

Discontinuities in Long Term Media Habits

**The Role of Changing Life-Circumstances for
Transformations of Everyday Music Listening Practices**

Steffen Lepa

Audio Communication Group, Technische Universität Berlin, Germany

Anne-Kathrin Hoklas

Institute for Sociology, Technische Universität Dresden, Germany

12 min. presentation for “Mediated (Dis)Continuities: Contesting Pasts, Presents and Futures”
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Research Interest: Genesis and Change of Long Term Media Habits

- **Media habits:**
 - Larger parts of everyday media use is rather non-instrumental and habitual (LaRose, 2010)
 - Habits incorporated in newer media selection models (TPB, Ajzen, 2002)
 - Growing research on specific role of habits in media selection (e.g. Naab & Schnauber, 2014)
 - *Desideratum*: Genesis and change of largely shared *long term media habits* (e.g. “Binge Watching”, “Social TV”, etc.)
- **Long term media habits and their relation to Mediatization (Lepa & Hoklas, 2015):**
 - Media diffusion theory (Hartmann & von Pape, 2009): *individual dispositions, age, education, income*
→ *adoption mechanisms for new media*
 - Media generation theory (Bolin & Skogerbø, 2013): *cohort membership (‘generational location’) and social milieu*
→ *media generation units*
 - Theoretical-methodological Desiderata:
 - While modeled as “single media related”, often media habits comprise several media technologies
 - While modeled as “technology related”, often media habits survive changes in media environments
 - While modeled as “binary”, often media habits rather resemble qualitative types (“use styles”)
 - While modeled as “individual”, often media habits are largely societally shared (generations, milieux)
 - *Proposal* of Lepa & Hoklas, 2015: *Theme-specific media repertoires (including thick descriptions)*

SMuM 2012 Results: Influence of Generation & Milieux on Habit Genesis

„Which media did you use to listen to music in 2012?”

1. Identification of Audio Repertoire Classes by representative survey
2. Repertoire description & analysis via narrative follow-up interviews

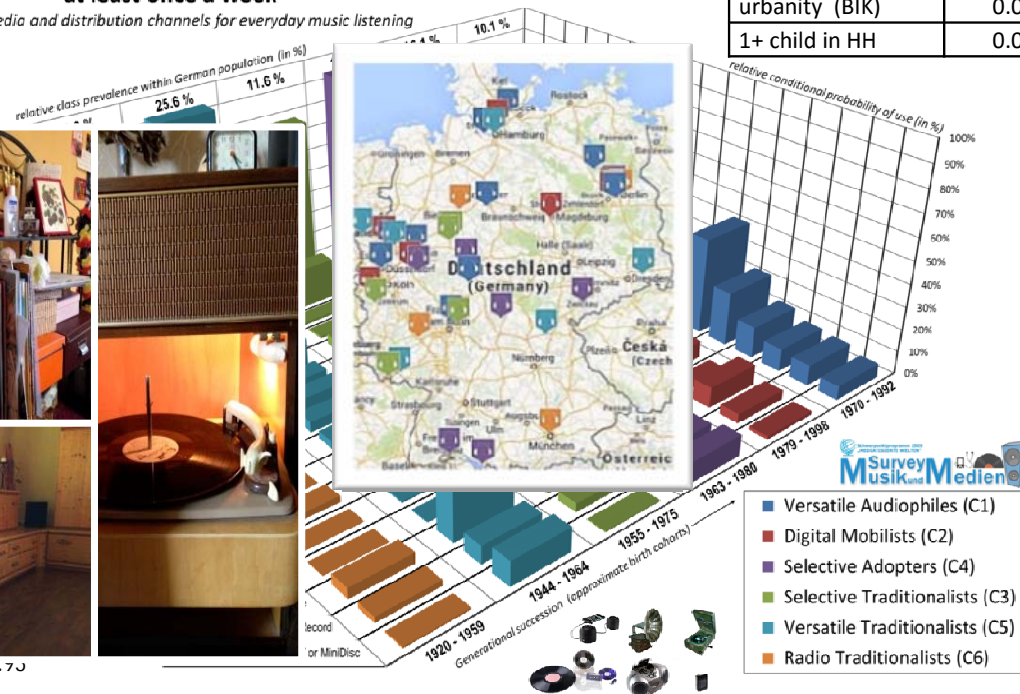
→ *Music Media Orientations* stemming from *Generative Milieux*

Audio Sources used in 2012 by Audio Repertoire Class

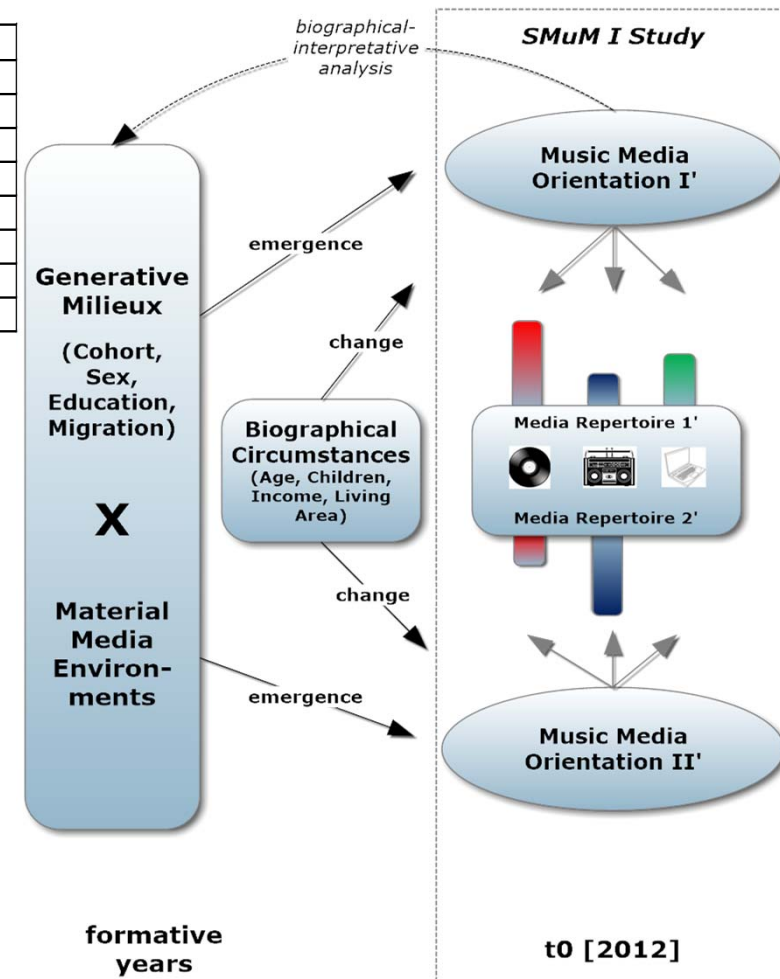
(Over-14 German population, n=2000)

'at least once a week'

Storage media and distribution channels for everyday music listening

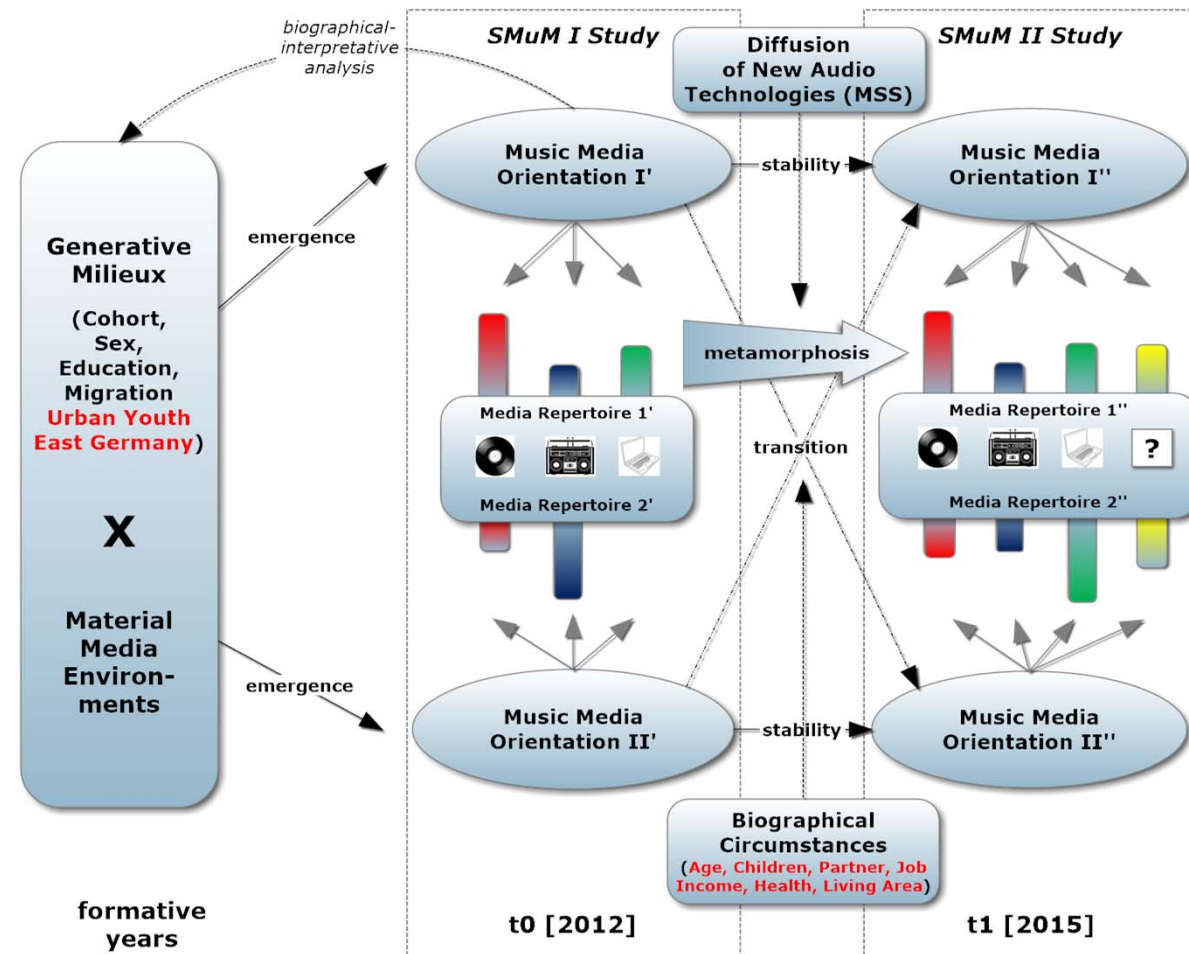


model term	p	R ²
intercept	< 0.001	-
birth cohort	< 0.001	50.1 %
HH income	< 0.001	54.2 %
education	< 0.001	56.2 %
sex	< 0.001	58.1 %
migration index	< 0.001	59.0 %
urbanity (BIK)	0.002	59.4 %
1+ child in HH	0.081	59.7 %



Extension of the Model to the Question of Change

- **RQ: How to explain understand change in long-term media habits?**
 - Numerous anecdotes from micro-level **domestication studies** about life-world constraints
 - Virtually no structural theory, except for (outdated) **technology-determinist arguments**
- **Theoretical hypotheses:**
 - Preponderant **stability of habit**
 - *Changing life-circumstances* produce **habit transitions**
 - *Diffusion of new technologies* produces **habit metamorphoses**
- **Exemplary phenomenon:**
Diffusion of music streaming services in Germany (2012-2015)



Methods: Panel Survey, IPW, LTA, QCA, Interviews

- **Extension of Survey to a Panel**
 - December 2015 (3 years later), n = 461 original members of 2012 survey (n=2000)
 - Original questionnaire from wave 1, additional items on changes in life circumstances
- **Inverse Propensity Score Weighting**
 - corrects for panel drop-out related to socio-demographics and media use (Robins et al., 1995)
 - fully recovered original latent population structure (Lepa, 2016): representativeness!
- **Latent Transition Analysis**
 - Longitudinal form of LCA, allows testing hypotheses on class transitions (MPlus 7)
 - LTA with (wave-1-fixed) class indicators, covariates and predictors (Collins & Lanza, 2010)
 - Finding sufficient conditions for transitions by *Qualitative Comparative Analysis* (Ragin, 2007)
- **Interviews with Audio Repertoire Class members from wave 1**
 - Analyzed with Grounded Theory and Documentary Method (Nohl, 2010)
 - Information on dealing with changing life circumstances in terms of audio repertoires
 - **Hypotheses on additional milieu variables: *urbanity in youth, Eastern Germany (GDR)***
 - **Hypotheses on ‘change factors’: *life-phase, partnership, job change, income, health, living area***

Results of Latent Transition Analysis: Habit Inertia and Transitions

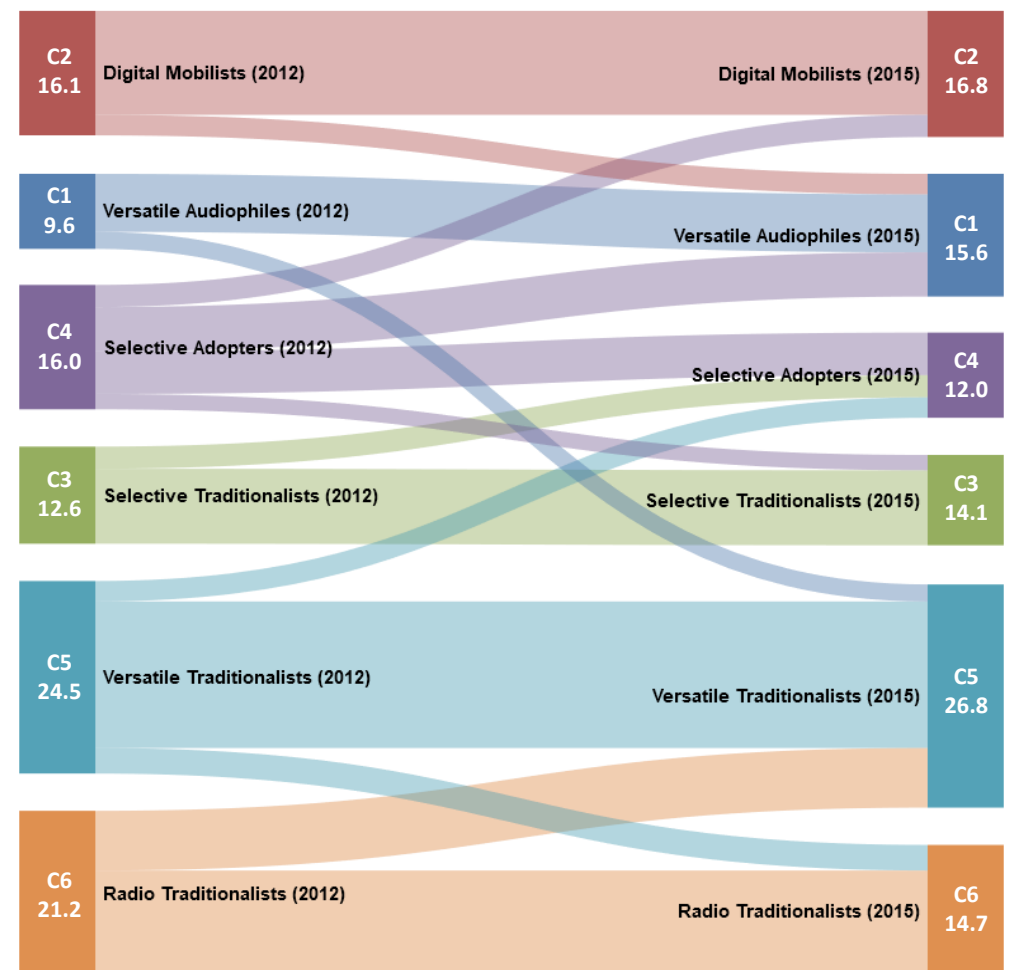
Across-time prevalences (n = 461):

Audio Repertoire Class	2012	2015
C1 – Versatile Audiophiles	9.58%	15.60%
C2 – Digital Mobilists	16.13%	16.78%
C3 – Selective Traditionalists	12.62%	14.10%
C4 – Selective Adopters	15.96%	12.04%
C5 – Versatile Traditionalists	24.52%	26.75%
C6 – Radio Traditionalists	21.20%	14.73%

Across-time transition probabilities:

Transitions		2015					
		C1	C2	C3	C4	C5	C6
2012	C1	75.0%	2.3%			22.7%	
	C2	16.4%	76.7%	1.4%	5.5%		
	C3			68.4%	22.8%		8.8%
	C4	35.6%	17.8%	12.3%	34.2%		
	C5			7.1%	10.6%	69.0%	13.3%
	C6		7.2%	8.2%		36.1%	48.5%

- classes 1-3 and 5 very stable (70%)
- 9 types of significant transitions, pertains to 145 cases (30%)



Results of LTA II: Explaining Habit Genesis and Transitions

Genesis: Audio Repertoire Class predictors 2012

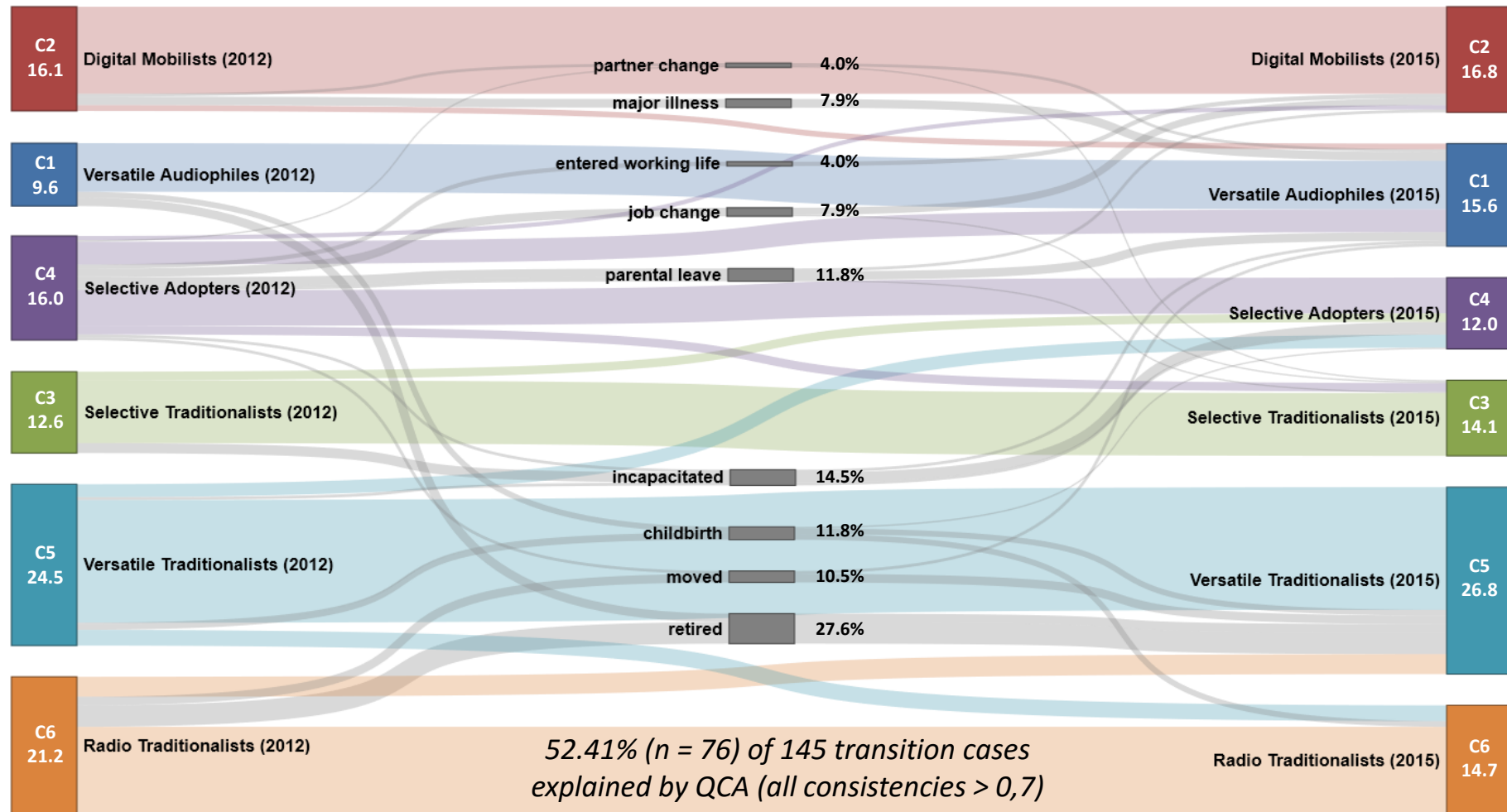
model term	BIC	p LRT	R ²	Δ R ²
intercept	1448.664	< 0.001	-	-
birth year	1529.190	< 0.001	43.6%	43.6%
migration	1449.618	< 0.001	49.4%	5.8%
sex	1434.263	< 0.001	55.0%	5.6%
urbanity (<i>bik</i>)	1424.107	< 0.001	59.3%	4.3%
family size	1409.676	< 0.001	64.2%	4.9%
income	1408.089	< 0.001	66.8%	2.6%
+1 child in HH	1403.181	0.001	68.5%	1.7%
education	1402.035	0.002	70.4%	1.9%
urbanity (<i>pol</i>)	1399.009	0.007	71.4%	1.0%
born in GDR	1395.588	0.026	72.3%	0.9%
urban youth	1392.429	0.089	72.9%	0.6%

Transitions: Audio Repertoire Class predictors 2015

model term	BIC	p LRT	R ²	Δ R ²
intercept	935.413	-	-	-
repertoire class t1	1512.308	< 0.001	81.8%	81.8%
major illness	966.975	< 0.001	83.1%	1.3%
urbanity changed	962.757	< 0.001	85.4%	2.3%
oneself moved	958.367	< 0.001	88.2%	2.8%
childbirth	957.746	< 0.001	89.2%	1.0%
job retirement	951.756	< 0.001	90.5%	1.3%
income rose	949.954	< 0.001	91.2%	0.7%
job changed	946.531	< 0.001	91.8%	0.6%
entered worklife	942.110	< 0.001	92.7%	0.9%
partner changed	928.631	< 0.001	93.2%	0.5%
income fell	921.549	0.005	93.6%	0.4%
partner moved in	917.267	0.029	93.8%	0.2%
parental leave	915.763	0.052	94.1%	0.3%
unemployment	915.666	0.054	94.3%	0.2%

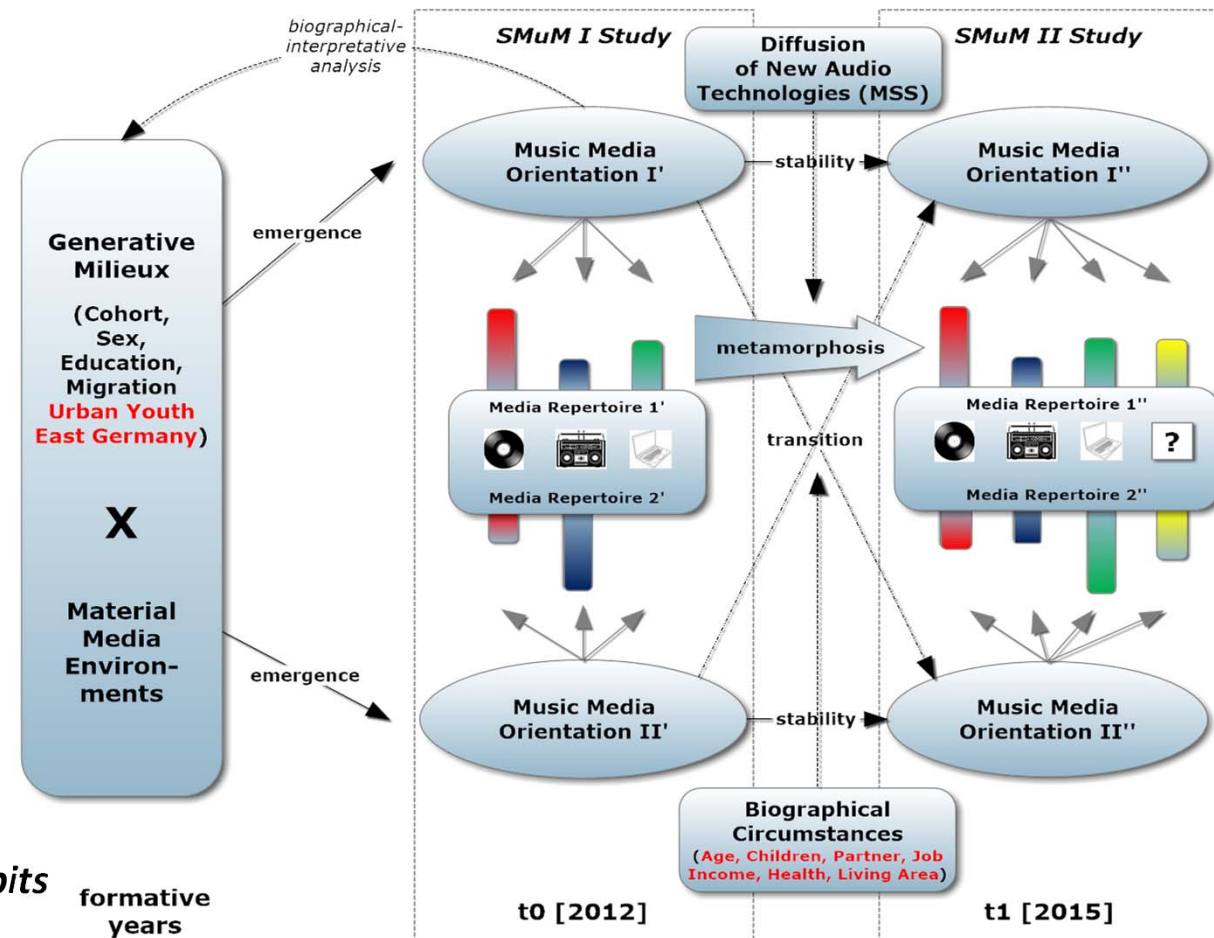
- Testing for single transition probabilities too complex (interactions) / power too low! (145/9=16)
- Identifying sufficient conditions for transitions by performing nine QCA Analyses

Transitions in Audio Repertoire Classes by Changes in Life Circumstances



Discussion: Inertia & Change in Long Term Media Habits

- **Additional predictors for Audio Repertoire Class memberships:**
 - Youth in an urban area
 - Born in Eastern Germany (GDR)
- **Theoretical hypotheses on change:**
 - Expected **stability of habit** in spite of new technology diffusion (MSS): $R^2 \sim 70\%$
 - *Changing life-circumstances* produce **habit transitions** (life-phase, children, partner, job, income, health, living area): $R^2 \sim 15\%$, complex interactions (→ job for QUAL analyses)
- **Hypothesis not yet checked (WIP):**
 - *Diffusion of new technologies* produces **habit metamorphoses**
 - *should explain remaining $R^2 \sim 15\%$*
- **Media Generation Units (and the changing habits of their members) as carriers of Mediatization**



More data, analyses and interpretations at:

<http://www.musikundmedien.org>

Thank you for your patience!



steffen.lepa@tu-berlin.de