paper, and you can read it more thoroughly than during workweeks.” – R18

R13 would read physical newspapers when visiting his parents during the weekends. He viewed it as a pleasant experience and wanted to use the opportunity to read a physical paper, but also thought that it required more commitment than reading news digitally.

“It feels like a physical newspaper is more time-consuming, it binds me to the physical, like you can’t just take it out of your pocket, you can’t carry a whole newspaper in your back pocket and then take it out when you have the time, so there’s more commitment to a physical newspaper.” – R13

R20 would read physical newspapers during breaks at work. She thought of it as a good opportunity to catch up with her news reading, and even though she would read the paper for pastime, she was happy about the opportunity as she overall liked reading news. Furthermore, she liked coming across physical newspapers such as Financial Times, since when reading the paper online she couldn’t access all the articles for free.

When done in the morning, reading the newspaper was seen as a nice and calm way to get ready for the day - when done in the evening, it was seen as a way to calm down after work or have a moment to oneself. R18 would read the paper after coming home from school. She described it as having her own little moment, as she would drink a cup of coffee, check the news and try to forget about school for a moment. She also felt that the atmosphere would be quite relaxing. The afternoon was also a time when the respondents who read their paper in the morning would occasionally take a second look at the paper and read whatever they did not have time for in the morning.

Some of the respondents also felt that they would get a better overlook of what was happening in the world when reading a physical newspaper. R4 found the articles to be more profound, whereas R1 sought for the journalistic angle in the articles. Overall, the newspaper subscribers seemed to view physical newspapers as an important way to get news and as something they would not easily want to give up.
For the students, it would seem like that as long as the respondents weren’t in a hurry, they would enjoy reading a physical newspaper, and their engagement would be quite high. Moreover, this would be an activity when they would be more open to reading news besides important headlines or immediate interest.

One interesting exception was R21, who would order Kauppalehti as a paper version only because it was free, and would otherwise have preferred to have it as a mobile service.

“Yes I order Kauppalehti mainly because I get it for free, and its mobile services cost, so you can only read a certain amount, so when I got the paper version for free, I thought that I won’t buy the mobile services so I took the paper version. I would otherwise read it in the mobile, but when the paper version is free, then I will settle for it.” -R21

The results indicate that just like radio and tv, reading the newspaper is strongly related to certain times and physical places, and is strongly motivated by routine and pleasant situational context further strengthening the will to consume physical newspapers. However, looking at the more irregular news consumption habits of the student respondents, poses the question of whether reading physical newspapers will prevail in the future, if reading news is less motivated by habit and more motivated by opportunity, as reading digitally allows you to read wherever whenever you want.

4.2.6 Digital newspapers

Eleven of the students and seven of the newspaper subscribers would use digital newspapers to get news. This was done in various places and throughout the day.

For the students, a common motive was to read them whenever having a suitable time opening. R15 would read them at work if she had the time. R11 would read during lectures or lunch break if feeling bored. R12 would read them on the metro or bus on her way to school, as she had a rather long journey. This was also the case for R23, whose habits had changed from reading the paper at home while eating breakfast, to reading the news from his phone on his commute as he would have nothing else to do.
Nevertheless, boredom or pastime were not the only reasons for reading digital newspapers. R15 would also read digital newspapers when wanting to relax during the evening, usually when lying on the sofa before starting to watch TV-series.

| Time                        | Throughout the whole day  
<table>
<thead>
<tr>
<th></th>
<th>7 a.m. – 9 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment</td>
<td>In the buss/metro</td>
</tr>
<tr>
<td></td>
<td>In lecture class</td>
</tr>
<tr>
<td></td>
<td>During lunch</td>
</tr>
<tr>
<td></td>
<td>Lying on the sofa at home</td>
</tr>
<tr>
<td></td>
<td>When taking a break at work</td>
</tr>
<tr>
<td></td>
<td>In the morning after waking up</td>
</tr>
<tr>
<td></td>
<td>Reading digital news at the same time as checking e-mails</td>
</tr>
<tr>
<td>Motives</td>
<td>Pastime</td>
</tr>
<tr>
<td></td>
<td>Boredom during lecture</td>
</tr>
<tr>
<td></td>
<td>To relax</td>
</tr>
<tr>
<td></td>
<td>To know what has happened recently</td>
</tr>
<tr>
<td></td>
<td>To find articles somehow related to oneself</td>
</tr>
<tr>
<td></td>
<td>Wanting to know more about specific news</td>
</tr>
<tr>
<td></td>
<td>Wanting to distance oneself from work for a while</td>
</tr>
<tr>
<td>Emotions</td>
<td>Disappointment over the articles</td>
</tr>
<tr>
<td></td>
<td>Relaxed, calm</td>
</tr>
<tr>
<td></td>
<td>Routinely</td>
</tr>
<tr>
<td></td>
<td>Bored</td>
</tr>
<tr>
<td></td>
<td>Distanced</td>
</tr>
<tr>
<td></td>
<td>Curious</td>
</tr>
<tr>
<td>Engagement</td>
<td>Moderate/high</td>
</tr>
<tr>
<td>Relationship</td>
<td>Addiction to checking the news often</td>
</tr>
<tr>
<td></td>
<td>Important way to get news</td>
</tr>
<tr>
<td>Experience</td>
<td>Less pleasant experience than with a physical paper</td>
</tr>
<tr>
<td></td>
<td>Often just scrolling through headlines to see if something has happened</td>
</tr>
<tr>
<td></td>
<td>Nice break during workday, getting distance from work</td>
</tr>
<tr>
<td></td>
<td>Feeding curiosity/addiction</td>
</tr>
</tbody>
</table>

Table 11 Digital Newspaper Experiences

Most of the newspaper subscribers would read digital newspapers either in the morning or during their work day, with the frequency varying from once to many times per day.

The way reading digital newspapers was incorporated in the newspaper subscribers everyday lives varied. R1 would often read digital newsmagazines as a sort of side activity, in connection with checking his e-mails. Some would use them during the day in order to check if something special had happened, and just scroll through headlines, and some respondents would use them in order to distance themselves from work for a while.
“... If I have a break at work and feel like now I need to distance myself from everything, like I can’t think too much about this thing, now I have ten minutes so will go check something quickly...” –R4

“... This job is pretty intensive and stressful, so the moments that you get to do something else are actually quite important.” –R8

Digital newspapers were also used when the respondents knew something had happened and they wanted to know more about it. It would seem like reading digital newspapers, even if perceived as less pleasant than reading physical newspapers, was an important way to get news as it was available whenever needed, and some respondents even expressed that they felt a bit addicted to checking the digital news sites every now and then.

4.2.7 News discussion

All respondents would discuss news to at least some extent. It could happen throughout the day, most commonly however in school or at work. News were also discussed at the dinner table and at social events as well as via social media, e-mail, and on the phone.

<table>
<thead>
<tr>
<th>Time</th>
<th>Throughout the whole day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment</td>
<td>When eating lunch at school</td>
</tr>
<tr>
<td></td>
<td>In the lecture class</td>
</tr>
<tr>
<td></td>
<td>At social events</td>
</tr>
<tr>
<td></td>
<td>At dinner table</td>
</tr>
<tr>
<td></td>
<td>At work with colleagues</td>
</tr>
<tr>
<td></td>
<td>Through social media, mostly through private messages</td>
</tr>
<tr>
<td></td>
<td>On the phone</td>
</tr>
<tr>
<td></td>
<td>At home</td>
</tr>
<tr>
<td></td>
<td>When meeting relatives or friends</td>
</tr>
<tr>
<td></td>
<td>Via e-mail</td>
</tr>
<tr>
<td>Motives</td>
<td>Easy small talk subject</td>
</tr>
<tr>
<td></td>
<td>To process difficult or upsetting news</td>
</tr>
<tr>
<td></td>
<td>To get clarity or different/wider perspective</td>
</tr>
<tr>
<td></td>
<td>To hear what feels important to friends</td>
</tr>
<tr>
<td></td>
<td>To figure out solutions</td>
</tr>
<tr>
<td></td>
<td>To get news one have missed</td>
</tr>
<tr>
<td></td>
<td>Getting more or new information</td>
</tr>
<tr>
<td></td>
<td>Discussing things that are relevant to oneself</td>
</tr>
<tr>
<td></td>
<td>Societal responsibility</td>
</tr>
<tr>
<td></td>
<td>Need to share new thoughts and insights</td>
</tr>
</tbody>
</table>
Table 12 News Discussion Experiences

Emotions | Amused, Interested, Rejuvenated, Relieved, Fearful, Can feel unpleasant if the news are unpleasant, Agitated
Engagement | High
Relationship | Part of daily activities and communication with people
Experience | More statement like with colleagues, arguments within closer relationships

One motive to discuss news was that news were easy small talk topics, R20 especially liked that she would have something to talk about with her older colleagues that she did not otherwise have much in common with. R6 would rarely discuss news at home, but did instead perceive news as a safe topic to discuss with for example relatives.

“It’s the same thing as discussing the weather, it’s having something to talk about” – R6

For R6, consuming news overall was motivated by not wanting to seem stupid if someone would like to discuss news with him. For R4, news discussion would look different depending on who she would discuss the news with.

“Well it can come to that you have different opinions and you might get a bit agitated, and then there can also be some humor involved, in close relationships there might be a different pattern than when you discuss with colleagues, then it’s more of a statement ...” – R4

News were however mostly discussed in order to get more clarity and to process them. Most of the respondents thought it was interesting and fun to hear different opinions about news. R17 thought it was more fun to discuss news than it was to actually read them.

If the news were upsetting or caused fear, some of the respondents felt that it was important to talk about them. R12 thought it was important to discuss news as it was a way to get different perspectives and come up with better solutions. R13 thought that news discussion was a great way to get news that he might have missed himself, and also to hear about what was important to his friends. Some of the respondents would also talk
about news on online chats. For R11, it had become a thing to link news that had to do with the military within a group of friends, as they had all been together in the military almost for a year.

R1 thought that it was important for everyone to reflect over the society that surrounds us, both from a societal perspective and an individual.

"You become a better person haha, it’s somehow... it was of course a bit of a joke, but then again not at all a joke but rather serious, because I think it’s important that you discuss these things, if we don’t discuss them we become inferior or not as good or you know... it’s essential for our society that we discuss, it’s essential for myself on an individual ground that I reflect over my world, my surrounding world, the society and the context we exist in" – R1

The social aspect of consuming news seemed overall to be quite important, as all respondents engaged in discussing news, and some were even motivated to read news in order to be able to discuss them. It seemed to be an important way to process news as well as learn about friends’ opinions and what was important to them.
4.3 News consumption personas

This chapter aims to answer the second set of research questions:

2. What kind of consumption personas can we distinguish among news consumers? What is the customer logic behind their patterns, and why will they choose a certain combination of activities?

Based on cluster-analysis of survey data and in-depth interviews, five news consumption personas were formed. These are The traditionalist, The busy digitalist, The omnivore, The news enthusiast, and The convenient digital native. These personas showcase how news consumption can be embedded in customers’ everyday lives, shedding light on existing types of customer logic and experiences that guide news consumption behaviour and the mix of services customers will choose.

Persona 1: The traditionalist

- 65 y/o
- Man
- Uses TV, physical newspapers, and radio to get news

Description of typical day:

The traditionalist has very steady news consumption habits as he has been consuming news for decades. He begins his day with getting up, getting dressed, putting on a pot of coffee, and fetching today’s newspaper. Reading the daily newspaper is an important part of his morning routine: He specifically gets up a bit earlier in the morning to do this, as not doing it would make him feel like he is skipping something meaningful. He sits down at the kitchen table, takes a sip of coffee, and starts reading through the paper. He might not read every article thoroughly, instead he begins by scrolling through the paper to get an overview of what is happening, and then reads the most interesting articles that he can find time for. If the paper is late, he will be very annoyed, as it will disrupt his normal morning routine.

In addition to reading the newspaper, listening to radio news is also an important activity for the traditionalist. After breakfast he heads off to work, and puts the radio on while
driving in order to receive complimentary news. He enjoys this moment, as it is nice and quiet, and moreover, it feels familiar and safe as he has been doing it for many years.

For the traditionalist, news consumption is almost an automated habit, and as it plays a big part in his every day routines, so does talking about news. However, discussions at work rarely go to a deeper level, rather staying as light small talk subjects, whereas at home the news might be more intensely discussed. Even if he doesn’t find news discussion to be anything more than ordinary, it has become an important everyday tool, which has saved him through many social situations with customers, colleagues, and relatives – thus enforcing his experienced value of consuming news.

After work, he gets into his car again, and just like in the morning, he puts on the radio and listens to the radio news. He feels a little bit tired while driving, but still likes the activity as he finally gets to calm down after work. When he comes home, he starts preparing an afternoon snack, and puts on a fresh pot of coffee. As he enjoys reading the newspaper, he might take a second look at it with his afternoon coffee, reading the articles he didn’t have time for in the morning. He might be chatting with family members while doing this, which is lowering his concentration, but he perceives the atmosphere as very calm and relaxing. After this he takes care of other tasks and socializes with his family. The last thing he does before starting to prepare himself for bedtime, is that he puts on the 10 p.m. news. This he perceives as a final way to get relaxed, and at the same time get an overview of what has happened during the day.

**Customer logic:** The traditionalists sees news consumption as something that *should* be done – for him being updated about world happenings is everyone’s societal responsibility. Therefore, he is motivated to consume news from a sense of duty, resulting in a sense of belonging to a community. As he has been doing it for a long time, he has formed strong habits around his news consumption. He is rather fond of his habits, as the situations usually feel calm, pleasant, and familiar. Even if he does not enjoy reading news with highly negative content, this will not stop him from consuming news, as it has been a part of his life for a long time. Being used to only traditional media where he has less ability to control the type of news he receives, he is also in general less picky about the type news he will consume. Thus, his news consumption is mostly motivated by routines and a sense of duty, rather than boredom.
For him, receiving the newspaper every morning does not only mean that he gets to read about things that he wants to be updated about, but also that he gets to enjoy a nice quiet moment to himself. His habits are so strongly routed and embedded in his everyday life that he finds it hard to believe that he would start consuming news in any other way, unless external circumstances start to drastically change. This could be for example physical newspapers dying out or having considerably poorer quality, or retirement causing his routines to change.

From a business perspective this means that news providers should foster the sense of belonging in some way, as well as emphasize the routines and positive feelings connected to them.

On the following page, an experience map is presented, showing the different experiences during a typical day for The traditionalist. Table 13 explains the meaning of the symbols in the experience map.

*Icon explanations for experience map:*

- 🏡 Environment
- ❤️ Relationship to activity
- 💡 Motives
- 🧠 Engagement level
- 😊 Emotions
- ✔️ Self-described experience

*Table 13  Icon explanations*
Figure 4. The Traditionalist’s typical day: An experience map
Persona 2: **The busy digitalist**

- 34 y/o
- Man
- Reads news sites and links on social media, uses news app.

**Description of typical day:**
The busy digitalist is well adapted to the digital age. He lives a hectic life, filled with long work hours and taking care of his young children. Therefore, he does not invest time in the morning to read the newspaper, but heads off straight to work after getting dressed. On the subway, he might take a quick glance at some news sites in order to check if anything important has happened, however rarely puts much time on this activity as his thoughts are already on the day’s work tasks.

The busy digitalist perceives news consumption as an important activity, but doesn’t incorporate it in his workday routines to a large extent. During his work day, he feels occupied with his tasks, and doesn’t really think too much about news. He might discuss news with his colleagues, and wants to be perceived as a knowledgeable person, however, as he can’t find the time to read news in the morning or during the day, he mostly enjoys talking about the type of news that don’t get old right away. On his commute back home from work, he might take out his phone and start to scroll through news sites and check if anyone has posted anything interesting on social media. As he is tired from work, he mostly reads news that he finds enjoyable.

When he comes home he eats dinner, socializes with his family, finishes some e-mails, and puts his kids to bed. After this he lies down on the sofa, takes his tablet, and starts scrolling through the news app issued by the local daily paper, while chatting with his wife. As he now has had some time to relax after work, he also has more energy to read through articles that demand more focus. He rather enjoys this moment as it feels quite cozy, however, if his day has been more hectic, he might still cut it short or skip it entirely. During weekends, he reads the news app in the morning just like a physical newspaper, enjoying the change of routine. He finishes of the day with watching one of his favorite series, after which he gets ready for bed

**Customer logic:** The busy digitalist sees news consumption as an important activity, as he is interested in the way the world is developing, wants to be able to form opinions about different matters, and be perceived as well-informed and insightful. Due to his hectic lifestyle, he finds value in achieving...
this in a way that doesn’t interfere with his daily duties. Hence, he prefers digital platforms as it allows him to consume news whenever it suits him, and choose to read the type of news he finds most important. Moreover, as his lifestyle requires him to be practical, he doesn’t find as much value in having cozy news consumption habits, as he finds in getting his news conveniently. He doesn’t have time for steady news consumption habits, or even being bored; he only consumes news out of interest.

For news providers, this means that they need to enhance convenience in a way so that it is easy for the busy digitalist to get the type of news he wants. Moreover, the busy digitalist’s need to “know the score” and being knowledgeable, indicates that he should receive news framed as “here is what you need to know”; fostering the feeling of being on top of things, by emphasizing that the most important information is being delivered. Getting all the valuable information in one article, means that he doesn’t need to do a lot of research in order to know what is happening, which saves him precious time.

Persona 3: The omnivore

- 40 y/o
- Woman
- Reads physical newspapers, news sites, TV-news, radio, social media links.

Description of typical day:
The omnivore is grown up with old media, but enjoys some of the aspects with digital media and has started to incorporate it into everyday routines. She gets up early, gets dressed, and starts to get ready with the radio on in the background. She likes the radio news for the practical reason that she has her hands free, and can get things done while still getting the news. For the omnivore, reading the newspaper is an important part of her overall news consumption. The newspaper is read while drinking coffee and having breakfast. Reading the newspaper is one of her favourite moments of the day, as it feels nostalgic, peaceful, and she enjoys being able to browse the paper back and forward. She then gets into her car and drives to work with the radio on in the background.

For the omnivore, reading news sites is a less enjoyable activity than reading a physical newspaper as it feels clumsier to browse on a site, however she appreciates the possibility
to get fresh news throughout the day. At work she takes small breaks every now and then and reads news sites in order to distance herself from her work for a while.

The omnivore perceives news discussion as an important part of her news consumption, as she wants to process the news in some way. She will discuss news throughout the day, mostly at work with colleagues, for example when lunching, but also at home and online. She also likes it when her friends post interesting articles on social media, and will log in whenever feeling a little bit curious or having the extra time for it.

After work she runs some errands, gets home, has dinner with her family, and tries to relax for a bit. She stays offline for the rest of the night, but usually puts on the television news at 8 p.m. It’s not a particularly important activity if the day, and sometimes she’s a bit worried about what her children might see, but she likes having the news on in the background while doing other things, as it sort of rounds up the day to hear about the different happenings.

**Customer logic:** The omnivore is overall quite curious, and values getting news throughout the day. She partly perceives news consumption as something that should be done, but also finds it entertaining and likes doing it. She finds value in her steadier consumption habits such as reading the paper every morning, but also in the little spontaneous moments when she gets to satisfy her curiosity, or distance herself for a while. Thus, she consumes news partly out of routine, as she enjoys the nostalgia of reading the newspaper in the morning and how it gives structure to the day, but also in order to “break up the day” with online articles every now and then.

For news providers this means that supporting routines is one way of providing value. Moreover, providing information in bite-size chunks online, enabling small enjoyable breaks, could also be a good way to satisfy the omnivore.
Persona 4: **The news enthusiast**  
- 45 y/o  
- Man  
- Physical newspaper, news app, free newspapers, links on social media, news sites, TV-news, radio

**Description of typical day:**  
The news enthusiast is born with traditional media and still uses it regularly, however, due to his strong curiosity and need to feel updated at all times, he has started to use digital news services as well, as it enables him to get news at any point during the day. He begins his day with reading the paper while drinking coffee. He enjoys reading the paper, as he likes reading overall, and he perceives the journalistic quality to be higher than on news sites. On his commute to work, he glances through his news app as well or social media, looking for other news that he didn’t get from the paper. He likes having something to do during the commute, however, his main motive is still his curiosity.  

The news enthusiast perceives it to be a societal responsibility to read news, thus, he also thinks that news should be discussed. He moreover likes being able to demonstrate his opinions about different societal topics. Therefore, during breaks at work, he often discusses news with his colleagues.  

In the afternoon when he gets home, he will put on the radio and have it on in the background while doing different chores. He might take a second look at the paper just for the fun of it, while drinking a cup of coffee. The news enthusiast has always been an active news consumer, however, he now almost feels a bit addicted to news. The new found possibility to check news whenever through digital platforms, has further strengthened his news curiosity. Every time he uses the computer, he will also check a news site.  

Finally, before he goes to bed, he will also watch the 10 p.m. news from the television. This activity has become less important for him during the last years, as he checks the news often enough not to get much new information from the evening news. However, watching the television news is still a part of his daily habits, and he perceives it as a pleasant way to end the day.
**Customer logic:** The news enthusiast finds value in his news consumption routines as they feel pleasant, but mostly he finds value in getting to satisfy his curiosity, and being able to discuss news and form opinions around different matters. Therefore, his motives for consuming news are mostly interest and a feeling of being on top of things, and rarely boredom.

From a business perspective, the news enthusiast needs to receive news that provide analysis and have deep insight, so that the he can fulfill his need to understand his world and surroundings better. As he is constantly curious, he finds value in getting these types of news frequently and quickly after happenings and incidents.

**Persona 5:** The convenient digital native

- 22 y/o
- Woman
- Uses news app, reads links on social media and follows news providers, uses news sites, will watch TV-news if convenient, will read physical newspapers when visiting parents or at work during breaks.

**Description of typical day:**
The convenient digital native makes her news consumption fit the other activities of the day, rarely making explicit time for it. She does however perceive it as important to be up to date. Her first activity in the morning, is checking her social media accounts for messages and if anything special has happened during the night. This is also a way for her to shake off her tiredness, and get herself out of bed. She then gets on with getting ready for the day, and heads off to school. On the bus she takes out her phone again, and starts to scroll through news sites. The main motivator here is to make the time pass, however, she is happy about the opportunity to get informed, while still not having to put much effort or time aside for it.

The convenient digital native gets quite easily bored or restless, and does therefore check news on her phone quite often. This usually happens throughout the school day, when feeling bored during a lecture, or during lunch break. She will also use breaks to discuss news with her friends. In fact, the convenient digital native finds it quite fun to discuss
news, and the ability to do this is one of her main motivators for news consumption overall.

When she gets home, she might still watch the television news if the TV happens to be switched on, however she usually does something else at the same time, such as homework or scrolling on her phone. During weekends, she might read a physical newspaper in the afternoon when visiting her parents. It’s not an important activity for her, but she still perceives it as cozy, and enjoys the moment even though she wouldn’t be prepared to pay for a subscription herself.

The last thing the convenient digital native does before going to bed, is once again scrolling on social media. For her, it is a way to postpone having to do her evening routine, therefore she feels a bit guilty while doing it.

**Customer logic:** As the convenient digital native perceives it to be important to be up to date about world happenings, but isn’t willing to put effort into it, she finds value in being able to combine news consumption with other activities. Thus, she enjoys getting news on social media which she can check whenever being bored, or using traditional media whenever it is easily accessible. Her news consumption is not motivated by routine, but mostly by boredom as well as interest to a certain extent.

For news providers this means that receiving news should be made simple and convenient, as well as entertaining since the convenient digital native is often motivated by boredom and wants something to make the moment more interesting. Moreover, being able to choose news that feel relevant to herself will also bring value, as she feels obligated to keep informed in areas such as her study subject.
5 DISCUSSION

This part aims to tie the results together in conjunction with the concepts from the literature review, in order to get a clearer understanding of the customer experiences that were formed and their relation to the customer eco-systems and logic. Here, the application of the concepts will be discussed, and how they can help to provide a holistic understanding of news consumption. Moreover, managerial implications will be discussed, mostly in terms of what the results mean for news providers.

After the discussion, conclusions, limitations, and ideas for future research will be presented.

5.1 Theoretical implications

This section will aim to answer research question number 3: How will CXs affect the choice of services, in relation to the customers’ ecosystems and goals?

As discussed in the customer experience literature, customers have different predispositions to experience a service, and apply services in accordance to their own goals and activities (Lipkin 2016). Customers’ different ways of experiencing the same service also became evident in the interviews. First of all, the news consumption activities could have different meaning for the respondents depending on the situations they were in. For example, reading a digital newspaper could for some respondent be something to just kill time with on the bus, and for another be used in order to distance oneself from work during breaks. In other words, the news activities could bring other value than just the news information itself. Moreover, depending on other predispositions, such as previous habits, or what they were used to be provided with, they would have certain expectations and believes about the way they would consume news in the future.

This brings us to the time circularity of CXs, (Helkkula and Kelleher 2010) as it also became evident that the respondents were affected by previous experiences as well as related ones. For example, one respondent with high news consumption interest overall, felt like he did not need to watch the television news in the evening anymore, as he was continuously checking news through other mediums throughout the day. Thus, these related experiences would affect the experience of watching television news: it now felt less important and interesting. Another example would be the respondent who would get
very irritated if her paper did not show up on time: her previous experiences affected what she was expecting from the future ones.

From the results we can also conclude that customers create value for themselves during certain experiences, when these experiences are in line with their goals and support them in their social context. (Heinonen and Strandvik 2015) What was interesting about the results, and yet not surprising, was that when it came to digital mediums, what would create value for the respondents would vary a lot, as they would use these mediums in very different social contexts, being affected by their different social roles, environments, time of day, and goals related to the situations they were in. The value that was created during the use of traditional media seemed a lot more uniform, which seemed to have to do with the fact that it was always done during the same time of day, the same environment, in the same social context. Thus, it becomes an interesting challenge from a managerial perspective, to understand how to address this fragmented value creation.

This is where the consumption personas play an important role. The personas could be used as a tool to categorize these highly individual value creations, by taking into consideration the ways value was created during different experiences, in relation to the other experiences, as well as in relation to the respondents’ customer-ecosystems and goals. Moreover, by looking at the daily activities and experiences of the respondents, you could understand how the respondents were allocating their time, energy, and effort in terms of their news consumption. This made it possible to understand their customer logic, and thus get a comprehensive understanding of why they consumed the way they did, and what made them choose a particular combination of news services. (Heinonen and Strandvik 2015)

When you look at news consumption from CX point of view, you realize just how complex and individualized the value formation is for different consumers. Thus, looking at CXs separately from one another, will result in countless of different experiences that won’t necessarily be of much help on their own. However, when putting these experiences into customer-ecosystems, you can understand how these experiences create value in relation to customers’ goals, social context, and everyday lifestyles. Therefore, by understanding the customer logic, and ecosystem, you can also understand the customer experiences in more meaningful ways, as they are all intertwined. (Heinonen and Strandvik 2015)
As an example, let us use the third news consumption persona, The omnivore, and the activity of reading digital newspapers. In general, the omnivore doesn't perceive browsing digital newspapers as cozy and relaxing as a physical newspaper which she has grown up with. However, given the social context of being at work, the possibility to distance herself a bit from her work creates value for her in another way than it might if she were at home. In that particular social context, she has certain goals that she needs to be met, and will therefore perform an activity that will help her in that. This will moreover be in line with her more general goals related to her news consumption, such as being informed about world happenings. Moreover, she will be affected by the role she has during the consumption moment, which in this situation would be being an employee. Thus, she will also value the shorter articles that she can scroll through with a clean conscious. Even if she in general might enjoy longer articles with a deeper analysis, she feels that in this role and social context, she can only invest so much time in her news consumption.

To summarize these implications, we can conclude that looking at the way customers construct value in relation to their eco-system, and how it is "...influenced by the customer's goals, positions and roles, and the whole social context" (Voima et al 2013:2), does provide a meaningful way of making sense of consumers’ consumption choices.

This thesis also provides a view on how CXs can be studied in an academic context. By looking at the environment, time, relationship to activity, emotions, motives and how the respondents themselves would describe their experience, it was possible to not only get a holistic view on the experience, but also to find the connection between their experiences and customer logic. This way one could understand on a deeper level why they would consume news the way they did.

### 5.2 Managerial implications

In the results and analysis chapter, the business implications for each type of consumption persona was briefly presented. Thus, this chapter will focus on managerial implications on a more general level. A key question to be discussed here is what will
happen to traditional media which is strongly connected to physical locations and specific times, when consumers seem to be more and more prone to consume opportunistically.

When looking at the strong relationship between some of the respondents grown up with traditional media and their news consumption, it was evident that their habits were an important motivator for their consumption. This poses the question if the younger respondents, with less steady routines, will develop relationships with news consumption as strong as the older respondents. If the main motivation with news consumption is boredom, or that you happen to have a moment left over for news consumption, will news consumption decrease as well if spare time starts to decrease? If the younger generation is not used to make explicit time for their news consumption, and they don’t have steady habits or relationships to certain news consumption activities, is there a risk that they will consume news to a lesser extent if their lives start getting busier with age?

On the other hand, many of the respondents expressed an increase in news interest that had come with age, which then again might outweigh this possible effect. Moreover, the digital news browsing seemed to have a rather addictive effect. This could mean that the younger generation might just be consuming news in a different way in the future, having a strong relationship with their news consumption, however lacking a clear routine.

Although difficult to forecast a certain future for the news media industry, it is still safe to say that traditional media is facing some serious threats. In terms of the interview results, the strong relationship that existed with reading a physical newspaper, seemed to have to do with habits and that it was something the respondents had done for a long time. From a business point of view, this relationship can be used in advertising and customer retention for the older generation, however it is questionable if younger consumers can be attracted by appealing to the cosy consumptions situations related to physical newspapers. The journalistic quality and the feeling of an overview that a physical paper can provide, are also strengths of big daily newspapers, however, these might not be enough to keep consumers from opting for the digital version in the future.

In terms of television news, there is also the question of how digital news will affect the consumption rates. As television news are often watched in the evening, consumers will
usually already have consumed news to at least some extent before this activity. If you only use traditional media, then the combination of reading the paper in the morning to get an overview of happenings, and then watching the television news to see if something has happened during the day, can provide a good balance in news consumption. But if you continuously read real time news digitally, the need to watch the news in the evening is probably diminished. Something that could outweigh this effect is the social aspect of television news. For example, one respondent living alone liked having the television on in the background as it sort of kept them company, whereas another respondent living with her family liked watching the television news together.

Another interesting topic to consider is the effect that habits have on the type of articles people consume. People who only consume news out of boredom and digitally, might be likelier to only read news with high entertainment value, in contrast to people reading news out of habit and through traditional media, where they have less power to choose the news they consume.

The results in general do suggest that as social context and lifestyle changes, so does what creates value for the consumer. This could possibly mean that the younger generation will start valuing news in a different way, and will in fact become willing to put in more effort or money to consume news in the future. The question that remains is will their possibly increased interest and effort to consume news result in steadier habits and traditional media like earlier generations, or will it just lead to an increased digital spend. In the latter case, news organisations could probably still charge for their services in exchange for a deeper journalistic analysis and high quality articles, however, simultaneously resulting in a serious decline in traditional news media consumption.

Older generations are still used to making their activities fit with what society offers, whereas younger generations have grown up with the possibility of making a lot of their activities and tasks fit whatever suits their own lifestyle. Thus a final thought is provoked: With traditional media being largely fixed both temporally and spatially, will it survive the opportunistic characteristics of the digital world and its habitats?
6 CONCLUSIONS

This thesis took a customer experience and customer-ecosystem perspective on news consumption, to illustrate how consumers make their choices in a media landscape full of different opportunities. By looking at the different experiences that arose in different consumption activities, one could understand the value associated with different news mediums, and what consumers were motivated by to use these mediums. This study provides an approach to study customer experiences, by looking at time, place, motives, emotions, engagement level and relationship to activity. In this study it contributed to a holistic view on customer experiences formed during news consumption activities, and moreover showed how these, in conjunction with looking at the customer-ecosystem, helped forming out the customer logic. This thesis also contributes with an example of how to understand consumers and their customer-ecosystem, through the formation of the consumption personas. By looking at customer experiences in the consumer's social world, and taking into account how consumers live their lives and what goals they want to reach, you can get a more comprehensive view of what is meaningful for the consumer. (Heinonen and Strandvik 2015)

The five consumption personas provide valuable insight in the type of consumers that exist and how to understand them. However, the group of personas is still limited in the sense that the cluster analysis is done on a group of people with most having a higher education, and with the newspaper subscribers already having a strong interest in news. This study provided a view on certain types of consumers and their customer logic, but in the future, similar research could be done on a more representative sample, to see what more type of news consumer types are out there.

Moreover, this study shows the value of using the marketing perspective of customer dominant logic to understand why consumers consume the way they do. Based on the successful use of the theory to interpret the results, this study proposes that this approach can work on other areas and industries as well. Especially for industries that are going through disruptive changes and where companies are struggling to understand their customers, understanding the customer logic can be a very powerful tool to make sense of what the customers want. This is because you understand what role you play in the customers’ life, and how the customers own goals and social world affect what will create value for them, in relation to all other relevant actors to the service. (Heinonen and Strandvik 2015)
SVENSK SAMMANFATTNING

Kundupplevelser inom nyhetskonsumtion - Hur vi kan förstå dagens fragmenterade nyhetskonsumtion genom nyhetskonsumtionsprofiler

1 INLEDNING OCH SYFTE


Nyhetskonsumtion har inte bara individualiserats i en ännu högre grad än förr, konsumenten har även en större inverkan på kundupplevelsen än någonsin. Eftersom konsumenten inte på samma sätt är bunden till vissa miljöer och tider gällande nyhetskonsumtion, och kunden även kan ta en interaktiv roll, är det av intresse att förstå hur dessa nya kundupplevelser ser ut.

Det fragmenterade medielandskapet har lett till bildande av nya beteendemönster bland nyhetskonsumenter. Syftet med denna avhandling är att förstå vad det är som ligger bakom dessa mönster och val, genom att se på huvudupplevelser som uppstår inom de olika aktiviteterna som bildar dessa mönster, samt hur dessa är influerade av kundens egna kund-ekosystem. Ett kund-ekosystem är alla aktörer och alla element som är relaterade till kunden och som är relevanta för tjänsten (Heinonen och Strandvik 2015).

Målsättningen är inte att bevisa relationer mellan olika faktorer inom nyhetskonsumtion, utan snarare att utforska ämnet öppet och att få en djup förståelse kring kundupplevelser, samt hur konsumenten kan skapa värde och nå sina mål genom

Forskningsfrågor:

_Hurdana kundupplevelser formas det kring olika typer av nyhetskonsumtions aktiviteter?_

_Hurdana konsumtionsprofiler kan vi urskilja bland nyhetskonsumenter? Vad är kundlogiken bakom deras beteendemönster och vad är det som för dem att välja en viss kombination av tjänster och aktiviteter?_

_Hur kommer kundupplevelserna att påverka kundens val av tjänster i relation till deras kund-ekosystem och mål?_

2 LITTERATURGENOMGÅNG

2.1 Tidigare forskning om nyhetskonsumtion

Mycket av tidigare forskning kring nyhetskonsumtion har gjorts med hjälp av användningsmodellen (**uses and gratifications theory**). Denna teori sätter konsumenters motivationer i fokus, det vill säga hur konsumenter förväntar sig att deras sociala och psykologiska behov möts av en tjänst (Katz, Blumler, & Gurevitch, 1974). Man har även studerat inverkan av sociala faktorer, tid, miljö, situation, kontext, vanor, tillgång till olika medier samt den upplevda nyttan av ett medium och hur lätt det är att använda detta medium (Choi 2016, Van Der Wurff 2011, Struckmann & Karnowski 2015, Peters 2016).
Studierna har bidragit till bättre förståelse av olika faktorer som inverkar på konsumenters val av nyhetsmedier samt deras upplevelser, men en tydligare helhetsbild behövs fortfarande, eftersom dessa faktorer har studerats skilt från varandra. I denna avhandling föreslås att man behöver se på alla faktorer tillsammans för att förstå kundens upplevelser och logiken bakom hens val.

2.2 Kundupplevelser


Kundupplevelsen har för övrigt varit i stort sett i företagens händer, och fokus har legat på själva tjänstestunden. Senare forskning har börjat skifta mot ett mera kundcentrerat och cirkulärt perspektiv. Lipkin (2016) beskriver detta perspektiv som det ”meningsskapande perspektivet”, i vilket man tar ett mer holistiskt och dynamiskt angreppsätt, eftersom man ser kundupplevelsen som ett fenomen som är baserat på subjektivt, aktivt, kollektivt och dynamiskt meningsskapande, med individen i stor utsträckning i kontroll. En central idé inom detta perspektiv är att kundens uppfattning av värde i en kundupplevelse inte framstår linjärt, utan cirkulärt: byggt på tidigare, nuvarande och framtida föreställda konsumtionsupplevelser (Helkkula och Kellehers 2010).

2.3 Kund-ekosystem och kundlogik

Ett annat centralt begrepp inom kund-dominant logik är begreppet kundlogik. Kundlogik är kundens ”idiysynkratiska resonemang kring passande sätt att nå sina mål och utföra sina uppgifter” (Heinonen och Strandvik 2015:478), och är starkt påverkad av kundens ekosystem. Företag bör förstå denna logik för att hitta sätt att vara med i kundens liv och erbjuda de verktyg som kunden behöver för att nå sina mål. Därför bör man förstå hur kunden ”lever sitt liv, och allokerar sin tid, pengar, energi, fokus, aktiviteter, känslor och engagemang i relation till vad som erbjuds på marknaden”. (Heinonen & Strandvik 2015:481)

2.4 Kundupplevelser och kundekosystem i nyhetskontext

Eftersom servicelandskapet för dagens användning av nyhetsmedier både utvecklas och fragmenteras, med kunden i kontroll i stor utsträckning, kan nyhetskonsumention inte längre ses som ett rent stimulus-reaktion-fenomen.

Således finns det behov av en mer holistisk syn på hur nyhetskonsumentionen är inbakad i konsumentens vardag. Detta kommer att undersökas genom att se på upplevelserna som uppstår under olika aktiviteter. Fokus kommer att ligga på upplevelsens tid och plats, konsumentens relation till aktiviteten och motiv för att utföra den, samt inverkan av känslor. För att sedan bättre förstå betydelsen av dessa upplevelser, kommer dessa att sättas in i fem olika kund-ekosystem, det vill säga de fem olika nyhetskonsumentionsprofilerna. Genom dessa profiler förklaras det hur en viss kombination av nyhetskonsumentionsaktiviteter och de upplevelser som uppstår kring dessa, är i linje med kundens mål och kundlogik (Heinonen & Strandvik 2015).

3 METOD

Avhandlingen är gjord i samarbete med ”The Consumer Newsscape Project”, ett forskningsprojekt utfört på Institutionen för marknadsföring på Hanken Svenska handelshögskolan. Därmed har projektets data använts för denna avhandling. Data består av både kvantitativa och kvalitativa datasatser. Intervjuer har använts för att upplysa huvudna kundupplevelser som formas inom olika aktiviteter, medan enkätsvar
har använts till en klusteranalys som har format grunden för fem
nyhetskonsuntionsprofiler. Klusteranalysen har sedan kombinerats med data från
intervjuerna för att kunna beskriva konsumtionsprofilerna i mera detalj.

Intervjusamplet bestod av HBL-prenumeranter, studenter från Hanken Svenska
handelshögskolan samt studenter från Laurea. Den yngsta respondenten var 19 år
gammal, och den äldsta var 76 år. Samplet bestod av 11 manliga och 13 kvinnliga
respondenter.

Enkätsamplet bestod av 1155 respondenter, med respondenter från de tidigare nämnda
grupperna, samt prenumeranter av Vasabladet.

Forskningsprocessen såg ut som följande: Först skickades en enkät till HBL-
prenumeranter och Hanken-studenter, senare även till Laurea-studenter och
Vasabladet-prenumeranter. Från HBL-, Hanken- och Laurea-samplen valdes 24
intervjurespondenter på basis av deras enkätsvar och demografi, för att få ett
heterogent sampel och informationsrika fall. Hanken-studenterna intervjuades ansikte
mot ansikte, HBL-prenumeranterna och Laurea-studenterna via telefon. Intervjuerna
användes för att få bättre förståelse för hurdana upplevelser som uppstod under deras
konsumtionssituationer.

Sedan gjordes en klusteranalys på enkätsvaren, där man kunde urskilja grupper som
använde vissa nyhetsmedier i högre grad. Dessa grupper utformade grunden för de fem
konsumtionsprofilerna. För att dramatisera och ytterligare förklara dessa profiler,
analysades intervjuerna så att de respondenter vars svar passade in på en viss grupp,
användes för att beskriva konsumtionsprofilen.

4 RESULTAT

4.1 Översikt kring upplevelser

De vanligaste motiven för att konsumera nyheter överlag, var att kunna diskutera
nyheter, veta vad som händer i världen, läsa av intresse, samt lära sig mera om studie-
ellser arbetes relaterade ämnen. Hur respondenternas nyhetskonsuntion hade ändrats
sedan tidigare år, hade mycket att göra med ändringar i deras sociala kontext. Till
exempel hade en respondents nyhetskonsumtion ändrats sedan hon börjat studera, eftersom hon nu ansåg det vara viktigare att hålla sig uppdaterad kring ämnen som var relevanta för hennes studier. Vad respondenterna trodde om sina framtida vanor hade mycket att göra med hur de tänkte att deras livsstil eventuellt kommer att ändras, samt hur teknologin utvecklas och vad nyhetsorganisationer väljer att erbjuda.

Överlag hade HBL-prenumeranterna mer regelbundna konsumtionsvanor än studenterna, vilket inte i sig är förvånande då de i genomsnitt var äldre och därmed har haft mera tid att utveckla sina vanor. Utöver detta var studenterna uppväxta med digitala nyheter, och hade kanske även därför mindre regelbundna vanor. Sedan tidig ålder har de när som helst kunnat ta fram mobilen och ta del av nyheterna vid lämplig tidpunkt.

Intervjuerna visade att vid konsumtion av papperstidning var denna aktivitet en större del av HBL-prenumeranternas dagliga rutiner än studenternas. Förutom att vara en viktig del av den dagliga rutinen, var HBL-prenumeranternas andra motiv för att läsa papperstidningar att få en bättre överblick av dagens nyheter, få en journalistisk analys av nyheterna, att tillfredsställa nyfikenheten på morgonen, koppla av på eftermiddagen och få information om lokala händelser. Kundupplevelserna som uppstod här ansågs vara mysiga, trygga och nostalgiska.

Digitala tidningar å sin sida användes mestadels under pauser eller när respondenterna kände sig uttråkade, eller ville ha mer aktuella nyheter. Intressant nog visade sig de digitala nyheterna vara rätt så beroendeframkallande för HBL-prenumeranterna – vissa uttryckte ett slags behov av att kolla nyheterna många gånger om dagen för att se om något speciellt hade hänt. Därmed kunde man förklara dessa kundupplevelser som snabbt tillfredsställande av nyfikenhet.

Nyhetsappar verkade användas på samma sätt som både papperstidningar och digitala tidningar, eftersom de ofta har samma typ av nyheter som en papperstidning. De är även på samma sätt lättillgängliga som en digital tidning. Trots detta tycktes social media fortfarande vara det medium som studenterna lättast vände sig till. Detta gjordes mestadels som tidsfördriv när de kände sig uttråkade eller hade en paus, och nyheterna var för det
mesta inte en motivator att använda sociala medier, utan snarare en biprodukt. Möjligtvis använde studenterna sociala medier för att få nyheter eftersom de ville bli informerade, men samtidigt inte var villiga att lägga för mycket tid eller ansträngning på det. Även några av HBL-respondenterna tycktes finna värde i användning av sociala medier, och uppfattade dessa som ett bra verktyg för att hålla sig uppdaterad om saker av intresse.

4.2 Nyhetskonsumtionsprofiler

Här presenteras kort de fem nyhetskonsumtionsprofiler som bildats genom klusteranalys och intervjuer.

Traditionalisten

Man i 65-årsåldern, som läser papperstidningen på morgonen, lyssnar på radionyheterna i bilen på vägen till och tillbaka från jobbet och ser på tv-nyheterna på kvällen. Traditionalisten konsumerar nyheter eftersom han känner att det är hans samhälleliga ansvar, och har bildat starka vanor kring sin nyhetskonsumtion eftersom han konsumerat nyheter i flera år. Han tycker om dessa vanor, eftersom de känns familjära och trygga.

Den upptagna digitalentusiasten

Man i 34-årsåldern som läser digitala nyheter på nyhetssajter och sociala medier på vägen till och från jobbet, samt använder nyhetsapp på kvällen och under helmgmorgnar. Han lever ett hektiskt liv och har därför inte mycket tid att sätta ner på nyhetskonsumtion, men tycker att det är viktigt att hålla sig uppdaterad kring vad som händer, och vill bli uppfattad som en kunnig person. Därför ser han till att använda mobila nyhetskällor när han har lämpliga pauser att utnyttja för att hålla sig
uppdaterad kring saker som intresserar honom. Till skillnad från traditionalisten är han inte motiverad av vanor, utan konsumerar nyheter helt och hållet av intresse.

**Allätaren**

Kvinna i 40-årsåldern som vuxit upp med traditionella medier och använder sig därför av papperstidning, tv och radio för att få nyheter – men har även börjat inse nytta av att kunna kolla nyheter på nyhetssajter och sociala medier när hon känner sig nyfiken eller behöver en liten paus. Hon är därmed delvis motiverad av gamla vanor som hon anser mysiga, och delvis motiverad av att få tillfredsställa sin nyfikenhet och intresse när det så passar henne.

**Nyhetsentusiasten**

Man i 40-årsåldern, som använder sig av de flesta tänkbara nyhetsmedier: papperstidning på morgonen, radionyheter i bakgrunden när han är hemma, nyhetsapp eller sociala medier på vägen till jobbet, nyhetssajter varje gång han sätter sig vid datorn, och tv-nyheter på kvällen. Han har alltid haft stort intresse för nyheter och tycker att det är viktigt att diskutera vad som pågår i världen. Den nyfunna möjligheten att kolla digitala nyheter med jämna mellanrum har bara stärkt intresset, näst intill skapat ett beroende. Även om han gillar sina rutiner och vanor, är hans konsumtion främst motiverad av intresse och nyfikenhet.

**Den bekväma millenier**

22 årig kvinna som främst konsumerar nyheter via sociala medier. Använder även nyhetsapplikation, nyhetssidor och tittar på TV-nyheter när TV:n räkar vara på. Hon läser även papperstidningar under besök hos föräldrar eller på jobbet under pauser, men är inte villig att betala för dessa själv. Även om hon motiveras av att hålla sig uppdaterad till en viss grad, är hennes konsumtion främst initierad av utträkning.
5 SAMMANFATTANDE SLUTSATSER

Denna avhandling tog ett kundupplevelse och kund-ekosystem perspektiv på nyhetskonsumtion, för att belysa hur konsumenter gör sina val i ett medielandskap fullt av olika möjligheter. Genom att se på de olika upplevelserna som uppstod inom olika konsumtionsaktiviteter, kunde man förstå det värde som var förknippat med olika nyhetsmedier, och vad konsumenter har för motiv att använda dessa medier. Denna avhandling bidrar även med ett exempel på hur man kan förstå sig på konsumenter och deras kund-ekosystem, genom bildande av konsumtionsprofiler. När man ser på kundupplevelser i konsumentens sociala kontext, och tar i beaktande hur konsumenten lever sitt liv och vilka mål hen vill nå, kan man få en mera heltäckande syn kring vad som är meningsskapande för konsumenten.
REFERENCES


# APPENDIX 1 RESPONDENT PROFILES

<table>
<thead>
<tr>
<th>R1</th>
<th>R2</th>
<th>R3</th>
<th>R4</th>
<th>R5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Engagement</strong></td>
<td>High</td>
<td>High</td>
<td>Moderately high</td>
<td>Moderately high</td>
</tr>
<tr>
<td><strong>Media</strong></td>
<td>Physical newspapers, digital newspapers, radio</td>
<td>Physical newspapers, digital newspapers, radio, TV, social media</td>
<td>Physical newspapers, digital newspapers, radio, TV, news app</td>
<td>Physical newspaper, digital newspapers, digital newspapers, TV, social media</td>
</tr>
<tr>
<td><strong>Frequency</strong></td>
<td>Many times a day</td>
<td>Many times a day</td>
<td>Physical newspapers once a day, other mediums few times a week</td>
<td>Few times a day</td>
</tr>
<tr>
<td><strong>Interests</strong></td>
<td>Domestic politics, local and global news, what happens to be relevant</td>
<td>Local, domestic, sports</td>
<td>Culture and happenings, local news</td>
<td>Foreign policy, domestic politics</td>
</tr>
<tr>
<td><strong>Geographical news interests</strong></td>
<td>Mostly Finland and relatable places, Europe</td>
<td>Ostrobothnia, different places in Finland</td>
<td>Local, domestic, global</td>
<td>Mostly local</td>
</tr>
<tr>
<td><strong>Emotional sensitivity to news</strong></td>
<td>Only sensitive to political news or news that can affect own life</td>
<td>News can affect the overall mood of the day</td>
<td>Doesn’t get affected by news for a longer time period</td>
<td>Both happy and emotionally upsetting news can affect the whole day</td>
</tr>
<tr>
<td><strong>Motives</strong></td>
<td>General interest for what is going on, wanting to have a comprehension about the world</td>
<td>Knowing what is happening in the world, increasing general knowledge, usefulness at work</td>
<td>Being up to date, liking to read, feeling like a part of society</td>
<td>Wanting to know what is happening in the world, to be able to take a stand</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>R6</th>
<th>R7</th>
<th>R8</th>
<th>R9</th>
<th>R10</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Engagement</strong></td>
<td>Moderate</td>
<td>Moderate</td>
<td>High</td>
<td>Moderately high</td>
</tr>
<tr>
<td><strong>Media</strong></td>
<td>Physical newspapers, social media, radio</td>
<td>Physical newspapers, social media</td>
<td>Physical newspapers, digital newspapers, news apps, TV</td>
<td>Physical newspapers, digital newspapers, news apps, TV</td>
</tr>
<tr>
<td><strong>Frequency</strong></td>
<td>Physical newspapers and radio every day, social media and TV rarely</td>
<td>Many times a day</td>
<td>Many times a day</td>
<td>Everyday</td>
</tr>
<tr>
<td>Interests</td>
<td>Politics and culture</td>
<td>Global, domestic, and local news, relatable news</td>
<td>Whatever is &quot;happening&quot;, often politics</td>
<td>New research, current happenings</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>----------------------</td>
<td>-------------------------------------------------</td>
<td>----------------------------------------</td>
<td>---------------------------------</td>
</tr>
<tr>
<td>Geographical news interests</td>
<td>Relatable places</td>
<td>Nothing specific</td>
<td>Nothing specific</td>
<td>Mostly global</td>
</tr>
<tr>
<td>Emotional sensitivity to news</td>
<td>Not sensitive to news</td>
<td>Only affected in the moment</td>
<td>Only affected in the moment</td>
<td>Both positive and negative news can affect the whole day</td>
</tr>
<tr>
<td>Motives</td>
<td>Not to be completely uninformed, for example if a client brings up news</td>
<td>Having general knowledge, being up to date</td>
<td>Seeing it as a societal responsibility, wanting to know what happens, being &quot;hooked&quot; on it</td>
<td>A general interest to know what is happening</td>
</tr>
<tr>
<td>Engagement</td>
<td>Moderate</td>
<td>Moderate</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>Mediums</td>
<td>Physical and digital newspaper, social media</td>
<td>Physical and digital newspapers</td>
<td>News apps, digital newspapers</td>
<td>Physical and digital newspapers, social media</td>
</tr>
<tr>
<td>Frequency</td>
<td>3 times a day during work week</td>
<td>3 times a day during work week, once a day during weekend</td>
<td>Twice or three times every other day</td>
<td>Twice a day during the workweek, once on Sunday</td>
</tr>
<tr>
<td>Interests</td>
<td>Larger disasters, sports, economy</td>
<td>Informative news about bigger accidents, music, film</td>
<td>Politics, economy, technology, science</td>
<td>Sports, economy, domestic news, &quot;basic news&quot;</td>
</tr>
<tr>
<td>Geographical news interest</td>
<td>Mostly global, also parents' or own hometown</td>
<td>Mostly about Finland, hometown, also global</td>
<td>Local, mostly about Helsinki and Finland, sometimes global</td>
<td>Finland, Helsinki</td>
</tr>
<tr>
<td>Emotional sensitivity to news</td>
<td>Only gets affected in the moment</td>
<td>Usually only gets affected in the moment, however whole day gets affected if news are negative and big enough</td>
<td>Gets affected by both positive and negative news, effect can last throughout the whole day</td>
<td>Usually only gets affected in the moment, however whole day gets affected if news are negative and big enough</td>
</tr>
<tr>
<td>Motives</td>
<td>Being informed, being able to discuss news</td>
<td>Only wants to know whether something important has happened</td>
<td>Wants to be up to date, finds news pages and apps fun and interesting</td>
<td>Wants to be up to date, reads sports news because he is interested about sports</td>
</tr>
<tr>
<td></td>
<td>R16</td>
<td>R17</td>
<td>R18</td>
<td>R19</td>
</tr>
<tr>
<td>Engagement</td>
<td>High</td>
<td>Low</td>
<td>High</td>
<td>Moderate</td>
</tr>
<tr>
<td>------------</td>
<td>------</td>
<td>-----</td>
<td>------</td>
<td>----------</td>
</tr>
<tr>
<td>News apps, social media, television, physical newspapers</td>
<td>Social media, radio, television, digital newspapers</td>
<td>Physical and digital newspapers, social media, television</td>
<td>Physical and digital newspapers</td>
<td>Physical and digital newspapers, social media</td>
</tr>
<tr>
<td>Four times a day during workweek, five times during weekend</td>
<td>2-3 times a day</td>
<td>4 times a day during workweeks, once a day during weekends</td>
<td>3 times a day during workweeks, twice a day during weekends</td>
<td>2-4 times a day</td>
</tr>
<tr>
<td>Society, politics, economy, sometimes entertainment news</td>
<td>No special interests, whatever in the moment seems interesting</td>
<td>Politics, disasters, most types except for sports</td>
<td>Domestic, global, sport</td>
<td>Sport, domestic, global, crimes, gossip</td>
</tr>
<tr>
<td>Helsinki, Finland, Europe and global news. The closer the more interesting.</td>
<td>Mostly Finland and Europe, depends on what has happened</td>
<td>Capital region, Ostrobothnia, Tampere region, Sweden</td>
<td>Finland and capital region, Russia, Europe, Syria, Middle-east</td>
<td>National, Sweden, sometimes Australia. Depends on the news</td>
</tr>
<tr>
<td>Positive news only affect in the moment, negative news can affect the whole day</td>
<td>How long the news affect depend on how big the news are</td>
<td>Positive news only affect in the moment, negative news can affect the whole day</td>
<td>Only gets affected in the moment</td>
<td>Mostly affected in the moment, affected the whole day in rare cases</td>
</tr>
<tr>
<td>Wants to understand her studies and thinks it’s good to understand her studies in real life, wants to be able to discuss news, wants to know what’s happening</td>
<td>Being informed</td>
<td>Wants to be up to date about everything and know things happen around her</td>
<td>Just to check what is happening</td>
<td>Curiosity about what’s happening in the world, sometimes school assignments</td>
</tr>
<tr>
<td>News apps, digital newspapers, physical newspaper, television</td>
<td>Television, digital newspapers, social media, radio</td>
<td>News aggregating service, social media, free metro newspaper, special interest magazines</td>
<td>Special interest magazines, social media, news links sent privately</td>
<td></td>
</tr>
<tr>
<td>Many times a day</td>
<td>Many times a day</td>
<td>Varies, some days a few times, some days not at all</td>
<td>Many times per week</td>
<td></td>
</tr>
<tr>
<td>Economy, politics, sport</td>
<td>Domestic news, global news</td>
<td>Mostly sport</td>
<td>Health technology and innovations, health care</td>
<td></td>
</tr>
<tr>
<td>Emotional sensitivity to news</td>
<td>Rarely gets affected by news, only in the moment</td>
<td>Rarely gets affected negatively</td>
<td>Rarely gets affected negatively</td>
<td>Skips reading newspapers as negative news affect her</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-----------------------------------------------</td>
<td>--------------------------------</td>
<td>--------------------------------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>Motives</td>
<td>Following what is happening in the world, general knowledge, being able to discuss news at work, out of interest</td>
<td>Knowing what is happening, using the information</td>
<td>Knowing about world happenings, knowing about within is education area</td>
<td>Understanding what people are talking about, knowing more profession related things, have some idea of what is happening in the world</td>
</tr>
</tbody>
</table>