

Online Table 8.2. Relationships between Communication Roles and Use of Mass Media during the Pandemic (2021 Users Survey)

|   | Audience role, as processor of messages | Sender role, as creator of messages | Consumer role, of using new, online technologies for consumer needs |
|---|---|-------------------------------------|---|
| Watch TV  | .43**<br>.50***                         | .24***<br>.30***                    | .31***<br>.35***  |
| Listen to the radio                                 | .25***<br>.32***                        | .34***<br>.36***                    | .19**   |
| Listen to podcasts                                  | .22**<br>.30***                         | .28***<br>.29***                    | .21**<br>.20***   |
| Read a magazine                                     | .22**<br>.26***                         | .47***<br>.46***                    | .17*<br>.20**   |
| Read a book   | .24***<br>.28***                        | .42***<br>.27***                    | .17*<br>.30***  |
| Read a newspaper                                    | .24***<br>.28***                        | .42***<br>.50***                    | .15*<br>.28***  |
| Go out to see films in a theater                    | .12#<br>.17*                            | .38***<br>.42***                    | .12#  |
| Watch a film on a tablet/computer/cell phone        | .28***<br>.44***                        | .53***<br>.52***                    | .26***<br>.30***  |
| Watch a TV program on a tablet/computer/ cell phone | .22**<br>.44***                         | .52***<br>.45***                    | .24***<br>.29***  |
| Stream a movie on home TV                           | .32***<br>.35***                        | .30***<br>.16*                      | .21**<br>.32***   |
| Stream a TV program on home TV                      | .31***<br>.38***                        | .26***<br>.21**                     | .24***<br>.28***  |
| Surf the Internet for pleasure, not work            | .14*<br>.23***                          |                                     | .15*<br>.20**   |
|   |   |                                     |   |
| Go on Facebook                                      | .42***<br>.37***                        | .41***<br>.37***                    | .27***<br>.26***  |
| Post photos on Facebook                             | .21**<br>.35***                         | .51***<br>.43***                    | .14#<br>.20**   |
| Post videos on Facebook                             | .17*<br>.36***                          | .56***<br>.52***                    | .15*<br>.19**   |
| Browse YouTube for videos to watch                  | .42***<br>.28***                        | .34***<br>.26***                    | .33***<br>.28***  |
| Post videos on YouTube                              | .16*<br>.24***                          | .49***<br>.46***                    | .16*<br>.23***  |
| Browse TikTok for videos to watch                   | .21**<br>.27***                         | .49***<br>.42***                    | .26***<br>.24***  |

|                                 |                  |                  |                  |
|---------------------------------|------------------|------------------|------------------|
| Post videos on TikTok           | .21**            | .49***<br>.46*** | .14*<br>.18*     |
| Play video games on some device | .22**<br>.45***  | .37***<br>.28*** | .29***<br>.28*** |
| Watch videos on a smart phone   | .34***<br>.48*** | .45***<br>.41*** | .30***<br>.36*** |
|                                 |                  |                  |                  |

Note: The figures in the table are correlations. Only those which are statistically significant ( $p < .05$ ; \*\*= $p < .01$ ; \*\*\*= $p < .001$ ) or approach significance ( $p < .10$ ) are included.