

ABSTRACT

THE DIFFUSION, USES, AND GRATIFICATIONS OF SATELLITE AND HD RADIO

This research employed two mass communication theories, the uses and gratifications perspective and the Diffusion of Innovations Theory, as the foundation for understanding listener motivations and adoption of HD and satellite radio. A total of 212 participants were surveyed by telephone in three large California cities to determine the awareness and adoption of satellite and HD radio, and to discover the listening motives and gratifications for both satellite and terrestrial radio. The results indicate that both satellite and HD radio are in the early stages of adoption. Awareness of satellite radio was relatively high, but knowledge of what it is was low, whereas both awareness and knowledge of HD radio were low. Motives for listening to satellite radio were because of dissatisfaction with AM/FM radio, and for entertainment. Listeners to terrestrial radio were most likely to seek it out for the music, followed by some form of the news/talk format.

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