

The substitution effect of teenagers smart phone use on traditional media use / In Young Hwang, J. Hun Park

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Abstrak

This study explores whether teenagers' traditional media use time has been affected by smartphone use time. Drawing on the Korean Media Panel Survey from 2011 to 2014, we specify two models—a two-stage least squares (2SLS) and a two-stage least squares with individual fixed effects (2SLS-FE)—and compare the estimates. The estimates from the 2SLS model show that teenagers' smartphone use time has a substitution effect on book reading time, computer use time, and TV watching time, while the estimates from the 2SLSFE model show that teenagers' smartphone use time has a substitution effect on teenagers' book reading time and computer use time but no significant effect on their TV watching time.