

Minneapolis *Star Tribune* “Experience Newspaper” Study Questionnaire and Results

For more information:

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General information about the study

The study took place in Edina, Minnesota on March 17 and 18, 2005. Approximately 140 light and medium newspaper readers between the ages of 20 and 30 were recruited with an incentive to participate in an hour-long study. Participants had a choice of nine different time slots over the two days. The study was held in a large room at a research facility, set up like a classroom (participants had their own desk and chair). Each time slot had a group of no more than 20 participants.

How the study was conducted

Upon arrival and registration, participants were led to the study room, where they selected a desk and sat down. On the desk in front of them, they each had a 23-page questionnaire, three folders and a pen. Each folder contained a version of the front page, clearly marked “A,” “B,” or “C.”

At the beginning of each session, the researchers told participants that they were from Northwestern University and conducting a study about three different versions of the *Star Tribune*’s front page. Each session was assigned to look at the versions in a different order (randomly predetermined), which we explained and wrote clearly on a large board in the room. For example, the first session looked at version A, then version B and then version C, the next looked at versions B, C and then A and so on. We arranged the folders on the desks in the correct order prior to each session.

We explained that the questionnaire consisted of three parts. In Part 1, participants were to look at one version at a time and rate it on a number of questions. The questions were repeated three times, one for each version of the paper. Participants were instructed to complete Part 1 in an assigned order. In other words, within Part 1, they may have to begin on page 7 (version B), continue on page 13 (version C) and then go back to page 1 (version A). To minimize confusion, we wrote on a large board the exact page numbers (customized for each session) for the specific order within Part 1, along with the page numbers for Parts 2 and 3 of the questionnaire. Only after participants finished Part 1, could they continue with the questionnaire. Part 2 asked participants to directly compare the three versions and indicate their preferences. Part 3 of the questionnaire included reading behavior and demographic questions.

The researchers made themselves available for any questions and frequently walked around the room to spot anyone who needed help following the correct order. The vast majority of participants completed the questionnaire within the hour.

How to read this document

This document preserves the order and most of the format of the actual questionnaire. We have added tables with results for every question. The results show either the average rating for the question, or the percentage breakout for each response.

Part 1

1. Version A Version B Version C

2. How would you rate this prototype? **(X ONE Box)**

- Extremely poor Poor Neither poor nor good Good Excellent

	ORIGINAL	IMPROVED	EXPERIENCE
	%	%	%
Extremely poor	0	1	0
Poor	11	8	4
Neither poor nor good	25	24	16
Good	60	56	57
Excellent	4	11	22
Average Rating	3.57	3.68	3.97

3. How different would you say this prototype is from the current Star Tribune? **(X ONE Box)**

- Not at all different Not very different Somewhat different Very different Extremely different

	ORIGINAL	IMPROVED	EXPERIENCE
	%	%	%
Not at all different	10	5	1
Not very different	53	34	18
Somewhat different	31	44	55
Very different	6	12	21
Extremely different	0	4	5
Average Rating	2.33	2.76	3.10

4. If the Star Tribune adopted this prototype, how likely would you be to recommend it to a friend moving into this area? **(X ONE box)**

- Definitely would not recommend Probably would not recommend Might or might not recommend Probably would recommend Definitely would recommend

	ORIGINAL	IMPROVED	EXPERIENCE
	%	%	%
Definitely would not recommend	1	4	2
Probably would not recommend	10	10	9
Might or might not recommend	37	35	26
Probably would recommend	46	40	50
Definitely would recommend	6	11	13
Average Rating	3.46	3.46	3.63

5. If the Star Tribune adopted this prototype, how likely would you be to read it more often than you read the newspaper now? **(X ONE Box)**

- 1 Not at all likely
 2 Not very likely
 3 Somewhat likely
 4 Very likely
 5 Extremely likely

	ORIGINAL	IMPROVED	EXPERIENCE
	%	%	%
Not at all likely	10	7	7
Not very likely	44	39	28
Somewhat likely	36	36	38
Very likely	9	14	24
Extremely likely	1	4	3
Average Rating	2.46	2.67	2.88

6. Each one of the statements below is how some people describe reading a newspaper. For each statement, indicate with an "X" how much you agree or disagree that it describes your feelings about this prototype, based on what you read in the pages.

Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

	ORIGINAL	IMPROVED	EXPERIENCE
Looks out for my interest	2.98	2.95	3.00
a. Reading this prototype makes me feel like a better citizen of the Twin Cities.	2.92	2.81	2.79
b. Seeing this prototype makes me think I could count on this newspaper to investigate wrongdoing.	3.05	3.06	3.28
c. If I were to buy a newspaper that is like this prototype, I'd feel as if I were supporting a good thing for my community.	3.19	3.22	3.19
d. Reading this prototype gives me ideas about how to help in my community.	2.74	2.71	2.74
Gives me something to talk about	3.47	3.53	3.76
e. There are things in these pages that I would mention in conversations with other people.	3.89	3.90	4.11
f. I would talk about the news and current events I read here.	3.79	3.84	4.00
g. There are advice and tips that I would share with people I know.	3.02	3.16	3.53
h. I would show things on these pages to people in my family.	3.16	3.22	3.41
Makes me smarter	3.54	3.54	3.49
i. Reading this is educational -- I am gaining something.	3.76	3.74	3.82
j. Even if I disagree with things in these pages, I still feel like I learned something valuable.	3.74	3.72	3.73
k. These stories do a good job reporting about things that happen and how they turn out.	3.58	3.51	3.53
l. These pages show me how other people live their lives.	3.70	3.64	3.39
m. These pages tell me about things to do or places to go.	2.91	3.07	2.98
Touches and inspires me	2.77	2.90	2.67
n. Reading these pages makes me feel good about myself.	2.78	2.85	2.81
o. These pages feature people who make me proud of my community.	3.17	3.29	2.66
p. From these pages I can learn how to improve myself.	2.53	2.67	2.64
q. Some of these stories touch me deep down.	2.58	2.77	2.56
Surprise and humor	2.95	3.18	3.41
r. Some things in these pages make me laugh.	2.65	3.06	3.30
s. These pages have something that surprises me.	3.25	3.29	3.51
Visually appealing	2.45	2.70	2.89
t. These pages have pictures that make me think "wow."	2.66	2.91	3.09
u. I would probably show some of the pictures in these pages to someone else.	2.34	2.64	2.73
v. I would like to look at the pictures in these pages for a while if I had time.	2.34	2.54	2.84

The Stories

7. Think of all the stories, photos and graphics you just looked at. **Please indicate whether or not you are likely to do each of the following after reading these stories (X ONE box only - Yes or No)**

	ORIGINAL	IMPROVED	EXPERIENCE
	% Yes	% Yes	% Yes
a. Share something I read in these pages with a friend or family member within the next day or two.	71	75	83
b. Share something I read in these pages with someone at work within the next day or two.	53	58	68
c. Visit the Star Tribune Web site about one of the stories in these pages within the next day or two.	29	30	35
d. Take these pages and save them for future reference.	3	6	9
e. Research one of the topics in these pages on the Internet within the next day or two.	27	33	44
f. Use some piece of information I read about in these pages in my personal life.	35	38	54
g. Change the way I think about a particular topic that was covered in these pages.	30	32	36
h. Remember something I read in these pages tomorrow morning.	87	87	89

Now, think of the specific stories and story promotions you just looked at. **Please indicate whether or not you are likely to do each of the following after reading them (X ONE box only - Yes or No)**

	ORIGINAL	IMPROVED
	% Yes	% Yes
i. Try to buy a Jayhawks CD or download their music from the Internet.	7	11
j. Look for the story about Paula Abdul.	36	39
k. Look for the story about the Jayhawks.	26	27
l. Look for the story about spring training.	31	25
m. Look for officials' blogs online.	18	17
n. Try harder not to get arrested.	27	27
o. Contact my legislator to express my opinion about the proposed DNA law.	14	17
p. Begin walking or exercising more.	36	32
q. Find out more about special Twin Cities streets.	38	40
r. Find out more about Francine Corcoran, the lady who will walk 1,070 miles.	28	22
s. Find out more about Bush's visit to Europe.	37	25
t. Find out more about European attitudes toward the U.S.	47	36
u. Become more involved with blogging.	11	6
v. Go online for more on whether America should be exporting democracy.	16	17
w. Go online for more on how far DNA collection should go.	26	33
x. Go online for more on "don't miss" streets in the Twin Cities.	29	34
y. Go online for more on the Miracle.	23	22

	EXPERIENCE
	% Yes
i. Look for the story about Gay Brits.	36
j. Look for the story about the Jayhawks.	29
k. Look for the story about spring training.	41
l. Look for the story about Bush's meeting with Chirac.	29
m. Look for the story about the 25 th anniversary of the Miracle.	44
n. Look for the story about Japan allowing a female to become empress.	52
o. Find out more about where and when singing sensation Josh Groban is playing.	21
p. Try harder not to get arrested.	26
q. Contact my legislator to express my opinion about the proposed DNA law.	14
r. Be more careful about giving my personal information.	81
s. Contact my legislator to express my opinion about the proposed poker law.	14
t. Go online for more on the virtual girlfriend.	14
u. Become more involved with poker.	24
v. Go online for more on whether America should be exporting democracy.	20
w. Go online for more on how far DNA collection should go.	32
x. Go online for more on poker.	26
y. Find out more about what happened to Paris Hilton.	31

* Questions 8-12, depending on the version

We now want to ask you specifically about each story you read. Please answer the following questions for each of the stories that appear on the front page (including parts of the story that continue on the back page).

Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

For the story about Bush's trip to Europe to repair alliances	ORIGINAL	IMPROVED	EXPERIENCE
a. The topic of this story is important to me.	3.30	3.36	3.28
b. I enjoyed reading this story.	3.05	2.80	2.76
c. It's easy to get information from this story.	3.47	2.78	3.02
d. It gives me information I can use.	3.09	2.55	2.78
e. This story has something I would mention in conversation with friends or family.	2.93	2.63	2.83
f. I would continue reading this story on the pages inside the paper.	3.04	2.91	3.02

For the story about the new DNA law proposal	ORIGINAL	IMPROVED	EXPERIENCE
a. The topic of this story is important to me.	3.57	3.63	3.54
b. I enjoyed reading this story.	3.49	3.68	3.54
c. It's easy to get information from this story.	3.62	3.86	3.71
d. It gives me information I can use.	3.33	3.60	3.53
e. This story has something I would mention in conversation with friends or family.	3.52	3.62	3.51
f. I would continue reading this story on the pages inside the paper.	3.59	3.69	3.61

For the story about the woman who walks 1,070 miles of Minneapolis streets	ORIGINAL	IMPROVED
a. The topic of this story is important to me.	2.51	2.48
b. I enjoyed reading this story.	3.30	3.21
c. It's easy to get information from this story.	3.54	3.47
d. It gives me information I can use.	2.69	2.80
e. This story has something I would mention in conversation with friends or family.	3.16	3.08
f. I would continue reading this story on the pages inside the paper.	3.01	2.91

For the story about officials blogging	ORIGINAL	IMPROVED
a. The topic of this story is important to me.	2.34	2.25
b. I enjoyed reading this story.	2.60	2.64
c. It's easy to get information from this story.	2.96	2.80
d. It gives me information I can use.	2.45	2.41
e. This story has something I would mention in conversation with friends or family.	2.36	2.44
f. I would continue reading this story on the pages inside the paper.	2.39	2.46

For the stories about the 25th anniversary of the miracle hockey game	ORIGINAL	IMPROVED
a. The topic of this story is important to me.	2.99	2.99
b. I enjoyed reading this story.	3.34	3.43
c. It's easy to get information from this story.	3.46	3.59
d. It gives me information I can use.	2.84	3.03
e. This story has something I would mention in conversation with friends or family.	2.99	3.10
f. I would continue reading this story on the pages inside the paper.	2.94	3.12

For the story about identity theft	EXPERIENCE
a. The topic of this story is important to me.	4.31
b. I enjoyed reading this story.	3.84
c. It's easy to get information from this story.	3.94
d. It gives me information I can use.	4.04
e. This story has something I would mention in conversation with friends or family.	3.98
f. I would continue reading this story on the pages inside the paper.	4.09

For the In the Know list of five stories	EXPERIENCE
a. The topics are important to me.	3.22
b. I enjoyed reading this list.	3.54
c. I would check this list in the newspaper every day.	3.70
d. It is useful to have a list like this on the front page.	4.02
e. These stories seem to have something I would mention in conversation with friends or family.	3.61

For the stories about playing poker	EXPERIENCE
a. The topic of this story is important to me.	3.10
b. I enjoyed reading this story.	3.47
c. It's easy to get information from this story.	3.71
d. It gives me information I can use.	3.33
e. This story has something I would mention in conversation with friends or family.	3.45
f. I would continue reading this story on the pages inside the paper.	3.35

For the story about the virtual girlfriend	EXPERIENCE
a. The topic of this story is important to me.	1.91
b. I enjoyed reading this story.	2.87
c. It's easy to get information from this story.	3.18
d. It gives me information I can use.	2.29
e. This story has something I would mention in conversation with friends or family.	2.98

The Star Tribune Advertisement

There is one advertisement on the back of this newspaper page. It promotes the newspaper itself. Please answer the following questions for this advertisement.

13. Overall, how would you rate this advertisement? (X ONE Box)

1 Poor 2 Fair 3 Good 4 Very good 5 Excellent

	ORIGINAL Home Section	IMPROVED Internet eEdition	EXPERIENCE Upcoming stories
	%	%	%
Poor	12	7	14
Fair	37	21	21
Good	34	38	33
Very good	15	27	26
Excellent	3	7	6
Average Rating	2.61	3.07	2.90

14. How well does each of the following words describe the ad? "X" the number that best indicates how well the word describes the ad. (X ONE Box for EACH Word)

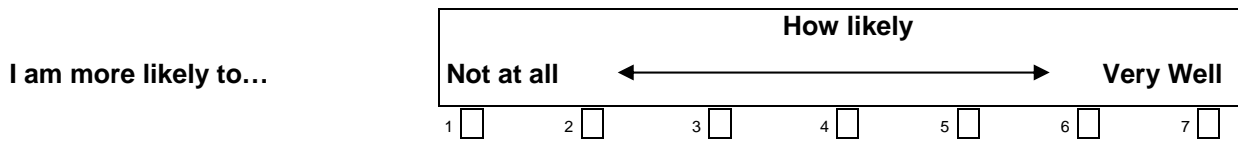
This ad is... ← Describes the Ad →

Not at all ↔ Very Well

1 2 3 4 5 6 7

	ORIGINAL Home Section	IMPROVED Internet eEdition	EXPERIENCE Upcoming stories
This ad is...			
Interesting	3.68	4.24	4.17
Engaging	3.57	4.11	4.14
Informative	4.01	4.62	4.12
Persuasive	3.23	4.18	3.76

15. How likely is it that after looking at this ad, you will... "X" the number that **best indicates how likely you are to do the following: (X ONE Box for EACH Statement)**



	ORIGINAL Home Section	IMPROVED Internet eEdition	EXPERIENCE Upcoming stories
I am more likely to...			
Look for specific content in the newspaper	3.32	3.49	4.11
Make a point of getting the newspaper or reading it online	3.13	3.78	3.61
Want to read the newspaper more often	3.01	3.44	3.48
VA describes you???	2.28	2.29	2.28

16. Which of the following best describes you? (X ONE Box)

	ORIGINAL Home Section	IMPROVED Internet eEdition	EXPERIENCE Upcoming stories
Often notice ads	14%	14%	14%
Now and then notice ads	44%	42%	43%
Rarely notice ads	42%	43%	42%

Part 2

Now please look at all three prototypes of the Star Tribune.

1. Overall, which of these prototypes do you prefer? **Please X one box.**

	ORIGINAL	IMPROVED	EXPERIENCE
	%	%	%
Overall, which of these prototypes do you prefer?	15	20	65

2. Looking only at the stories (not the promotional ads) in all three versions, please read the statements below and indicate with an "X" which version you think...

Which version...	ORIGINAL	IMPROVED	EXPERIENCE
	%	%	%
3a. Has the best selection of stories for the front page	21	17	62
3b. Makes the news more interesting to you	14	24	62
3c. Makes you feel as if you learned something	31	20	48
3d. Would cause you to mention some of the information when you're talking with family and friends	16	21	63
3e. Seems to look out for your interests	19	19	62
3f. Does a better job of telling the stories	32	27	40
3g. Is more likely to catch your attention	10	17	73
3h. Is more likely to get you to read	13	24	63
3i. Is more memorable	11	26	63
3j. Is more visually appealing to you	8	21	71
3k. Is more credible or trustworthy	41	22	36
3l. Gives you helpful information	23	22	55
3m. Has all the information you expected to see	30	24	46
3n. Is worth the time you spent reading it	21	24	55
3o. Makes it easier for you to get information	15	22	63

3. The ads on the back page of the three versions are intended to promote the Star Tribune itself. Which ad would you say best succeeds in getting you to want to use the newspaper more? The ad for... **(X ONE Box)**

The ad in which version...	ORIGINAL Home Section	IMPROVED Internet eEdition	EXPERIENCE Upcoming stories
	%	%	%
Which ad would you say best succeeds in getting you to want to use the newspaper more?	16	35	49

4. Now, looking only at the ads promoting the Star Tribune on the back page in all three versions, please read the statements below and indicate with an "X" which version you think ...

The ad in which version...	ORIGINAL Home Section	IMPROVED Internet eEdition	EXPERIENCE Upcoming stories
	%	%	%
5a. Is more interesting to you	19	28	53
5b. Gives you useful information	35	27	38
5c. Is more likely to cause you to mention it when talking with family or friends	24	24	52
5d. Seems to look out for your interests	25	28	47
5e. Does a better job of getting its message across	21	36	44
5f. Is more likely to catch your attention	16	29	54
5g. Is more likely to get you to read the newspaper more	17	32	52
5h. Is more memorable	19	31	50
5i. Tells you about something you didn't know existed	32	24	44