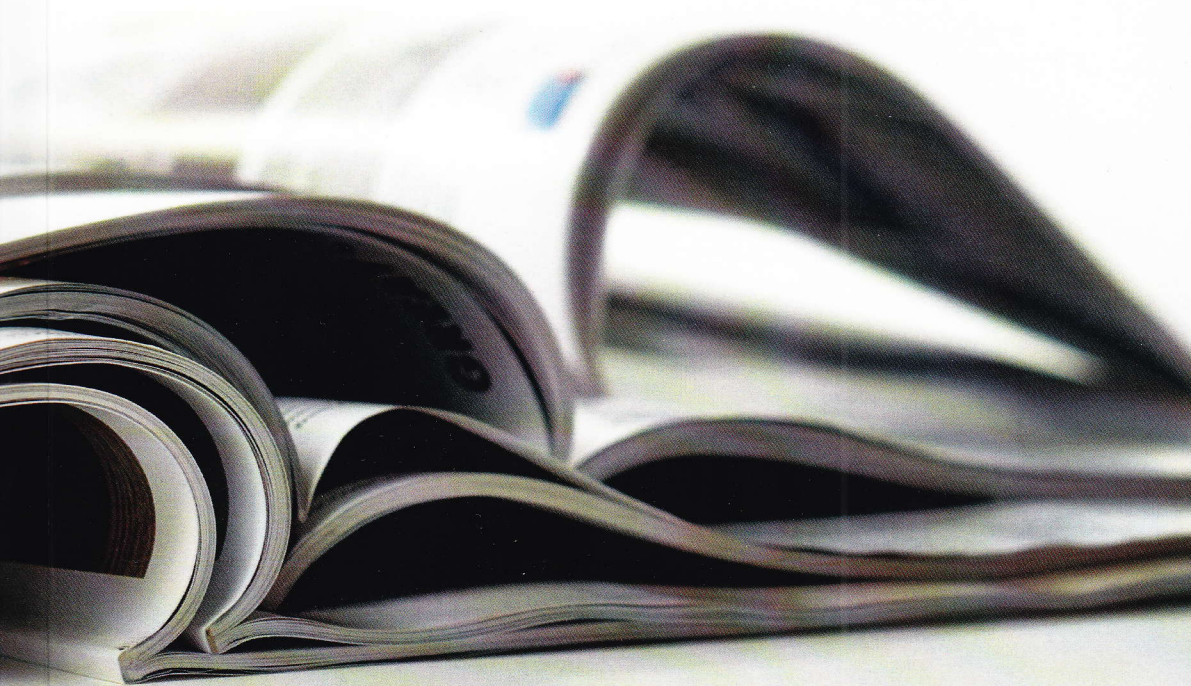


# THE BUSINESS OF MEDIA:

## Change and Challenges



Mónica Herrero & Steve Wildman (Co-editors)



Advancement of the state of scholarship on media management is a three-pronged process. The body of knowledge on which media executives and managers can draw grows as: (1) core concepts and analytical frameworks are refined, augmented and occasionally supplemented or replaced by new ideas that better explain the roles of media in their larger economic and societal contexts; (2) Rigorous empirical analysis probes the limitations of current understanding and raises new questions; and (3) Grounded case studies extract knowledge through theoretically informed observation of situations and processes that are too complex and multi-faceted for more tightly controlled statistical analyses but still are too rich in their potential to contribute to knowledge to ignore. All three prongs are represented in this edited volume, which draws on the best of the new research and thinking showcased at the Annual Conference of the International Media Management Academic Association held during October 24-25, 2014 in Pamplona, Spain. The book's 10 chapters are organized into three main sections that move, respectively, from a high level focus on core principals and fundamental challenges to effective management, to more narrowly focused research (but with generalizable findings) on solutions to concrete and specific problems faced by media firms trying to improve their results from the services and products they offer, to case studies of market-level change in three very different political and economic environments.



Universidad  
de Navarra

CENTER FOR INTERNET  
STUDIES AND DIGITAL LIFE  
SCHOOL OF COMMUNICATION



ISBN 978-989-729-156-2





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## **Chapter 6. Interactive Audiences Analysis and Segmentation: the Moderating Role of Relational Lifestyles in Adolescents.**

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### **Abstract**

Audience research in marketing has showed the importance and effectiveness of segmenting publics for customizing messages and changing behaviors. Interactive and mobile devices have introduced new challenges for segmentation analysis based on socioeconomic and demographic variables. Although psychographics and lifestyle analyses are commonly used in business research, mainly to study young and adult audiences, they are much less widespread when teenager's media consumption decisions are under analysis. The present study examined the moderating role of lifestyles on adolescents' decisions to consume one type of interactive media (video games) and the importance of including family and peer-group relationship variables for segmenting adolescents' in social marketing campaigns targeting media violence. The main aim of this paper is to contribute audience research useful for business and social marketing, based on multi-dimensional approaches that assume values and attitudes instability among adolescents. According to our hypotheses, the results support the idea that, in addition to demographic variables, relational lifestyles are key factors associated with media consumption and should be considered in the segmentation process as key for discriminating features to reach networked publics, particularly Southern European adolescents.

time further research is needed on teenagers from other geographical areas, social conditions (e.g. Roma adolescents, those out of the educational system, etc.) and cultural backgrounds. However, in order to evaluate these limitations, we have to consider the ecological validity of this study, which offers convergent validity, since our results support a new growing tradition of giving an important role to contextual variables<sup>231</sup>, as it is done with lifestyles in the current research.

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231 see Livingstone, 2012