

Who Would Miss Getting News Online and Why (Not)? Examining Users' Emotional Attachment to Online News, an Inferior Good

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This study seeks to expand the scope of previous research on attitudinal factors determining users' response to online news. Analyzing recent data collected through a large-scale, random-sample survey in the United States, this study (1) examined users' emotional attachment to online and traditional news media, and (2) revisited the "online news is an inferior good" hypothesis. The results illustrated the discrepancy of emotional attachment to online vs. traditional news media and reconfirmed that online news is an inferior good among users. These findings contribute to a better understanding of user perception toward online news, pertinent to the future of journalism.