

Table 1A

Predictors of Print Media (Online and Offline) and Websites

| | Model 1 | | Model 2 | | Model 3 | | Model 4 | |
|-----------------------------------|-----------------|------|-----------------|------|----------------|------|----------------|------|
| | b | SE | b | SE | b | SE | b | SE |
| <i>Control variables</i> | | | | | | | | |
| Gender (1 = male, 2 = female) | -.117*** | .074 | -.129*** | .069 | -.083** | .065 | -.075* | .064 |
| Age | -.031 | .002 | -.027 | .002 | -.058 | .002 | -.048 | .002 |
| Education | .246*** | .014 | .166*** | .013 | .139*** | .012 | .122*** | .012 |
| R ² | .08 | | | | | | | |
| <i>Planned behavior variables</i> | | | | | | | | |
| Evaluation of media coverage | | | .082* | .059 | .026 | .056 | .019 | .055 |
| Subjective norm | | | .280*** | .040 | .069 | .044 | .035 | .044 |
| Perceived behavioral control | | | .111* | .044 | .060 | .042 | .031 | .042 |
| R ² | | | .20 | | | | | |
| <i>Audience orientations</i> | | | | | | | | |
| Intrinsic motivations | | | | | .327*** | .056 | .263*** | .058 |
| Extrinsic motivations | | | | | .160*** | .048 | .138*** | .048 |
| Attitudes toward science | | | | | .047 | .047 | .063* | .046 |
| R ² | | | | | .32 | | | |
| Active information seeking | | | | | | | .183*** | .033 |
| Total R ² | | | | | | | .34 | |

Note. Linear regression, blockwise. Method: enter. Beta values are standardized β coefficients. SE = Standard error. * $p \leq .05$. ** $p \leq .01$. *** $p \leq .001$.

Table 2A

Predictors of TV Use

| | Model 1 | | Model 2 | | Model 3 | | Model 4 | |
|-----------------------------------|----------------|------|----------------|------|----------------|------|----------------|------|
| | b | SE | b | SE | b | SE | b | SE |
| <i>Control variables</i> | | | | | | | | |
| Gender (1 = male, 2 = female) | .041 | .075 | .046 | .074 | .057 | .075 | .059 | .075 |
| Age | .178*** | .002 | .155*** | .002 | .152*** | .002 | .155*** | .002 |
| Education | -.046 | .014 | -.056 | .014 | -.065 | .014 | -.070 | .014 |
| R ² | .03 | | | | | | | |
| <i>Planned behavior variables</i> | | | | | | | | |
| Evaluation of media coverage | | | .144*** | .064 | .104** | .065 | .102* | .065 |
| Subjective norm | | | .059 | .044 | -.008 | .051 | -.019 | .051 |
| Perceived behavioral control | | | -.090* | .048 | -.108** | .048 | -.117** | .049 |
| R ² | | | .06 | | | | | |
| <i>Audience orientations</i> | | | | | | | | |
| Intrinsic motivations | | | | | .050 | .065 | .030 | .068 |
| Extrinsic motivations | | | | | .124** | .055 | .117** | .056 |
| Attitudes toward science | | | | | .090* | .054 | .095* | .054 |
| R ² | | | | | .09 | | | |
| Active information seeking | | | | | | | .057 | .039 |
| Total R ² | | | | | | | .10 | |

Note. Linear regression, blockwise. Method: enter. Beta values are standardized β coefficients. SE = Standard error. * $p \leq .05$. ** $p \leq .01$. *** $p \leq .001$.

Table 3A

Predictors of Radio Use

| | Model 1 | | Model 2 | | Model 3 | | Model 4 | |
|-----------------------------------|----------------|------|----------------|------|----------------|------|----------------|------|
| | b | SE | b | SE | b | SE | b | SE |
| <i>Control variables</i> | | | | | | | | |
| Gender (1 = male, 2 = female) | .019 | .075 | .027 | .074 | .011 | .075 | .005 | .075 |
| Age | .196*** | .002 | .175*** | .002 | .193*** | .002 | .185*** | .002 |
| Education | -.027 | .014 | -.011 | .014 | -.009 | .014 | .005 | .014 |
| R ² | .04 | | | | | | | |
| <i>Planned behavior variables</i> | | | | | | | | |
| Evaluation of media coverage | | | .114** | .063 | .096* | .065 | .101* | .065 |
| Subjective norm | | | -.039 | .043 | -.005 | .051 | .022 | .051 |
| Perceived behavioral control | | | -.111** | .048 | -.111** | .048 | -.088* | .049 |
| R ² | | | .06 | | | | | |
| <i>Audience orientations</i> | | | | | | | | |
| Intrinsic motivations | | | | | -.133** | .065 | -.083 | .068 |
| Extrinsic motivations | | | | | .105* | .056 | .122** | .056 |
| Attitudes toward science | | | | | .064 | .054 | .051 | .054 |
| R ² | | | | | .07 | | | |
| Active information seeking | | | | | | | -.143** | .039 |
| Total R ² | | | | | | | .09 | |

Note. Linear regression, blockwise. Method: enter. Beta values are standardized β coefficients. SE = Standard error. * $p \leq .05$. ** $p \leq .01$. *** $p \leq .001$.

Table 4A

Predictors of Social Media Use

| | Model 1 | | Model 2 | | Model 3 | | Model 4 | |
|-----------------------------------|-----------------|------|-----------------|------|-----------------|------|-----------------|------|
| | b | SE | b | SE | b | SE | b | SE |
| <i>Control variables</i> | | | | | | | | |
| Gender (1 = male, 2 = female) | -.037 | .069 | -.039 | .069 | -.027 | .070 | -.025 | .070 |
| Age | -.407*** | .002 | -.413*** | .002 | -.421*** | .002 | -.418*** | .002 |
| Education | -.090* | .013 | -.097* | .013 | -.101** | .013 | -.104* | .013 |
| R ² | .20 | | | | | | | |
| <i>Planned behavior variables</i> | | | | | | | | |
| Evaluation of media coverage | | | -.055 | .059 | -.084* | .060 | -.085* | .060 |
| Subjective norm | | | .067 | .040 | .023 | .047 | .016 | .048 |
| Perceived behavioral control | | | -.023 | .044 | -.029 | .045 | -.035 | .045 |
| R ² | | | .20 | | | | | |
| <i>Audience orientations</i> | | | | | | | | |
| Intrinsic motivations | | | | | .048 | .060 | .034 | .063 |
| Extrinsic motivations | | | | | .028 | .052 | .023 | .052 |
| Attitudes toward science | | | | | .089* | .050 | .092* | .050 |
| R ² | | | | | .21 | | | |
| Active information seeking | | | | | | | .041 | .036 |
| Total R ² | | | | | | | .21 | |

Note. Linear regression, blockwise. Method: enter. Beta values are standardized β coefficients. SE = Standard error. * $p \leq .05$. ** $p \leq .01$. *** $p \leq .001$.