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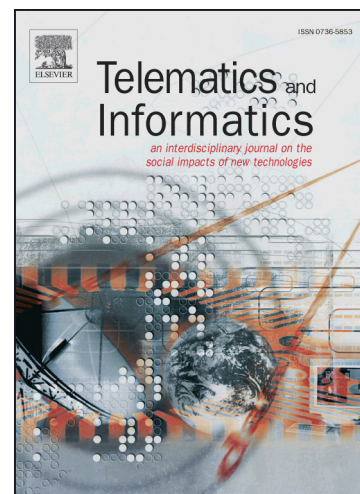
Who Finds Value in News Comment Communities? An Analysis of the Influence of Individual User, Perceived News Site Quality, and Site Type Factors

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PII: S0736-5853(18)30057-1  
DOI: <https://doi.org/10.1016/j.tele.2018.02.006>  
Reference: TELE 1078

To appear in: *Telematics and Informatics*

Received Date: 17 January 2018  
Revised Date: 19 February 2018  
Accepted Date: 20 February 2018



Please cite this article as: Hopp, T., Santana, A., Barker, V., Who Finds Value in News Comment Communities? An Analysis of the Influence of Individual User, Perceived News Site Quality, and Site Type Factors, *Telematics and Informatics* (2018), doi: <https://doi.org/10.1016/j.tele.2018.02.006>

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## Who Finds Value in News Comment Communities? An Analysis of the Influence of Individual User, Perceived News Site Quality, and Site Type Factors

**Abstract:** User commenting forums are a ubiquitous interactive feature offered by news organizations. From the perspective of news organizations, research on user commenting forums is important because news organizations generally employ commenting tools as a means of generating brand loyalty. Thus, this study set out to determine the factors associated with news community value. The results suggested that perceived community value was highest among those with high levels of self-efficacy and those who use the Internet for civic purposes. The data indicated also that community value perceptions were highest for news sites that were perceived to be interactive and aesthetically pleasing.

**Keywords:** news comment forums, user-generated content, interactivity, aesthetics, self-efficacy, online civic engagement

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