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Abstract
This study tries to find out what make the audience preferring the Internet media. The research used questionnaires to survey the Southern Taiwan University students who were between 18 and 25 years old. In terms of newspapers and online newspapers respectively, we discussed the media, the audience and the relation of media presentation mode. The extended discussions were whether the preference of news categories, the media usage frequency and the media dependence degree was affected by demographic variables respectively.
According to the findings of analyzed the correlation between preference of news categories and demographic variables in STU students, the students that from freshmen to juniors preferred soft news and entertainment news was their favorite, but the seniors paid attention to social news both on these two media. Besides, the males had interest in broader topics, whereas the females liked to know deeper in a single topic. In the academics differences, the Digital Design students paid attention to life news while the Humanities students favored entertainment news. In addition, the Commerce students were more interested in business and world news than the other academics'. The study found that the freshmen would rather read the Yahoo News than to read newspapers. The research shows that the females usually read online newspapers a few days a week, whereas the males had two groups that one didn't read newspapers and the other read them everyday. Furthermore, the Commerce students' favorite was the Apple Daily. The study results also show that the Humanities students tended to read online newspapers everyday most than the other academics'. The factors of STU students relied on online newspapers were convenient and repeatable reading. Besides, the females' dependence on newspapers was larger than males because of the consideration of timeliness. In the variable of studied backgrounds, the Commerce students had highest dependence both on traditional and web-based platforms. The research shows that newspaper had credibility and timeliness, and online newspapers had repeatable dependence and credibility.
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