

Structural equation models to explain the consumption of social networks in public and private places

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Related publications: (up to 2 references)

- Nicoletta Vittadini *et al*, International Journal of Communication 9, 412-34 (2015)
- Cao, J. and Kang, J. (2019). Social relationships and patterns of use in urban public spaces in China and the United Kingdom. *Cities*, 93(October 2019), 188-196.



Problem / Research Questions / Data

- **Research Questions**
 - How is media consumption distributed among public and private spaces of everyday life?
 - How does media frequency use mediate the influence of media consumption in public and private spaces?
- **Questionnaire**
 - 16 items concerning spaces of media use
 - 23 items about media consumption



Methods

Structural Equation Modelling (SEM)

- Evaluate the goodness-of-fit of the four-factor model
 - Analyse what determines media consumption in private and public places
 - Analyse indirect effects
- CMIN/DF = 2.691 ; CFI = 0.964 ;
RMSEA = 0.52 (CI90: LO=0.047, HI=0.056)
Loadings between 0.455 and 0.854**



Results and Conclusions

Direct effects

Daily consumption frequency of

- Internet
- Mobile phones
- Social networks
- Face-to-face interaction

Indirect effects Mediate the effect of Time spent on Internet in	Public Space	Private Space
Daily consumption frequency of Internet	X	X
Daily consumption frequency of Mobile		X
Daily consumption frequency of Social Network	X	
Daily consumption frequency of Face-to-face	X	





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**THANK YOU
FOR YOUR ATTENTION**