

## 'Real-time Internet news browsing: Information vs. experience-related gratifications and behaviors' by Zhang Weiyu and Zhang Lingzi *Computers in Human Behavior*

Zhang Weiyu (Department of Communications and New Media ) and Zhang Lingzi (Interactive Digital Media Institute) examine how our online news browsing habits reveal both our need for information and our desire to be entertained.

This study was based on lab observations of subjects to observe what users encounter and how users behave in real-time Internet news browsing. The authors analyzed the users' selection of news platform, their exposure to different topics of news content, and their usage of different presentation elements by coding the screen videos. In addition, survey data with the subjects allowed the authors to explore the links



between 'gratifications' and Internet news browsing behaviors. The analyses suggest that users exert their control through actively and selectively interacting with the news services at the platform, content and presentation level to fulfill their different gratifications. In specific, 'gratifications' based on information utility and those based on usage experience show different relations with different kinds of news browsing behaviors. Gratifications based on 'information utility' cover our instincts for both surveillance and status and also how we form opinions and may use news information in a social context. Gratifications based on 'usage experience' relate to how we browse news as a leisure activity so that we can experience a sense of involvement, freedom, spontaneity, mastery or simply the intrinsic enjoyment. The authors' detailed findings on each of these measures have significance for both Internet news producers and even for discerning news-browsing consumers to reflect on the meaning behind their browsing habits.

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