

# **UNDERSTANDING NEW MEDIA**

**Trends and Issues in  
Electronic Distribution  
of Information**

*edited by*

**Benjamin M. Compaine**

**BALLINGER PUBLISHING COMPANY**  
Cambridge, Massachusetts  
A Subsidiary of Harper & Row, Publishers, Inc.

# CONTENTS

<b>List of Figures</b>	xi
<b>List of Tables</b>	xiii
<b>Foreword</b> — <i>Anthony G. Oettinger</i>	xv
<b>Preface</b>	xix
<b>Chapter 1</b> <b>Introduction</b> — <i>Benjamin M. Compaine</i>	1
<b>Part I    <i>Creating a Framework</i></b>	17
<b>Chapter 2</b> <b>Mapping the Information Business</b> — <i>John F. McLaughlin, with Anne E. Birinyi</i>	19
<b>Chapter 3</b> <b>Content, Process, and Format: A New Framework for the Media Arena</b> — <i>Benjamin M. Compaine</i>	69
	vii

<b>Chapter 4</b> <b>Shifting Boundaries in the Information Marketplace</b> <i>—Benjamin M. Compaine</i>	97
<b>Part II Trends and Forces in Distribution</b>	121
<b>Chapter 5</b> <b>Electronic Distribution of Information to the Consumer and Low-Volume Institutional Market</b> <i>—Benjamin M. Compaine</i>	123
<b>Chapter 6</b> <b>Competition in Local Distribution: The Cable Television Industry</b> <i>—Robert Pepper</i>	147
<b>Chapter 7</b> <b>The Continuing Revolution in Communication Technology: Implications for the Broadcasting Business</b> <i>—Richard Rosenbloom</i>	195
<b>Chapter 8</b> <b>Factors Influencing Media Consumption: A Survey of the Literature</b> <i>—Christine Urban</i>	213
<b>Part III Strategic Implications</b>	283
<b>Chapter 9</b> <b>Changes in the Information Industries: Strategic Implications for Newspapers</b> <i>—John C. LeGates</i>	285
<b>Chapter 10</b> <b>The First Amendment Meets the Second Revolution</b> <i>—William H. Read</i>	299

<b>Chapter 11</b>	
<b>Videotex and the Newspaper Industry: Threats or Opportunity?</b>	
— <i>Benjamin M. Compaine</i>	319
<b>Part IV Looking Ahead</b>	327
<b>Chapter 12</b>	
<b>The New Literacy: or How I Stopped Worrying and Learned to Love Pac-Man</b>	
— <i>Benjamin M. Compaine</i>	329
<b>Chapter 13</b>	
<b>Final Thoughts</b>	
— <i>Benjamin M. Compaine</i>	343
<b>Appendix A</b>	
<b>Program on Information Resources Policy</b>	355
<b>Appendix B</b>	
<b>Definition of Terms</b>	357
<b>Selected Bibliography</b>	361
<b>Index</b>	363
<b>About the Editor</b>	375
<b>About the Contributors</b>	377