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A COMPARISON OF ONE NEWSPAPER'S EDITOR
AND SUBSCRIBER NEWS VALUES

Thesis Approved:

Walter J. Ward

Thesis Adviser

Henry W. Heath, Jr.

Leon J. Myerson

James B. Appleberry

D. D. Burton

Dean of the Graduate College

PREFACE

This dissertation examined the question of whether newspapers are giving subscribers what they want to read.

The news model and procedure developed by Ward at Iowa were used to explore the question in the case of one newspaper, its editors, and a sample of 50 subscribers. The performance of the professionals in this study was compared with previous studies using the Ward model.

The news model seems to be a meaningful and valuable device for measuring the relationship of a newspaper and its readers in the area of news preferences, particularly at the local news level.

Such research as this cannot be completed without significant interaction between a student and his professors and mentors. I would like to thank my advisory committee for its assistance and patience: Dr. James B. Appleberry, chairman; Dr. Walter J. Ward, adviser; Dr. Harry E. Heath, Jr.; and Dr. Leon L. Munson. Dr. Ward and Dr. Heath deserve special mention for bearing the brunt of my occasional stumblings and resultant requests for advice and guidance.

I am indebted to Valparaiso University and its Alumni Association for significant financial support which made the entire doctoral program possible for me.

The expertise and patience of the typists, Mrs. Martha Harnish and Mrs. Adalou Penner, played an important role in the final stages of the project.

The role of my wife Bette and daughter Martha, from the personal

sacrifices during periods of financial stress through the many times when their patience and understanding were vital factors in continued progress for me, cannot be fully understood or appreciated by anyone but the author.

Two men, Carl F. Galow, Sr., and William E. Gahl, were very interested in my program and provided needed encouragement. Unfortunately, they passed away while the dissertation was being completed; to them, I dedicate this accomplishment.

There are undoubtedly others who deserve mention; to those inadvertently overlooked, who contributed in many ways, a final thank you.

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CHAPTER I

THE PROBLEM

This study investigated the question of whether a newspaper gives its subscribers what those individuals want in the news.

It did not explore the problem, posed by the Commission on Freedom of the Press in 1947, of giving the people what they need to know as opposed to what they want to know, nor was it an exercise in measuring "hard" and "soft" news, as reflected by Wilbur Schramm's theory on Immediate and Delayed Reward news.¹

The study attempted to discover similarities in news desires, values, and standards between the professionals who edit a given publication and the subscribers to the publication.

Some critics have contended that newspapers are not giving the public what it wants. Such criticism is not based upon scientific data, so far as could be determined in this study.

The Nature of Gatekeeping

Daily throughout the world decisions are made as reporters, editors, and others, select and reject from an abundance of available news-making information. Such decision-making often is referred to as "gatekeeping."

The term "gatekeeper" originated with social scientist Kurt Lewin, who applied the term to certain areas of control in communication

channels.² Simply stated, the progress of a news item through the channels of communication depends on the decisions of individuals who control news gates at various points along the way. This study focused upon local news.

The progress of a local news story is subject to numerous gates as it makes its way from the point of origin to final appearance in a newspaper. The person who saw the event, sometimes the reporter and sometimes not, is the first gatekeeper. He selectively perceives, retains, and rejects certain parts of the event. Decisions are made here on what facts are passed along. The report then goes to various editors who man more gates in the communication channel. It may be cut, expanded, rewritten, or dropped at this point.

Even if the information survives these gates, the decisions on where it will appear in the paper, what kind of type will be used in the story, the size and style of headline, and the mechanical location on a given page all comprise additional gatekeeping functions.

The process may vary, usually in relation to the size of the publication. On a small paper, the process may "simply" be reporter to editor to publication; on a larger paper, it more likely would be from reporter to rewrite to local desk to city editor to makeup editor and finally to publication.

In any event, the gatekeeping function is essentially the same. Its importance is obvious in shaping what kind of local news reaches the reader, what kind of community influence the paper is having, and what kind of service the publication is providing for its readers.

The function and importance of the gatekeepers--news decision-makers who control the flow of news--have been explored and

well-documented.³ These findings, however, served to heighten the importance of, and need for, exploration into the basic question of the present study, "Are newspapers giving their subscribers what the readers want?"

News Models

Through the years, many different news definitions have appeared, ranging from the pragmatic proclamation that "news is what appears in the newspaper" to the simplistic four points of the compass (N-E-W-S) still used in some classrooms.

The author used the theoretical news model developed by Ward at the University of Iowa, in which more than 200 news-value words obtained from textbooks and from working newsmen were condensed into a three-dimensional structure using news elements believed to be mutually exclusive and exhaustive.⁴

Ward then studied the decision-making of ten city editors as they rank ordered 54 identical, hypothetical news stories under three different newspaper situations, one realistic and two hypothetical.

Ward felt that much of the unknown and "unknowable" environment is man-made--by the man who is the gatekeeper of the news. This same gatekeeper, on the other hand, is a product of his environment, which has affected and does affect news selection.⁵

Carter extended the Ward model in a study of five pairs of city editors and reporters from five Oklahoma daily newspapers.⁶ Rhoades, in another study, used the Ward model in an experiment with wire service reporters.⁷

Application of Earlier Research
to the Study

In an attempt to expand upon the earlier work of Ward, Carter, and Rhoades, this study explored the gatekeeping decisions of the managing editor and city editor as they selected local news stories for a small midwestern daily. The study included a representative sample of the newspaper's subscribers to see how they selected stories from the same body of local news as the editors. Considerations in the selection of the sample may be found on page 27.

Would the subscribers make the same decisions as the editors when both groups had the opportunity to choose from the same body of available local news stories? This question was crucial.

A pool of 48 local news stories was used. These stories contained all possible combinations of Ward's three dimensions and their news elements: Normality--Oddity, Conflict, Normal; Prominence--Known Principals, Unknown Principals; and Significance--Impact, No Impact.

The author "localized" the same pool of news stories used in the earlier research. This localization was achieved by inserting the names of local officials, addresses, and institutions from the city studied into the stories. This procedure removed much of the hypothetical or "make-believe" from the research situation and injected a "real people and places" tone into the stories for greater respondent familiarity with the experimental data.

Summary of the Problem

It obviously was not practical to bring an adequate-sized random sample of a newspaper's subscribers into a newsroom on a given day and

expose those selected to all the news decisions which the professionals--in this case managing editor and city editor--faced.

However, Ward's model permitted this kind of basic or primary comparison in that it provided an opportunity to expose both readers and professional journalists to the same structured input of news for the same publication at the same time. Thus subscribers selected the stories by importance and interest to them in much the same way that the news professionals make gatekeeping decisions every day.

Use of the three-dimensional news model provided an importance-interest rank order for the subscribers as well as the editors from the same structured input of news. With these two sets of data, it was possible to analyze statistically the selections, and to ascertain similarities and differences in news evaluation between subscribers and editors.

In this way the author was able to examine and answer the basic study question: Does a newspaper give its subscribers what those individuals want to receive as news? In other words, was there significant correlation between the editors' and the subscribers' basic news preferences on the same body of news? Did the subscribers and editors think alike in their gatekeeping?

Secondarily, the editors' performances in the study were compared with those of other news professionals in previous studies using the same model. The original pool of non-localized stories was used to obtain data for this aspect of the project.

FOOTNOTES

¹Wilbur Schramm, "The Nature of News," Journalism Quarterly, Vol. 26, (September, 1949), pp. 259-278.

²David M. White, "The Gatekeeper: A Case Study in the Selection of News," People, Society, and Mass Communications, ed. Lewis Dexter and David M. White (New York, 1964), p. 162.

³Walter Gieber, "News Is What Newspapermen Make It," People, Society, and Mass Communications, ed. Lewis Dexter and David M. White (New York, 1964), pp. 173-180.

⁴Walter J. Ward, "News Values, News Situations and News Selection: An Intensive Study of Ten City Editors," (unpub. Ph.D. dissertation, University of Iowa, 1967).

⁵Ibid., p. 4.

⁶Lorenzo E. Carter, "News Values of Editors-Reporters On Five Oklahoma Newspapers" (unpub. Master's thesis, Oklahoma State University, 1970).

⁷George Rhoades, "The Effect of News Values on News Decisions by Associated Press and United Press International Newsmen in Oklahoma in a Gatekeeper Study," (unpub. Master's thesis, Oklahoma State University, 1971).

CHAPTER II

LITERATURE REVIEW

A review of the literature produced little which deals with primary editor-subscriber news preferences. Ample research exists, however, which is related generally to this study. It deals with the performance of professionals in the news-selection process and with the determination of news interest in readers. However, none of the research reported compares reader and editor news evaluation in a systematic fashion comparable to the present study.

Early Gatekeeping Studies

Since origination of the gatekeeper concept, a large body of research has substantiated fairly well the validity of Lewin's concept, as well as the importance of the gatekeeper.

. . . Lewin pointed out that the traveling of a news item through certain communication channels was dependent on the fact that certain areas within the channels functioned as "gates." Carrying the analogy further, Lewin said that gate sections are governed either by impartial rules or by "gatekeepers," and in the latter case an individual or group is "in power" for making the decision between "in" and "out."¹

Lewin originally was interested in the food-purchasing habits of housewives in wartime, in how food came to reach the family table, and in studying persons and places where decisions were made. However, he extended his findings on the gatekeeping function not only to the communication process, but to the movement of goods and the social

locomotion of individuals in many organizations.

White opened a new area of research in journalism when he studied a telegraph editor's selection and rejection of news stories.² He wanted to know why the gatekeeper, whom he called "Mr. Gates," chose one story from three versions available from the competing wire services of that period--Associated Press, United Press, and International News Service. White found that "Mr. Gates" used about 10 per cent of some 12,000 column inches he screened each week, and concluded that subjectivity and personal bias were the most important elements in Mr. Gates' decision-making. However, other studies leave room to doubt the weight placed by White upon bias alone.

Another suggestion by White, that different selections in different frameworks reflect the different sets of experiences that newsmen bring to their journalistic decision-making, seems more reasonable and has more pertinence for this study. The suggestion is easily extendible as a possible factor in subscriber news selection.

Sixteen years later, Snider replicated the White study with the same wire editor.³ Conditions had changed somewhat; less copy passed through the editor's hands, as he dealt with only one wire service instead of three. Nevertheless, Snider concluded that the wire editor's basis for decision-making was essentially unchanged. The editor still chose for publication the stories he liked and believed his readers wanted.

Snider further suggested that such old, familiar news factors as proximity, timeliness, prominence, and the like, merit further examination to determine whether they still are valid. This, too, seems more pertinent to this study.

Other gatekeeper studies took several directions, but essentially measured behavior of professionals who, at various points, control the flow of news stories into print.

It should be noted that there are still other gatekeepers, among them the sources of news outside the news organization and the members of the reader audience who influence the reading of other readers.⁴ These gates are equally vital in the information-diffusion process, but are not considered further in this study.

Agreement Among Professionals

Gieber, in a study of wire editors, found general consensus in news decisions, but not as a result of subjective evaluation, as White has concluded.⁵ He found the most powerful influence to be the pressure of newsroom demands in getting copy into the paper; other factors were secondary.

Personal evaluations rarely entered in, Gieber reported, and the telegraph editors seemed task-oriented. They left an impression of passivity, with no real perception of audience, or communicating with an audience. News seemed to be little more than a matter of mechanical production; selection had by and large been determined earlier in the wire service originating office.

A later study by Gieber pointed again to the pressure of the immediate frame of reference in gatekeeper decisions.⁶ The preferences of those in charge of the newsroom had a telling effect on the gatekeeping decisions of the staff.

This idea was further supported by Gieber in yet another study. He suggested then that the newsman is "subject to the newsroom

bureaucracy and frame of reference which influence his decision."⁷

Breed also supported the idea of newsroom influence by concluding that executives and older staff members soon established a sense of conformity on the paper's policy for the younger members of the news staff.⁸ Such things as institutional authority and sanctions, the desire of young staff members to achieve status, and obligation and esteem accorded the older staff members were distinctly present in the pressures to conform in a specific news situation. However, Breed pointed out that complete conformity was not realized with the younger members of the news staff due to strong counter pressures--the basic task of getting the job done, journalistic ethics, and the newsman's professional training.

Other Factors in News Judgment

The attempts of others to discover those things which in combination comprise news judgment brought mixed results.

Stempel studied Michigan dailies and found only 31 per cent of the papers in agreement on wire-story use.⁹ In a later study of other Michigan dailies, Stempel found a tendency for smaller papers to emphasize more hard news than papers in the larger communities.¹⁰ Both studies seem to suggest that the size of the community in the specific news situation is an important force in gatekeeping decisions.

Deutschmann studied big-city dailies and found substantial variation in the amount of news in 11 basic categories.¹¹

Still other researchers found some consistency in judgment. Danielson found similarity in news selection, emphasis, and display on six events during the 1960 presidential campaign.¹² Schramm, in a

study of Oregon dailies, found that the flow of news between cities was related to population.¹³ Again, the specific situation seemed to be a factor in news-selection procedures.

Readership Studies

Readership studies abound, and serve a distinct purpose in showing newspapers how well their content is being read. These data have been particularly helpful to advertising personnel, although research-minded editors have made good use of the findings as well.

Swanson summarized readership patterns on 130 dailies and found that the kind of page, the form of page, the proximity of the news item to the reader, the subject matter, and the story length were basic factors in readership.¹⁴

Another summary of news research efforts across the country by the American Newspaper Publishers Association Foundation reported extensively on readership of all sorts: financial pages, comics, Sunday supplements, news digests, and the like. It identified interest intensity and specific demographic reader characteristics for each area under study.¹⁵

However, readership studies such as these have minimal value in relation to the primary purpose of this study. All of this readership research was conducted on content which already had been selected for the readers and therefore did not reflect primary reader choice.

The author's purpose is comparison of the initial basic choices of one newspaper's editors and subscribers from the same body of content. Readership studies are not done at the primary selection level, thereby limiting their value to this study, except in a secondary sense.

A Multi-Dimensional Model

One thing seemed evident in the studies examined. There was enough consistency in news values, though not clearly defined, to suggest the need for a common, tightly fashioned news model which could be used to study newsmen's decision-making behavior. That such a model might also have applicability elsewhere, as in a study of subscriber-selection preferences, also was apparent.

It remained for Ward to develop the model which permitted a more controlled approach to the identification of news values.¹⁶ He constructed a pool of stories with single and multiple news elements, based on the definitions of his three-dimensional news model.

The use of Guttman's principles of facet analysis (dimension structuring) allowed Ward to reduce an original large list of news characteristics to three dimensions which seemed important.¹⁷

Ward had started with six original news facets with two elements each: Oddity, Prominence, Proximity, Timeliness, Conflict, and Significance. After preliminary study, the six were reduced to four, and then to three. He found that Proximity and Timeliness were constant in all of the local news stories during preliminary testing; later, Oddity and Conflict were combined as elements within a dimension called Normality.

With the model, Ward found similarity when city editors ranked stories, as well as significant agreement among the editors on the importance of single and multiple news elements in the stories. He worked with variables operating on different city editors as they judged news in different situations.

Carter then used the model in a study of five pairs of Oklahoma city editors and city reporters, and found a consistent pattern both in news judgment and hierarchy of news values.¹⁸

Rhoades again used Ward's model in a study of Associated Press and United Press International wire service newsmen in Oklahoma. He found high correlation among the wire service newsmen as to the importance of specific single and multiple news elements.¹⁹

Atwood used the Ward model and Q-technique in a study which involved readers and news professionals.²⁰ It differed from this study in that it measured how newsmen and readers perceived each other's preferences in two hypothetical situations. He concluded that reporters and subscribers were in substantial agreement as to news preferences, although editors and news staffers in desk assignments were judged poorer predictors of subscriber preferences.

Summary

It is evident that very little in the literature dealt with the basic purpose of this study: the comparison of news values held by one newspaper's editors and subscribers. Little, if any, exploration had been done which examined professionals and non-professionals at the primary, or same, news-selection level.

Success of the news model developed by Ward as a news-preference measurement device, followed by the work of Carter and Rhoades, attested to the effectiveness of the model with professional newsmen. It appeared to the author to be suitable for measurement of non-professionals as well. The absence of such investigation heretofore further seemed to call for use of the model in such a study.

Equipped, then, with the three-dimensional model and motivated by what seemed to be a need for research in a relatively untested area, the author proceeded with the comparison of news values held by one newspaper's editors and subscribers.

FOOTNOTES

¹White, p. 162.

²Ibid., pp. 160-171.

³Paul B. Snider, "'Mr. Gates' Revisited: A 1966 Version of the 1949 Case Study," Journalism Quarterly, Vol. 44 (Autumn, 1967), pp. 419-427.

⁴Gieber, p. 174.

⁵_____ "Across the Desk: A Study of 16 Telegraph Editors," Journalism Quarterly, Vol. 33 (Fall, 1956), pp. 423-432.

⁶_____ "How the Gatekeepers View Local Civil Liberties News," Journalism Quarterly, Vol. 37 (Spring, 1960), pp. 199-205.

⁷_____ "City Desk: Model of News Decisions," (unpub. paper presented to the Media Research Panel of the Association for Education in Journalism, August, 1964).

⁸Warren Breed, "Social Control in the Newsroom," Mass Communications, ed. Wilbur Schramm (Urbana, 1960), pp. 85-86.

⁹Guido Stempel III, "Uniformity of Wire Content of Six Michigan Dailies," Journalism Quarterly, Vol. 36 (Winter, 1959), pp. 45-48.

¹⁰_____ "Content Patterns of Small and Metropolitan Dailies," Journalism Quarterly, Vol. 39 (Winter, 1962), pp. 88-90.

¹¹Paul J. Deutschmann, News Page Content of 12 Metropolitan Dailies, Michigan State University Communications Research Center, sponsored by Scripps-Howard Research (East Lansing, 1959).

¹²Wayne A. Danielson, "Applying Guttman Scaling to Content Analysis," (unpub. study, School of Journalism, University of North Carolina, 1961).

¹³Wilbur Schramm, "Newspapers of a State as a News Network," Journalism Quarterly, Vol. 35 (Spring, 1959), pp. 177-182.

¹⁴Charles E. Swanson, "What They Read In 130 Daily Newspapers," Journalism Quarterly, Vol. 32 (Fall, 1955), pp. 411-421.

¹⁵Chilton R. Bush, ed. News Research For Better Newspapers, Vol. 2. American Newspaper Publishers Association Foundation (New York, 1967).

¹⁶Ward's dissertation.

¹⁷Ibid., pp. 26-30.

¹⁸Carter's thesis.

¹⁹Rhoades' thesis.

²⁰L. Erwin Atwood, "How Newsmen and Readers Perceive Each Others' Story Preferences," Journalism Quarterly, Vol. 47 (Summer, 1970), pp. 296-302.

CHAPTER III

DESIGN AND METHODOLOGY

This study was designed to seek out relationships between the news elements in a set of 48 localized news stories and editors' and subscribers' rankings of those stories. A secondary purpose was to compare journalists in this study with those of earlier studies using a pool of 48 Generalized news stories. In order to pursue the study in a practical way, a common, tightly fashioned news model was needed which permitted a controlled approach to the identification of news values.

Such a model had been developed by Ward, who had found significant agreement among city editors on the importance of single and multiple news elements. Carter then used the model in a separate study of Oklahoma city editors and city reporters, and Rhoades used it in still another study of wire service newsmen in Oklahoma.

There was significant correlation between the hierarchies of news values developed in the three studies. Not only did this indicate a commonality of news values among news professionals, but it also suggested the presence of internal and external validity for the model.

The applicability to this study was apparent. The Ward model provided an opportunity to expose the subscribers and editors of a single newspaper to the same structured input of news at the same time.

Hypotheses

To extend, or expand upon, the earlier work of Ward, Carter and Rhoades, and provide some measure of continuity, the hypotheses used in this study were developed. It was not desirable, however, to replicate their hypotheses.

The hypotheses used in this study:

No. 1: The presence of the Normality, Significance, and Prominence elements in the news stories will show a significant differential effect on the respondents' judgments. In other words, the mean probable use of the stories containing the elements of each of the three main news dimensions will differ significantly: Impact over Oddity over Known Principals over Conflict.

No. 2: There will be significant correlation between probable use of news elements by editors and subscribers.

No. 3: In the editors' Generalized and Localized situations, the basic news elements of the three dimensions will be valued in the following order, from high to low: Impact, Oddity, Known Principals, and Conflict.

It was then postulated that such correlation at a significant level between editors' and subscribers' probable use of news elements would provide one indication that the study newspaper, at least at the local news level, is giving its subscribers what they would choose as news.

Secondarily, if previous hierarchies were maintained through the editors' Generalized and Localized sorts, this would further indicate commonality of news values among newspapermen, and point toward some eternal validity.

Structure of the Model

The author used 48 news stories representing all possible combinations of operationally defined news elements in an attempt to determine priority of these elements among the respondents. The editors and the subscribers were asked to rank-order the stories along a continuum from "Most Probably Use" to "Least Probably Use."

The independent variables were the news elements in the stories. The dependent variable was probability of use.

As stated earlier, there were two sets of 48 stories, one Generalized and the other Localized. In the Generalized pool, the 48 stories were about a hypothetical town, Middleport. In the Localized pool, the same 48 stories were localized as to names, addresses, businesses, and other data relevant to the study community.

The editors first judged the Generalized pool. Several weeks later, they judged the Localized pool at the same time as did the sample of subscribers. The "double sort" by the editors was needed to provide data necessary for comparison of the editors' performances with those of other news professionals in previous studies using the Ward model.

The subscribers' sort of the Localized pool provided data for the primary research problem in the present study. The subscribers were not required to judge the Generalized pool.

Where possible, the stories were taken intact from previous studies using the Ward model. Those stories not applicable from the earlier studies were modified to meet current needs. Four were constructed specifically for this study.

Although they had been included in Ward's original news model design, Proximity and Timeliness were held constant since all stories dealt with local news. In every story used it was assumed the event occurred "today" in the "local area."

The stories thus comprised three news dimensions and their elements: Normality--Oddity, Conflict, Normal; Prominence--Known Principals, Unknown Principals; and Significance--Impact, No Impact. (See Appendix A for operational definitions.) These news dimensions and their elements were represented in all possible combinations in the 48 model news stories. Each story contained one or more of the three independent news dimensions.

The three-dimensional design contained 12 combinations of news stories with all possible combinations of news elements:

1. Known Principals, Impact, and Oddity
2. Known Principals, Impact, and Conflict
3. Known Principals and Impact
4. Known Principals and Oddity
5. Known Principals and Conflict
6. Known Principals
7. Impact and Oddity
8. Impact and Conflict
9. Impact
10. Oddity
11. Conflict
12. No news elements

Respondent rankings were correlated, factor analyzed, and subjected to a factorial analysis of variance.

The Q-Methodology

The study was limited to a small, representative sample of subscribers and two news professionals (managing editor and city editor), which made it possible to use a form of Stephenson's Q-Methodology.¹ This is a method of ranking objects along a normal or quasi-normal frequency distribution and assigning numerical values to the objects. The result is a large number of responses from each subject; thus, in Q-technique, any person can become the subject of detailed factor and variance analysis. It is suited to testing theories on small sets of individuals carefully chosen for known or presumed possession of some significant characteristic or characteristics.²

The editors and the subscribers were asked to Q-sort the pool of stories reflecting the structured input of the news dimensions and their elements. The Q-technique seemed ideal for the study because it strongly resembles an editor's daily decision-making duties in which he compares all the stories available for a given edition, then assigns them priorities or ranks them in terms of use (news) value. More important, the subscribers could be exposed to this decision-making process with the same inputs available to the editors.

The 50 subscribers and two editor respondents ranked the 48 localized news stories on a 9-point continuum, which reflected differences and agreements among the respondents. The respondents were instructed to sort the stories into nine piles, the array making up a normal or quasi-normal distribution, as shown in the following illustration:

(Scale Values)										
Most	9	8	7	6	5	4	3	2	1	Least
Probably	—	—	—	—	—	—	—	—	—	Probably
Use	3	4	5	7	10	7	5	4	3	Use
(Number of Stories Per Pile)										

The numbers above the line were values assigned to stories in each of the sorting piles; numbers below the line were the quantities of stories in each sorting pile. Thus, the three stories placed in the extreme left sorting pile received a score of nine each. All statistics were computed from the obtained scores.

The stories were printed separately on cards to facilitate sorting. Respondents were asked to read all the stories, then sort and place them along the 9-point continuum in the quantities indicated. Each respondent was advised that he was free to change his decision on the position or rank of any story in the scale at any time in the sorting process.

Editors and subscribers, by sorting the news stories, revealed which dimensions of news were most important to them.

Correlation and Factor Analysis

Correlation and factor analysis were used to indicate common characteristics among the subscribers. According to Kerlinger, "Factor analysis is a method for determining the number and nature of the underlying variables among large numbers of measures."³ It is also called a method for extracting common factor variances.

Intercorrelations were computed to indicate what relationships

existed among the subscribers as reflected by probability of use. The linkage or factor analysis separated into groupings those subscribers more similar to each other in their news judgments than to others.

McQuitty's linkage procedure was used.⁴ This consisted of identifying "types" by locating, through the size of the correlation coefficients, respondents whose judgments were most highly related. Thus, linkage analysis identified the subscribers who tended to think alike in their news selection.

Analysis of Variance

Factorial analysis of variance was administered to show the independent and interactive effects of the three news dimensions and their elements on the different types of respondents. It has been suggested that no other method of statistical analysis gives quite as much insight into modern research approaches and methods. As Kerlinger has put it:

In factorial analysis of variance two or more independent variables vary independently or interact with each other to produce variation in a dependent variable. . . . One of the most significant and revolutionary developments of modern research design and statistics is the planning and analysis of the simultaneous operation and interaction of two or more variables. Scientists have long known that variables do not act independently. Rather, they often act in concert.⁵

The author used a modified Type III Analysis of Variance, also known as a multi-factor mixed design with repeated measures on one factor.⁶ In this analysis, the 48 stories were considered as subjects. There were 12 story groups, each with four subjects (stories); each story group was considered representative of that news dimension's elements and was thought of as receiving certain treatments. These

treatments were the types of respondents brought out in the linkage analysis. The types thus were the repeatable factor. For example, there were four stories in the Oddity-Impact combination. The stories were considered as subjects and the types of respondents were considered as treatments. [This allowed the author to examine how the different types of respondents treated the particular combination in terms of priority of use.]

The author was working with four experimental variables. Three of the variables were the independent news dimensions divided into elements: the Significance dimension had Impact and No Impact elements, the Prominence dimension had Known Principals and Unknown Principals elements, and the Normality dimension had Oddity, Conflict, and Normal elements.

The fourth experimental variable—type of respondent—had different levels in each of the three analyses which were performed: there were five levels in the first analysis, four Subscriber types identified by correlation and linkage analysis and the Editors classed as a fifth type; there were four levels in the second analysis represented by the four Subscriber types; and there were two levels in the third analysis, all the Subscribers classed as one type and the Editors as a second type.

In Figure 1, page 25, the 5 x 2 x 2 x 3 paradigm shows how the levels of independent variables were juxtaposed for the first analysis; the second and third analyses varied only in number of types, or levels.

Using the multi-factor mixed design, the author was able to extract variances in the scores due to news dimensions, separately or in combination, and respondent types, in the three analyses. Thus,

SIGNIFICANCE

Impact

No Impact

PROMINENCE

Known Principals Unknown Principals Known Principals Unknown Principals

NORMALITY

	Odd.	Conf.	Norm.	Odd.	Conf.	Norm.	Odd.	Conf.	Norm.	Odd.	Conf.	Norm.
Type I												
Type II												
Type III												
Type IV												
Type V (Editors)												

Figure 1. Model of paradigm Used in Factorial Analysis of Variance of Five Respon-
dent Types--Four Subscriber Types and Editors. (Same basic format used
for second analysis of Subscribers only with the fifth row--Type V,
Editors--dropped; for the third analysis, Subscribers and Editors, there
were two horizontal rows.)

different news values by "types" of respondents were identified.

In plainer language, some respondents placed higher emphasis on Prominence stories than did other respondents. This difference was isolated and identified; it provided a more accurate picture of the effects of the news dimensions on the respondents' rankings of stories.

Analyses of the differences among mean scores permitted the author to determine whether there were significant differences among the news elements: if the respondents ranked Impact stories in a significantly different way than stories containing No Impact, if stories containing Known Principals were ranked in a significantly different way than those stories with Unknown Principals, or if stories labeled Oddity, Conflict, or Normal were ranked in a significantly different way.

The three independent news dimension variables were manipulated while the fourth variable, the type of respondent, was held constant.

The question of interaction--the effect of the various combinations of news elements within the news priorities--also was pursued. All possible combinations of the three independent news-dimension variables were formed to establish treatment groups. This determined whether a combination of news elements, the interaction, gave a story higher priority than a story with a single news element. For example, did a story with Impact and Oddity rank higher than a story with only Impact or only Oddity?

The multi-factor mixed design thus enabled the author to answer the basic study question; the analysis of variance showed how the types differed significantly on the selection of news items which reflected the news dimensions and the elements. Secondly, the analysis identified the significant effects of the news dimensions on the editors'

judgments; this permitted comparison with the professionals in previous studies which used the same news elements.

The Sample and the Locale

The study was conducted in the summer of 1971 and all of the Q-sorts were obtained in a matter of three or four days via personal visit by the author. (See instruction sheet, Appendix B.) Basic identification data were obtained (Appendix C) primarily for sorting purposes and as a safeguard later in the study, should it be necessary to return to the raw data. The information from the sheets was not tabulated, as it was not one of the basic thrusts of the study.

The study newspaper and some of the subscribers were hesitant about participating until promised anonymity. Because of this, the newspaper and the city are not identified in this dissertation and only the hypothetical Generalized pool of 48 local news stories appears as Appendix D. Thus, local names of people, business firms, etc., have been given the anonymity requested.

The study newspaper was located in a county-seat city of slightly more than 20,000 persons. The paper had a circulation of more than 11,000, of which about 90 per cent remained in the home county. About 5,500 papers were circulated within the city limits and the remainder in smaller communities generally within the county limits. Other papers went to professional subscribers, mail subscriptions (nearly 400), and other small communities which were a part of the county "in spirit" but were located just across the county line.

Census data from the 1960 U. S. Census, projected to 1970 by means of preliminary reports already in from the 1970 U. S. Census, and

statistical information compiled by the area Chamber of Commerce, were studied in arriving at the selection of the sample. Thus, the sample was made as representative as possible of the community and county residents.

Respondents ranged from a policeman to a steel mill foreman, from a bank president to an insurance salesman, from a high school senior to a widowed grandmother, and from a farmer to a university dean. The county data reflected an almost even split between men and women and this was carried through in selection of the sample.

Summary

It was decided to use the Ward news model and Q-methodology to pursue the primary and secondary purposes of the study. Three hypotheses were developed.

Correlation and factor analysis identified similarities among the subscribers and editors. Then, differences developed through linkage analysis were examined by factorial analysis of variance.

FOOTNOTES

¹Fred N. Kerlinger, Foundations of Behavioral Research. (New York, 1965), p. 591.

²Ibid., p. 650.

³Ibid.

⁴L. McQuitty, "Elementary Linkage Analysis for Isolating Orthogonal and Oblique Types and Typal Relevancies," Educational and Psychological Measurement, XVII (1957), pp. 207-229.

⁵Kerlinger, p. 213.

⁶James L. Bruning and B. L. Kintz, Computational Handbook of Statistics. (Glenview, 1968), pp. 61-72.

CHAPTER IV

SIMILARITIES IN NEWS VALUES

The 50 subscribers and two editors ranked 48 localized news stories on a 9-point continuum, which enabled the author to administer correlation and linkage (factor) analysis to respondents' probable use of news elements. This analysis not only indicated over-all agreement and relationship among respondents' news values, but identified statistically four types of subscribers through the procedure outlined by McQuitty.¹

Thus, factor analysis reduced individuals to types. It helped locate and clarify unities or underlying commonalities among the subscribers in the story sample.

As Kerlinger states it:

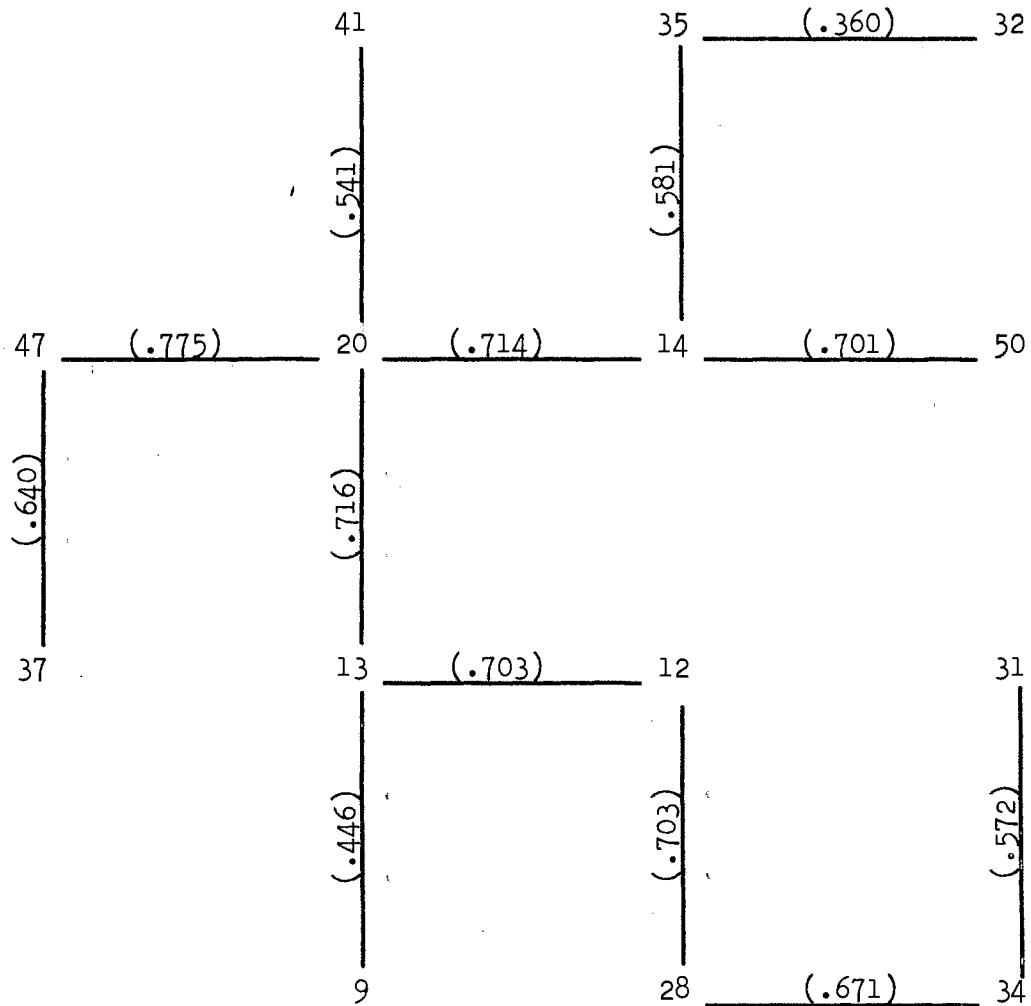
Factor analysis serves the cause of scientific parsimony. Generally speaking, if two tests measure the same thing, the scores obtained from them can be added together. If, on the other hand, the two tests do not measure the same thing, their scores cannot be added. Factor analysis tells us, in effect, what tests or measures can be added and studied together rather than separately.²

Appendix E, the master correlation matrix, shows intercorrelations of Subscribers' and Editors' probable use scores. Linkage analysis identified clusters or types of subscribers most alike in their probable use of news elements. The four Subscriber types are shown in Table I, pages 31-33.

One subscriber, No. 49, remained in the master matrix after Types

TABLE I
 SUBSCRIBER TYPES DEVELOPED THROUGH
 LINKAGE ANALYSIS

TYPE I: 14 Subscribers



TYPE II: 32 Subscribers

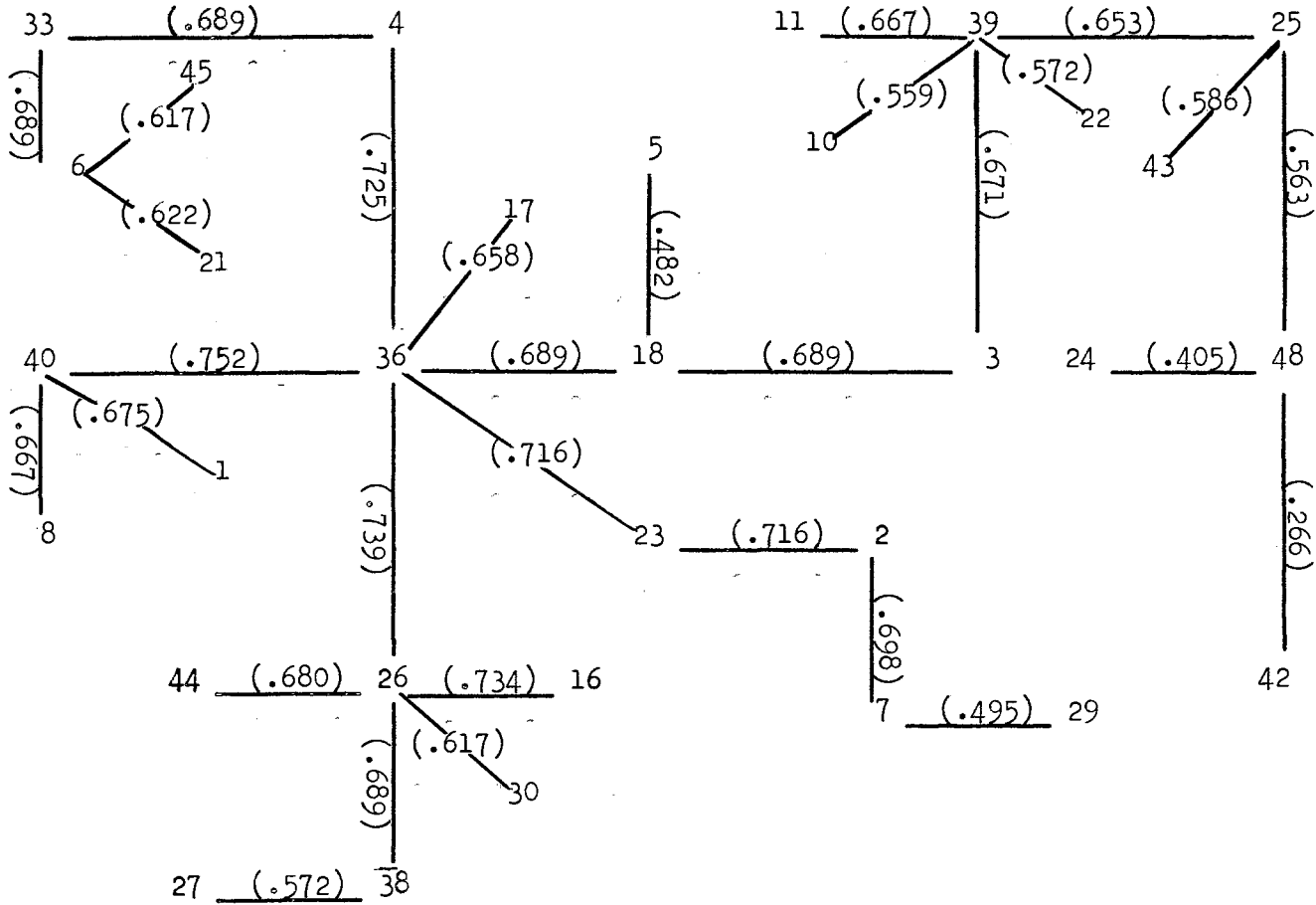


TABLE I (Continued)

TABLE I (Continued)

TYPE III: 3 Subscribers

TYPE IV: 1 Subscriber

46	(.658)	15	
	(.644)		49
		19	

SUBSCRIBERS BY TYPE

Type I	Type II				Type III	Type IV
9 32	1	8	22	30	43	15 49
12 34	2	10	23	33	44	19
13 35	3	11	24	36	45	46
14 37	4	16	25	38	48	
20 41	5	17	26	39		
28 47	6	18	27	40		
31 50	7	21	29	42		

I, II, and III were identified--linked in clusters--and removed. This subscriber correlated negatively with all other respondents; the negative correlations ranged in strength from $-.649$ with subscriber No. 36 to a virtually meaningless $-.014$ relationship with subscriber No. 42.

Since the McQuitty procedure was based on the highest remaining positive correlations, there was no way that subscriber No. 49 could have been part of the other three types.

At this point, the validity or legitimacy of a fourth type had to be examined carefully. In the strictest interpretation of the McQuitty procedure, a single subscriber does not qualify as a type since it does not "pair" or "cluster" with anything else in the matrix. Additionally,

the performance of the subscriber on the Q-sort indicated that there may have been cognitive reversal of the scale direction--the subscriber may have confused the priority-of-use ends of the scale. Thus, the decision was made to drop Type IV in analysis and interpretation.

However, the term Type IV was retained in some tables and figures for purposes of statistical completeness on the sample of 50 subscribers, although no attempt was made at analysis.

Two forms were used to indicate the differences in rank-order presentation of the various news dimensions and their elements by Subscriber types.

Table II, page 35, indicates the rank-order mean probable use by Subscriber types for each of the 12 news-element combinations and reflects the distinctions in ranking priorities among Subscriber types.

Individual stories contained in each of the 12 combinations are shown by story number (Appendix D) in the left hand column of Table II. Abbreviations for the various news-element combinations and the single news elements are shown at the bottom of the table.

Preferences in the 12 Possible Combinations

Examination of the various rank positions for the 12 news element combinations in Table II reveals some interesting differences among Subscriber types.

Type I seemed to prize those elements which made up the top priority in its rank order--Conflict, Known Principals, and Impact. The Impact element appeared in five of the top six priority levels, Known Principals in four of the top six, and Conflict in three of the six. Type I was called the "Prominence-Impact" type.

TABLE II
 HIERARCHY OF NEWS ELEMENT PROBABLE-USE VALUES:
 OVER-ALL AND SUBSCRIBER TYPES

Story Nos.	News Elements	All Subscribers		Subscriber Type I		Subscriber Type II		Subscriber Type III		Subscriber Type IV	
		Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean
9-12	CPI	1	6.57	1	6.79	1	6.49	1	7.25	9.5	4.25
21-24	I	2	5.59	2	6.22	3	5.52	11	3.83	7	4.75
33-36	CP	3	5.58	3	5.98	7	5.44	5.5	5.50	6	5.25
13-16	CI	4	5.56	5	5.86	4	5.48	5.5	5.50	11	4.00
17-20	PI	5	5.55	4	5.91	2	5.63	9	4.08	12	2.50
1-4	OPI	6	5.46	6	5.47	5	5.47	4	5.75	4	5.50
37-40	C	7	5.13	8	4.84	8	5.27	7	4.83	4	5.50
5-8	OI	8	5.09	9	3.98	6	5.45	2	6.75	9.5	4.25
29-32	O	9	4.73	10	3.93	9	4.92	3	6.17	4	5.50
41-44	P	10	4.30	7	4.89	10	4.21	10	3.92	8	4.50
25-28	OP	11	3.84	11	3.34	11	3.87	8	4.58	2	6.75
45-48	N	12	2.57	12	2.87	12	2.35	12	1.83	1	7.25

ABBREVIATIONS

OPI - Oddity, Known Principals, Impact	OI - Oddity, Impact
CPI - Conflict, Known Principals, Impact	CI - Conflict, Impact
PI - Known Principals, Impact	I - Impact
OP - Oddity, Known Principals	O - Oddity
CP - Conflict, Known Principals	C - Conflict
P - Known Principals	N - No-news

Type II clearly valued Impact in its top rankings. Impact was dominant and appeared in the top six rank levels. Known Principals was next in order of rank appearance, followed by the element of Conflict, but not with such consistency. Known Principals was present in four of the first six levels, and Conflict appeared in the first and the fourth positions. Oddity did not appear at all until the fifth level, nearly halfway down in the hierarchy. Type II was labelled the "Impact" type.

Type III departed sharply from the first two types, ranking the Oddity element second, third, and fourth. This Subscriber type placed less value on the Known Principals and Conflict elements, on the other hand, and dropped Impact as an element by itself all the way to eleventh. In contrast, Types I and II had ranked the individual Impact element second and third, respectively. With this unusual emphasis on Oddity, Type III was called the "Oddity" type.

As a combined group, the subscribers prized Impact highly. It appeared in five of the top six rank levels. Also, the only news element appearing by itself (not in combination with any of the others) in the top six was Impact, at the second level. Known Principals was next for All Subscribers, and was present in four of the top six rank positions. Conflict seemed less important to the group and appeared in only three of the first six preference levels. Oddity did not appear at all until the sixth rank level.

Preferences Among Basic News Elements

The second method of looking at the differences in respondents' news values is shown in Table III, page 37, which reveals preferences for all respondents and Subscriber types on the basis of basic news

elements: Impact, Prominence (Known Principals), Oddity, Conflict, and No-news.

The mean probable usages in Table III represent the single-story score (or mean, as the case may have been) for each story with the basic element.

TABLE III
PROBABLE USE OF BASIC NEWS ELEMENTS:
ALL RESPONDENTS

ALL RESPONDENTS	TYPE I	TYPE II	TYPE III	TYPE IV	EDITORS
Conflict 5.71	Conflict 5.87	Impact 5.669	Oddity 5.83	No-news 7.25	Impact 5.78
Impact 5.65	Impact 5.69	Conflict 5.667	Conflict 5.77	Oddity 5.50	Conflict 5.67
Prominence 5.23	Prominence 5.38	Prominence 5.17	Impact 5.56	Prominence 4.79	Oddity 5.42
Oddity 4.83	Oddity 4.16	Oddity 4.93	Prominence 5.21	Conflict 4.69	Prominence 5.33
No-news 2.54	No-news 2.87	No-news 2.37	No-news 1.83	Impact 4.21	No-news 2.12

For example, Impact appeared in 6 of the 12 news-element combinations, and there were 4 stories in each combination. The Impact mean, then, was the average of 24 separate story scores or means for that group. Mean probable use of Known Principals also was derived from 24 stories. Oddity and Conflict appeared in 4 of the 12 news element combinations, which made the score for each category the mean of 16 single scores. No-news, the 12th category, represented the mean of 4 story scores.

The hierarchy of basic new-element mean values here generally supported the differences found by types in judgments on the 12 news-element combinations which were reflected in Table II.

For the three Subscriber types and the Editors, Conflict and Impact were most preferred, with the mean probable use well over 5.0.

At this point, the findings of Table III seemed to contradict the labels given earlier by the author to Subscriber types: Type I (Prominence-Impact), Type II (Impact), and Type III (Oddity). However, examination of individual story use by type (Appendix F) clarified what appeared to be contradictions between the findings and the labels.

Although the author had given Type I subscribers a Prominence-Impact label earlier, the Type I subscribers in Table III seemed to prize Conflict most with a mean probable use of 5.87; other values included Impact, 5.69; Prominence, 5.38; Oddity, 4.16; and No-news, 2.87. (The top three were prized as highly by Type I subscribers in the Table II hierarchy of 12 news-element combinations.) However, out of 24 stories carrying Prominence elements and 24 stories carrying Impact elements (Appendix F), Type I subscribers most valued 13 Prominence and 10 Impact stories. Type II subscribers most preferred 4 Prominence and 6 Impact stories, and Type III subscribers most valued 7 Prominence and 7 Impact stories. In contrast, Type I subscribers most preferred only 5 of 16 possible Conflict stories. The Type I subscribers clearly preferred Prominence and Impact over Conflict in individual story use. This supported the Prominence-Impact label given to Type I.

Type II, called the Impact subscriber by the author, seemed to place near-equal value on Impact and Conflict. This was reflected by probable-use means of 5.669 and 5.667, respectively. The probable-use

rank order of other news elements for Type II were Prominence, 5.17; Oddity, 4.93; and No-news, 2.37. Conflict, however, was prized less highly by Type II subscribers in the hierarchy of 12 news combinations in Table I and in the individual story preferences in Appendix F. The original label of Impact for Type II was retained.

A similar situation was present with Type III. These subscribers seemed to prize Oddity and Conflict almost equally, and assigned mean values of 5.83 and 5.77, respectively. Other basic news-element mean values for Type III were, in rank order, Impact, 5.56; Prominence, 5.21; and No-news, 1.83. Once again, however, Oddity more clearly predominated for Type III in the Table II hierarchy of news combinations and in individual story preferences in Appendix F. The label of Oddity for Type III was reaffirmed.

Some of the precision which was apparent with the 12 levels of news elements in Table II may have been lost in Table III, with only five general categories. The most precision came with examination of individual story scores in Appendix F and resolved to the author's satisfaction what first had appeared as contradictions.

Story Preferences and Respondent Types

Another comparison was provided by examination of individual story probable-use means by Subscriber types, Editors, and All Respondents. (Figure 2, page 40, presents story code first lines for the study. Stories Most Preferred and Stories Least Preferred by respondent groups will be presented in subsequent tables.)

It should be remembered that the three Subscriber types gave highest probable-use means to the combination of Conflict, Prominence, and

<u>No. Story Code First Line</u>	<u>No. Story Code First Line</u>
1. Middleport angriest city	25. <u>Daily News</u> makes mistake
2. Middleport emergency elec.	26. Wickersham farm invaded
3. City Election Chairman Wilson	27. Mayor happy golfer
4. Angry bees rout Council	28. Sen. Smith hurts shoulder
5. Cigarette flipped, Fire Sta.	29. Butterbaugh Happy Birthday
6. Santa Claus convict	30. Law officers free woman
7. Squirrel with cable taste	31. Brown buys surplus helmets
8. Frightened elephants, traffic	32. Avery estate over million
9. Diamond Rubber Co. may close	33. Thieves rob Dr. Osten
10. Hospital's Dr. Johnson resigns	34. Mayor fires patrolmen
11. High school students barred	35. Ex-Middleport grid star killed
12. City judge blocks rock fest.	36. Weber opposes draft board
13. Non-brand gas stations closed	37. Charleston Pike crash hurts 7
14. South Side residents, vandals	38. Ross traffic poor over 4th
15. County cattle raisers warned	39. Middleport woman strangled
16. Striking teachers stop	40. Middleport youth shot
17. Ross County, no atom smasher	41. Raise mayor's salary
18. Middleport Pet. ups prices	42. Mantle to speak
19. Sen. Smith, fed. highway aid	43. Governor beauty contest judge
20. Mayor says tax receipts ahead	44. Chancellor Braun gets award
21. California firm buys property	45. East End Polka Club meeting
22. Middleport may get urban funds	46. H.S. counselor on trip
23. Tuition raised, Middleport U.	47. First horse entry for Fair
24. Middleport schools, fed. aid	48. Boardman names assistant

Figure 2. Story Numbers and Story Code First Lines

Impact in the 12 news-element combination rank positions in Table II. Because of this, the author assumed that this combination would appear first in consideration of Stories Most Preferred by Subscriber types; the assumption was borne out and is reflected in the following tables. It was necessary, then, to go beyond the CPI combination as an "expected presence" to find the preferences in stories or elements which distinguished the three Subscriber types. Earlier conclusions as to identification of Subscribers by type were generally supported in this investigation of Stories Most Preferred.

Type I was called the Prominence-Impact type earlier and this label seemed to be reaffirmed in Table IV.

TABLE IV

SUBSCRIBER TYPE I "MOST-LEAST" STORY PREFERENCES

<u>Stories Most Preferred</u>			
<u>Element</u> <u>Abbrev.</u>	<u>Story Code</u> <u>First Line</u>	<u>Story</u> <u>No.</u>	<u>Mean</u>
CPI	Hospital's Dr. Johnson resigns	10	7.36
CPI	Diamond Rubber Co. may close	9	7.14
I	Middleport schools, federal aid	24	7.14
CP	Mayor fires patrolmen	34	7.14
I	Middleport may get urban funds	22	6.93
<u>Stories Least Preferred</u>			
N	East End Polka Club meeting	45	2.00
N	First horse entry for Fair	47	2.43
O	Brown buys surplus helmets	31	2.57
OP	Wickersham farm invaded	26	2.78
OPI	Angry bees rout Council	4	3.00
OI	Squirrel with cable taste	27	3.00

The elements of Conflict, Known Principals, and Impact are distributed almost equally in the top five Stories Most Preferred by Type I,

the Prominence-Impact subscriber. However, a case may be made for the premise that this subscriber prized Known Principals and Impact more highly than Conflict. His over-all performance indicated he probably would have preferred stories No. 10 and No. 9 even without the Conflict element. There is a presumption of Prominence in the two Impact funds stories (No. 24 and No. 22), although specific Known Principals are not named. In the Least-Preferred category for Type I, two No-news stories were at the top of the list, followed by five Oddity stories. This seemed to indicate that this type of subscriber was a no-nonsense reader as well.

With or without the presence of the top CPI element combination, the earlier Impact label for Type II is supported in Table V. Impact clearly dominated as the high priority element. It appeared in the five Stories Most Preferred by these subscribers.

TABLE V

SUBSCRIBER TYPE II "MOST-LEAST" STORY PREFERENCES

<u>Stories Most Preferred</u>			
<u>Element</u>	<u>Story Code</u>	<u>First Line</u>	<u>Story</u>
<u>Abbrev.</u>			<u>No.</u> <u>Mean</u>
CPI		Diamond Rubber Co. may close	9 7.22
OPI		Middleport emergency electricity	2 6.81
I		California firm buys property	21 6.78
CI		Striking teachers stop	16 6.69
CPI		High school students barred	11 6.34
<u>Stories Least Preferred</u>			
N		East End Polka Club meeting	45 1.44
N		First horse entry for Fair	47 1.91
OP		Mayor happy golfer	27 2.78
P		Governor beauty contest judge	43 2.78
N		Boardman named assistant	48 3.03

Three of the five stories in the Least-Preferred category were of the No-news variety, while the remaining two had Known Principals present. This Subscriber type apparently was not impressed with Prominence itself as an important news dimension.

The previous Oddity designation for Subscriber Type III is clearly supported by data in Table VI. Disregarding the CPI combination as the "expected presence," the Oddity element was present in three of the four stories next most preferred by the Type III subscriber; it appeared to dominate the selections. The non-Oddity story, a Conflict and Prominence item about a football star being killed in non-combat military activity, might well have been considered an Oddity item from the news perspective of this Subscriber type.

TABLE VI

SUBSCRIBER TYPE III "MOST-LEAST" STORY PREFERENCES

<u>Stories Most Preferred</u>			
<u>Element</u>	<u>Story Code</u>	<u>Story</u>	
<u>Abbrev.</u>	<u>First Line</u>	<u>No.</u>	<u>Mean</u>
CPI	Hospital's Dr. Johnson resigns	10	9.00
CPI	High school students barred	11	9.00
OI	Santa Claus convict	6	8.67
O	Butterbaugh Happy Birthday	29	8.00
CP	Ex-Middleport grid star killed	35	8.00
OI	Cigarette flipped, fire station	5	7.00
<u>Stories Least Preferred</u>			
N	East End Polka Club meeting	45	1.33
N	High school counselor on trip	46	1.33
N	First horse entry for Fair	47	1.67
I	Middleport schools, federal aid	24	2.33
OP	Mayor happy golfer	27	2.33

Oddity also appeared in one of the top stories in the Least-

Preferred classification for the Type III group. However, the same story appeared in the Least-Preferred categories of Types I and II. General public displeasure with the mayor's golf playing when some citizens no doubt would insist he should be working may have outweighed the legitimate news oddity of his hole-in-one and may thus have produced the low rankings by all Subscriber types.

The Editors' choices in the Most Preferred and Least Preferred story categories, Table VII, reflect similarity in some instances with the choices of the Subscriber types, but, on the other hand, also indicate preferences not found in the others.

TABLE VII

EDITORS' "MOST-LEAST" STORY PREFERENCES

<u>Stories Most Preferred</u>			
<u>Element</u>	<u>Story Code</u>	<u>First Line</u>	<u>Story</u>
<u>Abbrev.</u>			<u>No.</u> <u>Mean</u>
CPI		Diamond Rubber Co. may close	9 7.50
CPI		High school students barred	11 7.50
CPI		City judge blocks rock festival	12 7.50
PI		Ross County, no atom smasher	17 7.50
CP		Mayor fires patrolmen	34 7.25
OI		Santa Claus convict	6 7.25
<u>Stories Least Preferred</u>			
N		East End Polka Club meeting	45 1.00
N		High school counselor on trip	46 1.50
N		First horse entry for Fair	47 2.00
I		Tuition raised Middleport U.	23 2.25
P		Mantle to speak	42 2.50
P		Governor beauty contest judge	43 2.50

The Editors reflected the "expected presence" of the top CPI combination in their Most Preferred classification and agreed with each of

the Subscriber types on at least one CPI choice. However, the Editors favored story No. 12, which was not among the Stories Most Preferred by any of the Subscriber types.

Conflict was present in four of the top six Stories Most Preferred by the Editors, and Impact appeared in all but one story.

The top three in the Least Preferred category for the Editors were No-news stories; these were followed by three single-element stories.

Preferences of all respondents, Table VIII, seemed to generally show what was indicated in the preceding breakdown by Subscriber types and Editors.

TABLE VIII

ALL RESPONDENTS' "MOST-LEAST" STORY PREFERENCES

<u>Stories Most Preferred</u>			
<u>Element</u>	<u>Story Code</u>	<u>First Line</u>	<u>Story</u>
<u>Abbrev.</u>			<u>No.</u> <u>Mean</u>
CPI		Diamond Rubber Co. may close	9 7.02
CPI		Hospital's Dr. Johnson resigns	10 6.68
CI		Striking teachers stop	16 6.58
OPI		Middleport emergency electricity	2 6.50
CPI		High school students barred	11 6.50
I		California firm buys property	21 6.48
<u>Stories Least Preferred</u>			
N		East End Polka Club meeting	45 1.74
N		First horse entry for Fair	47 2.18
OP		Mayor happy golfer	27 2.90
P		Governor beauty contest judge	43 3.00
N		High school counselor on trip	46 3.12
O		Brown buys surplus helmets	31 3.20

The earlier assumption on the "expected presence" of the CPI combination was again validated here. Three of the top six Stories Most

Preferred by All Respondents comprised the CPI combination.

Three of the four No-news stories in the study were found in the Least Preferred category of All Respondents. However, after the polka club and horse entry items, the respondents over-all thought less of the mayor's prowess on the golf course than any other story. Next, the respondents least preferred the story about the governor acting as a beauty judge. Finally, in the fifth position on the Least Preferred list, the respondents returned to a No-news item, No. 48.

Types by Standard Scores

Still another method of describing news values of Subscriber types and Editors was by standard scores. (This method expresses individual scores in standard deviation units away from the mean.) Here, the story scores of the Subscriber types and Editors are shown in standard deviation units above or below the over-all mean probable-use of All Respondents on the same story. Using the Most Preferred and Least Preferred categories again, the ensuing tables reveal how much more or how much less the Subscriber types and Editors preferred a given story in comparison to the consensus probable-use of the same story.

A Prominence-Impact label was given earlier to Type I subscribers and these elements appeared in near equal proportion among the top six stories preferred in Table IX, page 47.

TABLE IX

RESPONDENT-TYPE IDENTIFICATION BY STANDARD
 SCORES: TYPE I--PROMINENCE-IMPACT

<u>News Elements</u>	<u>Story Code First Line</u>	<u>Standard Scores</u>
<u>Most Preferred</u>		
I	Middleport schools, federal aid	.55
P	Chancellor Braun gets award	.54
I	Middleport may get urban funds	.51
CP	Mayor fires patrolmen	.51
P	Raise mayor's salary	.42
I	Tuition raised, Middleport U.	.41
<u>Least Preferred</u>		
OI	Santa Claus convict	-.85
OI	Frightened elephants, traffic	-.60
O	Avery estate over million	-.67
OI	Squirrel with cable taste	-.67
OPI	Angry bees rout Council	-.63

Perhaps more striking was the fact that five of the six stories were representative of a single element, either Impact or Prominence, without combination with any other. On the other hand, this Subscriber type was unimpressed with Oddity as a news element. All five of the Least Preferred stories in this table had the element of Oddity; in four of the stories it was combined with Impact. It seemed that Impact lost its importance somewhat when combined with the Oddity element for the Type I group.

Impact was present throughout Table X, page 48, in the top preferences of Type II, the Impact subscriber group, along with the Oddity element.

TABLE X

RESPONDENT--TYPE IDENTIFICATION BY STANDARD
 SCORES: TYPE II--IMPACT

<u>News Elements</u>	<u>Story Code First Line</u>	<u>Standard Scores</u>
<u>Most Preferred</u>		
OI	Frightened elephants, traffic	.26
C	Middleport woman strangled	.21
I	California firm buys property	.20
O	Avery estate over million	.19
OPI	Middleport emergency electricity	.16
OI	Santa Claus convict	.16
<u>Least Preferred</u>		
CP	Ex-Middleport grid star killed	-.28
CPI	Hospital's Dr. Johnson resigns	-.22
CI	Non-brand gas stations close	-.22
OPI	City Election Chairman Wilson	-.19
P	Chancellor Braun gets award	-.19
N	Boardman named assistant	-.19

While the story was unusual enough to rate identification as an Oddity item in part, the main thrust of the story seemed to be its impact--how the item might affect a large number of readers or how it did in fact have an effect on a substantial number of readers. For example, the story about emergency electricity certainly had potential to affect a large number of the readers. The nature of the power shortage was unusual enough of itself in relation to the study community to merit Oddity classification. However, this story probably was important enough to have major Impact on this Subscriber type, regardless of cause. Traffic tie-ups have an effect (Impact) on large numbers of people, especially in rush hours, regardless of how they happen. Here, the cause gained the Oddity label for the story but it did not seem primary to its news value. In Least Preferred items, Prominence

appeared in four of the five stories; it seemed to be dismissed by this Subscriber type as an important news element.

Type III, the Oddity subscriber, played Oddity, Prominence, and Impact as three of its top five stories, but the relative worth in Table XI of the Prominence and Impact elements may be questioned. The story about bees routing the City Council contained by definition Oddity, Prominence, and Impact. However, a story about bees routing a beekeepers' convention or a church service would have been newsworthy, without Prominence or Impact. The bee story's primary thrust might well have been Oddity in the minds of these subscribers.

TABLE XI

RESPONDENT-TYPE IDENTIFICATION BY STANDARD
SCORES: TYPE III--ODDITY

<u>News Elements</u>	<u>Story Code First Line</u>	<u>Standard Scores</u>
<u>Most Preferred</u>		
O	Butterbaugh Happy Birthday	1.64
CP	Ex-Middleport grid star killed	1.54
CPI	High school students barred	1.36
OI	Santa Claus convict	1.35
OPI	Angry bees rout Council	1.33
<u>Least Preferred</u>		
I	Middleport schools, federal aid	-1.63
PI	Sen. Smith, federal highway aid	-1.36
I	Middleport may get urban funds	-1.28
PI	Mayor says tax receipts ahead	-1.12
N	High school counselor on trip	-1.09

Oddity and Impact were present in the story about the ~~Santa~~ Claus who turned out to be a convict, but the Impact element could well have been traditional or sentimental in nature. Take away the Santa Claus

element and make it an item about an escaped convict who does an outstanding job in any unsung or unsentimental situation and the Oddity element would still be newsworthy, but the Impact would be gone.

The stories Most Preferred by Type III which did not carry any Oddity as operationally defined (the former football star being killed and the conflict over the high school dress code) could easily have reflected attitudes present today in many people. Many consider anybody who dresses differently as "odd," and this feeling could have been present in the story selections of Subscriber Type III. The same could be true for the story on the former football star being killed in service. The death occurred in a training exercise, far from any war or combat, and it is not unreasonable to imagine this Subscriber looking at this item as "odd" from his demonstrated perspectives.

A look at the Least Preferred category for Type III further confirms the Oddity orientation of this group. The only elements present in the Least Preferred stories are Prominence and Impact. They are clearly stories devoid of any Oddity, real or implied: an item about federal aid for local schools, another about federal highway aid, the possibility of receipt of urban funds, and local tax receipts being ahead of estimates.

Impact, Oddity, and Prominence were present in the Most Preferred category for the Editors in Table XII, page 51. They seemed tightly geared to Prominence and Impact, not unusual for newspaper editors, but more important was the absence of Conflict.

TABLE XII

RESPONDENT-TYPE IDENTIFICATION BY STANDARD
SCORES: EDITORS

<u>News Elements</u>	<u>Story Code First Line</u>	<u>Standard Scores</u>
<u>Most Preferred</u>		
CPI	City judge blocks rock festival	.84
PI	Ross traffic poor over 4th	.79
OI	Santa Claus convict	.74
O	Avery estate over million	.73
OPI	Angry bees rout Council	.69
<u>Least Preferred</u>		
C	Charleston Pike crash hurts 7	-1.42
CI	South Side residents, vandalism	-1.17
CI	County cattle raisers warned	-1.09
N	High school counselor on trip	-.98
P	Mantle to speak	-.91

The Editors' top three Least Preferred stories all contained the element of Conflict, further disclaiming the popular concept that the news media are conflict-oriented. The Editors are discussed in detail in Chapter VI and are not analyzed further at this point.

Consensus Mean Probable Use for All Stories

A complete listing of all mean probable-use scores for the 48 story items is found in Table XIII, pages 52-55, first by numerical story order and then by rank order of probable-use values, along with the respective news element combinations.

No. 9, with a CPI combination, had a probable-use value of 7.055. It was the story about a local plant closing. Next highest was No. 10, also a CPI combination, with a probable-use value of 6.704; it was the story about the hospital administrator resigning. These were the two

TABLE XIII
 ALL RESPONDENTS' PROBABLE-USE VALUES
 FOR 48 STORIES

Element Abbrev.	No.	Story Code First Line	Mean
OPI	1.	Middleport angriest city	6.148
	2.	Middleport emergency electricity	6.481
	3.	City Election Chairman Wilson	5.222
	4.	Angry bees rout Council	4.074
OI	5.	Cigarette flipped, Fire Station	5.944
	6.	Santa Claus convict	5.500
	7.	Squirrel with cable taste	4.148
	8.	Frightened elephants, traffic	5.093
CPI	9.	Diamond Rubber Co. may close	7.055
	10.	Hospital's Dr. Johnson resigns	6.704
	11.	High school students barred	6.574
	12.	City Judge blocks rock festival	6.204
CI	13.	Non-brand gas stations closed	5.407
	14.	South Side residents, vandalism	5.611
	15.	County cattle raisers warned	4.426
	16.	Striking teachers stop	6.611
PI	17.	Ross County, no atom smasher	6.296
	18.	Middleport Petroleum ups prices	4.352
	19.	Sen. Smith, federal highway aid	5.796
	20.	Mayor says tax receipts ahead	5.815
I	21.	California firm buys property	6.463
	22.	Middleport may get urban funds	5.907
	23.	Tuition raised, Middleport U.	3.833

TABLE XIII (Continued)

	24.	Middleport schools, federal aid	5.926
OP	25.	<u>Daily News</u> makes mistake	5.389
	26.	Wickersham farm invaded	3.500
	27.	Mayor happy golfer	2.907
	28.	Sen. Smith hurts shoulder	3.704
O	29.	Butterbaugh Happy Birthday	4.889
	30.	Law officers free local woman	5.630
	31.	Brown buys surplus helmets	3.241
	32.	Avery estate over million	5.389
CP	33.	Thieves rob Dr. Osten	5.426
	34.	Mayor fires patrolmen	6.333
	35.	Ex-Middleport grid star killed	5.259
	36.	Weber opposes draft board	5.426
C	37.	Charleston Pike crash hurts 7	5.167
	38.	Ross traffic poor over 4th	4.852
	39.	Middleport woman strangled	5.018
	40.	Middleport youth shot	5.296
P	41.	Raise mayor's salary	5.611
	42.	Mantle to speak	4.185
	43.	Governor beauty contest judge	2.963
	44.	Chancellor Braun gets award	4.074
N	45.	East End Polka Club meeting	1.685
	46.	H.S. counselor on trip	3.000
	47.	First horse entry for Fair	2.167
	48.	Boardman named assistant	3.315

TABLE XIII (Continued)

RANK ORDER OF 48 STORIES BY MEAN PROBABLE USE

Element	No.	Story Code First Line	Mean
CPI	9.	Diamond Rubber Co. may close	7.055
CPI	10.	Hospital's Dr. Johnson resigns	6.704
CI	16.	Striking teachers stop	6.611
CPI	11.	High school students barred	6.574
OPI	2.	Middleport emergency electricity	6.481
I	21.	California firm buys property	6.463
CP	34.	Mayor fires patrolmen	6.333
PI	17.	Ross county, no atom smasher	6.296
CPI	12.	City judge blocks rock festival	6.204
OPI	1.	Middleport angriest city	6.148
OI	5.	Cigarette flipped, fire station	5.944
I	24.	Middleport schools, federal aid	5.926
I	22.	Middleport may get urban funds	5.907
PI	20.	Mayor says tax receipts ahead	5.815
PI	19.	Sen. Smith, federal highway aid	5.796
O	30.	Law officers free local woman	5.630
CI	14.	South Side residents, vandalism	5.611
P	41.	Raise mayor's salary	5.611
OI	6.	Santa Claus convict	5.500
CP	33.	Thieves rob Dr. Osten	5.426
CP	36.	Weber opposes draft board	5.426
CI	13.	Non-brand gas stations closed	5.407
OP	25.	<u>Daily News</u> makes mistake	5.389

TABLE XIII (Continued)

O	32.	Avery estate over million	5.389
C	40.	Middleport youth shot	5.296
CP	35.	Ex-Middleport grid star killed	5.259
OPI	3.	City Election Chairman Wilson	5.222
C	37.	Charleston Pike crash hurts 7	5.167
OI	8.	Frightened elephants, traffic	5.093
C	39.	Middleport woman strangled	5.018
O	29.	Butterbaugh Happy Birthday	4.889
C	38.	Ross traffic poor over 4th	4.852
CI	15.	County cattle raisers warned	4.426
PI	18.	Middleport Petroleum ups prices	4.352
P	42.	Mantle to speak	4.185
OI	7.	Squirrel with cable taste	4.148
OPI	4.	Angry bees rout Council	4.074
P	44.	Chancellor Braun gets award	4.074
I	23.	Tuition raised, Middleport U.	3.833
OP	28.	Sen. Smith hurts shoulder	3.704
OP	26.	Wickersham farm invaded	3.500
N	48.	Boardman named assistant	3.315
O	31.	Brown buys surplus helmets	3.241
N	46.	High school counselor on trip	3.000
P	43.	Governor beauty contest judge	2.963
OP	27.	Mayor happy golfer	2.907
N	47.	First horse entry for Fair	2.167
N	45.	East End Polka Club meeting	1.685

stories most preferred by all respondents.

No. 45, in the No-news category, had the lowest probable-use mean, 1.685. It was the East End Polka Club story. No. 47, also in the No-news class, had the next lowest probable-use value, 2.167; it was the item about the first horse entry for the fair.

Aside from the top CPI news-element combination, Story No. 16, a Conflict-Impact combination, had the next highest probable-use value, 6.611. It was a story about striking teachers stopping their picketing activity at a local school.

Apart from the low No-news category, No. 27 in the Oddity-Prominence combination had the lowest probable-use at 2.907 (lower even than some in the No-news category). It was the story about the mayor's hole-in-one.

Subscriber and Editor Similarity

The author then looked for significant correlation, or similarity, between the way Editors and Subscribers rank-ordered stories. Table XIV, page 57, shows their probable use, over-all, of the news elements. In this presentation, there was a correlation of .651 between Editors and Subscribers, which, in a t-table, was found to be significant at the .05 level. This means that relationships of probable use between Subscribers and Editors was greater than chance.

The Editors' Localized rank order of probable-use values also was correlated (not illustrated) with the Subscribers' rank order as in Table XIV. An even higher correlation was revealed, .757, which was significant at the .01 level. This meant there was a stronger relationship in Localized news values between Editors and Subscribers, and this

TABLE XIV

NEWS ELEMENT PROBABLE-USE VALUES:
SUBSCRIBERS AND EDITORS

News Elements	Subscribers: Mean Probable Use	Editors: Mean Probable Use*
Conflict, Known Principals, Impact	6.57	7.37
Impact	5.59	4.75
Conflict, Known Principals	5.58	5.88
Conflict, Impact	5.56	4.84
Known Principals, Impact	5.55	5.69
Oddity, Known Principals, Impact	5.46	5.75
Conflict	5.13	4.50
Oddity, Impact	5.09	6.19
Oddity	4.73	5.50
Prominence	4.30	3.06
Oddity, Known Principals	3.84	4.25
No-news	2.57	2.12

rho = .651

* The Editors' figures in this table represent over-all Generalized and Localized news element combination mean probable-use values.

relationship was much greater than chance.

Intercorrelations by Type of Respondents

Table XV indicates the intercorrelations of the Editors and the three Subscriber types on their probable-use values for the Localized sorts.

TABLE XV

LOCALIZED SORT PROBABLE-USE VALUE INTERCORRELATIONS: EDITOR AND SUBSCRIBER TYPES

	Editors	Type I	Type II	Type III
Editors	xx	.705	.803	.642
Type I	.705**	xx	.976	.175
Type II	.803**	.976**	xx	.378
Type III	.642**	.175	.378	xx

** = significant .05 or better

Significant relationships were found between the Editors and all three Subscriber types on their probable use of the 12 news-element combinations and between the Prominence-Impact subscriber (Type I) and the Impact subscriber (Type II). The Oddity subscriber (Type III) did not correlate significantly with Types I or II.

The strength of the Editor' relationships with the three types varied. It was strongest with the Impact subscriber (Sig .01), then with the Prominence-Impact subscriber (Sig .02), and finally with the Oddity subscriber (Sig .05).

The Editors and Type II (Impact) subscribers generally agreed on probable-use of eight of the 12 news elements. Impact characterized the agreement at the higher levels of probable use, and Editors and Type II subscribers agreed as well at lower levels where No-news and single elements of Known Principals, Conflict, and Oddity appeared. The biggest discrepancy in this relationship came in the positioning of the Impact elements. Editors chose not to value it higher than seventh, while Type II subscribers ranked it third highest.

Agreement of Editors and Type I (Prominence-Impact) subscribers was nearly as strong, but geared to the presence of the Known Principals (Prominence) element. Sharp disagreement again occurred on the probable-use of the Impact element. While the Editors ranked it seventh in probable use, Type I subscribers moved it all the way up to second highest in priority. Another strong disagreement came on the Oddity-Impact combination. The Editors valued it fourth, while Type I subscribers dropped it to ninth.

While the Editors agreed significantly with the Type III (Oddity) subscribers, the relationship was not as strong as with Type I or Type II. The strongest relationship was in those stories where Oddity appeared with other elements. Oddity standing alone seemed to be a source of disagreement. Type III subscribers ranked it third, while Editors ranked it eighth. The Prominence-Impact combination, which was played strongly by Editors and Subscriber Types I and II, was dropped all the way to ninth in value by Oddity subscribers.

The strongest relationship of all occurred between Prominence-Impact and Impact subscribers (Sig .001). Differences that occurred in probable use of news elements seemed directly related to the over-all

preferences of these respondents. Type I dropped Oddity-Impact to ninth, but Type II, with a stronger feeling for Impact, ranked it sixth. On the other hand, Type II dropped Conflict-Prominence to seventh (absence of Impact), but Type I kept it third (presence of Prominence, a characteristic of the type).

Type III (Oddity) subscribers did not relate to the Prominence-Impact or the Impact types. After the "expected presence" of the top CPI combination there was little agreement, with the exception of the Oddity-Prominence-Impact and Conflict-Impact combinations.

Types I and II placed Prominence-Impact no lower than fourth, but Type III ranked it ninth place. Types I and II placed Impact no lower than third. Type III dropped it all the way to eleventh. Where Type III prized Oddity-Impact second highest in probable use, Types I and II placed it ninth and sixth respectively.

The Editors assembled news packages most similar to Type II (Impact) subscribers, who comprised 32 of the 50 Subscriber respondents (Sig .01). This reaffirmed the earlier conclusion that the Editors did think alike generally with the over-all Subscriber sample in terms of news-element play.

The Editors' next strongest relationship, .02 with Type I (Prominence-Impact) subscribers, was with the next largest segment, 14, of the over-all Subscriber sample. The Editors' weakest relationship, .05 with Type III (Oddity) subscribers, was with the smallest segment, 3, of the over-all sample.

In other words, the Editors correlated significantly with all three Subscriber types, which represented 49 of the 50 subscribers in the sample. (The 50th subscriber, as pointed out earlier, did not

relate to any of the three Subscriber types and was dropped from analysis.) There was proportionally significant similarity between the Editors' news package and those of the Prominence-Impact, the Impact, and the Oddity subscribers, in that order.

Summary of the Similarities

Linkage analysis identified three types of subscribers most alike in their probable use of news elements. Mean probable use of the 12 possible news-element combinations and the five basic elements were studied to determine preferences of the Subscriber types. This resulted in calling Type I the Prominence-Impact subscriber, Type II the Impact subscriber, and Type III the Oddity subscriber.

As a group, respondents played Conflict, Known Principals, and Impact almost equally, with only .24 separating the highest from the third choice. Oddity was considerably lower.

The Editors departed somewhat from this probable-use pattern of basic elements, and played Impact and Conflict at the top (separation of .11), followed by Oddity and Prominence (separation of .09.)

Analysis of probable use of the 48 stories by All Respondents and examination of Stories Most Preferred and Stories Least Preferred by Subscriber types through probable-use and standard scores further supported the labels given to the Subscriber types by the author.

Relative play of news elements in the Editors' and Subscribers' news packages showed a similarity beyond chance (Sig .05). This was the case between Editors and all Subscribers and between Editors and each Subscriber type. Such similarity confirms an earlier contention that editors and subscribers tend to have similar news values.

FOOTNOTES

¹Factor analysis begins with the correlation matrix (Appendix E). The underlined correlations in each column represent the first step in McQuitty's factor analysis. Clusters, which are factors, are derived from the highest correlations in each column; the underlined correlation identifies the person that is most like the person for that column. In each column, there will be one or more highest correlations.

The highest of the underlined entries was .775 between subscriber No. 20 and No. 47. These were what McQuitty called reciprocal pairs, or the pairs of subscribers who had the highest correlation with each other. This pair formed the basis for Type I; to this pair was then linked other subscribers to form the complete Type I. In the analysis, Type I included 14 subscribers (Table I, pages 31-33).

After removal of Type I subscribers from the matrix, the procedure was repeated to determine Type II. The highest remaining correlation was .752 between subscriber No. 40 and No. 36. The McQuitty linkage steps were repeated and Type II consisted of 32 subscribers.

Four subscribers remained 'unassigned' or 'unlinked' and the next highest correlation was .658 between subscriber No. 15 and No. 46; the linkage procedure determined that Type III consisted of three subscribers.

After taking out 14 subscribers for Type I, 32 for Type II, and 4 for Type III, one subscriber remained 'unlinked.' This was No. 49, who became Type IV.

²Kerlinger, p. 650.

CHAPTER V

DIFFERENCES IN NEWS VALUES

Method of Analysis

To determine the independent and interactive effects of the news elements on the Subscribers' and Editors' news judgments, a modified Type III analysis of variance was used. In this analysis, the news dimensions served as the independent variables and the respondents' news judgments represented the dependent responses.

This procedure isolated the main and the interactive effects of the three main news dimensions and the component elements on the different types of subscribers which were identified through the McQuitty linkage procedure. (Three analyses were performed. The first considered the Subscribers as "types" with the addition of the Editors as another "type." The second considered the Subscribers alone as types; and the third considered the Subscribers as one group and the Editors as a second group.)

In this kind of analysis, the 48 stories were considered as subjects; or, there were 12 groups of four subjects (stories) each which were subjected to various treatments. The treatments corresponded to the types of respondents. The stories in each group were considered as representative of a news-element combination.

The combinations of news elements again: Oddity-Prominence-Impact;

Oddity-Impact; Conflict-Prominence-Impact; Conflict-Impact; Prominence-Impact; Impact; Oddity-Prominence; Oddity; Conflict-Prominence; Conflict; Prominence; and No-news.

In the first analysis, a 5 x 2 x 2 x 3 paradigm was used which reflected the four Subscriber types and the Editors (the fifth type) x Significance x Prominence x Normality. In the second analysis, a 4 x 2 x 2 x 3 paradigm was employed to analyze the four Subscriber types x Significance x Prominence x Normality. The third analysis was a 2 x 2 x 2 x 3 paradigm of Subscribers and Editors (two groups) x Significance x Prominence x Normality. The general format for the paradigm was shown in Figure 1, page 25.

This design enabled the author to extract differences in mean probable story use due to the influence of the news dimensions and their component elements. For instance, one respondent type may have placed higher emphasis on Oddity than did the other types. This difference was isolated and identified. This permitted a clearer picture of the effects of the news dimension and component elements on the respondents' relative probable use.

It was possible to perform a variance analysis and interactions between and among news elements. This analysis revealed whether there were significant differences in probable use of the news elements in their various combinations. In other words, the design enabled the author to determine how respondents ranked Impact stories as opposed to those containing No Impact; how the stories of Known Principals were ranked in comparison with stories of Unknown Principals; and how Oddity, Conflict, or Normal stories were ranked in relation to each other.

It also determined whether probable use of one news element

depended on its combination with one or more of the other news elements. Did a combination of news elements result in a higher mean priority than did a single news element?

The three independent news dimensions were subdivided into component elements: the Prominence dimension was subdivided into the Known and Unknown Principals; the Significance dimension into Impact and No Impact; and the Normality dimension into Oddity, Conflict and Normal elements. These elements were used to pinpoint the characteristics of news in the various stories (four in each of 12 news element combinations) which the respondents then Q-sorted. The score assigned became the indicator of the respondents' priority of use.

It should be remembered that Subscribers and Editors judged 48 local news stories on a 9-point continuum ranging from Most Probably Use to Least Probably Use. Each story contained one or more elements of the three basic news dimensions.

Earlier, Subscriber types were revealed through linkage analysis. These were labelled Prominence-Impact (Type I), Impact (Type II), and Oddity (Type III). The Editors were inserted as another "type" in the primary analysis. Each of the two editors first sorted a Generalized pool of stories dealing with a hypothetical town called Middleport. Later, the Editors sorted the Localized pool of stories at the same time as the 50 subscribers. The Localized stories were the same as the Generalized pool, except they were "localized" to remove the hypothetical, impersonal nature of the Generalized sort and to provide real people and places for the respondents. Names of local officials, addresses, and institutions from the city of the study newspaper were used to achieve the desired localization.

There were variations in probable use of stories due to differences in the Subscriber types and Editors. After identifying these differences through linkage analysis, the remaining variance represented differences caused by the basic news dimensions.

Analysis of the Types

Mean rank scores for the respondent types are shown in Figure 3, page 67. Each of the 60 cells contains the mean probable use of the four stories that made up each of the news elements, or combinations of elements, by type of respondent.

It was then possible to determine if the differences or variations found in the mean probable-use were greater than chance expectation. Stated another way, to what extent were the respondents' judgments affected by the presence of the Impact, Oddity, Conflict, and Known Principal news elements in a news story?

This study first considered an analysis of the Significance and Prominence dimensions; then the Normality and Prominence dimensions, and finally the Normality and Significance dimensions. This rotation provided two F-ratios for the major dimensions since each dimension appeared twice in the analysis pairings: Significance and Prominence, Prominence and Normality, and Normality and Significance.

Types were considered in the Within Subjects aspect of each analysis and thus were paired twice with each of the major dimensions.

Differences in News-Element Use

A significant difference was found in the Significance dimension between Impact and No Impact (.001), in the Normality dimension between

SIGNIFICANCE

Impact

No Impact

PROMINENCE

Known Principals Unknown Principals Known Principals Unknown Principals

NORMALITY

	Odd.	Conf.	Norm.	Odd.	Conf.	Norm.	Odd.	Conf.	Norm.	Odd.	Conf.	Norm.
Type I	5.37	6.77	5.97	3.98	5.86	6.21	3.34	5.98	4.89	3.95	4.84	2.87
Type II	5.47	6.49	5.63	5.44	5.48	5.52	3.91	5.44	4.07	4.91	5.27	2.37
Type III	5.75	7.25	3.83	6.75	5.5	3.83	4.58	5.5	3.92	6.17	4.83	1.83
Type IV	5.5	4.25	2.5	4.25	4.0	4.75	6.75	5.25	4.5	5.5	5.5	7.25
Type V (Editors)	5.75	7.37	5.69	6.19	4.94	4.75	4.25	5.87	3.06	5.5	4.5	2.12
MEAN	5.48	6.63	5.56	5.17	5.51	5.53	3.87	5.61	4.21	4.79	5.08	2.54

Figure 3. Mean Probable Use of News Elements by Respondent Types

Oddity, Conflict, and Normal (.001 and .005), and in three interactions: Prominence x Normality (.05), Types x Normality (.001), and Types x Prominence x Significance (.05).

Known and Unknown Principals were played equally. This was a notable departure from three previous studies. However, it should be noted that these earlier studies dealt only with professional newsmen while this study examined the news values of subscribers as well as two professionals.

Variation between probable use of stories with and without Impact was significant (.001). Probability of a difference as large as that between the mean probable use of Impact and No Impact (5.64 vs. 4.35) would occur by chance less than one time in 1,000. Figure 4 reflects the mean probable use of Impact and No Impact as well as that of Known and Unknown Principals.

	<u>SIGNIFICANCE</u>		
	Impact	No Impact	Means
<u>PROMINENCE</u>			
Known Principals	5.89	4.56	5.23
Unknown Principals	5.40	4.14	4.77
Means	5.64	4.35	5.00 Grand Mean

Figure 4. Mean Probable Use of Significance and Prominence News Elements, All Respondents

The differences between the probable use of Known and Unknown Principals was small enough to have occurred by chance. The absence of significant difference on the Prominence dimension is apparent in the

closeness of the means for the component element, Known Principals (5.23) and Unknown Principals (4.77), to the Grand Mean (5.00) in Figure 4.

Differences between Normality news elements of Oddity, Conflict, and Normal were significant at the .001 level of probability.

Figure 5 reveals mean scores for stories which contained the Oddity, Conflict, and Normal news elements, as well as those for the Impact and No Impact news elements.

<u>NORMALITY</u>				
	Oddity	Conflict	Normal	Means
<u>SIGNIFICANCE</u>				
Impact	5.33	6.07	5.55	5.65
No Impact	4.33	5.34	3.37	4.35
Means	4.83	5.70	4.46	5.00 Grand Mean

Figure 5. Mean Probable Use of Normality and Significance News Elements, All Respondents

This meant that the differences between the probable use of Oddity (4.83), Conflict (5.70), and Normal (4.46) news elements would occur by chance less than five times in 1,000. However, these F-ratios served only to indicate there was a significant difference in respondent preference between news elements with the highest and lowest means respectively, Conflict and Normal. The F-ratios did not spell out the relationship of the third news element in the Normality dimension, Oddity, which fell somewhere in the middle with a mean between that of Conflict and Normal. A between-the-means test showed no significant difference

between Oddity and Normal elements, but it did show a significant difference between the probable use of Conflict over Oddity.

Figure 6 reflects the mean probable use of the Oddity, Conflict, and Normal news elements, as well as that for the Known and Unknown Principals.

<u>NORMALITY</u>				
	Conflict	Oddity	Normal	Means
<u>PROMINENCE</u>				
Known Principals	6.12	4.68	4.89	5.23
Unknown Principals	5.30	4.98	4.04	4.77
Means	5.70	4.83	4.46	5.00 Grand Mean

Figure 6. Mean Probable Use of Normality and Prominence News Elements, All Respondents; Interaction, Prominence x Normality

Earlier, Impact was played significantly higher than No Impact, Conflict drew higher probable use than Oddity or Normal news elements, and Known Principals over Unknown Principals got nearly equal play across all respondents.

However, in the first significant interaction, Prominence and its elements of Known and Unknown Principals took on new importance, which is shown in Figure 6 as well. Conflict combined with Known Principals to produce a mean probable use of 6.12, but dropped off when combined with Unknown Principals, where a mean probable use of only 5.30 was found.

The reverse was true for Oddity when combined with the two elements; the probable use for the combination of Oddity and Known Principals was lower, 4.68, than the probable use for the combination of

Oddity and Unknown Principals, 4.98.

There seemed to be a reluctance to associate the odd with people known to the respondents, a phenomenon seen throughout previous studies. Significance at the .05 level meant that this interaction would occur by chance less than five times in 100. Generally speaking, the respondents tended to prize Conflict stories dealing with Known Principals, and Oddity stories related to Unknown Principals.

News Element-Respondent Interactions

The probable use of Normality and Prominence news elements depended on the type of respondent. That is, certain news elements acted in concert, showing effects of news elements which were not evident in the probable use of news elements across all types of respondents.

Subscriber Type III and the Editors differentially preferred Oddity and Conflict in their news packages, as shown in Figure 7.

<u>TYPES</u>	<u>NORMALITY</u>		
	Oddity	Conflict	Normal
Type I	4.15	5.86	4.97
Type II	4.93	5.66	4.39
Type III	5.81	5.76	3.41
Editors	5.12	5.84	4.03
Means	5.00	5.78	4.20

Figure 7. Mean Probable Use of Normality News Elements by Respondent Types

In other words, higher use of Conflict over Oddity depended mostly

on the Editors' playing Conflict higher than did Subscriber Type III respondents, and playing Oddity lower than did Type III. The comparatively low probable use of stories without Oddity or Conflict, then, was due mostly to the choices of these two respondent groups.

It will be recalled that the respondents, over-all, preferred Conflict over Oddity or Normal news elements. In Figure 7, however, Type III combined with Oddity produced a probable use of 5.81, not in keeping with findings on respondents over-all. This kind of subscriber played Oddity above the other two elements to such an extent that it would occur by chance less than one time in 1,000. This interaction also reaffirms the Oddity label placed on Type III in Chapter IV, where the hierarchy of news-element combinations was analyzed for distinctive characteristics of the Subscriber types.

The third interaction, Figure 8, involved Editors as a type in combination with the Prominence and Significance dimensions. It was found to be significant at the .05 level of probability.

<u>TYPES</u>	<u>PROMINENCE</u>			
	Known		Unknown	
	<u>SIGNIFICANCE</u> Impact	No Impact	Impact	No Impact
Type I	6.02	4.74	5.34	3.88
Type II	5.86	4.46	5.47	4.18
Type III	5.69	4.66	5.35	4.27
Editors	6.49	4.58	5.37	3.54

Figure 8. Mean Probable Use of Prominence and Significance News Elements by Respondent Types

This third interaction gave still more value to the Prominence dimension when used in combination with other elements. Earlier, it was established that respondents did not differentially prefer news stories with Known Principals over those without, but they did prefer items with Impact over those without.

Here, Editors as a type showed a significant preference for Known Principals stories which dealt with Impact. In other words, the editors placed higher value on stories which contained Known Principals and Impact than did the other three types.

Summary

There were significant differences in the way the respondent types played the Impact and No Impact elements and the Oddity, Conflict, and Normal elements.

Respondents preferred stories with Impact over those without, and Conflict items over those with Oddity or Normal elements. Oddity was not preferred significantly over Normal, however.

On the Prominence dimension, preferences for Known and Unknown Principal elements did not differ significantly, a departure from several previous studies.

There was also significant interaction of some elements within the Normality and Prominence dimensions and two significant interactions of news elements and respondent types were identified: Types and elements in the Normality dimension, and Types with combined elements from the Prominence and Significance dimensions.

In the Normality x Prominence interaction, respondents differentially played Conflict and Known Principal stories over those with

Oddity and Unknown Principals.

In the Types x Normality interaction, Subscriber Type III (Oddity) significantly preferred stories with the Oddity element, and Editors preferred items with Conflict.

In the Types x Prominence x Significance interaction, Editors as a type significantly preferred stories with the Known Principal and Impact elements.

CHAPTER VI

EDITORS' PERFORMANCE: AN EVALUATION

The editors were interviewed separately but basic questions were asked from an outline which dealt with such matters as their educational and professional backgrounds, practices and philosophies of news selection, and an analysis of the problems which existed in their respective job situations.

The Managing Editor

The managing editor is an old-time newspaperman with nearly 40 years' experience on weeklies, small dailies, and a national news magazine. Of the 40 years, he has spent 32 years with the newspaper in the study, the last 25 years as managing editor. Other job assignments have included sports reporting and editing, and general news reporting. He also had taught newswriting part-time at a small area university for 20 years, but gave up this teaching several years ago.

He is a graduate of the small area university and, aside from one young woman reporter, is the only professional on the staff with formal education in journalism. He majored in English and completed minors in journalism and history.

The town served by the study paper is a county seat with considerable rural readership. However, the town is also less than one hour from a major metropolitan area and has an unusual percentage of residents

who would be classed as professionals, many of whom commute to work in heavy industry operations in the north part of the county, or to executive and white-collar positions in the metropolitan area. The area university, and diversified local industry, add further variety to the kinds of readers the publication serves.

The managing editor felt that he does not have specific news criteria or biases in his news selection, with the possible exception that he felt the function of the paper was to serve the local news needs primarily, almost to the exclusion of other kinds of news. At least six other dailies are distributed in the community. These have better coverage of non-local news, the managing editor said. Hence his paper does not attempt to cover non-local news as extensively as it might, in view of its access to United Press International and other news services. Proximity, the town location, thus plays a very important part in the selection of news, the managing editor indicated. In other locations, his selection criteria would not be the same, he said.

Experience gained through the years has served effectively to control or eliminate any personal biases in news selection which he might have, he felt, as well as his dedication to, and practice of, a "pro and con" philosophy of news presentation. In this approach, he attempts to make certain any news story of a controversial nature presents major sides of the issue.

The publisher and a general manager are active in the total newspaper operation but exert no undue pressure on the managing editor in news selection, it was indicated. However, conferences with top management (managing editor, general manager, publisher) are held regularly, especially over stories of a controversial nature.

The biggest problem for the managing editor in the present operation, he felt, is press capacity for a given edition. Occasionally, this forces restriction of the "news hole," i.e., the space available for news in contrast to advertising. The only other problem is an absence of locally written feature stories, caused in part by space limitations and in part by limited skills in the reportorial staff. Thus, the managing editor seemed essentially satisfied with his over-all news operation.

The City Editor

The city editor, second in command in the news operation, is the only other individual on the staff who has a voice in news selection. Somewhat younger than the managing editor, he has 25 years' experience on small dailies, most of it with the study newspaper. He has worked as a sports, police, and general news reporter, and as a sports editor, prior to assignment as city editor.

Also a graduate of the small area university, the city editor had only one formal journalism course in college, though his goal throughout his undergraduate education was to enter newspaper work.

His concept and philosophy of news are local-oriented. The city editor felt the limited professional skills of the staff greatly restricted the paper's coverage. In-depth or local feature material could not make its way into print even if space were available, due to the staff's limitations, he felt.

With the exception of the front page and one inside page (excluding sports), he felt the paper was not open for expanded coverage but rather catered to, or was limited by, weekly-type reports from area

correspondents and canned feature material which can be made up into pages well ahead of the paper's daily deadline. Some pages are made up more than 24 hours in advance. The reason for this rigidity and even further restriction of the space available for real news was not given, but it would appear to be economic.

He did not feel aware of any personal biases in his news selection, but indicated that a kind of news-selection pressure of "implied control" from top management could be a larger bias factor than he had realized.

The paper could be improved, he felt, by having a more professional staff, which could provide more varied local coverage; by having more national and international news coverage; and by using more locally written, in-depth material. Absence of incisive coverage of controversial local topics is another characteristic of the study paper, as well as a reluctance to change. The tendency to do this year what was done last year is too prevalent and almost automatic, he indicated.

The Editors' Q-Sorts

As indicated earlier, the two editors were required to sort two sets of 48 stories, one a Generalized set about a hypothetical town of Middleport and one a Localized set. The latter was different from the Generalized set only in that actual names, addresses, places, industries, etc., were used from the town of the study newspaper. Aside from this, the sets were essentially the same and contained four stories representing each of the 12 possible news-element combinations.

These editors' Q-sorts were included in the over-all correlation master matrices (Appendix E) as respondents 51, 52, 53, and 54--two for

the Generalized sort and two for the Localized sort. The managing editor's Generalized sort was No. 51, and his Localized sort was No. 52. The city editor's Generalized sort was No. 53, and his Localized sort was No. 54. Since intercorrelations compared every respondent with all of the others, each editor was, in effect, correlated with himself. In other words, his Generalized sort was correlated with his Localized sort.

The findings were interesting. The managing editor showed a correlation of .694 with himself, while the city editor inter-related at .595. Both were significant at the .001 level. This meant that relationships such as those shown by the editors between their Generalized and Localized Q-sorts would occur by chance less than one time in 1,000.

Table XVI, page 80, shows the rank order of the 12 news-element combinations in the Localized and Generalized sorts for each editor. The managing editor had a rho of .864, significant at the .01 level, and the city editor had a rho of .681, significant at the .02 level.

The difference in strength of the two rhos, although both were significant, was attributed to essentially one thing: the difference between the Generalized and Localized sorts. The managing editor seemed less affected by the difference between the Generalized and the Localized sort, and played the news-element combinations with high consistency. The greatest change in rank order position was three levels, i.e., Impact changed from fourth in the Generalized sort to seventh in the Localized array. The managing editor's top priority, Conflict-Known Principals-Impact, remained the same in both sorts.

The city editor, on the other hand, appeared to be more affected by the change from the hypothetical situation in the Generalized sort

TABLE XVI

HIERARCHY OF NEWS ELEMENT PROBABLE USE:
EDITORS GENERALIZED AND LOCALIZED

MANAGING EDITOR				CITY EDITOR			
Localized		Generalized		Localized		Generalized	
Rank	News Element and Mean	Rank	News Element and Mean	Rank	News Element and Mean	Rank	News Element and Mean
1	CPI 7.75	1	CPI 7.50 /	1	CP 7.25	1	O 8.25
2	PI 6.50	2	OI 6.75 /	2	CPI 7.00	2	CPI 7.25
3	OI 6.25	3	PI 6.00 /	3	PI 6.25	3.5	OPI 6.00
4	CI 6.00	4	I 5.75 /	4	O 6.00	3.5	OI 6.00
5	OPI 5.75	5.5	OPI 5.50 /	5.5	OPI 5.75	5	CP 5.75
6	CP 5.50	5.5	C 5.50 /	5.5	OI 5.75	6.5	OP 4.25
7.5	I 4.50	7.5	CI 5.00 /	7	CI 5.00	6.5	C 4.25
7.5	C 4.50	7.5	CP 5.00 /	8	I 4.75	8.5	PI 4.00
9	OP 4.25	9	O 4.50 /	9	OP 4.00	8.5	I 4.00
10	P 3.75	10	OP 3.50 /	10	C 3.75	10	CI 3.75
11	O 3.25	11	P 3.00 /	11	P 2.75	11.5	P 2.75
12	N 2.00	12	N 2.00 /	12	N 1.75	11.5	N 2.75
rho = .864 (significant .001)				rho = .681 (significant .02)			

KEY TO NEWS ELEMENT ABBREVIATIONS:

OPI	Oddity, Known Principals, Impact	OP	Oddity, Known Principals
OI	Oddity, Impact	O	Oddity
CPI	Conflict, Known Principals, Impact	CP	Conflict, Known Principals
CI	Conflict, Impact	C	Conflict
PI	Known Principals, Impact	P	Known Principals
I	Impact	N	Nothing

to the "real live people" tone of the Localized sort. Changes as great as five rank positions were found. For example, the combination of Known Principals and Impact jumped from eighth in the Generalized sort to third in the Localized rank order. In addition, the No. 1 news-element combination was changed drastically by the city editor. In the Localized sort, the city editor placed Conflict and Known Principals as the top element, while in the Generalized sort, he rated Oddity No. 1.

The consistency of the managing editor's sorts as well as the variation in those of the city editor are further displayed in Table XVII, which shows hierarchies of news-element use.

TABLE XVII

HIERARCHY OF BASIC NEWS ELEMENT PROBABLE USE:
EDITORS GENERALIZED AND LOCALIZED

Managing Editor		City Editor	
Generalized	Localized	Generalized	Localized
Element Mean	Element Mean	Element Mean	Element Mean
Impact 6.083	Impact 6.125	Oddity 6.375	Impact 5.750
Conflict 5.750	Conflict 6.060	Conflict 5.250	Conflict 5.750
Known Principals 5.080	Known Principals 5.583	Known Principals 5.166	Known Principals 5.500
Oddity 5.062	Oddity 4.875	Impact 5.166	Oddity 5.375
No-news 2.000	No-news 2.000	No-news 2.750	No-news 1.750

The main elements were Impact, Conflict, Known Principals, Oddity,

and No-news. Mean probable-use scores were computed from the single story scores for each story which contained a main element. In other words, Impact appeared in 6 of the 12 news-element combinations and there were 4 stories in each combination; the Impact mean then was the average of 24 separate story scores. Known Principals also had the mean of 24 scores, Oddity and Conflict appeared in four of the 12 news-element combinations and thus had means representing 16 single story scores, and No-news, the category without news elements, had the mean of 4 single story scores. The managing editor's hierarchy did not change between Generalized and Localized sorts, while the city editor's variation was readily apparent. However, the city editor was in complete agreement with the managing editor on the Localized sort.

The mean probable-use data by Editors together presents still another perspective. In Table XVIII, page 83, Oddity seems to have higher priority in the hypothetical Generalized sort for Editors as opposed to the "real life" situation in the Localized sort.

The reverse seemed true for the element of Known Principals, however. It seemed to mean less in the hypothetical situation where prominence did not seem "for real"---the Editors may have missed the "pressure" of actual personal acquaintance. In the Localized sort where they were dealing with people and places they knew, the Editors placed higher priority on Known Principals.

A similar picture, in general, was presented when the Editors' sorts were taken together on the five main news elements for Generalized and Localized sorts. Results are shown in Table XIX, page 84. Oddity was first in the Generalized sort, but dropped to fourth in the Localized mean rankings, while Impact and Conflict moved higher in probable

TABLE XVIII

HIERARCHY OF NEWS ELEMENT PROBABLE USE: EDITORS
 OVER-ALL, GENERALIZED, AND LOCALIZED

Overall		Generalized		Localized	
Rank	News Element and Mean	Rank	News Element and Mean	Rank	News Element and Mean
1	CPI 7.37	1	CPI 7.37	1	CPI 7.37
2	OI 6.19	2.5	OI 6.37	2.5	PI 6.37
3	CP 5.87	2.5	O 6.37	2.5	CP 6.37
4	OPI 5.75	4	OPI 5.75	4	OI 6.00
5	PI 5.69	5	CP 5.37	5	OPI 5.75
6	O 5.50	6.5	I 4.87	6	CI 5.50
7	CI 4.94	6.5	C 4.87	7.5	I 4.62
8	I 4.75	8.5	OP 4.37	7.5	O 4.62
9	C 4.50	8.5	CI 4.37	9.5	OP 4.12
10	OP 4.25	10	PI 4.00	9.5	C 4.12
11	P 3.06	11	P 2.87	11	P 3.25
12	N 2.12	12	N 2.37	12	N 1.87

use between the Generalized and the Localized sorts. The possible strength of the "for real" nature of the Localized sort as an underlying factor causing this kind of change should not be discounted. It may be easier to play Oddity stories higher when dealing with hypothetical people in a situation where an editor knows there will be no embarrassment to the people involved. A counter tendency may be to play down Oddity stories in a "for real" local situation. This possibility seemed to be reflected by the city editor in this study.

TABLE XIX

HIERARCHY OF BASIC NEWS ELEMENT PROBABLE USE:
EDITORS OVER-ALL, GENERALIZED, AND LOCALIZED

Element	Over-all	Generalized	Localized
Impact	1 - (5.781)	2 - (5.625)	1 - (5.937)
Conflict	2 - (5.671)	3 - (5.500)	2 - (5.843)
Oddity	3 - (5.421)	1 - (5.718)	4 - (5.125)
Known Principals	4 - (5.246)	4 - (4.955)	3 - (5.541)
No-news	5 - (2.125)	5 - (2.375)	5 - (1.875)

A secondary thrust in Table XX, page 85, compares the performance of the editors in this study with news professionals from previous studies. This table shows comparative probable use of news-element combinations of editors in four studies. Rank-order correlations between the study editors' performances and those of the other study professionals produced rhos of .84 with Rhoades, .94 with Carter, and .88 with Ward. Each rho was significant at the .001 level. This meant that the correlation in probable use between the study editors and those in the other

three studies was such that it would occur by chance less than one time in 1,000.

TABLE XX

HIERARCHY OF NEWS-ELEMENT COMBINATION PROBABLE USE:
THIS STUDY'S EDITORS AND PREVIOUS STUDIES

News Element Combinations	Study Editors' Rankings	Rhoades' Study Rankings	Carter's Study Rankings	Ward's Study Rankings
Conflict, Known Principals, Impact	1	1	2	1
Oddity, Impact	2	3	3	2
Conflict, Known Principals	3	7	7	5
Oddity, Known Principals, Impact	4	2	1	3
Known Principals, Impact	5	6	8	7
Oddity	6	5	5	8
Conflict, Impact	7	8	6	4
Impact	8	4	4	6
Conflict	9	11	9	11
Oddity, Known Principals	10	9	11	9
Known Principals	11	10	10	10
No-News	12	12	12	12

rhos: Rhoades, .84; Carter, .94; Ward, .88 (all significant .001)

Most notable differences in the comparison were the generally lower ranking of Impact and the higher placement of the Conflict-Known Principals and the Known Principals-Impact combinations by the study editors.

The least-probably-used elements by the professionals were essentially the same across the four studies for Conflict alone, the Oddity-

Known Principals combination, Known Principals alone, and No-news alone. All remained in ranks 9 to 12 in varied order.

Summary

The managing editor and the city editor in the present study represented a total of 65 years' newspaper experience. Each was required to sort two sets of 48 stories, one Generalized about a hypothetical town and the other Localized, dealing with the town of the study newspaper.

The managing editor was highly consistent in probable use of the news-element combinations and the basic news elements, whether Generalized or Localized. The city editor, on the other hand, fluctuated widely in his probable use of the news elements between the two sorts, and seemed to be affected by the hypothetical and the realistic nature of the respective sorts. In their mean probable use of the elements in both sorts, the Editors played Impact over Conflict over Oddity over Known Principals over No-news.

When this study's Editors were compared with the performance of other news professionals in similar studies, they correlated at the .001 level of probability. This indicated a commonality of news values among all news professionals in the four studies.

CHAPTER VII

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Three distinct patterns of news value preferences emerged from the primary linkage analysis of Subscriber judgments representing 49 of the 50 subscribers in the sample. (One subscriber did not correlate positively with any of the others, nor with the Editors, hence was omitted in most analyses but retained in some of the tables as Type IV.) The two editors arbitrarily were treated as still another type.

Probable use of the 48 stories containing 12 combinations of news elements was essentially the same for Editors and the Subscribers ($\rho = .757$), but the individual importance of Oddity and Impact news elements seemed to depend on whether Known Principals were involved in the story.

In keeping with most of the previous studies using the three-dimensional news model, stories containing Impact and Conflict received consistently higher play than did those without. There was little difference in preference for stories involving Known Principals or Oddity, on the other hand.

General Findings

A final summary (Table XXI, page 88) reflects the general findings as they pertained to the primary thrust of the study. The table was streamlined in the sense that results of the Editors' Generalized sort and the Q-sort of the final "unlinked" subscriber were not included.

(For this reason, some means in this table differ slightly from findings reported earlier.)

TABLE XXI

PROBABLE USE OF LOCALIZED STORY ELEMENTS:
ALL RESPONDENTS AND TYPES

News Elements	All Respondents	Editors	Type I Subs.	Type II Subs.	Type III Subs.
Impact	5.70	5.93	5.68	5.67	5.52
No Impact	4.36	4.06	4.45	4.46	4.47
Oddity	5.00	5.12	4.15	4.93	5.81
No Oddity	5.05	4.94	5.64	5.03	4.59
Conflict	5.78	5.84	5.86	5.66	5.76
No Conflict	4.60	4.56	4.66	4.61	4.58
Known Principals	5.31	5.53	5.38	5.16	5.17
Unknown Principals	4.67	4.45	4.61	4.83	4.81

The mean for stories containing the Oddity element (5.00) was nearly identical with the mean for stories which did not carry Oddity (5.05) while stories with Known Principals (5.31) had more play than stories with Unknown Principals (4.67), but the difference was not significant. As in earlier studies, respondents played Conflict stories more highly than those without.

The seeming indifference of the study's participants to stories with Known Principals departed somewhat from previous research, although the situation did appear in Carter's work. Another departure was indicated in the near-equal play of stories carrying the various news elements: Impact was very close to Conflict for top billing, while Oddity and Known Principals were right behind with insignificantly smaller over-all mean probable use.

Conflict was the only news element which was consistently influential, in that stories carrying Conflict were played higher than those without. Part of Conflict's high play may have been due to combination with the Known Principals element. The reverse was generally true for Known Principals when connected with the Oddity element. Stories combining the two were played lower than were stories without Oddity.

Three of the four highest played individual stories (Table XIII, pages 52-55) carried the Conflict and Known Principals combination. Highest was a story about a local plant closing; the second dealt with a hospital administrative problem; and the fourth was about a high school dress code flare-up. The third highest, a Conflict and Impact item involving striking teachers, could easily have been perceived as involving Known Principals (the teachers as a known group in a community).

On the other hand, in stories which had any news element at all, the five lowest stories over-all involved Oddity or Conflict, or the two elements in combination: the mayor's hole-in-one, the governor as a beauty contest judge, a man stuck with a supply of surplus helmets, an ex-mayor's farm invaded by lizards, and a senator hurting his shoulder in a water-skiing mishap.

Respondent-Type Descriptions

The significant correlation of news-element use between Editors and each of the Subscriber types made precise discernment of differences between the types difficult. Editors and Subscribers seemed to be thinking generally alike in their news preferences.

Initial labels assigned by the author to the types were affirmed

as the study progressed. Most revealing were Tables IX-XII, pages 47-51, which showed how each type differed by standard scores from consensus judgments on the mean value for individual stories.

Subscriber Type I (Prominence-Impact) was by far the most serious of the three Subscriber types. "Dollar stories" involving federal aid, urban funds, the mayor's salary, and a tuition increase at the university were four of the top six most preferred above that of the consensus; the other two, the chancellor's award and the mayor firing patrolmen, lacked the dollar importance but certainly had potential societal impact for the community, in addition to the primary news value of the prominent individuals involved.

Supporting the serious, hard-news image of the Prominence-Impact group was his aversion to Oddity. The entertainment value of news, judged higher by some of the others, was consciously rejected by Type I, as shown in his Stories Least Preferred in comparison to the consensus. Oddity was present in all five of his Least Preferred stories; in addition, where Impact was present with the Oddity element, it was rejected as well by Type I.

Subscriber Type II (Impact) seemed wedded to the importance of Impact but did not value it to the exclusion of other elements. Oddity was present, for example, in four of the top six stories, but only in a secondary or supportive sense (Chapter IV.) This Subscriber was unimpressed at best with Known Principals and may well have rejected it as an important news element. In his Least Preferred category, Known Principals was present in four of the five stories aside from the No-news category. Subscriber Type II nevertheless seemed to exhibit the most over-all balance in news selections. It should be noted that he

correlated most highly with Editors in the similarity of news packages.

Subscriber Type III (Oddity) seemed to want to be entertained. Oddity, whether specifically present or perceived in a secondary sense, seemed to be most valuable to him.

While other studies developed clear Oddity types, this subscriber's news package was different from what was generally expected. It probably contributed much to the unexpected similarity in play of all news elements by All Respondents.

Conflict and Known Principals were present in Subscriber Type III's Most Preferred items, but in a secondary sense at best. In fact, the closer the Conflict came to the unusual, the more he seemed to like it. He did not seem to object to the incidental presence of Known Principals. On the other hand, he had no use for Impact of itself or in combination with Known Principals. His four Least Preferred items above the No-news class all contained Impact. Two of these were combined with Known Principals. It is true that Impact was present in some of his Most Preferred items, but only in the secondary sense that it supported the entertainment he was receiving and did not require any hard thought on his part.

Type III appeared to be the direct antithesis of Type I. In fact, two of Type I's Most Preferred items headed the Least Preferred list for Type III readers, and two of the Least Preferred for Type I were rated tops for Type III. Purely hard news seemed of little interest to him and he apparently cared little for the affairs of government. His Oddity fixation was further supported in Chapter V, where it was found that there was significant interaction between Type III and the Oddity element.

The most balance in the news package sorts appeared to be that of the Editors, with a suggestion of dominance for the elements of Impact and Prominence. Oddity also was present in the Editor's Most Preferred items, but it seemed supportive or of a secondary nature at best.

Conflict per se did not impress the Editors. Their Least Preferred selections had Conflict in the top three items, discrediting the popular notion that the media are conflict-oriented. Impact also was present in the Least Preferred items of the Editors, but it was impact of a type which affected a limited sector of the readership. Although the potential for broad impact was present, the primary focus of the story may have centered on the Conflict element. These stories dealt with neighborhood vandalism and a warning for livestock raisers about the dangers of rustling.

When Conflict was combined in a story of broad community interest, the Editors were not averse to playing it high, as in their top-rated item about the judge blocking a proposed rock festival. Impact had importance for the Editors on a continuing basis, particularly when combined with the element of Known Principals. The combination appeared in their Stories Most Preferred in three of five items. (The analysis in Chapter V determined the presence of significant second-order interaction between the Editors and Known Principals.)

Although there were individual differences by respondent types as just discussed, the over-all impression of Editors' and Subscribers' news preferences was one of general agreement. The degree of similarity varied between the Editors and the three Subscriber types, but there was over-all commonality of news preferences.

The Subscribers' lack of preference for Known Principals over

Unknown Principals (not shared completely by the Editors) marked a departure from some of the previous studies, but the nature of the respondent types (the inclusion of subscribers in the analysis) also departed from previous studies.

Summary of Data on Hypotheses

The primary goal of the study was to shed light on the question of whether newspapers are giving subscribers what subscribers want to read. A secondary purpose was to compare the editors' performances in this study with those of other news professionals in previous studies using the Ward model.

Correlations found similarities, and linkage analysis identified differences in Editors' and Subscribers' probable use of news elements. The differences thus found were examined by variance analysis.

Three hypotheses were developed and then explored in various ways to examine the basic and secondary questions of the study:

No. 1: The presence of the Normality, Significance, and Prominence elements in the news stories would show a significant differential effect on the respondents' judgments. In other words, the mean probable use of the stories containing the elements of each of the three main news dimensions would differ significantly: Impact over Oddity over Known Principals over Conflict.

No. 2: There would be significant correlation between probable use of news elements by Editors and Subscribers.

No. 3: In the Editors' Generalized and Localized situations, the basic news elements of the three dimensions would be valued in the following order, from high to low: Impact, Oddity, Known Principals, and

Conflict.

It was then postulated that such correlation at a significant level between Editors' and Subscribers' probable use of news elements would provide one indication that the study newspaper, at least at the local news level, is giving its subscribers what they would choose as news for themselves, given the same input possibilities.

Secondarily, if previous hierarchies were maintained through the Editors' Generalized and Localized sorts, this would further indicate commonality of news values among newspapermen, and point toward some external validity.

Hypothesis No. 1

The first hypothesis was partially supported. The presence of the Significance and Normality news elements did have a significant differential effect (Chapter V) on the news preferences expressed by Editors and Subscribers, but the Prominence elements failed to establish a significant differential effect.

The respondents clearly preferred stories with Impact over stories without, and preferred stories with Conflict over those with Oddity or Normal elements. However, respondents' use of Known over Unknown Principals was not conclusive. Differences observed here could have occurred as well by chance.

Differences in over-all mean rankings thus were not as pronounced as in other studies, and there was a higher play of Conflict over-all. These factors, and the equalizing effect of the selections of Subscriber Type III, were the reasons predicted news element use of Impact over Oddity over Known Principals over Conflict did not materialize.

Instead, Conflict and Impact were very close in high priority, then Known Principals, and then Oddity.

The Editors' and Subscribers' responses also indicated the presence of three significant interactions: Prominence x Normality, Types x Normality, and Types x Prominence x Significance.

The significant interaction on the Prominence x Normality dimension (Figure 6, page 70) occurred with the element combinations of Conflict and Known Principals, and Oddity and Unknown Principals. While the Prominence elements did not produce significantly different responses by themselves, the combination of Known or Unknown Principals with certain Normality elements did produce an interactive probable use.

By themselves, the Prominence elements were relatively ineffective; combined with elements of the Normality dimension, they seemed to take on new strength. Stories with Conflict and Known Principals received significantly higher use than did those which carried Conflict and Unknown Principals. Counter to this finding, stories with Oddity and Unknown Principals produced significantly higher mean use than did stories with Oddity and Known Principals.

In the Types x Normality interaction (Figure 7, page 71), the combination of Subscriber Type III and Oddity produced a significantly higher probable use on Oddity stories apart from the responses of the other types. This meant that Type III preferred Oddity stories more than did the other respondent types.

The Types x Prominence x Significance interaction (Figure 8, page 72) revealed that the Editors (as a type) in combination with the Impact and Known Principals elements produced a response which was significantly different than that of the other respondents. Though it was

established earlier that Impact was prized by all respondents well over stories with No Impact, Editors placed significantly higher value on Impact with Known Principals than did the other types.

Hypothesis No. 2

The second hypothesis was supported in that there was significant correlation in the way Subscribers and Editors preferred the news dimensions and elements. This meant that Subscribers, over-all, and Editors showed a commonality in news preferences (Table XIV, page 57) above and beyond chance. Correlation of the Editors and Subscriber Types I and II was even higher.

Hypothesis No. 3

The third hypothesis was partially supported. The expected probable use of the basic news elements by Editors, based on previous studies was--high to low--Impact, Oddity, Known Principals, and Conflict. This did not materialize completely in the study; Editors preferred (high to low) Impact, Conflict, Oddity, and Known Principals (Table XIX, page 84).

However, a more refined procedure of examining the Editors' preferences (Table XX, page 85) did show significant correlation with the performance of news professionals in previous studies. The study Editors had rhos ranging from .84 with Rhoades' wire service newsmen to .94 with the editor-reporter teams in the Carter study. There was a .88 correlation figure with newsmen in the Ward study. All rhos were significant at the .001 level, which exceeded chance expectation.

The differences in the Editors' basic news element use from those

in earlier studies may be explained by the fact that the differences in the over-all mean rankings in this study were not as pronounced, though still significant on the Impact and Normality dimensions. This was caused in part by the unusual Subscriber Type III, whose selections were equalizing in nature. The fact that there was not a significant difference on the Prominence dimension indicates a change in this aspect of the rankings when compared to some previous studies where a significant difference was found for Prominence.

Conclusions

There was significant correlation between the Editors' and Subscribers' use of news elements. Therefore, it appeared in this case that the newspaper was giving its subscribers substantially what they would have chosen for themselves, given the same input possibilities.

While the Editors' individual performances revealed some interesting departures from previous studies, their over-all performance correlated highly with those in previous studies. It appeared once again there was a high degree of consistency and commonality of news values among newspapermen.

Within the limits of this study, the answer to the basic study question of whether newspapers are giving their subscribers what they want to read is affirmative. The study newspaper's Editors and Subscribers showed a high degree of commonality or agreement on what constituted local news in their specific situation. Additionally, the study Editors were in general agreement with other newsmen who had participated in earlier studies.

Recommendations

Previous studies by Carter, Rhoades, and others have pointed out areas where the Ward news model might have further applicability and where the potential for further research exists. Generally speaking, their recommendations are in two general areas--the journalism classroom and the professional newsroom. These recommendations are expanded here.

1. For journalism education, the model provides a workable, tested definition of what makes up news. It could perform an important service by replacing much of the unsupported "theorizing" about what constitutes news. The model could be used in journalism aptitude testing, and certainly as a basis for more meaningful, pertinent classroom exercises.

It also has potential as a measuring instrument to compare would-be journalists with professionals in the field. At regular stages in their education, students could be tested with the model and the results compared with the commonalities in news element preferences which are already known to exist among professionals.

The model seems ideal for use as a classroom pre-test and post-test for beginning newswriting and reporting classes. The students would perform the Q-sort the first day of class and then again the last day of class, to see, in part, how much learning had taken place. The comparisons of the pre-class Q-sorts and the post-class Q-sorts as to what constitutes news could be most revealing. The implications for teacher self-evaluation should be obvious.

The author has begun such a study which will run over two years and measure students who are journalism minors. The students will do

the Q-sort three times--the first day of the first newswriting-reporting class, the last day of this class, and finally on the last day of the last class which completes the student's curriculum requirements.

2. In the realm of the news professional, the Ward model can help provide uniform categorization of news. By identifying commonalities in news for newsmen, the editors can then use their limited staffs with maximum effectiveness on assignments which reflect known commonalities in news.

The model would function as well in testing journalism job applicants; once the applicants were selected and hired, the model could then serve further as an effective training device.

Evaluation of commonalities within the professional structure seems endless--editors with top management, editors with their immediate assistants, editors with inside desk men, inside desk men, in turn, with reporters and so on.

The scientific basis of the model should serve the professional well in helping to answer, in part, criticisms of why the press does what it does. The professional may point to the growing number of studies which indicate not only a commonality of news values among professionals, but also similarity in judgments on news preferences between professionals and laymen.

3. The model has potential for enlightening public relations, advertising, government, and other allied professions which are major information sources closely involved with the functioning of the press. The model shows what constitutes news, as opposed to what those professions too often are prone to supply and/or consider as news.

4. General acceptance of the model could help close the gap

between the research purists and the working newsmen; little reason is apparent at this stage why the model should not be accepted as valid. It was developed and used with professionals in the working news situation through the use of accepted research procedures. The model gives the two camps something in common, an area of agreement which has practical application.

5. This study seems to open up still a fifth area where the model can be used and where a need for further research exists. This category is the relationship between the professionals on a given publication and the subscribers to the publication.

Factor analysis should identify any existing types within the subscribership of the paper; the varying relationships of the professionals with these types--the degree of correlation or difference--would be illuminating and beneficial.

Why does the publication serve one subscriber type better than another? What kinds of people, for example, make up Type x which has a weak correlation (little similarity or strong difference) with the editors' choices, while Type y and Type z correlate much more highly with the editors' preferences?

The model, with its sound theoretical base, can be used to bridge and correct, or at least explain, differences which may exist between the editors and the various subscriber types which can be identified by the linkage or factor analysis.

Broad studies could measure the differences between areas of the country, and kinds of news, and different classes of news publications, through application of the basic model or tested modifications thereof.

Various questions came to mind for further examination of another

kind in another direction. Is it only agreement, in the case of the study newspaper, between Editors and Subscribers? Or is the agreement a matter of tradition, or familiarity with a certain kind of news which subscribers have come to expect? What other forces are at work in establishing the commonality which was found? What determines the subscriber preferences?

These questions would seem to deserve careful consideration-- another time, another study, still another area for research.

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APPENDIXES

APPENDIX A

OPERATIONAL DEFINITIONS OF NEWS ELEMENTS

Definitions of News Elements

Operational definitions of the three dimensions, their elements, and examples, follow:

NORMALITY: depicts situation of oddity, conflict, and neither (oddity nor conflict).

Oddity Action or event that is rarer than just the unusual (murder is unusual, but not an oddity); it has as an aspect a difference from day-to-day events, or opposite from what we've learned to expect.

Conflict Any open clash between persons, groups, animals, or involving a clash of any of these against nature; it can be verbal or physical. It must be intense with clear-cut movement against by one or both opposing forces.

Normal Action or event not unusual enough to be an oddity or strong enough to be clear-cut movement against to be considered a conflict.

Example of Oddity

Local law enforcement officers said today they have "freed" a 64-year-old woman who had been locked in a stable just south of town for two years. Officers said Giuseppa Giordano was kept in a stable by her brother, Gaetano, and his wife, Julia. They failed to obtain any reasonable explanation for the imprisonment. The only comment was made by the "prisoner." Mrs. Giordano said the stable had all the comforts of home. There were some 500 bottles of aged wine stored in the horse stalls.

Example of Conflict

Seven persons were injured three miles south of here on the Charleston Pike last night in a head-on collision, which occurred when one car tried to pass a slow-moving piece of farm machinery. One car was driven by Darrell Hinty, 23, of Caldwell St. The driver and five passengers in the second car were from Central City, 60 miles north of here.

PROMINENCE: news story containing any person, group, or institution which has gained fame through inheritance, accomplishment, etc.

Known Principals Repeated past publicity or position in society and/or community.

Unknown Principals Unknown principal or absence of any principal; no past publicity of consequence.

Example of Known Principal

George Marlan, former Middleport mayor, was named city manager of Council Bluffs, Arizona, the city council there announced this morning. Marlan, mayor for two terms here, moved to Arizona two years ago for his health.

SIGNIFICANCE: stories of participation in an event by large numbers of readers, or representing immediate impact or potential impact, in the very near future, on a large number of readers (events of political, economic, social, and moral consequences). Impact can be physical or psychological but it must obviously be concrete as opposed to abstract.

Impact Physical or non-physical event in which a large number of readers participate, or which affects, now or in the future, a large number of persons in the community.

No Impact Actions or events which do not have impact on a large number of readers.

Example of Impact

A California firm announced today that it has bought a 100-acre industrial site here and plans to begin manufacture of herbicides within the next two years. The site, formerly used by the C. L. Blake Co. to make gas storage tanks, has 30,000 square feet of buildings. The plant has been idle since 1961.

APPENDIX B

RESPONDENT INSTRUCTION SHEET

INSTRUCTIONS FOR SORTING NEWS STORIES

1. Please remember that there are no "right" or "wrong" answers in this study. It is an attempt to measure how you, a newspaper subscriber, rank a set of local news stories in their news value to you.
2. Imagine that the deck of news stories (white cards) are those available on a given day to possibly be used in your newspaper. On the basis of the stories' local interest and value, rank the stories in the order in which you would most probably to least probably use them in the newspaper.
3. Set aside the pink identification cards for a moment. Take the remaining white cards which have the news stories on them, and read through every card. After you have finished carefully reading every card, lay them aside in one pile.
4. Now take the group of pink identification cards. Spread this deck of cards in front of you, left to right, No. 9 to No. 1, as follows:

3	4	5	7	10	7	5	4	3
Stories	Stories	Stories	Stories	Stories	Stories	Stories	Stories	Stories
MOST Proba- bly Use								LEAST Proba- bly Use

5. Pick up the pile of news stories. (NOTE: Some participants have found it convenient to pre-sort the deck into three groups--those you would most likely use, those average or mid-point in interest to you, and those of less interest which you would least likely use.) Choose the three that you would most probably use and place them on top of card No. 9. From the remaining stories that you have, take the next four that you would most probably use and place them on top of card No. 8. Continue on down the line until you have only the three remaining which you would least probably use, and these go on top of card No. 1. When you are finished, please be sure that the correct number of stories (at the top of each pink identification card) has been placed on top of each pink identification card. There are a lot of stories to sort. At any time you may change your mind on the placement or ranking of the stories if you wish.
6. When all the cards have been sorted and the correct number is on each pink identification card in your order of preference, pick up the piles in the following order: pick up pile No. 9 with pink card No. 9 on the bottom. Place pile No. 9 on top of pile No. 8; place this pile on top of pile No. 7. Continue on down the line. When you have assembled the piles consecutively, 9 through 1, place the rubber band around the total pile and you are finished.

APPENDIX C

INFORMATION DATA SHEET

GENERAL DATA

MALE _____ FEMALE _____

SINGLE _____ MARRIED _____ OTHER _____

AGE CLASSIFICATION:

_____ 17 and under	_____ 36-45
_____ 18-25	_____ 46-55
_____ 26-35	_____ over 55

FORMAL EDUCATION:

_____ some high school
 _____ high school diploma
 _____ some college
 _____ college degree
 _____ other

WHAT NEWSPAPERS DO YOU READ?

WHAT IS YOUR OCCUPATION?

GENERAL FAMILY INCOME:

_____ under \$3000 per year
 _____ \$3000 - \$4999
 _____ \$5000 - \$6999
 _____ \$7000 - \$9999
 _____ \$10,000 - \$14,999
 _____ \$15,000 and over

APPENDIX D

48 GENERALIZED STORIES LISTED UNDER RESPECTIVE
NEWS ELEMENT COMBINATIONS

ODDITY, PROMINENCE, IMPACT

Story No. 1

Middleport has a good chance of being the angriest city in the nation tomorrow when residents receive their water bills. A "delinquency fee" will appear on each statement.

However, there's a happy note to the story. "A computer has finally been caught cat-napping," said Mayor Russ Poole. "It was late in getting out the statements, so it automatically registered the bills as overdue."

There's nothing the city can do about it now, Poole said. "Naturally, the delinquent fees won't have to be paid. Everyone should simply deduct the delinquency charge before sending in his payment."

Story No. 2

Middleport will be operating on emergency electricity until the local power transformer which was damaged--not by lightning, but by a heavy accumulation of deceased cockroaches--is repaired.

The dead roaches caused the 10-minute blackout at 3:30 this morning. In a joint statement, Mayor Russ Poole and Marathon Power Company President Ron Springer have asked Middleport residents and business firms to use their outlets sparingly.

Springer said the power company is hopeful the transformer can be operating again within 24 hours, but that emergency power must be preserved as a matter of caution.

Story No. 3

City Election Board Chairman Basil Wilson said today ballots for the upcoming Middleport election would have to be reprinted because a name had been left off.

He said a rush printing job would have to be undertaken to insure ballots for all election districts in Middleport.

American Party candidate Glenn O. Young's name was left off the ballot for city attorney, Wilson said. The error was discovered after several thousand of the ballots were already printed.

Story No. 4

A swarm of angry bees today routed city councilmen from the legislative chambers, delaying the weekly session of the council.

Councilmen were getting ready for the session when the bees suddenly poured into the chamber, scattering the councilmen.

City workers were still trying to clear the bees out of the chamber later today.

ODDITY, IMPACT

Story No. 5

A cigarette, unknowingly flipped into a pile of cleaning rags, caused a fire this morning which damaged the Maple Street Fire Station, leaving that part of town crippled as far as fire protection is concerned.

Firemen escaped without injury. But by the time firemen from the South Side Fire Station arrived on the scene, the fire had severely damaged all trucks and equipment.

Fire department officials said plans are to service the town completely from the South Side Fire Station until the Maple Street Station is restored.

Story No. 6

The Santa Claus who won the hearts of virtually every Middleport citizen during the past Christmas season exchanged his red and white outfit for blue denim prison garb this morning.

Ronald Battesson, 23, convicted auto thief, who escaped from Federal Reformatory in late October, voluntarily returned "home" this week, exclaiming he had just spent the "six most satisfying months of my life."

Battesson, unbeknown to Middleport residents, was the jolly old man who posed as Santa Claus at the Courthouse, bringing joy to hundreds of local tots. Scores of parents possess photographs taken of their children on "Santa's" knee.

Since Christmas, Battesson has served as an unsung voluntary worker in numerous community service projects until his voluntary return to prison.

Story No. 7

A squirrel with a taste for cable today gnawed into a key telephone line near Northeast Junior High and knocked out phone service for most of that section of Middleport.

The squirrel was electrocuted on the spot. Phone workers were several hours restoring service to the blanked out area.

Story No. 8

Three frightened elephants held up traffic at Southside traffic circle in Middleport this morning during rush hour traffic for about 45 minutes.

The elephants broke loose from a nearby circus and roamed through and around the circle. Traffic was stalled while circus employees tried to recapture the uncooperative elephants.

CONFLICT, PROMINENCE, IMPACT

Story No. 9

The Diamond Rubber Company, which employs 300 persons, may close its doors and move out of Middleport soon, unless local workers drop a 14-cent package wage hike demand, which isn't likely.

Ward Keener, plant manager, said the shoe plant would definitely lose money with a 14-cent package increase and would be forced to close its doors within 24 days.

Clyde Moye, Local 5 president, said the wage demand is not unrealistic and will stand. He says he has figures to show the plant is in no danger of going into the red.

Story No. 10

Dr. Paul Johnson, superintendent of Middleport's Lakin Mental Hospital, announced his resignation this morning after a dispute with the State Board of Control over the allocation of hospital funds.

Joe Burdette, president of the Board of Control, said unnecessary staff traveling expenses and parties at the hospital have cost taxpayers many thousands of additional dollars.

Dr. Johnson defended both charges, saying the staff was justified in traveling to conventions to "keep up on the latest techniques in hospital administration." As for the hospital parties, the Superintendent said that they were vital to the morale of the entire operation and were common practice at hospitals of this size.

Story No. 11

Three students were barred from entering Middleport High School this morning for failing to conform to the school's newly adopted dress and appearance code.

Middleport School Superintendent James Connors said the students would not be permitted to attend until they conformed to the code requirements.

The students objected to the code, which specified hair length and certain types of clothing, as being too restrictive.

It was learned later today that the students intend to test the legality of the code in civil court.

Story No. 12

A city judge today granted an injunction which blocks a rock festival scheduled this weekend at Middleport city camp grounds.

City Judge Bob Howell made his ruling on the request of City Attorney Anthony Armstrong after two days of arguments on whether the proposed rock festival would be a health and traffic hazard.

Opponents said the festival would attract thousands of hippies to the site and create a drug problem.

CONFLICT, IMPACT

Story No. 13

Five local, non-brand, cut-rate service stations were padlocked by local authorities this morning.

Managers were charged with operating pumps adjusted to give the customer a "short gallon" of gasoline.

Police, at presstime, were checking 10 other stations suspected of short-changing customers during the current flurry of "gas wars."

Story No. 14

Residents of the south side are warned to be on the lookout for vandals who apparently have declared a spray-painting war on automobiles.

Kenneth Hammond of Mulberry Street told police he chased a carload of youths several blocks last night before losing them. The vandals had sprayed streaks of black paint along the side of his light tan station wagon.

In the past three weeks, several residents on the north side reported their cars had been sprayed with paint. Police believe the vandals may be making the rounds of the city.

Story No. 15

Ross County cattle raisers were warned today by law enforcement officials that cattle thefts were increasing in the state.

State Police were investigating the theft of 40 head near Larksburg and another theft of 55 east of Smithtown.

Story No. 16

Striking teachers at the West Fifth Street Junior High School stopped picketing last night after a court injunction was issued to ban the action.

A spokesman for the teachers said they have decided to discontinue the strike, which began last week over the firing of a first-year music teacher.

The strike had disrupted most of the classes at the school.

PROMINENCE, IMPACT

Story No. 17

Ross County, one of seven sites considered for a medium-sized atom smasher, has counted itself out of the running.

The county withdrew in a meeting of county spokesman State Representative George Meinhart, state officials, several university heads, and atomic experts at the Argonne Laboratory in Lemont, Ill., today.

Meinhart said the trend of the meeting made it obviously clear that Ross County's chances were not commensurate with the expense and efforts of remaining in the running.

Story No. 18

Middleport Petroleum Company announced today that it was raising the price of its regular gasoline two cents a gallon to retailers.

Other brands were expected to follow suit, resulting in raised gasoline prices throughout the city.

Story No. 19

Sen. George Smith today said federal aid for state highways would total \$15 million this year, of which nearly \$2.5 million would be spent on major roads in and around Middleport.

Story No. 20

Middleport Mayor Russ Poole announced today that tax receipts were running nearly 30% ahead of estimates, making it virtually certain that a long-delayed pay raise for municipal employees would become a reality during the fiscal year.

Municipal authorities are checking the possibility of making such a pay raise retroactive to the first of the year.

IMPACT

Story No. 21

A California firm announced today that it has bought a 100-acre industrial site here and plans to begin manufacture of herbicide within the next two years.

The site, formerly used by C. L. Blake Co. to make storage tanks, has some 30,000 square feet of building.

It has been idle since 1966.

Story No. 22

Middleport may receive a quarter-million dollar federal urban planning grant over the next two-year period, according to the Housing and Urban Development Commission in Washington.

Story No. 23

Tuition increases of \$5 an hour were announced today for all divisions at Middleport University.

Story No. 24

Middleport schools are scheduled to receive approximately \$750,000 in federal aid during the coming school year, it was announced in Washington this morning.

ODDITY, PROMINENCE

Story No. 25

A regrettable mistake in a Daily News advertisement yesterday brought about the biggest July sales rush in the history of the local Montgomery Ward store this morning.

About 400 women were waiting for the store to open, in order to purchase women's suits mistakenly quoted as selling for \$3.97. The actual price was \$39.70.

The Daily News apologizes for the error in printing the advertisement. Apparently the actual price was still a good buy. The one-day sale was cut short when the suits were sold out before noon.

Story No. 26

Victor Wickersham, former Middleport mayor, said today his farm south of Middleport was being invaded by hordes of small black and yellow lizards.

Wickersham said he was told by experts that the lizards were "Tiger Salamanders" which migrate to farm ponds.

Apparently, Wickersham's farm pond was selected as a migration site.

Story No. 27

Mayor Russ Poole was a delighted golfer today. He fired a 180-yard hole-in-one at Lakeside golf course, the first on the new holes at the course and believed to be the first made during a steady rain.

Story No. 28

Sen. George Smith is suffering from a sprained shoulder sustained while water skiing on Lake Middleport earlier today.

"I was skiing and fell when caught by a big wave. It dumped me so quickly I failed to release the tow rope in time," the senator said.

He was scheduled to throw out the first ball at the local Little League tournament tonight. The injury was to his throwing arm.

ODDITY

Story No. 29

It always pays to check one's mailbox every day, especially on his birthday, as Frank Butterbaugh, 75, who, for years, has lived in a one-room shack at the city dump, will testify.

Butterbaugh, whose only mail normally is his monthly Social Security check which he receives at a service station mailbox nearby, stopped to pick up his check this morning.

He found two checks: his Social Security check and a cashier's check for \$10,000, with an unsigned note reading, "Happy Birthday."

Story No. 30

Local law enforcement officers said today they have "freed" a 64-year-old woman who had been locked in a stable just south of town for two years.

Officers said Giuseppa Giordano was kept in a stable by her brother, Gaetano, and his wife, Julie. They failed to obtain any reasonable explanation for the imprisonment.

The only comment was made by the "prisoner." Mrs. Giordano said the stable had all the comforts of home. There were some 500 bottles of aged wine stored in the horse stalls.

Story No. 31

Brian Brown, 25, Middleport, lined up a buyer for 4,000 military helmets at \$2.40 each and then bought them at a military surplus auction.

The buyer backed out, leaving Brown with a houseful of helmets. Brown will sell them at \$1.20 each or 36 cents apiece for the whole lot.

Story No. 32

Fred Avery was an unobtrusive old man who lived for 40 years in a downtown Middleport Motel so close to the economic edge that he collected and sold pop bottles to buy his 35-cent breakfast and \$1.65 dinner.

He died last week and left an estate of more than \$1.8 million.

CONFLICT, PROMINENCE

Story No. 33

Nine guns, \$20,000 in cash and old coins, four rings, and 200 stereophonic records were stolen last night from the home of County Coroner Dr. H. B. Osten, after he was knocked unconscious by the thieves.

Story No. 34

Russ Poole, who officially took office as new mayor Monday, promptly fired two city patrolmen this morning.

The action was taken, he said, to end what seemed to be unreconcilable grievances held between the patrolmen and the officers over the operation of the police department.

Story No. 35

Former Middleport University football star James Browne has been killed in a Naval training exercise in the Atlantic, it was learned today.

Story No. 36

Fred Weber, prominent local attorney and city council member, challenged the local draft board in a civil suit today

Weber questioned the board's right to draft his son, who dropped from Central State University for one semester.

CONFLICT

Story No. 37

Seven persons were injured three miles south of here on the Charleston Pike last night in a head-on collision which occurred when one car tried to pass slow-moving farm machinery.

One car was driven by James Hintz, 23, of Caldwell Street. The driver and five passengers in the second car were from Mooresville.

Story No. 38

Ross County set a record over the long Fourth of July weekend, but it wasn't a record to be proud of or boast about. Six persons, one a local resident, died in traffic accidents.

Story No. 39

A 69-year-old Middleport woman was found dead in her apartment today.

Police said only that the woman had been strangled.

Story No. 40

A 16-year old youth remained in poor condition in the intensive care unit of Middleport Hospital today after being shot early this morning in an altercation at an all-night restaurant.

A 24-year-old man has been charged in connection with the shooting.

PROMINENCE

Story No. 41

The Middleport mayor's salary was officially increased by \$5,000 to \$25,000 a year last night, as the city council held its first meeting after Mayor Russ Poole took office Monday.

The salary increase for the top city post was voted on at last month's city council meeting.

Story No. 42

Mickey Mantle, former New York Yankee baseball great, will be the guest speaker at the Middleport University annual athletic awards banquet next week.

Story No. 43

Governor Vincent Green, Mayor Russ Poole, and Police Chief Bud Hokanson will be chief judges at the annual beauty contest of the Ross County Fair in August.

Story No. 44

Chancellor Seymour Braun of Middleport University will receive a special award from the Royal Society of Arts at the summer session commencement at the university.

NO-NEWS

Story No. 45

The East End Polka Club, comprising about 30 members, will hold a dance tomorrow night at Thaxton Hall, starting at 8:30.

Story No. 46

Dan Miller of Middleport High School is one of the 19 guidance counselors in this state who will leave tomorrow for a three-day tour of eastern seaboard high schools.

Story No. 47

The first horse entry at the county fair has been made by a rural Middleport woman, Mrs. Bernice Hahne, who entered an unnamed paint filly.

Story No. 48

John Boardman was named assistant engineer at the Middleport water department today after serving the section as plant waterman for 19 years.

APPENDIX E

MASTER CORRELATION MATRICES OF
SUBSCRIBERS AND EDITORS

Subscribers

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
1		617	365	473	063	158	477	468	221	059	131	414	383	617	212	536	590	563-077	500	167	239	550	041	0		
2	617		577	514	324	378	698	523	374	297	275	527	599	670	356	599	504	568	140	680	401	302	716	023	108	
3	365	577		613	288	437	586	450	189	419	541	437	541	506	527	518	450	689	414	460	302	419	523-009	396		
4	473	514	613		194	523	532	423-041	365	464	581	473	559	252	541	590	667	207	581	523	383	658	176	293		
5	063	324	288	194		329	311	257	113	212	306	288	315	195	297	248	207	482	234	428	320	360	450-108	212		
6	158	378	437	523	329		460	428	207	464	640	541	518	430	356	437	234	541	383	568	622	293	509	158	455	
7	477	698	586	532	311	460		519	374	464	504	586	568	692	473	500	414	631	333	676	428	410	640	171	369	
8	468	523	450-423	257	428	518		248	315	419	297	468	550	351	455	338	527	149	504	414	311	550	095	261		
9	221	374	189-041	113	207	374	248		189	072	234	446	328	275	243	027	122	194	216	153	095	189-027	140			
10	059	297	419	365	212	464	464	315	189		414	446	410	364	392	284	041	338	500	455	329	320	234	041	338	
Subscribers	11	131	275	541	464	306	640	504	419	072	414		455	347	457	504	279	315	590	527	374	473	347	419	252	640
	12	414	527	437	581	288	541	586	297	234	446	455		703	577	311	604	527	550	315	689	523	446	572-054	122	
	13	383	599	541	473	315	518	568	468	446	410	347	703		546	288	680	459	599	284	716	468	315	532-171	117	
	14	617	670	506	559	195	430	692	550	328	364	457	571	546		439	594	435	581	173	714	399	412	648-031	271	
	15	212	356	527	252	297	356	473	351	275	392	504	311	288	439		455	252	431	644	419	230	532	275	252	554
16	536	599	518	541	248	437	500	455	243	284	279	604	680	594	455		545	622	158	653	347	351	554-108	099		
17	590	504	450	590	207	234	414	338	027	041	315	527	459	437	252	545		581	018	405	302	338	563	014	212	
18	563	568	689	667	482	541	631	527	122	338	590	550	599	581	437	622	581		284	622	459	405	685	041	392	
19	-077	140	414	207	234	383	333	149	194	500	527	315	284	173	644	158	018	284		266	360	518-050	248	604		
20	500	680	459	581	428	568	676	504	216	455	374	689	716	714	419	653	405	622	266		532	392	649-041	095		
21	167	400	302	523	320	622	428	414	153	329	473	523	468	399	230	347	302	459	360	532		203	495	216	297	
22	239	302	419	383	360	293	410	311	095	320	347	446	315	412	532	351	338	405	518	392	203		167	203	455	
23	550	716	523	658	450	509	640	550	189	234	419	572	532	648	275	554	563	685-050	649	495	167		-014	162		
24	041	023	010	176-108	158	171	095-027	041	252-054-171-031	252-108	014	041	248-041	216	203-014										396	
25	0	108	396	293	212	455	369	261	140	338	640	122	117	271	554	099	212	392	604	095	297	455	162	396		

Subscribers

	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50
1	572	527	496	167	446	486	140	230	658	527	640	617	563	072	676	365-153	081	504	144	050	509	144-383	468		
2	613	392	572	288	536	550	108	392	635	504	680	590	626	392	707	495	045	131	617	482	113	617	306-577	473	
3	662	266	491	410	455	432	045	536	432	288	581	405	667	671	604	482	135	311	468	423	414	437	320-414	315	
4	640	252	468	239	378	419	122	689	428	455	725	563	617	563	595	423-027	221	455	486	374	604	293-541	405		
5	252	077	257	000	050	248	131	275	144	018	284	216	135	392	252	036	059	225	144	329	104	333	117-113	059	
6	414	108	378	275	351	225	135	689	180	257	446	464	378	586	414	248	207	095	365	617	378	559	495-482	383	
7	613	315	500	495	504	495	180	486	559	545	649	414	586	410	667	468-194	252	658	536	293	649	383-572	473		
8	441	500	279	369	360	378	167	491	306	230	446	595	500	365	667	468	171	194	590	455	266	586	559-432	392	
9	104	180	198	293	302	297	009	095	180	099	054	063	248	032	338	275	104-027	248	113	086	194	360-266	297		
10	405-041	270	383	270	203	189	464	032	261	333	261	284	559	302	495-004	288	302	437	387	495	306-248	293			
11	428	122	288	450	315	149	297	495	185	185	387	275	428	667	275	189-041	369	378	500	473	432	500-275	302		
12	604	189	703	180	446	369	167	626	468	500	509	523	572	423	401	464-104	054	545	432	288	671	162-450	568		
13	586	284	559	216	473	491	135	577	459	423	423	518	523	329	527	514	009	095	545	459	162	626	261-464	568	
14	701	293	603	417	585	568	324	412	537	581	594	461	568	412	674	501-049	177	670	488	217	603	324-390	701		
15	527	041	338	482	329	171	347	270	270	176	378	297	482	527	401	207	135	423	369	239	658	243	288-383	167	
16	734	320	599	387	446	532	216	419	572	356	527	604	640	329	608	410	027	185	550	383	306	536	090-550	491	
17	595	275	455	122	221	432	090	297	617	495	657	504	464	279	532	261-018	302	441	239	257	419	185-392	279		
18	680	369	518	297	374	432	338	491	523	464	689	500	640	554	608	252-032	383	559	473	248	676	248-482	437		
19	288-023	153	423	122	000	095	374	045-086	149	018	284	586	068	230	068	500	131	284	599	320	239-135	000			
20	640	252	644	387	491	486	176	572	495	509	572	635	541	432	658	514-131	059	653	545	252	775	248-532	626		
21	360	194	320	144	216	234	248	608	103	409	383	252	324	523	279	189	113	068	365	550	203	577	459-410	423	
22	441	157	338	428	293	068	131	414	185	090	351	284	419	572	347	324	149	459	311	266	482	293	203-315	045	
23	599	338	572	108	383	500	239	500	586	581	716	608	590	383	649	306-041	090	577	450	054	604	351-550	536		
24	117	126-225	059-009-041	036	212-077-072	131	014	180	149	081-131	032	320	027	140	383	045	405-284-144								
25	302-023	081	378	077-068	266	342	036	036	356	099	257	653	270-023	122	586	207	284	568	167	563-189-041					

Subscribers

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27	527	392	266	252	077	108	315	500	180	041	122	189	284	293	041	320	275	369	023	252	194	158	338	126	023	
28	495	572	491	468	257	378	500	279	198	270	288	703	559	603	338	599	455	518	153	644	320	338	572	225	081	
29	167	288	410	239	000	275	495	369	293	383	450	180	216	417	482	387	122	297	423	387	144	428	108	059	378	
30	446	536	455	378	050	351	504	360	302	270	315	446	473	585	329	446	221	374	122	491	216	293	383	009	077	
31	486	550	432	419	248	225	495	378	297	203	149	369	491	568	171	532	432	432	000	486	234	068	500	041	068	
32	139	108	045	122	131	135	180	167	009	189	297	167	135	324	347	216	090	338	095	176	248	131	239	036	266	
33	229	392	536	689	275	689	486	491	095	464	495	626	577	412	270	419	297	491	374	572	608	414	500	212	342	
34	658	635	432	428	144	180	559	306	180	032	185	468	459	537	270	572	617	523	045	495	104	185	586	077	036	
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Subscribers	36	640	680	581	725	284	446	649	446	054	333	387	509	423	594	378	527	658	689	149	572	383	351	716	131	356
	37	617	590	405	563	216	464	414	595	063	261	275	523	518	461	297	604	504	500	018	635	252	284	608	014	099
	38	563	626	667	617	135	378	586	500	248	284	428	572	523	568	482	640	464	640	284	541	324	419	590	180	257
	39	072	392	671	563	392	586	410	365	032	559	667	423	329	412	527	329	279	554	586	432	523	572	383	149	653
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41	365	495	482	423	036	248	468	468	275	495	189	464	514	501	207	410	261	252	230	514	189	324	306	131	023	
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48	144	306	320	293	117	495	383	559	360	306	500	162	261	324	288	090	185	248	239	248	459	203	351	405	563	
49	383	577	414	541	113	482	572	432	266	248	275	450	464	390	383	550	392	482	135	531	410	315	550	284	189	
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Subscribers

	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	
	26	275	581	414	617	536	356	437	581	559	739	617	689	464	622	432-086	257	680	432	306	568	144-527	568			
	27	275	216	212	387	320-032	360	356	032	288	410	572	036	383	374	018-032	441	252-086	419	234-270	329					
	28	581	216	275	428	473	243	455	671	536	559	523	486	365	554	297-009	059	626	383	117	518	099-428	464			
	29	414	212	275	396	099	126	203	243	113	288	198	423	428	414	293-046	333	446	288	437	311	342-401	185			
	30	617	387	428	396	360	315	270	482	311	423	387	523	257	468	378-081-157	568	432	144	351	144-374	477				
	31	536	320	473	099	360	009	279	572	423	464	396	477	108	518	419	023	023	495	383	050	468	077-347	473		
	32	356-032	243	126	315	009	-041	149	360	189	122	086	266	068-207	041	135	297	212	108	131	243-090	329				
	33	437	360	455	203	270	279-041	171	171	509	572	595	581	414	419	081	135	455	500	392	631	468-450	387			
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	38	689	572	486	423	523	477	086	595	495	320	617	631		482	518	477-036	230	653	401	419	581	302-568	450		
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	41	432	374	297	293	378	419-207	419	306	248	243	365	477	248	468		077-090	432	347	243	423	176-320	405			
	42	086	018-009-045-081	025	041	081-140-059-234-014-036	171-077	077	-036-009	014	009-122	266-014-072														
	43	257-032	059	333-158	023	135	135	122	009	391-009	230	414	234-090-036	063	104	392	194	212-194-041								
	44	680	441	626	446	568	495	297	455	613	527	513	613	653	351	626	432-009	063	387	198	667	329-491	514			
	45	432	252	383	288	432	383	212	500	275	243	414	369	401	468	383	347	014	104	387		248	608	446-405	365	
46	306-086	117	437	144	050	108	392	032-068	270	275	419	590	252	243	009	392	198	248		225	387-216-018					
47	568	419	518	311	351	468	131	631	441	405	576	640	581	428	563	423-122	194	667	608	225		378-441	550			
48	144	234	099	342	144	077	243	468	041	149	324	338	302	473	405	176	266	212	329	446	387	378	-351	203		
49	527-270-428-401-374-347-090-450-491-491-649-473-568-230-635-320-014-194-491-405-216-441-351																									
50	568	323	464	185	477	473	329	387	320	554	396	419	450	176	464	405-072-041	514	365-018	550	203-383						

	Managing Editor				City Editor				
	Gen'l Sort	Local Sort	Gen'l Sort	Local Sort	Gen'l Sort	Local Sort	Gen'l Sort	Local Sort	
1	464	504	-034	365					
2	514	523	086	604					
3	712	554	419	644					
4	608	563	198	509					
5	297	351	171	365					
6	432	383	356	527					
7	689	631	315	608					
8	577	527	437	572					
9	131	221	108	158	51	52	53	54	
10	423	455	243	401					
11	509	338	500	482	51	694	450	631	
12	455	653	090	468	52	694	243	608	
13	378	486	117	563	53	450	243	595	
14	523	408	323	577	54	631	608	595	
15	477	491	468	500					
16	455	572	225	541					
17	455	531	122	405					
18	644	604	279	667					
19	378	410	288	293					
20	468	554	153	635					
21	459	383	207	311					
22	419	532	339	500					
23	500	459	176	523					
24	171	054	252	018					
25	441	329	495	360					
26	631	635	189	581					
27	347	297	-014	257					
28	360	441	018	423					
29	432	365	369	387					
30	374	261	167	423					
31	383	293	090	320					
32	086	054	144	167					
33	550	545	248	455					
34	311	419	-113	339					
35	324	351	-140	266					
36	676	631	135	572					
37	401	613	063	514					
38	586	658	306	599					
39	613	495	568	649					
40	649	608	239	635					
41	374	477	135	473					
42	-054	-131	117	041					
43	351	423	347	279					
44	504	527	234	559					
45	356	360	347	577					
46	432	523	604	419					
47	523	667	171	599	49	-410	-518	-045	-432
48	342	302	446	396	50	333	297	014	333

APPENDIX F

Q-SORT RAW SCORES BY TYPES

TYPE I SUBSCRIBERS

Respondent Number; Q-Sort Scores

Story No.	9	12	13	14	20	28	31	32	34	35	37	41	47	50	Mean
1	3	5	4	9	7	6	5	8	7	9	8	4	7	6	6.285
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3	9	5	4	9	5	5	5	7	6	6	3	9	3	7	5.928
4	2	3	1	3	3	4	3	3	6	2	4	3	4	1	3.000
5	6	5	4	4	7	9	5	3	6	5	9	5	8	3	5.642
6	1	4	3	5	4	3	5	2	4	2	5	6	3	2	3.500
7	4	4	1	3	2	3	1	5	5	3	2	5	3	1	3.000
8	5	4	4	4	1	4	6	3	3	3	4	5	3	4	3.785
9	8	7	8	6	8	6	7	7	6	7	8	7	8	7	7.142
10	6	9	8	8	9	8	7	6	7	5	8	5	9	8	7.357
11	6	6	9	6	6	8	9	6	7	5	5	8	5	3	6.357
12	5	8	5	8	6	5	7	6	4	6	5	7	7	9	6.285
13	6	8	6	6	5	5	6	3	5	9	5	8	6	6	6.000
14	9	6	9	6	5	5	4	7	5	8	5	5	5	8	6.214
15	1	3	3	5	5	3	6	7	5	7	4	3	5	5	4.428
16	3	9	8	7	8	7	5	8	6	5	8	5	9	7	6.785
17	4	9	8	4	8	7	4	7	8	9	6	5	5	5	6.357
18	3	5	5	2	3	5	4	2	8	6	5	4	5	4	4.357
19	9	6	7	8	5	6	8	1	9	7	6	7	6	6	6.500
20	8	5	7	7	8	6	8	2	9	5	6	7	7	5	6.428
21	7	4	6	6	6	4	8	6	8	7	6	7	7	5	6.214
22	7	6	6	7	5	9	9	6	8	8	9	4	4	9	6.928
23	3	4	5	6	5	6	5	6	7	5	1	4	2	5	4.571
24	3	6	7	7	6	9	9	9	9	8	9	5	7	6	7.142
25	7	5	4	4	3	3	5	5	4	1	7	5	6	2	4.357
26	4	2	2	4	2	2	1	5	1	6	3	3	2	2	2.785
27	1	2	2	1	4	3	1	5	2	4	6	6	2	3	3.000
28	6	2	5	3	4	2	2	1	2	1	6	6	1	4	3.214
29	7	4	5	5	4	4	2	9	5	3	4	2	3	3	4.285
30	7	3	6	5	4	4	4	9	4	3	2	4	5	7	4.785
31	5	1	1	2	2	1	4	5	1	1	2	2	4	5	2.571
32	4	3	5	4	5	5	4	6	3	4	5	3	4	3	4.142
33	5	6	7	5	6	2	5	5	4	5	7	6	8	6	5.500
34	5	8	9	9	9	8	6	4	4	5	7	9	9	8	7.142
35	8	7	6	5	7	5	7	5	3	6	4	6	5	7	5.785
36	5	5	7	6	7	5	5	1	5	4	5	9	8	6	5.571
37	8	7	6	5	6	7	4	5	6	4	5	4	6	4	5.500
38	4	7	5	4	5	4	2	5	1	4	5	2	6	5	4.214
39	4	5	5	5	5	6	2	5	3	7	3	3	5	4	4.428
40	5	7	5	5	6	7	6	2	5	4	3	8	5	5	5.214
41	6	5	6	7	9	5	8	4	5	6	7	8	6	8	6.428
42	2	8	5	3	4	6	5	4	6	5	6	6	4	5	4.928
43	2	2	4	1	2	1	3	4	3	3	4	6	4	5	3.142
44	6	6	3	5	3	8	3	8	5	6	3	5	4	6	5.071
45	5	1	2	1	1	1	3	4	2	2	2	1	1	2	2.000
46	5	4	4	2	3	5	3	4	4	2	4	1	2	4	3.357
47	4	1	2	2	1	2	7	4	2	4	1	2	1	1	2.428
48	5	3	3	3	4	4	6	3	5	5	1	1	5	4	3.714

TYPE II SUBSCRIBERS

Respondent Number; Q-Sort Scores

Story No.	1	2	3	4	5	6	7	8	10	11	16	17	18	21	22	23	24	25	26	27	29	30	33	36	38	39	40	42	43	44	45	48	Mean	
1	9	5	5	5	5	6	7	6	8	5	5	6	8	5	7	6	7	7	6	8	7	6	5	5	6	6	6	6	4	8	5	6	6.125	
2	8	7	6	9	8	7	5	8	3	8	8	7	9	8	6	9	5	8	8	4	5	3	5	9	6	8	9	6	9	6	5	5	6.781	
3	6	6	4	4	5	4	8	5	6	3	4	2	3	2	7	5	4	5	5	5	6	9	3	5	5	4	7	2	3	5	8	6	4.875	
4	4	4	5	3	6	3	3	5	4	3	2	6	2	2	7	3	7	4	2	3	4	3	3	4	2	5	5	6	8	3	5	5	4.093	
5	8	7	7	7	5	6	5	4	6	4	4	5	6	5	6	5	5	6	6	6	8	5	7	9	8	8	8	2	5	6	6	7	6.000	
6	4	3	8	7	5	5	7	4	6	9	5	5	5	3	9	2	7	9	9	5	9	9	6	7	7	7	5	1	7	5	6	2	5.875	
7	5	5	2	5	2	2	5	4	6	6	3	5	4	3	5	4	9	6	2	5	6	3	3	5	5	5	3	3	8	4	2	3	4.312	
8	5	5	8	6	3	5	4	4	3	5	6	5	5	6	7	4	9	6	4	9	4	2	8	5	9	7	3	9	8	2	6	7	5.593	
9	8	8	7	7	7	8	8	8	9	4	8	5	9	6	9	6	8	6	9	6	5	8	7	7	7	6	9	9	7	9	6	5	7.218	
10	4	6	6	5	5	8	9	7	8	8	9	3	6	5	5	7	5	6	8	3	9	5	9	6	9	6	5	1	8	9	6	5	6.281	
11	5	5	9	7	9	5	5	7	9	6	9	7	8	5	9	6	2	6	7	4	6	4	6	6	6	6	9	7	7	9	5	4	4	6.343
12	6	4	6	8	3	6	5	6	8	7	7	9	6	7	5	5	3	5	8	5	9	6	6	7	6	8	6	4	6	6	6	7	6.125	
13	6	5	6	6	3	4	8	3	7	5	5	8	4	6	5	7	6	7	6	2	2	2	5	5	5	5	6	3	5	6	3	6	5.062	
14	5	6	5	5	3	4	6	5	7	6	5	8	6	6	6	3	5	8	6	5	7	5	5	6	5	5	6	3	9	5	5	6	5.531	
15	5	4	4	8	2	5	4	2	6	3	3	5	5	4	5	5	8	6	6	3	4	5	4	7	4	5	4	4	7	3	5	4	4.656	
16	4	8	7	9	9	5	6	5	6	4	8	7	8	8	9	3	5	9	7	3	8	9	8	9	8	9	9	5	4	4	8	8	4	6.687
17	6	8	8	5	9	6	9	4	5	7	7	8	9	5	8	7	4	5	7	4	7	6	4	8	7	7	6	4	6	5	5	5	6.281	
18	6	3	5	6	4	4	4	4	1	4	4	8	6	5	1	6	5	5	5	6	2	2	5	6	5	2	5	3	5	5	5	4	4.406	
19	7	9	7	6	4	7	6	6	2	5	6	7	6	4	8	2	4	8	2	4	7	8	6	8	5	7	8	4	8	7	3	9	3	5.875
20	9	6	4	6	6	5	8	8	2	3	8	9	7	5	8	7	4	4	5	9	8	5	6	6	7	2	7	5	5	7	5	5	5.968	
21	7	8	9	9	6	5	9	9	7	6	7	6	7	8	2	8	7	5	7	7	7	7	7	8	6	4	9	5	4	6	7	9	6.812	
22	9	7	7	5	4	4	6	8	5	5	5	7	5	3	3	9	4	4	7	7	3	9	6	9	8	4	8	5	4	7	4	6	5.843	
23	6	6	5	3	5	1	3	1	1	4	4	6	4	4	4	2	3	6	3	2	6	2	4	3	3	2	5	5	3	3	1	3.562		
24	8	9	5	6	5	7	7	6	5	5	9	9	7	5	2	8	2	3	8	6	3	7	4	8	4	4	7	4	3	8	9	4	5.843	
25	5	7	5	4	7	4	5	9	3	7	4	6	5	5	7	5	6	8	4	7	5	5	4	3	6	7	4	8	5	5	6	8	5.593	
26	3	4	3	2	4	2	3	5	4	2	2	4	2	4	6	4	5	4	4	2	5	3	2	4	3	3	3	7	7	4	1	5	3.625	
27	2	1	2	3	4	2	1	5	4	2	2	3	1	3	3	3	1	2	3	5	4	2	4	2	2	4	3	5	1	5	1	4	2.781	

Story No.	1	2	3	4	5	6	7	8	10	11	16	17	18	21	22	23	24	25	26	27	29	30	33	36	38	39	40	42	43	44	45	48	Mean	
28	4	5	5	3	2	6	2	4	4	2	6	3	1	2	4	2	4	5	3	2	5	4	5	3	2	5	6	8	2	1	1	5	3.625	
29	4	2	4	4	2	7	3	5	3	6	6	4	5	5	4	4	8	9	4	4	5	7	3	4	5	5	5	5	5	4	5	8	4.812	
30	4	4	8	3	6	6	6	7	5	9	3	3	7	7	5	5	6	8	5	8	8	8	5	3	3	5	5	6	8	8	5	8	5.906	
31	2	2	3	2	6	3	4	2	4	5	1	2	4	1	1	3	6	5	1	5	3	3	3	3	3	3	2	6	2	2	2	6	3.187	
32	1	4	5	4	6	7	4	6	5	7	6	6	5	6	6	4	7	9	5	3	7	3	6	4	5	7	5	9	7	7	9	9	5.750	
33	5	5	3	5	7	9	4	7	8	9	4	5	5	7	5	6	6	5	5	4	4	5	6	6	4	5	4	5	6	3	9	9	5.625	
34	7	6	6	8	5	5	7	9	5	6	5	5	6	6	8	5	5	4	5	7	5	5	9	5	5	5	5	8	5	7	7	7	6.031	
35	3	5	5	6	7	8	5	3	5	6	5	5	4	9	4	5	4	3	5	2	4	6	5	2	2	5	6	8	1	4	7	3	4.750	
36	6	7	9	5	5	5	6	9	5	7	4	8	3	3	5	1	3	5	6	6	6	6	4	4	7	6	6	4	6	5	7	2	5.312	
37	5	6	3	4	8	6	5	2	7	5	5	4	3	7	6	4	6	7	4	5	5	5	7	5	5	4	6	4	5	6	4	7	5.187	
38	7	3	3	5	8	8	4	6	5	5	5	5	7	9	5	6	5	5	4	6	1	4	8	6	4	5	4	2	4	2	4	4	4.968	
39	1	5	6	8	4	9	7	5	7	8	2	2	5	9	4	7	5	7	2	1	6	5	8	8	5	3	9	4	7	4	8	8	5.468	
40	1	5	6	4	8	9	6	5	8	7	3	4	5	7	6	6	5	7	4	6	4	4	8	8	5	3	6	5	7	4	4	8	5	5.468
41	7	9	4	5	5	4	6	7	5	4	7	4	4	8	3	8	9	1	5	9	6	7	5	5	8	4	7	3	2	7	7	6	5.656	
42	5	3	4	7	1	5	2	3	3	5	5	6	4	4	5	3	8	1	3	5	2	7	7	3	6	3	3	6	1	6	3	3	4.125	
43	3	2	1	2	1	3	2	5	4	1	3	1	1	4	2	1	3	2	3	8	3	4	4	1	4	1	1	6	3	3	4	3	2.781	
44	5	3	4	2	1	3	3	3	6	4	6	2	3	4	5	2	1	3	6	4	8	6	2	2	2	4	3	2	8	2	5	4	3	3.718
45	2	1	2	1	4	1	1	1	1	2	1	1	3	1	2	2	3	1	1	1	1	1	1	1	1	1	1	1	2	1	2	1	1.437	
46	3	2	2	4	7	3	2	1	2	3	6	4	3	1	4	5	3	2	3	5	5	4	2	2	2	2	1	4	4	5	1	3	1	3.093
47	2	1	1	1	6	1	1	2	4	1	1	1	2	2	1	1	4	4	1	1	1	1	1	1	1	1	1	6	3	2	2	2	1.906	
48	3	4	1	1	3	2	5	3	2	1	4	3	2	6	3	1	6	2	2	4	5	4	1	4	1	1	2	5	4	4	2	3.031		

TYPE III SUBSCRIBERS TYPE IV SUBSCRIBER TYPE V EDITORS

Respondent Number: Q-Sort Scores

Story No.	15	19	46	Mean	Mn	51	52	53	54	Mean
1	8	5	5	6.000	8.0	6	5	5	6	5.500
2	7	5	6	6.000	2.0	7	7	5	6	6.250
3	5	3	6	4.666	5.0	4	6	7	7	6.000
4	6	6	7	6.333	7.0	5	5	7	4	5.250
5	6	7	8	7.000	3.0	6	9	4	7	6.500
6	8	9	9	8.666	5.0	9	6	8	6	7.250
7	6	6	6	6.000	5.0	6	5	5	5	5.250
8	5	6	5	5.333	4.0	6	5	7	5	5.750
9	8	7	4	6.333	1.0	8	9	5	8	7.500
10	9	9	9	9.000	3.0	6	8	8	6	7.000
11	9	9	9	9.000	6.0	7	7	8	8	7.500
12	3	4	7	4.666	7.0	9	7	8	6	7.500
13	5	5	6	5.333	5.0	6	8	6	5	6.250
14	7	8	6	7.000	3.0	4	6	2	3	3.750
15	3	5	5	4.333	4.0	4	2	2	3	2.750
16	6	5	5	5.333	4.0	6	8	5	9	7.000
17	7	6	6	6.333	1.0	8	9	4	9	7.500
18	2	4	4	3.333	5.0	5	6	3	4	4.500
19	4	3	2	3.000	2.0	7	5	4	7	5.750
20	4	3	4	3.666	2.0	4	6	5	5	5.000
21	7	5	6	6.000	1.0	9	8	4	4	6.250
22	6	1	3	3.333	4.0	7	5	4	5	5.250
23	5	5	1	3.666	9.0	2	1	3	3	2.250
24	3	1	3	2.333	5.0	5	4	5	7	5.250

TYPE III SUBSCRIBERS TYPE IV SUBSCRIBERS TYPE V EDITORS

Respondent Number: Q-Sort Scores

Story No.	15	19	46	Mean	Mn	51	52	53	54	Mean
25	5	7	7	6.333	8.0	5	7	7	5	6.000
26	5	3	5	4.333	6.0	3	3	6	3	3.750
27	3	2	2	2.333	7.0	2	4	3	3	3.000
28	4	5	7	5.333	6.0	4	3	5	5	4.250
29	9	7	8	8.000	5.0	3	3	9	6	5.250
30	5	7	5	5.666	6.0	7	3	9	6	6.250
31	5	4	5	4.666	8.0	3	2	6	4	3.750
32	7	4	8	6.333	3.0	5	5	9	8	6.750
33	4	6	4	4.666	3.0	2	5	5	7	4.750
34	4	6	5	5.000	5.0	8	6	6	9	7.250
35	8	8	8	8.000	6.0	5	5	6	5	5.250
36	4	5	4	4.333	7.0	5	6	6	8	6.250
37	4	8	5	5.666	7.0	4	5	1	2	3.000
38	4	4	5	4.333	6.0	8	7	6	4	6.250
39	2	5	3	3.333	5.0	5	2	7	5	4.750
40	6	8	4	6.000	4.0	5	4	3	4	4.000
41	5	3	4	4.000	2.0	5	3	5	5	4.500
42	2	2	7	3.666	4.0	1	4	3	2	2.500
43	1	5	3	3.000	8.0	3	4	1	2	2.500
44	6	6	3	5.000	4.0	3	4	2	2	2.750
45	1	2	1	1.333	9.0	1	1	1	1	1.000
46	2	1	1	1.333	6.0	1	2	2	1	1.500
47	1	2	2	1.666	9.0	2	1	4	1	2.000
48	3	4	2	3.000	5.0	4	4	4	4	4.000

APPENDIX G

MEAN PRIORITIES OF SECONDARY ANALYSES

SIGNIFICANCE

Impact

No Impact

PROMINENCE

Known Principals Unknown Principals Known Principals Unknown Principals

NORMALITY

	Odd.	Conf.	Norm.	Odd.	Conf.	Norm.	Odd.	Conf.	Norm.	Odd.	Conf.	Norm.
Type I	5.37	6.77	5.91	3.98	5.86	6.21	3.34	5.98	4.89	3.95	4.84	2.87
Type II	5.47	6.49	5.63	5.44	5.48	5.52	3.91	5.44	4.07	4.91	5.27	2.37
Type III	5.75	7.25	3.83	6.75	5.5	3.83	4.58	5.5	3.92	6.17	4.83	1.83
Type IV	5.5	4.25	2.5	4.25	4.0	4.75	6.75	5.25	4.5	5.5	5.5	7.25
MEAN	5.46	6.57	5.55	5.09	5.56	5.59	3.84	5.58	4.3	4.73	5.13	2.57

Probable Use of News Elements by Subscribers

SIGNIFICANCE

Impact

No Impact

PROMINENCE

Known Principals Unknown Principals Known Principals Unknown Principals

NORMALITY

	Odd.	Conf.	Norm.	Odd.	Conf.	Norm.	Odd.	Conf.	Norm.	Odd.	Conf.	Norm.
Subscribers	5.46	6.57	5.55	5.09	5.56	5.59	3.84	5.58	4.30	4.73	5.13	2.57
Editors	5.75	7.37	5.69	6.19	4.94	4.75	4.25	5.87	3.06	5.50	4.50	2.12
MEAN	5.48	6.63	5.56	5.17	5.51	5.53	3.87	5.61	4.21	4.79	5.08	2.54

Probable Use of News Elements by Subscribers and Editors

VITA

Carl Frederick Galow

Candidate for the Degree of

Doctor of Education

Thesis: A COMPARISON OF ONE NEWSPAPER'S EDITOR AND SUBSCRIBER NEWS VALUES

Major Field: Higher Education

Biographical:

Personal Data: Born in Bay City, Michigan, July 28, 1929, the son of Mr. and Mrs. Carl F. Galow.

Education: Graduated from Bay City Central High School, Bay City, Michigan, in June, 1947; attended Bay City Junior College in 1948, 1953-1955 and received an Associate in Arts degree; received a Bachelor of Arts degree from Valparaiso University, Valparaiso, Indiana, in June, 1957, with a major in business; served as a science writing assistant and received the Master of Science degree from the University of Wisconsin in August, 1958, with a major in journalism; completed requirements for the Doctor of Education degree at Oklahoma State University, Stillwater, Oklahoma, in July, 1973, with a major in Higher Education with special concentration in journalism.

Professional Experience: Sports writer at the Bay City Times and sports correspondent for the Detroit Free Press, 1946-1948; public information specialist, Fort Monmouth, New Jersey, 1948-1952; sports editor and editor, The Monmouth Message, Long Branch, New Jersey, 1950-1952; publications adviser, Bay City Junior College, 1953-1955; sports publicity director, Valparaiso University, 1956-1962; director of information services, Valparaiso University, 1958-1962; chairman, Great Lakes District, American College Public Relations Association, 1961-1962; chairman, Board of Publications, Valparaiso University, 1968-1970; journalism education adviser, Valparaiso University, 1968-present; assistant professor, English and Journalism, 1967-present; student publications adviser, 1972-present; adviser, campus journalism society and Pi Delta Epsilon chapter, 1972-present.