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Research on the Reward Willingness of Live Broadcast Users from the Perspective of Social Presence

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Abstract: *Based on the social presence as a framework, this paper studies the factors affecting the reward of live users, and deeply analyses the relationship between the characteristics of live scenarios and consumers'reward intention, which lays a solid foundation for future theoretical research. At the same time, Lisrel path analysis was introduced into the research methods, and the existing factors of the user experience were linked to live broadcasting, and Kubernetes was used to simplify the measurement of multi-dimensional social presence, which enriched the research of the theory of cardiac fluid experience. On the basis of building a model of user's reward intention based on social presence, hypothesis testing and inductive spatial interpretation are carried out. Finally, empirical analysis is carried out through correlation model and regression model.*

Keywords: *Social presence; Reward; User's desire to reward*

Introduction

With the development of new media technology, the Internet has broken people's communication barriers due to different regions and time and space through instant signals. Mobile technology has increased the elements that people can communicate face to face in different places. In particular, live broadcast technology reproduces the virtual situation of face-to-face communication so that users can immerse themselves in the scene environment, so that they can perceive or perceive each other's real appearances. After the media intervention, the user's social perception of the scene is the interpretation of the social scene. At present, it is one of the important subjects in the study of media and user behavior to explore the influencing factors and forming mechanism of social improvisation. However, on the live broadcast platform, it is still insufficient to study the factors that affect the user's wishes.

Based on this, this paper synthesizes a variety of interpersonal communication and virtual social communication on the problem of determining the three-dimensional dimension of social acuity (Tong & Chi, 2016). Based on the combination of social improvisation and live broadcasting, the author has conducted a profound analysis of the live broadcast environment and the audience's psychology, which is of great significance to future theoretical research. At the same time, the Lisrel path analysis has been introduced into the research method. Enriched the study of the flow experience theory, linked to live user experience existence factors and used Kubernets to simplify the measurement of multi-dimensional social presence. This study is based on the live broadcast scene for the first time, exploring the future of social scene in the process

of information interaction. Based on the SOR-social scene feeling model, a multi-dimensional scale of heart flow experience and social scene feeling under the live broadcast virtual scene is developed. Make users aware of the changes in their own behavior brought by others in the process of human-computer interaction; It will further expand the application of social improvisation in the field of news and become the basis for studying the evolution of user's interpersonal role in the future. This article aims to explore the degree of innovation. In the past, scholars at home and abroad mainly focused on online shopping and online learning. With the further development of new media, the research on social exposure must expand its theoretical connotation and use extension.

Review of the literature

The Theory of Social Improvisation

With the development of intelligent media, the commercialization of new media has been developing continuously, and social improvisation has gradually become an important research topic for the construction of mobile virtual situations and virtual relationships. The author has studied and combed the related literature, and combined with the scholar Tengyanyang published the "Review of Social Attitude Research", the existing literature is divided into the following categories: First, introduce the literature of social acuity; Second, explain the reasons and development trend of literature; Third, the user's intention on the perspective of social sense of impropriety; Fourth, study the literature of its extended application.

Comprehensive domestic and foreign studies have found that Biocca, Harms and Gregg (2001). This paper summarizes the literature on social sense of presence, and summarizes the three concepts of participation, sensitivity, and tacit understanding of behavior to summarize the three-dimensional dimension of social sense of presence. And use it as a measurement standard for measuring the dimensions of social exposure Kuma and Benbasat (2002) The survey concluded that social improvisation includes four concepts: enthusiasm, understanding, degree of connection, and participation. At the same time, they also believe that the social relationship communication and the exchange of information together constitute interpersonal communication and collect measurement indicators related to each dimension. Witmer, Jerome and Singer (2005) Using the method of factor analysis, four dimensions of adjusted immersion, involvement, interface quality, and sensory fidelity were extracted from as many as 32 indicators. Chi Jinbao (2016) analyzes the incoming trajectory of social sense of presence, and uses subordinate variables, intermediate variables, result variables, and external variables to evaluate input assumptions, so as to realize the adjustment effect of social sense of presence. The Ma Dust (2014) study used B2C's procurement website as a research example and modified TAM's internal variables, adding risk factors for the relationship between browsing website social concepts and consumer consumption and willingness.

Heart Flow Experience

The Flow Experience is the highest level of experience. In the process of experience, consumers have a high degree of participation and are completely immersed in the body and mind. Csikszentmihalyi (1988) The concept of flow experience was first proposed: flow refers to the user's input and obsession with an activity.

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When consumers enter the flow experience state, they will indulge in it and unconsciously distort time consciousness. Hoffman and Novak (1996) For the first time in their research, they constructed a conceptual model of online consumer flow experience in a hypermedia environment. At the same time, they believed that the flow experience has four characteristics in the process of consumer purchase behavior in a virtual environment. Cognitive state. It has four characteristics: human interaction with the machine, inner pleasure, loss of self-consciousness and self-strengthening.

For this reason, this study uses the dimension division of Shen and Khalifa to divide it into emotional social improvisation, awareness of social improvisation, and consciousness social improvisation. By influencing online consumer experience factors, the main factors that affect social improvisation are determined. And establish its research direction. To establish a mobile social scene perception model to verify the impact of each variable on the user's intention of the live scene.

Research Assumptions and Models

Construction of a Social Perception Model

Adelaar (2003) According to the basis of SOR theory, the influence of media differences on user behavior is discussed. When consumers make decisions, they are often considered to affect consumers 'decision-making behaviors under external conditions, and the stimulus variable S affects users' perception as a precursor variable.; The organic variable O involves "an internal process and structure of the individual between stimulus and response or final behavior"; The behavior that R represents is the user's last performance attitude, which also includes the built-in response of the consumer's attitude and some convergent or different reaction.

This study is a research model based on the research paradigm of the organic O-1 behavior response R of external environmental stimuli, as shown in Figure 1. Think of social improvisation as a stimulus, the flow experience as an organism, and the willingness to reward live as a response. Perception, emotion, and perception can be regarded as external environmental stimuli that act on the psychological activities of the rewards. This external stimulation is used as a psychological response for online consumers to further generate heart-flow experience and eventually make the live audience produce rewards.

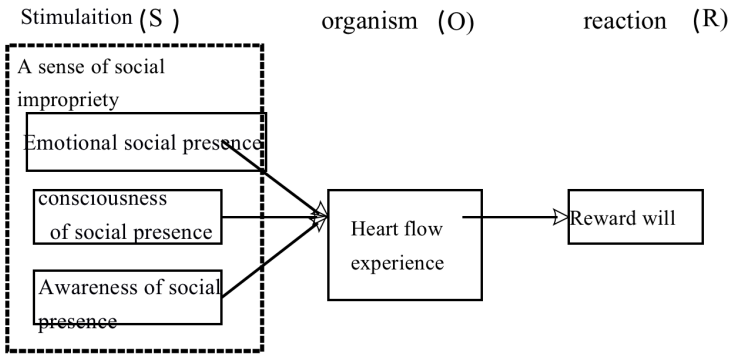


Figure 1. Research model

Assumptions

1. Relationship between the Sense of Social Presence and the Willingness to Reward

Conscious-minded social presence refers to consumers 'consumption activities through simulated scenes, and they can feel the real presence of others, thus having a certain social impact on consumers (Yu & Dou, 2014). And ... The sense of consciousness in the virtual situation makes the user have a true and reliable feeling. In the process of experience, consumers can not only see the text or language information, but also enhance the consumer's perception and authenticity by simulating the real space. Under normal circumstances, the easier it is for users to feel the presence of others in the virtual scene, the more they can adapt to the virtual space, and it is also very easy to establish contact with others and obtain product-related knowledge. During the live broadcast, the more realistic the live broadcast environment is, the more the audience is willing to reward. Assuming that the impact of the on-the-spot feeling on the audience's appreciation is positive, the specific assumptions are as follows:

H1: Consciousssocial presence increases the audience's willingness to reward

2. Relationship between Emotional Social Presence and Reward Intent

Emotional social presence refers to the establishment of emotional exchanges between the audience and other audiences or anchors while watching the live broadcast. After studying the psychological perception of the audience, social psychology believes that multimedia technology makes the audience have a sense of presence during the viewing process, and affects the behavior and emotion of the communication between the two sides. The network technology realizes and maintains the formation and continuation of social presence. Rourke et al.'s study of social improvisation shows that the audience will have a convergence of cognition and psychological perception in the virtual scene. The two sides reach a consensus on the interaction relationship, and the platform provides a bonding effect for the audience's cognitive convergence. During the live broadcast, the more interaction between the audience, the closer the relationship, the more obvious the degree to which the feeling of presence affects the individual. On the basis of the above, the following assumptions are made:

H2: Emotional social presence increases the audience's willingness to reward

3. Know the Relationship between Social Exposure and Willingness to Reward

Knowing social presence is a factor that affects the user's ability to enhance reliability and authenticity of the platform and the virtual presence of others. There is no convergence between the content of the real scene and the virtual space, and its deviance lies in the degree of development of information transmission and current social relations covered by human basic communication. The transmission of social information is mainly due to the dislocation of time and space, and it needs to be close to similar semantic coding and similar identity decoding. The theory of social support points out that the third party's sense of presence can have an effect on the audience. The growth of individual performance is not only reflected in the quantitative aspect, but also has the same effect in the emotional aspect. Based on this, the audience will have a sense of satisfaction and

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a sense of appreciation. In addition, the inducement language of some anchors can also affect consumers. In this regard, the following assumptions are given:

H3: Knowing that social presence is positively affecting the willingness to reward

4. Positive Influencing Factors of Cardiac Flow Experience

Individuals and others are in a common social environment, so the words of others in communication between people also affect their own wishes and behaviors. During the live broadcast, the virtual external environment will generate psychological motivation for consumers and lead to social improvisation. When consumers have strong psychological motivation, they will blindly choose their own favorite way to deal with events driven by psychological mechanisms, resulting in inner satisfaction. Therefore, the psychological mechanism of consumers is also related to positive psychological experience. Therefore, in the virtual environment, the user will have rewarding behavior, and may also have a certain degree of emotion with the anchor, so as to achieve an active psychological state in the continuous relationship and communication environment. In this regard, the following assumptions are given:

H4: Positive Influencing Factors of Flow Experience-Consciousness and Social Presence
H5: Positive Influencing Factors of Cardiac Flow Experience-Emotional Social Presence
H6: Positive Influencing Factors of Flow Experience-Knowledge of Social Presence

5. Heart Flow Experience Positively Affects the Willingness to Reward

In the process of communication between virtual scenes, strangers and strangers need two-way emotional transmission to be able to focus their attention, so that the other party feels the positive energy of emotion during the communication process. In the process of building an intimate relationship, the interactive two parties form an omni-directional cognition through emotional forward transmission: He or she is a familiar stranger, and both parties maintain emotional distance while creating tacit understanding and closeness. The flow experience produced by the viewer will affect its appreciation attitude and further affect the viewer's emotions and reward behavior. With the enhancement of the flow experience generated by the live viewer, the interaction between the viewer and the anchor is more and more frequent. The increase in the interaction between the viewer and the anchor leads to changes in the viewer's attitude and eventually produces a willingness to reward. Based on this, the following assumptions are proposed:

H7: The positive impact of the flow experience on the willingness to reward

6. The Intermediary Role of the Flow Experience

Animesh, Yang and Oh(2011) studied the purchase behavior of virtual products. It is believed that social improvisation has significant positive effects on the flow experience of users, which in turn affects their willingness to purchase. In other words, before the willingness to reward, the viewer first produces a flow experience, and the flow experience is affected by the social sense of presence. Based on this, the following assumptions are proposed:

H8: The flow experience becomes the "intermediary" between the feeling of social presence and the willingness to reward

Reference

Questionnaire Design

In the process of exploring the literature, this article first set up research variables and set 2 to 4 measures for each variable. The questionnaire variables are implemented according to the Likert seven-point scale, and the variable dimension begins with very disagreement and ends with very agreement. There are five variables included in the questionnaire: conscious society, emotional society, experience, rewards, control variables, and screening options. The measurement item is shown in table 1. X is used to represent the argument parameters, set to X1, X2, and X3, and M is used as an intermediary variable to represent the flow experience. The user rewards as a dependent variable instead of Y. Final recovery questionnaire.

Table 1. Social field feeling measurement topics

Coding	First-level Variables,	Coding	Second-level Variables
X1	Emotional social presence	X11 X12 X13 X14	The anchor influenced my reward mood. I can influence the mood of the host by rewarding him. There was a feeling of intimacy between me and the anchor. When I moved the anchor to interact with me, it was very real.
X2	Consciousness of social presence	X21 X22 X23 X24 X25 X26	Live broadcasters know the impact of their requests for rewards on me The host knows my reward needs. The host knows how I appreciate it. I know the host's reward needs. The anchor and other interested parties are aware of my opinions and opinions. I am very clear about the ideas of the anchor and other parties concerned.
X3	Awareness of social presence	X31 X32 X33 X34	I know the intention of the anchor to ask for a reward. I can sense the presence of the anchor and other viewers. The anchor and other viewers will watch me closely. I will keep a close eye on the anchor and other viewers.

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M	Flow experience	M1 M2 M3	When I watched the live broadcast, I felt like I was asking questions very quickly. I enjoyed watching the live broadcast. When watching live broadcasts, I felt that it was very difficult for the things around me to affect me.
Y	Reward intention	Y1 Y2	I won't regret it after rewarding the anchor. I will continue to appreciate it when I watch live broadcasts in the future.

Data Collection

This research uses the network to collect data. Questionnaire stars were set up when network issuance was carried out. From December 28, 2018 to March 28, 2019, 500 questionnaires were collected, of which 372 were valid questionnaires, with an effective rate of 74.4%. Effective samples showed that the proportion of men and women was about 54% and 46%; 50.27% were under 25 years old; 56.18% were university (including junior college) or above; 83.33% had rewarding experience when watching live broadcasts. The above research and statistical data show that the sample data are representative. The specific conditions of valid samples are shown in Table 2.

Table 2. Demographic Characteristics of Effective Survey Samples

Sample Statistical	Characteristics,	Category Frequency	Percentage (%)
Gender	female	172	46.24%
	male	200	53.76%
Age	Under 18 years old	24	6.45%
	18 to 25 years old	187	50.27%
	26 to 40 years old	154	41.4%
	Over 40 years old	7	1.88%
Education level	Junior high school and below	26	6.99%
	High school or technical secondary school	120	32.26%
	Undergraduate or junior college	209	56.18%
	Master and above	17	4.57%

Reliability and Validity Analysis

In this paper, the data of SPSS21.0 are analyzed effectively. The internal reliability is analyzed by Cronbach's Alpha method, which is commonly used. The critical point selection refers specifically to the data standards issued by Guilford (1954) and Rong Taisheng (2012). In addition, SPSS21.0 software was used to test the KMO and Bartlett spheres of all variables. The KMO values of emotional social presence, knowing social presence and feeling, conscious social presence and cardiac fluid experience were all above 0.7; the KMO values of reward intention were higher than 0.6; the four variables produced relatively large chi-square values using the Bartlett sphere test method, and the difference of multiple total variances was significant. The

variance is below 0.001, and the problem items of each variable are highly correlated. Factor analysis can be further carried out. As shown in Table 3.

Table 3. Reliability and validity test results

Variable	Cronbach's a Coefficient	KMO	Component Matrix		Component Matrix
Emotional social presence	0.898	0.835	X1a	0.277	4
			X1b	0.282	
			X1c	0.295	
			X1d	0.288	
Consciousness of social presence	0.956	0.923	X2a	0.184	6
			X2b	0.183	
			X2c	0.186	
			X2d	0.183	
			X2e	0.184	
			X2f	0.185	
Awareness of social presence	0.927	0.825	X3a	0.275	4
			X3b	0.281	
			X3c	0.272	
			X3d	0.274	
Flow experience	0.903	0.755	X4a	0.366	3
			X4b	0.363	
			X4c	0.364	
Reward intention	0.919	0.689	——	2	

Relevance Analysis

From Table 4, we can see that psychofluid experience is positively correlated with emotional social presence, awareness of social presence and consciousness of social presence, and the correlation is high, and all of them are significant at the level of 1%. Reward intention was negatively correlated with emotional social presence, awareness of social presence, awareness of social presence, and cardiac fluid test, but the correlation was weak, but significant at the level of 5% and 10%.

Table 4. Relevance study

Relevance						
——		X1	X2	X3	M	Y
X1	Pearson Relevance	1	.887**	.817**	.816**	-.111
	Significance (bilateral)		.000	.000	.000	.032
	N	374	374	374	374	374

Table 4. Correlation Study (cont.)

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X2	Pearson Relevance	.887**	1	.917**	.884**	-.102
	Significance (bilateral)	.000	——	.000	.000	.050
	N	374	374	374	374	374
X3	Pearson Relevance	.817**	.917**	1	.911**	-.090
	Significance (bilateral)	.000	.000	——	.000	.084
	N	374	374	374	374	374
M	Pearson Relevance	0.816**	0.884**	0.911**	1	-0.107
	Significance (bilateral)	0.000	0.000	0.000	——	.039
	N	374	374	374	374	374
Y	Pearson Relevance	-0.111	-0.102	-0.090	-0.107	1
	Significance (bilateral)	0.032	0.050	0.084	0.039	——
	N	374	374	374	374	374
**. Significant correlation at the level of. 01 (bilateral)						
*.Significant correlation at 0.05 level (bilateral)						

Regression Analysis

The empirical study of this paper is based on the mediation effect test proposed by Baron and Kenny (1986). In order to verify the influence of social presence experience and intermediate parameters on information dissemination, this paper makes a series of hypothetical relationships and establishes four linear regression models.

1. The Factors That Influence the Willingness to Reward are Social Presence

As shown in Table 5, the results are as follows: the standard coefficients of X1 and Y are positive 0.197, while the standard coefficients of Sig = 0.038; X2 and Y are positive 0.139, while the standard coefficients of Sig = 0.084; the standard coefficients of X3 and Y are positive 0.125, while Sig = 0.08. It is concluded that the data is credible if the three variables'significance test is passed. That is to say, when users watch live broadcasting, their emotions, awareness and social presence will have a significant impact on users' appreciation intention. Hl, H2 and H3 are proved. According to the different regression coefficients of different parameters, when different social presence occurs, they will have different effects on rewarding users, and emotional social presence has the greatest impact on rewarding intention.

2. The Factors that Influence the User's Cardiac Fluid Experience are Social Presence

Analysis of the significance test results of social presence and cardiac fluid experience shows that social presence is positively correlated with cardiac fluid experience. The results are as follows: the standard coefficients of X1 and M are positive 0.139, and the standard coefficients of Sig = 0.002, X2 and M are 0.181, while the standard coefficients of Sig = 0.004; the standard coefficients of X3 and M are 0.631 and Sig = 0.000. The three variables passed the significance test, and the data were credible. That is, the user's emotion, awareness, and conscious social presence during live broadcasting had a significant effect on the promotion of cardiac fluid experience, which was proved by H4, H5 and H6.

3. Cardiac Fluid Experience Serves as an Intermediary Between Social Presence and Desire to Appreciate.

The specific test methods in this paper are as follows.

$$Y = 1.551-0.148x1-0.120x2+0.093x3 \quad (4\text{-}1)$$
$$M=-1.417E-016+0.139X1+0.181X2+0.631X3 \quad (4\text{-}2)$$
$$Y = 1.551-0.041x1-0.010x2+0.046x3-0.154M \quad (4\text{-}3)$$

Among the three formulas, expression (1) refers to the relationship between parameter X and dependent variable Y, expression (2) reflects the influence of parameter X on strain Y, and expression (3) refers to the correlation between parameter X and another parameter M on its dependent variable Y. Table 7 shows that the data in the regression results of social presence, cardiac fluid experience and reward intention have passed the significance test, which shows that the data are credible. It further shows that the cardiac fluid experience produced by users during watching live broadcasting can significantly promote their reward intention. Suppose H7 is proved. The coefficients of X1, X2 and X3 were not significant, while the coefficients of M were significant at 5%. It shows that the mediating effect of the emotional social presence, the awareness of social presence and the awareness of social presence on the desire to reward exists, and it is a complete mediating effect. Suppose H8 holds.

Table 5. Test results of the relationship between social presence, cardiac fluid experience and reward intention

——	Model 1			Model 2			Model 3		
	Reward intention (dependent variable)			Reward intention (dependent variable)			Cardiac fluid test (dependent variable)		
	B	t	Sig.	B	t	Sig.	B	t	Sig.
independent variable emotion	-0.0148	-1.862	0.038	-0.041	-0.719	0.473	0.139	3.185	0.002
awaraness	-.0120	-1.241	0.084	-.010	-0.120	0.904	0.181	2.859	0.004
consciousness	0.093	1.195	0.080	0.046	0.602	0.548	0.631	12.449	0.000
Mediating variables	——			-0.154	-1.807	0.042	——		
R	0.217a			0.119a			0.922a		
R square	0.047			0.014a			0.849		
Adjust R party	0.039			0.003a			0.848		

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F	1.548	4.271	694.551
Error of Standard Estimation	0.497	0.497	0.3898952

Summary of Hypotheses

Table 6. Research assumptions and conclusions

Hypothesis Number	Research Hypothesis	Conclusion
H1	Emotional social presence positively affects reward intention Knowing that social presence positively affects reward intention Conscious social presence positively affects reward intention Emotional social presence positively affects fluid experience Awareness of the positive impact of social presence on cardiac fluid experience Conscious social presence positively affects cardiac fluid experience Cardiac fluid test positively affects reward intention	establish
H2	Conscious social presence positively affects reward intention	establish
H3	Awareness social presence positively affects reward intention	establish
H4	Emotional social presence positively affects fluid experience	establish
H5	Awareness of the positive impact of social presence on cardiac fluid experience	establish
H6	Awareness of the positive impact of social presence on cardiac fluid experience	establish
H7	Cardiac fluid test positively affects reward intention	establish
H8	Cardiac fluid experience plays a mediating role between social presence and reward intention	establish

Results and Discussions

Research Conclusions

This paper takes emotional social presence, awareness of social presence and conscious social presence as variables, as the factors influencing the willingness of live users. Based on the empirical study of live users, this paper explores the internal mechanism of emotional social presence, awareness of social presence and conscious social presence on Mobile Live users'appreciation behavior. Exploring social presence is an inherent mechanism that has a direct impact on user behavior. From the conclusion, we find that whether it is emotional social presence, awareness of social presence or conscious social presence, it may have a significant impact on the user's cardiac fluid experience, while the direct broadcast user's cardiac fluid experience has a significant positive correlation with his reward behavior. Presenting a positive relationship for users'reward behavior and social presence, that is, the former has a strong sense of user experience, which is the focus of affecting users' reward behavior.

According to the theory of performance interaction, there are at least three factors affecting individual action decision-making in a communication interaction process: performers, performers, non-performers and non-

viewers (Goffman, 2008). And the factors involved in live broadcasting also affect user decision-making: live broadcasting platform, live broadcaster, users themselves. By carrying more social presence for face-to-face communication, the media compatible with more virtual reality, while the heart fluid experience acts as a mediating variable of user attitudes in the virtual situation, and obtains the maintenance of user online contact and follow-up relationship. In fact, when users reward live broadcasting, there are still concerns about the risk of decision-making in the external environment. Therefore, when discussing the issue of reward mechanism, the convergence of interests of live broadcasting platform, anchor and users, and the maximization of benefits of value chain will be carried out from the following three aspects.

1. Resource Integration: Live Broadcasting Platform Enhances the Value of Live Broadcasting Content

On the basis of meeting users'needs, the live broadcast platform strengthens interaction with users and continuously taps users' potential. On the one hand, the live broadcasting platform tries to excavate high-quality anchors and break through the "cocoon house" of rewarding content. On the other hand, with product and service as the core, we recommend high quality live content to users through big data and cloud computing, and develop live community model. Platform can introduce the reversible mechanism of reward service. Live broadcasters can participate in the process of platform content operation and management mode operation together. People are more focused on the seriousness and relevance of content, abandoning the trend of vulgar entertainment will inevitably lead to the expansion of future benign areas and improve the content construction of live broadcast platform.

2. Deep Farming Marketing: Feedback Mechanism to Promote Personalized Marketing

With the change of marketing form and communication mode of "content + experience", the social presence created by virtual space promotes users'heart-fluid experience and immersion. On the one hand, the host and the user interact with each other through feedback mechanisms such as bullet screen and reward, and at the same time establish a profound emotional experience and identity. On the other hand, users can get satisfaction through live sharing, microblog interaction and other social media interconnection. Therefore, live broadcasting can enhance user participation and immersion in entertainment and social interaction by enhancing social function and feedback mechanism.

3. Reasonable Consumption: Users Improve Control over Live Reward

This study shows that people tend to experience emotional and immaterial consumption when rewarding. In the process of free choice and decision in virtual space, users will be affected by over-packaging, concealing the true and false atmosphere due to the diversity of life differences and emotional experience. Users often choose to satisfy their own emotional desires, such as the irrationality of entertainment information reward, the blind compliance with the anchor, and even the high-priced reward behavior for seeking attention. There are countless news reports that teenagers with immature values and strong imitation ability are on the way to breaking the law because of the guidance of the anchor. In the complex and uneven broadcast environment, users should know how to distinguish bad and vulgar live information and establish a reasonable concept of rewarding consumption, and prevent the negative impact of blind infatuation or worship.

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Research limitations

This study also has some limitations. It only considers the influence of external factors in the live broadcast environment on the user's reward intention, but does not study the effect of user's individual characteristics on the reward intention. In fact, each individual's independent characteristics are different, so the feelings and behaviors of the external environment are also different, which eventually leads to different social experience. In the future, the model construction to be developed will also expand the corresponding variables, and examine the impact mechanism of social development telepresence and its impact on user willingness under the influence of different intellectual media environments.

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