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 | $\begin{aligned} & .43^{* *} \\ & .50^{* * *} \end{aligned}$ | $\begin{aligned} & .24^{* * *} \\ & .30^{* * *} \end{aligned}$ | $\begin{aligned} & .31^{* * *} \\ & .35^{* * *} \end{aligned}$ |
| Listen to the radio | $.25^{* *}$ | $\begin{aligned} & .34^{* * *} \\ & .36^{* * *} \end{aligned}$ | .19** |
| Listen to podcasts | $\begin{aligned} & .22^{* *} \\ & .30^{* * *} \end{aligned}$ | $\begin{aligned} & .28^{* * *} \\ & .29^{* * *} \end{aligned}$ | $\begin{aligned} & .21^{* *} \\ & .20^{* *} \\ & \hline \end{aligned}$ |
| Read a magazine | $\begin{aligned} & .22^{* *} \\ & .26^{* * *} \end{aligned}$ | $\begin{aligned} & .47 * * * \\ & .46 * * * \end{aligned}$ | $\begin{aligned} & .17^{*} \\ & .20^{* *} \end{aligned}$ |
| Read a book | $\begin{aligned} & .24^{* * *} \\ & .28^{* * *} \end{aligned}$ | $\begin{aligned} & .42 * * * \\ & 27 * * * \end{aligned}$ | $\begin{aligned} & .17^{*} \\ & .30^{* * *} \end{aligned}$ |
| Read a newspaper | $\begin{aligned} & .24 * * * \\ & .28^{* * *} \\ & \hline \end{aligned}$ | $\begin{array}{\|l\|} \hline .42 * * * \\ .50^{* * *} \\ \hline \end{array}$ | $\begin{aligned} & \hline .15^{*} \\ & .28^{* * *} \\ & \hline \end{aligned}$ |
| Go out to see films in a theater | $\begin{aligned} & \hline .12 \# \\ & .17^{*} \\ & \hline \end{aligned}$ | $\begin{aligned} & .38^{* * *} \\ & .42^{* * *} \end{aligned}$ | .12\# |
| Watch a film on a tablet/computer/cell phone | $\begin{aligned} & .28^{* * *} \\ & .44^{* * *} \end{aligned}$ | $\begin{aligned} & .53^{* * *} \\ & .52^{* * *} \end{aligned}$ | $\begin{aligned} & \hline .26^{* * *} \\ & .30^{* * *} \end{aligned}$ |
| Watch a TV program on a tablet/computer/ cell phone | $\begin{aligned} & .22^{* *} \\ & .44^{* * *} \end{aligned}$ | $\begin{aligned} & .52^{* * *} \\ & .45^{* * *} \end{aligned}$ | $\begin{aligned} & .24 * * * \\ & .29^{* * *} \end{aligned}$ |
| Stream a movie on home TV | $\begin{array}{\|l\|} \hline .32 * * * \\ .35 * * * \\ \hline \end{array}$ | $\begin{aligned} & \hline .30^{* * *} \\ & .16^{*} \\ & \hline \end{aligned}$ | $\begin{aligned} & \hline .21 * * \\ & .32 * * * \\ & \hline \end{aligned}$ |
| Stream a TV program on home TV | $\begin{aligned} & .31^{* * *} \\ & .38^{* * *} \\ & \hline \end{aligned}$ | $\begin{aligned} & .26^{* * *} \\ & .21^{* *} \end{aligned}$ | $\begin{aligned} & .24^{* * *} \\ & .28^{* * *} \end{aligned}$ |
| Surf the Internet for pleasure, not work | $\begin{aligned} & .14^{*} \\ & .23^{* * *} \end{aligned}$ |  | $\begin{aligned} & .15^{*} \\ & .20^{* *} \end{aligned}$ |
| Go on Facebook | $\begin{array}{\|l\|} \hline .42 * * * \\ .37 * * * \\ \hline \end{array}$ | $\begin{array}{\|l\|} \hline .41^{* * *} \\ .37^{* * *} \\ \hline \end{array}$ | $\begin{aligned} & \hline .27 * * * \\ & .26^{* * *} \\ & \hline \end{aligned}$ |
| Post photos on Facebook | $\begin{array}{\|l\|} \hline .21 * * \\ .35 * * * \\ \hline \end{array}$ | $\begin{aligned} & .51^{* * *} \\ & .43^{* * *} \\ & \hline \end{aligned}$ | $\begin{aligned} & .14 \# \\ & .20^{* *} \\ & \hline \end{aligned}$ |
| Post videos on Facebook | $\begin{aligned} & \hline .17^{*} \\ & .36^{* * *} \\ & \hline \end{aligned}$ | $\begin{aligned} & .56^{* *} * \\ & .52^{* * *} \end{aligned}$ | $\begin{aligned} & .15^{*} \\ & .19^{* *} \end{aligned}$ |
| Browse YouTube for videos to watch | $\begin{array}{\|l\|} \hline .42^{* * *} \\ .28^{* * *} \\ \hline \end{array}$ | $\begin{aligned} & .34 * * * \\ & .26^{* * *} \\ & \hline \end{aligned}$ | $\begin{aligned} & .33^{* * *} \\ & .28^{* * *} \\ & \hline \end{aligned}$ |
| Post videos on YouTube | $\begin{aligned} & \hline .16^{*} \\ & .24^{* * *} \end{aligned}$ | $\begin{aligned} & .49 * * * \\ & .46 * * * \end{aligned}$ | $\begin{aligned} & \hline .16^{*} \\ & .23^{* * *} \\ & \hline \end{aligned}$ |
| Browse TikTok for videos to watch | $\begin{array}{\|l\|} \hline .21 * * \\ .27 * * * \\ \hline \end{array}$ | $\begin{aligned} & .49 * * * * \\ & .42 * * * \\ & \hline \end{aligned}$ | $\begin{aligned} & .26^{* * *} \\ & .24^{* * *} \end{aligned}$ |


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

Note: The figures in the table are correlations. Only those which are statistically significant


