

CONTEMPORARY CHRISTIAN RADIO WEB SITES:
A USES AND GRATIFICATIONS STUDY

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Bachelor of Science

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Siloam Springs, Arkansas

2002

Submitted to the Faculty of the
Graduate College of the
Oklahoma State University
in partial fulfillment of
the requirements for
the degree of
MASTER OF SCIENCE
May, 2010

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ACKNOWLEDGMENTS

Dr. Jami Fullerton, my advisor, guided me through the process of writing this thesis. Without her encouragement and advice I would not have been able to complete it. I am deeply grateful to her.

Dr. Stan Ketterer and Dr. Lori McKinnon, my other committee members, provided invaluable feedback. Dr. Ketterer's notes on factor analysis were particularly helpful.

This study would not have been possible without the radio stations that agreed to participate. I appreciate the staff and management of these stations.

My wife Kassandra has endured my long hours and messy office with patience and good humor. She has provided me with the moral and financial support to continue my education. Anything I have accomplished is because of her.

To each person who has been involved in this process, you have my heartfelt thanks.

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CHAPTER I

INTRODUCTION

This study applies a uses and gratifications approach to understanding why Christian radio listeners visit Christian radio Web sites. Specifically, this study addresses noncommercial, Contemporary Christian Music (CCM) stations and their Web sites. It seeks to fill a gap in the academic literature regarding Contemporary Christian radio Web sites and to provide practical information to Contemporary Christian radio stations that will help them better connect with their listeners over the Internet.

The Rise of Contemporary Christian Music Radio

Contemporary Christian Music is a style of music that arose out of the Jesus Movement in the 1970's (Lochte, 2007; Woods, 1999). Musically, it has become very similar to mainstream adult contemporary or pop music, but it is distinguished by its religious lyrics (Creasman, 1996). Some of the more popular artists in this format include Mercy Me, Third Day, and Matthew West (*Radio Today*, 2009, p. 59). While some religious radio stations played early CCM in the 1980's, it was not until the 1990's that the format began to be recognized by the mainstream radio industry (Lochte, 2007).

Recently, CCM radio has gone from a niche format to an important player in the mainstream radio market (Kelly, 2003). According to Donovan (2009), the number of CCM radio stations more than doubled from 1998 to 2008, making CCM radio the fourth most common format in the United States. Among music formats, only Country music has more radio stations than CCM. The ratings service Arbitron reported that the CCM format reached more than 14.5 million listeners a week in 2008 and tied for 12th out of 57 formats in nationwide market share (*Radio Today*, 2009, p. 7, 12).

The Challenge of the Internet

The growth of CCM radio is impressive. Nevertheless, CCM radio is not immune to the pressure being placed on traditional media by the rise of new technologies. Newspapers, television, and radio have all lost portions of their audiences to the Internet (Garfield, 2009). For example, major newspapers across the country have seen their circulations decline, while visits to their Web sites have increased (Perez-Pena, 2008). Television viewers have been migrating from the broadcast networks to cable or online offerings, forcing TV executives to seek new programming strategies (Steinberg, 2009) and even new ways to measure their audiences (Carter & Elliott, 2009).

Terrestrial radio stations find themselves competing with portable music devices (e.g. iPods), satellite radio, and Internet streaming from around the world (Venzo, 2008). According to *Business Week*, most commercial radio companies saw advertising revenues fall in 2006 and 2007, even before the economic troubles of 2008. By some estimates, the radio business is hurting even more than newspapers or television (Fine, 2008).

As more Americans gain access to faster Internet connections, the Internet is likely to become an even bigger competitor for traditional media. The Pew Internet &

American Life Project (2009) found that in April 2009, 79% of adults identified themselves as Internet users, and 63% had broadband Internet at home (p. 10). In 2007, 47% of American adults had broadband Internet at home, and in 2008 that number increased to 55% (p. 14). This trend suggests that the Internet will continue to become more important as a source for information and entertainment in the near future.

CCM Radio's Online Presence

Like other traditional media, most radio stations have sought to adapt to the new competitive environment by launching their own Web sites. Gebbie Press, which publishes the annual *All-In-One Media Directory* for public relations professionals, reported in 2009 that out of 10,789 AM and FM radio stations in the United States, 7,979 (74%) had Web sites (<http://www.gebbieinc.com/aio.htm>). The CCM format has a particularly strong presence online. Arbitron reported that 558 Contemporary Christian FM stations were broadcasting over the Internet – more than any other format in the United States (*Radio Today*, 2009, p. 59). Arbitron also found that CCM listeners were approximately 30% more likely to listen to the radio online than the general public (p. 62).

CCM radio is unique because a large number of CCM stations are noncommercial. An industry Web site, insideradio.com, reported that there were 929 CCM stations in the U.S., and 763 of them (82%) were noncommercial (“Inside Radio Format Counts,” 2009). Although noncommercial stations do not operate on advertising revenue, they still face most of the competitive pressures that other radio stations encounter. Noncommercial stations usually rely on donations from their listeners to fund a large portion of their annual budgets. For this reason, noncommercial radio stations

need to attract and maintain as many loyal listeners as possible. The Internet can be an important tool in that effort.

Noncommercial radio stations may use the Internet in various ways. As mentioned before, many stations stream their on-air content over the Internet so that listeners can tune in from computers or mobile devices. This technology allows radio stations to reach people who would be unavailable otherwise. Most stations also have Web sites that provide information about station programming, contests, and upcoming events. It is common for radio stations to collect email addresses from visitors to their Web sites. This information allows stations to contact people with promotional information and, sometimes, to perform audience research. Some noncommercial radio stations also use their Web sites to solicit donations (Greer & Phipps, 2003; Moody, 2002).

Statement of the Problem

The Internet gives radio stations numerous ways to reach their listeners, but it does not guarantee that listeners will respond. Radio stations need to understand how and why listeners visit their Web sites if they are to make their online content compelling and useful. To date, only a little attention has been paid to the uses and gratifications of radio station Web sites. Even less has been given to Web sites for CCM stations, in particular. This study investigated what uses and gratifications are associated with the medium of CCM radio Web sites.

Significance of the Study

Past research has examined the uses and gratifications associated with CCM radio stations, as well as the uses and gratifications associated with other media-related Web

sites. This study sought to expand the current body of knowledge by comparing uses and gratifications for CCM radio Web sites to other, related media.

Because noncommercial CCM stations tend to rely on listener donations to continue, it is especially important for these stations to make the most of their Web sites. They do not have money or manpower to waste. The information gained from this study may help Christian radio stations think and act strategically in regard to their Web sites.

Methodology

This study partially replicated two previous studies. Woods (1999) used telephone interviews of 500 Christian radio listeners to investigate the uses and gratifications of CCM radio. Moody (2002) used a Web-based survey of 348 people who visited public radio station Web sites to study the uses and gratifications of those Web sites.

This study combined the questions Woods used to examine Christian radio uses and gratification, with the questions Moody used to study uses and gratifications for radio station Web sites. This study followed Moody's method of collecting data via a Web-based survey linked from CCM radio station Web sites. Full methodological details are provided in Chapter Three.

Research Questions

This study attempted to answer the following research questions:

R1 – Who uses CCM radio Web sites?

R2 – What features do people use on CCM radio Web sites and how frequently do they use them?

R3 – What gratifications do users seek from CCM radio Web sites, and are there any underlying groupings of these gratifications?

R4 – Is there a relationship between the use of specific Web site features and certain types of gratifications?

R5 – Is there a relationship between the uses and gratifications of CCM radio and the uses and gratifications of CCM radio Web sites?

R6 – Does usage of CCM radio Web sites vary by demographics?

R7 – What are the characteristics of CCM radio station supporters?

Limitations

This study was limited to a convenience sample of 351 visitors to CCM radio station Web sites. The findings cannot be generalized to other Web site visitors or other CCM radio listeners.

Thesis Plan

Chapter Two reviews the literature on uses and gratifications of CCM radio, Web sites, and, specifically, radio station Web sites. It also contains an overview of uses and gratification theory.

Chapter Three outlines the methodology for this study, including explanations of the sampling and data analysis methods, and operational and conceptual definitions.

Chapter Four presents the survey findings, as well as statistical analyses of these findings.

Chapter Five summarizes the findings and offers some further discussion of the study's implications and limitations. It also suggests areas for future research.

CHAPTER II

LITERATURE REVIEW

This study examines the uses and gratifications of noncommercial CCM radio Web sites. It seeks to build on previous studies that have looked at uses and gratifications for radio, including CCM radio, as well as uses and gratifications for the Internet. This chapter will begin by reviewing the development of the uses and gratifications approach to communications research. Next, it will examine past research into the uses and gratifications for radio, paying special attention to studies of religious radio and the CCM format. It will then review uses and gratifications of the Internet, particularly of religious Web sites and radio station Web sites. Finally, it will discuss several studies that have analyzed the content and goals of radio station Web sites.

The Uses and Gratifications Approach

In a 1959 editorial, Bernard Berelson worried that communication research was “withering away” (1964, p. 503). The problem, in Berelson’s view, was that great pioneers in the field, such as Lasswell, Lazarsfeld, Lewin and Hovland, were moving away from communications research and no one seemed to be taking their places with new, exciting ideas.

Elihu Katz (1959) responded to this lament by suggesting that communication research simply needed a new focus. He argued that the early pioneers had focused on mass communication as a way “to change opinions, attitudes, and action in the very short run” (p. 1), but that most studies showed media to be less powerful than previously imagined. Katz called for a “uses and gratifications” approach that would not ask “What do the media do to people?” but, “What do people do with the media?” (p. 2).

Severin and Tankard (2001) credit Katz’ 1959 article with being the first to describe uses and gratifications research. However, Katz (1959) pointed out that other social scientists like Herta Herzog and Berelson, himself, had already laid a foundation for this kind of work. In a qualitative study of 100 people, Herzog (1954) found three reasons people enjoyed listening to daytime serials on the radio. These “gratifications” included emotional release, wishful thinking, and valuable advice (p. 50-51).

During a New York City newspaper strike in 1945, Berelson (1954) sought to identify what people missed the most about their newspapers. Sixty in-depth interviews with Manhattan residents revealed several important “uses” that people had for newspapers. Many readers used the newspaper to gain a detailed understanding of current events. Some found it to be a tool for everyday life, providing things like the radio broadcast schedule, the weather forecast, or the stock market index. Others used the newspaper for a respite or an escape from boredom. Another group liked the social prestige they experienced from being able to share what they read with friends and neighbors. Still others talked about the social contact they felt from reading human interest stories or advice columns.

Berelson (1954) also believed there were unconscious reasons people missed the newspaper. He noted that many respondents who could not get the paper chose to read books or magazines instead. Berelson suggested that many people wanted to read, just for the sake of reading, because they viewed reading as an inherently worthwhile activity. He also observed that some people felt uneasy without their newspapers, as if the paper gave them a sense of security.

These examples indicate that Katz was not the first to ask “What do people do with the media?” However, Katz *did* lead the way in defining and popularizing the uses and gratifications approach. Katz, Blumler and Gurevitch (1974) described the process of uses and gratifications research as an attempt “to explain something of the way in which individuals use communications, among other resources in their environment, to satisfy their needs and to achieve their goals, and to do so by simply asking them” (p.21). They also identified five basic assumptions or elements in the uses and gratifications model. First, the audience is considered to have an active role in mass media use. Second, audience members take initiative in choosing media they believe will gratify their needs. Third, people have many different ways to satisfy their needs, so media must compete for people’s attention. Fourth, people understand themselves well enough to explain their motivations to researchers. Fifth, the uses and gratifications approach only studies *how* and *why* people use media, not what people *ought* to do with it (p. 21-22).

Katz et al. (1974) also pointed out that media can gratify needs in three ways. Obviously, the *content* of a medium can gratify needs by providing things like information or entertainment. However, just being exposed to media *per se* may also satisfy certain needs. For example, watching television might help people relax and pass

the time regardless of the content. Furthermore, the *social context* in which people use media provides specific gratifications that are not content dependent. When friends or family members watch TV together they may satisfy a need to spend time with loved ones no matter what they are watching. Because these three factors all play roles in the way media gratify needs, Katz et al. suggested that the real question is “what combination of attributes may render different media more or less adequate for the satisfaction of different needs” (p. 25).

Toward this end, Katz, Gurevitch, and Haas (1973) studied media usage in Israel and found that people used different media to gratify different needs. Katz et al. created 35 “need statements” such as “How important is it for you to spend time with your family” (p. 165). When participants identified a need as important the researchers followed up by asking about various media (books, newspapers, radio, television, and cinema) and how well each medium met each need. Katz et al. grouped the 35 needs statements into five categories: cognitive needs, affective needs, self-integrative needs, integrative needs related to society, and escape needs. Katz et al. summarized their findings by saying, “Books cultivate the inner self; films and television give pleasure; and newspapers, more than any other medium, give self-confidence and stability” (p. 169). Regarding radio, the authors found, “Despite its almost total penetration, not a single need on the list was best served by radio. It came second in serving self-integrative needs, and cognitive and integrative needs related to state and society” (p. 172).

Over the years, communication scholars have used different categories for describing the needs that media users seek to gratify (Severin & Tankard, 2001). Weiss (1971) identified two basic categories which he referred to as “fantasy-escapist or

informational-educational in significance” (p. 312). In 1972, McQuail, Blumler, and Brown (2000) offered four types of what they called “media-person interactions” (p. 447). These included diversion, personal relationships, personal identity, and surveillance.

McGuire (1974) suggested a rather complicated system of 16 motivations based on various psychological theories. He created a four-dimensional model contrasting cognitive and affective needs, preservation and growth needs, internal and external needs, as well as active and passive needs. The result was 16 possible combinations of those four dimensions. For example, the cognitive-preservation-internal-active need was called “consistency.” The affective-growth-external-passive need was called “modeling.” The entire list consisted of consistency, attribution, categorization, objectification, autonomy, stimulation, teleological, utilitarian, tension-reduction, expressive, ego-defensive, reinforcement, assertion, affiliation, identification, and modeling (p. 172). McGuire believed each of these 16 basic human motives represented a “partial view of human nature” and could be “creatively stimulating” to other researchers (p. 191).

Sometimes empirical evidence fits into theoretical categories, but often it does not. Factor analysis is a commonly-accepted statistical procedure used to reduce a large number of observable variables down to a smaller number of underlying variables (Wimmer & Dominick, 2000; Reinard, 2006). For example, Greenburg (1974) surveyed British school children about their television-viewing habits and used factor analysis to identify six major gratifications: learning, habit, arousal (i.e. excitement), companionship, relaxation, and forgetting (or diversion). Rubin (1983) conducted a similar study of adults, using 30 questions to measure motivations for watching television. With factor

analysis, Rubin reduced these 30 questions to five underlying gratifications: pass time/habit, information/learning, entertainment, companionship, and escape.

Severin and Tankard (2001) observe that the uses and gratifications approach has been criticized “for being basically nothing more than a data-collecting strategy” (p. 297). Elliott (1974) pointed out, “As the approach is not informed by any initial social theory, findings have to be explained post hoc” (p. 252). Elliott seemed to suspect that the uses and gratifications approach allowed researchers to see whatever they wanted to see. He also felt that it did not properly account for the “culture and social structure” and the “differential distribution of power and opportunity in society” that could influence people’s behavior. In other words, Elliott believed there were strong forces beside people’s individual needs that motivated their media usage.

These criticisms are not without merit. Even proponents like Katz, Blumler, and Gurevitch (1973-1974) acknowledged, “The common tendency to attach the label ‘uses and gratifications approach’ to work in this field appears to virtually disclaim any theoretical pretensions or methodological commitment” (p. 510). Some scholars have sought to combine the uses and gratifications approach with other theories. Examples include Palmgreen and Rayburn (1982) who generated a new model by combining uses and gratifications with expectancy value theory, and Rubin and Windahl (1986) who combined uses and gratifications with the dependency perspective.

Nevertheless, the basic uses and gratifications approach remains useful for descriptive and exploratory studies. Wimmer and Dominick (2000) note that it is still widely used, especially in applied research. LaRose, Mastro, and Eastin (2001) describe it as “perhaps the dominate paradigm for explaining media exposure in the field of

communication studies” (p.395). Laney (1998) argues that the uses and gratifications approach is particularly appropriate for studying Web sites because it emphasizes the active role of the audience.

Uses and Gratifications of Radio

The earliest radio studies tended to focus on effects rather than uses. For example, Cantril and Allport (1941) suggested that radio was a “powerful agent of democracy” (p. 20) because of the way it spoke to people regardless of their location or social class. They also saw radio as a powerful tool for educating the masses and for developing people’s musical tastes.

Other early studies, such as those conducted by the National Opinion Research Center in the 1940’s, tended to focus on audience demographics, what types of programming people preferred, and how they felt about the medium in general (Lazarsfeld, 1946; Lazarsfeld & Kendall, 1948). For the most part, these studies did not explore people’s motivations for listening to specific programs or *why* they felt the way they did about radio. However, Lazarsfeld (1946) did find that 46% of respondents described their use of radio by saying “I may get the news from the radio, but otherwise I use it only for entertainment” (p. 55). Another 46% said “Besides the news and entertainment, I like to listen to some serious or educational programs once in awhile” (p. 55). Two years later, Lazarsfeld and Kendall (1948) reported that 26% of respondents said, “I listen to the radio mostly for entertainment and very seldom listen to serious or educational programs” (p. 36). Fifty-two percent said, “I like to listen to both serious and entertainment programs, and I’m satisfied with what I get now” (p. 36). Another 20%

wanted *more* serious programs. These findings hint at some of the ways people may have used radio to gratify certain needs, but they leave many questions unanswered.

As previously discussed, Herzog (1954) did begin to look at uses and gratifications with her research on daily radio serials. Herzog studied qualitative data from 100 personal interviews and found three main gratifications. Some listeners enjoyed feeling happy or sad along with their favorite characters (emotional release). Some apparently gained satisfaction from imagining themselves living the adventurous or humorous lives of people in the stories (wishful thinking). A third group of responses indicated that people formed ideas about how to handle situations in their own lives from examples on the radio (valuable advice). Herzog tested this third gratification with a large-scale quantitative survey of thousands of people in Iowa. She asked respondents if listening to daytime serials on the radio helped them to deal better with problems in their own lives. Forty-one percent said yes, and only 28% said no. Herzog found that respondents who were less educated or who worried more than average were the most likely to say that listening to radio dramas was helpful.

Mendelsohn (1964) interviewed 150 listeners or former listeners of New York radio stations and identified several functions of radio. Although Mendelsohn did not claim to be following the uses and gratifications approach, it is clear that the “functions” of radio that he identified are analogous to uses and gratifications. Mendelsohn observed that radio “brackets the day” for many people (p. 242). News and weather information made people feel like they knew what to expect as they began their day. Some listeners reported that they woke up in a bad mood, but listening to the radio improved their outlook. In the evening, many people used the radio to relax and unwind. Mendelsohn

also found that radio served as a “companion” for people who felt bored or isolated (p. 242). Furthermore, radio helped people reinforce or alter their moods. For most respondents, this seemed to mean listening to music on the radio. Sometimes listeners wanted to change the way they felt, but other times they wanted to reinforce certain feelings. Interestingly, different people reported different feelings associated with different styles of music. Mendelsohn observed that “no particular form or style of music is considered to be any more suitable for active moods or for ‘relaxing’ than others” (p. 244).

In addition to bracketing the day, providing companionship, and influencing mood, Mendelsohn (1964) identified other functions of radio. He discovered that some listeners did not only use news broadcasts to stay informed, but also to feel like they were participating vicariously in important events. Often, listeners would talk to other people about what they had heard on the radio, and in this way, the radio served a “social lubricating” function by furnishing topics of conversation (p. 245).

One more finding from Mendelsohn’s (1964) study is worth noting. Most radio listeners used different radio stations to meet different needs. Mendelsohn divided the functions of radio as follows: (1) Utilitarian information and news, (2) active mood accompaniment, (3) release from psychological tension and pressure, and (4) friendly companionship (p. 246-247). Out of ten AM radio stations in New York, Mendelsohn found that none could perform more than two out of the four functions successfully.

A few years after Mendelsohn’s (1964) study, Troidahl and Skolnik (1967) interviewed 96 heads of households in Lansing, Michigan, about the “meanings” radio had for them. They performed factor analysis on responses to 27 survey items and

identified six factors: companionship, programming evaluation, worldly awareness, portability, pleasant environment, and abrasiveness. Two of these factors require explanations. “Programming evaluation” referred to responses that criticized radio stations for things like “too much talk,” “not enough music,” or “too much silly stuff.” The “abrasiveness” factor reflected responses that expressed annoyance at the disc jockeys or the commercials.

Weintraub (1971) replicated the Troidahl and Skolnik (1967) study with a sample of 350 teenagers. He identified three factors that corresponded to Troidahl and Skolnik’s findings: programming evaluation, worldly awareness, and portability. Weintraub also found five different factors: Verbal personality, source-message distinction, relevancy, time filling, and music. The “verbal personality” factor was related to teenagers’ interest in talk on the radio. They seemed more accepting that the adults in Troidahl and Skolnik’s study of contests, commercials, and “DJ Chatter” (p. 150). The “relevancy” factor expressed a desire among many teenagers to have content on the radio that would “deal with the problems facing their generation” (p. 150). The “source-message distinction” factor reflected the fact that many teenagers (unlike adults) drew a distinction between disc jockeys and radio stations.

Ruffner (1972) studied women’s attitudes toward progressive rock radio using Q-methodology. She asked 52 women to sort 60 statements based on their agreement or disagreement with each one. Ruffner used factor analysis to identify four groups of respondents: loyal progressive rock buffs, uncommitted listeners, rear-view mirror reflectors, and information seekers. The loyal progressive rock buffs seemed to be looking for artistry, community involvement, and participatory experiences.

Uncommitted listeners were essentially people who preferred rock music over other styles, but primarily used it for background noise. Rear-view mirror reflectors were people who were “old-fashioned and conservative” (p. 90). Progressive rock was not their favorite music, although they were willing to listen for a little while, as long as the radio station did not become too noisy. Finally, information seekers were those who were less likely to listen to progressive rock radio because they cared more about news and politics than music.

Dominick (1974) theorized that radio served a special function for under-socialized children. He predicted that children with fewer friends would learn more about youth-related issues from the radio than children in large peer groups. Dominick asked 235 sixth-graders to write down the names of their three closest friends in class, and then to respond to 32 survey items about radio usage. Using the sociometric matrix, Dominick ranked the children based on popularity, then compared their responses to the survey. He found that children with fewer friends did listen to the radio more than others. He also found that these children used the radio more for information and less for entertainment than their more popular peers.

Carroll et al. (1993) detected certain changes in the way adolescents used radio between early 1970's and the early 1990's. Their survey of 620 teenagers revealed eight factors: solitary radio user, interactive radio listener, cassette and CD listening as an alternative to radio, social radio listener, abrasiveness, companionship, program evaluation, and TV viewer. The “programming evaluation” factor corresponded to the earlier findings by Troidahl and Skolnik (1967) as well as Weintraub (1971). The “companionship” and “abrasiveness” factors corresponded to Troidahl and Skolnik's

study. Carroll et al. (1993) theorized that the “cassette and CD” factor might have replaced the “portability” factor, and the “solitary radio user” factor might be similar to the “pleasant environment” factor. However, other factors were new. The “interactive listener” was someone who liked to request songs, make dedications over the radio, and participate in on-air contests. The “social radio listener” seemed to be a person who used the radio when friends were present. As one might guess, the “TV viewer” was more interested in television than radio. These findings suggest that uses and gratifications for radio, at least among young people, have changed as technology has changed.

Only two studies were found to apply the uses and gratification approach to CCM radio, specifically. Creasman (1996) interviewed 100 listeners of a CCM radio station in the southwestern U.S. and used a 27-item survey to evaluate why they listened to the station. He found strong indications that respondents used CCM radio for entertainment and to reinforce spiritual beliefs. He also found that many people exhibited a negative reaction toward secular radio.

Woods (1999) surveyed 500 people on Christian radio station mailing lists. Woods used 33 questions based on previously-discovered uses and gratifications, such as information, emotional management, habit, time management, social interaction, and entertainment. Woods also added questions designed to probe for unique uses and gratifications associated with religious media, such as religiosity, content reaction, spiritual guidance/development, fellowship, and witnessing/evangelism. Factor analysis revealed three underlying uses or gratifications in the responses: para-community, content reaction, and lifestyle management. Para-community had the highest mean, indicating that it was the use most-often reflected in the data. Content reaction and

lifestyle management were second and third, respectively. On the para-community factor, Woods explained that CCM radio listeners “vicariously celebrate shared beliefs in para-community with other believers.” This factor included all of Woods’ survey questions related to spiritual guidance, fellowship, and witnessing. In other words, listeners seemed to use CCM radio to do many activities associated with a church. On the content reaction factor, listeners seemed to be looking for something that was not “secular” but would be “consistent with their core values as Christians” (p. 238). On the lifestyle management factor, Woods found that some listeners used CCM radio to “manage their emotional, physical, and spiritual lives” (p. 239).

Before moving on to the uses and gratifications of the Internet, it is worth noting one study that did not specifically address radio, but did examine uses and gratifications for Contemporary Christian Music. In a series of focus groups, Hooper (2004) found that college students used CCM “to further develop their spirituality, to worship God, to alter their moods, and to share their Christian faith with others” (p. 7). She also received several responses that related to the “content reaction” factor in the Woods (1999) study. Many of the students said “they should not listen to secular music” (Hooper, 2004, p. 8).

Uses and Gratifications of the Internet

Some observers trace the history of the Internet to 1969, when computer scientists at UCLA connected two computers to form the first network (Gaudin, 2009). However, research into the uses and gratifications of the Internet only dates back to the 1990’s. Butler (1995) asked 20 participants to keep logs of their Internet usage, and followed up with a series of interviews. She was able to identify four functions of the Internet at that

time: Communication for work, information gathering for work, communication for leisure, and information gathering for leisure (p. 62).

Charney (1996) surveyed 200 college students and found that entertainment seemed to be the most common reason for using the Internet, while desires to stay informed and to communicate with other people were the best predictors of how much time people spent online. Factor analysis of the data revealed eight distinct factors: Keep informed, diversion entertainment, peer identity, good feelings, communication, sights & sounds, career, and coolness. Charney reported that three other factors (“to publish materials,” “to order products or services,” and “to let people know who I am”) seemed to emerge, as well. However, these factors had low reliability scores and were discarded.

Katz and Aspden (1997) analyzed data from a random telephone sample of 600 Internet users and found that the most common reason for using the Internet was communication via e-mail. Getting information was second, followed by keeping up to date. Katz and Aspden also noted that some respondents used the Internet for business, to contact new people, and to shop. They concluded that the main reason for people to go online was socio-personal development.

In an effort to see how effectively businesses were using the Internet, Eighmey (1997) studied 28 commercial Web sites with a group of 176 participants. Each person was asked to visit three Web sites and complete surveys on each. Three factors were discovered in the factor analysis: enjoyment of the experience, information and its accessibility, and freshness. Eighmey concluded that it was very important for a commercial Web site to place helpful information in an enjoyable context, to be organized logically, and to be easy to use.

King (1998) was among the first researchers to study Internet uses and gratifications by using an online survey. This method seems very appropriate, given the subject matter. Twenty-eight U.S. television stations agreed to post links to King's survey and he collected 2,634 eligible responses over the course of two months. Respondents were most likely to use the Internet to find specific information or visit a specific Web site, although many also went online for entertainment. Based on factor analysis of 30 survey items, King identified these six factors: entertainment, pass time/habit, companionship, social interaction, info/learning, and Web site preference (looking for specific Web sites).

Korgaonkar and Wolin (1999) conducted in-home interviews with 401 people in the Southeast using a 41-item survey instrument. They found seven factors that represented gratifications or concerns related to the Internet. Social escapism (entertainment and companionship), information, interactive control (the ability to customize things), socialization (communication), and economic motivations (shopping or researching purchases) all provided reasons for people to go online. By contrast, concerns about the security of transactions (giving credit card information over the Internet) and about privacy (unsolicited e-mail) were factors that kept people from using the Internet as much.

Seeking to understand what motivated people to subscribe to online services, Lin (1999) surveyed a random sample of 348 people via telephone. Eighteen survey items were factor analyzed to reveal three motivation factors: surveillance, escape/companionship/identity, and entertainment. Lin also asked respondents what they were most likely to do on the Internet. Through factor analysis, 20 service features were

grouped into three usage factors: shopping services, information, and infotainment. The three motivation factors were significant predictors of the three usage factors.

A study of 915 people who used the Internet service America Online revealed four usage factors (Stafford & Gonier, 2004). Searching, information, communication, and socialization all motivated people to use the Internet. Stafford and Gonier also pointed out that “shopping” was an important variable that did not cluster together with any of the four major factors. However, many respondents reported that shopping was a reason for them to go online.

Besides these general studies of Internet uses and gratifications, researchers have also looked at specific types of Web sites. Laney (1998) conducted an online survey of more than 900 people who visited Christian Web sites (primarily church Web sites). He found evidence that some people used Christian Web sites to reinforce their religious beliefs. His study also indicated that many respondents were “seeking friendship or companionship with others who are spiritually minded” (p. 168). Unfortunately, an attempt to identify underlying motivations with factor analysis was not very successful. Too many disparate items loaded onto the same factor, forcing Laney to call the factor “Religious Web Use/Entertainment/Information” (p. 158). This unwieldy label indicates certain difficulties associated with Laney’s survey. He, himself, suggested that “Christian Web gratifications are not well defined by the users of this new medium at this point” (p. 159).

Several studies have focused on radio station Web sites. Murphy (1998) used a similar methodology to King’s (1998) to explore uses and gratifications for rock and classic rock radio station Web sites. An online survey was linked from 30 Web sites for

four weeks and collected 1,752 valid responses. When factor analysis was performed on 27 survey items, seven underlying factors emerged: feels good to know the radio station, aesthetics, downloading, interaction, information, relaxation, and entertainment. It is worth noting that the “downloading” factor included the ability to listen to radio stations online. The first factor, “feels good to know the radio station,” indicated that people liked to know what was going on with their favorite stations and with their favorite radio personalities.

McClung (1999) conducted a similar study of college radio station Web sites. His online survey, with links from 26 college radio stations, generated 568 responses over a six-week period. An overwhelming majority of respondents (82.6%) said the most important interactive feature for a college radio Web site was audio streaming. The main reasons for visiting a college radio Web site were to check the music (43.5%), to get information (24.5%), and to be entertained (16.5%). Factor analysis revealed six underlying factors: interaction with station, social integration, interaction with the page, entertainment, escape, and companionship. While “interaction with the station” was related to the most items on McClung’s survey, “entertainment” was the only factor with a mean value over 4.0 on a five point Likert-type scale.

Moody (2002) examined uses and gratifications of public radio Web sites. Ten stations affiliated with National Public Radio posted links to Moody’s survey on their Web sites for an average of four weeks. The total number of valid responses was 348. A majority of respondents reported that they used the Web sites to learn about programs, to get news about the station or the community, to listen to the radio online, and to check the programming schedule. “Getting information” was the number one gratification

reported in the data (p. 42). “Being entertained” was second and “staying aware of what’s going on” was third (p. 43). Moody also performed a factor analysis and uncovered two main factors. One contained responses based on information, convenience, and surveillance (an information seeking factor), but the other was difficult to categorize, as it contained responses on everything from entertainment to value reinforcement to companionship. Moody labeled this factor “other gratifications” (p. 45).

Analyses of Radio Station Web Sites

Several researchers have studied the content of media Web sites. Lin and Jeffres (2001) performed content analysis on 422 Web sites for newspapers, TV stations, and radio stations. A total of 231 Web sites belonged to radio stations. Lin and Jeffres looked for four types of content: advertising, news, promotion of media organization, and community service. Radio station Web sites contained far more promotion of the media organization (self-promotion) than either newspaper or television Web sites. Radio Web sites also contained less news than the others. In terms of advertising and community service, radio Web sites contained more of each than television Web sites, but less of each when compared to newspaper sites.

McKinley (2001) used qualitative content analysis to study the Web sites of 30 Washington, D.C., area radio stations. McKinley was interested in whether or not radio stations used interactive features on their Web sites to build interactive relationships with their listeners. He concluded that interactive features were severely underutilized, as most stations had very few hyperlinks on their sites, few listener surveys, and very little archived audio.

Atkinson (2003) analyzed the content of 129 radio station Web sites to see if they contained the features that were most important to radio station listeners. He compared his findings to a survey by Arbitron that ranked the 14 most important features for listeners. According the Arbitron survey, listeners ranked Web site features as follows: (1) listening online, (2) information about concerts, (3) titles and artists of songs recently played, (4) the ability to enter contests, (5) lists of places to visit in the local community, (6) the opportunity to vote on music, (7) weather information, (8) programming schedules, (9) information and pictures for disc jockeys, (10) e-mail contact, (11) information on upcoming station appearances, (12) Internet-only audio, (13) the ability to print coupons, and (14) links for ordering station merchandise. Atkinson's content analysis indicated that many radio stations were not providing the features that listeners wanted. For example, only 41% of stations offered the ability to listen online, even though that was the most important feature in the Arbitron survey. A full 80% of stations provided disc jockey information, despite the fact that such information ranked 9th in the Arbitron survey. Atkinson concluded that radio stations either did not have access to the information from Arbitron's survey, or did not consider it important in designing their Web sites.

Greer and Phipps (2003) looked at the Web sites of noncommercial religious radio stations, specifically. Instead of using content analysis, Greer and Phipps surveyed 128 radio station managers to determine what goals radio stations had for their Web sites. Providing information to listeners was the most common goal (91.4%), followed by creating a good impression of the station (63.3%), becoming a site for information about local events (54.7%) and increasing two-way communication with the audience (54.7%).

Attracting new listeners was a goal of 50% of stations, while increasing donations was only a goal of 31.3%. When asked about the actual benefits of having a Web site, most station managers (80.3%) said it had expanded communication with their audience. Many also said that their Web sites made it more convenient for the audience to communicate with the station (59.1%). Some felt it had increased community awareness of their station (26.8%) and a few reported increased donations (15.7%).

Greer and Phipps (2003) also asked radio station managers what problems they associated with having Web sites. A large number of respondents (75.4%) reported that keeping their sites updated was challenging. Some also mentioned the time required to maintain their sites (48.4%) and the cost involved (17.5%).

Summary

It is clear that the uses and gratifications approach has been used to study various media, including newspapers, television, radio and the Internet. Common uses and gratifications found for radio have included entertainment, information, mood management, and companionship. The Internet seems to provide both specific and general information, as well as entertainment, communication, and a way to pass the time. Religious music, radio stations, and Web sites appear to provide some specific gratifications, such as spiritual development, content reaction, and para-community social functions.

While the body of uses and gratifications literature is large, no studies were found that directly examine noncommercial CCM radio Web sites. This is an important issue because noncommercial CCM stations are supported by listener donations (Greer & Phipps, 2003). They need to connect with and serve their audiences effectively in order

to continue broadcasting. They also need to know how and why their listeners use their Web sites. Although Atkinson (2003) found that radio stations do not always understand or consider their audience's needs when designing their Web sites, it seems possible that noncommercial stations will be more interested in using this kind of information to save themselves time and money. Therefore, the present study not only helps to fill a gap in the academic literature, but it also provides practical information for an important segment of the radio broadcasting industry.

CHAPTER III

METHODOLOGY

This study employs the uses and gratifications approach to understand how and why people use noncommercial CCM radio Web sites. According to McGrath (2003), uses and gratifications research “investigates how people use the various media and what psychological rewards they obtain from their usage” (p. 35). Severin and Tankard (2001) suggest that the uses and gratifications approach is a logical way to study the Internet. They point out that the Internet provides people with so many choices that audience members must become active in deciding which sites to use. This notion of an “active audience” is one of the fundamental assumptions of the uses and gratifications approach (Katz et al., 2004).

According to Wimmer and Dominick (2000), uses and gratifications research often begins with the collection of qualitative data through the use of focus groups. Researchers then design quantitative surveys based on the qualitative data. Instead of conducting focus groups, this study relied on previously constructed survey instruments from Woods (1999) and Moody (2002).

An online survey was used to gather data for this study. Links to the survey were posted on the home pages of nine CCM radio Web sites for four weeks. Most questions on the survey were designed to collect quantitative data, although several qualitative, open-ended questions were included, as well. These were designed to reveal any uses or gratifications not captured by the quantitative items on the survey.

Shoemaker and McCombs (2003) state that Internet surveys offer several benefits over other methods, such as lower costs, faster turnaround, and perhaps more complete answers from respondents. Drawbacks associated with Internet surveys include the fact that they are easy for people to ignore and usually cannot provide random samples. Nevertheless, because this study sought to understand the uses and gratifications of CCM radio Web sites, an Internet survey was a logical way to reach the desired population. Furthermore, this method had been used successfully before to collect data regarding the uses and gratifications of the Internet (King, 1998; Laney, 1998, McClung, 1999; Moody, 2002; Murphy, 1998).

Research Questions

Because the literature review did not reveal any previous studies that looked directly at uses and gratifications of noncommercial CCM radio Web sites, this was an exploratory study. Wimmer and Dominick (2000) explain that research questions “are generally used when a researcher is unsure about the nature of the problem under investigation” (p. 28). This study was intended to be descriptive rather than predictive. Thus, the research questions for this study were:

R1 – Who uses CCM radio Web sites?

R2 – What features do people use on CCM radio Web sites and how frequently do they use them?

R3 – What gratifications do users seek from CCM radio Web sites, and are there any underlying groupings of these gratifications?

R4 – Is there a relationship between the use of specific Web site features and certain types of gratifications?

R5 – Is there a relationship between the uses and gratifications of CCM radio and the uses and gratifications of CCM radio Web sites?

R6 – Does usage of CCM radio Web sites vary by demographics?

R7 – What are the characteristics of CCM radio station supporters?

Definitions

This study used the following conceptual definitions:

1. *Noncommercial CCM radio stations:* Stations that are licensed as noncommercial by the Federal Communication Commission and are not allowed to accept advertising. Additionally, stations playing a majority of songs that musically resemble adult contemporary or contemporary hit music, but feature Christian artists and/or Christian lyrics. Some of the leading artists in this category include Third Day, MercyMe, Casting Crowns, Michael W. Smith, and Steven Curtis Chapman.
2. *Web site features:* Elements on Web sites that allow users to perform specific activities, such as listening to a radio station online, reading about upcoming events, or sending e-mail to station personnel.
3. *Uses:* Specific activities performed using Web site features.

4. *Gratifications*: Psychological benefits expected from using Web sites.

The uses and gratifications approach assumes that people are active in the media selection process and that they select certain media based on expectations that using those media will gratify psychological needs (Katz et al., 1974).

5. *Frequency of Web site visitation*: How often people go to a CCM radio station's Web site.
6. *Support of CCM radio stations*: Primarily financial donations. Other activities such as volunteering, participating in stations surveys, and praying for radio stations will also be considered "support."

This study used the following operational definitions:

1. *Noncommercial CCM radio stations*: Stations whose Web sites indicate that they are listener-supported and play a majority of Contemporary Christian Music, particularly those who are listed as top noncommercial religious stations by the Radio Research Consortium.
2. *Web site features*: Common elements that allow users to do specific things while visiting a Web site. Through content analysis, these items were identified as appearing on a majority of participating Web sites. For the complete list, see below.
3. *Uses*: How frequently respondents do certain things with Web sites, measured in terms of never, once or twice, sometimes, often, or every day.

4. *Gratifications*: How much respondents agree with psychological benefit statements, measured in terms of strongly agree, agree, neutral, disagree, and strongly disagree.
5. *Frequency of Web site visitation*: Reporting of Web site use according to the following scale: this is my first time, less than once a month, a few times a month, a few times a week, every day.
6. *Support of CCM radio stations*: Reporting any of the following activities: volunteer work, contribute funds, purchase underwriting, prayer, or other.

Sampling

The target population in this study was users of noncommercial CCM radio Web sites. A self-selected convenience sample was used because there was no way to identify or contact all users of CCM radio Web sites. This made a census impossible and also made a random probability sample unrealistic. Although the findings of this study are not generalizable to the entire population, Wimmer and Dominick (2000) explain that a nonrandom convenience sample can be appropriate for exploratory research (p. 83).

The survey period was four weeks. Links were posted on the homepages of noncommercial CCM radio station Web sites to invite visitors to participate. Three stations, for whom the author has previously worked, initially agreed to post links on their Web sites. Additional stations were recruited using two lists obtained from the Radio Research Consortium (“Spring 2009 eRanks,” 2009; “Spring 2009 Quarter,” 2009). The Radio Research Consortium provides Arbitron ratings data to noncommercial radio stations. It lists the top-rated noncommercial religious stations for diary-based markets as well as PPM (personal people meter) markets. These stations were considered

the most desirable participants because their ratings make them industry leaders. The two lists represented a total of 49 noncommercial radio stations that devote a majority of their air time to Contemporary Christian Music. All 49 stations were sent e-mail invitations to participate in the study. Ten of these stations expressed a willingness to participate, bringing the preliminary total to 13. However, by the time data collection began, five stations had decided not to participate, and one other CCM station, not part of the original recruitment effort, had agreed to post a link to the survey on its Web site. The total number of stations was nine. The survey period was February 1, 2010, to February 28, 2010.

There were 433 responses to the survey. However, 82 responses were excluded because the respondents indicated that they were younger than 18, or because of significant quantities of missing data. The resultant sample size was 351.

Survey Instrument

SurveyMonkey.com was used to create and host the Internet-based survey for this study. Most survey items were borrowed from two previously successful studies (Woods, 1999; Moody, 2002). The survey instrument contained five general categories: CCM radio use items, CCM radio gratifications items, CCM radio Web site use items, CCM radio Web site gratification items, and demographic items.

The first set of items was designed to measure CCM radio use. Respondents were asked to identify the CCM radio station they listen to most often, how much they listened each day (Less than 30 minutes, 30 minutes to 1 hour, 1 - 2 hours, 3 - 4 hours, 5 or more hours), what times they usually listened (6:00 a.m. to 10:00 a.m., 10:00 a.m. to 3:00 p.m., 3:00 p.m. to 7:00 p.m., 7:00 p.m. to Midnight, Midnight to 6:00 a.m.), and how often they

listened at home, at work, or in the car (frequently, occasionally, seldom, never). The questions were adapted from Woods' (1999) survey.

The second set of survey items were taken directly from the Woods (1999) study. These items measured gratifications of CCM radio listening on a 5-point Likert-type scale (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, 1 = strongly disagree). There were 32 items in this group:

1. I listen because it takes my mind off my problems.
2. I listen to pass the time when I'm bored.
3. I listen because it makes me feel like I'm part of the larger Christian community.
4. I listen because it plays my favorite artists.
5. I listen to feel religious.
6. I listen because it's not a secular station.
7. I listen when there's no one else to talk to or be with.
8. I listen to get spiritual guidance.
9. I listen to get information about products or services I need.
10. I listen because it's fun.
11. I listen out of habit.
12. I listen because my pastor or other Christian friends expect me to listen.
13. I listen because I'm dissatisfied with secular radio.
14. I listen because I see it as a way to evangelize.
15. I listen because it teaches me Biblical principles.

16. I listen to keep myself informed of news events.
17. I listen to help change the mood I'm in.
18. I listen because I like to sing along with the music.
19. I listen because I always listen to this station.
20. I listen when I have nothing better to do.
21. I listen because it replaces my church attendance.
22. I listen because most of the morals and values represented on secular radio are ones I don't agree with.
23. I listen because it gives me topics to talk about with my friends.
24. I listen because it helps me feel closer to God.
25. I listen to stay up-to-date with new music trends.
26. I listen because it's just there.
27. I listen so I can forget about work or other things.
28. I listen because it provides a sense of fellowship with other Christians.
29. I listen because it helps me be a Godly influence on others.
30. I listen because I feel like the DJs are my friends.
31. I listen because it gives me something to do to occupy my time.
32. I listen because I see it as a way to share the Gospel with non-Christians.

Following these 32 items, there was an open-ended question asking respondents to explain in their own words why they listen.

The third set of survey items were created by analyzing the Web sites of the first 13 radio stations that agreed to participate in the study (see Appendix D). This content analysis approach was adapted from the approach used by Moody (2002) to design her survey. The 13 Web sites were analyzed for common features. Features that were found on a majority of the sites (at least 7) were included in the survey. Although five of these stations did not participate in the final survey, there was not time to revise the survey instrument. A total of 18 survey items were created, based on this content analysis. Frequency of use was measured on a 5-point Likert-type scale (5 = all the time, 4 = pretty often, 3 = sometimes, 2 = once or twice, 1 = never). The survey asked, “How often do you use this Christian Radio station's Website to do the following?”

1. Listen to the station's live broadcast.
2. See what songs have recently played.
3. Learn about on-air personalities.
4. Read about concerts or community events.
5. Visit a blog or Facebook page.
6. Request a song.
7. Enter a contest.
8. Learn about a contest.
9. Find photos, audio, or video clips.
10. Share a prayer request.
11. Read about the station history, facilities, or coverage area.
12. Vote for music you like.
13. Get information about programs.

14. Find contact information for station or staff.
15. Learn about businesses that support the station.
16. Tell the station about an event you are having.
17. Look for information about local churches.
18. Pledge or donate money.

Two open-ended qualitative questions were used to follow up. The first asked, “Are there other features you use on your Christian radio station's Web site? Please tell us what they are and how often you use them.” The second asked, “Are there features you would like to see added to your Christian radio station Web site?” The final question in this section asked respondents if they had ever signed up to receive email from their Christian radio station (yes, no, not sure).

The fourth set of survey items were designed to probe for gratifications associated with CCM radio Web sites. Nine items were taken directly from Moody (2002). An additional four items were adapted from Woods (1999) and re-phrased to relate to Web sites instead of radio stations. Respondents were asked how much they agreed or disagreed with the following reasons for using their CCM radio station's Web sites. Responses were measured on a 5-point Likert-type scale (5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, 1 = strongly disagree).

1. It helps me pass time.
2. I use it to feel connected with people.
3. It helps me share the Gospel with non-Christians.
4. It helps me organize my day.
5. I use it to get information.

6. It helps me feel closer to God.
7. It's entertaining.
8. It helps me stay aware of what's going on.
9. I use it to feel religious.
10. It's convenient.
11. I appreciate the values, ideas or attitudes I find on it.
12. I use it because it's not a secular Web site.
13. It helps me relax.

Following Moody's (2002) example, a close-ended question was included that asks respondents which of the 13 statements reflects their most important reason for using the Web site. Additionally, there was an open-ended question which asked participants to explain in their own words why they used the Web site.

The fifth and final set of survey items were designed to collect demographic information about the sample. Age was measured in seven categories, borrowed from Moody's 2002 study (18 - 29, 30 - 39, 40 - 49, 50 - 59, 60 - 69, 70 - 79, 80 or older). Gender was a nominal variable (Female, Male). Education was measured with six categories borrowed from Moody (Some high school, High school degree, Some college, College degree, Post-graduate work, Advanced Degree). Annual household income was measured with four categories (\$0 - \$25,000, \$25,000 - \$50,000, \$50,000 - \$75,000, \$75,000 or more). These were borrowed from Arbitron (*Radio Today*, 2009, p.61).

Included in the final set of survey items were three additional questions. One asked respondents how often they attended church (Never, 1 - 2 times a year, 1 - 2 times a month, 1 - 2 times a week, 3 or more times a week). The next asked what type of

church they usually attended (Assembly of God, Baptist, Catholic, Church of Christ, Church of God, Episcopalian, Lutheran, Methodist, Non-denominational, Pentecostal, Presbyterian, or other). This list of denominations was also used by Woods (1999). The final question asked respondents if they had ever supported their radio station in any of several ways (Volunteer work, Contribute funds, Purchase underwriting, Prayer, Participation in music surveys). See Appendix C for the complete survey instrument.

The survey instrument was pre-tested. It took an average of seven to nine minutes to complete. During the pre-test, no questions were identified as confusing or problematic.

Data Analysis

The data for this study were collected using SurveyMonkey.com. Once data collection was complete, the data were downloaded as an Excel spreadsheet and imported into SPSS for analysis. Descriptive statistics were used to answer R1. Both descriptive statistics and qualitative analysis were used to address R2. In addition to some qualitative analysis, principal components analysis with Varimax orthogonal rotation was used to answer R3. Principal components analysis is a type of factor analysis used to look for underlying factors in the data. As Reinard (2006) explains, “Principal components analysis is designed to reduce a number of variables into the smallest number of possible components” (p. 407). In other words, if several survey items are actually measuring the same underlying factor, principal components analysis should reveal that fact. Furthermore, Varimax rotation helps to ensure that each variable loads onto the most appropriate factor (p. 417). This method is widely used in uses and gratifications studies. Correlation analysis was used to answer R4, while both principal

components analysis and correlation analysis were used to answer R5. Crosstabs with Chi-Square analysis were used to answer R6 and R7.

Limitations

It is important to acknowledge that this study does not use a random sample and thus its findings cannot be generalized to the rest of the population. Furthermore, the correlation analysis performed on R4 and R5 cannot provide proof of any causation between Web site uses and gratifications, or between the uses and gratifications of CCM radio and the uses and gratifications of CCM radio Web sites. However, because this was intended to be an exploratory uses and gratifications study, these limitations are not fatal.

Summary

This study applies the uses and gratifications approach to understanding how and why people use CCM radio Web sites. An online survey, linked from CCM radio Web sites, was used to collect a self-selecting nonprobability sample. Survey items were designed to examine how respondents used CCM radio stations, what gratifications they derived from CCM radio, what features they used on CCM radio Web sites, what gratifications they derived from CCM radio Web sites, as well as various demographic information. The data analyses used descriptive statistics, correlation analysis, factor analysis, and crosstabs with Chi-Square analysis to answer the seven research questions.

CHAPTER IV

RESULTS

The purpose of this study was to explore the uses and gratifications people have for CCM radio station Web sites. An online survey, linked from nine CCM station Web sites for four weeks, generated 351 valid responses. In this chapter, findings will be reported as they relate to each of the study's seven research questions.

Research Questions

R1 – Who uses CCM radio Web sites?

More females (64.6%, $n = 212$) than males (35.4%, $n = 116$) responded to the survey. Respondents indicated their age by selecting one of seven age categories (see Table 1). The largest number of respondents were between 40 and 49 years old (27.7%, $n = 91$). Almost all were between 18 and 59 (94.6%, $n = 311$). Only 18 respondents (5.2%) were 60 or older. Because Chi-square analysis was to be performed on the data, a new variable was created with fewer response categories to ensure expected frequencies in each cell.

Table 1

Age of Respondents and Categories for New Variable

Age	New Variable (Age2)	<i>n</i>	%
18-29	18-29	71	21.6
30-39	30-39	76	23.1
40-49	40-49	91	27.7
50-59	50+	73	22.2
60-69	50+	16	4.6
70-79	50+	2	0.6
80+	50+	0	0

Respondents' level of education (see Table 2) was almost evenly split between those with at least a college degree (50.1%) and those with less than a college degree (49.8%). Once again, this variable was transformed into a new variable with fewer categories to aid in Chi-Square analysis. The new categories were "no college degree," "college degree," and "more than a college degree."

Table 2

Education of Respondents and Categories for New Variable

Education	New Variable (Ed2)	<i>n</i>	%
Some high school	No college degree	9	2.7
High school degree	No college degree	42	12.8
Some college	No college degree	113	34.3
College degree	College degree	105	31.9
Post-graduate work	More than college degree	33	10.0
Advanced degree	More than college degree	27	8.2

Nearly the same percentage of respondents reported an annual household income greater than \$50,000 (49.4%) as reported an annual income less than \$50,000 (50.6%). The totals are reported in Table 3. It should be noted that 47 respondents (13.4% of the sample) chose not to report their income.

Table 3

Annual Household Income

Income	<i>n</i>	%
\$0 - \$25K	60	19.7
\$25K- \$50K	94	30.9
\$50K - \$75K	78	25.7
\$75K +	72	23.7

A majority of respondents (70.2%) attended church 1 - 2 times a week. A new variable was created that collapsed three responses into one (see Table 4).

Table 4

Church Attendance and Categories for New Variable

Frequency	New Variable (Church 2)	<i>n</i>	%
3 or more times a week	3 or more times a week	55	16.9
1 - 2 times a week	1 - 2 times a week	228	70.2
1 - 2 times a month	Less than once a week	26	8.0
1 - 2 times a year	Less than once a week	12	3.7
Never	Less than once a week	4	1.2

When respondents were asked what type of church they usually attended, 31.3% ($n = 109$) reported "Non-denominational," while 17.9% ($n = 63$) selected "Baptist" and 7.3% ($n = 26$) chose "Assembly of God." All other denominations were below five percent. Eighty-two respondents (23.4%) indicated that they attended a denomination not on the list. Ten of these wrote that they attended Christian Reformed Churches. No other churches received more than five responses.

A majority of respondents (51%, $n = 179$) reported listening to their favorite CCM station three hours or more each day. Another 27.9% ($n = 98$) listened between one

and two hours per day. Only 14 respondents (4%) listened less than 30 minutes a day (see Table 5).

Table 5

Time Spent Listening

Listening Per Day	<i>n</i>	%
5 or more hours	95	27.1
3 - 4 hours	84	23.9
1 - 2 hours	98	27.9
30 minutes to an hour	60	17.1
Less than 30 minutes	14	4.0

Respondents were given a list of five day-parts and asked to indicate any time of day when they usually listened to their CCM station. Most respondents listened between 6:00 a.m. and 10:00 a.m. (70.9%, $n = 249$). A majority also listened between 3:00 p.m. and 7:00 p.m. (66.1%, $n = 232$). Less than half of the sample listened during the other three day-parts (see Table 6).

Table 6

Listening Per Day-Part

Day-Part	<i>n</i>	%
6:00 a.m. to 10:00 a.m.	249	70.9
10:00 a.m. to 3:00 p.m.	173	49.3
3:00 p.m. to 7:00 p.m.	232	66.1
7:00 p.m. to 12 midnight	94	26.8
12 midnight to 6:00 a.m.	29	8.3

Respondents were asked how frequently they listened to their favorite CCM station at home, at work, or in the car. Responses were measured on a four-point scale

ranging from "Never" to "Frequently" (see Table 7). The most popular place to listen was in the car, with 87.7% ($n = 299$) of respondents reporting that they frequently listened there.

Table 7

Listening in Different Places

Frequency	Home		Work		Car	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Frequently	154	46.8	110	36.1	299	87.7
Occasionally	86	26.1	55	18.0	19	5.6
Seldom	66	20.1	59	19.3	5	1.5
Never	23	7.0	81	26.6	18	5.3

Respondents were asked if they had ever supported their Christian radio station in various ways. A majority reported that they had supported their CCM radio station by praying for the station (54.4%) or by contributing funds (52.4%). Less than half of the respondents had supported the station in other ways (see Table 8).

Table 8

CCM Radio Station Support

Type of Support	<i>n</i>	%
Prayer	191	54.4
Contribute funds	184	52.4
Participate in music surveys	138	39.3
Volunteer	40	11.4
Purchase underwriting	4	1.1

Thirteen respondents also wrote in other ways they had supported the station (see Appendix E). Three people indicated that they promoted the station by word of mouth.

Two reported that they had helped with food drives. One wrote that she played the radio station at work for her customers. Other examples of support included buying station merchandise, attending station concerts, and participating in station promotions like "pay it forward."

R2 – What features do people use on CCM radio Web sites and how frequently do they use them?

The largest number of respondents (33.6%, $n = 118$) reported visiting their CCM radio station's Web site "A few times a month." However, 40.7% ($n = 141$) use the Web Site "A few times a week" or "Every day" (see Table 9). This variable was transformed into a new variable with the responses "A few times a week" and "Every day" collapsed into "Multiple times a week" and the responses "Less than once a month" and "This is my first time" collapsed into "Less than once a month."

Table 9

Frequency of Web Site Visits

Frequency	New Variable (WebFreq2)	n	%
Every day	Multiple times a week	66	19.3
A few times a week	Multiple times a week	75	21.4
A few times a month	A few times a month	118	33.6
Less than once a month	Less than once a month	62	17.7
This is my first time	Less than once a month	21	6.0

Respondents were asked to rate how frequently they used 18 different Web site features using a five-point Likert-type scale (see Table 10). Responses were coded as follows: 1 = Never, 2 = Once or twice, 3 = Sometimes, 4 = Pretty often, and 5 = All the time. Means were calculated to determine which features were used the most.

Table 10

Frequency of Web Site Feature Usage

Feature Variables	<i>M</i>	<i>SD</i>
Read about concerts or community events	2.99	1.050
Listen to the station's live broadcast	2.99	1.390
See what songs have recently played	2.60	1.237
Get information about programs	2.29	1.065
Learn about on-air personalities	2.27	1.029
Learn about a contest	2.13	1.161
Vote for music you like	2.07	1.286
Pledge or donate money	2.03	1.120
Find photos, audio, or video clips	2.02	1.067
Enter a contest	1.96	1.105
Find contact information for station or staff	1.93	.982
Learn about businesses that support the station	1.86	.977
Visit a blog or Facebook page	1.71	1.095
Read about station history, facilities, or coverage area	1.71	.834
Share a prayer request	1.62	.887
Look for information about local churches	1.49	.823
Request a song	1.43	.842
Tell the station about an event you are having	1.40	.783

With the exception of listening to a radio station online, the most common uses for CCM radio station Web sites were related to information seeking. However, none of the variables achieved a mean of 3.00 ("Sometimes") or greater. A slightly different picture emerged when the percentage of respondents who selected "All the time" or "Pretty often" was considered (see Table 11).

Table 11

Most-Used Features

Feature Variables	Pretty often %	All the time %	Total %
Listen to the station's live broadcast	16.4	19.9	38.4
Read about concerts or community events	24.3	7.0	31.3
See what songs have recently played	15.7	7.4	23.1
Vote for music you like	9.7	6.2	15.9
Learn about a contest	8.8	4.1	13.0
Get information about programs	8.0	3.0	11.0
Pledge or donate money	7.1	3.3	10.4
Enter a contest	6.7	2.6	9.4
Visit a blog or Facebook page	5.6	3.5	9.1
Learn about on-air personalities	6.5	2.7	9.1
Find photos, audio, or video clips	6.7	2.1	8.8
Learn about businesses that support the station	5.9	0.6	6.5
Find contact information for station or staff	4.4	1.8	6.2
Request a song	2.1	1.2	3.3
Read about station history, facilities, or coverage area	2.6	0.6	3.2
Share a prayer request	2.1	0.9	2.9
Tell the station about an event you are having	2.4	0.6	2.9
Look for information about local churches	1.8	0.9	2.7

As Table 11 reveals, "Listen to the station's live broadcast" is the Web feature that respondents were most likely to use "All the time" or "Pretty often." Several information-related uses continued to rank near the top, such as "Read about concerts or community events," and "See what songs have recently played." "Vote for music you like" ranked fourth using this approach, whereas its mean only ranked seventh.

Respondents were also asked if they had ever signed up to receive email from their CCM radio station. This question was separated from the other Web site feature questions because it was assumed respondents would not sign up for email more than

once. Instead, they were asked to choose between "yes," "no," and "not sure." A majority said yes (53.7%, $n = 181$), while 38.3% ($n = 129$) said no, and 8.0% ($n = 27$) reported they were not sure.

Along with this quantitative data, qualitative data were collected through an open-ended question that asked respondents, "Are there other features you use on your Christian radio station's Web site?" Of the 70 responses, most of the features mentioned were items from the quantitative portion of the survey. However, nine respondents mentioned that they used the Web site for Bible verses and seven said they relied on their station's Web site for school or church closings. See Appendix E for the complete list of responses.

Respondents were also asked, "Are there features you would like to see added to your Christian radio station Web site?" No strong patterns emerged from the 50 responses (see Appendix E). Four people mentioned items related to connecting with disc jockeys. One wrote, "Being able to email the DJ on air directly." Another said, "DJ blogs have disappeared. Would like them back again." Three respondents said they would like a daily Bible verse on the Web site and three requested more video features. Four people made requests for various types of music they wanted their radio station to play.

R3 – What gratifications do users seek from CCM radio Web sites, and are there any underlying groupings of these gratifications?

Respondents were given a list of 13 gratification statements adapted from Woods (1999) and Moody (2002) and asked to rate their agreement with each statement on a five-point Likert-type scale (1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree,

and 5 = Strongly agree). Means were calculated to rank the most important gratifications (see Table 12).

Table 12

Web Site Gratifications

Gratification Variables	<i>M</i>	<i>SD</i>
I appreciate the values, ideas or attitudes I find on it.	4.12	.930
I use it to get information.	3.86	.921
It helps me stay aware of what's going on.	3.74	.954
It's entertaining.	3.65	1.030
It's convenient.	3.65	.986
It helps me feel closer to God.	3.39	1.227
I use it because it's not a secular Web site.	3.31	1.204
The Web site helps me relax.	3.29	1.212
The Web site helps me share the gospel with non-Christians.	2.97	1.156
I use the Web site to feel connected with people.	2.93	1.090
The Web site helps me pass the time.	2.71	1.174
The Web site helps me organize my day.	2.62	1.039
I use the Web site to feel religious.	2.20	1.125

Respondents were asked which of the reasons above was most important to them.

The largest number of respondents chose "I use it to get information" (24.8%, $n = 87$).

The next most common responses were "It helps me feel closer to God" (18.2%, $n = 64$)

and "I appreciate the values, ideas or attitudes I find on it" (17.7%, $n = 62$). For the

complete list, see Table 13.

Table 13

Which Reason Is Most Important?

Gratification Variables	N	%
I use it to get information.	87	24.8
It helps me feel closer to God.	64	18.2
I appreciate the values, ideas or attitudes I find on it.	62	17.7
It helps me stay aware of what's going on.	27	7.7
It's entertaining.	15	4.3
It's convenient.	12	3.4
The Web site helps me pass the time.	8	2.3
I use it because it's not a secular Web site.	6	1.7
The Web site helps me share the gospel with non-Christians.	6	1.7
The Web site helps me relax.	5	1.4
I use it to feel connected with people.	4	1.1
No response.	55	15.7

Principal components analysis with Varimax rotation was performed to identify any underlying dimensions of CCM radio Web site gratifications. Because the gratification variables had 10.0% to 11.7% of their data missing, mean substitution was used before conducting the factor analysis. The sample size of 351 provided 27 cases per variable. A correlation matrix indicated numerous correlations of .30 or greater. All measures of sampling accuracy on the diagonals of the anti-image correlation matrix were greater than .50, and the Kaiser-Meyer-Olkin measure of sampling adequacy was a strong .905. Bartlett's test of sphericity was significant ($p = .0005$). According to Reinard (2006), standard criteria for defining factors is a minimum eigenvalue of 1.0, at least two primary loadings of .60 or greater, and no cross-loadings of .40 or greater. Based on this criteria, two items were eliminated due to cross-loading. Two other items were retained, despite some cross-loading, because they seemed to fit into clear

theoretical categories. Ultimately, three factors emerged that accounted for 66.0% of the variance (see Table 14).

Table 14

Web Site Gratification Factors

Variables	Factor 1	Factor 2	Factor 3
I appreciate the values, ideas or attitudes I find on the Web site.	*.784	.039	.371
I use it because it's not a secular Web site.	*.781	.194	.048
The Web site helps me feel closer to God.	*.685	.492	.054
The Web site is entertaining.	*.622	.352	.374
The Web site helps me pass the time.	-.052	*.801	.125
I use the Web site to feel religious.	.402	*.701	.221
The Web site helps me organize my day.	.286	*.697	.250
I use the Web site to feel connected with people.	.322	*.671	-.011
I use the Web site to get information.	-.002	.001	*.872
The Web site helps me stay aware of what's going on.	.384	.208	*.731
The Web site is convenient.	.180	.218	*.620

Factor 1 had an initial eigenvalue of 4.85. It accounted for 44.1% of the variance and Cronbach's alpha was .813. This factor was labeled "Christian Entertainment" because it contained four items related to the concept that Web sites provided entertainment while still supporting users' faith and values. Factor 2 had an initial eigenvalue of 1.41. It accounted for 12.77% of the variance. Cronbach's alpha was .779. Factor 2 was labeled "Lifestyle Management" because it paralleled a similar factor identified by Woods (1999). The four items that loaded onto it were related to managing time, self-image, and connections to other people. Finally, Factor 3 had an initial eigenvalue of 1.01 and it accounted for 9.17% of the variance. Cronbach's alpha was .700. This factor was labeled "Information Seeking" because it corresponded to Moody's

(2002) factor of the same name. This factor contained items related to finding information conveniently.

Based on mean scores for each factor, respondents were most likely to agree with Factor 3 (Information Seeking). Its mean was 3.75. Respondents also tended to agree with Factor 1 (Christian Entertainment), which had a mean score of 3.63. However, respondents tended to disagree with Factor 2 (Lifestyle Management) as a reason for using CCM radio station Web sites. Factor 2's mean was only 2.62 and the four items loading onto Factor 2 had the lowest individual means as seen in Table 12.

An open-ended question asked respondents, "Please use this box to explain in your own words why you use this Christian radio station's Web site." There were 169 responses. Fifty-four responses included a reference to listening to the radio station online. One respondent wrote, "I use the website [sic] to listen on line [sic] because the radio reception in this office building is not very great." Another stated, "I mostly use it to listen live to the music, because I cannot get the station in my home, not having a radio." There were also 44 responses that included the words "information" or "info." One typical response said, "I use it most often to get information about events upcoming, or care-a-thon totals, or to see pictures taken at sponsored events/concerts." Another interesting theme that emerged was the use of a Web site to clarify or confirm something heard on the radio. One respondent wrote, "If I hear about something on the radio, but miss the details... then I know that I can hunt for it on the website." Another said, "To verify something I heard from the DJ... like the Bible verse of the day, or song title or artist." For the complete list of comments, see Appendix E.

R4 – Is there a relationship between the use of specific Web site features and certain types of gratifications?

A correlation matrix was generated to look for relationships between the three Web site gratification factors and use of the 18 Web site features (see Table 15).

Table 15

Correlations Between Gratification Factors and Web Site Features

Web site features	Christian Entertainment	Lifestyle Management	Information Seeking
Listen to the station's live broadcast	.109*		
See what songs have recently played			.179**
Learn about on-air personalities	.215**	.155**	.296**
Read about concerts or community events	.193**	.120*	.395**
Visit a blog or Facebook page			.130*
Request a song	.108*	.131*	.121*
Enter a contest	.150**		.249**
Learn about a contest	.138*		.265**
Find photos, audio, or video clips	.218**	.124*	.256**
Share a prayer request	.139*	.202**	.188**
Read about station history, facilities, or coverage area	.212**	.156**	.241**
Vote for music you like	.205**		.211**
Get information about programs	.148**		.263**
Find contact information for station or staff		.173**	.265**
Learn about businesses that support the station	.183**	.151**	.247**
Tell the station about an event you are having			.133*
Look for information about local churches	.174**	.190**	.223**
Pledge or donate money	.126*		.167**

Note: Correlations of .000 to .199 indicate a very weak relationship. Correlations of .200 to .399 indicate a weak relationship.

*p < .05. **p < .01

As Table 15 shows, the Christian Entertainment factor correlated to 14 of the Web site features. However, four of these correlations were weak relationships and the other 10 were very weak. Lifestyle Management correlated to nine Web site features, and all correlations were very weak, save "Share a prayer request" which was weak. The third factor, Information Seeking, correlated to every Web site feature except "Listen to the station's live broadcast." Eleven correlations were weak and six were very weak. However, Information Seeking showed the strongest correlations to Web site features of any of the gratification factors. Furthermore, the correlation between Information Seeking and "Read about concerts or community events" was .395 ($p < .01$), which was approaching a moderate relationship.

R5 – Is there a relationship between the uses and gratifications of CCM radio and the uses and gratifications of CCM radio Web sites?

Respondents' reasons for listening to CCM radio stations were measured using 32 gratifications statements taken from Woods' (1999) study. Responses were measured on a scale ranging from 5 = Strongly agree to 1 = Strongly disagree (see Table 16).

Table 16

CCM Radio Gratifications

Gratification Variables	<i>M</i>	<i>SD</i>
Because I like to sing along with the music	4.30	.812
Because it's fun	4.29	.790
Because it plays my favorite artists	4.26	.859
Because it helps me feel closer to God	4.20	.852
Because it makes me feel like I'm part of the larger Christian community	4.15	.964
Because most of the morals and values on secular stations are ones I don't agree with	4.08	.962
Because it teaches me Biblical principles	4.04	.889
To help change the mood I'm in	3.98	.893
To get spiritual guidance	3.96	.921
Because it provides a sense of fellowship with other Christians	3.92	.921
Because it's not a secular station	3.82	1.154
Because it helps me to be a Godly influence on others	3.80	.977
Because I always listen to this station	3.73	1.148
Because I'm dissatisfied with secular radio	3.71	1.228
Because it takes my mind off my problems	3.62	1.063
Because I see it as a way to share the gospel with non-Christians	3.62	1.062
Because I see it as a way to evangelize	3.52	1.084
Because I feel like the DJs are my friends	3.43	1.066
To keep myself informed of news events	3.31	1.078
Out of habit	3.21	1.229
Because it gives me topics to talk about with friends	3.19	.981
To stay up-to-date with new music trends	3.08	1.111
To pass time when I'm bored	2.93	1.219
So I can forget about work or other things	2.92	1.180
Because it gives me something to do to occupy my time	2.81	1.102
When there's no one else to talk to or be with	2.79	1.164
Just because it's there	2.58	1.116
To get information about products or services I need	2.57	1.070
To feel religious	2.49	1.154
When I have nothing better to do	2.41	1.115
Because my pastor or other Christian friends expect me to listen	1.55	.725
Because it replaces my church attendance	1.47	.786

As with Web site gratifications, principal components analysis with Varimax rotation was performed to search for underlying dimensions. None of the CCM radio gratification variables were missing more than 2.6% of their data, so listwise deletion was used. The sample size of 351 provided just over 10 cases per variable and a correlation matrix showed some correlations of .30 or greater. The Kaiser-Meyer-Olkin measure of sampling adequacy was an acceptable .844 and all individual measures of sampling accuracy on the anti-image correlation matrix were greater than .50. Bartlett's test of sphericity was significant ($p = .0005$). Using Reinard's (2006) standard criteria for defining factors, along with an examination of the scree plot, four factors were identified that accounted for 62.1% of the total variance. Fourteen variables had to be excluded from the analysis because they did not load cleanly onto any one factor (see Table 17).

Factor 1 had an initial eigenvalue of 5.29. It accounted for 29.39% of the variance and Cronbach's alpha was .891. This factor was labeled "Para-Community" because it seemed to match Woods' (1999) finding of a similar factor. Para-Community contained seven items related to spirituality and connections with other people. Factor 2 had an initial eigenvalue of 2.88. It accounted for 15.99% of the variance. Cronbach's alpha was .800. Factor 2 was labeled "Passing Time" because the five items that loaded on it were broadly related to coping with boredom. Factor 3 had an initial eigenvalue of 1.65 and it accounted for 9.19% of the variance. Cronbach's alpha was .746. This factor was labeled "Content Reaction" because it closely matched another factor previously identified by Woods (1999). This factor contained three items related the fact that listeners were unhappy with secular radio. Finally, Factor 4 had an initial eigenvalue of 1.36. It accounted for 7.54% of the total variance and Cronbach's alpha was an

acceptable .699. Factor 4 was labeled "Fun Music" because it included three variables related to singing along, having fun, and hearing one's favorite artists.

Table 17

CCM Radio Gratification Factors

Variables	Factor 1	Factor 2	Factor 3	Factor 4
To get spiritual guidance	.795*	.047	-.011	.012
Because I see it as a way to evangelize	.725*	-.052	.256	.140
Because it teaches me Biblical principles	.784*	-.132	.051	.036
Because it helps me feel closer to God	.707*	.156	.145	.159
Because it provides a sense of fellowship with other Christians	.793*	-.021	.054	.236
Because it helps me to be a Godly influence on others	.748*	.027	.153	.177
Because I see it as a way to share the gospel with non-Christians	.731*	.052	.217	.179
To pass time when I'm bored	-.138	.783*	.130	.096
When there's no one else to talk to or be with	.022	.711*	.167	-.050
When I have nothing better to do	-.080	.808*	-.082	.050
So I can forget about work or other things	.191	.566*	-.072	.070
Because it gives me something to do to occupy my time	.032	.820*	-.008	.025
Because it's not a secular station	.186	.038	.742*	.151
Because I'm dissatisfied with secular radio	.066	.085	.843*	.112
Most of the morals and values on secular stations are ones I don't agree with	.246	-.027	.771*	-.025
Because it plays my favorite artists	.046	-.024	.046	.849*
Because it's fun	.294	.108	.064	.684*
Because I like to sing along with the music	.314	.106	.157	.688*

Mean scores for each factor were calculated and Factor 4 had the highest mean at 4.29. There was strong agreement with Factor 1 ($M = 3.87$) and Factor 3 ($M = 3.87$), as well. However, the mean for Factor 2 (Passing Time) was just 2.77, indicating slight disagreement. As seen in Table 16, all five variables that loaded onto Factor 2 had individual means below 3.00.

Table 18

Correlations Between CCM Radio Gratification Factors and Web Site Features

Web site features	Para-Community	Passing Time	Content Reaction	Fun Music
Listen to the station's live broadcast				.118*
See what songs have recently played		.114*		.196**
Learn about on-air personalities				.207**
Read about concerts or community events				.209**
Visit a blog or Facebook page		.124*		.154**
Request a song				.135*
Enter a contest		.149**		.180**
Learn about a contest		.213**		.185**
Find photos, audio, or video clips				.121*
Share a prayer request	.221**			.157**
Read about station history, facilities, or coverage area	.144**			.127*
Vote for music you like			-.107*	.205**
Get information about programs			-.122*	
Find contact information for station or staff	.109*		-.113*	.141**
Learn about businesses that support the station	.159**			
Tell the station about an event you are having			-.117*	
Pledge or donate money	.142**			.135*

Note: Correlations of .000 to .199 indicate a very weak relationship. Correlations of .200 to .399 indicate a weak relationship.

*p < .05. **p < .01

Using the gratification factors for CCM radio, a correlation matrix was generated to look for relationships between these factors and the features people used on the Web sites. Only one feature, "Look for information about local churches," did not correlate to any factor. Five Web site uses correlated to Factor 1 (Para-Community), while four correlated to Factor 2 (Passing Time) and four were negatively correlated to Factor 3 (Content Reaction). Factor 4 (Fun Music) was correlated to 14 factors. However, none

of the correlations between CCM radio station gratification factors and Web site features rose above the level of a weak relationship (see Table 18).

Another correlation matrix was generated to look for relationships between the CCM radio station gratification factors and the Web site gratification factors. A moderate positive relationship was found between the Para-Community factor and the Christian Entertainment factor ($R = .484, p < .01$). Weak positive relationships were also found between Para-Community and Lifestyle Management, as well as Para-Community and Information Seeking. The Passing Time factor was weakly related to Lifestyle Management and very weakly related to Information Seeking. Content Reaction was very weakly related to Christian Entertainment. The Fun Music factor was weakly related to Christian Entertainment and Information Seeking, and very weakly related to Lifestyle Management (see Table 19).

Table 19

Correlations Between CCM Radio Gratification Factors and Web Site Gratification Factors

CCM radio station gratifications	Christian Entertainment	Lifestyle Management	Information Seeking
Para-Community	.484**	.347**	.317**
Passing Time		.274**	.145**
Content Reaction	.145**		
Fun Music	.247**	.167**	.246**

Note: Correlations of .000 to .199 indicate a very weak relationship. Correlations of .200 to .399 indicate a weak relationship. Correlations of .400 to .599 indicate moderate relationships.

** $p < .01$

R6 – Does usage of CCM radio Web sites vary by demographics?

Crosstabs with Chi-Square analysis were used to determine if frequency of Web site visits varied by gender, age, income, education, or church attendance. Data screening revealed no out-of-range data, but 6.8% - 7.1% of data were missing. Although this was slightly higher than the desired $\leq 5\%$, listwise deletion was used. Frequency of Web site visits varied significantly by age (X^2 ($df = 6$, $N = 327$) = 13.540, $p = .035$) and by gender (X^2 ($df = 2$, $N = 326$) = 6.481, $p = .039$). Frequency of Web site visits did not vary significantly by income, education, or church attendance.

A post-hoc analysis of standardized residuals found that respondents who were 50 or older were significantly more likely than expected ($z = 2.4$) to report visiting their CCM Web site "A few times a month" (see Table 20). No other cells were statistically significant. For gender, no cells had standardized residuals that reached the level of statistical significance, although males appeared less likely than expected ($z = -1.8$) to report visiting a Web site "Less than once a month" (see Table 21).

Strength of association and effect size were assessed using Goodman and Kruskal's tau. Tau was significant for age ($\tau = .022$, $p = .026$) and the relationship between gender and frequency of Web site visits was very weak ($\sqrt{\tau} = .148$). Age explained 2.2% of the total variation in frequency of Web sites visits. Tau was not significant for gender.

Table 20

Chi-Square Test of Independence Involving Age and Frequency of Web Site Visits

Frequency of Web Site Visits	Age			
	18 - 29	30 - 39	40 - 49	50+
Less than once a month	28.6% (<i>n</i> = 20; <i>z</i> = .9)	25.0% (<i>n</i> = 19; <i>z</i> = .3)	24.4% (<i>n</i> = 22; <i>z</i> = .2)	17.6% (<i>n</i> = 16; <i>z</i> = -1.2)
A few times a month	30.0% (<i>n</i> = 21; <i>z</i> = -.7)	25.0% (<i>n</i> = 19; <i>z</i> = -1.5)	32.2% (<i>n</i> = 29; <i>z</i> = -.4)	49.5% (<i>n</i> = 45; <i>z</i> = 2.4*)
Multiple times a week	41.4% (<i>n</i> = 29; <i>z</i> = .0)	50.0% (<i>n</i> = 38; <i>z</i> = 1.1)	43.3% (<i>n</i> = 39; <i>z</i> = .3)	33.0% (<i>n</i> = 30; <i>z</i> = -1.3)
Total	<i>n</i> = 70	<i>n</i> = 76	<i>n</i> = 90	<i>n</i> = 91

 X^2 (6 *df*, *N* = 327) = 13.540, *p* = .035, τ = .022*
* *p* < .05

Table 21

Chi-Square Test of Independence Involving Gender and Frequency of Web Site Visits

Frequency of Web Site Visits	Gender	
	Female	Male
Less than once a month	28.0% (<i>n</i> = 59; <i>z</i> = 1.3)	15.7% (<i>n</i> = 18; <i>z</i> = -1.8)
A few times a month	34.1% (<i>n</i> = 72; <i>z</i> = -.3)	37.4% (<i>n</i> = 43; <i>z</i> = .4)
Multiple times a week	37.9% (<i>n</i> = 80; <i>z</i> = -.7)	47.0% (<i>n</i> = 54; <i>z</i> = 1.0)
Total	<i>n</i> = 211	<i>n</i> = 115

 X^2 (2 *df*, *N* = 326) = 6.481, *p* = .039, τ = .009
* *p* < .05

R7 – What are the characteristics of CCM radio station supporters?

Crosstabs with Chi-Square analysis were used to identify relationships between demographic variables and support for CCM radio stations. No data were out-of-range. Listwise deletion was used to handle the missing data, which ranged from 6.3% to 6.6%, depending on the variable. Significant relationships were found between volunteering and education (X^2 ($df = 2$, $N = 329$) = 7.184, $p = .028$), contributing funds and age (X^2 ($df = 3$, $N = 329$) = 13.833, $p = .003$), prayer support and age (X^2 ($df = 3$, $N = 329$) = 10.158, $p = .017$), as well as prayer support and gender (X^2 ($df = 1$, $N = 328$) = 5.290, $p = .021$).

A post-hoc analysis of standardized residuals found that significantly more respondents between the ages of 18 and 29 ($z = 2.0$) did not contribute funds to their CCM station that if age did not matter. Overall, giving seemed to increase with age (see Table 22).

Table 22

Chi-Square Test of Independence Involving Age and Contributing Funds

Contributing Funds	Age			
	18 - 29	30 - 39	40 - 49	50+
Yes	39.4% ($n = 28$; $z = -1.8$)	52.6% ($n = 40$; $z = -.3$)	58.2% ($n = 53$; $z = .3$)	68.1% ($n = 62$; $z = 1.6$)
No	60.6% ($n = 43$; $z = 2.0^*$)	47.4% ($n = 36$; $z = .4$)	41.8% ($n = 38$; $z = -.4$)	31.9% ($n = 29$; $z = -1.8$)
Total	$n = 71$	$n = 76$	$n = 91$	$n = 91$

X^2 (3 df , $N = 329$) = 13.833, $p = .003$, $\tau = .042^*$
 $^* p < .05$

Table 23

Chi-Square Test of Independence Involving Education and Volunteering

Volunteering	Education		
	Less than college degree	College degree	More than college degree
Yes	7.3% ($n = 12$; $z = -1.8$)	17.1% ($n = 18$; $z = 1.5$)	16.7% ($n = 22$; $z = .2$)
No	92.7% ($n = 152$; $z = .7$)	82.9% ($n = 87$; $z = -.5$)	83.3% ($n = 50$; $z = -.4$)
Total	$n = 164$	$n = 105$	$n = 60$

X^2 (2 *df*, $N = 329$) = 7.184, $p = .028$, $\tau = .022^*$
 $* p < .05$

Table 24

Chi-Square Test of Independence Involving Prayer Support and Age

Prayer Support	Age			
	18 - 29	30 - 39	40 - 49	50+
Yes	53.5% ($n = 38$; $z = -.5$)	64.5% ($n = 49$; $z = .8$)	46.2% ($n = 42$; $z = -1.5$)	67.0% ($n = 61$; $z = 1.2$)
No	46.5% ($n = 33$; $z = .5$)	35.5% ($n = 27$; $z = -.9$)	53.8% ($n = 49$; $z = 1.7$)	33.0% ($n = 30$; $z = -1.4$)
Total	$n = 71$	$n = 76$	$n = 91$	$n = 91$

X^2 (3 *df*, $N = 329$) = 10.158, $p = .017$, $\tau = .031^*$
 $* p < .05$

Table 25

Chi-Square Test of Independence Involving Prayer Support and Gender

Prayer Support	Gender	
	Female	Male
Yes	62.3% ($n = 132$; $z = 1.3$)	49.1% ($n = 57$; $z = -1.2$)
No	37.7% ($n = 80$; $z = -1.0$)	50.9% ($n = 59$; $z = 1.4$)
Total	$n = 212$	$n = 116$

X^2 (1 *df*, $N = 328$) = 5.290, $p = .021$, $\Phi = .127^*$
 $^* p < .05$

Although no other significant z-scores (at least ± 1.96) were found for any cells in any of the other tables, volunteering appeared to increase with level of education (see Table 23) and women seemed to pray for CCM stations more than men (see Table 25). Goodman and Kruskal's tau was calculated for three of the relationships and was significant for each one. A weak relationship was found between contributing funds and age (sqrt $\tau = .205$). Age accounted for 4.2% of the total variation in contributing funds ($\tau = .042$, $p = .003$). The relationship between volunteering and education was very weak (sqrt $\tau = .148$) and education accounted for 2.2% of the total variation in volunteering. ($\tau = .022$, $p = .028$). A very weak relationship was also found between prayer support and age (sqrt $\tau = .176$). Age accounted for 3.1% of the total variation in prayer support ($\tau = .031$, $p = .018$).

Phi was used to calculate the strength of association and effect size for prayer by gender. The relationship between prayer support and gender was found to be very weak

($\Phi = .127, p = .021$). Gender accounted for 1.6% of the total variation in prayer support ($\Phi^2 = .016$). Complete details are reported in Tables 22 through 25.

No other significant relationships were found between demographic variables and any type of radio station support. In particular, there were no significant relationships between demographic variables and participation in music surveys. Also, annual household income and church attendance were not significantly related to any type of radio station support. Crosstabs analysis was not performed on the "Purchase Underwriting" variable because only four respondents reported that they had underwritten their CCM radio station.

Additionally, crosstabs with Chi-Square analysis was conducted to look for relationships between the various types of radio station support and frequency of Web site visits. No significant relationships were found.

CHAPTER V

DISCUSSION

This study followed a uses and gratifications approach to explore how and why people use Web sites for CCM radio stations. The data were examined using descriptive statistics, crosstabs with Chi-Square analysis, principal components analysis, and correlation analysis. Seven research questions were addressed.

Sample

Although the sample for this survey was not random, it proved to be fairly similar to the available data on Contemporary Christian radio listeners. Respondents to the present study were 64.6% female, with 84.4% having attended or graduated from college, 73% between the ages of 30 and 59, and 49.4% having an annual household income of \$50,000 or more. Arbitron has reported that 62.4% of CCM listeners are female, 72% have at least some college education, 67% are between the ages of 25 and 54, and 59.1% have an annual household income of \$50,000 or more (*Radio Today*, 2009, p. 59, 61). Respondents were very likely to listen to CCM radio in their cars (87.7% did so "frequently"). A related finding was that 70.9% usually listened between 6:00 a.m. and 10:00 a.m., and 66.1% usually listened between 3:00 p.m. and 7:00 p.m. These would be

the most likely times for people to be in their cars, whether driving to or from work or taking children to or from school.

Given the religious nature of CCM radio, it is not surprising that 87.1% of respondents attended church once a week or more. A majority of those who responded had supported their CCM radio station through prayer or contributing funds. However, less than half had volunteered for the station, participated in music surveys, or purchased underwriting. It is possible that many stations did not ask for volunteers or offer music surveys. It is also likely that underwriting support comes from local businesses far more than it comes from individual Web site visitors.

Web Site Features

Nearly three quarters of respondents (74.3%) used their CCM radio station's Web site "A few times a month" or more. In fact, 40.7% visited "A few times a week" or "Every day." This finding suggests that Web sites are an excellent opportunity for CCM radio stations to connect with certain audience members. Furthermore, it indicates that for some CCM radio listeners, visiting their radio station's Web site has become a regular part of their routine.

The Web site feature used most often was "Listen to the station's live broadcast." Not only did this feature tie for the highest mean score (2.99), it also had the highest percentage of respondents who used it "Pretty often" or "All the time" (38.4%). Many of the open-ended responses also mentioned that people used the Web site primarily to listen online.

The other Web features that were used most often tended to relate to information. "Read about concerts or community events," "See what songs have recently played," "Get

information about programs," and "Learn about contests" were some of the most frequently used Web features. Once again, the qualitative data supported this finding. Several respondents mentioned that they used the Web site to supplement the information they heard on the radio. One wrote:

Often when I'm listening to the commercials about concerts going on or the DJ's talk about something that peaks [sic] my interest, sometimes I don't catch everything they say, and I want to learn more about what's going on. This is why I use this Christian radio station's Web site, to find out more information.

The findings of this study parallel previous findings related to noncommercial radio station Web sites. Moody (2002) found that the most common uses for public radio Web sites were show information, station/community news, listening online, and checking program schedules. The common theme between these two studies seems to be that people find Web sites most useful for accessing information. Whether this is because of something inherent in the medium of the Internet, or simply a result of how radio stations design their Web sites, is beyond the scope of this study.

Web Site Gratifications

The "Information Seeking" factor that was identified in this study was also found by Moody (2002) in her study of public radio Web sites. In both cases, the statements "I use it to get information," "It's convenient," and "It helps me stay aware of what's going on" loaded onto one factor. In the present study, this factor had a mean of 3.75, indicating that respondents tended to agree with this as a motivation for using CCM radio station Web sites. This finding is also consistent with the responses on Web site features.

This may indicate that CCM radio station can serve their audiences by continuing to provide easy access to helpful information on their Web sites.

The "Christian Entertainment" factor in this study does not directly parallel the findings of Woods' (1999) research into CCM radio uses and gratifications. Wood's found a para-community factor that almost mimicked church participation. He also found a content reaction factor that suggested some people listened to CCM stations to escape the unwanted influence of secular radio. The Christian entertainment factor in this study combines several items related to religion or values with one item related to entertainment. It is possible that this factor is measuring some of the same motivations that Wood's content reaction factor identified.

The "Lifestyle Management" factor in this study seems to match Woods' (1999) factor of the same name. Woods reported that three "time management," three "religiosity," two "habit and one "emotional management" items loaded highly on his second factor (p. 236). Similarly, the lifestyle management factor in this study had loadings from "The Web site helps me pass the time," "I use the Web site to feel religious," "The Web site helps me organize my day," and "I use the Web site to feel connected with people." Both Woods' study and the present study found somewhat lower agreement with these items and the underlying factor. In other words, respondents seemed to indicate that this was not a main reason for using CCM radio or CCM radio Web sites.

Radio Station Gratifications

Although it was not a primary focus of this study, four gratification factors were identified for CCM radio, based on 32 survey items borrowed from Woods (1999). Both

"Para-Community" and "Content Reaction" were close matches to Woods' findings. The Para-Community factor included items related to the functions of a church or religious group, such as spiritual guidance, evangelism, Biblical principles, and fellowship with other Christians. The Content Reaction factor contained three items related to dissatisfaction or disagreement with secular radio. Both of these factors had means of 3.87, indicating agreement from respondents.

Two more factors, not found by Woods (1999), emerged as well. The "Fun Music" factor included three items related to entertainment and music. It appeared to be the strongest reason for people to listen to CCM radio with a mean of 4.29. The "Passing Time" factor contained five items related to habit, boredom, or forgetting about stress. This factor had a mean of 2.77, suggesting that people in the sample did not tend to use CCM radio for this reason. This may be a positive finding for CCM radio stations, as it may suggest that the audience is very intentional about listening.

Relationships Between Uses and Gratifications

When Web site uses and gratifications were examined on a correlation matrix, numerous weak or very weak relationships emerged. The strongest correlation was between "Read about concerts or community events" and the "Information Seeking" factor. However, even this correlation ($R = .395$) did not quite reach the level of a moderate relationship.

When the gratification factors for CCM radio were correlated with Web site features only weak or very weak relationship emerged. The Fun Music factor was significantly correlated to 14 Web site features, but the strongest correlation was only .209. A correlation matrix was also generated to look for relationships between the CCM

radio gratification factors and the Web site gratification factors. The only moderate correlation ($R = .484$) was between the Christian Entertainment factor and the Para-Community factor. This finding may suggest that there are not direct parallels between the gratifications sought from CCM radio stations and the gratifications sought from their Web sites. Users may have two different purposes for the two different media.

Relationships Between Demographics and Web Site Use

The crosstabs with Chi-Square analysis found no relationships between most demographic variables and how often respondents used CCM radio station Web sites. The only statistically significant relationships were between Web site use and age, and Web site use and gender. However, even in these instances, the findings were not especially helpful. While the crosstabs indicated that people 50 or older were significantly more likely than expected to use the Web site "A few times a month," there were no other significant findings related to age. None of the standardized residuals were significant for gender.

Relationships Between Demographics and Station Support

Crosstabs with Chi-Square analysis revealed that respondents between the ages of 18 and 29 were significantly less likely than expect to contribute funds to their CCM radio station. However, the relationship between age and contributing funds was weak. Chi-Square tests also indicated statistically significant relationships between other demographic variables and various types of radio station support, but post-hoc analyses did not find significant z-scores for any cells in the crosstabs. There were very weak relationships between volunteering and education, as well as between prayer support and

age, and prayer support and gender. None of these findings were strong enough to justify major policy changes by CCM radio stations.

Limitations

The sample used for this study was a non-random convenience sample of visitors to nine CCM radio station Web sites. The findings may be skewed based on the self-selection of respondents. Also, it is not known what percentage of Web site visitors decided to take the survey. Thus, the findings of this study cannot be generalized to the population, at large.

Because an online survey was used to collect data for this study, responses were not verifiable. One assumes that most participants answered the survey questions as honestly as possible. However, respondents were asked to self-report their Web site usage and those data could be biased by respondents' perceptions or memories.

On a related note, the uses and gratifications approach is generally limited by its reliance upon survey participants to understand and identify their own motivations for using various media. As discussed in Chapter 2, some scholars (e.g. Elliott, 1974) have questioned whether or not people have enough self-awareness to explain why they use media. It must be admitted that whatever subconscious influences there may be on people's motivations and behavior, the uses and gratifications approach will not necessarily detect them.

Another limitation to this study was that the survey instrument seemed to be too long for many respondents. Although the pre-test found that the survey could be completed in less than 10 minutes, many respondents gave up after completing less than a third of the survey questions. Questions nearer to the end of the survey had more missing

data than questions nearer to the beginning, suggested some fatigue among respondents. In fact, one respondent wrote the following in an answer to one of the open-ended questions:

This is a great survey and I think it's great you are doing this, but may I say something? As a listener/participant in this survey, I find it getting dangerously close to be [sic] too long of a survey. It has been going on a while now! :) And while I like the interest and detail you have in the survey, it is kind of getting too long and I am tempted a few times just to quit it --stop it--because I need to get going. Soooo, I hope it's okay I am saying that, I just wouldn't want you to lose a bunch of participants along the way, just simply because it is taking too long to complete! :) Otherwise, though, I think you've done a great job on this survey! Seriously! :)

While this was the only comment that raised the issue of survey length, it is possible that a shorter survey would have generated more complete responses.

One final limitation that should be mentioned relates to the Web site feature questions included in the survey instrument. These questions were developed based on a content analysis of the Web sites for 13 radio stations that initially expressed a willingness to participate in the study. However, because five stations ultimately decided not to participate, and one additional station was added, the Web site feature questions may not have been as accurate a representation of the Web sites in the study as possible.

Suggestions for Future Research

This was an exploratory uses and gratifications study of CCM radio station Web sites. Because the sample for this study was not random, the findings cannot be

generalized to the whole population of CCM radio Web site users. Future research with truly random samples would allow these initial findings to be tested with more external validity.

Given that this study relied on participant recall via survey responses, there is room for more precise measurement of CCM radio Web site user behavior. A study that used software to track how often people visited a Web site and used particular features would generate more reliable data. It could also examine how accurately participants recalled their own Web site usage.

The open-ended qualitative questions in this survey could be used to generate future survey items. For instance, nine respondents wrote that they visited CCM radio Web sites to read daily Bible verses. It would be interesting to see how many Web users would value this feature if they were asked about it in a close-ended question.

Summary

This study has been one of the first to examine the uses and gratifications associated with CCM radio station Web sites. It has found similarities and differences between the uses and gratifications of CCM radio stations and their Web sites. Both media seem to provide certain religious gratifications, although CCM radio appears to serve a stronger entertainment function, while CCM radio Web sites may serve a stronger information function. This study has also found both similarities and differences between CCM radio Web sites and other non-profit radio Web sites. As one might expect, the Christian Entertainment gratification factor found for CCM radio Web sites was not found for public radio Web sites. However, the Information Seeking factor was a direct parallel between the two. This finding fits with the findings on Web site feature use,

which showed that (besides listening to CCM station online) the most frequently used features on CCM radio Web sites were related to gathering information.

This study suggests that one way CCM radio stations serve their listeners is by providing easy access to information on radio station Web sites. Hopefully, this study will provide a foundation for more research into CCM radio and its use of new media. The fact that CCM radio listening and Internet use are both growing makes this a field that is worthy of more attention.

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APPENDIX A

IRB APPROVAL LETTER

Oklahoma State University Institutional Review Board

Date: Thursday, December 10, 2009
IRB Application No AS09105
Proposal Title: Contemporary Christian Radio Web Sites: A Uses and Gratifications Study

Reviewed and
Processed as: Exempt

Status Recommended by Reviewer(s): Approved Protocol Expires: 12/9/2010

Principal
Investigator(s):

Joshua Bentley	Jami Armstrong Fullerton
11002 S. Oak Ave.	OSU-Tulsa 700 N. Greenwood
Jenks, OK 74037	Tulsa, OK 74106

The IRB application referenced above has been approved. It is the judgment of the reviewers that the rights and welfare of individuals who may be asked to participate in this study will be respected, and that the research will be conducted in a manner consistent with the IRB requirements as outlined in section 45 CFR 46.

☒ The final versions of any printed recruitment, consent and assent documents bearing the IRB approval stamp are attached to this letter. These are the versions that must be used during the study.

As Principal Investigator, it is your responsibility to do the following:

1. Conduct this study exactly as it has been approved. Any modifications to the research protocol must be submitted with the appropriate signatures for IRB approval.
2. Submit a request for continuation if the study extends beyond the approval period of one calendar year. This continuation must receive IRB review and approval before the research can continue.
3. Report any adverse events to the IRB Chair promptly. Adverse events are those which are unanticipated and impact the subjects during the course of this research; and
4. Notify the IRB office in writing when your research project is complete.

Please note that approved protocols are subject to monitoring by the IRB and that the IRB office has the authority to inspect research records associated with this protocol at any time. If you have questions about the IRB procedures or need any assistance from the Board, please contact Beth McTernan in 219 Cordell North (phone: 405-744-5700, beth.mcternan@okstate.edu).

Sincerely,


Sheila Kennison, Chair
Institutional Review Board

APPENDIX B

SURVEY RECRUITMENT LETTER

EMAIL RECRUITING RADIO STATIONS TO LINK TO WEB SURVEY

Dear (name of radio station manager) ,

I am writing to invite (name of radio station) to participate in an academic study of Christian radio stations and their web sites. The purpose of this study is to gather information on why your listeners visit your web site, and which features of the site are most important to them.

I have worked in Christian radio for twelve years and I am currently doing my graduate studies at Oklahoma State University. This research project will be the basis of my master's thesis. After my thesis is complete, I will provide a copy to any radio station that participates in the study. Hopefully, this will help you serve your listeners better and know which portions of your web site deserve more (or less) time and money.

This study will be conducted with an online survey, created and hosted at SurveyMonkey.com. I am looking for radio stations that would agree to post a link to this survey on their home pages for a period of four weeks in early 2010. Do you think (name of station) would consider participating?

Please contact me if you are interested in this project, or if you have any questions, at all.

Regards,

Josh Bentley
Tulsa, Oklahoma
(918) 812-9897
Josh.bentley@yahoo.com

LINK TO SURVEY INSTRUMENT ON SURVEYMONKEY.COM

http://www.surveymonkey.com/s.aspx?sm=4QkreXmyfSLih6OeExrQeg_3d_3d



APPENDIX C

SURVEY INSTRUMENT

1. Welcome

STUDY OF CONTEMPORARY CHRISTIAN RADIO STATIONS AND WEB SITES

Primary Researcher: Josh Bentley, Oklahoma State University

Advisor: Dr. Jami Fullerton, Oklahoma State University

Thank you for participating in this research study. This survey is designed to gain a better understanding of how people use Web sites for Christian radio stations.

Here are a few things you should know:

- 1.) Your participation is voluntary. You can quit the survey at any time.
- 2.) This survey will take less than 10 minutes to complete.
- 3.) You must be at least 18 years old to take this survey.
- 4.) This survey can only be taken once on any computer.
- 5.) Your answers to this survey will be anonymous and the records of this study will be kept private. Any written results will discuss group findings and will not include information that will identify you. Research records will be stored securely and only researchers and individuals responsible for research oversight will have access to the records.
- 6.) There are no known risks associated with this project which are greater than those ordinarily encountered in daily life.
- 7.) This survey is part of a masters' degree program at Oklahoma State University. If you have any questions you may contact Josh Bentley at josh.bentley@okstate.edu.
- 8.) If you have questions about your rights as a research volunteer, you may contact Dr. Shelia Kennison, IRB Chair, 219 Cordell North, Stillwater, OK 74078, 405-744-3377 or irb@okstate.edu.
- 9.) By completing the survey, you are giving your consent to participate.

1. Are you at least 18 years old?

- ☐ Yes
☐ No



2. Christian Radio Listening

Please tell us about your Christian radio listening habits...

2. What Christian radio station do you listen to most often?

Station Name:

3. If you selected "Other," please type the name of the Christian radio station you listen to most often.

4. During a normal (average) day, how much do you listen to this radio station?

- ☐ Less than 30 minutes.
- ☐ 30 minutes to 1 hour.
- ☐ 1 - 2 hours.
- ☐ 3 - 4 hours.
- ☐ 5 or more hours.

5. What time of day do you usually listen? (Check all that apply)

- ☐ 6am to 10am
- ☐ 10am to 3pm
- ☐ 3pm to 7pm
- ☐ 7pm to Midnight
- ☐ Midnight to 6am

6. How often do you listen in the following locations?

	Frequently	Occasionally	Seldom	Never
Home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Reasons for Listening

We'd like to understand why you listen to your Christian radio station. Please indicate how much you agree or disagree with the following statements...

7. I listen because it takes my mind off my problems.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

8. I listen to pass the time when I'm bored.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

9. I listen because it makes me feel like I'm part of the larger Christian community.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

10. I listen because it plays my favorite artists.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

11. I listen to feel religious.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

12. I listen because it's not a secular station.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

13. I listen when there's no one else to talk to or be with.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

14. I listen to get spiritual guidance.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

15. I listen to get information about products or services I need.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

16. I listen because it's fun.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

17. I listen out of habit.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

18. I listen because my pastor or other Christian friends expect me to listen.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

19. I listen because I'm dissatisfied with secular radio.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

20. I listen because I see it as a way to evangelize.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

21. I listen because it teaches me Biblical principles.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

22. I listen to keep myself informed of news events.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

23. I listen to help change the mood I'm in.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

24. I listen because I like to sing along with the music.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

25. I listen because I always listen to this station.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

26. I listen when I have nothing better to do.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

4. Reasons for Listening (continued)

27. I listen because it replaces my church attendance.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

28. I listen because most of the morals and values represented on secular radio are ones I don't agree with.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

29. I listen because it gives me topics to talk about with my friends.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

30. I listen because it helps me feel closer to God.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

31. I listen to stay up-to-date with new music trends.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

32. I listen just because it's there.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

33. I listen so I can forget about work or other things.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

34. I listen because it provides a sense of fellowship with other Christians.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

35. I listen because it helps me to be a Godly influence on others.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

36. I listen because I feel like the DJs are my friends.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

37. I listen because it gives me something to do to occupy my time.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

38. I listen because I see it as a way to share the Gospel with non-Christians.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

39. Please use this box to explain in your own words why you listen to Christian radio.

5. Radio Station Website

Now we would like to ask a few questions about your radio station's website...

40. How often do you visit your Christian radio station's Web site?

- ☐ This is my first time.
- ☐ Less than once a month.
- ☐ A few times a month.
- ☐ A few times a week.
- ☐ Every day.

41. How often do you use this Christian Radio station's website to do the following?

	Never	Once or twice	Sometimes	Pretty often	All the time
Listen to the station's live broadcast.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
See what songs have recently played.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learn about on-air personalities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read about concerts or community events.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit a blog or Facebook page.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Request a song.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enter a contest.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learn about a contest.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Find photos, audio, or video clips.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share a prayer request.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read about the station history, facilities, or coverage area.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vote for music you like.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get information about programs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Find contact information for station or staff.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learn about businesses that support the station.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tell the station about an event you are having.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Look for information about local churches.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pledge or donate money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

42. Are there other features you use on your Christian radio station's Web site? Please tell us what they are and how often you use them.

43. Are there features you would like to see added to your Christian radio station Web site?

44. Have you ever signed up to receive email from your Christian radio station?

☐ Yes

☐ No

☐ Not Sure

6. Radio Station Website (cont.)

Now that you've told us which Web site features you use, we'd like to know why...

45. Why do you use this Christian radio station's Web site? (Please indicate how much you agree or disagree)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
It helps me pass time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use it to feel connected with people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It helps me share the Gospel with non-Christians.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It helps me organize my day.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use it to get information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It helps me feel closer to God.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's entertaining.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It helps me stay aware of what's going on.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use it to feel religious.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's convenient.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I appreciate the values, ideas or attitudes I find on it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use it because it's not a secular web site.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It helps me relax.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

46. Which of the reasons above is most important to you?

Please select the most important reason you visit the Web site:

47. Please use this box to explain in your own words why you use this Christian radio station's Web site.

7. About You

You're almost finished! To help us understand who is participating in this survey, we'd like to ask you a few questions about yourself. You can be sure that none of these questions will identify you, personally.

48. Age

49. Gender

50. Education

51. What is your annual household income?

52. How often do you attend church?

53. If you attend church, what type of church do you usually attend?

Other (please specify)

54. Have you ever supported this Christian radio station in any of the following ways? (Please check all that apply)

☐ Volunteer work

☐ Contribute funds

☐ Purchase underwriting

☐ Prayer

☐ Participation in music surveys

Other (please specify)

8. Thank You!

We appreciate your time. If you have questions or comments regarding this study, you may contact:

Josh Bentley
11002 S. Oak Ave.
Jenks, OK 74037
918-812-9897

Dr. Jami Fullerton
Oklahoma State University
700 N. Greenwood Ave.
Room 385-A
Tulsa, OK 74106
918-594-8579

APPENDIX D

CONTENT ANALYSIS OF RADIO STATION WEB SITES

	WBHY	KLRC	KDUV	WBCL	WCSG
Web Site Features					
Listen Online	Yes	Yes	Yes	Yes	Yes
Recent Songs Played	Yes	No	Yes	Yes	Yes
Meet the Staff	Yes	Yes	Yes	Yes	Yes
Concerts and Community Events	Yes	Yes	Yes	Yes	Yes
Donate Money	Yes	Yes	Yes	Yes	Yes
Blog or Facebook	No	Yes	Yes	Yes	No
Request a Song	Yes	Yes	No	No	No
Contests	No	Yes	Yes	Yes	Yes
Photo/Audio/Video Archive	Yes	Yes	Yes	Yes	Yes
Closings/Cancellations	No	Yes	No	Yes	Yes
Prayer Requests	Yes	Yes	Yes	No	No
Station Info/History	Yes	Yes	Yes	Yes	Yes
Weather Conditions	No	Yes	Yes	Yes	No
Listener Advisory Panel	No	Yes	Yes	No	Yes
Program Schedule	No	Yes	Yes	Yes	Yes
Contact Us	Yes	Yes	Yes	Yes	Yes
Buy Music/Merchandise	No	Yes	Yes	No	No
Local Ministries (Volunteering)	No	Yes	Yes	Yes	No
Underwriter Info	Yes	Yes	Yes	Yes	Yes
Email Newsletter	Yes	Yes	No	Yes	Yes
Submit and Event	Yes	Yes	Yes	Yes	Yes
List of Local Churches	Yes	Yes	Yes	No	No
Job Postings	No	No	Yes	No	No

	WSAE	WJKN	KLJC	KWND	WRCM
Web Site Features					
Listen Online	Yes	Yes	Yes	Yes	Yes
Recent Songs Played	Yes	No	Yes	Yes	Yes
Meet the Staff	Yes	Yes	Yes	Yes	Yes
Concerts and Community Events	Yes	Yes	Yes	Yes	Yes
Donate Money	Yes	Yes	Yes	Yes	Yes
Blog or Facebook	Yes	Yes	Yes	Yes	Yes
Request a Song	Yes	No	No	Yes	No
Contests	No	No	Yes	Yes	Yes
Photo/Audio/Video Archive	Yes	Yes	Yes	No	Yes
Closings/Cancellations	No	No	No	No	No
Prayer Requests	No	Yes	Yes	Yes	Yes
Station Info/History	Yes	Yes	Yes	Yes	Yes
Weather Conditions	No	No	No	No	No
Listener Advisory Panel	No	No	No	Yes	Yes
Program Schedule	Yes	Yes	Yes	Yes	Yes
Contact Us	Yes	Yes	Yes	Yes	Yes
Buy Music/Merchandise	Yes	No	No	No	Yes
Local Ministries (Volunteering)	No	No	No	No	Yes
Underwriter Info	Yes	Yes	Yes	Yes	No
Email Newsletter	Yes	Yes	No	No	Yes
Submit and Event	Yes	Yes	Yes	Yes	Yes
List of Local Churches	No	No	Yes	Yes	Yes
Job Postings	Yes	Yes	Yes	Yes	No

	WLFJ	WMHK	KEEH
Web Site Features			
Listen Online	Yes	Yes	Yes
Recent Songs Played	Yes	No	Yes
Meet the Staff	Yes	Yes	Yes
Concerts and Community Events	Yes	Yes	Yes
Donate Money	Yes	Yes	Yes
Blog or Facebook	Yes	Yes	Yes
Request a Song	Yes	No	Yes
Contests	Yes	Yes	Yes
Photo/Audio/Video Archive	Yes	Yes	Yes
Closings/Cancellations	No	No	No
Prayer Requests	Yes	Yes	No
Station Info/History	Yes	Yes	Yes
Weather Conditions	Yes	No	No
Listener Advisory Panel	Yes	Yes	Yes
Program Schedule	Yes	Yes	Yes
Contact Us	Yes	Yes	Yes
Buy Music/Merchandise	No	No	No
Local Ministries (Volunteering)	No	No	No
Underwriter Info	No	Yes	No
Email Newsletter	Yes	No	Yes
Submit and Event	Yes	Yes	Yes
List of Local Churches	No	Yes	No
Job Postings	No	Yes	No

	Total
Web Site Features	
Listen Online	13
Recent Songs Played	10
Meet the Staff	13
Concerts and Community Events	13
Donate Money	13
Blog or Facebook	11
Request a Song	6*
Contests	10
Photo/Audio/Video Archive	12
Closings/Cancellations	3
Prayer Requests	9
Station Info/History	13
Weather Conditions	4
Listener Advisory Panel	8
Program Schedule	12
Contact Us	13
Buy Music/Merchandise	4
Local Ministries (Volunteering)	4
Underwriter Info	10
Email Newsletter	9
Submit and Event	13
List of Local Churches	7
Job Postings	6

*Only six radio stations offered a specific “Request a Song” feature on their Web sites. However, all stations provided a way for listeners to contact the stations through the Web sites. Because song requests were considered a likely reason for listeners to use the contact information, the “Request a Song” feature was included in the survey.

APPENDIX E

RESPONSES TO OPEN-ENDED SURVEY QUESTIONS

QUESTION: ARE THERE OTHER FEATURES YOU USE ON YOUR CHRISTIAN RADIO STATION'S WEB SITE?

1. "Closing Connection" for church & school weather-related closing.
2. artist information
3. Artists links, Bible verse of the day, Christian music videos, a lot of good stuff.
4. Audio and video highlights
5. Audio from selected programs. Interview highlights. New songs.
6. Birthday and Anniversary club
7. Birthdays and Anniversaries
8. Calendar of events for the area. klrc.cares site.
9. Christian news
10. Closing connection for school/church closings due to weather
11. Closing connection, and music list, contest entry
12. community events once or twice a month
13. Downloads
14. find info about local concerts
15. Get the daily bible verse.
16. Get the encouraging scripture for the day.
17. I actually use my iPhone to listen to the station.
18. I check the Biblical quote every time I visit.
19. I check to see what the Care-a-Thon totals are.
20. I follow the DJs on their Facebook pages
21. I have just recently started listening to contemporary Christian music on a regular basis. I have always enjoyed Amy Grant, who I was first introduced to when I was young, but have only recently discovered the joy of a Christian station. I use the Power 88 site to learn about the artists and their music as well as upcoming concerts and other events.
22. I have just started using the web site, so I haven't formed any opinions yet.
23. I have learned a lot of things over the years when I was raising my kids. I wanted healthy kids, physically, emotionally and spiritually. I think I have learned a lot that it did help with raising my kids, who are adults now.
24. I just go there to keep up to date with what is going on.
25. I just got the internet a few weeks ago.

26. I like the music at way fm
27. I like the Weekend 22 they play on Saturday mornings. It plays the top 22 requested songs from a country-wide compiled list.
28. I like to nominate an individual with a special need in the hopes they will be taken care of.
29. I liked looking up the lyrics to the songs I haven't had internet for a couple of months so I'm not sure if that is still available
30. I look at the bible classes being offered.
31. I love Power 88 website because they list the Top Christian music every month and keep a library of recent years. It's really cool to look upon and remember those songs.
32. I love the ability to see the song lists/artists online
33. I love to read the encouraging scripture
34. I mostly listen to family life today/archives online
35. I really like the traffic updates; people can call in and let you know of slowdowns for construction or accidents. School and event closings; things coming to the area, concerts and events at Skia (a store in Arkansas)
36. I receive a weekly newsletter via e-mail from Power 88 and there are stories linked to the website and I enjoy reading what is going on around our community and Christian news from other parts of the country that are on the website.
37. I replay the Midmorning broadcast is I am too busy at work to actually here it live.
38. I use the todayschristianrewards.com website to enter 'artist of the day' and things like that to win points for listening. :) Thanks for that!
39. I'll vote and read some toughing stories once in awhile. I like checking out the concerts.
40. I'm not normally a 'web site' type person.
41. If there is a closing.
42. If you hadn't asked, I could tell you. :)
43. Is a place to get information I'm interested in
44. Klove had a love dare blog recently, in which they posted each day a new challenge. I went almost every day to read the next challenge.
45. Local weather/road report- pretty often; kids programming page- sometimes; latest news- pretty often; Bible search tool- sometimes.
46. Look for school closings...every time it snows.
47. Looking at the daily scripture passage. I use this sometimes.
48. love to find events going on locally
49. Morning show - events & contests Music survey --Sounding Board
50. Names of Artists of songs I have heard and liked but did not catch the name of while listening.

51. News Links and news broadcasts. Morning Show site sometimes, if I've missed it. Weather.
52. Often use the feature of finding what is currently playing so that I know the name to download the music on my MP3 player.
53. On old website I'd read the "Word of encouragement" (Bible verse) But not on new site...like to read in morning to start my day...hope they get it back...
54. playlist, closings, upcoming events, listen to past programs that I liked and wanted to hear again or missed.
55. Power Hour...
56. Prayer Wall. Go there to give a prayer request and to pray for others.
57. quickie surveys
58. reading what the on-air hosts have to say on their pages
59. School delays and weather alerts
60. Support and attend Christian concerts
61. The streaming audio while i am at work is great
62. This is my 2nd time.
63. This is only my second time doing this.
64. This is the first time that I have checked it out, but I will visit the site more often!
65. To find links about info from different radio programs such as Mid Morning.
66. Used the Cornerstone link to get info
67. verse of the day
68. website has different pics of artists and its neat to see them if i didn't know what they look like
69. When they post new video or mp3s of interviews.
70. Yeah it gives there "word on the way" or the verse of the day

QUESTION: ARE THERE OTHER FEATURES YOU WOULD LIKE TO SEE
ADDED TO YOUR CHRISTIAN RADIO STATION WEB SITE?

1. A recently played song list!
2. a spot to make requests
3. A way to buy tickets to events. Although maybe you can and I just haven't followed all the way through
4. All of the support staff info or at least all the rest of the DJ info and pictures (Ours does not show all of their pictures, just the main ones). It helps to be more connected to the radio station when they show the peoples pics and a little bit about them. It makes you care more about the station, too. Also, it really helps in praying for them, too. Hey, maybe an area on the website where the radio station lists IT'S prayer requests, so we can better pray for them ---as intercessor, I think that would be great! :)
5. Artist information and news updates
6. Being able to email the DJ on air directly.
7. Bible verse of the day - need to add it to their main/home page
8. Blogs from spiritual teachers, maybe?
9. chat
10. Christian dating avenues for 40ish aged people.
11. DJ blogs have disappeared. Would like them back again.
12. Forum
13. I didn't see where it showed what song was playing right now
14. I haven't really had a chance to look at it much. I would like to see a job listing page, I would love to work for a Christian radio station.
15. I was used to the old web site. I just need to poke around some more so I can get better acquainted with the new one
16. I wish Calvary Bible Sunday worship services could be replayed on the internet.
17. I would like for them to delegate a time for 90's Christian music.
18. I would love to see and hear more Christian Hip-Hop. I enjoy listening to all Christian music but it does seem like there could be more attention on other music styles that all glorify our Lord and Savior Jesus Christ.
19. I'd like for there to be a spot here we can post cool things God is doing in our everyday lives. Praises.
20. I'd like to be able to request songs online and I really like your idea about having information about local churches. I would love a way to buy and download the songs from the playlist.
21. It would help me find the name of a song or artist if there was a time slot showing when the song was played--not just a "playlist" telling what songs they play. Frequently, the DJs don't tell us who is singing at the end of the previous hr., and leave us hanging as to who was singing that song. Frustrates me! Then, when I

finally have some time to look to see who it was--all I have is a "playlist"--and no indication as to what time of day the song was played.

22. Legal advice for Christians
23. Live streaming of music.
24. Live video feed
25. Local weather?
26. Local recording artists and Choir recording music Much local Talent
27. Love the ability to listen online when we travel.
28. Maybe more artist samples
29. more items to pull in the non-churched community but not sure what that would be
30. more links to artists web pages.
31. More news
32. more news from a Christian perspective.
33. More up-to-date links to artist's websites
34. More video clips (behind the scenes and fun stuff)
35. Music Video's of Featured Artists
36. Networking with other Christian professionals
37. No, although once I did try to find their face book info on the site and couldn't find it.
38. Play some older music 80s and 90s groups.
39. Profiles of more staff member and station history information
40. Sports Scores
41. There are some really good features and links already and I have never not been able to find what I was looking for. Great job Goforth Media.
42. There were a lot of questions above that could not be found on your website so it was hard to answer the question. You may want to add those to your page before you do a survey.
43. This is my first time. I haven't researched it enough to know.
44. Updated comments from DJ's
45. verse of the day on the home page
46. Weather in Muncie, IN
47. weekly email newsletter, special online access to special events
48. When you say something can be found on your website, I would love if it were easier to find! I have heard about things on the radio, been really interested, looked for them online, and given up after a few minutes out of frustration...
49. Yes, I think it would be nice to hear the DJ's read scripture instead of just talking about nothing. I don't mean to be rude but sometimes they just go on about things that don't matter. I mean, I do too, but I don't have the platform they do. I just want to be pointed to Jesus when I turn on Christian Radio.
50. Yes, Word of Encouragement...nice verse to mediate on.

QUESTION: EXPLAIN IN YOUR OWN WORDS WHY YOU USE THIS CHRISTIAN RADIO STATION'S WEB SITE.

1. To find the artist of recently played music and to get info on concerts coming to the area
2. Again to feel God's will for me thru the words spoken or sang
3. As I indicated, I've only visited the website a few times. I did so to read Christian news, and to see what the website was like.
4. Blogs
5. Check for contests & events
6. Click to listen each day, find details about events, click to listen to Mid morning at a later time
7. Community event links and Christian concerts and events in the Fresno, Visalia, Bakersfield area.
8. Convenience, quick reference, to get News Info., or any other info. To link to Morning Show links. Side Note: This is a great survey and I think it's great you are doing this, but may I say something? As a listener/participant in this survey, I find it getting dangerously close to be too long of a survey. It has been going on a while now! :) And while I like the interest and detail you have in the survey, it is kind of getting too long and I am tempted a few times just to quit it --stop it--because I need to get going. soooo, I hope it's okay I am saying that, I just wouldn't want you to lose a bunch of participants along the way, just simply because it is taking too long to complete! :) Otherwise, though, I thin you've done a great job on this survey! Seriously! :)
9. Downloads
10. Easy to use...love to listen to the station on my computer while I am on it.
11. Encouragement. information about people and groups doing good things in our community, etc.
12. For info on events.
13. for listening to music online and keeping up with current events/concerts
14. For the latest news in Christian circles and local information including weather, news, and concerts.
15. Get closer to god
16. Getting information, and feeling secure that I won't be offended by what is on the site
17. Great mix of music -- rap, rock and pop. Great mix of artists -- good morning show
18. I basically use their web site to access Streaming audio to listen to music
19. I can find information that's in line with what I believe and there are no ads with things I wouldn't want my children to see.

20. I can find out about upcoming events and I can learn about the people I listen to on the radio but never get to see. It helps put faces with voices.
21. I can only get this station online at work, and I wanna listen while here
22. I click on the listen button and can hear tons of Christian music all day while I go about my daily chores at home. It's awesome!
23. I enjoyed reading the DJ's blogs.
24. I especially like it when they have what is going to be on their 9am to 10am show to see what they will be talking about.
25. I graduated from the stations university and it is similar to a local station I get on my stereo and car. This station is not available on my home stereo or I would use the stereo if it was.
26. I keeps me connected to others of like believe and morals /Informs me of what`s happening in my area/Lets me know what the staff looks like/and when certain important events are to take place
27. I like the community calendar
28. I like the community spotlight events calendar to help me plan when I have free time.
29. I like to find out about local events.
30. I like to find out what's going on and learn about the artists and songs I'm hearing on the radio.
31. I like to listen to it while I am at work.
32. I listen to the music, enter some contests, request music, and watch videos.
33. I look at the site for upcoming concerts. I like to listen to the radio live.
34. I look for events and concerts that are happening
35. I love info.
36. I love it.
37. I love that it isn't just Christian music it's music that is decent and you don't have to worry about what words are going to come out of the singers mouth. No sex, cussing and etc.
38. I love the enjoyment of staying connected with the body of Christ
39. I love to keep up with the latest news
40. I love to listen to the live stream of positive music.
41. I mainly like to see the names of the bands that get played throughout the day
42. I mostly use it to listen live to the music, because I cannot get the station in my home, not having a radio.
43. I mostly use the site to learn about new artists and contests.
44. I only use the website so I can listen live to the station. I actually don't even live near the station, so I can't get the radio station in my car.
45. I share the positive spiritual attitude with the station and like the information found therein.

46. I usually use star's website but come to WBCL when I'm looking for stuff north of Auburn
47. I use it because I do not have a radio at home.
48. I use it for music when I am not in my car or at a radio. It is great!
49. I use it mainly to get information. Mostly if a song plays and I want to know who the artist is; I will come to the website and view/find it on the playlist.
50. I use it most often to get information about events upcoming, or care-a-thon totals, or to see pictures taken at sponsored events/concerts.
51. I use it mostly to listen to the music while I am at work and to get information on upcoming concerts.
52. I use it to "listen live" online
53. I use it to find information about what I heard on the radio.
54. I use it to find information on the station, news for artists or local events and concerts.
55. I use it to find out upcoming concerts, the prayer wall, and lyrics to a song I like
56. I use it to find out what they support and what things might be going on in my community.
57. I use it to get information I need. It may be news, name of songs, concerts, special events.
58. I use it to get information on the most current promotion
59. I use it to get top music listings from today and past years
60. I use it to listen online and to check out the playlist.
61. I use it to listen online when I'm not in the car.
62. I use it to listen to Family life today with Dennis Reiney (sp). That's pretty much it, I just turn on my radio at home for music on WCSG.
63. I use it to read and/ or hear about a biblical point of view on current affairs in the country and the world.
64. I use it to research information about local events, find new songs, view news, and it is just interesting to find out what is going on in Christian radio with new artists, older artists. There are so many reasons, but mostly because it based on Godly principles and gives me many avenues of information to share with my friends and family.
65. I use it to see the "word on the way" or verse of the that day and to listen to the radio on the internet
66. I use the Wayfm website because it allows me to listen to my music while working on my daily projects and homework. I love the music. It helps me to chillax!!!
67. I use the web site to find out information about what songs have played, as well as to listen live to the broadcast.
68. I use the website to find information about events, songs, and broadcasts.

69. I use the website to find songs that have just played if I don't know the singer/song. I use it to find out about Christian concerts.
70. I use the website to get access to stream the station.
71. I use the website to listen on line because the radio reception in this office building is not very great.
72. I use the website to listen online.
73. I want to listen to the music but not sure what exact songs I want to hear. So listening to the station give me the music I like but exposes me to new bands that I wouldn't know about
74. I was interested today in catching the "Verse of the Day" that I missed on my commute. Though, I didn't find it and wasn't sure where to look.
75. I was trying to look up a song that encouraged me but I can't seem to find that link
76. I went away to college and I missed 88.3 WAY FM. I don't like the song choices of the Christian radio stations
77. where I go to school...they play "safe" songs, almost. I like the raw Christian bands that I get to hear of WAY FM, so I listen online.
78. I will use it in order to listen to the music. The music says a lot to me.
79. I would use it more if it was more informative. Since the DJs don't regularly tell who sings a song, a recently played song list would be VERY helpful and informative.
80. I'm able to listen to the radio over the web site when I'm at work where there isn't a radio.
81. I'm looking for the playlist so I can find out who sings a particular song I like. BTW- I just finished a class in which I had to use survey monkey too! :o)
82. If I hear about something on the radio, but miss the details... then I know that I can hunt for it on the website. Also I might find something that I had not heard about on the website.
83. I'm new to this web site. I listen to the radio to get all I need.
84. information
85. information and new from the area
86. Information about area events, and local connections.
87. It assists me in worshiping God
88. It gives information about upcoming events.
89. It helps clarify on air things at time in my timeframe.
90. It helps me feel better when I'm down. :)
91. It helps me feel closer to God. Its great Christian music and devotion to My Lord !
92. It helps me get information about our local community and stay connected.
93. It helps me listen to good music on the internet. It helps me not look at things on the web that I should not look at.
94. It helps me to stay focused on the things of God and of course...God Himself.

95. It is a station you get to enjoy and relax with and feel safe with not to have thing that might hurt the soul
96. It is aligned with my personal feelings and beliefs
97. It is informative It is informative
98. It is my home page on my computers
99. It keeps me up to date on what is going on locally, nationally, and internationally. It promotes solid Biblical principles.
100. It make me fill like a different person
101. It tells me about upcoming events and what is going to be going on on the radio or if they are going to be out somewhere for donations or something like that.
102. It was there when we became Christians (37 yrs ago)and have been an important part of my Christian walk.
103. It's convenient and I can access it when I can find the time.
104. It's easy to use
105. It's nice and fun
106. I mainly use it to listen to music online
107. Just check church closing
108. Keep up to date with programming
109. Listen on line.
110. Local Information
111. Main reason for going to web site is to listen to the station online.
112. mainly to find out the titles of the songs that are playing
113. Mainly to get information on a given event
114. Mainly to listen to the station while I am at work.
115. mostly for information
116. Mostly just to get to the online player.
117. Mostly to "Listen Live"
118. Music and concerts
119. Often when I'm listening to the commercials about concerts going on or the DJ's talk about something that peaks my interest sometimes I don't catch everything they say and I want to learn more about what's going on. This is why I use this Christian radio station's Web site, to find out more information.
120. Only to find information that is not told on air or the office is closed.
121. playlist, top songs, music info, etc.
122. prefer to listen to Christian music
123. Primarily to connect to the streaming music.
124. Really no other reason other than as a resource
125. See the name of who's singing so I can possible purchase their music
126. Sometimes for entertainment, sometimes for information, and sometimes for inspiration.

127. Sounding Board - Personable people -
128. the music that is being played there glorifies God.
129. The primary reason I use the web site is to connect to the station's broadcast. I occasionally use it for info on contests
130. The word on the way , Christian videos , prayers ...etc
131. They stream live music and play the best songs around. They also give me info on concerts.
132. this is my first time. have enjoyed listening to it today while at work
133. This is the first time that I have visited the site! But, it will not be my last.
134. this was my first time to use this web site, I do not normally use computers very much.
135. To check out songs voting survey, touching stories.
136. To find a concert coming up
137. to find about concerts
138. To find information on how to spread the gospel.
139. To find info on the artist playing and events happening
140. To find local concerts or weather closings. I usually don't use the web site (internet period).
141. To find out about different songs. To feel closer to God. To get information.
142. To gain information for variety of things and reasons
143. To get additional info on Area events and more information on the local radio shows.
144. To get an answer to a question about something I've heard on the radio or to listen to something I missed or find a suggested web-site link.
145. To get info on programming, events, or to listen online.
146. To get more information regarding some event referenced on the air.
147. To get song titles and artists for downloads for my teens.
148. To get to know more Christian people that are going through the same things im going through.
149. To get to the music
150. To hear about ways I can be a part of my community.
151. To improve myself and my way of thinking and to help others the best I can with the knowledge of experiences I have as well as learning more and more every day how to be a better person.
152. To keep up to date with upcoming concerts and events, and to listen to live webcast radio at work
153. to listen online mostly
154. To listen online.
155. To listen to music at work & It helps me get through my day.
156. To listen to the live broadcast

- 157. To listen to the radio station from out of town
- 158. To listen to the radio while at work.
- 159. To listen to the streaming music at work
- 160. To see what are the names of songs and their singers
- 161. To stay current with the station and the staff!
- 162. to stream music to my computer every once in awhile
- 163. To stream the music online
- 164. To verify something I heard from the DJ...like the Bible verse of the day, or song title or artist.
- 165. Typically to access the "listen online" application so we can listen via our computer at home.
- 166. WBCL's Mid Morning program is what I look forward to most. Quality information and help.
- 167. We get horrible radio reception in our office ... so we use the Website to listen to WBCL
- 168. Weather cancellations
- 169. When I feel stressed I listen to Christian music at the web site, so it helps me relax.

HAVE YOU EVER SUPPORTED THIS CHRISTIAN RADIO STATION IN ANY OTHER WAY?

1. Concert attendance
2. Food drive and other events
3. Good deeds - "pay it forward", etc.
4. I work there
5. Listening in the car and singing along :D Jesus loves you! :)
6. Mentioned it and the call letters and numbers tom other people so they too can tune in and support them, hopefully.
7. Played it during work hours for customers
8. Purchase merchandise
9. Share-a-thon
10. Telling other of this resource
11. We've used Victory 88.5 to promote school projects!
12. When they have had drives for City union Mission I have donated food
13. Word of mouth

VITA

Joshua Mark Bentley

Candidate for the Degree of

Master of Science

Thesis: CONTEMPORARY CHRISTIAN RADIO WEB SITES: A USES AND
GRATIFICATIONS STUDY

Major Field: Mass Communications

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Born in Milton, Florida on March 11, 1980, the son of Jack and Jane Bentley.
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Education:

Completed the requirements for the Master of Science in Mass Communications
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Completed the requirements for the Bachelor of Science in Broadcasting at John
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Experience:

Served as production director for 101.1 KLRC in Siloam Springs, Arkansas from
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Name: Joshua Bentley

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Institution: Oklahoma State University

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Title of Study: CONTEMPORARY CHRISTIAN RADIO WEB SITES: A USES AND GRATIFICATIONS STUDY

Pages in Study: 114

Candidate for the Degree of Master of Science

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Scope and Method of Study: An exploratory study of the uses and gratifications associated with Contemporary Christian radio station Web sites. A convenience sample of 351 Web site users was collected through an online survey. Links were posted on nine Christian radio station Web sites for one month. Principal components analysis with Varimax rotation was used to identify underlying gratification factors associated with the Web sites. Descriptive statistics were used to identify which Web site features respondents used the most. Crosstabs with Chi-Square analysis were used to study relationships between demographic variables and frequency of Web site visits, as well as relationships between demographics and radio station support.

Findings and Conclusions: Three primary gratification factors were found for Christian radio station Web sites. Christian Entertainment was related to the desire to find entertainment that was consistent with respondents' faith and values. Lifestyle Management was related to managing time, self-image, and connections with other people. Information Seeking was related to finding information conveniently. Information Seeking was the factor that respondents most agreed with. The most-used Web site features also related to information gathering.

No strong relationships were found between demographic variables and frequency of Web site visits or support of Christian radio stations. Respondents who were 50 or older were more likely than expected to report visiting a Christian radio Web site "a few times a month." Respondents between the ages of 18 and 29 were significantly less likely than expected to contribute funds to Christian radio stations.

ADVISER'S APPROVAL: Dr. Jami Fullerton
