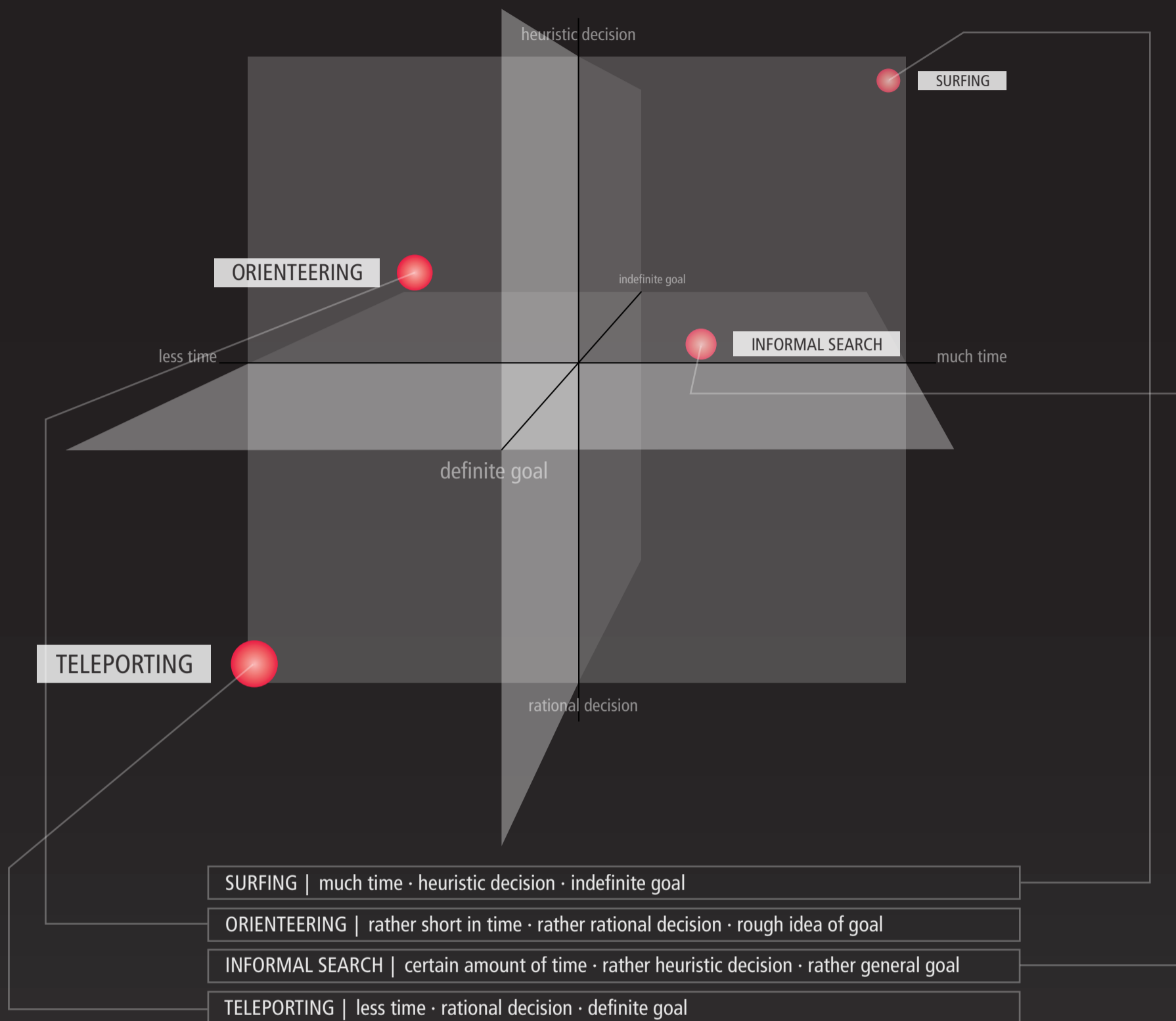


# Modes of Internet Use (MIU)



## Theoretical background

Suckfüll (2004, 2007) defines the construct modes of internet use as interplay of a dynamic reception- and using process, an interrelatedness of medium and user and an impact of the situational context. Modes refer to the HOW of internet use, i.e. user behaviour and overall strategies. The observation of specific modes could serve as indicator for target groups and allows conclusions about online design.

Suckfüll, M. (2004). Rezeptionsmodalitäten. Ein integratives Konstrukt für die Medienwirkungsforschung. München: Reinhard Fischer.

Suckfüll, M. (2007). Emotionale Modalitäten der Filmrezeption. In A. Bartsch, J. Eder, & K. Fahlenbrach (Hrsg.), Audiovisuelle Emotionen. Emotionsdarstellung und Emotionsvermittlung durch audiovisuelle Medienangebote (S. 218-237). Köln: Halem.

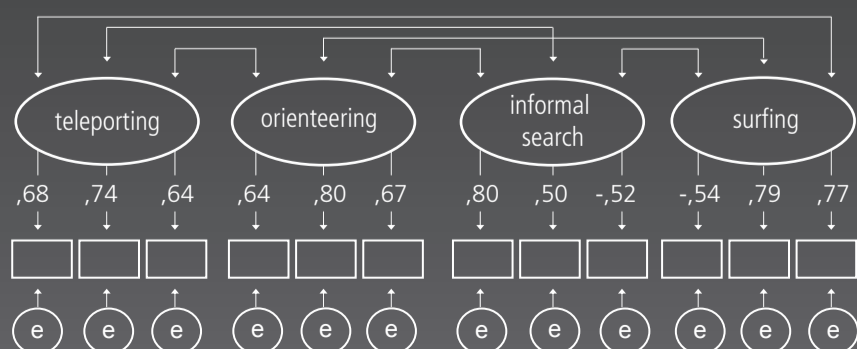
## Methodological strategy

The methodological conception concerns a successive research strategy, called interplay of theory and data.

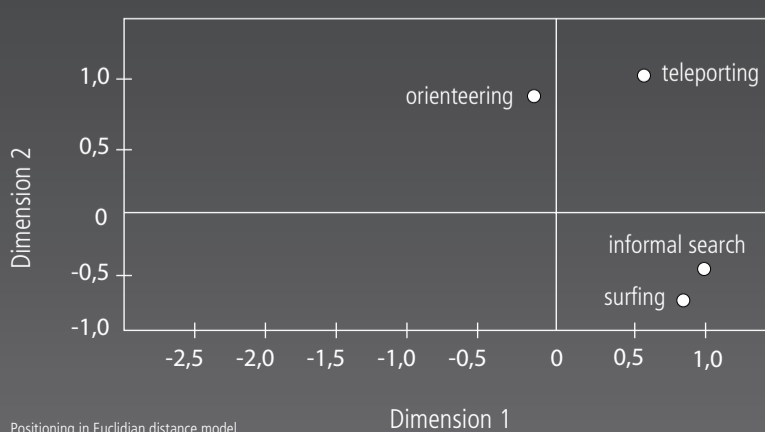
think aloud study > retrieval tasks > formulating 150 items > selection of 70 items > online-survey · 374 participants · five point rating scale

## Empirical results

confirmatory factor analysis



multidimensional scaling · empirical proximity of correlations



Fit-Indices: chi = 107,3 | df = 48 | p = ,000 | rmsea = ,058 | TLI = ,92 | CFI = ,94 | srmr = ,05