REPORT OF A SURVEY OF OKLAHOMA

MEDIA PROFESSIONALS ON

INTERNET REGULATION

By

BETTINA A. ROENSBERG

Bachelor of Science
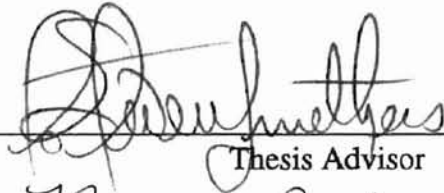
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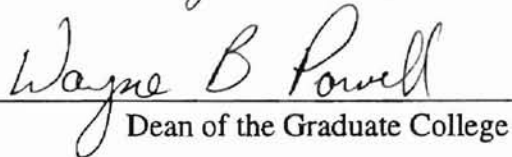MEDIA PROFESSIONALS ON

INTERNET REGULATION

Thesis Approved:

_____

Thesis Advisor

_____

Maureen J. Nemecek

_____

Barbara J. DeSanto

_____

Wayne B Powell

Dean of the Graduate College

"The real [thesis] you're working on
is a [thesis] called 'yourself.'"
(Robert Pirsig, "ZEN or the Art of Motorcycle Maintenance", Bantham Books 1974)

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CHAPTER I

INTRODUCTION

General

The Internet has grown during the last decade to involve most of the developed and educated world. About 28 million people were connected to the Internet at the end of 1996.[1] The projected growth is expected to be enormous., with user numbers estimated at 175 million people by the year 2001. Schools are connected and make it possible for students and teachers to get on-line for a minimal basic charge. Internet Service Providers (ISPs) have made access easy, inexpensive and affordable for the great majority of people. AmericaOnline and CompuServe make on-line services easy to use, and are among the best-known access providers. Combined subscribers total roughly 13 million people worldwide.[2]

With the growth of the on-line world, legislators, "experts," and "netizens" are discussing the regulation of cyberspace. The question at hand is whether existing traditional law can or should be adapted into the cyberworld, or if a new set of rules needs to be invented. Questions that have been raised over the last few years include such issues as on-line copyright and trademark infringement, and, most notably, concerns regarding pornography on the Internet.

The law is adjusting to on-line cases. A recent incident involving intellectual property on the Internet did not result in a clear verdict, but it did make clear that pirating copyrighted material on the Internet is not punishable at the present time, yet it may soon

be seen in traditional terms. The Internet service TotalNEWS featured news from network TV stations, CNN, *Washington Post* and *TIME* Magazine without identifying the sources. The user only saw a frame from TotalNEWS, with the actual news coming from the TV stations and print sources.[3] The lawsuit that was filed did not result in a direct guilty verdict for TotalNEWS, and the provider did not have to pay damages to the plaintiffs, even though the suit showed that the "defendants [were] engaged in the Internet equivalent of pirating copyrighted material from a variety of famous newspapers, magazines, or television news programs."[4]

Some legal cases have dealt with Internet regulation in the United States, less in Europe and other parts of the world. Some of the cases that have received publicity include the following:

- The Cubby[5] decision stated that CompuServe, an on-line service

provider, bears the same kind of responsibility as does a library, news vendor, or bookstore as a distributor for the statements of its subscribers, rather than as a publisher. The plaintiffs accused CompuServe of defamation for statements made in a special subscriber section. The judge decided that CompuServe was a "distributor", describing its service as an "electronic for-profit library."[6] Reeves explains that the person who put out the information is also best suited to bear responsibility for its dissemination.[7]

- The Stratton decision[8] held Prodigy to be potentially responsible as a

publisher, not as a distributor (as seen in the CompuServe case). The decision was founded on several reasons. For one, Prodigy promoted itself as being different from the competition because it exercised editorial control, more like a newspaper and to maintain

a family-oriented value system.[9] It also promulgated content guidelines for users; screening software for offensive language and use of bulletin board monitors to enforce guidelines.[10] Therefore, Prodigy could be responsible for defamatory statements.

There are several more cases that have dealt with on-line defamation, as well as many other aspects of cyberspace law. And while it is still possible to adapt traditional defamation law to fit on-line issues, the future will show that new laws need to emerge as legislatures recognize the unique attributes of cyberspace.[11]

- One of the latest Internet defamation cases involved on-line reporter Matt Drudge, who used to work in the CBS gift shop and also for the on-line news service Wired News.[12] Even though he was the first to report Connie Chung's firing at CBS and Jack Kemp's vice presidential nomination, he got sued by White House advisor Sidney Blumenthal for libel in August 1997, when Drudge stated that Blumenthal had abused his wife.[13] The suit also included AOL, which hosts Drudge on its service, as being liable for distributing false information and unsubstantiated rumors.

- The case of a California man,[14] who was turned down by all of his potential employers due to another man, who had taken on his identity, and had subsequently been arrested for shoplifting and other crimes becomes more likely with the growth of the Internet and the growing dependency on it by offices and administrations. Any program meant to secure computerized data can be hacked into by computer-savvy individuals.

- In January 1998, the case of Navy Petty officer Timothy McVeigh made headlines, after Navy investigators made phone calls to McVeigh's Internet Service Provider (ISP) America Online,[15] and found out that McVeigh's user profile included the

word "gay." However, a judge ruled that McVeigh's discharge was illegal, and that the investigation violated the Navy's "don't ask, don't tell, don't pursue" policy.[16]

The issue of on-line privacy is also being discussed in Europe. Justice ministers of the European Union are considering letting police tap Internet lines as a measure to tackle organized crime.[17] The argument in favor of infringing on peoples' private spheres is to use 21st century procedures to "pursue 21st century criminals."

The need for clarifying legal issues relating to cyberspace is important because, for the first time, the Internet connects people globally, making the flow of information much easier and faster. But this phenomenon also potentially endangers the safety of citizens of various countries by making it easier for terrorists and conspirators to plan attacks. Legal clarifications would specify the boundaries between right and wrong in the cyberworld, and would make prosecution of illegal actions on-line feasible, even if the question of tracking down criminals needs further interpretation.

In general, one can say that whatever is illegal in the real world is also illegal in cyberspace. This has been demonstrated by various cases in the recent past.[18] The problem in cyberspace, however, is that it is a global, extensively growing network, and there is no enforcement mechanism in place to police Internet traffic and prosecute those who violate its rules.

Governments in Western countries have attempted to regulate the Net, such as in the TotalNews case in the United States. In Germany, the government censored the Net's content for its citizens, following the CompuServe case in Munich, where the managing director of CompuServe was charged with aiding in the distribution of child

pornography.[19] Other countries try to keep the Internet completely out of their countries. For example, a recent study found no business or personal sites in Iraq. A few sites were found talking about hotels and other locations in that country, but none had active links to such locations.[20]

Clearly, numerous regulatory issues shroud the Internet at a critical stage in its adoption as a bonafide medium for information dissemination and marketing. Practitioners and educators that currently represent the media industry where this new regulatory paradigm is evolving must keep a watchful eye on the nature and consequences of new legislation drafted by world governments designed to control Internet abuse. This constituency will likely be most directly affected by attempts to regulate Internet uses and communications, and it is through industry-related professional organizations that the impact of such proposed legislation must first be discussed and debated. Thus, working professionals and educators would be presumed to have opinions about the nature and propriety of Internet misuse and current regulatory endeavors.

This study seeks to ascertain how media professionals feel about cyberlaw and what needs to be done, if anything, to regulate the Internet. For that reason a stratified sample of members of professional media groups in Oklahoma was selected to answer questions reflecting their concerns about the regulatory development of this new medium.

Theoretical Framework

This study uses as its foundation traditional press theories, such as the theory of social responsibility contrasted with elements of the libertarian and authoritarian models. The basis of libertarian theory, which developed out of the intellectual revolutions in the

16th and 17th centuries,[21] can be found in John Milton's *Aeropagitica*. His classic document was based on the premise that man has the wisdom and the reason to distinguish between right and wrong, and, therefore, truth will triumph over error without any outside regulation or guidance.[22]

John Stuart Mill likewise maintained that individuals had the right to make mistakes in order to pursue the numerous sides of truth.[23] Freedom, in this context, also means that individuals should be at liberty to do both evil and good, resulting in positive control needed to be established rather than no control at all.[24]

In connection with the Internet, Libertarian philosophy would argue that regulation is not necessary, not even wanted, since the state of the Net is not so much the focus as is the fact that people can publish anything they want on the Internet. Users will then be able to distinguish between good and bad, and can therefore decide for themselves what information to use.

Authoritarian press theory provides perhaps the sharpest contrast to Libertarian ideals. The essential feature of authoritarian theory is embedded in the belief that the state ranks higher than any individual on the scale of social values. The individual itself can do little, and is unlikely to achieve his goals.[25] To use authoritarian theory in a media context means that the truth is restricted, that not everyone has access to it, and that it is the standard for the whole community, to preserve continuing leadership by Using state-administered persuasion and coercion.[26] Authoritarian systems influence their citizens to various degrees – direct and open censorship, discriminatory legislation exposing media workers to persecution, or subtle methods that discourage political criticism.[27]

However, it is evident that an authoritarian system is bound to fail with a medium such as the Internet due to the broad, international reach and accessibility.

Social responsibility framework advocates responsible media use within the guidelines of a free press system. Journalists are charged with the task of informing the public in an intelligent and responsible manner under established guidelines. Today, the various codes of ethics of the media professions in the United States reflect this philosophy.[28]

The Hutchins Commission through its report issued in 1947[29] did not coin the phrase "social responsibility," but discussions of that group did advocate moderation of libertarian ideals.[30] The Commission assumed that the press had a responsibility to society and that Libertarian ideals were no longer adequate to mee the changing role of media in society.[31] The report identified five main criteria to improve the performance of the press. The press should furnish meaningful news, access for comment and criticism, a representative picture, clarification of goals and values and the appropriate information to satisfy the public's right to know.

"Meaningful news" means to provide the public with a truthful and comprehensive account of the day's events and in regards to the Internet, this question needs special attention, since users sometimes might not be able to distinguish good from bad sources.

Another point of the commission was that the audience should have access to the media to express their views on important social issues. In this regard, the Internet has

enhanced access to express ideas through such concepts as e-mail or homepages dedicated to articulating a particular point of view.

The Internet thus makes it possible for everyone to publish and make their voices heard. The views represented on the Internet will cover more events and opinions than any traditional outlet.

Clarification of its goals also includes another important aspect discussed by the Hutchins commission. The media have a responsibility to educate the public; a clear statement of the goals that a community ought to strive for would help educate the public and help them achieve those goals.

The last point of the Hutchins Commission was that the public had a right to "full access to the day's events," a service that is clearly is provided by the Internet. At the beginning of 1998, Americans and audiences around the world heard about Clinton's alleged adultery over the Internet. The Internet makes it possible to get news out quickly, quicker than any other traditional medium.

The Internet leaves the question of regulation up to the individual. The technology makes it barely possible to trace files that were transferred from one computer to another. A vast amount of information is available, some of it objectionable to various users. However, the Internet proves to be the marketplace of ideas, where countless opinions can be accessed and where each user can form his/her opinions based on what they read.

The Internet has essentially given everyone with a computer and a modem access to a printing press. A person who knows File Transfer Protocol (FTP),[32] can put his/her thoughts on-line, allowing those viewpoints to possibly be accessed by an ever-growing

number of users. The marketplace of ideas seems to apply to the Internet, since users can personally decide what information they want to access.

For journalists, however, it is important to ascertain what the future standards of net publishing and using the computer as a research tool should be, because of the liability for published stories. So far, the Internet is widely unregulated, but need for regulation can be seen by numerous articles in the trade and public press.[33] The Internet is emerging as another medium that people can use to access a wide variety of information, both useful and questionable. The question is whether existing law should be applied to cyberspace, or whether a new set of rules should be devised, complete with a code of ethics for journalists and newspapers and broadcast stations who will publish and broadcast on-line.

Because the Internet defies traditional geographic borders yet is able to implement characteristics from traditional media the question of regulation has become a prominent issue among industry practitioners and society at large. Rather than control it in a negative sense, such as control by the government or any other authority, the Internet needs positive control that fosters free speech, yet prohibits wanna-be journalists such as Matt Drudge to publish smut and lies. Self-regulation by on-line users and responsible coverage of the day's events also means to make the decision of not running a story, if the sources are not clear, and the story is solely based on a current hype.[34]

Even though traditional media have experienced regulation, the Internet will hardly follow those general guidelines. Some cases have shown that individual conflicts surrounding Internet usage can be solved in the courts, but it remains to be seen if laws

can be applied or drafted to cover the numerous new problems associated with on-line technology. Is the Internet considered print media? Is it electronic media? These questions need to be addressed when drafting new laws.

Statement of the Problem

There is a general lack of precedents for Internet regulation. As Chapter II will show in more detail, there is little scholarly research on Internet law. Assuming that media professionals in Oklahoma are representative of their counterparts elsewhere, this study will attempt clarify how members of local chapters of the Public Relations Society of America (PRSA), Society of Professional Journalists (SPJ), the American Advertising Association (AAA), and the Oklahoma Broadcast Association (OBA) perceive current issues regarding Internet use and attempted regulation. In a mail survey, the author ascertained the subjects' opinions on issues and proposed regulations covering Internet privacy, obscenity, intellectual property and defamation.

The purpose of this study is to show that even though seemingly everyone has "hopped on the on-line bandwagon," very little has been said about the actual legal state of affairs. It will explore one aspect of professional opinions on Internet law and regulation. Up to this point, the one word that best describes law in the cyberworld is "uncertainty."

Methodology

General

The basic instrument of this research is a questionnaire that was sent in December 1997 to 400 randomly selected members of professional societies in Oklahoma. A list of possible differences among the various professions was tallied along with basic understanding and opinions on the legal state of the Internet.

Research Questions

The following research questions guided the research:

1. What are media professionals' main concerns when thinking about Internet use?

2. Do professionals think the Internet should be regulated?

3. How do professionals think the Internet should be regulated?

4. In what areas do professionals perceive regulations to be most crucial?

Research Objectives

The outcome of the study should provide media workers and educators with some insight as to current concerns regarding Internet regulation. Currently, the Internet is a vast space that is mostly unregulated. Rules differ depending on the country from which the user originates or logs on. It is necessary to find out who should be responsible for these regulations, if regulation of the Internet should indeed be enforced one day, and how members of the industry view regulation. The Internet does not abide by traditional

geographical borders. A snapshot study like this can only give an overview, but a valuable one to what the subjects thought at the time of the study.

Significance of the Study

The reason for this study is to explore the concerns and opinions of media professionals in Oklahoma to get a focused account on what media workers find noteworthy regarding Internet regulation.

General

It is important to address Internet regulation, especially since there are so many persons from different countries, cultures and continents involved in life on-line.[35] "Internet regulation and Cyberlaw" is being talked about, yet few entities are really making an effort to begin addressing proper use of this medium. Media personnel especially should be concerned with the state of the Internet, and the future development of this new interactive medium. Newspaper journalists will especially have to change their outlook on job responsibilities when on-line publishing becomes even more common than it is today. Newspaper editors should not expect miracles, but rather venture and learn with the new medium as it evolves.[36] Advertising and public relations practitioners will also have to become more involved with regulatory issues, as audience members shift their attention more towards the computer.

Scope and Limitations

Because this form of media is still in its experimental stage and because of the ongoing development and growth of the Internet, this study is purely a snapshot, and could possibly be outdated by the time it is published. However, snapshots are the only research scholars can do at present to evaluate the developments of such a rapidly-changing phenomenon as the Internet.

This study was conducted under the premise that media professionals have more insight into the developments and organization of the Internet, because they use it in their jobs. They should be able to show a better understanding of what needs to be done, if anything, to regulate the Internet.

Another important limitation of this study is the fact that the scope of the study was limited to Oklahoma professionals. The findings can hardly be generalized to media professionals elsewhere in the U.S. or the world. However, this study could provide important background for future studies probing Internet regulation in broader terms in other markets and cultures.

Organization of Study

An outline of relevant literature and previous related research will be discussed in Chapter Two.

Chapter Three will contain the methodology that was used to conduct this study and how data was collected and analyzed.

Chapter Four presents the data and outcomes of the survey, and how the data can be seen in context of the study.

The final chapter will consist of an interpretation of the data, and recommendations for future studies.

NOTES

[1] Numbers taken from: <u>NetProfit Magazine</u>. Internet Studies on On-line Population and Usage. http://www.netprofit-mag.com/static/is_op.htm, 2 November, 1997.

[2] "CompuServe, AOL in deal," <u>CNNFinancial News</u>, http://www.cnnfn.com/digitaljam/9709/08/compUServe/index-txt.htm, 5 November, 1997.

[3] Hoag Levins, "Legal Worries For News Web Sites," <u>Editor & Publisher</u>, 9 Aug, 1997: 24. David Noack, "USA Today Demands End to Framed Link," <u>Editor & Publisher</u>, 21 June: 102.

[4] A copy of the lawsuit can be accessed at: <u>Law Journal Extra!</u>, http://www.ljx.com/internet/complain.html, 5 November, 1997.

[5] Cubby, Inc. v. CompuServe, Inc., 776 F. Supp. 135 (S.D.N.Y. 1991)

[6] Ann K. Moceyunas, "Computer Caselaw in Georgia and Selected Federal Cases: Getting Up to Speed," http://www.mindspring.com/~moceyuna/seminar2.htm#Internet, 19 January, 1998.

[7] Harrold Smith Reeves, "Property in Cyberspace," <u>The University of Chicago Law Review</u>, 63.2, (Spring 1996): 761-799.

[8] Stratton Oakmont, Inc. v. Prodigy Services Co., Supreme Court - State of New York, Index No. 31063/94 (Order, May 24, 1995).

[9] Jonathan Rosenoer, "On-line Defamation," <u>CyberLaw</u>, 5/95, http:www.cyberlaw.com/cylw0595.html, 19 January, 1998.

[10] Moceyunas, http://www.mindspring.com/~moceyuna/seminar2.htm#Internet, 19 January, 1998.

[11] Timothy Muth, "Old Doctrines on a new frontier – Defamation and Jurisdiction in cyberspace," http://www.execpc.com/~tmuth/defame-article.html, 23 October, 1997.

[12] Steve Silberman, "It's a Drudge World After All," <u>Wired News</u>, 20 January, 1998, http://www.wired.com/news/news/culture/story/9829.html, 2 February 1998. Matt Bai, "The gossipy Matt Drudge roils the media elite," 18 August, 1997, http://www.freerepublic.com/forum/a168.htm, 2 February 1998.

[13] Maud S. Beelman, "Clinton adviser sues AOL, Matt Drudge for $30 million in libel suit," 27 August 1997, http://www.nando.net/newsroom/ntn/info/082797/info21_5046_noframes.html, 2 February, 1998.

[14] David E. Kalish, "Privacy Nightmare," <u>Tulsa World</u>, 27 September, 1997: E 8.

[15] "Sailor: Navy Asked, AOL Told," <u>Wired News</u>, 12 January 1998, http://www.wired.com/news/news/politics/story/9597.html, 2 February 1998.

[16] Steve Silberman, "Judge stops McVeigh Discharge, for Now," <u>Wired News</u>, 26 January 1998, http://www.wired.com/news/news/politics/story/9892.html, 2 February 1998. "Navy Barred from Discharging Veteran," <u>Wired News</u>, 29 January 1998, Sailorhttp://www.wired.com/news/news/politics/story/9960.html, 2 February 1998.

[17] Reuters, "Euro Cops May Get to Snoop on Netizens," Wired News, 29 January 1998, http://www.wired.com/news/news/politics/story/9962.html, 2 February 1998.

[18] Hoag Levins, "Legal Worries For News Web Sites," Editor & Publisher, Aug 9, 1997, page 24., Harry Small, "Enforcement of Intellectual Property Rights on the Internet," Internet Research: Electronic Networking Applications and Policy, 6:1, (1996): 44-47., Daphyne Saunders Thomas, "Cyberspace pornography: Problems with Enforcement," ," Internet Research: Electronic Networking Applications and Policy, 7:3, (1997): 201-207.

[19] Reuters Agency, "New CompuServe porn case," 16 April, 1997, accessed through: http://insight.mcmaster.ca/org/efc/pages/media/reuters.16apr97.html, 24 October, 1997.

[20] "Business on the Internet. A study in Iran, Iraq and Syria." http://geog.tamu.edu/gwynn/homepage/IIS.html, 24 October, 1997.

[21] William Rivers and Wilbur Schramm, Responsibility in Mass Communication, (New York: Harper & Row Publishers): 1969. 35.

[22] Rivers, 37.

[23] Herbert J. Altschull, Agents of Power: The Role of News Media in Human Affairs. New York: Longman (1990): 162-170.

[24] Donald N. Wood (with A. Arvo Leps), Mass Media and the Individual, St. Paul MN: West, (1983): 44.
Altschull, 303-4.
Walter Lippmann, Public Opinion, New York: Macmillan (1922): 365.
[25] Rivers, 30.

[26] Rivers, 31.

[27] Rivers, 35.

[28] Ethical codes can be found on the World Wide Web, under http://www.prsa.org/profstd.html, http://www.missouri.edu/~jourvs/rtcodes.html, http://spj.org/ethics/index.htm, , and other sites.

[29] Robert M. Hutchins, ed., A Free and Responsible Press: A General Report on Mass Communications – Newspapers, Radio, Motion Pictures, Magazines, and Books. Chicago: Chicago UP: (1947).

[30] Altschull, 283.

[31] John C. Merrill and S. Jack Odell, Philosophy and Journalism. New York: Longman, (1983).

[32] FTP = File Transfer Protocol, the program by which Internet sites and other files can be uploaded to the provider, and therefore be put on the Internet.

[33] For that matter, any publication is appropriate. For example, Editor and Publisher, Columbia Journalism Review, and newspapers, especially those with regular computer pages, such as the Tulsa World.

[34] This was well demonstrated by the media hype created around Monika Lewinsky early in 1998.

[35] Evidence of that can be seen in the various domain names of free homepage providers such as "www.geocities.com," or "www.angelfire.com," or of domain names of users, who log into chat rooms, where extensions from all continents can be found (examples: ".de" for Germany, ".ca" for Canada, "au." for Australia or "za." for South Africa).

[36] American Society of Newspaper Editors, "Timeless Values. Staying True to Journalistic Principles in the Age of New Media." 16.

CHAPTER II

Literature Review

Background

The review of literature on the subject of Internet regulation is designed to not only find an introduction to the general topic area, but also to show that few studies such as this have been done and how this research fills a scholarly niche.

The review will cover literature and research on the following subject matters: General information on law and the Internet, intellectual property (copyright, trademarks, patents), defamation (libel and slander), pornography (along with obscenity and indecency) and privacy. This topical review of literature best fits the general research design, and allows for background discussion on unsettled issues common in cyberspace today.

In addition to research, this review will include the background surrounding specific legal cases which helps the reader further clarify the bases for the research. Since little research has been done in this field, the need to include up-to-date information that has already been partly covered in research is essential.

General

Pool in 1983 wrote about the danger of carelessly applying old laws carelessly to new technologies. Even though he wrote the book when computers were only beginning to affect the life of the general public, Pool predicted the growing sophistication of

interconnected networks and the equipment necessary to be part of the network.[1] His study serves as an overview about the problems associated with applying traditional law to a new medium. Pool covers several legal aspects regarding the traditional media, such as protected and unprotected speech under the First Amendment and resource constraints of media channels, among others. Pool also dared to look into the future, comparing electronic publishing with the development of the automobile, that now looks very different from the time it was invented. It might be the same with the electronic developments we see today.[2]

Braun surveyed educators' knowledge of copyright and fair use, as it applies to interactive media.[3] The digitization of a work by a professor for use in the classroom might not pass the four tests of copyright infringement. Braun states that there is much ambiguity in this area due to the ongoing transformation of information into digital form.

Smethers researched the extent that legal and ethical issues associated with cyberspace and interactive media are addressed in the nation's journalism and mass communication programs.[4] The study ascertained the extent to which issues pertinent to cyber pornography, hate speech, topics regarding public relations and advertising on-line, Internet addiction and legal concerns were dealt with in the classroom environment at the undergraduate and graduate levels. His findings indicated that most programs have been negligent to the current challenge that the Internet and other interactive media pose to the journalist. Smethers found that Internet-related issues have been addressed in reporting classes or introductory surveys, but have been left out in advertising and public relations courses – professions that can greatly benefit from the future development of the Internet.

Rose gives a detailed account as to what is not legal in the cyberworld. He covers issues such as "Crime and the Online System," "Dangers and Responsibilities in the Online World," and "Freedom, Censorship, and Control of the Online System." One chapter is solely dedicated to "owning and using on-line property,"[5] in which he talks about the problems one might encounter when dealing with the law on-line, and how to modify it. Rose states that as soon as one creates a public message, they are immediately the owner of this message under copyright law, [6] which also applies to e-mail, newsgroup postings and files in text, music and image format. Rose addresses the issue of copying music and MIDI (music scores that one can easily write on their own computer) files, but says that most of the files are protected by copyright. The law explicitly states that any fixation in a tangible medium of expression is protected.[7] However, the question arises about sound recordings (also known as ".wav" files), that can include distinctive, original works by certain individuals, such as a yell or a saying that can be easily identified by others. According to Rose, the solution to this problem might be found in regulation and observation of what users do on-line.

Reddick and King approach the Cyberlaw issue from the journalist's standpoint.[8] They talk about general aspects of the on-line world, discuss the use of chat rooms as a means to do research, and, most importantly, the authors debate legal and ethical issues associated with Internet use. Several issues are of interest to journalists, such as misappropriation, fair use, and the market value of the work used. Reddick and King state that one cannot use information from the Web with impunity, yet they also state that there is no real ruling concerning use of material found on the Internet, and they call for self-limitation when using posted material.[9]

Post [10] tries to examine the various options surrounding control of the Internet. Not only does the question "what will the rules in cyberspace be?" need an answer, but more importantly, the industry and users need to decide who will make those rules and enforce them. Post gives a few options, for who should control the Internet, including the personal user, non-governmental organizations, and governments. Post acknowledges that the Internet is an unregulated space, in which it will be interesting to see, what social rules emerge. People will voluntarily choose to adopt certain rules, rather than follow rules that were imposed on them by others.

Huber[11] sides with the position that the Internet, or "Telecosm" – the vast space including traditional media but also covering the Internet – is too big for the FCC, or any commission to control. He argues that common law should regulate the Internet, since this system of regulation has proven effective for other technologies in the past.[12] The common law, "law built by adjudication," would serve best the heterogeneous, turbulent telecosm to become again "a place of vast freedom and abundance."[13]

Intellectual Property

Salango[14] speaks in favor of keeping existing law to deal with copyright infringements in cyberspace. He covers the basics of copyright law before stating that the copyright cases from the Internet did not differ from the print copyright decisions. In addition, the language of the Copyright Act is broad enough to supply solutions for problems posed by the Internet[15].

Masson[16] discusses the fact that although copyright law has been modified through time and advancements of technology, it will not work with the Internet. Masson criticizes the "fixation on fixation" (the concentration on physical manifestation),[17] because he says that this way less creative, yet recorded work might be protected while a much more creative but improvised piece of work would not be protected. Later in his essay, Masson addresses the growing problem associated on the Internet, where people from many countries, if not the whole globe, can access copyrighted work. Even though the Berne Convention from the 1980s gave birth to a more global copyright law, citizens of countries who are not member nations do not have to abide by the law.[18]

Jaccard examines the current state of copyright protection for works that are disseminated on open networks, such as the Internet.[19] He shows how the current protection laws are challenged by electronic availability. He demonstrates how, on the other hand, authors can benefit from this phenomenon, because their works are more easily available to a larger audience at a low cost and without the extra use of publishers and marketing agencies. Jaccard proposes a contracting system with potential infringers which would establish sufficient protection against infringement, and also constitute the foundation for acquiring royalties.[20]

Kurz deals with legal fundamentals that could be helpful to the on-line user.[21] Kurz goes into detail on various issues that concern cyberspace use, which are intellectual property, including trademarks, copyrights and patents; trade secrets, and defamation. He first gives a description of general principles concerning the special problem, and then by probing more deeply into what the general case law means for the on-line world, and what cases are currently being held regarding intellectual property and defamation. Kurz

displays Internet loopholes to current traditional law and the reason why defendants are not held liable, even though the case seems clear. Kurz examines how the Internet does or doesn't fit current law, and shows in great detail where the law would need improvisations.

Small[22] addresses the problems of enforcement of intellectual property rights on the Internet due to the fact that the Internet is borderless in the traditional sense. He acknowledges that even though the Internet makes it easier to access and wrongfully copy material posted thereon, the plaintiff still has the option to sue the individual who committed the illegal copying.[23] Small sees the need of being aware of all the opportunities a copyright holder has to sue on-line copyright infringements.

Bettinger[24] illustrates the ongoing battle of domain names on the Internet from a German standpoint. Companies such as Epson and manufacturers are forced to refrain from registering their trademarks or firms as domain names because private individuals and/or other companies have already registered them. However, this problem also exists in the United States. For example, "Candyland," a trademark by the toy manufacturer Hasbro, was registered as a domain name by the creator of a pornographic website.[25] Bettinger pinpoints the problem of registering domain names on both the international and national level, and shows how issuing new top-level domain names (TLDs), such as ".gov" for U.S. government agencies, or ".net" (for computers of network providers) could help widen the bottleneck of using trademarks as domain names.

Abel and Ellerbach[26] also discuss the trademark war that is being fought on-line and show solutions to the growing bottleneck of TLDs and how this could be solved. They present the solution to this problem by Network-Solutions, Inc. (NSI) that favored

owners of existing trademarks in the domain name dispute. Abel and Ellerbach present an option with which the current dispute could be settled: the introduction of new generic TLDs (gTLDs), such as ".store" for businesses selling goods, ".rec" for entities emphasizing recreational entertainment and ".nom" for sites supported by individuals.[27] Even though they expected the new gTLDs to be available in February 1998, this had not happened at the time this study was completed.

On January 30, 1998, the Department of Commerce finally released the long-awaited "green paper."[28] The draft calls for a new system of registering domain names that would be based on four principles: ensuring stability of the Internet, competition that drives the Internet's technical management, a private-sector coordination process, and representation by the Net's diverse users.[29] The paper also discusses the current trademark problem, where trademarks are unlawfully used as domain names. The draft also addresses the domain name registration process that would be made open for competition and split into two functions in the future.

Defamation

Sansom's essay deals with the legal background of defamation and libel, as well as obscenity and child pornography in Canada.[30] He gives a detailed report on the various options of on-line communication, such as Bulletin Board Systems(BBS), newsgroups such as USENET and the Internet in general. He then probes into what Canadian courts have decided on various pornography and defamation cases, and then implements these statutes into on-line problems. He supports the idea that the Internet can be treated like any other medium, and that existing law can be applied to on-line problems. However, he

acknowledges that every medium is treated differently, that broadcasting is ruled by different rules than the print media. Even though the present study deals with U.S. law, Sansom's paper is nevertheless important in showing how other countries have dealt with Internet regulation.

Sharkey[31] deals with hate speech on the Internet and practical ways of combating such material on-line. The Internet, the censor-free network of millions of computers, is the meeting place for all sorts of individuals and groups who do not fit the mainstream and want their voices to be heard. Estimates of hate sites on-line range between 100 to just about 300, and Sharkey, sees counterspeech as the only way of combating hate sites.[32] In his view, the First Amendment, and the nature of the Internet precludes censorship.

Several cases that have dealt with on-line defamation, as well as many other aspects of cyberspace law. And while it is still possible to adapt traditional defamation law to fit on-line issues, the future will show that new laws need to emerge as legislatures recognize the unique attributes of cyberspace.[33]

One of the latest Internet defamation cases involved on-line reporter Matt Drudge, a former employee of the CBS gift shop and an on-line news service, known as Wired News.[34] Even though he was the first to report Connie Chung's firing at CBS and Jack Kemp's vice presidential nomination, Drudge was sued by White House advisor Sidney Blumenthal for libel in August 1997, after Drudge reported that Blumenthal had abused his wife.[35] The suit also included AOL, which hosts Drudge on its service, as being liable for distributing false information and unsubstantiated rumors.

Akdeniz also deals with the recent court developments concerning on-line defamation.[36] He assesses the influences of the Stratton and Cubby cases, but poses the question of whether the Internet makes traditional defamation cases void. In traditional media, defamed individuals could not easily access the medium to get a chance to reply. On the Internet however, and especially in discussion groups, the defamed individual can reply in the same way that s/he was defamed, and defend his/her reputation.

Pornography

One of the first studies on Internet pornography was conducted in 1995 by a research team at Carnegie Mellon University lead by Marty Rimm.[37] The study looked at the availability of pornography on the Usenet, and more specifically on private "adult" Bulletin Board Systems (BBS's). It researched how pornography was made available and accessed. The study implicated that private BBS's must be studied in order to understand the growth of pornography on the Usenet.

Wallace and Morgan[38] in the book "Sex, Laws, and Cyberspace," mainly deal with pornography on the Internet in general. They cover questions associated with proper 'Net behavior, laws and rules that could or should be applied by users. They assert that hysteria and the rush into regulation is not a wise attempt, that people should let the Internet develop by itself, and that old laws will usually adapt to the new emerging cases. Wallace and Morgan take a different stance with regards to pornography. They claim that the Miller cases, using local standards to decide if something is obscene, cannot be used to govern a global computer network. Other recommendations include being cautious about prior restraints, and claims that both anonymity and cryptography is socially useful,

because it might help to disseminate unpopular ideas without the fear of sanctions and grants the right to free speech.

McMurdo covers "Cyberporn and communication decency" and the hype around cyber pornography that was created by a TIME article in 1995.[39] He describes how society sometimes creates "moral panics" that are presented as harmful to the rest of society. He presents how pornography can be more easily tracked down when employing good, traditional detective work, rather than legally shutting down the complete on-line sex traffic, which would be virtually impossible to do. McMurdo acknowledges the fact that pornography exists on the Internet, and the fact that children might be exposed to it. But total censorship is not a viable solution in the author's opinion.

Thomas discusses the problems associated with enforcing cyberspace pornography regulations.[40] She shows how pornographic material that can be found on the Internet is different from traditional pornographic material only in that it can be accessed by children, without almost any restrictions. Among her options for solving this obvious problem would be "content tagging," which still enables all content to be communicated freely, yet monitors young children's access by tagging porn files as 'restricted files.' The only problem with tagging, however, is that international users would have to comply to this form of regulation. Other forms of regulation would be self-regulation by the users themselves. Her example is the "CyberAngels," the Internet group that tracks down on-line criminals.

Petrie[41] discusses a case,[42] that illustrates how far the three branches of government ventured into an area of law that they were not suited to address. The preceding case, known as the Thomas case, involved a California couple who ran a

Bulletin Board System (BBS) and made obscene material available for the members. When the Thomas case first started in the summer of 1993, Congress had not yet legislated or delegated authority to do so regarding Internet obscenity.[43] Petrie shows that the Thomas case – though it was based on a decision reached by institutions overstepping their fixed responsibilities – has left obscenity law uncertain and ineffective and has chilled Internet users' speech .[44]

Privacy

Gellman discusses the history of international privacy codes and how they affect the future of the Internet.[45] He shows how privacy laws for health records, for example, are mostly taken care of by the 50 states, and each provision is different. Gellman says that in order to develop a functional cooperative privacy code, it would have to include details that go beyond generalities, such as the responsibilities of merchants and ISP's, and the rights of consumers. This privacy code would also need an enforcement mechanism.

Burk discusses the "Market for Digital Privacy," which could be seen as a double-edged sword, since the growing competition on-line could prove to be helpful in developing an international law based on cooperation between the involved nations.[46] However, at present he sees no need for devising a completely new law but calls for patience, and the courage to develop a law that leaves necessary freedoms and options for changes.

Metivier-Carreiro[47] tracks the debate of the promise of the Internet – a great communication and education tool, compared to the threat this network poses. Laws and regulations have been passed in order to preserve privacy or punish its violation.[48] Privacy on the Internet, according to Metivier-Carreiro is one of the biggest promises not yet realized. The major concentration so far has been on making the Internet accessible to more users,[49] and not how safe the network is.

However, time again, the Internet has shown that it cannot be completely safe. The case of a California man,[50] who was turned down by all of his potential employers due to another man, who had taken on his identity, and had subsequently been arrested for shoplifting and other crimes becomes more likely with the growth of the Internet and the growing dependency on it by offices and administrations. Any program meant to secure computerized data can be hacked into by computer-savvy individuals.

Gurak discusses the cases of Lotus MarketPlace and the Clipper Chip, two names that stand for the threat of the Internet to invade the right to privacy.[51] MarketPlace was supposed to be a marketing database for enormous direct-mailings, while the Clipper Chip, introduced in 1993 by the Clinton Administration, meant to set federal standards for encryption. Both programs were defeated due to heavy on-line discussions and protests. Gurak shows that while Internet users do not mind sending out personal information about themselves, they want to be in control about its dissemination.[52] In addition, Gurak explains how the virtual community first needs to define itself in terms of structure and access.

Navy Petty Officer Timothy McVeigh was discharged in January 1998, after Navy investigators made phone calls to McVeigh's ISP America Online,[53] and found out that McVeigh's user profile included the word "gay." However, a judge ruled that McVeigh's discharge was illegal, and that the investigation violated the Nave's "don't ask, don't tell, don't pursue" policy.[54]

The issue of on-line privacy is also being discussed in Europe. Justice ministers of the European Union are considering letting police tap Internet lines as a measure to tackle organized crime.[55] The argument in favor of infringing on peoples' private spheres is to use 21st century procedures to "pursue 21st century criminals."

Summary

Research on the Internet in general, and on Internet regulation in specific has increased in the very recent past, but Net users, self-proclaimed experts and the general, non-using public are still in awe with the overwhelming presence of the Internet. Courts throughout the nation, and other countries have begun to deal with legal issues on-line. It needs to be seen if traditional law can, in fact, be further applied to on-line cases, or whether only new laws can meet on-line needs.

In the future, further research needs to completed on issues dealing directly with the media, since the Internet has immense potential for all media work, not only broadcast and publishing, but also advertising and public relations work.

NOTES

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CHAPTER III

METHODOLOGY

General

The study was conducted to ascertain issues of concern regarding the Internet among media workers in Oklahoma. The population for the survey consisted of members of four professional societies, PRSA, SPJ, AAA and OBA. The following chapter will discuss the study's methodology and how the researcher went about collecting the data that was analyzed. Because the potential population included a relatively large number of possible respondents (1,123), a stratified random sample of 400 was drawn.

Purpose of the Study

This study attempted clarify what member of Oklahoma PRSA, AAA, OBA and SPJ think about Internet regulation issues. In a mail survey, the author asked the subjects about their opinions and concerns regarding four cyberspace issues – privacy, obscenity, intellectual property and hate speech – and how the subjects would propose to bring "law and order" to the Net community.

The study was conducted using a mail survey. The author sought to ascertain what members of professional media organizations think about the regulation of a communications medium that gains more and more acceptance each day.

Given the breadth of Internet-related issues, and the amount of information sought by this study, a survey was ideal to ascertain the general opinions of media workers.

Wimmer and Dominick[1] cite this advantage of the survey as a research tool.[2] According to Gentry[3], surveys are cost-effective and can yield data in a relatively timely manner compared to personal, in-depth interviews. Cramer[4] used the survey method to study public opinion on media rights and press freedom in a small community. Using the survey method he studied people's opinions concerning freedom of the press/media in a time effective manner. Cramer was able to use the large amount of data provided by the subjects responses. A survey was also used to explore college students' use of email, and their opinions towards this new form of communication. According to Elasmar and Carter,[5] the survey was best suited to explore opinions about electronic media, as the digital media become more and more a reality. Elasmar and Carter's survey yielded a wide range of data.

Research Questions and Hypotheses

To focus the study, demographic variables such as age, job occupation, highest level of education completed, and work experience were taken into account, as well as computer-related variables such as frequency of access to the Internet, if subjects read any computer magazines, and how long subjects usually stay online. Only a moderate amount of research has been done on this topic so far, so general variables were chosen to give the study direction. However, some of the Internet-based research that has been completed so far included a survey by a Georgia Tech University group on World Wide Web usage and preferences.[6] The study sought to determine which sites subjects frequently accessed and if users replaced time online with time spent watching television. The study found that European users devote more time to the Internet than television to a

larger degree than U.S. users and that European users have more sites bookmarked than their American counterparts. Other variables examined were weekday versus weekend users, and gender.

Demographic studies of Internet users have found that the majority of U.S. Internet users are deemed "middle class," usually white, around 40 years old, reside in suburban areas and that they earn between $30,000 and $80,000.[7] Another study claimed that many older individuals also access the Internet frequently.[8] The study used the term "Third Agers," referring to the time in peoples' lives "when they have finished bringing up a family leaving them with large disposable incomes and more time to enjoy themselves. These "Third Agers" make up 14 percent of Netizens , are usually well educated (86 percent having been to college) and have incomes of more than $40,000 per year.

Based on the findings of these previous demographic-related studies, it is logical to assume that such variables as education, age, occupation and job status might also affect a person's attitude about Internet regulation and responsibility issues. Furthermore, it is asserted here that a person's interest in the technology and familiarity with and use of the medium would affect his/her outlook on these important questions.

Research questions were the foundation for this study:

1. How do media professionals' job occupations, level of education, age or work experience influence main concerns when thinking about Internet use?

2. How do professionals think the Internet should be regulated in regards to job occupation, level of education, age or work experience?

3. In what areas do professionals perceive regulations to be most crucial? And how do

opinions differ based on job occupation, level of education, age or work experience?

Because there was no extensive prior research done on this topic, the author

developed the following null hypothesis:

H1. There are no differing opinions regarding Internet regulation based on

profession, age, years on the job, or educational background.

H2. Concerns about various issues regarding Internet content do not differ based

on profession, age, years on the job, or educational background.

Research Objectives

The study should yield insights to the concerns of professionals who will utilize

the Internet in the future to publish, broadcast or build customer relations. Practitioners

will have to use the Internet if they want to keep the audiences that are turning off the TV

set during prime time and log on their computer. Public relations practitioners and

advertisers have also realized that there is money to be made among audiences that log on

to the Internet.

However, even though the Internet offers many new opportunities for advertisers

and public relations practitioners alike, and is a great publishing and broadcasting tool for

newspapers and television stations, it also is the source for many concerns from the

traditional media world.

Copyright and pornography seem to be the major concerns in the at the present time. Newspapers and corporations on-line need to clarify what links are legal, and what suits can be filed as an infringement of trademarks and copyrights. The general public seems to be more concerned with pornographic and indecent material on-line that young children have had almost unlimited access to, until several sites installed membership registration on their sites. However, the Internet is still facing a credibility problem since it is only seen as a medium used to distribute and access pornography. The image needs to be changed if media professionals want to utilize the Internet in a sufficient and credible way.

Sampling Plan

The sample population consisted of members of the following professional societies in Oklahoma: PRSA, AAA, SPJ, OBA. The total population, taken from members lists and address books of the societies, consisted of 1,123 individuals. The sample was a random, stratified sample, keeping the proportions of the original population.

Schedule for Conducting the Research

- Four hundred questionnaires were mailed out on December 28, 1997. The response time was set at approximately two weeks for January 15, 1998..

- First reminders were mailed out to the subjects on January 20, 1998 with the due date set for February 7, 1998.

- Data entry began as soon as the first responses came back, which was on January 11, 1998.

- Data collection was ended on February 15, 1998, at which point the final data analysis began.

Data Collection

Data Collection Instrument

The instrument used to collect information for this study was a questionnaire made up of 29 items. The first part contained four questions to ascertain subjects' Internet use and how much time they spend on-line in one sitting. In an effort to determine if interest and familiarity with the Internet as a whole impacts a person's beliefs about regulations issues, questions about subjects' use of Internet-related magazines and what sites they typically access was asked.

The second part of the survey consisted of seven statements ascertaining the level of agreement to various statements regarding safety and regulatory issues for the Internet.[9] The opinionated statements probed into such established communication issues as intellectual property, pornography and defamation on-line in an effort to find out in how far subjects agreed with them.[10] The scale where subjects could mark their level of agreement (ranging from strongly agree to strongly disagree) was switched around for each statement to avoid monotone answering techniques by the subjects. For example, the first scale would begin with "strongly agree," whereas the scale for the second statement would begin with "strongly disagree."

The third part of the questionnaire included seven catch phrases, dealing with subjects' concerns about on-line pornography or on-line defamation.[11] The phrases, such as "Spamming (mass junk mails)" were deliberately worded to avoid instilling pre-set opinions in the respondents.

Part four of the questionnaire asked the subjects to indicate which entity is most capable of devising a set of rules for the Internet based on fairness, inside knowledge and responsibility. This part also contained a short essay question to ascertain each subject's opinion on whether the Internet should be regulated. The open-ended question gave the subjects a chance to not only rate his/her concerns and opinions, but also explain why they favor or oppose regulation.

The last part of the questionnaire dealt with the educational background of the subjects, as well as demographic questions on their age, years on the job, educational background, if they have access to the Internet and e-mail at work, and whether their employer restricts access in any way.

A copy of the questionnaire is included in Appendix B.

Data Analysis

To find out how the answers related to a certain group of subjects, the researcher used Factorial Anovas for the score data. Differences in Internet access, levels of agreement and concern were examined by profession, age, time on the job, and educational background. Frequency tables were used to demonstrate how subjects generally answered the questions.

Assumptions and Limitations

This study was designed to find out about primary concerns of subjects already working in the industry. It was assumed that these subjects had more knowledge regarding the evaluation and current state of the Internet than the general public. Therefore, this study was designed to only cover members of four professional societies in Oklahoma: PRSA, SPJ, AAA, OBA. The sample population numbered 1,123 potential subjects, and the survey was sent out to 400 randomly selected individuals.

The survey could only find out certain aspects of concern to media professionals. A study that was more in-depth and focused on a smaller population would have received data that would have gone into more detail, but would not have covered as many separate concerns.

Especially with the Internet, more so than with any other medium, the studies that are being conducted are only snapshots. On-line communication is changing very quickly. The Internet is changing every day, and new standards are revised constantly. This study will be outdated as soon as it is completed. Nevertheless, it is important and interesting to see at this point, when so many cases are coming to the forefront, how media professionals currently regard regulation issues.

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[8] NUA Internet Surveys, "Seniors Represent One Third of Netizens," 29 September 1998, http://www.nua.ie/surveys/index.cgi?service=view_survey&survey_number=404&rel=no, 18 March, 1998.

[9] Regulatory issues are addressed – amongst others – in: Brian Kahin and Charles Nesson, eds., <u>Borders in Cyberspace. Information Policy and the Global Information Infrastructure</u>. Cambridge, Mass.: MIT Press, 1997.

[10] D.S. Thomas, Cyberspace Pornography: Problems with Enforcement. <u>Internet Research: Electronic Networking Applications and Policy</u>, 7.3 (1997): 201-207.
Sean J. Petrie, "Indecent Proposals: How Each Branch of the Federal Government Overstepped its Institutional Authority in the Development of Internet Obscenity Law," <u>Stanford Law Review</u>, 49:3 (February 1997):637-665.
George McMurdo, "Cyberporn and communication decency," <u>Journal of Information Science</u>. 23.1 (1997): 81-90.

[11] One of the questions addressed in the questionnaire was: "Flaming (Talking rudely, and offensively, defaming a user on-line). The respondent could then rate his/her level of agreement on a scale of seven between "very concerned" and "not concerned at all."

CHAPTER IV

ANALYSIS OF DATA

General

In December 1997 and January 1998, a total of 400 members of Oklahoma media groups were contacted for this study. The survey instruments were mailed to the subjects in December 1997. A follow-up mailing was mailed out in January 1998. Of the 400 people surveyed, there were 211 questionnaires returned for a 53 percent response rate. Some questionnaires were returned partly or totally blank, however, yielding total numbers for the data analysis to be between 165 and 195, depending on the questions answered.

In general, the data collected was used to determine what media professionals perceive to be the most crucial problems on the Internet today. Specifically, the data was used to find relationships between concerns about Internet issues, and the subjects' demographic groupings, occupation and other factors.

Analysis

The following tables do not add up to 100%, because "no answer" was not accounted for in the computation. The tables, illustrating the findings will be at the end of the chapter, after the analysis.

Table I illustrates how often subjects accessed the Internet by their main area of employment. The percentages in Table I do not add to 100%, because some respondents left one or both questions blank. Overall, the average media worker accesses the Internet every other day (mean = 1.703, SD = 1.019). This table also shows that General Managers (17.4%) of TV and radio stations access the Internet more often than any other employment area. Other jobs, such as public relations or on-air staff/reporters follow the Managers with 9.2 percent and 7.2 percent respectively. Educators score surprisingly low in daily access to the Internet (2.6%). However, this low number may be explained by the overall low response rate in this study. However, about 40 percent of educators who did respond to the survey do access the Internet everyday.

Table II displays how much time respondents spend on the Internet in an average sitting regarding their main area of employment. Data were distributed by the hour. Again, the percentages do not add up to 100% due to the blank questionnaires received. The numbers indicate a usage by the respondents that is regular yet not long in duration. Specifically, 53.1 percent spend less than one hour on the Internet. Only a small percentage of users (3.0%) stays on the Internet between three and five hours on the average. However, the number goes up again for time spent online over 5 hours (6.6%). PR practitioners (8.7%) and Managers (9.7%) rank highest in spending between one and three hours on the Internet in an average sitting. Slightly over half spend about less than one hour on the Internet in an average sitting.

Table III illustrates the subjects' habits of reading computer-related magazines by what job subjects are holding. The data was distributed by main area of

employment. Because respondents give specific answers as to which magazines they read, few answers occurred more than once. This fact caused the author to group answers by subjects who read one computer-related magazine, subjects who read no computer-related magazine, and subjects who read two or more computer-related magazines. Managers of radio or TV stations read more magazines than any other group (five read one magazine, and eight read two or more magazines). Also, the numbers for reporters, managers and public relations practitioners, who read no computer-related magazine are very high (27, 40, 28 respectively). This is partly due to the high response rates among those groups. Overall, reading of computer-related magazines is very low, with 76 percent (151 of 200) of respondents reading no computer-related magazine.

Table VI shows how often subjects accessed the Internet based on their education. Data are distributed by hour. The table indicates that respondents who completed college are more likely to access the Internet every day of the week (30.0%), in comparison with respondents of other educational levels. Respondents who have at least some college also access the Internet often (15.9%).

Table V illustrates how much time subjects spend on-line based on their education. The data is distributed by hours. The total number is comparatively low, because in addition to the blank surveys that were received, several respondents only answered the personal questions at the end of the survey, and none relating to the Internet. Again, overall the numbers point to a regular usage of the Internet below one hour on an average sitting. The table supports the overall mean for respondents and the highest level of education they have completed (mean = 2.827, SD = 0.791).

Respondents who have completed college use the Internet the most (35.8%) below an average sitting of one hour. Also, the table indicates that respondents with only an undergraduate degree have the highest usage combined compared to either high school graduates or respondents with post-graduate degrees.

Table VI displays magazine readership of subjects by highest level of education completed. It shows that readership across all education levels is very low. However, 17.2% (19 out of 111) of college graduates read two or more computer-related magazines, while 81 out of 111 do not read any computer-related magazines. The majority of all respondents do not read any computer-related magazines.

Table VII presents data about how often subjects access the Internet in a week, based on their ages. It indicates that more than half of the respondents access the Internet every day (53.1%). About one fourth (23%) access the Internet at least two to three times a week. A relatively large segment (16%) of respondents access the Internet less than once a month or have never accessed it. Respondents between the ages of 18-30 years and 41-50 years also log on to the Internet often. However, the response rate for these groups is also the highest.

Table VIII illustrates the time spent on the Internet in an average setting, by age group. The majority of respondents spend three hours or less per sitting. Only very few respondents spend more than three hours on an average sitting.

Table IX illustrates the respondents' reading habits of computer-related magazines by age groups. It displays the number of respondents who read one, two or no computer-related magazines, sorted by age groups. The Figure indicates that

younger respondents read more magazines than older respondents. Surprisingly only three respondents read any magazine at all, out of a total of 39 individuals responding.

Table X indicates how often respondents accessed the Internet per week based on media-related work experience. Table X shows that more than half of the respondents (54.2%) access the Internet every day. In particular, more respondents who have not had as much work experience access the Internet every day (25.3%) than colleagues who have had more media-related work experience. About 14 percent of respondents access the Internet at least two to three times a week. There are still a total of 16.6 percent of all respondents who do not access the Internet on a regular basis.

Table XI illustrates how much time the respondents spend online in an average sitting. The data is distributed by work experience. Most of the respondents spend less than three hours on the Internet in an average sitting with over 50 percent spending less than one hour on the Internet. Only a combined 7.7 percent spend more than three hours on the Internet in an average sitting.

Table XII illustrates the computer-related magazine reading habits of respondents grouped by years work experience. Table XII displays again that reading habits of computer-related magazines of respondents is not high. The respondents that do read computer-related magazines are spread out over almost all age groups. Respondents that have a work experience of over 35 years do not ready any computer-related magazines at all. Respondents who have had between six and 10 years work

experience have the highest representation of reading two or more magazines (9 people or 4.7%).

Table XIII illustrates whether subjects think the Internet should be regulated, based on how often they accessed the Internet. It shows that respondents were in favor of regulating the Internet. In all groups, except for respondents, who only access the Internet during working days, supporters of Internet regulation outnumbered opponents. Reasons for Internet regulation were to protect intellectual property, and to make the Internet safer (9.7% of total answers), to limit pornography and explicit material (12.3%), and naming the FCC as the authority having to regulate any means of communication (5.1%). Others reasons included limiting violent material on the Internet, "junk," and "fraud." The main reason to keep the Internet unregulated was freedom of speech, and other First Amendment rights (14.4% of total answers). Other reasons included the Internet being too big to regulate, the Internet being an individualistic medium, and the "marketplace of ideas" being represented by the Internet.

Table XIV illustrates whether subjects think the Internet needs regulations, based on the highest level of education completed. (p < 0.05, F = 3.235) It shows that most subjects are in favor of regulating the Internet based on their level of education. Those who attended some college, graduated college and received their Masters are more supportive of Internet rules than their colleagues who only graduated high school, or earned their doctorates. Due to the low response rate of media workers who only have a High School Diploma, the numbers supporting and opposing Internet regulation are very similar. Subjects who earned their Doctorates are in favor of

keeping the Internet unregulated by a margin of nine to one. The Anova test showed a relationship between highest level of education completed and opinions on whether the Internet should be regulated at the 95 percent significance level.

Table XV illustrates the subjects' opinions on who could devise fair Internet rules, by main area of employment. The table indicates three main opinions. For one, media workers think that the courts can devise fair rules in matters of the Internet. In specific, 22.7 percent think the Courts "can be as fair as possible to the average user." Also, the trust in their peers is high for media workers. Almost a quarter (24%) think that professional organizations can set up a fair set of rules that would benefit the average user most. However, a large segment of the respondents think that other groups could be the fairest to the average user, such as Christian organization, a delegation of Internet users, or each country by itself. General managers of radio and TV stations think that either the U.S. Court System (6.7%), or members of professional organizations such as SPJ (7.7%) are most apt to devise rules that benefit the majority of Internet users.

Table XVI displays who respondents thought would be the most knowledgeable about Internet issues. Data are distributed by main area of employment. The table shows that respondents think that "Techies" are most knowledgeable on Internet issues (56%), but they perceive their peers (14.8%), as well as other groups, such as a combination of computer corporations and users, ISPs and just the Internet users to also be knowledgeable. The Anova test showed a relationship at the 99% significance level between the respondents' main area of employment and who they thought is most knowledgeable about Internet regulation.

Table XVII depicts who subjects perceive to be the historically most responsible group to devise Internet rules. The data are distributed by main area of employment. (p < .05, F = 2.134) The table suggests that subjects are not sure of who has been acting responsibly with Internet issues. "Techies" are preferred as acting responsibly by 30 percent of the respondents. A large percentage (11.2%) of managers think that "Techies" have been the most responsible in devising rules for the Internet. Other answers were split between the U.S. Court System (16.2%), Computer organizations (12.8%), other options (users, Internet Service Providers, or no group at all, 23.1%). Out of all respondents, 23.1 percent were not sure.

Table XVIII illustrates to what extent subjects agreed with the statement that the Internet is a great communications tool. (p < .05, F = 2.168) The table indicates that many of the respondents think that the Internet is confusing the boundaries between legal and illegal activities. Of all subjects, 37.3 percent agreed with the statement, and another 7.5 percent strongly agreed. However, 26.1 percent were undecided, and another quarter of subjects disagreed. About nine percent of PR practitioners and 11 percent of managers agree that legal and illegal actions are blurred on the Internet. The Anova test resulted in a significant relationship between the subjects' main area of employment and their level of agreement with the statement that the Internet added to the confusion about legal and illegal matters.

Table XIX shows whether respondents agreed that pornography/obscenity should be censored on the Net. (p <.05, F = 2.244) Some subjects (11.7%) were undecided about the question of whether pornography should be censored on the Net. About half of the respondents agreed to some extent that it should be censored, 29.5

percent of them strongly agreed to that. A little over a third said pornography/obscenity disagreed with the statement to some extent. On-air staff (5.1%), managers (8.2%) and sales persons (5.1%) were among those who mostly supported censorship of pornography on the Internet. The Anova test showed that there is a relationship at the 95% significance level between the job of the subjects and their level of agreement with the statement that pornography/obscenity should be censored on the Internet.

Table XX illustrates to what extent subjects agreed with the statement that the Internet is a great communications tool. (p = .001, F = 5.171) The table illustrates that more than two thirds of the subjects agreed with the statement that the Internet is a great communications tool. Almost all of them are in the age groups of 50 years and younger. The percentages drop strongly in the younger age groups who disagree with the statement, and also older subjects who agree with the statement. Only a one and a half percent of the subjects older than sixty years agree that the Internet is a great communications tool. The Anova test showed that there is a relationship at the 99% significance level between the age of the subjects and to what extent they agreed with the statement that the Internet is a great communications tool.

Table XXI illustrates the level of agreement of subjects that online business is not as safe as traditional business transactions, distributed by age. (p = .005, F = 3.836) Strong agreement and disagreement received very low responses for subjects of all age groups. Moderate agreement (4) is highest, especially for subjects age 41-50 with a response of 10.3 percent of total responses. However, subjects of most age groups also agree that the Internet is not as safe for business transactions. Only a little

over a quarter of all respondents (27.5%) disagreed with the statement that the Internet is not as safe for business transactions as traditional ways. The Anova test showed that there is a relationship at the 95% significance between the age of the subjects and to what extent they agreed with the statement that online business is not as safe as traditional business transactions.

Table XXII illustrates the concern of subjects about sexually explicit sites, by main area of employment. ($p < .05$, $F = 1.953$) Almost a third of respondents is very concerned about sexually explicit sites on the Net. A combined 29.1 percent rated it the highest on the scale. However, many respondents (44.3%) were not concerned about sexually explicit sites, or rated it indifferently (four on scale of one to seven). Managers (6.7%) and on-air staff (5.1%) were groups that had high response rates in the "very concerned" categories. The Anova test showed that there is a relationship between the subjects' main area of employment and how concerned they were about sexually explicit sites on the Internet.

Table XXIII illustrates the concerns of subjects regarding spamming (receiving unsolicited junk email), by highest level of education completed. ($p < .05$, $F = 3.159$) The table indicates that those who graduated college were the most concerned with spamming. As many college graduates ranked spamming the highest on second highest on the scale as all other subjects together: a combined 37.3% of respondents ranked spamming as a six or seven (on a scale where 7 = very concerned). Twenty-one percent of that were college students. Only few respondents marked low scores for spamming. The Anova test showed a significant relationship at the 95%

significance level between highest level of education completed and concern about spamming (unsolicited mass emails).

TABLE I

HOW OFTEN SUBJECTS ACCESSED THE INTERNET,
BY EMPLOYMENT

N = 195

	Main Area of Employment									
	Educator, N = 13	Reporter, On-Air Staff, N = 34	Broadcast Managers, N = 53	Sales Person, N = 17	Editor, N = 6	Technical Position, N = 14	Advertising Rep., N = 11	Advertising/Creative, N = 11	Public Relations, N = 36	Overall, N = 195
Frequency of Access										
every day	2.6%	7.2%	17.4%	4.6%	1.5%	4.1%	1.0%	4.1%	9.2%	51.7%
every other day	2.0%	3.1%	1.5%	0.5%	0.0%	0.0%	1.5%	0.0%	1.0%	9.6%
2-3 times per week	1.0%	1.5%	2.0%	1.5%	0.0%	1.0%	2.0%	1.0%	3.6%	13.6%
once a week	0.0%	1.5%	2.0%	0.5%	0.5%	0.5%	0.0%	0.0%	1.5%	6.5%
less than once per month	0.0%	2.6%	1.5%	0.5%	0.5%	0.5%	1.0%	0.0%	0.5%	7.1%
Monday through Friday only	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.0%
Never	0.5%	10.0%	2.0%	1.0%	0.0%	1.0%	0.0%	0.5%	2.0%	8.0%
Total	6.6%	25.9%	26.4%	8.6%	2.5%	7.1%	5.5%	5.6%	18.3%	97.5%

(F = .588, p = .556)

TABLE II

HOW MUCH TIME SUBJECTS SPEND ON-LINE IN ONE SITTING, BY EMPLOYMENT

N = 195

				Main Area of Employment						
	Educator, N = 13	Reporter, On-Air Staff, N = 34	Broadcast Managers, N = 53	Sales Person, N = 17	Editor, N = 6	Technical Position, N = 14	Advertising Rep., N = 11	Advertising/Creative, N = 11	Public Relations, N = 36	Overall, N = 195
Time Online										
less than one hour per day	4.6%	9.7%	15.4%	6.7%	0.5%	3.6%	1.3%	2.6%	8.7%	53.1%
at least one hour but less than three hours	1.5%	5.1%	9.2%	1.0%	1.0%	3.1%	3.1%	3.1%	8.2%	35.3%
at least three hours but less than five hours	0.0%	5.0%	1.0%	0.5%	0.5%	0.0%	0.0%	0.0%	0.5%	3.0%
more than five hours	0.0%	1.5%	2.1%	0.5%	0.5%	0.5%	0.0%	0.0%	1.5%	6.6%
Total	6.1%	21.3%	27.7%	8.7%	2.5%	7.2%	4.4%	5.7%	18.9%	98.0%

$(F = 2.630, p = .075)$

TABLE III 56

SUBJECTS' HABITS OF READING COMPUTER-RELATED MAGAZINES, BY EMPLOYMENT.

	Main Area of Employment									
	Educator, N = 13	Reporter, On-Air Staff, N = 34	Broadcast Managers, N = 53	Sales Person, N = 17	Editor, N = 6	Technical Position, N = 14	Advertising Rep., N = 11	Advertising/Creative, N = 11	Public Relations, N = 36	Overall, N = 195
How many magazines did subjects read?										
Read None	6.2%	13.8%	20.5%	6.7%	1.0%	5.1%	4.6%	3.1%	14.3%	75.3%
Read One	0.0%	2.0%	2.6%	1.0%	0.0%	0.5%	0.0%	1.5%	1.5%	9.1%
Read two or more	0.5%	1.5%	4.1%	1.0%	1.5%	1.5%	1.0%	1.0%	2.1%	14.2%
Total	6.7%	17.3%	27.2%	8.7%	2.5%	7.1%	5.6%	5.1%	17.9%	98.1%

($F = .802$ $p = .714$)

TABLE IV

HOW OFTEN SUBJECTS ACCESS THE INTERNET,
BASED ON EDUCATION.

N = 195

	Highest Level of Education Completed					
	High School, N = 5	some College, N = 44	graduated College, N = 94	graduate school, Masters, N = 16	graduate school, Doctorate, N = 5	Overall, N = 165
Frequency of Access						
every day	1.5%	15.9%	30.3%	2.6%	1.5%	51.8%
every other day	0.5%	1.0%	5.1%	2.0%	1.0%	9.6%
2-3 times per week	0.5%	4.1%	7.2%	2.6%	0.0%	14.4%
once a week	0.0%	1.5%	4.1%	1.0%	0.0%	6.6%
less than once per month	0.0%	2.0%	5.6%	0.0%	0.5%	8.1%
Monday through Friday only	0.0%	0.0%	0.5%	0.0%	0.5%	1.0%
Never	1.0%	1.5%	4.6%	0.0%	0.5%	7.6%
Total	3.5%	26.0%	57.4%	8.2%	4.0%	99.1%

$(F = 2.207, p = .113)$

TABLE V

HOW MUCH TIME SUBJECTS SPEND ON-LINE, BASED ON EDUCATION

N = 165

Time Online	High School, N = 5	some College, N = 44	graduated College, N = 94	graduate school, Masters, N = 16	graduate school, Doctorate, N = 5	Overall, N = 165
	Level of Education completed					
less than one hour per day	1.8%	18.8%	35.8%	3.0%	1.8%	61.2%
at least one hour but less than three hours	0.6%	1.2%	6.0%	2.4%	1.2%	11.4%
at least three hours but less than five hours	0.6%	4.8%	8.4%	3.0%	0.0%	16.8%
more than five hours	0.0%	1.8%	4.8%	1.2%	0.0%	7.8%
Total	3.0%	26.6%	55.0%	9.6%	0.3%	97.2%

$(F = .868, p = .421)$

TABLE VI

MAGAZINE READERSHIP BY
EDUCATION.

N = 192

| | Level of Education | | | | | |
	High School, N = 6	some College, N = 51	graduated College, N = 111	graduate school, Masters, N = 16	graduate school, Doctorate, N = 8	Overall, N = 192
How many magazines did subjects read?						
Read none	2.1%	19.8%	42.2%	7.8%	3.6%	75.5%
Read one	0.5%	3.1%	5.7%	0.0%	0.0%	9.3%
Read two or more	0.5%	3.6%	9.9%	0.5%	0.5%	15.0%
Total	3.1%	26.5%	57.8%	8.3%	4.1%	99.8%

$(F = .991, p = .477)$

TABLE VII

HOW OFTEN SUBJECTS ACCESS THE INTERNET,
BASED ON AGE.

N = 199

Frequency of Access	18 - 30 years old, N = 56	31 - 40 years old, N = 48	41 - 50 years old, N = 56	51 - 60 years old, N = 26	over 60 years old, N = 13	Overall, N = 199
every day	17.6%	11.6%	16.6%	6.5%	1.5%	53.8%
every other day	1.5%	3.5%	1.5%	2.0%	0.5%	9.0%
2-3 times per week	5.0%	3.0%	4.0%	1.0%	1.0%	14.0%
once a week	1.0%	2.5%	2.0%	0.5%	0.0%	6.0%
less than once per month	2.5%	1.0%	2.5%	1.5%	0.5%	8.0%
Monday through Friday only	0.5%	0.0%	0.5%	0.0%	0.0%	1.0%
Never	0.0%	2.5%	1.0%	1.5%	3.0%	8.0%
Total	28.1%	24.1%	28.1%	13.0%	6.5%	99.8%

(F = 2.719, p = .010)

TABLE VIII

TIME SPENT ON-LINE IN AN AVERAGE SITTING,
BY AGE.

N = 195

	Age					
	18 - 30 years old, N = 58	31 - 40 years old, N = 44	41 - 50 years old, N = 55	51 - 60 years old, N = 26	over 60 years old, N = 12	Overall, N = 195
Time Online						
less than one hour per day	14.4%	11.3%	16.9%	7.7%	5.1%	55.4%
at least one hour but less than three hours	11.8%	9.7%	9.7%	4.1%	0.5%	35.8%
at least three hours but less than five hours	2.6%	0.5%	1.0%	1.5%	0.0%	5.6%
more than five hours	1.0%	1.0%	0.5%	0.0%	0.5%	3.0%
Total	29.8%	22.5%	28.1%	13.3%	6.1%	99.8%

$(F = 1.602, p = .138)$

TABLE IX

MAGAZINE READERSHIP BASED ON SUBJECTS' AGE.

	Age					
How many magazines did subjects read?	18 - 30 years old, N = 53	31 - 40 years old, N = 43	41 - 50 years old, N = 56	51 - 60 years old, N = 26	over 60 years old, N = 13	Overall, N = 191
read none	20.4%	15.7%	21.5%	12.0%	6.8%	76.4%
read one	3.1%	3.1%	1.6%	1.6%	0.0%	9.4%
read two or more	4.2%	3.6%	6.3%	0.0%	0.0%	14.1%
Total	27.7%	22.4%	29.4%	13.6%	6.8%	99.9%

$(F = 1.355, p = .251)$

TABLE X

HOW OFTEN RESPONDENTS ACCESSED THE INTERNET PER WEEK, BASED ON WORK EXPERIENCE.

N = 105

	Media-Related Work Experience								
Frequency of Access	0 - 5 years, N = 40	6 - 10 years, N = 39	11 - 15 years, N = 27	16 - 20 years, N = 24	21 - 25 years, N = 25	26 - 30 years, N = 22	31 - 35 years, N = 7	more than 35 years, N = 11	Overall, N = 195
every day	10.7%	12.8%	6.7%	5.6%	7.7%	7.7%	1.5%	1.5%	54.2%
every other day	2.6%	2.1%	2.1%	1.5%	2.1%	0.5%	0.0%	0.5%	11.4%
2-3 times per week	4.1%	1.0%	2.1%	2.6%	1.5%	2.1%	0.0%	0.5%	13.9%
once a week	1.0%	0.0%	0.5%	1.5%	0.0%	0.0%	0.0%	0.0%	3.0%
less than once per month	1.5%	2.1%	0.0%	1.5%	0.5%	0.0%	0.5%	1.5%	7.6%
Monday through Friday only	0.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Never	0.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.5%	1.5%	8.0%
Total	20.4%	19.5%	12.4%	13.7%	12.8%	11.3%	3.5%	5.5%	99.1%

$(F = 2.917, p = .006)$

TABLE XI

HOW MUCH TIME RESPONDENTS SPEND ON-LINE IN AN AVERAGE SITTING, BY WORK EPXERIENCE.

N = 195

Time Online	Media-Related Work Experience								
	0 - 5 years, N = 40	6 - 10 years, N = 39	11 - 15 years, N = 27	16 - 20 years, N = 24	21 - 25 years, N = 25	26 - 30 years, N = 22	31- 35 years, N = 7	more than 35 years, N = 11	Overall, N = 195
less than one hour per day	7.7%	11.3%	8.2%	6.7%	7.7%	6.7%	1.5%	3.6%	53.4%
at least one hour but less than three hours	10.3%	6.7%	4.1%	4.6%	6.7%	4.6%	1.0%	0.5%	38.5%
at least three hours but less than five hours	1.0%	1.0%	0.0%	0.0%	0.5%	0.0%	0.5%	0.0%	3.0%
more than five hours	1.5%	2.2%	0.5%	0.5%	0.0%	0.0%	0.0%	0.0%	4.7%
Total	20.5%	21.2%	12.8%	11.8%	14.9%	11.3%	3.0%	4.1%	99.6%

$(F = 1.433, p = .195)$

TABLE XII

COMPUTER-RELATED MAGAZINE READING HABITS, BY WORK EXPERIENCE.

N = 191

	Media-Related WorkExperience								
How many magazines did subjects read?	0 - 5 years, N = 38	6 - 10 years, N = 39	11 - 15 years, N = 27	16 - 20 years, N = 25	21 - 25 years, N = 25	26 - 30 years, N = 23	31- 35 years, N = 7	more than 35 years, N = 1	Overall, N = 195
Read none	13.8%	13.8%	9.7%	9.7%	11.8%	9.7%	3.1%	5.6%	77.2%
Read one	5.6%	2.1%	0.5%	1.0%	0.0%	0.0%	0.5%	0.0%	9.7%
Read two or more	0.0%	4.1%	3.6%	2.1%	1.0%	2.1%	0.0%	0.0%	12.9%
Total	19.4%	20.0%	13.8%	12.8%	12.8%	11.8%	3.6%	5.6%	99.8%

$(F = 1.321, p = .243)$

TABLE XIII

WHETHER THE INTERNET SHOULD BE REGULATED,
BY FREQUENCY OF ACCESS

	Whether the Internet should be regulated			
Frequency of Access	Yes, N = 101	No, N = 66	Don't Know, N = 28	Overall, N = 195
every day	25.1%	22.1%	4.6%	51.8%
every other day	5.6%	3.1%	2.6%	11.3%
2-3 times per week	8.7%	4.1%	5.6%	18.4%
once a week	4.6%	1.5%	0.0%	6.1%
less than once per month	3.6%	0.5%	1.0%	5.1%
Monday through Friday only	0.5%	0.5%	0.0%	1.0%
Never	3.6%	2.1%	0.5%	6.2%
Total	51.7%	33.9%	14.3%	99.9%

$(F = .985, p = .483)$

TABLE XIV

WHETHER SUBJECTS THINK THE INTERNET NEEDS REGULATION,
BY EDUCATION.

N = 195

Highest Level of Education	Opinions on Internet Regulation			
	Yes, N = 101	No, N = 66	Don't Know, N = 28	Overall, N = 195
High School	1.0%	0.5%	1.0%	2.5%
some College	13.3%	9.7%	4.1%	27.1%
graduate College	32.8%	17.4%	6.7%	56.9%
graduate school, Masters	4.1%	1.5%	2.6%	8.2%
graduate school, Doctorate	1.0%	2.6%	0.0%	3.6%
Total	52.2%	31.7%	14.4%	98.3%

$(F = 1.934, p = .013)$

TABLE XV

SUBJECTS' OPINIONS ON WHO IS BEST SUITED TO DEVISE FAIR
INTERNET RULES, BY EMPLOYMENT.

N = 195

	Main Area of Employment									
	Educator, N = 13	Reporter, On-Air Staff, N = 34	Broadcast Managers, N = 53	Sales Person, N = 17	Editor, N = 5	Technical Position, N = 14	Advertising Rep., N = 11	Advertising/Creative, N = 11	Public Relations, N = 36	Overall, N = 195
Groups best suited to devise fair rules										
"Techies"	0.0%	2.1%	2.1%	1.0%	0.5%	1.0%	0.5%	0.0%	1.5%	8.7%
U.S. Court System	3.1%	3.1%	6.7%	1.0%	0.5%	2.1%	3.1%	0.5%	2.6%	22.7%
International Governments	0.0%	4.1%	4.1%	1.5%	0.5%	0.5%	0.0%	1.5%	1.5%	13.7%
Professional Organizations	1.0%	4.1%	7.7%	1.0%	1.0%	1.0%	1.0%	0.5%	6.7%	24.0%
Computer Organizations	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.5%
Other	2.6%	3.1%	5.7%	4.1%	0.5%	2.6%	1.0%	3.1%	5.7%	28.4%
Total	6.7%	16.5%	2.7%	8.6%	3.0%	7.2%	5.6%	5.6%	1.9%	99.0%

(F = 1.255, p = .265)

TABLE XVI

WHO RESPONDENTS THINK IS MOST KNOWLEDGEABLE ABOUT
INTERNET ISSUES, BY MAIN AREA OF EMPLOYMENT.

N = 195

Groups that are most knowledgeable	Educator, N = 13	Reporter, On-Air Staff, N = 34	Broadcast Managers, N = 53	Sales Person, N = 17	Editor, N = 5	Technical Position, N = 14	Advertising Rep., N = 11	Advertising/Creative, N = 11	Public Relations, N = 36	Overall, N = 195
"Techies"	3.1%	12.8%	16.4%	3.1%	2.1%	3.6%	3.6%	2.1%	9.2%	56.0%
U.S. Court System	0.5%	0.0%	0.5%	0.0%	0.0%	0.5%	1.0%	0.0%	0.5%	3.0%
International Governments	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.0%
Professional Organizations	0.5%	2.1%	4.6%	1.0%	0.5%	1.5%	0.5%	0.5%	3.6%	14.8%
Computer Organizations	1.5%	1.5%	2.1%	1.5%	0.0%	0.5%	0.5%	0.5%	0.5%	8.6%
Other	1.0%	1.0%	2.1%	3.1%	0.0%	1.0%	0.0%	2.6%	4.1%	14.9%
Total	6.6%	17.4%	26.2%	8.7%	2.6%	7.1%	5.6%	5.7%	18.4%	98.3%

(F = 3.170, p = .001)

TABLE XVII

WHO SUBJECTS PERCEIVE TO BE THE HISTORICALLY MOST RESPONSIBLE GROUP, BY EMPLOYMENT.

N = 195

	Main Area of Employment								
Groups historically most responsible	Educator, N = 13	Reporter, On-Air Staff, N = 34	Broadcast Managers, N = 53	Sales Person, N = 17	Editor, N = 5	Technical Position, N = 14	Advertising Rep., N = 11	Advertising/Creative, N = 11	Public Relations, N = 36	Overall, N = 195
"Techies"	3.1%	3.1%	11.2%	1.0%	1.0%	3.1%	1.0%	1.5%	4.1%	30.1%
U.S. Court System	0.5%	5.6%	4.6%	1.5%	0.5%	0.0%	1.5%	0.0%	2.1%	16.2%
International Governments	0.0%	0.5%	0.0%	0.5%	0.0%	0.0%	0.5%	0.0%	0.5%	2.0%
Professional Organizations	0.0%	0.0%	1.0%	0.0%	1.5%	0.0%	1.5%	0.0%	1.5%	5.5%
Computer Organizations	0.0%	2.6%	2.6%	1.0%	0.0%	0.5%	1.0%	1.0%	4.1%	12.8%
Other	2.1%	2.1%	4.1%	5.6%	0.0%	1.5%	0.5%	3.1%	4.1%	23.1%
Total	5.7%	13.9%	23.5%	9.6%	3.0%	5.1%	6.0%	5.6%	16.4%	89.7%

(F = 1.904, p = .055)

TABLE XVIII

TO WHAT EXTENT SUBJECTS AGREED WITH THE STATEMENT
THAT THE INTERNET ADDS TO THE CONFUSION ABOUT
THE DIFFERENCE BETWEEN LEGAL AND ILLEGAL ACTIONS
BY EMPLOYMENT.

N = 195

| | Main Area of Employment | | | | | | | | | |
Level of Agreement	Educator, N = 13	Reporter, On-Air Staff, N = 34	Broadcast Managers, N = 53	Sales Person, N = 17	Editor, N = 5	Technical Position, N = 14	Advertising Rep., N = 11	Advertising/Creative, N = 11	Public Relations, N = 36	Overall, N = 195
Strongly Agree	1.0%	1.0%	1.0%	1.5%	0.5%	0.5%	1.0%	0.5%	0.5%	7.5%
Agree	4.1%	5.1%	9.7%	3.6%	1.0%	0.5%	4.1%	1.0%	8.2%	37.3%
Not sure	1.0%	2.6%	9.7%	2.6%	1.0%	4.1%	1.0%	1.5%	2.6%	26.1%
Disagree	0.5%	4.1%	4.1%	1.0%	0.0%	1.5%	0.0%	2.1%	4.1%	21.9%
Strongly Disagree	0.5%	0.5%	1.0%	0.0%	0.0%	1.0%	0.0%	0.5%	0.5%	4.0%
Total	7.1%	13.3%	25.5%	8.7%	2.5%	7.6%	6.1%	5.6%	15.9%	96.8%

$(F = 2.168, p = .026)$

TABLE XIX

WHETHER PORNOGRAPHY/OBSCENITY SHOULD BE CENSORED ON THE
INTERNET, BY EMPLOYMENT.

N = 195

	Main Area of Employment								
	Educator, N = 13	Reporter, On-Air Staff, N = 34	Broadcast Managers, N = 53	Sales Person, N = 17	Editor, N = 5	Technical Position, N = 14	Advertising Rep., N = 11	Advertising/Creative, N = 11	Public Relations, N = 36	Overall, N = 195
Level of Agreement										
Strongly Agree	1.0%	5.1%	8.2%	5.1%	1.5%	1.0%	2.0%	1.5%	4.1%	29.5%
Agree	0.0%	3.6%	4.1%	1.5%	0.5%	1.5%	2.6%	1.0%	4.6%	19.4%
Not sure	1.5%	0.0%	5.1%	0.5%	0.0%	1.0%	0.5%	0.0%	3.1%	11.7%
Disagree	1.5%	4.6%	5.6%	0.5%	0.5%	1.5%	0.5%	2.1%	4.6%	21.4%
Strongly Disagree	2.6%	3.1%	3.1%	0.0%	0.0%	2.1%	0.0%	0.5%	2.1%	14.0%
Total	6.6%	16.4%	26.1%	7.6%	2.5%	7.1%	5.6%	5.1%	18.5%	96.0%

(F = 2.244, p = .021)

TABLE XX

TO WHAT EXTENT SUBJECTS AGREED WITH THE
STATEMENT THAT THE INTERNET IS A GREAT
COMMUNICATIONS TOOL, BY AGE.

N = 194

	Age					
	18 - 30 years old, N = 56	31 - 40 years old, N = 48	41 - 50 years old, N = 56	51 - 60 years old, N = 26	over 60 years old, N = 13	Overall, N = 199
Level of Agreement						
Strongly Agree	13.3%	8.7%	9.7%	3.1%	0.5%	35.3%
Agree	11.3%	7.2%	13.3%	5.1%	1.0%	37.9%
Not sure	0.0%	3.6%	3.1%	0.5%	2.1%	10.2%
Disagree	0.5%	3.1%	1.5%	1.5%	1.0%	7.6%
Strongly Disagree	2.1%	1.5%	1.5%	1.5%	2.1%	8.7%
Total	27.2%	24.1%	29.1%	11.7%	6.7%	99.7%

$(F = 5.171, p = .001)$

TABLE XXI

SUBJECTS' LEVEL OF AGREEMENT THAT ONLINE BUSINESS IS NOT AS
SAFE AS TRADITIONAL BUSINESS TRANSACTIONS, BY AGE.

N = 195

	Age					
Level of Agreement	18 - 30 years old, N = 56	31 - 40 years old, N = 48	41 - 50 years old, N = 56	51 - 60 years old, N = 26	over 60 years old, N = 13	Overall, N = 199
Strongly Agree	3.1%	3.1%	1.5%	2.0%	2.0%	11.7%
Agree	8.7%	7.2%	9.2%	7.2%	3.1%	35.4%
Not sure	6.2%	4.6%	10.3%	2.0%	1.0%	24.1%
Disagree	7.7%	6.7%	7.2%	0.5%	0.5%	22.6%
Strongly Disagree	2.0%	2.0%	0.5%	0.5%	0.0%	5.0%
Total	27.7%	23.6%	28.7%	12.2%	6.6%	98.8%

$(F = 3.836, p = .005)$

TABLE XXII

75

CONCERN ABOUT SEXUALLY EXPLICIT SITES,
BY EMPLOYMENT.

N = 195

	Main Area of Employment									
	Educator, N = 13	Reporter, On-Air Staff, N = 34	Broadcast Managers, N = 53	Sales Person, N = 17	Editor, N = 6	Technical Position, N = 14	Advertising Rep., N = 11	Advertising/Creative, N = 11	Public Relations, N = 36	Overall, N = 195
Level of Concern Very Concerned	1.0%	5.1%	6.7%	4.1%	1.5%	1.0%	2.6%	1.0%	6.2%	29.2%
6	0.5%	1.5%	3.1%	2.1%	0.0%	0.0%	1.5%	1.0%	2.6%	12.3%
5	0.5%	2.6%	2.6%	0.5%	0.0%	1.0%	1.0%	0.5%	2.6%	11.3%
4	1.5%	1.5%	4.6%	0.5%	0.5%	2.1%	0.0%	0.5%	3.6%	14.8%
3	1.5%	0.5%	3.1%	0.5%	0.5%	0.5%	0.0%	0.5%	0.5%	7.6%
2	2.1%	3.1%	0.5%	0.0%	1.0%	0.5%	0.5%	0.5%	1.5%	10.2%
Not Concerned At All	0.5%	3.1%	3.1%	0.5%	0.0%	1.5%	0.0%	1.5%	1.5%	11.7%
Total	7.6%	17.4%	23.7%	8.2%	3.5%	6.6%	5.6%	5.5%	18.5%	97.1%

$(F = 1.953, p = .047)$

TABLE XXIII

CONCERNS REGARING SPAMMING,
BY EDUCATION

	Highest Level of Education					
	High School, N = 8	some College, N = 49	graduated College, N = 111	graduate school, Masters, N = 20	graduate school, Doctorate, N = 7	Overall, N = 195
Level of Concern Very Concerned	0.5%	4.6%	11.3%	1.5%	1.5%	19.4%
6	1.5%	4.1%	10.8%	1.0%	0.5%	17.9%
5	0.5%	4.1%	9.2%	3.1%	1.0%	17.9%
4	1.0%	4.6%	9.7%	1.0%	0.5%	16.8%
3	0.0%	2.1%	5.6%	0.5%	0.0%	9.2%
2	0.0%	1.0%	5.1%	0.5%	0.0%	6.6%
Not Concerned At All	0.5%	4.1%	5.1%	0.5%	0.0%	10.2%
Total	4.0%	24.6%	56.8%	8.1%	3.5%	98.0%

$(F = .721, p = .579)$

CHAPTER V

SUMMARY, CONCLUSIONS AND

RECOMMENDATIONS

General

The problem addressed by this study was the application of traditional law to the Internet and its regulation as well as the concern of media professionals about certain issue. There has been little scholarly research done on Internet regulation. Specifically, the study attempted to clarify what members of the Oklahoma chapters of PRSA, SPJ, AAA, and OBA thought about on-line regulation and to ascertain their use and overall knowledge of the issues associated with Internet use. The survey helped to explore basic professional opinions on Internet law and regulation.

Summary

Methodology.

In December 1997, 400 questionnaires were out mailed out to members of professional media groups with the return date set for January 15, 1998. A second mailing was sent out about a week after the initial deadline, giving those subjects who had not replied a second chance to take part in the study. Data collection a week after the second deadline, on February 14, 1998. By that time, a total of 211 questionnaires had been returned, for a response rate of 53 percent.

The instrument used to conduct this study was a questionnaire made up of 29 items, segmented into four parts – questions about the subjects' Internet use and whether or not they read any computer magazines; scales for subjects to determine the level of agreement and concern about various issues relating to on-line content and problems arising from user behavior on-line. The last part of the questionnaire sought demographic information from the subjects.

Findings.

The data obtained from the returned questionnaires helped gain insight into the extent media workers accessed the Internet, and how concerned they were about certain on-line situations or issues, such as sexually explicit sites or on-line defamation.

After processing the data from the 211 returned questionnaires, the following research questions were answered.

1. What are media professionals' main concerns when thinking about Internet use?

In section II, which allowed subjects to register their proportion of agreement or disagreement with a statement, their main concern was with the item that read: "The Internet makes people's private information more easily available for people that might not be authorized to access it." The mean answer was a high agreement (4.161). The concern for private information made available on-line to people who are normally not authorized to use it was highest.

In the statement section, several statements were ranked considerably high by subjects, indicating a high level of concern.

- "Privacy while conducting business on the Internet," had a mean answer of 5.323 on a scale of seven, where seven equaled the highest level of concern.

- (5.273) "Spamming (mass junk mails)," (5.273) and "Flaming (talking rudely, and offensively, defaming a user online)" (5.192) were also ranked high by respondents.

- Also of concern to subjects were "Sexually explicit sites," and "Sexually explicit newsgroups and bulletin boards," with means of 4.628 and 4.684, respectively.

2. Do professionals think the Internet should be regulated?

A majority of respondents thought that the Internet should be regulated. Those who attended some college, graduated college and received their masters are more supportive of Internet rules than their colleagues with only a high school education. Subjects with earned doctorates are in favor of keeping the Internet unregulated by a margin of nine to one. In general, subjects were more supportive of regulating the Internet than not regulating it, no matter the level and frequency of use of the Internet. The main reason cited against Internet regulation was freedom of speech, and other First Amendment rights (14.4% of total answers). Other supportive arguments included the Internet being too big to regulate, the Internet being an individualistic medium, and the "marketplace of ideas" being absolutely represented by the Internet. Reasons for regulating the Internet were related to making it a safer place and to keep smut and pornography out.

However, no one opinion on whether to regulate the Internet prevailed.

3. Who do media professionals think would be most suitable to devise Internet rules?

"Techies," computer experts and insiders are preferred as enforcers acting responsibly by 30 percent of the respondents. A large percentage (11.2 percent) of managers think that "Techies" have been the most responsible in devising rules for the Internet. Other answers were split between the U.S. Court System (16.2 percent), Computer organizations such as Microsoft (12.8 percent), other options (users, ISPs, or no group at all, 23.1 percent). Even though some of the given options, such as the U.S. Court System, or "Techies" were preferred by some respondents, the outcome shows that many respondents are not sure of who should control the Internet (23.1 percent). The medium is still too new for users to know how to regulate it. Users are afraid of what might, could happen and the global accessibility of the Internet is complicating this issue even more.

More than half of the respondents think that "Techies" are most knowledgeable on Internet issues (56 percent), but they perceive their peers (14.8 percent), as well as other groups, such as a combination of computer corporations and users, ISPs and just the Internet users to also be knowledgeable.

As far as devising fair rules, media workers think that the courts can perform this task well. In specific, 22.7 percent think the courts "can be as fair as possible to the average user." Also, the trust in their peers is high for media workers. Almost a quarter (24 percent) think that professional organizations can set up a fair set of rules that would benefit the average user most. This finding fits in with the social responsibility theory, of having codes and set rules as guidelines for the professional media work force. Codes of Ethics have come out of the standards of reporting the day's accounts in a true, and

balanced manner. Subjects have responded in a context that they are used to – guidelines written down in codes of ethics that they can adhere and refer to.

However, another segment of the respondents think that other groups could be the fairest to the average user, such as Christian organizations, a delegation of Internet users, or each country by itself. General managers of radio and TV stations think that either the U.S. Court System (6.7 percent), or members of professional organizations such as SPJ (7.7 percent) are most apt to devise rules that benefit the majority of Internet users.

Conclusions

Even though many respondents access the Internet regularly, a high percentage still do not access the Internet often enough to feel comfortable on-line. Some respondents stated that they "access the Internet, only when [they have] to." The level of comfort on-line for media workers needs to be increased, and that can only happen with increased access and time spent on-line. Reasons for not being on-line might well be a "technophobia," a fear of the new technology that has produced the Internet and our reliance on computers for major aspects of our professional and private lives.

It is important to increase the numbers of media professionals and educators, who access the Internet and therefore to increase knowledge about the Internet itself. Both educators and media workers need to inform and educate their audiences. Well-versed information is necessary to allow the general public to be informed in a meaningful way.

The Internet, having the option of uniting all the traditional media into one, needs more attention. From the results obtained here, it seems that most subjects, even if they

had not yet been on-line for long time, had set opinions on the most controversial issues, such as pornography. Education of media workers as well is crucial in order to avoid stereotypes that get publicized by individuals who have barely been on-line, and just report hear-say.

Recommendations

Recommendations from this study are for media workers, media educators and researchers to increase the comfort level on-line for media practitioners and educators, and to enhance the understanding about on-line issues and situations.

Recommendations for media educators

First of all, educators need to know much more about the Internet, its contents, risks, and promises. The Internet is predicted to be the medium of the future by some, by others it is just a fad that will pass. Whatever the Internet will turn out to be, educators need to teach themselves and their students about the opportunities that the Internet offers in connection with computer-assisted reporting, for example. Educators need to realize that even though the Internet is full of undocumented information and sometimes lies and libel, the Internet is promising a whole new outlook in how to acquire and distribute information, as well as target audiences and organize public relations and advertising campaigns. The more society relies on the Internet to get its daily news and entertainment, the more educators need to prepare students about Internet use and to familiarize them with how they can use the Internet to help do their job better, no matter what their majors are.

<u>Recommendations for media practitioners</u>

Even though the Internet has received extensive coverage by media, the Internet needs more factual coverage and less hype than it gets. Even though most news stories about privacy concerns and crimes are true, the media have been overrating those events and created a hype to the general public regarding security on the Internet.

The Internet is still in its infancy, and the media need to inform the public about the risks it brings in a balanced manner. Too little space and time is allotted to the the Internet's positive aspects. Availability, accessibility and the fact that this medium makes communication easier and cheaper are not covered as much as the negative aspects, such as pedophiles looking for real sex with young children or just pictures thereof, other criminal action or privacy concerns.

In addition to reporting about the Internet, media workers should also learn how the Internet works, because too few know their way around the Internet so far. How users can put up a webpage, or how to participate in a newsgroup are actions that will be just as normal to the average user as flipping channels on television. The number of individuals that only seldom access the Internet is still too large, according to the survey. Radio and TV stations can increase their audience shares by putting their programs along with additional information on-line, and by making more information accessible to their users. Radio and TV would benefit by putting up this service, even if only certain groups would use it. Already, television ratings decrease due to time spent on-line,[1] and users claim to substitute watching television with on-line time.[2] If the broadcast media want to reverse

such trends, they need to appeal more to the so-called "mouse potatoes," who exchange the computer mouse for the remote.

By overcoming "technophobia," media professionals would not only be more knowledgeable about Internet issues, but they would also contribute to decreasing public ignorance of matters relating to the Internet and its regulation, by being able to report in a more factual way about on-line issues.

Recommendations for further research

The survey was just a first step in researching opinions about the Internet by media professionals. In general, the Internet needs much more attention from the academic community. Content-analyses, for example could offer insights into what information can really be found on-line. Random user surveys have already helped advertisers and public relations practitioners focus on target audiences and directly tailor messages to them, thus making the actual message more effective and appreciated.

This study conducted in Oklahoma can be repeated in other states, other countries, or designed to focus on different media groups. Since the Internet is still so new to most individuals, survey methods are effective in studying many topics at the same time. Surveys would be a good way to start initial research, then new studies can be devised to find out more about certain issues in-depth. Replications of this study over time and across different areas of the United States, and around the world would be an excellent way of measuring diffusion of the Internet among media professionals.

Future studies can also find out why media workers are not on-line as much as expected, what their reasons are for staying offline, and why they think the Internet might not be useful to them.

In addition, focus groups, Q-sorts and in-depth interviews can be developed from this survey to probe more deeply to certain issues of concern, such as on-line pornography. The nature of the survey format only identifies to a broad range of information, but the information is useful in developing other in-depth research.

Concluding Comment

Individuals need time to grow up with the Internet and learn how to use it, and what to use on it. The Internet, due to its young age is still "wild," and any exploration of this electronic frontier will be appreciated by future generations of users. Educators and professionals alike need to build trust about this new medium and its potential – trust that can only be developed by using and learning about the Internet.

NOTES

[1] Tim Runner, "Internet Hype vs. Reality," http://www.car-stuff.com/carlinks/hype_vs.htm, 26 February 1998.

[2] NUA Internet Surveys, "Television viewing is down significantly," 16 January 1998, http://www.nua.ie/surveys/index.cgi?service=view_survey&survey_number=566&rel=no, 18 March 1998.

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APPENDIXES

Bettina Roensberg
505 S. Knoblock #4
Stillwater, OK 74074
(405) 372 3526 / roensbe@okstate.edu

December 28, 1997

Frohe Weihnachten und ein
gluecklichches neues Jahr !!!

The Internet has undergone many changes since it was first invented as a network for the government. Today, there are more users than ever online, and many people are exploring the need for regulation. I want to find out from you what type and amount of regulations you deem necessary. With regulations comes the question of who would develop and enforce them.

The questionnaire is made up of 29 questions designed to gather information about Cyberspace from professional media practitioners. Please fill out the questionnaire and return it in the enclosed, pre-addressed, stamped envelope by January 15, 1998. The information will be confidential; the number on the top right hand side of the questionnaire is used simply to keep a record of the people who have already answered. Once we receive your letter, we will remove the number and use the information anonymously.

As a graduate student at Oklahoma State University, I am very interested in cyber-communication, and the implications that the new technology has brought. Being originally from Germany, I am extremely curious about how Americans deal with this new medium. That is one of the reasons, why I made this my thesis topic. My stay here has been very exciting for me so far, and I hope you enjoy completing this questionnaire as much as I enjoyed preparing it for you.

If you would like a copy of the findings, please fill out the section provided at the end of the questionnaire.

If you have any questions or concerns, please feel free to contact me at (405) 372-3526, email: roensbe@okstate.edu, or my advisor, Dr. Steve Smethers, (405) 744-6848, email: smether@okway.okstate.edu.

Thank you very much and *a Happy New Year 1998!!!*
Sincerely,

Bettina Roensberg   Dr. Steve Smethers

Here are some questions regarding your Internet use, your ideas and concerns regarding guidelines for online users and your professional and educational background. The information will be completely confidential. If you have any questions, please contact Bettina Roensberg, (405) 372 3526, email: roensbe@okstate.edu, or Dr. Steve Smethers, (405) 744 6848, email: smether@okway.okstate.edu.
Thank you very much.

I. **The following questions concern your Internet use and general knowledge about the Internet.**

1. How many times a week do you access the Internet?

___every day
___ever other day
___2-3 days a week
___once a week
___other (please specify) _____

2. On the average, how much time do you spend on the Internet?

___less than an hour in one sitting
___more than 1, but less than 3 hours in one sitting
___more than 3, but less than 5 hours in one sitting
___more than 5 hours in one sitting

3. Do you read computer/Internet-related magazines? __Yes – Which ones? Check all that apply. __No (Please skip to Question 4).
___The Web
___ZD Internet
___Internet World
___MacWorld
___MacAddict
___Wired
___The Net
___Others (please specify)_____
_____
_____
_____

~ more ~

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4. What kind of Internet sites do you access regularly? Please check all that apply.
   __Personal (friends/family)
   __Educational (Universities/Colleges)
   __Commercial (.org/.com)
   __Government sites (.gov)
   __Professional sites (SPJ, AP, RTNDA, et. al.)
   __Other (please specify)_____

II. In the following section, please indicate your level of agreement with the following statements.

5. The Internet adds to the confusion about the difference between legal and illegal actions (such as copyright infringement) on it.

   __strongly agree __agree __not sure __disagree __strongly disagree.

6. Online defamation is different from traditional (printed/spoken) media libelous statements.

   __strongly disagree __disagree __not sure __agree __strongly agree

7. Pornography/obscenity should be censored on the Net.

   __strongly agree __agree __not sure __disagree __strongly disagree

8. The Internet is a great communications tool where people from all places of all ages can meet.

   __strongly disagree __disagree __not sure __agree __strongly agree

9. The Internet does offer sufficient copyright protection for an author's work.

   __strongly agree __agree __not sure __disagree __strongly disagree

10. Online business is not as safe as traditional business transactions.

   __strongly disagree __disagree __not sure __agree __strongly agree

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11. The Internet makes people's private information more easily available for people that might not be authorized to access it.

__strongly agree   __agree   __not sure   __disagree   __strongly disagree

III. Please show your level of concern regarding the following issues.

12. Copyright/Trademark Infringements.

Very   ___ ___ ___ ___ ___ ___ ___ Not concerned
concerned   at all

13. Privacy while conducting business on the Internet.

Not concerned ___ ___ ___ ___ ___ ___ ___ Very
at all   concerned

14. Online Defamation

Very   ___ ___ ___ ___ ___ ___ ___ Not concerned
concerned   at all

15. Sexually explicit sites

Not concerned ___ ___ ___ ___ ___ ___ ___ Very
at all   concerned

16. Sexually oriented newsgroups and bulletin boards

Very   ___ ___ ___ ___ ___ ___ ___ Not concerned
concerned   at all

17. Spamming (mass junk mails)

Not concerned ___ ___ ___ ___ ___ ___ ___ Very
at all   concerned

~ more ~

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18. Flaming (talking rudely, and offensively, defaming a user online)

Very   ___   ___   ___   ___   ___   ___   ___   Not concerned
concerned   at all

IV. In the following section, please pick the group that would be most suited to devise rules for the Internet. Check only one.

19. In your opinion, who do you think is the #1 person to devise Internet rules that should be as fair as possible to the average user?

    ___"Techies" (computer experts)
    ___US Court System
    ___international government delegates
    ___members of professional organizations (such as Society of Professional Journalists)
    ___CEOs of computer corporations (such as Microsoft etc)
    ___Other _____

20. Who do you think would be the most knowledgeable about Internet issues?

    ___"Techies" (computer experts)
    ___US Court system
    ___international government delegates
    ___members of professional organizations
    ___CEOs of computer corporations (such as Microsoft etc)
    ___Other _____

21. Historically, who has been the most historically responsible when devising rules for the Internet?

    ___"Techies" (computer experts)
    ___US Court system
    ___international government delegates
    ___members of professional organizations
    ___CEOs of computer corporations (such as Microsoft etc)
    ___Other _____

22. Do you think the Internet should be regulated? Why or why not?_____
_____
_____
_____
_____

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V. In this section, please answer a few questions regarding your educational/professional background.

23. What is your main area of employment?
__Educator (College, University etc.)
__Reporter or On-Air Staff
__Manager (GM of a broadcast station, Director of PR/Ad agency)
__Sales Person
__Editor
__Technical position (technical support, camera, lights, etc.)
__Advertising (Representative)
__Advertising (Creative Work)
__PR practitioner

24. What is the highest educational level that you have completed?
__High School
__some College
__graduated College
__Graduate School (Master's Degree)
__Graduate School (Doctoral Degree)

complete if applicable:

Degree:_____ Subject Area:_____

25. How long have you been working in some type of media work?

__ 0-5 years
__ 6-10 years
__11-15 years
__16-20 years
__21-25 years
__26-30 years
__31-35 years
__more than 35 years

26. Do you have email access at your work place?
___Yes   ___No

27. Do you have Internet access at your work place?
___Yes   ___No

~ more ~

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28. If you do have Internet access at your work place, does your employer restrict your access in any way?

___No

___Yes (please specify) _____

_____

_____

29. How old are you?

      ___18-30 years old
      ___31-40 years old
      ___41-50 years old
      ___51-60 years old
      ___older than 60 years

Thank you!
This is the end.

- -

Thank you very much for taking the time to complete this questionnaire. Please send it back to me using the pre-addressed, stamped envelope. If you want a free copy of the results of this survey, please write your address here.

_____

_____

_____

All information will be kept confidential.

On a personal note ☺

You might have wondered how a German graduate student can "end up" in Stillwater, Oklahoma, out in the middle of no.... the United States. When looking for graduate schools around the country, I happened to be listening to an American (country music) radio show back home. Garth Brooks was co-host that week, and ever since I first was in this country as an exchange student, I was very much influenced by his music. A "gut feeling" told me to try my luck here in Stillwater, where Garth Brooks also went to school. So far, I have not been let down. It has been rough at times, but I gained so much more! --BAR

"And there's bound to be rough waters
And I know I'll take some falls
But with the good Lord as my captain
I can make it through them all...yes"
(Garth Brooks, *The River*)

OKLAHOMA STATE UNIVERSITY
INSTITUTIONAL REVIEW BOARD
HUMAN SUBJECTS REVIEW

Date: January 8, 1998   **IRB #:** AS-98-038

Proposal Title: SURVEY OF OKLAHOMAN MEDIA PROFESSIONALS ON INTERNET
REGULATION

Principal Investigator(s): Steven Smethers, Bettina Roensberg

Reviewed and Processed as: Exempt

Approval Status Recommended by Reviewer(s): Approved

ALL APPROVALS MAY BE SUBJECT TO REVIEW BY FULL INSTITUTIONAL REVIEW BOARD AT
NEXT MEETING, AS WELL AS ARE SUBJECT TO MONITORING AT ANY TIME DURING THE
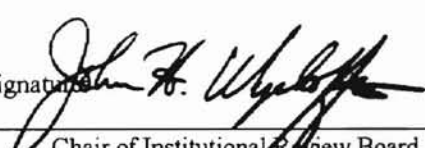APPROVAL PERIOD.
APPROVAL STATUS PERIOD VALID FOR DATA COLLECTION FOR A ONE CALENDAR YEAR
PERIOD AFTER WHICH A CONTINUATION OR RENEWAL REQUEST IS REQUIRED TO BE
SUBMITTED FOR BOARD APPROVAL.
ANY MODIFICATIONS TO APPROVED PROJECT MUST ALSO BE SUBMITTED FOR APPROVAL.

Comments, Modifications/Conditions for Approval or Disapproval are as follows:
It is strongly suggested that the tracking number be placed on the envelope rather than the instrument itself.

Signature   Date: January 09, 1998

Chair of Institutional Review Board
Cc: Bettina Roensberg

VITA

Bettina A. Roensberg

Candidate for the Degree of

Master of Science

Thesis: REPORT OF A SURVEY OF OKLAHOMA MEDIA PROFESSIONALS ON INTERNET REGULATION

Major Field: Mass Communications

Biographical:

Personal Data: Born in Neuss, Northrhine-Westfalia, Germany, September 1, 1975, the daughter of Heribert Roensberg and Maria Roensberg (Krebs).

Education: Received Senior diploma from Asheville High School, Asheville, North Carolina in May 1992; graduated from Pascal Gymnasium, Grevenbroich, Germany, in June 1994; finished Grundstudium in American Studies, History and Political Science emphasis, at Freie Universitaet Berlin, Germany, in July 1996; completed requirements for the Master of Science degree at Oklahoma State University in May 1998.

Professional Experience: Freelance work for Erft-Kurier (newspaper) Grevenbroich, June 1991 to June 1992; News internship with Westdeutsche Zeitung (newspaper), Duesseldorf, Germany, June to August 1994; Assistant to public relations and program manager, Amerika Haus, Berlin, Germany, USIA, February to October 1995; News internship with KGFY Radio, Stillwater, Oklahoma, June to August 1997.

Honors: Initiated Member of Kappa Tau Alpha, National Honor Society for Journalism and Mass Communcations.