

RESEARCH RESULTS ON THE USE OF INTERNET AS COMMUNICATION TOOL ACROSS VARIOUS GENERATION COHORTS IN INDONESIA

Richardus Eko Indrajit

Ketua Stimik Perbanas
eko@stibanas.ac.id

ABSTRACT

One of the traditional functions of public relations is to influence perceptions of internal and external publics through communication. In order to accomplish this, appropriate use of communication channels is necessary to send accurate and timely information to the target audiences. Presently, more and more target audiences are equipped with information and communication technology that make them enable to access internet as the whole new arena where publics interact in a network of online computers. It means that whatever messages that are coming to their life would be checked across their online communities. This research is conducted to study the communication behaviors of the old and new generations of internet users in Indonesia who are fond of connecting themselves to the cyber world. The main targets are to investigate and to identify the impacts of their behaviors that challenge the existing public relations practices. The results of the study shows that there are similarities and differences among the four generations of people – namely Traditionalists, Baby Boomers, Xers, and Millennials – in conducting their online communication. Some of them are considered to have direct impacts on how public relations should be conducted today towards these online communities to gain the expected results.

Keywords: public relations, traditionalists, baby boomers, xers, millenials, online communication, cyber.

INTRODUCTION

Institute of Public Relations considers public relations practices as the discipline concerned with the reputation of organisations – or products, services or individuals – with the aim of earning understanding and support. Public relations scholar Robert Heath (2001) once has said that the greatest challenges facing practitioners and academics interested in public relations will be in understanding and prudently using the new information and communication technologies that are being developed at an accelerating pace. De Wolk (2001) supports the argument by saying that there is an increasing acceptance by journalists that if one trend defines the future of all media, it is their interaction with the computer and the internet. Internet is an electronic network of computers that includes nearly every university, government, and research facility

in the world. Also included are many commercial sites. Public relations is one of the field where internet has offered some potentials value toward the practices. There are various applications applying the new communication models of internet that have been widely used to support numerous public relations activities in Indonesia, for instances: Websites – used by the corporations to communicate their corporate profiles to the stakeholders; Electronic Mail (Email) – used by corporate communication practitioners to invite and to inform press regarding many issues; Mailing List (Milist) – used by communities of media or press to find worthy news or/and hot issues; Newsgroup (Digital Discussion Forum) – used by special society of interests (or publics) to exchange news, information, and resources; Search Engine – used by marketing or public relations practitioners to conduct research or business intelligence; Chatting – used by reporter to communicate with their information (news) sources

directly (in a real-time basis); Blogging – used by journalist to temporary records his/her daily report regarding the news development in progress.

As the Public Relations e-Commission has said: “There has never been a time when the internet and ICT are as important to the practice of public relations and there will never be such a window of opportunity as now to grasp the possibilities they provide.”

Besides offering several benefits to public relations activities, internet also brings some new challenges to the public relations. As internet provides a network of million information sources in a non-stop 24/7 mode, all people – who are the targeted audiences of many public relations activities – would be freely access it without any intermediary for the purpose of gathering data, conducting communication, disseminating information, distributing knowledge, etc. For public relations practices, these facts have strategic implications to the targeted audiences of any communication or public relations activity, such as: All information from the press release will be “checked and balanced” by the targeted audience through gathering information from multiple sources available in the internet; Before the management can handle any critical or emergency issue faced by the organisation, press and media can smell the signal first through the conversation among particular stakeholders through the mailing list; Marketing practitioner who is in the process of introducing a new product can be disturbed by the question of people who just receives a negative information regarding the product from the email sent by customer who has tried the product; The spread of the negative news regarding a person can be happening in split seconds through the fast movement of forwarding and blasting messages via internet; Searching engine can be used in an advance mode so that reporter or journalist can find and search any potential issue that is worth to be a news anytime and anywhere, etc.

Until now, nobody knows about any Indonesian internet users behavior towards gathering, organising, storing, disseminating, synthesizing, accessing, and distributing information in the cyber space. What many people can feel is that the news is spreading so fast in every day’s life, faster than the daily newspaper or even a breaking news television channels. For public relations practitioners, ignoring

or avoiding the facts that today’s people – especially young generations – are very active communicating via the internet for many purposes could simply mean increasing the risk on managing the relations with their stakeholders. If this denial behavior stays put, as the number of internet users in the country significantly increase, it is not impossible that a good number of public relations efforts would not be effective.

Even if public relations practitioners do care, there is no significant research existed currently that address such behavioral issues. Facing with this problem, this research is conducted to fulfill the following objectives: (i) To investigate the communication behaviors of Indonesia internet users – especially the ones who are living in the capital city of Jakarta area.. (ii) To compare such behaviors among the four generation cohorts of people, namely: Traditionalists (born 1900-1945), Baby Boomers (born 1946-1964), Xers (born 1965-1980), and Millenials (born 1981-2000). (iii) To describe the potential impacts on such behavior with the existing public relations practices as challenges of the new environment.

In order to know the challenges public relations are facing in today’s globalisation era – especially with the widely introduction and usage of internet as communication medium – there are several problems that should be firstly addressed and answered during the research, which are: (i) There is an absence of information and understanding on how the internet users in Indonesia conduct the communication. (ii) There is no detail and thorough understanding on the difference among the generations characteristics in the capabilities and motivation of using internet as the modern communication technology. (iii) There is a lack of understanding on how the existing generations behavior toward accessing and spreading the information through the internet might challenge the way public relations practitioners conduct their today’s activities.

THEORY

Four Models of Online Communication. There are four emergence online communication models within the internet as introduced by Holtz (2002). The first communication type is called Network-Driven Communication Model. In the old,

traditional, one-to-one or one-to-many communication model, the organisation set the agenda and exercises control over the nature of the information to be published. Once the target audiences received the information, their opportunities to engage the publishing organisation in any kind of substantive dialogue were limited. Within this new few-to-many and many-to-many (networked) communication model, every producer of information can blast their information to any member of target group (or even to millions number of people) in just split second (Evans et al, 1999). And every person who is received the information can freely interact with either the publisher or other individual/group within the network without any third party intervention.

The second communication type is called Receiver-Driven Communication. Before the internet era, communication were producer-driven and linear, by meaning that the information was being monopolised by the publisher and presented in a logical sequential order. The order in which the materials was presented was based on the perspective of author or/and institution where the author worked. In other words, if readers wanted an information about something, they had no choice but to start from the beginning, and read from start to finish, the way author intended. But within today's internet era, the readers have a freedom to browse whatever information they want to gather in their own way and structure. Nobody can dictate them to follow certain pattern of reading as they might jump from one to another information source as convenience (Sammons, 1999).

The third type of communication is called Access-Driven Communication. The concept of accessing the information "anywhere, anytime, anyhow" is a difficult concept for public relations practitioners to accept since such communication style can make everything become out-of-control. But nevertheless, it is a fact that time and space (speed has been reduced and geographical barriers have been removed) has been "eliminated" in such a way that everybody can be easily through various means of technology (e.g. hand phone, notebook, personal digital assistance, and other electronic gadgets) gaining access from a great number of

resources – which is not necessarily from the expected publishers (Middleberg, 2000).

The fourth type of communication is called Market-Of-One-Sample Attraction Model. Under conventional communication model, people learnt how to target audiences using demographics, such as: income category, sex, academic credentials, buying patterns, etc. In the internet environment, demographic mean less and less – particularly when pushing information in media that have no guarantee the audience would see. The network environment that encourages individuals to pull the information they want requires a new approach, one in which public relations practitioners need to ensure that information is waiting there where individuals are likely to go looking for it (Holtz, 1999).

Internet and Public Relations. Producers and audiences on the internet can be grouped generally into four categories: (a) one-to-one asynchronous communication, such as e-mail; (b) many-to-many asynchronous communication, such as usenet, electronic bulletin boards, and listservers that require the receiver to sign up for a service or log on to a program to access messages around a particular topic or topics; (c) synchronous communication that can be one-to-one, one-to-few, or one-to-many and can be organized around a topic, the construction of an object, or role playing, such as MUDs (Multi-User Dungeons and their various transformations as MOOs, MUCKs and MUSHs), Internet Relay Chat (IRC) and chat rooms on commercial services; and (d) asynchronous communication generally characterized by the receiver's need to seek out the site in order to access information, which may involve many-to-one, one-to-one, or one-to-many source-receiver relationships (e.g., web sites, gophers, and FTP sites).

It is vital for a company to be able to integrate its public relations strategy with the internet development to develop a lasting, value-added relationship on-line. Public relations practitioners have found that internet can supplement tasks such as maintaining media lists, analysing media clips, and obtaining immediate feedback on the impact of press releases. Specialisation and targeting continue to be significant trends in public relations, and vast web-based databases support these trends (Wiesendanger, 1994).

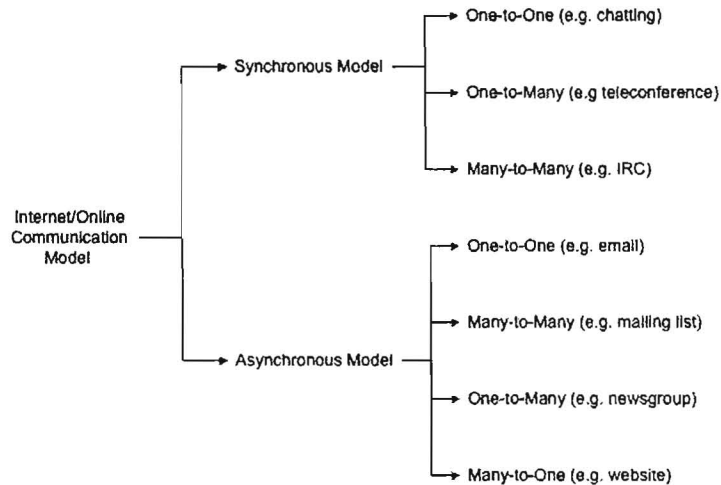


Figure 1. The Internet/Online Communication Model Category

Other perspective on the use of internet for public relations is suggested by Philbin as his study is more focusing on the internal usage of the technology for communication (exchanging information). He argues that there are fewer customer service people dealing with customers and others who have an interest in what the organization is doing, and internet has made more and more processes and decisions once performed behind organizational boundaries increasingly visible to customers, suppliers, shareholders, and stakeholders. In short, companies must communicate faster in a global society with a growing number of people who are increasingly empowered by internet (Philbin, 2005). Executives involved in the boom and bust of the internet business sector delivered via the Internet are also coming to recognize the strategic importance of relationships if they want to know on how the public are perceiving themselves (Swisher, 2001).

There are several more internet studies with respects to public relations that are being conducted by various scholars in different institutions. Harvard University is conducting special research on the value of internet for mass communication field (Dertouzos, 1997) while Manchester University is studying on how internet affect public relations performance (Thorsteinsson, 2000). Another interesting study is performed by researcher from Quinnipiac University, the University of Georgia, and Iona College that trying to build a last long relationship through integrating public relations into web design (McCarthy, 2004). One intriguing study

from Davis, Buchanan, and Brodie identify the marketing interaction that transpires between business and consumers as the creation of “real virtuality”, which states that users’ interaction with electronic environments are enhance by their cognitive experience, which is created not only by what is seen on the internet access channels and user interfaces (e.g. screen) but also by the communication of the experience (Davis et al., 1999).

Horton is one among many public relations practitioners who has dedicated most of his research on the search of potential applications of internet in public relations. Some of the most interesting findings are related to the following issues, such as: the value of “blogging” for marketing and public relations (Horton, 2003a), the relationships between reputation systems and the internet (Rainie et al., 2004), online public relations (Horton, 2002a), internet and media relations (Horton, 2005), website and public relations (Horton, 2003b), and online facts/oddities (Horton, 2002b).

Scholars such as Johnson (1997), Holtz (1998), Kent, and Taylor (1998) are optimistic that internet represents a new communication paradigms which heralds a new era of two-way symmetrical public relations which assumes that public relations practitioners are mediators, working towards reaching an understanding between an organisation and its public (Grunig et al., 1984). Even authors such as Health (1998), Badaracco (1998), and Coombs (1998) have applauded the way internet

levels the power dimensions between large organisations and their public. Duffy and Palmer (1994), Bobbit (1995), Avila and Sherwin (1997), and Kolind (1998) have explored how internet can be used in public relations on a day-to-day basis.

Fawkes and Gregory (2000) are among the few to have researched the relationship of communications models to the Internet and point out that a new communication technology such as the internet allows scholars to rethink rather than abandon definitions. It is apparent that only a model acknowledging the dynamic networked environment of the Internet, which draws together all levels of communications from intrapersonal (one-to-one) to societal (many-to-many) may serve as a guide to best practice. Fawkes and Gregory offer the Blumler and Katz 'Uses and Gratifications' model as it recognises the process from the point of view of the user. The underlying premise is that audiences are active and they seek out content which provides the most gratification. The level of gratification will depend on the level of need or interest of the individual. Windahl et al (1999) agree that publics, including the media, choose preferred medium and content on the basis of the perceived outcome – their needs being met.

As Pavlik (2001) notes, with the advent of the web, an increasing number of individuals, including media, are reaching an audience without the filter of a traditional news media gatekeeper. This raises the stakes in terms of local authority openness and accountability. If anything, it necessitates even greater dialogue with journalists who now have the ability to sidestep the press office and go direct to the source of information. The traditional role of the PR practitioner as gatekeeper is blown to bits.

Communication Technology and The Four Generations. According to Lancaster and Stillman (2003) in their masterpiece "When Generations Collide: Who They Are. Why They Clash. How to Solve the Generational Puzzle at Work", the generation gap can be a source of many communication failures in the workplace. Both authors are trying to analyze and understand the differences between the generations and how they view issues and tasks differently because of different value systems and life experiences for the purpose of offering solutions to frictions that arise at work due to generational differences. Truly understanding

generational characteristics is a good starting place since misleading generational stereotypes are pervasive, and they divert attention from the strengths that each generation brings to the party. The critical message is, "generational differences have the potential to enhance rather than harm organizations.": Traditionalists: Born between 1900 and 1945, 75 million strong, and best described by the word "loyalty." This generation was defined by events such as the World Wars, the Roaring Twenties and the Great Depression. They learned early on that by working together toward common goals, they could accomplish anything; Baby Boomers: Born between 1946 and 1964 and 80 million strong, their descriptive word is "optimism." They were raised to believe anything is possible and are intensely competitive. Television was the single most important influence on this generation; Generation Xers: Born between 1965 and 1980 and 46 million strong, their defining trait is "skepticism." They grew up seeing every major American institution called into question. Media of all kinds have sprung up in their lifetime, the most significant of which was the personal computer.; Millennials: Born between 1981 and 1999 and 76 million strong, they are described as "realistic" problem-solvers. Millennials feel empowered to handle whatever comes along and are collaborators who embrace—and expect—diversity. Millennials came of age as technology moved closer to people via cell phones, pagers and the Internet.

By using this information, a lot of things can be studied to understand why some people like to do something while other people do not. Furthermore, it can also describe the roles and positions of information and communication technology within the old generations (e.g. Traditionalists and Baby Boomers) and new generations (e.g. Xers and Millennials) in several aspects of life. Lancaster notes that the coming workforce loss of both Traditionalists and Baby Boomers will create a shortage of workers as well as a severe brain drain. Utilities, government, and manufacturing – industries which expanded massively in the boom of the 60s – will be particularly hard hit. Within seven years, 30 million currently employed workers will be over age 55. The skilled worker gap is estimated to be 5.3 million by 2010; 14 million by 2020. What is now a talent overload is quickly becoming a talent deficit, and companies will find themselves competing for qualified workers. Thus, taking advantage of generational strengths – both now and in the future – is a critical characteristic of agile and profitable companies.

DISCUSSION

Research Paradigm . There are two principle steps in how the research is being done. The first one is investigating how the internet users in Indonesia conducting several type of synchronous and asynchronous online communication model, known as: electronic mail, mailing list, chatting, newsgroup discussion, browsing, and blogging.

The aspects for each communication model that are being assessed are as follows: General information: (1) duration on using internet; (2) place of access; (3) method of access; (4) main purposes; (5) application types; and (6) application usage proportion; Personal information: (1) year of birth; (2) sex; and (3) occupation; Electronic Mail: (1) duration of accessing email; (2) email volume per day; (3) email composed per day; (4) sender's category; (5) email content; (6) replying rate; (7) message forwarding rate; (8) content and context; and (9) special messages handling; Mailing List: (1) mailing list participation; (2) content category; (3) participation role; (4) dominating comment type; (5) dominating statement type; (6) dominating message type; (7) influence rate; and (8) subscribing tendency; Browsing: (1) searching engine selection; (2) information type; (3) level of confidence; (4) activity frequency; (5) recommendation rate; and (6) favorite websites; Chatting: (1) connection duration; (2) topics discussed; (3) interaction aura; and (4) participation crowd; Blogging: only on content and context.

After investigating each respondent on the communication behavior, the second step of research is undergone through conducting three major phases: (1) Group the respondents based on their generation class (e.g. Traditionalist, Baby Boomers, Xers, and Millennials), and describe every's group behavior toward communicating online. (2) For every application or communication model, compare all four groups of generations and study the difference. (3) Make a justification on how every profile can impact the today's public relations practices.

Research Hypotheses. Based on the research objectives, there are 3 (three) main hypotheses that should be tested within the research. The first one associates with the description of existing internet

profiles in using the internet. This hypothesis is as follows:

H₀: Most of the time the users do in the internet is neither communicating with other people nor looking for some information.

H_a: Most of the time the users do in the internet is communicating with other people and looking for some information.

The second hypothesis relates to the difference of communication styles and behaviors among the four generations class in using the internet as the communication medium. This hypothesis can be written as follows:

H₀: There is no significant difference among the four generations in the behavior of using internet applications as communication tool.

H_a: There is a significant difference among the four generations in the behavior of using internet applications as communication model.

The third hypothesis links the behavior with public relations body of knowledge, which can be stated as:

H₀: There is no communication behaviors that might impact the way public relations practices should be handled nowadays.

H_a: There is a good number of communication behaviors that might impact the way public relations should be handled nowadays.

Research Method/s Used. The nature of the problems and phenomena suggest the use of mixture research methods which are quantitative and qualitative ones. A quantitative approach is used for solving the first two hypotheses in a descriptive and a comparative mode; while the qualitative one is implemented for the third hypothesis, especially in the process of finding the association between the profile of internet users in Indonesia and the potential impacts to the public relations practices.

Population and Sample. Statistics shows that 80% of the more than 16 million of internet users in Indonesia lives in the ten big cities. And from those big cities, Jakarta is the one that represents two circumstances: (1) the city with the most population of internet users; (2) the city where the distribution of internet users among the four generations are quite balance. Based on this circumstance, Jakarta has been selected as the main sample of the research. There are 300 respondents participated in the study, all of them are active internet users, with the

composition of: Traditionalist: 50 people, selected randomly from the ex-employees who have been retired and lived within Jabotabek area (most of them are still active as consultants, entrepreneurs, NGOs, etc); Baby Boomers: 100 people, selected randomly from the offices within the Jakarta area; Xers: 100 people, selected randomly from several colleges and universities in Jakarta area; Millennials: 50 people, selected randomly from several high schools in Jakarta area.

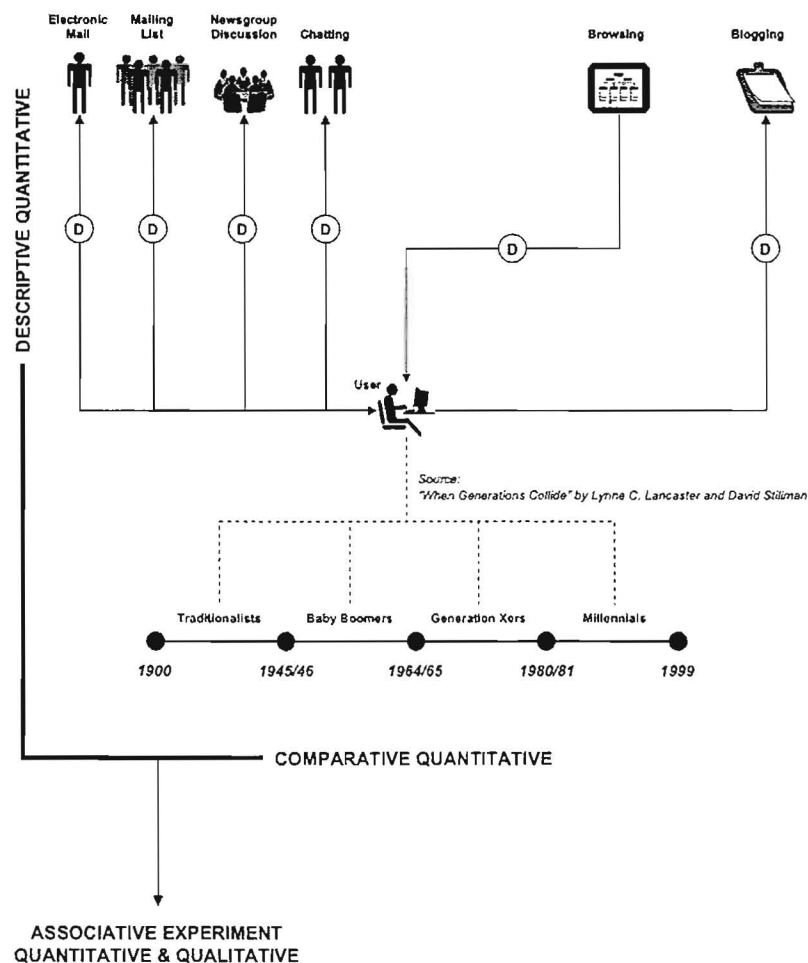


Figure 2. Research Model for Determining the Impact of Internet on Public Relations

These four categories follow the composition of 1:2:2:1 that represents the normal distribution of the internet users that is reflected the real situation in Indonesia based on the study of FTII (Federasi Teknologi Informasi Indonesia) in the year of 2004.

The requirement of an active internet user is: (1) has been used internet for at least one year time; (2) connect to the internet at least once a week; and (3) using minimum one application of internet (e.g. email or browser).

Findings. As proposed by the researcher, there are three aspects that should be studied, which are: (i) Internet user profiles in Indonesia; (ii) Communication behaviors towards several communication means; and (iii) Impacts and challenges to the current public relations practices. The followings briefly describe the results of the research based on these three aspects of studies.

Typical Internet User Profiles. Based on the study, the majority of Indonesia’s internet user is being profiled as: an individual who has used the internet for approximately 4 years; with the minimum duration of connection for not less than one hour per day; for the purpose of communicating and finding information; that is being done by using personal computer or notebook; which is connected from the office or warnet.

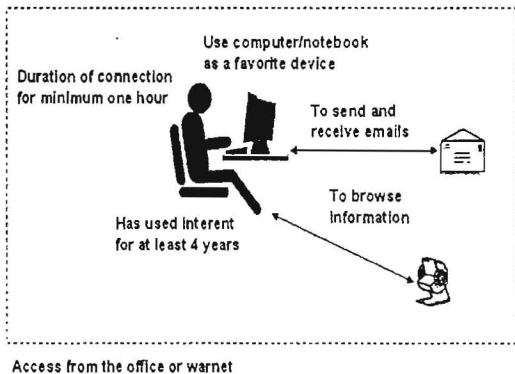


Figure 3. Typical Indonesian Internet Users

Chatting. The following is the table showing the conclusion on the comparison among those four generations in chatting behavior.

Communication Behaviors. There are similarities and differences among the four generations of people – namely Traditionalists, Baby Boomers, Xers, and Millennials – on their behaviors towards conducting online communication model in the internet, through the use of major applications of

electronic mail, mailing list, browsing, chatting, and blogging.

Email. As conclusion, after applying the Analysis of Variance (ANOVA) on all group of generations to compare the similarity or differences on the their behaviors, the results are shown in the following table

Mailing Lists. The following table is the conclusion on the similarity and difference of Indonesian internet user’s behavior while using mailing list as the tool for communication.

Blogging. As the new type of communication, blogging is defined as an online diary or a personal chronological log of thoughts published on a web page (also called weblog or web log). For sure, Traditionalists have never used this emerging application, while the other three generations are starting to implement it. Statistics shows that the most favorite content to be blogged is regarding memorable moments or lesson learned by a person or a group of people.

Browsing. The following shows the conclusion on the similarity and differences among the four generations with respects to browsing behaviors.

Impact and Challenge to the Public Relations Practices. The characteristics of communication behaviors conducted by the old generations and new generations have challenged the existing public relations practitioners in their efforts to communicate with publics triggered by the 15 behavioral aspects, which are: Internet Connection Frequency, Duration of Connection, Information vs. Communication, Level of Confidence on Information Published, Reaction Behavior, Community of Interest Influential Level, Spectrum of Content, Spreading Bad News, Fast Online and Real-Time Mode, Sender(s) and Receiver(s) Profile, Volume of Messages and Interactivity Frequency, Perception upon Information, Statements Atmosphere, Online vs. Printed Media; and Newsworthy Information.

Table 1. Comparisons among Generations for Email Communication Behaviors

| Behavior Aspect | | Generation Comparison |
|-----------------|--|--|
| 1. | Dedicate time to check email | Different |
| 2. | Number of emails received per day | Similar |
| 3. | Number of emails composed per day | Similar |
| 4. | Source of emails | Similar from Friends/Colleagues and Anonymous |
| 5. | Emails content | Similar for personal affairs, jokes, complaints, office matters, and events invitation |
| 6. | Replying rate of email messages | Different |
| 7. | Forwarding rate of email messages | Different |
| 8. | Email content that is tend to be forwarded | Similar for office matters, rumors, jokes, bad experience, warning, and business |
| 9. | Target audience (receiver) of negative emails forwarding | Different |

Table 2. Comparisons among Generations for Mailing List Communication Behaviors

| Behavior Aspect | | Generation Comparison |
|-----------------|-------------------------------|---|
| 1. | Membership participation rate | Different |
| 2. | Type of Mailing List | Similar for organisation, hobby, healthcare, social, entertainment, shopping, and finance |
| 3. | Participation Style and Role | Similar |
| 4. | Type of Comment | Different |
| 5. | Type of Statement | Similar |
| 6. | Type of Message | Similar for debating, and enquiry |
| 7. | Influence on Decision | Different |
| 8. | Tendency upon Subscription | Different |

Table 3. Comparisons among Generations for Browsing Communication Behaviors

| Behavior Aspect | | Generation Comparison |
|-----------------|--|---|
| 1. | Information Type or Content being Searched | Similar to company profile, specific knowledge, product, research result, and map |
| 2. | Confidence in Quality of Information | Similar |
| 3. | Browsing Frequency | Different |
| 4. | Media Consumption Ratio | Similar |
| 5. | Recommending Website | Different |

Table 3. Comparisons among Generations for Chatting Communication Behaviors

| Behavior Aspect | | Generation Comparison |
|-----------------|-------------------------|-----------------------------------|
| 1. | Chatting participation | Different |
| 2. | Duration of Connection | Similar |
| 3. | Chatting Topics | Similar for supplier and customer |
| 4. | Number of Participation | Similar |
| 5. | Communication Aura | Similar |

Table 4. Comparisons among Generations for Blogging Communication Behaviors

| Behavior Aspect | | Generation Comparison |
|-----------------|------------------------|-----------------------|
| - | Chatting participation | Similar |

Based on the descriptive and comparative studies above, it can be concluded that every generation – especially the old one and the new one – has its own

style or characteristics of online communication. It brings the new challenges to the existing public relations practices to shift their paradigms in conducting any public relations activities with the

target audiences of people who are fond of using internet as part of their communication style. The following table suggests the focus areas occurred between the old generations – represented by Traditionalists and Baby Boomers – and the new generations – represented by Xers and Millennials – in their behaviors towards conducting online communication via internet.

CONCLUSIONS

Based on the findings above, it is concluded that for public relations practitioners who are planning to conduct any activity where the target audiences are dominated

with people who are fond of using internet, they should design their strategy based on the typical online behaviors of those people to make the effort successful. Ignoring the facts that more and more people are learning how to use internet would create risk to every public relations program conducted in the present and future time. One of the easiest way to get the complete picture on how internet challenges the existing public relations practices is by investigating on how today's generation communicate through this modern channel. In other words, it would be beneficial for all public relations practitioners to learn how to use basic applications of internet as suggested in this study so that they might know not just the benefits or value offered by such technology, but also a series of threats and challenges to the practices.

Table 5. Paradigm Shifts on Online Communication Behaviors

| No. | Online Communication Aspects | From: Old Generation (Traditionalists and Baby Boomers) | To: New Generation (Xers and Millennials) |
|-----|---|---|--|
| 1. | Internet Connection Frequency | Monthly to Weekly | Weekly to Daily |
| 2. | Duration of Connection | Short | Long |
| 3. | Information vs. Communication | Information-Based | Communication-Based |
| 4. | Level of Confidence on the Information Published | Low to Medium | Medium to High |
| 5. | Reaction Behavior | Conservative, More One Way | Responsive/Impulsive, Interactive |
| 6. | Community of Interest Influential Level | Medium | High |
| 7. | Spectrum of Searching Contents | Limited | Rich |
| 8. | Spreading Bad News (rumors, warning, and negative experience) | Seldom | Often |
| 9. | Fast Online-Realtime Mode | Not Interested | Preferred |
| 10. | Sender(s) and Receiver(s) Profile | Within the inner circle | Network of friends and colleagues |
| 11. | Number of Messages and Interactive Frequency | Low and Stagnant | Increased Continuously |
| 12. | Perception upon Information | Positive to Neutral | Neutral to Negative |
| 13. | Statements Atmosphere | Objective | Subjective |
| 14. | Online vs. Printed Media | More Printed Media | More Online Media |
| 15. | Newsworthy Information | Positive | Negative |

BIBLIOGRAPHY

Avila, E.N., and Sherwin, G.R. **Connecting Online: Creating a Successful Image on the Internet**, The Oasis Press. Oregon.1997.

Badaracco, C.H. **The Transparent Corporation and Organised Community**. Public Relations Review. 24(3). pp 265-272. 1998.

Bobbit, R.. **An Internet Primer for Public Relations**. Public Relations Quarterly. 40(2). pp 27-31. 1995.

Coombs, W.T. **The Internet as a Potential Equaliser: New Leverage for Confronting Social Irresponsibility**. Public Relations Review. 24(3). pp 289-303. 1998.

Davis, R. Buchanan-Oliver, M., and Brodie R. **Relationship Marketing in Electronic Commerce Environments**. Journal of Information Technology. 14(1). pp 319-331, December Edition. 1999.

- Dertuozos, Michael L. **What Will Be: How the New World of Information will Change Our Lives.** Harvard Journal of Law and Technology. Massachusetts. Volume 11. Number 1 Fall Edition. 1997.
- Evans, Philip, and Thomas Wurster **Blown to Bits: How the New Economics of Information Transform Strategy.** Harvard Business School Press. Boston, Massachusetts. 1999.
- Fawkes, J. and Gregory, A. **Applying Communication Theories to the Internet.** Journal of Communication Management. 2000.
- Hallahan, K. **Online Public Relations.** John Wiley. Hoboken, New Jersey. 2004.
- Heath, R. **The Frontier of New Communication Technologies.** In: Heath, R. ed. Handbook of Public Relations. Newbury Park CA, Sage. pp 579. 2001.
- Holtz, Shel. **Public Relations on the Net: Winning Strategies to Inform and Influence the Media, the Investment Community, the Government, the Public, and More!** AMACOM. Broadway, New York. 2002.
- Holtz, Shel. **Writing for the Wired World: The Communicator's Guide to Online Content.** IABC. San Francisco. 1999.
- Horton, James L. **The Future of Media Relations.** Online Journal of Public Relations (www.online-pr.com). 2005.
- Horton, James L., and Shade Vaughn. **Do You Know What are They Saying about You? The Challenge of Online Monitoring.** a White Paper by Online Journal of Public Relations (www.online-pr.com). 2004.
- Horton, James L. **PR and Blogging – How to Think about It.** Online Journal of Public Relations (www.online-pr.com). 2003.
- Horton, James L. **Web-Centric Communications Structure.** Online Journal of Public Relations (www.online-pr.com). 2003.
- Horton, James L. **Online Public Relations: What We should be Teaching from a Practitioner's Point of View.** Online Journal of Public Relations (www.online-pr.com). 2002.
- Horton, James L. **PR and the Updated Web Site.** Online Journal of Public Relations (www.online-pr.com). 2002.
- Johnson, M.A. **Public Relations and Technology: Practitioner Perspectives,** Journal of Public Relations Research., 9(3). pp 213-236. 1997
- Kent, M.L., and Taylor M. **Building Dialogic Relationship through the World Wide Web.** Public Relations Review. 24(3). pp 221-334. 1998.
- Kolind, A.R. **Boundary Spanning and the Internet: The Internet as an Effective Boundary Spanning Tool for Public Relations [Master Thesis].** The Manchester Metropolitan University. Manchester, The United Kingdom. 1998.
- Lancaster, L., and Stillman, D. **When generations collide: Who they are. Why they clash. How to solve the generational puzzle at work.** HarperBusiness. 2003.
- McCarthy, Richard V., Jay E. Aronson, and Robert Petrusch. **Building Relationships That Last: Integrating Public Relations Into Web Design.** United States Journal of Information Technology Management. Volume 13/Number 1. 2004.
- Middleberg, Don. **Winning PR in the Wired World.** McGraw-Hill. New York. 2000.
- Pavlik, J. **Journalism and New Media** New York. Columbia University Press. New York 2001.
- Philbin, John Patrick. **Strategic Decision-Making Group Behavior, and Public Relations Strategies [PhD Dissertation].** University of Maryland. 2005.
- Rachel McAlpine, quoted in Bailey, R. **Writing for the Web: Top Tips for PR Practitioners.** 2004.
- Sammons, Martha C. **The Internet Writer's Handbook.** Allyn and Bacon. Boston, Massachusetts. 1999.
- Thorsteinsson, Jon. **Public Relations and Internet: an Exploratory Study into How the Internet Affects Public Relations [PhD] Dissertation.** Manchester Metropolitan University. United Kingdom. 2000.