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RECEPTION AND EXPRESSION CAPABILITIES OF MEDIA ADDICTS IN SERBIA

Summary: This study examines impact of addictive media use to reception capabilities towards less preferred media. Addiction to all media was measured in order to compare will to receive less preferred media. Results show that those media addicts that are happy with internet are least happy with other media when compared to those who are primarily happy with television, radio or print and their relation towards less preferred media. Results show special attachment of internet addicts to media they are addicted to. They are compared with addictive features and expression potential of internet, television, radio and print. Decrease in expression and reception potential towards non-proffered media may be caused because of substitution of more expressive activities, such as direct communication with less expressive activities such as indirect (mediated) communication. Findings should be used as a clue for further inquiry that would examine how internet use affects emotional expressivity, creativity and wellbeing.

Key words: New media, internet addiction, media psychology, reception and expression, emotional expressivity, creativity, wellbeing

Commercial appearance of new media – internet brought change to lives of people around the world. Number of internet users expanded from 16 million in 1995 to 2.7 billion in 2013. There may be two crucial characteristics of internet possibly explaining its spread to 38.8% of world population (Internet World Stats, 2013).

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First, this is interactive media. Contrary to television, radio and print, internet enables its users to use it as a platform for communication, for example by commenting news, communicating on social networks and writing e-mails.

Second crucial characteristic of internet may be its accessibility. Through wireless technology and various forms of hardware like mobile phones, tablets, net-books, laptops, desktop computers and television sets, internet can be accessed from anywhere anytime. Except evident practical use of internet to speed up communication, attention was not pointed towards possible dangers new media bring to societies around the world. This study attempts to find out what appearance of new media did bring to societies around the world in terms of its impact to reception & expression capabilities.

Many people in Serbia say that Facebook use starts because of intention to improve social life, but most of the communications stay online, without an epilogue in direct reality. Lin & Tsai (2002) write that both internet dependents and non-dependents viewed internet use as enhancing peer relations. This means making friends through the internet become a popular activity among adolescents, potentially leading to its excessive use. They also claim that instead of social improvement, they find a new world which acts as substitution to the previous one.

Social networks may be used to express needs, values, emotions, preferences, characteristics and support to persons or ideas, but in some cases they may fail to deliver their main purpose – social aspect. “What is more surprising is that the sense of relaxation ends when the set is turned off, but the feelings of passivity and lowered alertness continue. Survey participants commonly reflect that television has somehow absorbed or sucked out their energy, leaving them depleted. They say they have more difficulty concentrating after viewing than before. In contrast, they rarely indicate such difficulty after reading. After playing sports or engaging in hobbies, people report improvements in mood. After watching TV, people's moods are about the same or worse than before”, write Kubey & Csikszentmihalyi (2002).

“The brains of internet addicts, it turns out, look like the brains of drug and alcohol addicts. In a study published in January, Chinese researchers found ‘abnormal white matter’ - essentially extra nerve cells built for speed—in the areas charged with attention, control, and executive function. A parallel study found similar changes in the brains of videogame addicts. And both studies come on the heels of other Chinese results that link Internet addiction to ‘structural abnormalities in gray matter,’ namely shrinkage of 10 to 20 percent in the area of the brain responsible for processing of speech, memory, motor control, emotion, sensory, and other information. And worse, the

shrinkage never stopped: the more time online, the more the brain showed signs of ‘atrophy.’”, write Dokoupil (2012). Research about brain activities associated with gaming urge of online gaming addiction was done by Ko et al., 2009.

A study was devised to investigate the function of television in children's leisure time, writes Furu (1971). He separated children into TV-type and print-type groups, to find out that print-type children are superior in intelligence, creativity, positivity and adaptability and are also more future-oriented. Results of his study also suggested that the school achievements of TV-type children were inferior to those of print-type and that children in a high parent-child conflict group tended to view TV heavily.

EEG¹ studies show less mental stimulation, as measured by alpha brain-wave production, during television viewing, than during reading, claim Kubey and Csikszentmihalyi (2002). More than 25 years ago, write Kubey and Csikszentmihalyi, psychologist Tannis M. MacBeth Williams of the University of British Columbia studied a mountain community that had no television until cable finally arrived. He found that over time, both adults and children in the town became less creative in problem solving, less able to persevere at tasks and less tolerant of unstructured time.

New research is suggesting that a child's metabolism slows down when watching television (McIlwraith, 1990). He also finds that consumption of „junk food” among adult self-labeled TV addicts is higher than for „non-addicts”.

Some people report feeling more passive after viewing than before they began and this passivity may decrease the likelihood that viewers will become involved in more active and potentially rewarding activities (Kubey, 1996).

Joost (1954) writes that every new media of mass communication calls for a new psychological adjustment to the increased amount of food for senses. He thinks that although it is well known fact that television has a hypnotic and seductive action on its audience, not very much was said concerning the alarming pathogenic action of this dream factory on special types of onlookers. He writes about “movie craziness” in children who were fully absorbed and fascinated by screen world fantasy, that for hours they were unable to come into reality. That is why it may be important to examine media impact from the perspective of media nature.

¹ EEG, or electroencephalogram, is a tool used to image the brain while it is performing a cognitive task.

Examining nature of media may be a right way to go in an effort to examine level of their expressiveness. A clue may be if different levels of media addiction are measured towards internet, TV, radio and print.

This exploratory study seeks to expand previous research by addressing the following hypothesis: the addictive internet use decreases expression and reception capabilities towards other media. Hypothesis examines if media addiction impacts reception and expression capabilities towards other media as opposed to preferred media. This question is asked because of potential invisible influence of media that might cause decrease in creative capabilities and emotional capacities of their users.

Methodology

This hypothesis is examined through nationally representative survey conducted in Serbia during the first half of 2011. Media addiction was measured through time of use and seven other indicators.

The sample is formed in three stages: First, sample points are randomly chosen without replacement, from the lists of voting stations²; Statistical database of voting stations is used as a source for selecting sample points. Selection is conducted randomly, with probability of selecting that is proportional to the share of a given sample point in the total number of adult citizens. Ten respondents in each sample point are selected. In the second and third stage respondents are chosen at random and systematically. The following procedure of choosing of respondents was implemented: the interviewer would start from a starting point randomly determined by local supervisor from maps and street lists. Going up from the given home number, s/he enters every 2nd household (household is defined as all persons living in the flat). In the household, s/he chooses individual older than 15 years of age whose birthday is closest to the day of interview. If the chosen respondent is not available at the moment of the first visit, the interviewer schedules next visit (on different time and day, maximum two visits). In the case of refusal, the interviewer would enter the next household.

Interviewing was deployed by students of The Faculty for Culture and Media. They had an assignment to interview wider public as a part of their

² Voting station plays the role of sample point. It is the most accurate statistical list of adults, which covers approximately one neighborhood. Voting population corresponds with the adult one (18+); There are about 10,000 voting stations in Serbia. This is a territorial unit with 709 voters on an average (standard deviation = 609). This fact shows that voting station perfectly corresponds with statistical criteria for sample point.

Media Analytics course. This was a face-to-face survey. The response rate of the interviews was 70%. An average interview lasted 30min. The sample included urban areas (Beograd, Novi Sad, Nis, etc.) and rural areas. Coordinators of the course received 2505 inputs from students.

After initial filtering, multistage random sample of 2208 participants was considered valid. This sample was representative for Serbian population older than 15 years of age. The sample was weighted for variables age and education, because in early research, it was found that age and education were the most connected with media custom and media behavior of population.

Applied indicators to media

When making the research indicators, the duration of media use is considered as an objective indicator, and the addiction related questions are considered as subjective indicators.

Filtering research participants. The duration of media use is calculated for each of four media (Internet, television, radio, and print) to filter the research participants who do not practice excessive and potentially addictive use. Only those research participants, 1942 (88%) of 2208, who use any of four noted media in the top 40% of duration, are put in the group of the potential media addict indicating a prolonged media use. This potential media addict sample has a margin of error of ± 2.22 percentage points. In potential media addict group, it is found that are potential media addicts who daily use either Internet during total 15 minutes or more, or television during 120 minutes or longer, or radio during total 20 minutes or more, or prints media during total 25 minutes or more. It should be noted that, time spent with each medium includes all time spent with this medium without multitasking. For example 1 hour on multitasking with internet and watching TV was counted as 1 hour for TV and one hour for internet. potential media addicts are taken out for further filtering with the subjective excessive media use (addiction) indicators. Furthermore, the found amount of time spent with Internet may be regarded as not credible by some critics. Namely, this time may be required by jobs or school rather than being the addiction choice of the user.

1-Duration of Media Use: The previous research did not consider the duration of media use as an indicator for the amount of addiction. The duration of media use means the prolonged use, i.e., a great deal of time is spent in activities necessary to obtain the media, use the media, or recover from its effects. It is very hard to know how much time one needs to use media, to call this activity as an addiction, because this indicator may have different

value for each person. Some individuals excessively use media at their work, to earn money, thus contributing to their daily realities. Thus, it is not possible to call them addicts. The difference between those individuals who are addicted and others who are not is in an effect of media use to these person lives. The media use becomes a problem when it is dysfunctional to the daily reality of any person by becoming a substitution for his or her needs or desires.

Although the strict limit is not known, the time spent in media use can be the objective indicator of the addictive behavior. That is why, in this research, the media use is taken as an objective indicator of the prolonged use, which is noted in the list of the pathological gambling indicators from the DSM.

Subjective media addiction indicators. These seven “subjective” indicators in total correspond with six indicators from the Diagnostic and Statistical Manual of Mental Disorders—Fourth Edition (American Psychiatric Association, 1995) including prolonged use, overconsumption, attempts to cut use, substitution, withdrawal, and continued use. The paper uses seven subjective media addiction indicators: (a) feeling that media are not overconsumed (over consumption), (b) feeling that media use cannot be resisted (attempts to cut media use), (c) feeling that the media cannot be abandoned (attempts to abandon media use), (d) feeling that media can be substitution for problems (substitution), (e) feeling bored without media (withdrawal), (f) feeling that one cannot be in the place without media access (nonexistence), and (g) feeling that media should be continually used despite negative news (continued use). Each indicator is investigated by using one question, answered by ten-degree scale.

2-Overconsumption: As an indicator for overconsumption, the research participants are asked if they feel they use media too much. The participants who answered that they overuse media are considered to show the signs of media addiction. The overconsumption means that the research participants might have a feeling that other activities may be more useful for them. The fact that one feels the media overuse may indicate that he or she is not happy with the overall management of time. It does not mean necessarily that person cannot resist the media use, because of boredom or instead of doing something else.

3-Attempts to cut down the media use (unable to resist): Attempts to cut down use means there is a persistent desire or unsuccessful efforts to cut down or control media use. This is reflected in the indicators “how often do you feel you are unable to resist the media use (despite you want to do something else)”. At this point in the research, the media use starts negatively

to interfere with the participant's direct reality, which is the main prerogative for addiction. The person may want to do something else, but the media use seems so irresistible that one must indulge in the indirect reality.

4-Attempts to cut down the media use (feel to get rid of social network profile): The attempts to cut down the media use are also reflected in the indicators "how often do you feel you want to get rid of your social network profile (for example, Facebook) because you cannot resist using it?" A decision to get rid of personal social network profile may be considered as an extreme addiction, because it means erasing the whole online life of a person.

5-Substitution: Substitution means important social, occupational, or recreational activities are given up or reduced because of media use. The substitution indicator is attained by asking the research participants "how often they use media to forget problems". This question has never been used in the previous research inquiries to identify the media addiction. The substitution indicates that the media use seriously interferes with personal life, which is at the core of diagnosing media addiction. However, the neglecting of important social, family and occupational events may also occur because of problems from personal life. The indicator is relates to a real life situation, thus providing good understanding of it by PMA. At the level of seriousness, concerning addiction indicated, this indicator is even higher than in the previous question. If one overuses media or cannot resist using them, then there is an indication something might be wrong. If one uses media to forget problems, this is a clear indicator of substitution.

6-Withdrawal: Withdrawal means maladaptive behavioral change when left without the media. The withdrawal indicator is obtained by asking research participants "how would you feel if you found yourself at some place without any media and if you had to stay there for some time? Would this situation make you feel bored and empty or would you feel freedom and joy?" Withdrawal is common as numerous media users got used to media. They cannot think of life without media because, as anecdotal reports claim, they would feel almost like some part of their body was missing. Although this question does not indicate serious problem in terms of media use, as a threat to daily reality, it speaks about general influence of media.

7-Continued Use (work in some place without media access): Continued use means that the media use is continued despite knowledge of having a persistent or recurrent physical or psychological problem that is likely caused or exacerbated by the media. The continued use indicator is reflected by the question-indicator: "how often do you feel you need to go to some place without media access (for example without TV & Internet) in order to work". This is based on assumption that person is knowledgeable that media disrupt

his or her life. Being applied from gambling addiction to media, the indicator highlights the disruption that one concerns being unable to work while having media nearby. This is purely practical disruption by media use. Thus, it would be easy to recognize a decrease in productivity as a consequence of media use. This indicator represents the highest level addiction for PMAs who selected it. It demonstrates in most direct way how media use interferes with daily realities of PMA.

8- Continued Use (Negative news affects person's mood): This continued use indicator is also examined by the question indicator "how often do you feel that news about crimes, disasters and diseases make you scared or negatively affect your mood?" This indicator highlights feeling of media users when faced with dominant negative news in today's media. The feelings of fear may point to connection between media content and addiction from media. This indicator is highly specific, as it describes everyday situation for most of media users. This indicator also suggests that person still uses media, although he or she fears or feel negative mood swings. Severity of this claim in respect to media addiction level is high. By negatively affecting mood of their users often, media disconnect people from their daily realities. This question has never been used to detect media addiction.

Prolonged media use levels. Further processing of potential media addicts is done by using seven subjective media addiction indicators. Only potential media addict who agree with some indicator statement is accounted to have a subjective sign of the media addiction. Then, the potential media addicts are divided into five groups, each with different level (0, 1, 2, 3, and 4) of media addiction. Each level of media addiction corresponds to different numbers of subjective signs of media addiction that potential media addicts have. For instance, potential media addicts with media addiction level of 0 have 0 subjective signs of media addiction, while potential media addicts with media addiction level of 1 have 1 subjective sign of media addiction. Potential media addicts with media addiction level of 2 have 2 subjective signs of media addiction, while potential media addicts with media addiction level of 3 have 3 subjective signs of media addiction. Potential media addicts with media addiction level of 4 have 4-6 subjective signs of media addiction.

Media addiction survey

The survey participants were asked the following questions "if internet use makes them more or less happy", "if TV use makes them more or less happy", "if radio use makes them more or less happy", and "if print use makes them more or less happy". Each question provides 10-scaled-answer from

1 meaning that specific media use makes them very unhappy to 10 meaning that the specific media use makes them very happy.

Results and discussion

Reception towards less preferred media

As results of the survey, Table 1 is obtained that has correlations between addicts happy with some media and their willingness to receive other media.

Happy with	Internet	TV	Radio	Print	Mean value
Internet	-	0.270**	0.135**	0.171**	0.192
TV	0.270**	-	0.236**	0.489**	0.332
Radio	0.135**	0.236**	-	0.263**	0.211
Print	0.171**	0.489**	0.263**	-	0.308

Table 1: *Pearson correlations (r) between addicts happy with some media and their willingness to receive other media*

The Pearson correlation results show the following. Generally, if people are happy to use some media, then they would be happy to use other media also. However, the strength of happiness is not the same for different media.

The correlation results show that those who are happy with internet use are the happiest to use television ($r = 0.270^{**}$). However they are the least happy to use radio ($r = 0.135^{**}$). Those who are the happiest to use television are the happiest to use print ($r = 0.489^{**}$). However, also they are the least happy to use radio ($r = 0.236^{**}$). Those who are happy to use radio are the happiest to use print ($r = 0.27^{**}$), and the least happy to use internet ($r = 0.135^{**}$). Those who are the happiest to use print are the happiest to use television ($r = 0.489^{**}$), and the least happy to use internet ($r = 0.171^{**}$).

By inquiring into different types of media addicts and their characteristics, it was found that those who are happy with internet are happy with other media with an average Pearson coefficient of 0.192. Differently than this, those who are happy with TV are happy with other media with an average Pearson coefficient of 0.332. Radio addicts are happy with other media measuring an average Pearson coefficient of 0.211. At the end, print addicts are happy with other media with an average Pearson coefficient of 0.308.

Points noted are correlation levels depicting the degree of connection between individuals who prefer some media and their preference towards other media. Lowest degree of correlation between media addicts who are happy with internet and level of their preference towards other media indicates that internet may impact decrease in receptive capabilities of its users towards other media.

Addictive features of media and reality simulation

Nature of various media plays an important role in affecting reception and expression capabilities of media addicts. According to research results (Bojic et al., 2013), internet is the most addictive media, followed by television, radio and print.

Crucial set of media features relate to characteristics which contribute to “life simulation”. These are interactivity, non-linearity and live broadcast.

Interactive features of internet may be especially addictive, because they provide simulation of the direct communication as social internet communicates with other people, especially on social networks. On the other hand, interactivity is not possible when using television, radio and print.

Second main feature of internet may be its non-linear functioning. The user is able to choose what application and content within this application he is going to use and for how long. This feature is not possible on television, radio and print. Non-linearity, as one of two basic features of the newest media, enables its users to decide what application and content to use and for how long. In the case of TV, it is not possible to choose program, because everything is being depicted in a linear manner. Choosing way during internet use brings sense of participation to higher level, therefore making maximum reality simulation, in case of indirect communication.

Interactivity, together with non-linearity are two features arriving with the newest media - internet. These two features make internet essentially “original”, when compared to other media., Such level of life simulation was never before possible like with internet.

Third media feature which is present on internet, TV and radio may be live broadcast. It makes possible simulation of reality, because this feature gives an opportunity to transmit what someone is doing at any given moment.

Also, it may be important how many senses media user uses while using some media. For example, it is almost impossible to do something else when watching television properly, because both “hearing” and “seeing” functions are “taken”. Reading gives space for reflection and imagination, because it only grasps sight. Print users can dictate the speed of reading

which makes the process slower, when compared to use of other media. Radio user can do something else, while listening to songs or news. Radio takes minimal number of senses from its listeners during use. It is dramatically different with television, as it “consumes” both sight and hearing of its users, but not only with text, pictures and audio (which would be combination of the two media, such as print and radio), but with moving pictures which are able to simulate reality in the most “perfect” manner.

Internet also grasps both sight and hearing with all the characteristics of television, but with some additional features, which may be the reason for the newest media to be the most addictive of all.

In the cases of print, radio and TV, small number of individuals are able to express. These are journalists and other authors. In the case of internet, everyone is able to express. The newest media therefore “suffocates” everyone, not only on receiving but also on expressing end. This means that TV user is able to simulate reality by watching scenes enriched with motion pictures and sound, while internet user is also able to participate in the communication, by sharing videos, pictures and text, with his or her online acquaintances, therefore moving communication in his or her life from more direct to more indirect.

Therefore, grasping senses, live broadcast, interactivity and nonlinearity may stand as features which make some media more or less addictive. This may correspond with level of “reality simulation” they provide. The more “reality simulation” they provide the more addictive they are (Table 2).

Internet is found to possess the most addictive features and provide the highest level of “reality simulation,” which corresponds with the research results concerning receptive capabilities of internet addicts towards less preferred media.

Media	Grasping senses (senses that are used when using some media)		Other features (level of possible reality simulation)		
	Eyes	Ears	Live broadcast	Interactive	Non-linear
Print	Yes	No	No	No	No
Radio	No	Yes	Yes	No	No
TV	Yes	Yes	Yes	No	No
Internet	Yes	Yes	Yes	Yes	Yes

Table 2: Features which possibly make Internet, TV, radio and print addictive. Eye grasping contents are text, picture and video (in case of TV and Internet). Ear grasping content is audio

Expression potential of media

All media may carry low expression potential, when compared to the direct communication. That is why if there is a substitution of the direct communication with the indirect one, which is media addiction, may affect reception capabilities of their users.

This means that, if a person “escapes” from his or her problems, by using internet, which is media addiction, this media may affect his or her reception and therefore expression capabilities.

Low expression potential is especially characteristic in the case of internet, as the social network usually provides 160 characters or less for a single segment (post). The question is what one can say in such a short form. Many people say it is very hard to express feelings in a few words, despite the fact that this kind of activity is in the spirit of new age and fast pace of living. People have no time to write paragraphs of text, but usually they can enrich few words of their own text with a link towards a song or a video clip.

On the other hand, TV and radio usually provide longer expression segments of 3 minutes which are created by journalists and other authors. It is a paradox that it may be easier to express through TV and radio than through internet, simply because there is more time given to TV and radio journalists to do so.

At the end, print media may provide the most space for expression, as usual texts published by daily newspapers consist of more than 3000 characters.

Table 3 shows how it gets more complicated to express through new then through old media because of less space (characters or minutes usually used for expression this way).

	Internet	TV	Radio	Print
How long media segment usually lasts	160 characters (social network text)	3 minutes (news segment)	3 minutes (news segment)	3000 characters

Table 3: *Expression potential of different media is depicted through usual length of segments and number of elements needed to create segments*

Small expression potential of the indirect communication (media) significantly differ from the direct communication. This indicates why substitution of the direct communication with the indirect one may affect decrease in reception and expression capabilities of media user in terms their potential to use other media. Conclusion that that internet has lowest level of

expression potential corresponds with research results about receptive capabilities of internet addicts.

Decrease in expression and reception potential towards non-proffered media may be caused because of substitution of more expressive activities, such as direct communication with less expressive activities such as indirect (mediated) communication.

Conclusion

There were two major changes which marked media driven era since 1995. Advances in mobile devices technology enabled human beings to access media from anywhere anytime. Also, appearance of social networks (within internet) opened new realms of life simulation, because of their interactive features, potentially boosting media addictions.

This study reports an investigation of overall media addiction in Serbia for 2011 by using the universal indicators for all media. To get these indicators, new methodology was established.

To calculate the media addiction, 8 factors are used including 7 questions (subjective factors) and one objective parameter (length of media use). 10 degree scales are used to get detailed results. Research participants were filtered through prism of Prolonged use (40% top above mean of length of use for each media) and subjective indicators (7 of them).

These types are additionally examined to find out that internet addicts may have decreased capability of reception of other media, because of their special connection to one media. This may be because internet (and within it social networks) appear to be most valid substitution for direct communication when compared to other media (as its features are interactivity and access from anywhere anytime by use of mobile devices). Also, after throughout analysis it was determined that nature of social networks provides limited capacity for expression, which possibly affects reception capabilities as well. There might be connection between two analyses telling that internet users have decreased capability of reception of other media and other one telling that internet has most limited capacity of expression when compared to other media.

Hypothesis of the research is confirmed as persons with a special preference to one media have limited capacities to use other media. This may be logical but it has to be accounted that reception capabilities of media addicts decrease as newer and more addictive media are in question. This means that internet addicts have lowest capability of receiving other media, while televi-

sion, radio and print addicts have higher capability of receiving other media. Research result is explained with higher level of addiction tied to internet than to other media. Also, media features are analyzed to conclude that internet has highest number addictive features as it provides highest level of “reality simulation” than other media. Usual expressive potential of all media is analyzed to conclude that internet has lowest expressive potential.

A key to supposed “decrease in happiness” in societies with high media consumption rate may be decrease in expression and reception, not only of non-preferred media, because of substitution of activities in direct reality with activities in the indirect reality. This may be “basic social illness” tied with nature of media. This substitution of time may be important, because it may affect social members to become incapable of empathy, love and other significant elements leading towards happier and fulfilled life.

Research results of this study point towards invisible and potentially most devastating consequence of media addiction – decrease in reception and expression capabilities with addicts, potentially reflecting to notions such as wellbeing, happiness, creativity and change in values of major populations (not only strong media addicts).

It may be important to find out more about impact of media contents. For example, does media use stimulate imagination and creativity or not. Does media use decreases human capacity for emotional expression or it stimulates interaction between people? Are new media helping most of their users or they are dysfunctional to their daily realities. Although this study is focusing on media addiction, it may be important to examine wider impact of media, not only extreme cases of media use. But, by taking a look at extremely addicted, it may be possible to get a glimpse about what is media use effect is with light addicts.

Emptiness, lack of will, absence of emotions, abolition of spirit, decreased sensitivity, missing of sense of life and apathy may be social problems of modern societies which can be explained by vast indoctrination of media in lives of their users, thus causing the decrease in reception and expression capabilities. This should be examined by further studies as a prolongation of research result of this study in terms of decrease in reception and expression capabilities of media addicts related to non-preferred media.

Threats that democracy of 21st century is facing may be less about dictatorship of people and more by “dictatorship of technology”. People should be aware of invisible hegemony of media through education programs that warn them about dangers of media use and tell them how to use media safely, therefore making democracy stronger.

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Способности рецепције и изражавања интернет зависника у Србији

Сажетак: Ова студија испитује утицај коришћења медија на способности рецепције и изражавања према мање преферираним медијима. Зависност у односу на интернет, телевизију, радио и штампу измерена је како би се упредила жеља за коришћењем мање преферираних медија. Резултати показују да су они медијски зависници који су срећни због коришћења интернета најмање

срећни када користе остале медије, а у односу на оне појединце који су примарно срећни када користе телевизију, радио и штампу и њихов однос према мање преферираним медијима. Резултати истраживања показују специјалну везаност интернет зависника за медиј од кога су зависни. Резултати су упоређени са особинама медија које их потенцијално чине зависним али и са потенцијалом за изражавање ових медија. Смањење у потенцијалу за изражавање и рецепцију према мање преферираним медијима можда је изазвано заменом активности које су саме по себи више изражајне, као што је директна комуникација са мање изражајним активностима као што је индиректна (медијска) комуникација. Резултати могу да се искористе као путоказ за даља истраживања о томе како коришћење интернета утиче на емоционалну експресивност, креативност и благостање.

Кључне речи: Нови медији, интернет зависност, медијска психологија, рецепција и изражавање, емоционална експресивност, креативност, благостање