

Global Media Journal

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**Is Online News an Inferior Good? Examining the Economic
Nature of Online News among Users**

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Hsiang Iris Chyi
Jacie Yang

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Journalism & Mass Communication Quarterly

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Abstract: The U.S. newspaper industry is transitioning from print to online, but

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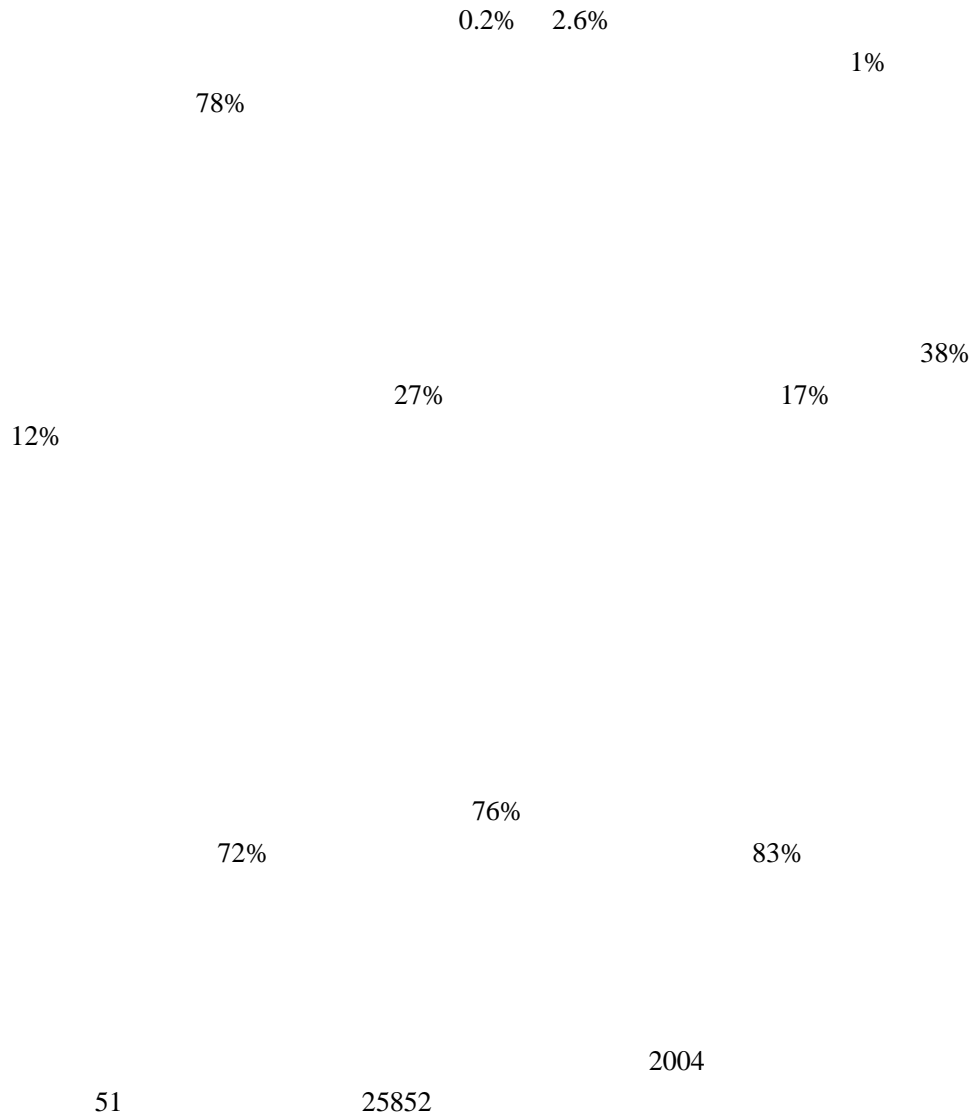
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Pew Research Center for the People & the Press, *Online News*

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35-44	20.7	19.7	19.8	23.9
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55-64	13.1	14.9	13.2	12.5
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	15.6	9.0	13.6	4.2
	35.8	31.8	36.3	22.8
	23.3	25.0	23.5	28.1
	25.3	33.6	26.2	44.9
	19.4	17.6	19.1	19.4
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Issues and Strategies in Managing Product Portfolios across Borders and Cultures

Abstract: Technological advances and change in media environment bring transformations to media industry. Media companies expand their business and fulfill economy of scale by creating media product portfolio and diversification. This article discusses issues and strategies in managing product portfolios across borders and cultures. From a resource-based view, this article also discusses models for product portfolios decision and relevant managerial strategies.

Key Words: media product portfolio, resource-based view, strategic model

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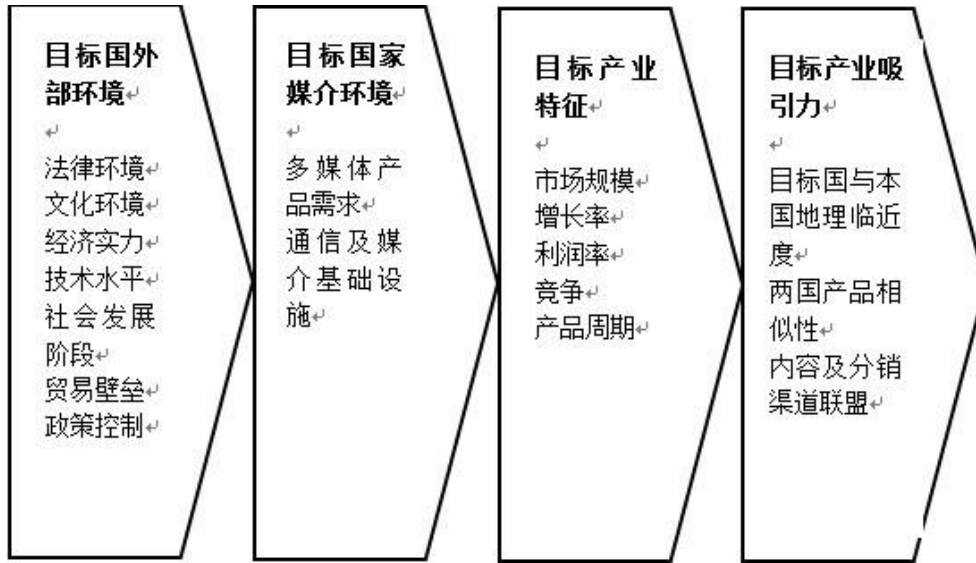
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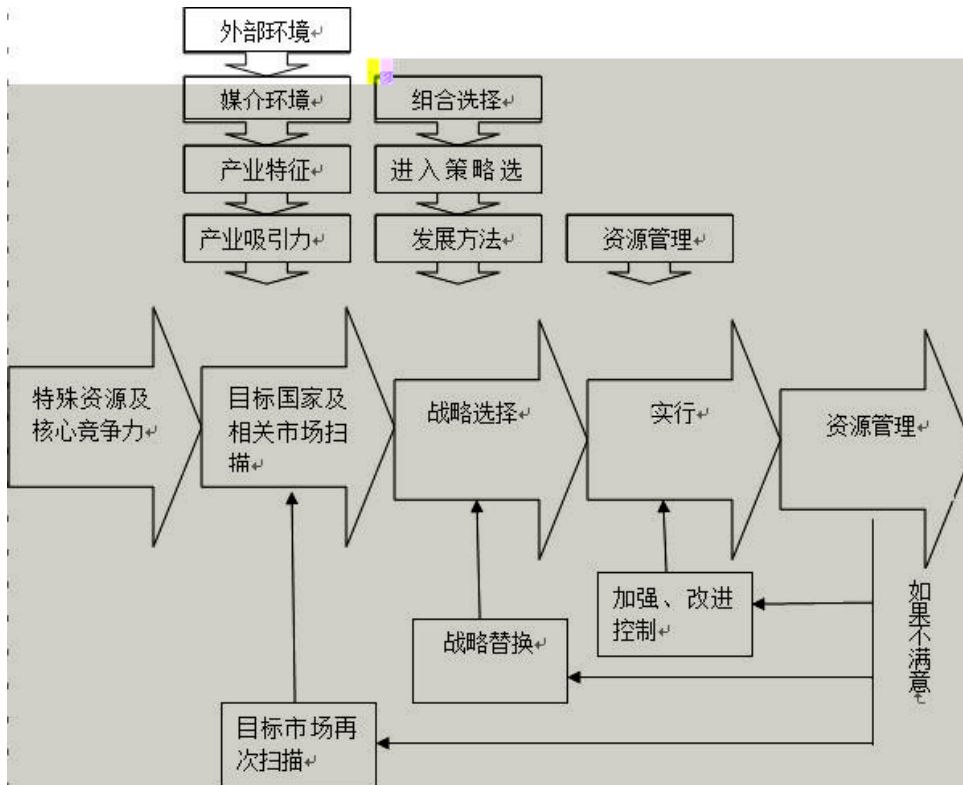
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Young, S. J, Hamill, C. W. and Davies, J. R. (1989). *International Market Entry and Development: Strategies and Management*. Englewood Cliffs: Prentice Hall.

**A Framework for Analyzing Emerging Business Model:
Cases of China's Media Industry**

terms of capability and resource, and firm boundary. To justify the explanatory power of this framework, we further use it to analyze two cases of China, which leads to the introduction of Participation Business Model concept. The case studies offer valuable insights into the reality that new business models are emerging as a result of the convergence of telecommunications and entertainment industries. Our framework enables managers to deeply explore the business opportunities of technology innovation, and can be used in business model analysis, design and evaluation, and for pedagogical purpose.

Key Words: emerging business model, media industry, China, research framework

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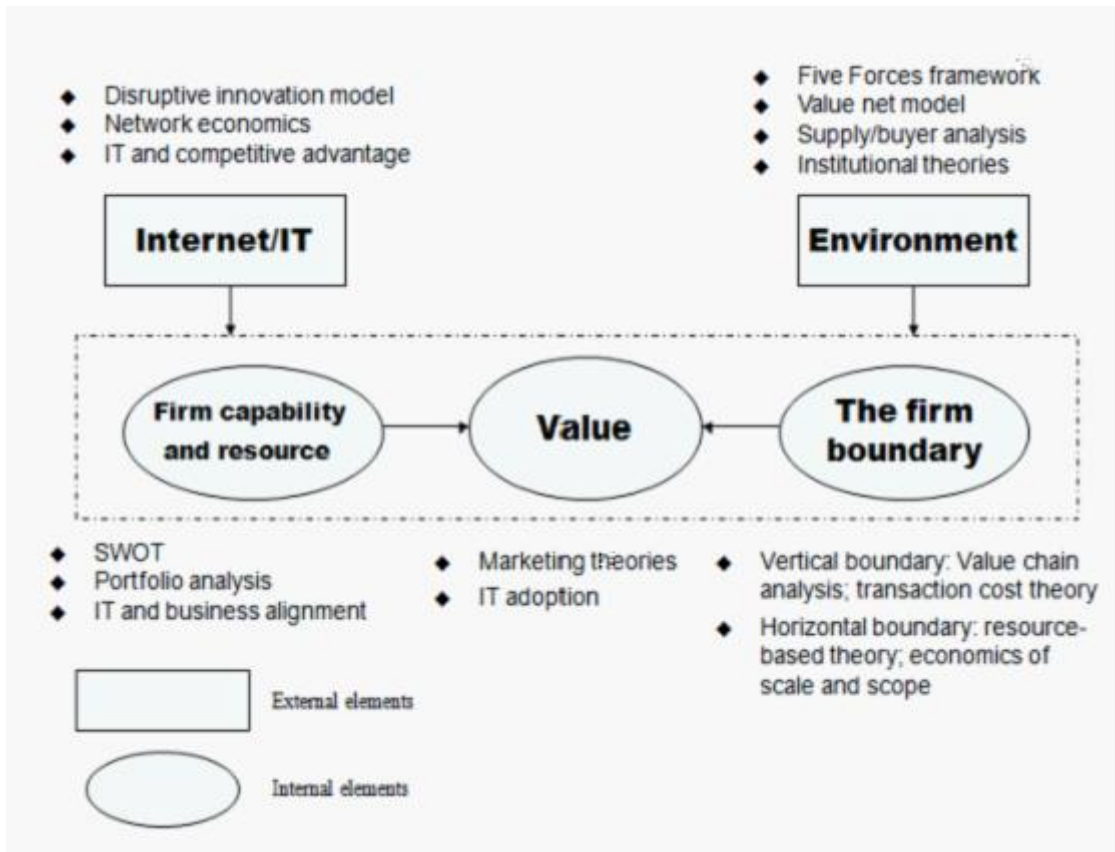
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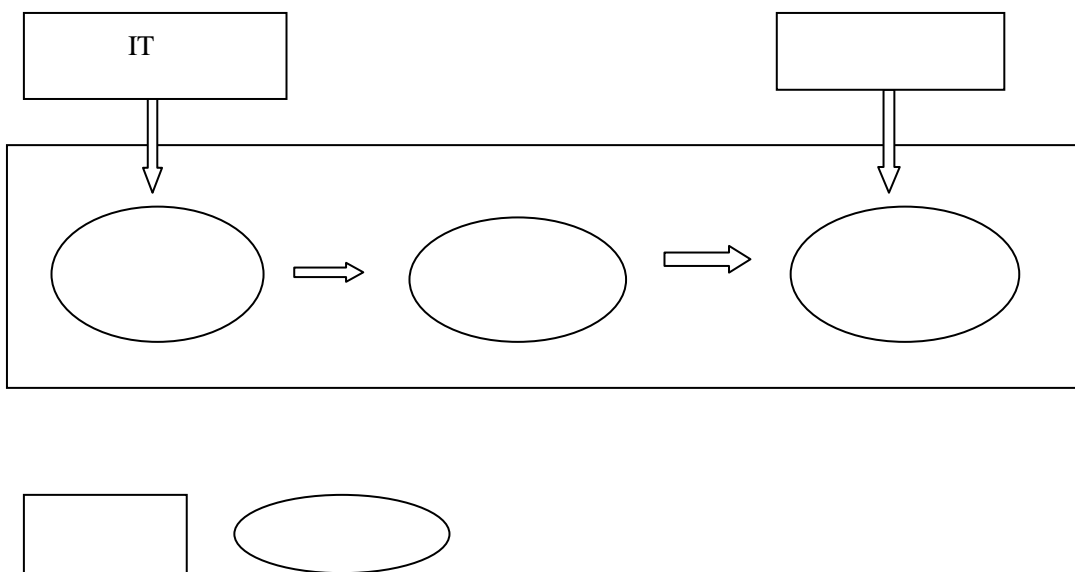
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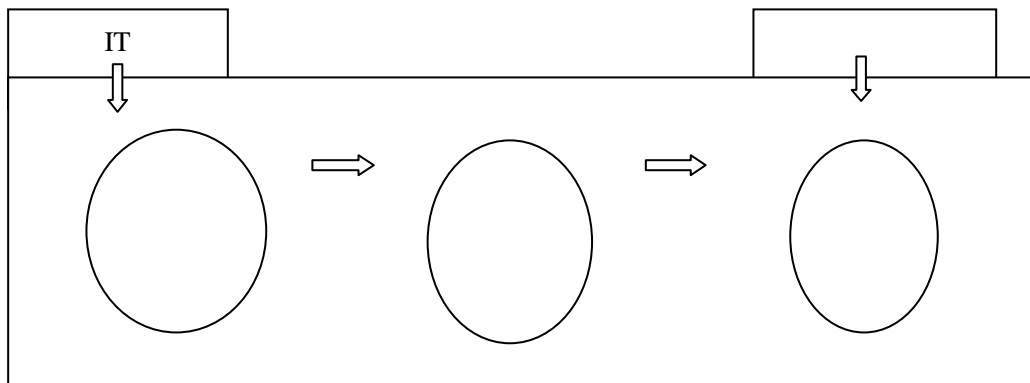


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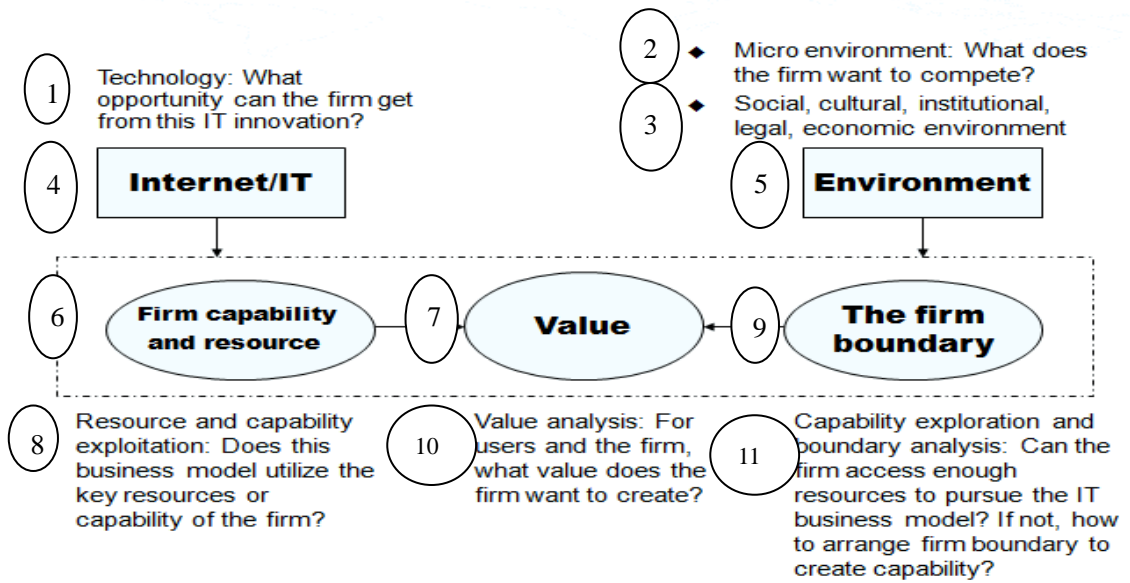
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Proceedings of the 15th Bled Electronic Commerce Conference, Bled, Slovenia, June: 17-19.

Patel, A.G., Giaglis, G.M. (2004).



Abstract: Telegraph and telephone were the first batch of modern symbol of electronic communication networks, but they were not being well known by public at first .In recalling their historical evolution, Richard R. John show us that the factors which let people decide to connect

Richard R. John

Network Nation: Inventing American Telecommunications

2011 Business History Conference
2010 2012 5 24

network not just because the technical and economic boost, political and cultural factors also had a significant impact for us for the network information. Richard R. John s core ideal is political structures determine business strategy, the most significant factors which shaped American modern information infrastructure were government policies and civil ideals.

Key Words: network nation, telephone, telegraph

2010

1840 1920

AT&T

optical telegraph

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Communication and critical studies in China: opportunities and challenges

Armand Mattelart
1979, p. 25

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197 2008 1970

Schiller, 2007

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ethno-nationalism

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2008, p. 92

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2009, p. 24

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Franks & Ribet

2009, p. 25

Mattelart 1979

Arrighi 2009, p. 79

Making the Connection: Digital Media and Intelligent Networking

Abstract: Technology is integral to the media industry and with each new technological device the creation, production and distribution process has been transformed. The digital environment accelerates the desire for information and connectivity. This paper examines intelligent networking through the lens of media convergence or multimedia platform use by individuals and media organizations, with particular focus on the potential of social media.

Gracie Lawson-Borders

Secondary analysis of select data from two studies on online use and social media from the Pew Research Center was used to examine networking behavior. The secondary analysis found users are increasingly connected and find value in the networks that are developed through digital technologies.

Key Words: media convergence, intelligent networking, social media

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Gershon, 2011, pp. 16-17

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Brown and Vaughn, 2011

Clark and Roberts 2010

Davis, Marist and Bing

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Lee 2009; Ots, 2009; Bryant, Akerman and Williams, 2007

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Kealing, 2011, p. 4

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Portes, 2000, p.3

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Doerfel, 2010; Vergeer & Pelzer, 2009; Valenzuela, Park and
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Ellison, et al., 2011 Robert Putnam

Putnam, 2000 as cited in Ellison, et al, 2011, p. 3

Steinfield, Ellison, Lampe, 2008
Zhang, Anderson and Zhan (2011)

Zhang, et al., 2011

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Christensen 2009
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ATT.com; 2011, p. 2

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2011)

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 Myspace 29% 10%
 Facebook 92%
 LinkedIn 18%
 Twitter 13%
 (Hampton et al., 2011, p. 13)
 Facebook 2011
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	MySpace	Facebook	LinkedIn	Twitter	
65+	3%	6%	4%	4%	4%
50-65	10	19	23	13	19
36-49	17	25	32	24	21
23-35	42	33	36	34	28
18-22	29	16	6	26	28

2010

10 20 11 28 N=2,255 +/- 2-3

36-49 38
 LinkedIn 32% Facebook 25% LinkedIn
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 MySpace LinkedIn
 7% 6% Hampton et al., 2011

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50.7% 30.7% 18.8% Fidler, 5
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 Olmstead, Mitchell & Rosenstiel, 2011 2010
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1	Yahoo@	14	
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3	MSNBC	16	Examiner.com
4	AOL	17	Bing
5	NYTimes.com	18	Slate
6	Fox	19	Topix
7	ABC	20	Boston.com
8	The HuffingtonPost.com	21	
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25 77%
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25 6 10% CNN 17.8%; Fox News,
16.4%; Yahoo, 14%; AOL News, 13.4%; Google News, 12.6%; MSNBC, 11.1% Olmstead, et al.,
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(2011) 25 Olmstead
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Olmstead et al., 2011 Facebook

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Facebook

Facebook

Facebook

Yahoo News	6.64%	2.05%
CNN	5.84	7.05
Huffington Post	4.48	7.96
Examiner	4.44	5.98
Chicago Tribune	4.12	2.17
Boston	4.02	3.75
ABC News	3.91	7.35
SFGate.com	3.82	5.74
Fox News	3.81	2.23
The New York Times	3.31	6.2
Washington Post	3.27	4.58
Topix	3.15	0.76
AOL News	2.73	1.09
New York Post	2.63	1.93
MailOnline	2.41	5.56
MSNBC.com	2.28	1.11
CBS News	2.15	3.22
LA Times	1.38	2.05
New York Daily News	1.38	3.61
USA Today	1.21	1.68
Google News	*	*

: PRJ Olmstead, Kenny, Mitchell, Amy, & Rosenstiel, Tom 2011

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Google News

Facebook

5

Hampton et al., 2011

MySpace

2011 74%

2008

65

Hampton et al, 2011

2010 11

Facebook

Linkedin

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79

Hampton et al. 2010

Hampton, et al, p. 24

Christensen 2009

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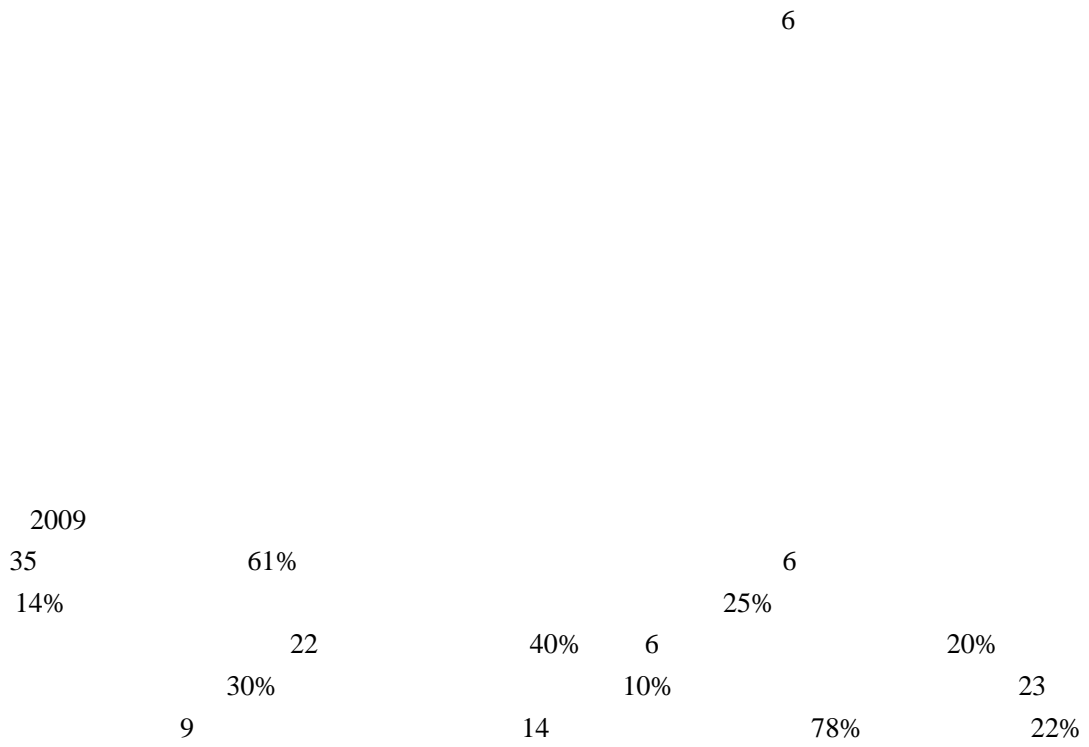
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How to Train Backup Talents of International Communication? A Survey and the Reflection on the Education Model Reform

Abstract: With complicated communication environment and fierce international competition, international communication talents of higher quality are in need. But the development of international communication, though prospering, is somehow limited by scarcity of personnel reserve and the lacking of high-quality talents. This has become an urgent challenge confronting higher education of the communications in our country, which has also launched a new wave of innovation and tests of the training model of backup talents of international communication.

Key Words: international communication, journalism education, backup talents, personnel Training



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