

# How Changing Media Formats Impact Credibility and Drive Consumer Action

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# Conventional Wisdom Persists

## **“The Real Difference Between PR and Advertising”**

*“Advertising is paid media, public relations is earned media. This means you convince reporters or editors to write a positive story...It appears in the editorial section... rather than the “paid media” section where advertising messages appear. So your story has more credibility because it was independently verified by a trusted third party, rather than purchased.”*

**Forbes 2014**

*“Depending on how you measure and monitor an article it is between 10 times and 100 times more valuable than an advertisement. The idea is the believability of an article versus an advertisement...”*

**Michael Levine, publicist and author of Guerilla P..**

*“Countless studies report that, next to word-of-mouth advice from friends and family, editorial commentary (usually generated by your friendly, behind-the-scenes PR practitioner) carries far more weight than advertising.”*

**Steve Cody of Inc. Magazine**

# Assumption of Conventional Wisdom

- **Journalists serve as gatekeepers.** The fact that they choose to write about a product or service implies that they endorse the product or service.
- When a journalist writes favorably about a product or an individual, the **product gains public support from the” third-party endorsement” for the message.**
- That the endorsement from a journalist is **more credible** than a paid ad because **the journalist is “objective.”**

# Research to Date

- **Cameron, G. T.** (1994). Does publicity outperform advertising? an experimental test of the third-party endorsement. *Journal Of Public Relations Research*, 6(3), 185-207.
- **Hallahan, K.** (1999). No, Virginia, it's not true what they say about publicity's 'implied third-party endorsement'... *Public Relations Review*, 25(3), 331-350.
- **Jo, S.** (2004). Effect of content type on impact: editorial vs. advertising. *Public Relations Review*, 30(4), 503-512.
- **Verčič T, Verčič D, Laco K.** (Nov 2008). Comparing advertising and editorials: An experimental study in TV and print. *Public Relations Review*; 34(4), 380-386.
- **Stacks, D.W. & Michaelson, D.** (Summer 2009): A replication and extension of prior experiments. *Public Relations Journal* 3(3), pp. 1-22
- **Howes P.A., Sallot L.M.** (Sept, 2013). Company spokesperson vs. customer testimonial: Investigating quoted spokesperson credibility and impact in business-to-business communication. *Public Relations Review*, 39(3), 207-212.



# Key Findings of Research

- Majority of research has been conducted with **students** (Exception Stacks & Michaelson, 2009; Vercic et al., 2008)
- Importance of **topic/product involvement** (low versus high).
  - Persuasion theory (Petty & Cacoppo, 1996): people pay more attention to the message versus the source in high-involvement situations. Conversely, people in low-involvement situations rely on peripheral cues about the source of the message, such as expertise.
- Editorial has a stronger **impact on credibility** when it was about a **low-involvement product** (Hallahan, 1999)
- **Argument quality** - For strong arguments, earned media performs equally to advertising. For weak arguments, advertising performs better (Jo, 2004).
  - The extent to which a message has a greater impact on persuasion under conditions of high involvement.

# Major Take-Away from Academic Research

**There is limited support for the claim that public relations “earned media” is more credible and more effective than advertising.**

# Rationale for This Study

**Evolving media landscape** - Social and digital media, native advertising, traditional media transformation

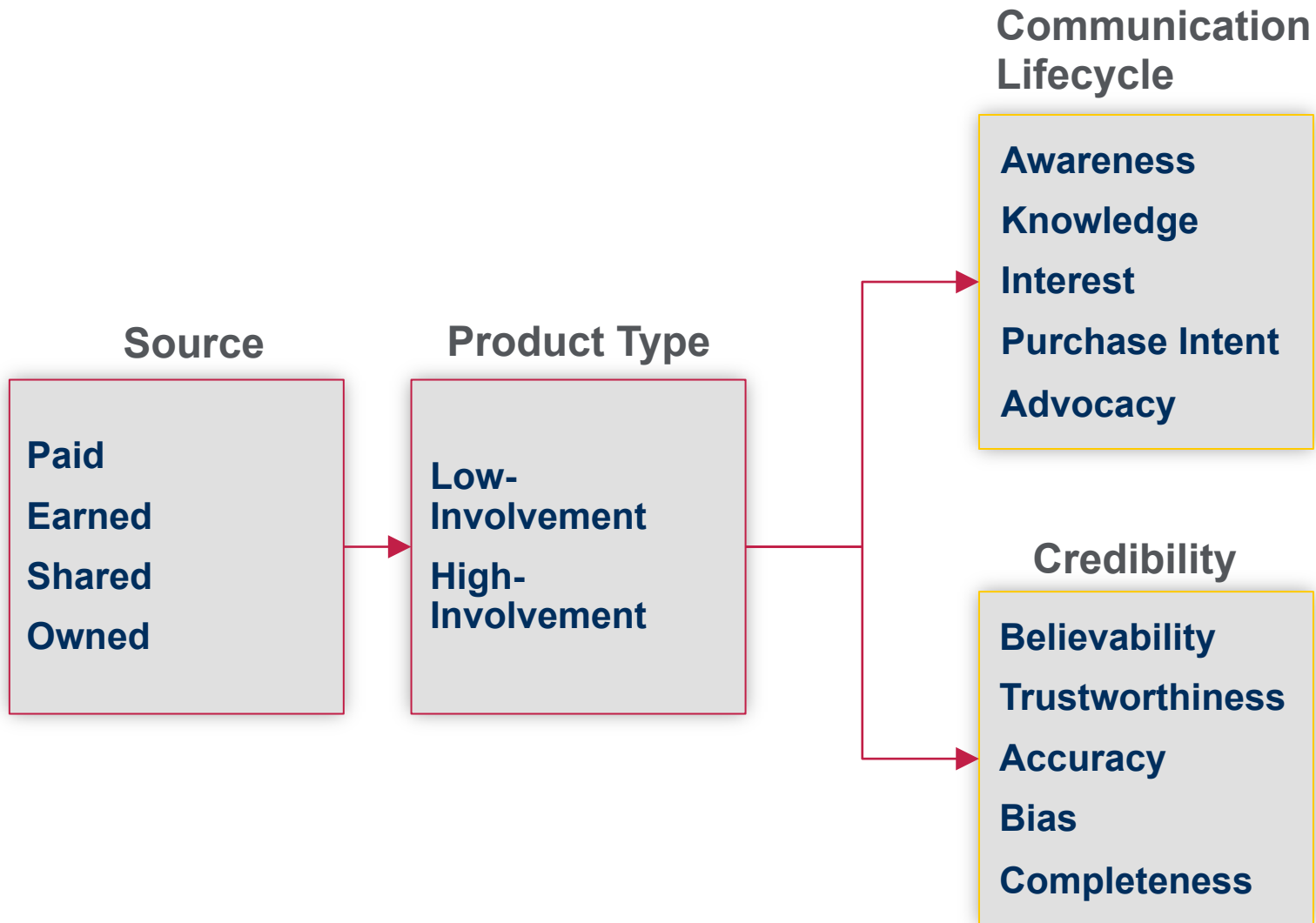
**Consumers are searching for information in new way** - choosing their channels and feeds

This study revisits the topic of source effectiveness and credibility based upon the popular PESO framework.

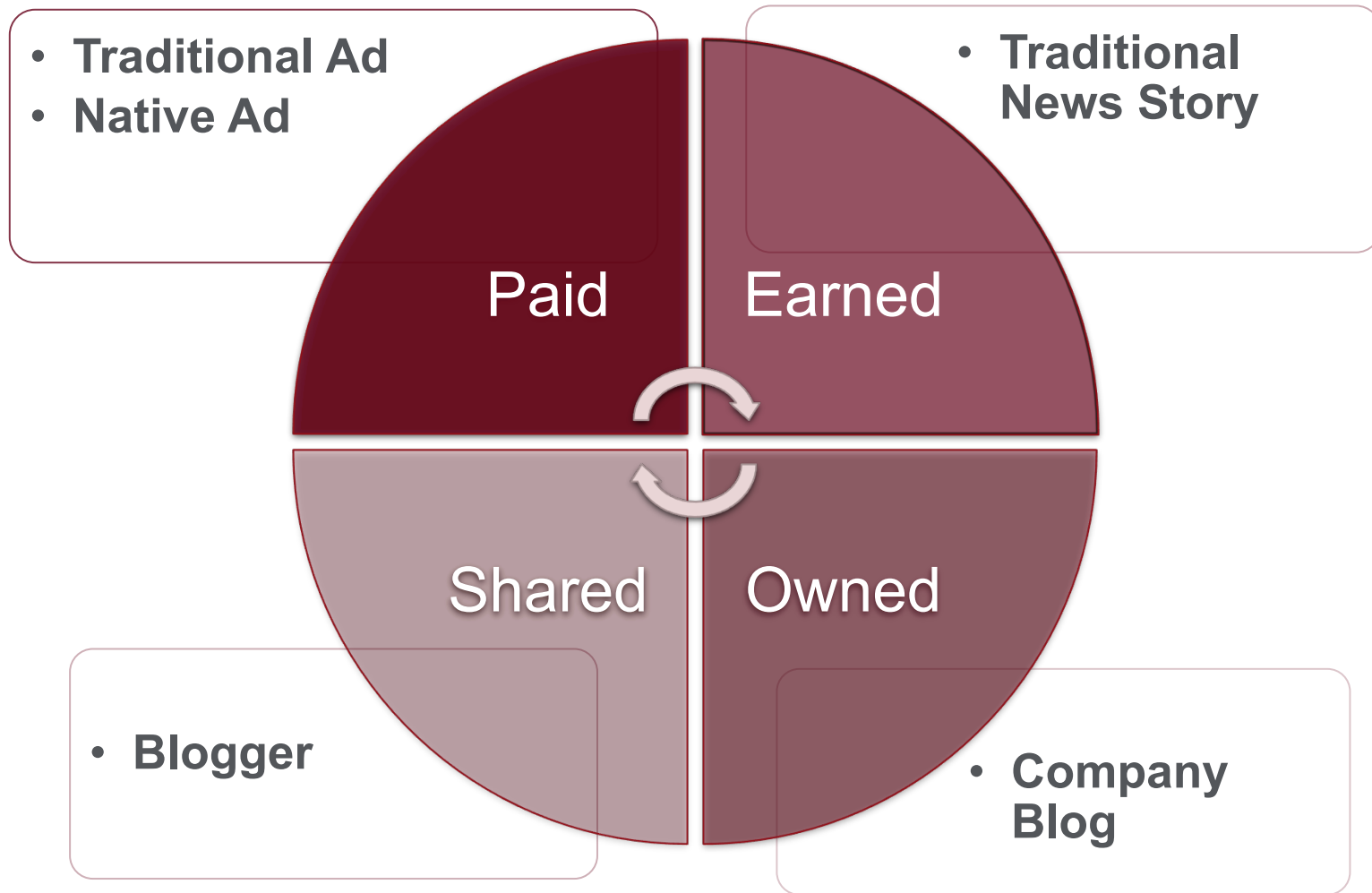
# Research Questions

1. What **sources**—paid, earned, shared, and owned—do **consumers consult prior to making a consumer purchase?** Do these differ for low- and high-involvement products?
2. How much **trust do consumers have in sources** to provide accurate and unbiased product information? Is there a difference between low- and high-involvement products?
3. What **impact do these sources have** in terms of creating awareness, knowledge, interest, purchase intent and word of mouth? Is there a difference for low- and high-involvement products?
4. What impact do these sources have on **credibility?**

# Conceptual Framework



# Source Classification



# Product Classification

## High-involvement

- Smartphone with extended battery life
- Shatter proof
- No-glare screen
- \$399

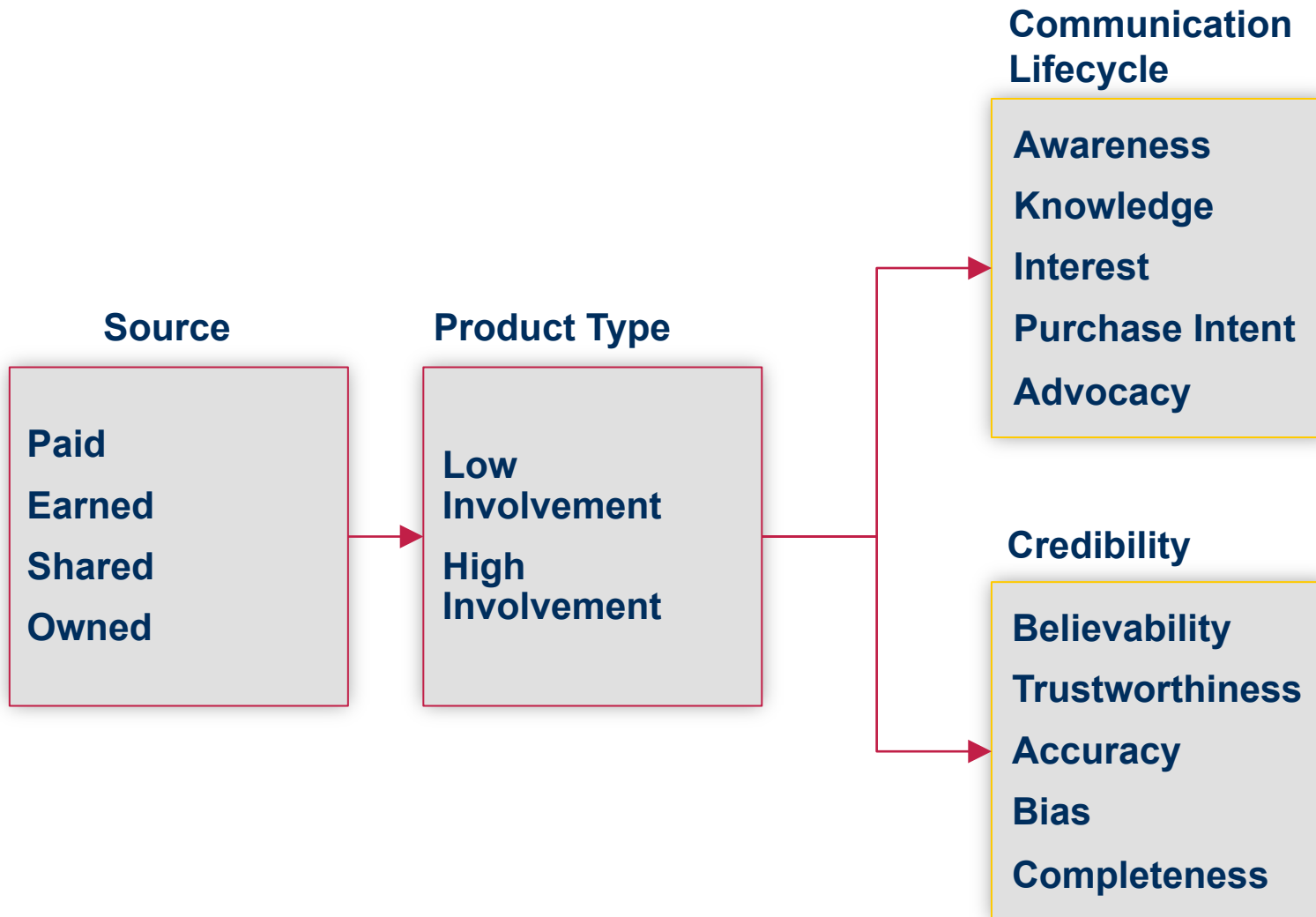


## Low-involvement

- CFL Bulb
- Built-in surge protector
- Cost ~\$8



# Conceptual Framework





# How We Asked the Questions

## Communication Lifecycle

### Product Involvement

In selecting from many types and brands of smartphones available in the market, would you say that:

#### Source

**Paid**  
**Earned**  
**Shared**  
**Owned**

- I would not care at all as to which one I buy 1 2 3 4 5 6 7 I would care a great deal as to which one I buy

- Do you think the various types and brands of smartphones available in the market are all very alike or are all very different?

→ They are alike 1 2 3 4 5 6 7 They are all different

- How important would it be to you to make a right choice for a smartphone?

Not at all important 1 2 3 4 5 6 7 Extremely important

- In making your selection of a smartphone, how concerned would you be about the outcomes of your choice?

Not at all concerned 1 2 3 4 5 6 7 Very much concerned

# How We Asked the Questions

## Communication Lifecycle

**Awareness**  
**Knowledge**  
**Interest**  
**Purchase Intent**  
**Advocacy**

## Credibility

**Believability**  
**Trustworthiness**  
**Accuracy**  
**Bias**  
**Completeness**

### Source Credibility

This is the advertisement that was paid for by Commando to advertise its smartphone. Would you say that the advertisement is....

Not believable 1 2 3 4 5 6 7 believable

Not trustworthy 1 2 3 4 5 6 7 trustworthy

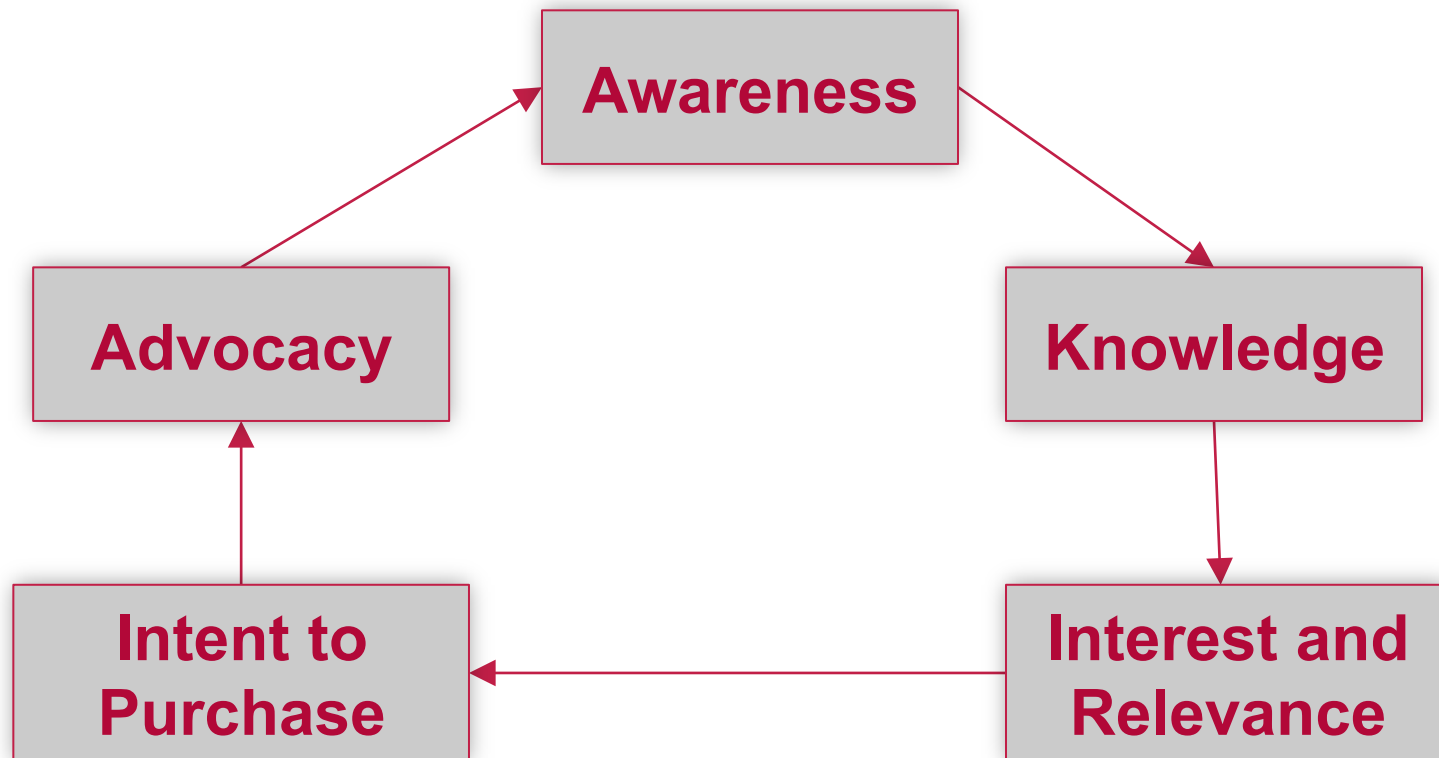
Not accurate 1 2 3 4 5 6 7 accurate

Not biased 1 2 3 4 5 6 7 biased

Not complete 1 2 3 4 5 6 7 complete

Do you view this advertisement as credible and why or why not? Open-ended

# Communications Lifecycle Model



# Communications Lifecycle Model

## Awareness

### Product Awareness

Thinking back to what you just read, place a check in the box by any of the products you remember reading about, whether in an advertisement or a story.

- Exercise and calorie tracker
- Commando smartphone
- Outdoor television
- Wireless waterproof keyboard
- Instant digital camera with built-in printer
- Leash camera strap
- Home security system
- Samsung smartwatch

Interest and  
Relevance

Knowledge

Advocacy

Intent

# Communications Lifecycle Model

## Product Knowledge

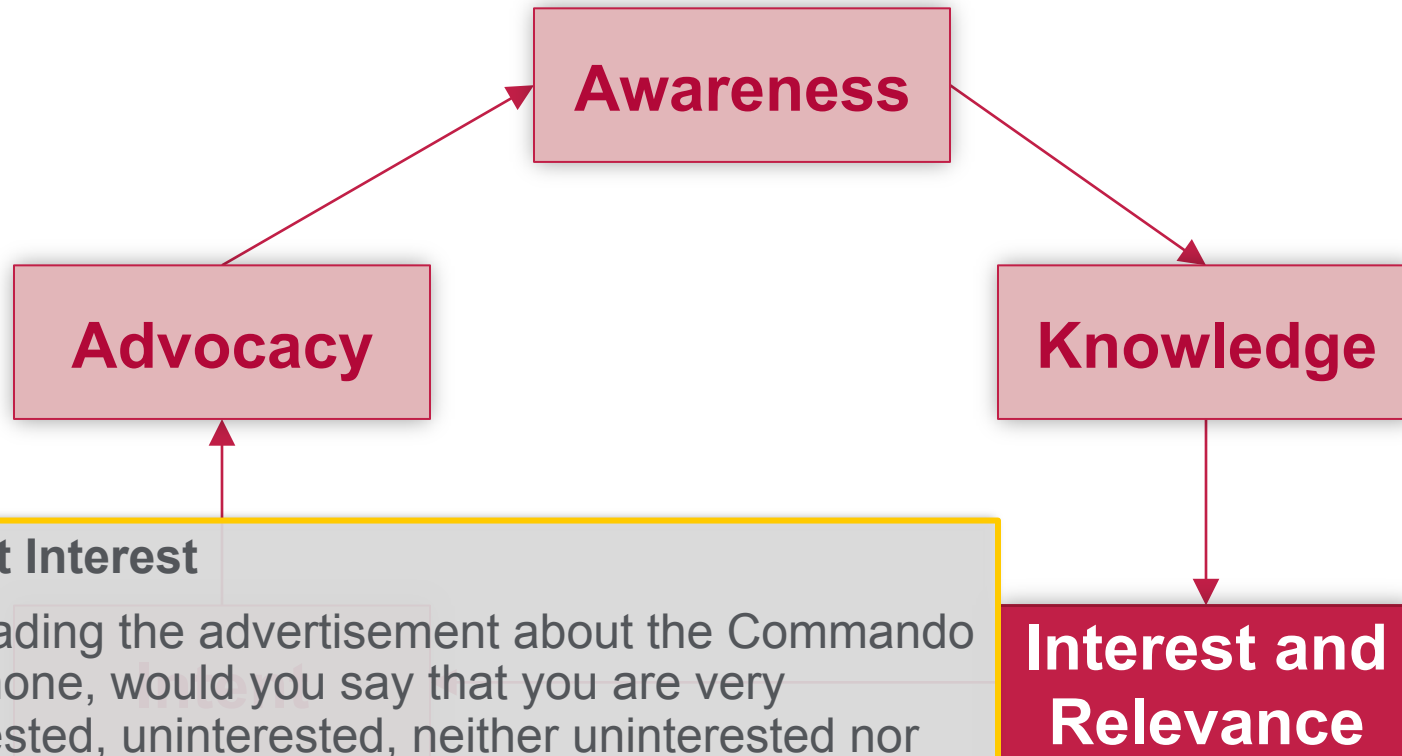
Next you are going to read a series of statements about the Commando smartphone, one of the products you just read about. After you read each statement, indicate whether you strongly disagree, disagree, neither disagree nor agree, agree, or strongly agree.

- The Commando smartphone has an extended battery life of up to more than 2 hours longer than the competition.
- The Commando smartphone comes in three colors: hot pink, aqua blue and neon green.
- The Commando smartphone has a non-glare face allowing for easing reading.
- The Commando smartphone has a shatter and scratch resistant touchscreen make of synthetic sapphire.
- The Commando smartphone is available for \$150.

Knowledge

Interest and  
Relevance

# Communications Lifecycle Model

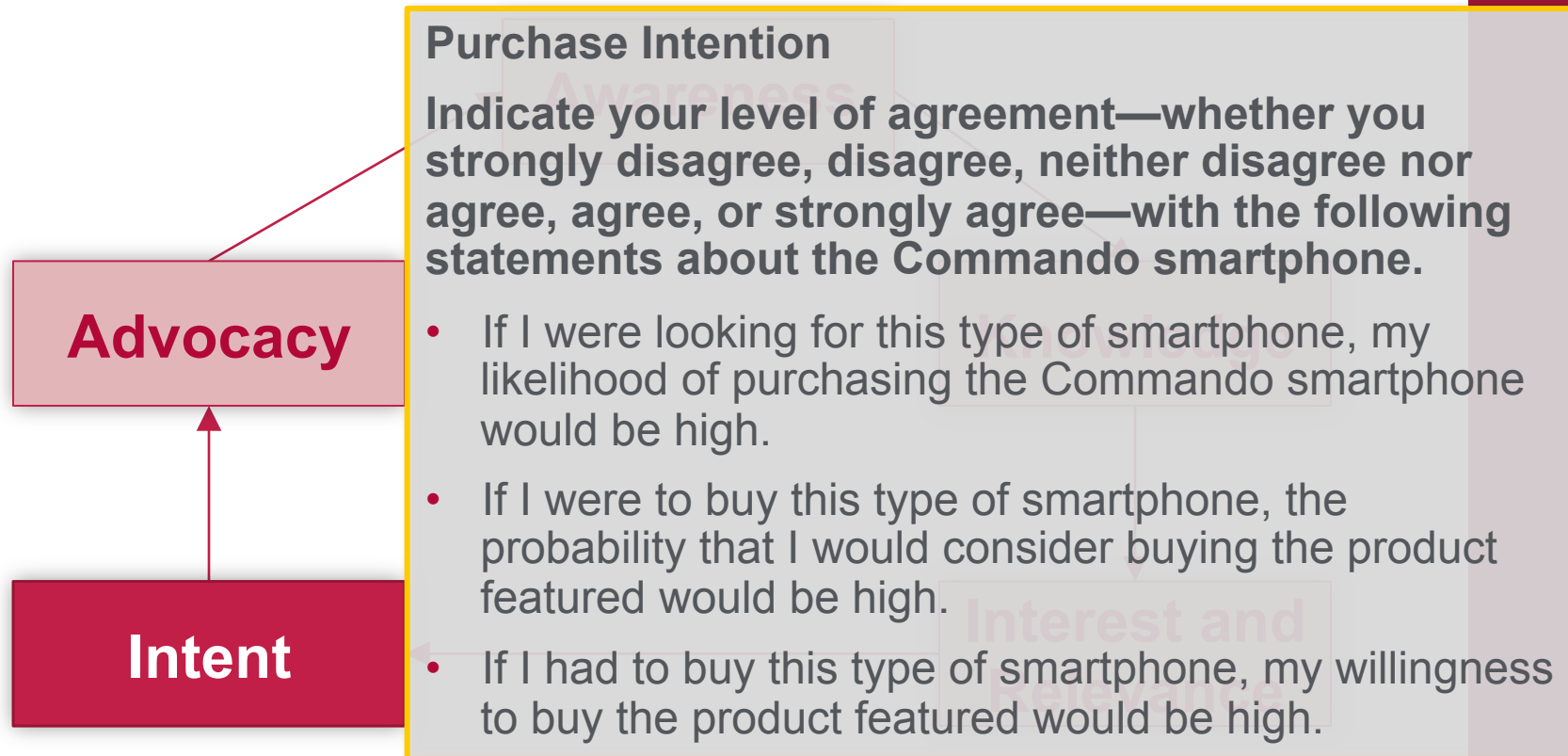


## Product Interest

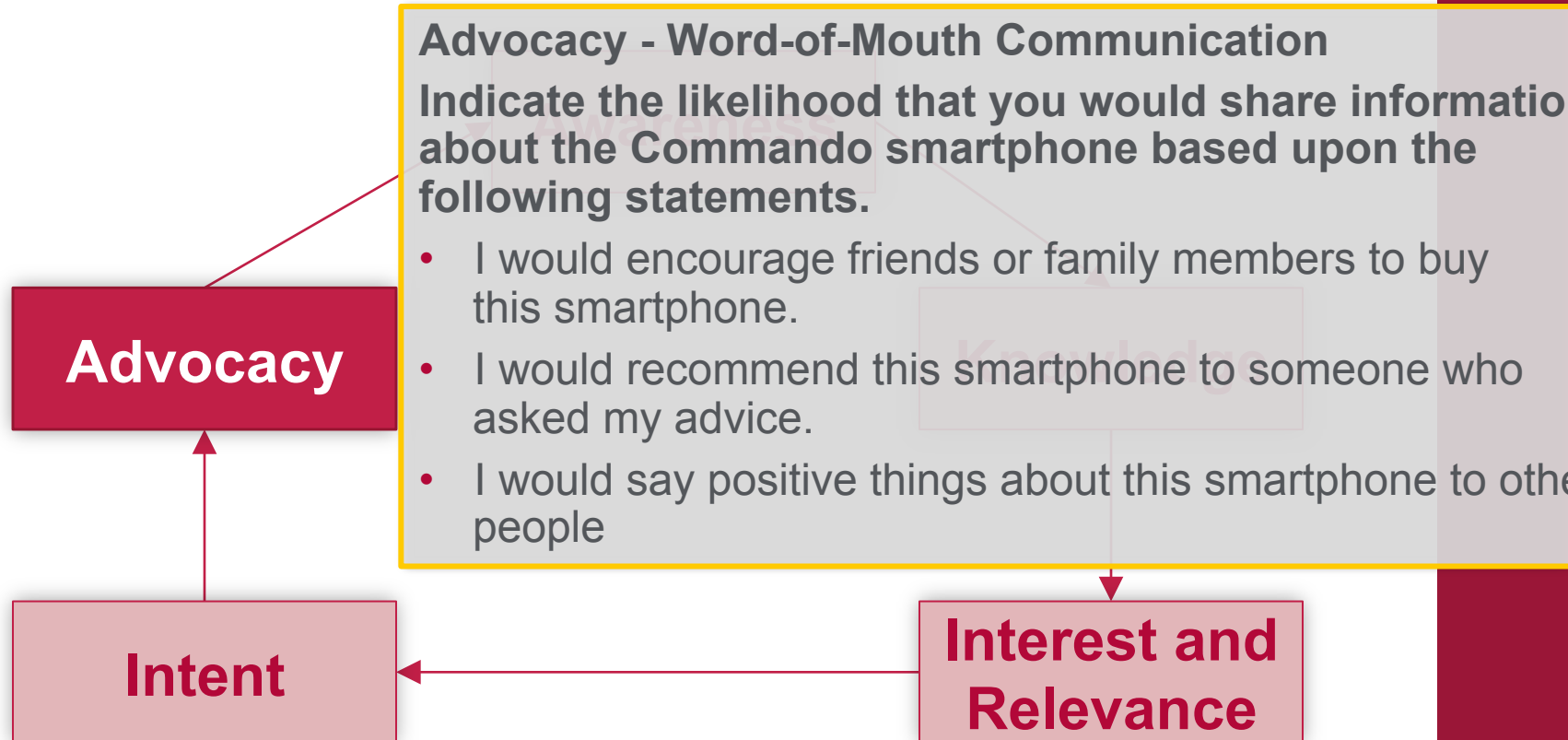
After reading the advertisement about the Commando smartphone, would you say that you are very uninterested, uninterested, neither uninterested nor interested, interested, or very interested in the Commando smartphone.

**Interest and  
Relevance**

# Communications Lifecycle Model



# Communications Lifecycle Model





# Pre-Tests and Manipulation Check

- Pretest in January 2015 to test perceived level of involvement with 100 participants
- Participants rated the light bulb a mean score of **11.89** (SD= 5.3) and the smartphone a mean score of **22.03** (SD=2.43), indicating they perceive them as significantly different in terms of involvement
- Second pretest was conducted in March 2015 with 125 participants to test questionnaire items

# Experimental Design Launched in Summer 2015

- **5 (sources) x 2 (product involvement)** between-subjects factorial design
- Five sources includes a traditional advertisement, a native advertisement, a company blog, an independent blog, and an earned news story
- Two product involvements included a **high-involvement** product and a **low-involvement** product
- **1,500 participants** recruited from a consumer panel participated in the study
- Instructed to read the material presented and then complete a questionnaire measuring awareness, knowledge, interest, purchase intent, advocacy, and credibility
- The survey also included a series of questions about **sources consulted and trust in sources** when making a consumer product purchase

## PERSONAL TECH

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## Samsung's New Smartwatch Lets You Make Calls from Your Wrist



By RAY FLEMING

Samsung has added a new entry to its growing catalog of smartwatches with the debut of its Gear S. Unlike its previous smartwatches, however, this one packs its own 3G data connection, which means it doesn't have to be tied to your smartphone at all times. That's a big deal for smartwatches.

Sporting a round LCD display that wraps around your wrist, the Gear S

looks more comfortable to wear — and more stylish — than Samsung's rectangular watches. Still, with a larger display size than its stablemates, the Gear S is fairly bulky. The Gear S is thicker and taller than other Samsung smartwatches, which are already fairly thick and tall.

The big innovation here, though, is that you'll be able to use the Gear S independently of your smartphone. You can send messages and receive and reply to notifications from their social networks and other apps via the watch's 3 Voice controls or its microphones.

What's more, you can make and receive calls from the watch. If you don't want to use the watch's 3G connection, you can pair it with your smartphone via Bluetooth or jump on an available Wi-Fi connection.

The Gear S also includes turn-by-turn pedestrian navigation, news updates, a heart rate monitor, and Nike+ Running app integration.

Samsung hasn't announced pricing for the Gear S yet, but the company did say it will begin selling the watch soon.

## The Leash Camera Strap

By RAY FLEMING

Kiklatart.com, an online store everyone knows by now, is a website where investors present their brainstorms to the public, in hopes of raising enough money to move forward with production. Sometimes truly great new products are born. Sometimes they flop.

The Leash is the first category. It's exactly the sort of thing Kiklatart preys on: an on-the-go gadget or something that's not quite a product. Sometimes truly great new products are born. Sometimes they flop.

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The first thing it does is gives you the nightmare of attaching a camera strap — usually a 20-minute procedure involving a lot of fiddling and cursing and glasses. Instead, you fasten the Leash's tiny black plastic anchors to your camera's mounting loops.

Then there's the nylon strap itself, which looks like these anchors click



ly and simply and holds 20 pounds. It starts out as a regular neck strap, but can expand to twice its original length when you want to use it as a sling strap where the camera hangs at your hip instead of your stomach.

In another configuration, you can clip an anchor to your belt, turning the Leash into a handy support system. You pull it tight against the strap, the tension helps keep it steady.

## Polaroid Develops a New Instant Camera

By RAY FLEMING

Polaroid's latest move to revive the field of instant photography (and Polaroid itself) is the Z230 instant digital camera.

Going by ratings on Amazon, the Z230 camera seems popular indeed. The Z230 is essentially a digital camera with a printer built in. You take photos, which it stores for you to use on the three-inch LCD screen on the camera's back. When you have a shot you like, you can make a 2-by-3-inch print. Print paper costs \$15 for a 30-sheet pack (that's \$0.50 per sheet), available online and in camera stores, as is the camera itself.

The prints are single-printed, not instant and adhesive (if you can't find the cardboard paper backing). They are also generally low quality. The hard-hold photo I took was a tad blurry. The shutter speed must be plastic, even shots in full sunlight were still underexposed. The camera on a wall or used a tripod. The prints were a bit washed out, but could be a "beginner" with a



kind that's way. With a size of roughly 5 by 3 by 1.5 inches, it's not quite pocket-size, nor is it lightweight. The controls are pretty easy to figure out, but there are a lot of them spread around the camera, some on the back, some on the side. It's not elegant.

At this point you may be wondering why this camera would appeal to. Telling it at a coffee shop, one woman was very taken with it. "This would be so much fun to use with my granddaughter," she said. I suspect it would also be good for scrapbookers, and the sticky-back photos might make hip party favors.



## A Television Designed for the Outdoors

By RAY FLEMING

Outdoor spaces typically suffer — or benefit — from the lack of television. Satellite TVs are designed to work outdoors.

Television sets do not normally do well in extreme heat, cold or the typical monsoon. But Satellite TVs are adapted from the industrial displays the company builds for use in places like ballpark concession stands.

In consumer TVs, the Signature series, are available in four sizes, from 32 inches to 65 inches, priced from \$1,500 to \$7,000. They borrow technology from the industrial sets to withstand the elements (for the minimum of a two-year warranty) and to be seen even on sunny days.

The company said the sets were made of moisture-resistant parts, primarily from Asia, and assembled in the United States. The television is enclosed in a weather-resistant plastic case with four multipaned fans to cool the inside in hot weather. The case is vented with filters fine enough to pass air but not dust. It also provides a barrier to spiders, which like to sit in warm, protected places.

The Satellite screen has a matte finish that is less reflective than that of an indoor set, and the LCD screen is 20 percent brighter than the standard screen.

As owner of the set said and the thought picture was excellent, though she watched mostly in the evenings. Even at twilight, she said the TV's brightness did not attract many bugs, although it did attract neighbors.

That was fine, she said, because they brought their own wine.

## Shatterproof, No-Glare Commando Smartphone with Extended Battery Life



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The buzz being generated by newly released smartphones has manufacturers pulling out all the stops to prove they have what it takes to hang with the big boys. But even fairly newcomers haven't been able to solve the most common smartphone problem as reported in a February 2015 West Magazine reader survey.

The number one problem identified in the study is battery life. Internet connections, apps and state-of-the-art software keep smartphones buzzing, batteries drained and users frustrated. Problem number two is a cracked or scratched screen. While smudged smartphones can often continue to function, readers felt that manufacturers should have addressed this common issue by now. Readers felt the same about the third most common problem cited: screen glare from sun or lights. No-glare screen protectors can be

purchased and installed separately, but they can result in air bubbles or hinder touch screen performance.

One newcomer, Commando, is the first smartphone designed to improve on some of the key weaknesses. Commando's extended battery life, more than two hours longer than any handset currently available, its shatter and scratch resistant touch screen made of synthetic sapphire, one of the hardest materials on earth and its non glass face, allowing for easy reading in any lighting environment are serious advantages.

The trade is a somewhat heavier and bulkier device, with a high price tag. The Commando performs all the standard tasks you would expect in a smartphone, but it is optimized to support specific environments — like when you're behind the wheel — really well. Its Auto App logic logs, tracks GPS, alerts you to prices and locations of nearby gas stations when the tank is low and similar actions. While some of these functions may be available on competitor products or apps, Commando's features are highly refined to really excel at supporting America's love affair with the automobile — and solve the perennial issues of battery life, shattered screens and glare in sunlight. Price starts at \$399.

## Tagg Pet Tracker

By RAY FLEMING

GPS is already in our cars and phones — why not on pet collars? The Tagg Pet Tracker (109, plus \$4 a month after three months) straps onto your dog's or cat's existing collar. The company notes: "The tracker should not be used on spiked, powdered or metal collars. That means you, Brutus, need to do."

New dog or cat? That's Tagg's wanderings. If the animal leaves the yard (or any other "perimeter" that you create), the Location tag sends you a text message. And you can use the pet's location website to find your pet again on a map, using your phone or computer.

Unlike most pet trackers, this one is useful even when your animal remains on the property. It also acts like one of those Fitbit-type motion sensors, generating daily or weekly reports on



how much exercise your animal is getting. Might be handy if you're not around to witness its activities during the day.

The design is clean, attractive and water-resistant, meaning that swimming or bathing doesn't hurt it. When the battery runs low, the transmitter sends you a text to let you know. You snap the thing neatly onto its base station charger; one charge lasts about a month.

You can add another pet for another \$4 a month, and there's no commitment: you can start or stop service whenever you like. You can pay for the service for a year.

## Powerbeats2

The workout buds that provide the extra 12%. Providing thoroughly reliable service, from shimmering lights to fat, fitted-out tunes.

Just put your smartphone in an arm strap or on the treadmill, pair your Bluetooth, turn your tunes on, and strid away.

\$100  
beatsbyd.com



## BLACKBERRY PASSPORT GETS WORK DONE

Work Wide

Whether streaming and purpose-built for productivity, the BlackBerry® Passport smartphone empowers the total work. With built-in screen, keyboard, trackball, and camera, the BlackBerry Passport smartphone is a truly business.



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A single lens refers to beautiful photos, but you pay the price in weight, bulk and awkwardness. The Leash 140 is designed to help.

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The print is an instant print, one you can peel off the rubbery paper backing. They are also generally high quality. The hand-held photo I took was a tad blurry. The shutter speed must be pretty even, though, as the light didn't seem to be affected by the camera's on a wall or used a tripod. The print is a bit washed out, but could be an "Instagram" with a few filters.

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Work Mode

Powering down and restoring back to productivity, the BlackBerry Passport empowers business travelers to take calls, send text messages, and use the BlackBerry Passport to get work done. It's the only smartphone that can be used in Work Mode, which allows you to use your phone or computer.

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# Traditional News Story - Smartphone

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By RAY FLEMING

Kickstarter.com, an online marketplace where you can find the latest and greatest in tech, is a website where investors present their brainstorms to the public, in hopes of raising enough money to move forward with production. Sometimes truly great new products are born. Sometimes they flop.

The Leash is the first camera strap. It's exactly the sort of thing Kickstarter projects are so good at spotlighting or writing some mundane object in our lives that hasn't been redesigned since 1973.

In this case, it's the camera strap. A single-line refers to a beautiful photo, but you pay the price in weight, bulk and awkwardness. The Leash 1.0 is designed to help.

The first thing it does is spurs you the nightmare of attaching a camera strap — usually a 20-minute procedure involving cracked leather and maddening gloves. Instead, you latch the Leash's tiny black plastic anchors to your camera's camera-mount lugs.

Then there's the nylon strap itself, which hooks into these anchors quickly

and simply and holds 200 pounds. It starts out as a regular neck strap, but can expand to twice its original length when you want to use it as a sling strap where the camera hangs at your hip instead of your stomach.

In another configuration, you can clip an anchor to your belt, turning the Leash into a handy emergency tripod. You pull it tight against the strap; the tension helps keep it steady.

## Polaroid Develops a New Instant Camera

By RAY FLEMING

Polaroid's latest move to revive the field of instant photography (and Polaroid itself) is the Z230 instant digital camera.

Going by ratings on Amazon, the Z230 camera seems popular indeed. The Z230 is essentially a digital camera with a printer built in. You take photos, which it stores for you to use on the three-inch LCD screen on the camera's back. When you have a shot you like, you can make a 2-by-3-inch print. Print paper costs \$15 for a 30-sheet pack (that's 10 cents per sheet), available online and in camera stores, as the camera itself.

The prints are mirror-proof, are instant and adjustable (if you can peel off the rubbery paper backing). They are also generally of quality. The handheld photo I took was a tad blurry. The shutter speed must be plastic; even shots in full sunlight were still a little blurred. The prints were a bit washed out, but could be in "Instagram" with a filter.

With a size of roughly 5 by 3 by 1.5 inches, it's not quite pocket-size, nor is it lightweight. The controls are pretty easy to figure out, but there are a lot of them spread around the camera, some on the back, some on the side. It's not elegant.

At this point you may be wondering who this camera would appeal to. Testing it at a coffee shop, one woman was very taken with it. "This would be so much fun to use with my granddaughter," she said. I'd suspect it would also be good for grandparents, and the sticky-back photo might make fun party favors.



## A Television Designed for the Outdoors

By RAY FLEMING

Outdoor spaces typically suffer — or benefit — from the lack of television. Sunbrite TVs are designed to work out side.

Television sets do not normally do well in extreme heat, cold or the typical monsoon. But Sunbrite TVs are adapted from the industrial displays the company builds for use in places like highway concession stands.

In consumer TVs, the Sunbrite series, are available in four sizes, from 32 inches to 65 inches, priced from \$1,500 to \$7,000. They borrow technology from the industrial sets to withstand the elements (or the minimum of a two-year warranty) and to be seen even on sunny days.

The company said the sets were made of moisture-resistant parts, yet,

mainly from Asia, and assembled in the United States. The television is enclosed in a weather-resistant plastic case with four multipaned lines to cool the inside in hot weather. The case is ventilated with filters fine enough to pass air but dust it. It also provides a barrier to spiders, which like to nest in warm, protected places.

The Sunbrite screen has a matte finish that is less reflective than that of an indoor set, and the LCD screen is 20 percent brighter than the standard screen. As owner of the set said after she brought the picture was excellent, though she watched mostly in the evenings. Even at night, she said the TV's brightness did not attract many bugs, although it did attract neighbors.

That was fine, she said, because they brought their own wine.

## Built-In Surge Protector Prevents CFL Failure

By RAY FLEMING

The incandescent light bulb has been around since the late 1800s, but the technology's dominance is dimming. Due to a law passed by Congress in 2007, tungsten-halogen 40- and 60-watt incandescent light bulbs, representing more than 50 percent of the consumer lighting market, can no longer be manufactured in the U.S.

Until the supplier ran out, the old bulbs will be available on store shelves, but consumers are already moving to the new technologies, such as compact fluorescent lamps (CFLs) that use far less electricity and last longer. CFLs are difficult to install: the electric power and last eight to 10 times longer.

Switching one bulb can save more than five times its purchase price in electricity costs over the lamp's lifetime. But not all the reviews are glowing.

Higher cost over time. Initial complaints about CFLs show starts to fall brightness and incompatibility with dimmers have been addressed and the light quality is now more like that generated by incandescent bulbs. One persistent problem in CFL bulbs, with bulbs burning out way too soon or even, abnormally, explosions. This is due to power surges, a frequent but often unnoticed occurrence in your home's electricity flow.

A CFL bulb is now available with a built-in surge protector that will eliminate this annoying problem and protect your investment in energy-efficient lighting. The cost is about \$7. So, now there is no excuse for avoiding the transition from incandescent bulbs.

## Tagg Pet Tracker

By RAY FLEMING

GPS is already in our cars and phones — why not on pet collars? The Tagg Pet Tracker (L100, also \$45 a month after three months) snaps onto your dog's or cat's existing collar. The company notes: "The tracker should not be used on spiked, jeweled or metal collars." That means you, Britta, must do.

Now you can track Ruby's wanderings. If the animal leaves the yard (or any other "boundary" that you create), the L100 sends you a text message. And you can use the pettracker.com website to find your pet again on a map, using your phone or computer.

Unlike most pet trackers, this one is useful even when your animal remains on the property. It also acts like one of those Fitbit-type motion sensors, generating daily or weekly reports on how much exercise your animal is



getting. Might be handy if you're not around to witness its activities during the day.

The design is clean, attractive and water resistant, meaning that swimming and bathing doesn't hurt it. When the battery runs low, the transmitter sends you a text to let you know. You stop the thing really only to have status change: one charge lasts about a month.

You can add another pet for another \$4 a month, and there's no commitment: you can start or stop service whenever you like. You can pay for the service by phone.

## Powerbeats2

The workout buds that provide the extra 10%. Providing thoroughly wireless control, from shimmering lights to fat, filled-out tones.

Just put your smartphone in an ear strap or on the headband, pair your Bluetooth, turn your tunes on, and shred away.

\$100  
beatsbyd.com



## BLACKBERRY PASSPORT GETS WORK DONE

Work Wide

Whether streaming and processing data for productivity, the BlackBerry® Passport empowers employees to take work with them in class, on the go, and in the office. Discover 50 ways to get the most out of the BlackBerry Passport smartphone, a tool for business.

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# Traditional News Story - CFL

## PERSONAL TECH

**RAY FLEMING** is the technology columnist for the New York Times. He's a correspondent for CNN and MSNBC and a commentator on NBC's "The Today Show." He received a Gerald Loeb Award in 2008.

### Samsung's New Smartwatch Lets You Make Calls from Your Wrist



By RAY FLEMING

Samsung has added a new entry to its growing catalog of smartwatches with the debut of its Gear S. Unlike its previous smartwatches, however, this one packs its own 3G data connection, which means it doesn't have to be tied to your smartphone at all times. That's a big deal for smartwatches.

Spriting a round 1.5-inch display that wraps around your wrist, the Gear S

looks more comfortable to wear — and more stylish — than Samsung's rectangular watches. Still, with a larger display size than its predecessors, the Gear S is fairly bulky. The Gear S is thicker and taller than other Samsung smartwatches, which are already fairly thick and tall.

The big innovation here, though, is that you'll be able to use the Gear S independently of your smartphone. You can send messages and receive and reply to notifications from their social networks and other apps via the watch's 3 Voice controls or its onscreen keyboard.

What's more, you can make and receive calls from the watch. If you don't want to use the watch's 3G connection, you can pair it with your smartphone via Bluetooth or jump on an available Wi-Fi connection.

The Gear S also includes turn-by-turn navigation, news updates, a heart rate monitor, and fitness-tracking app integration.

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You pull it tight against the strap; the tension helps keep it steady.

CFL bulbs are 4.5 times more expensive than traditional incandescent bulbs, but the price has been dropping. Given that lighting your home accounts for about one-quarter of your electric bill, the energy savings outweigh the

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# Traditional News Story - CFL

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higher cost over time. Initial complaints about CFL slow starts to full brightness and incompatibility with dimmers have been addressed and the light quality is now more like that generated by incandescent bulbs. One persistent problem is CFL failure, with bulbs burning out way too soon or even, alarmingly, explosions. This is due to power surges, a frequent but often unnoticed occurrence in your home's electricity flow.

A CFL bulb is now available with a built-in surge protector that will eliminate this annoying problem and protect your investment in energy efficient lighting. The cost is about \$7. So, now there is no excuse for avoiding the transition from incandescent bulbs.

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Polaroid's latest move to revive the field of instant photography (and Polaroid itself) is the Z230 instant digital camera.

Going by ratings on Amazon, the Z230 is essentially a digital camera with a printer built in. You take photos, which it stores for you to view on the three-inch LCD screen on the camera's back.

When you're done, you can make a 2-by-3-inch print. Print paper costs 15 cents per sheet (that's 10 cents per sheet, available online and in camera stores, as is the camera itself).

The prints are mirror-grade, come in instant and adhesive (if you can peel off the rubbery paper backing). They are also generally high quality. The handheld photo took was a tad blurry.

The shutter speed must be plastic, even shots in full sunlight were still softened. The camera on a wall or used a tripod. The prints were a bit washed out, but not as in "Tadpole" with a



With a size of roughly 5 by 1.5 inches, it's not quite pocket size, nor is it lightweight. The controls are pretty easy to figure out, but there are a lot of them spread around the camera's surface on the back, some on the side. It's not exactly a sleek design.

At the point you may be wondering who this camera would appeal to. Testing it at a coffee shop, one woman was very taken with it. "This would be so much fun to use with my granddaughters," she said. I'd suspect it would also be good for grandparents, and the sticky-back photos might make fun party favors.

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Work Wide

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NEXT

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## A Gaming Laptop That's Quick and Costly

By RAY FLEMING

The word "retro" may be overused in describing male-dominated activities like video games or the cinema challenge, but it fits the bill when it comes to the Razer Blade gaming laptop.

It's extremely fast, extremely thin and extremely expensive.

I haven't played computer games in a while, but I turned the Razer Blade over to two fellow gamers, Evan and Morgan Dills. Evan, as the owner of the Burbank Coffee Company in Baltimore, has spent plenty of celebrated play time on game consoles, like the PlayStation 4 and Xbox 360 he currently owns.

The pair tried out Battlefield 4, which came pre-installed for demonstration on the machine. "One of the pros was how



fast it was," said Evan. "The processor is just crazy." That crazy processor is an Intel Core i5, a quad-core chip found in some high-end Macs.

That speed is paired with a 17.3-inch high-definition and although the laptop is about 11 by 11 inches to accommodate the screen, it is less than an inch thick and weighs 6.6 pounds, relatively light for a laptop this size.

What really sets it apart from other laptops is the Switchable user interface. That is a LCD trackpad that shows game information, like who in your player group is inflicting the most damage on foes. There are also 10 buttons above the trackpad that change their assigned functions depending on the game. They can represent different weapons, and automate actions that would normally take several steps, like drawing and loading a firearm.

What the brothers did not like about the Razer Blade was the price, \$2,500. "That is a huge investment," said Evan. "Add in accessories like a sound system, headset, game and gaming subscription, and the price keeps rising."

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\$200  
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Features:

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- Shatter and scratch resistant touch screen made of synthetic sapphire, one of the hardest materials on earth.
- Anti-glare face for easy reading in sunlight - incorporates anti-reflective technology that kills glare and noise.
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PERSONAL TECH

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### Samsung's New Smartwatch Lets You Make Calls from Your Wrist



By RAY FLEMING

Samsung has added a new entry to its growing catalog of smartwatches with the debut of its Gear S. Unlike its previous innovation, however, this one packs its own 3G data connection, which means it doesn't have to be tied to your smartphone at all times. That's a big deal for smartwatches.

Sporting a curved touch display that wraps around your wrist, the Gear S

looks more comfortable to wear — and more stylish — than Samsung's rectangular watches. Still, with a larger display size than its stablemates, the Gear S is fairly bulky. The Gear S is thicker and taller than other Samsung smartwatches, which are already fairly thick and fat.

The big innovation here, though, is that it'll be able to use the Gear S independently of your smartphone. You can send messages and receive and reply to notifications from their social networks and other apps via the watch's 3G voice controls or its microphones.

What's more, you can make and receive calls from the watch. If you don't want to use the watch's 3G connection, you can pair it with your smartphone via Bluetooth or jump on an available Wi-Fi connection.

The Gear S also includes turn-by-turn pedestrian navigation, news updates, a heart rate monitor, and Nike+ running app integration.

Samsung hasn't announced pricing for the Gear S yet, but the company did say it will begin selling the watch soon.

### The Leash Camera Strap

By RAY FLEMING

Kickstarter.com, an almost everyone knows by now, is a website where inventors present their inventions to the public, in hopes of raising enough money to move forward with production. Sometimes truly great new products are born. Sometimes they flop.

The Leash is the first category it's exactly the sort of thing Kickstarter profers as so good at updating or writing game manuals: object to not from that hasn't been redesigned since 1723.

In this case, it's the camera strap. A single-line reflex takes beautiful photos, but you pay the price in weight, bulk and awkwardness. The Leash (SR) is designed to help.

The first thing it does is open up the nightmare of attaching a camera strap — usually a 20-minute procedure involving cables and twisting glasses. Instead, you fasten the Leash's tiny black plastic anchors to your camera's connecting loops.

Then there's the nylon strap itself, which hooks onto these anchors quick



### Polaroid Develops a New Instant Camera

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Polaroid's latest move to revive the field of instant photography (and Polaroid itself) is the Z2300 instant digital camera.

Going by ratings on Amazon, the Z2300 camera seems popular indeed. The Z2300 is essentially a digital camera with a printer built in. You take photos, which it stores for you to see on the three-inch LCD screen on the camera's back. When you're done, you can make 2 by 3.5-inch prints. Print paper costs \$15 for a 30-sheet pack (that's 10 cents per sheet), available online and in camera stores, as is the camera itself.

The prints are mirror-gloss, near-instant and adhesive (if you can't get the adhesive paper backing). They are also somewhat blurry. The hard-held photos I took were a tad blurry. The shutter speed must be pretty slow, even in full sunlight, even when I used a tripod. The prints were a bit washed out, but could be on "Instagram" with a few filters.



### A Television Designed for the Outdoors

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Outdoor spaces typically suffer — or benefit — from the lack of television. Sunlight TVs are designed to work out side.

Television sets do not normally do well in extreme heat, cold or the typical monsoon. But Sunlight TVs are adapted from the industrial displays the company builds for use in places like highway concession stands.

In consumer TV, the Sunlight series, are available in four sizes, from 32 inches to 65 inches, priced from \$1,500 to \$2,000. They borrow technology from the industrial sets to withstand the elements (for the maximum of a two-year warranty) and to be seen even on sunny days.

The company said the sets were made of moisture-resistant parts, pri-

marily from Asia, and assembled in the United States. The television is enclosed in a weather-resistant plastic case with four multipoint latches to hold the inside in hot weather. The case is vented with three fans enough to keep air hot and dry. It also provides a barrier to spiders, which like to nest in warm, protected places.

The Sunlight screen has a matte finish that is less reflective than that of an indoor set, and the LCD screen is 20 percent brighter than the standard screen. As owner of the set said after she brought the picture was excellent, though she watched mostly in the evenings. Even at night, she said the TV brightness did not attract many bugs, although it did attract neighbors.

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That speed is paired with a 17.3-inch high-definition and although the laptop is about 11 by 11 by 1 inch to accommodate the screen, it is less than an inch thick and weighs 6.5 pounds, relatively light for a laptop this size.

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# Traditional Advertisement - Smartphone

## COMMANDO SMARTPHONE SOLVES PROBLEMS

Extended Battery Life  
Shatter - Proof  
No-Glare



### Features:

- Extended battery life - more than two hours longer than any smartphone currently available.
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NEXT



PERSONAL TECH

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The big question here, though, is that you'll be able to use the Gear S independently of your smartphone. You can send messages and receive and reply to notifications from their social networks and other apps via the watch's 3.5

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Samsung hasn't announced pricing for the Gear S yet, but the company did say it will begin selling the watch soon.

### The Leash Camera Strap

By RAY FLEMING

Kikstart.com, an online everyone knows by now, is a website where investors present their brainstorms to the public, in hopes of raising enough money to move forward with production. Sometimes truly great new products are born. Sometimes they flop.

The Leash is in the first category. It's exactly the sort of thing Kikstarters prey on as proof of updating or writing their own mundane object in our lives that hasn't been redesigned since 1723.

In this case, it's the camera strap. A single-use takes takes beautiful photos, but you pay the price in weight, bulk and awkwardness. The Leash 180 is designed to help.

The first thing it does is opens up the nightmare of attaching a camera strap — usually a 20-minute procedure involving creel needles and mauling glasses. Instead, you fasten the Leash's tiny black plastic anchors to your camera's mounting loops.

Then there's the nylon strap itself, which hooks into these anchors quick-



ly and simply and holds 200 pounds. It starts out as a regular work strap, but it can expand to twice its original length when you want to use it as a dog strap, where the camera hangs at your hip instead of your stomach.

In another configuration, you can clip an anchor to your belt, turning the Leash into a handy important tripod. You pull it tight against the strap; the tension helps keep it steady.

### Polaroid Develops a New Instant Camera

By RAY FLEMING

Polaroid's latest move to revive the field of instant photography (and Polaroid itself) is the Z230 instant digital camera.

Going by ratings on Amazon, the Z230 is essentially a digital camera with a printer built in. You take photos, which it stores for you are on the flexible LCD screen on the camera's back. When you have a shot you like, you can make a 3-by-3-inch print. Print paper costs \$15 for a 36-sheet pack (that's 30 cents per sheet), available online and in camera stores, as is the camera itself.

The price is underpriced, more instant and adhesive (if you can peel off the children's paper backing). They are also generally low quality. The hard-held photo I took was a tad blurry. The shutter speed must be dismal, even shots in full sunlight were soft unless I steadied the camera as well or used a tripod. The prints were a bit washed out, but cool in an "Instagram with a



low-light" shot.

With a size of roughly 5 by 3 by 1.5 inches, it's not quite pocket size, nor is it lightweight. The controls are pretty easy to figure out, but there are a lot of them spread around the camera, some on the back, some on the side. It's not elegant.

At this point you may be wondering why this camera would appeal to. Putting it at a coffee shop, one woman was very taken with it. "This would be so much fun to use with my granddaughters," she said. I'd expect it would also be good for scrapbookers, and the sticky-back photos might make fun party favors.



### A Television Designed for the Outdoors

By RAY FLEMING

Outdoor spaces typically suffer — or benefit — from the lack of television. Sunlite TVs are designed to work out.

Television sets do not normally do well in extreme heat, cold or the typical monsoon. But Sunlite TVs are adapted from the industrial display the company builds for use in places like airport concession stands.

In consumer TVs, the liquid-crystal arrays, are available in four sizes, from 32 inches to 65 inches, priced from \$1,200 to \$2,000. They borrow technology from the industrial sets to withstand the elements (for the minimum of a two-year warranty) and to be seen even on sunny days.

The company said the sets were made of moisture-resistant parts, pre-

viously from Asia, and assembled in the United States. The television is enclosed in a weather-resistant plastic case with four multipaned fans to cool the inside in hot weather. The case is ventilated with three fans enough to pass air but shut it. It also provides a barrier to spiders, which like to nest in warm, protected places.

The Sunlite screen has a matte finish that is less reflective than that of an indoor set, and the LCD screen is 20 percent brighter than the standard screen.

In some of the set said she brought the picture was excellent, though she watched mostly in the evenings. Even at night, she said the TV's brightness did not attract many bugs, although it did attract neighbors.

That was fine, she said, because they brought their own wine.

### A Gaming Laptop That's Quick and Costly



By RAY FLEMING

The word "extreme" may be overused in describing male-dominated activities like the X Games or the cinema challenge, but it fits the bill when it comes to the Razer Blade gaming laptop.

It is extremely fast, extremely thin and extremely expensive.

I don't play computer games and I turned the Razer Blade over to two fellow gamers. Even so, the owner of the Burbank Coffee Company in Baltimore, has spent plenty of calculated play time on game consoles, like the PlayStation 3 and Xbox 360 he currently owns.

The past tried out Battlefield 3, which came pre-installed for demonstration on the machine. "One of the pros was how

fast it was," said Evan. "The processor is just crazy." That core processor is an Intel Core i7, a quad-core chip found in some high-end laptops.

That speed is paired with a 17.3-inch high-definition and although the laptop is about 11 by 12 inches to accommodate the screen, it is less than an inch thick and weighs 6 pounds, relatively light for a laptop of this size.

What really sets it apart from other laptops is the bezel-less user interface. That is an LCD trackpad that shows game information, like who in your player group is reflecting the most damage on foes. There are also 10 buttons above the trackpad that change their assigned functions depending on the game. They can represent different weapons, and automatic actions that would normally take several steps, like drawing and loading a firearm.

What the brothers did not like about the Razer Blade was the price: \$2,500. "That is a huge investment," said Evan. "Add in accessories like a second system, headset, game and gaming subscription, and the price keeps rising."

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### Tagg Pet Tracker

By RAY FLEMING

GPS is already in our cars and phones — why not on pet collars? The Tagg Pet Tracker (100, plus \$5 a month after three months) snaps onto your dog's or cat's existing collar. The company notes:

"The tracker should not be used on spiked, pruned or metal collars. That means you, Brian, need to do."

Now you can track Tagg's wanderings. If the animal leaves the yard (or any other "perimeter" that you create), the i-Location tag sends you a text message. And you can use the pettracker.com website to find your pet again on a map, using your phone or computer.

Unlike most pet trackers, this one is useful even when your animal remains on the property. It also acts like one of those RFID-type motion sensors, generating daily or weekly reports on how much exercise your animal is

getting. Might be handy if you're not around to witness its activities during the day.

The design is clean, attractive and water-resistant, meaning that swimming or bathing doesn't hurt it. When the battery runs low, the transmitter sends you a text to let you know. You snap the thing easily onto its base station charger; one charge lasts about a month.

The cat and another pet for another \$1 a month, and there's no commitment: you can start or stop service whenever you like. You can pay for the service for a year.

### Powerbeats2

The workout buds that provide the extra 10%. Providing strong, reliable music, from shimmering highs to fat, filled-out lows.

Just put your smartphone in an ear slot or on the headband, turn your buds on, and they're ready to go.

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### Improved CFL with Power Surge Protection

Save on electricity with efficient, long-lasting, compact fluorescent lights (CFLs) by Energizer® now with built-in surge protector to prevent bulb failure

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- Longer lamp life  
- Instant brightness  
- Incandescent-like light quality

Cost is only \$7  
Available everywhere  
lighting is sold



# Traditional Advertisement - CFL

## PERSONAL TECH

**RAY FLEMING** is the technology columnist for the New York Times. He's a correspondent for CNN and MSNBC and a commentator on HDTV. He is author of "Technology for Your Home" and "Techie." He received a Gerald Loeb Award in 2008.

### Samsung's New Smartwatch Lets You Make Calls from Your Wrist



By RAY FLEMING

Samsung has added a new entry to its growing catalog of smartwatches with the debut of its Gear S. Unlike its previous smartwatches, however, this one packs its own 3G data connection, which means it doesn't have to be tied to your smartphone at all times. That's a big deal for smartwatches.

Sporting a curved inch display that wraps around your wrist, the Gear S

looks more comfortable to wear — and more stylish — than Samsung's rectangular watches. Still, with a larger display size than its predecessors, the Gear S is fairly bulky. The Gear S is thicker and taller than other Samsung smartwatches, which are already fairly thick and tall.

The big question here, though, is that just how able to use the Gear S independently of your smartphone. You can send messages and receive and reply to notifications from their social networks and other apps via the watch's 3G voice controls or its cameras keyboard.

What's more, you can make and receive calls from the watch. If you don't want to use the watch's 3G connection, you can pair it with your smartphone via Bluetooth or jump on an available Wi-Fi connection.

The Gear S also includes turntable motion navigation, news updates, a heart-rate monitor, and Nike+ running app integration.

Samsung hasn't announced pricing for the Gear S yet, but the company did say it will begin selling the watch soon.

### The Leash Camera Strap

By RAY FLEMING

Kickstarter.com, an almost everyone knows by now, is a website where inventors present their brainstorms to the public, in hopes of raising enough money to move forward with production. Sometimes truly great new products are born. Sometimes they flop.

The Leash is the first category. It's exactly the sort of thing Kickstarter preys on as an great at updating or writing center midsize object in our lives that hasn't been redesigned since 1723. In this case, it's the camera strap.

A single-line reflex takes beautiful photos, but you pay the price in weight, bulk and awkwardness. The Leash 180 is designed to help.

The first thing it does is open up the silhouette of attaching a camera strap — usually a 20-minute procedure involving crutch handles and twisting glasses.

Instead, you fasten the Leash's tiny black plastic anchors to your camera's mounting loops.

Then there's the split strap itself, which locks into these anchors quick-

ly and simply and holds 200 pounds. It starts out as a regular work strap, but it can expand to twice its original length when you want to use it as a sling strap, where the camera hangs at your hip instead of your stomach.

In another configuration, you can clip an anchor to your belt, turning the Leash into a handy important tripod. You pull it tight against the strap; the tension helps keep it steady.

### Polaroid Develops a New Instant Camera

By RAY FLEMING

Polaroid's latest move to revive the field of instant photography (and Polaroid itself) is the Z230 instant digital camera.

Going by ratings on Amazon, the Z230 is essentially a digital camera with a printer built in. You take photos, which it stores for you on the five-inch LCD screen on the camera's back. When you have a shot you like, you can make a 2-by-3-inch print. Print paper costs \$15 for a 30-sheet pack (that's 30 cents per sheet), which is about as much as most cameras cost.

The Z230 is small, sleek, and is instant and adhesive (if you can peel off the adhesive paper backing). They are also generally high quality. The hand-held photos I took were a tad blurry. The shutter speed must be pretty slow, even in bright light, as I noticed when I studied the camera on a wall or used it outdoors. The print was a bit washed out, but cool in an "Instagram with a



### A Television Designed for the Outdoors

By RAY FLEMING

Outdoor spaces typically suffer — or benefit — from the lack of television. Sunlite TVs are designed to work out.

Television sets do not normally do well in extreme heat, cold or the typical monsoon. But Sunlite TVs are adapted from the industrial displays the company builds for use in places like highway concession stands.

In consumer TVs, the liquid-crystal screens, are available in four sizes, from 32 inches to 65 inches, priced from \$1,200 to \$2,000. They borrow technology from the industrial units to withstand the elements (for the minimum of a two-year warranty) and to be seen even on rainy days.

The company said the sets were made of moisture-resistant parts, pre-

vented from the lack of television. Sunlite TVs are designed to work out.

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The word "extreme" may be overused in describing male-dominated activities like the X-Games or the circus challenge, but it is the bit that when it comes to the Razor Blade gaming laptop.

It is extremely fast, extremely thin and extremely expensive.

I don't play computer games, but I turned the Razor Blade over to two fellow gamers, Evan and Morgan Dicks. Even so, the owner of the Forbush Coffee Company in Baltimore, has spent plenty of calculated play time on game consoles, like the PlayStation 3 and Xbox 360 he currently owns.

The past tried out Battlefield 3, which came pre-installed for demonstration on the machine. "One of the pros was how

fast it was," said Evan. "The processor is just crazy." That crazy processor is an Intel Core i7, a quad-core chip found in some high-end laptops.

That speed is paired with a 17.3-inch high-definition and although the laptop is about 1.1 by 1.1 inches to accommodate the screen, it is less than an inch thick and weighs 6.4 pounds, relatively light for a laptop of this size.

What really sets it apart from other laptops is the backlit keyboard interface. That is an LCD trackpad that shows game information, like who in your player group is reflecting the most damage on foes. There are also 10 buttons above the trackpad that change their assigned functions depending on the game. They can represent different weapons, and activate actions that would normally take several steps, like drawing and loading a firearm.

What the brothers did not like about the Razor Blade was the price: \$2,500. "That is a huge investment," said Evan. "Add it to accessories like a sound system, headset, game and gaming subscription, and the price keeps rising."

getting. Might be handy if you're not around to witness its activities during the day.

The design is clean, attractive and water-resistant, meaning that swimming or bathing doesn't hurt it. When the battery runs low, the transmitter sends you a text to let you know. You snap the thing easily into its base station to charge; one charge lasts about a month.

You can add another pet to another \$1 a month, and there's no commitment; you can start or stop service whenever you like. You can pay for the service for a year.

Like most pet trackers, this one is useful even when your animal misbehaves on the property. It also acts like one of those RFID-type motion sensors, generating daily or weekly reports on how much exercise your animal is

getting. Might be handy if you're not around to witness its activities during the day.

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# Traditional Advertisement - CFL

## Improved CFL with Power Surge Protection

Save on electricity with efficient, long-lasting, compact fluorescent lamps (CFL's) - now with built-in surge protector to prevent bulb failure

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- Dimmer compatibility
- Instant brightness
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Save on electricity with efficient, long-lasting, compact fluorescent lights (CFL's) by SurgePro - now with built-in surge protector to prevent bulb failure

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## PERSONAL TECH

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## Samsung's New Smartwatch Lets You Make Calls from Your Wrist



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Samsung has added a new entry to its growing catalog of smartwatches with the debut of its Gear S. Unlike its previous smartwatches, however, this one packs its own 3G data connection, which means it doesn't have to be tied to your smartphone at all times. That's a big deal for smartwatches.

Sporting a round LCD display that wraps around your wrist, the Gear S

looks more comfortable to wear — and more stylish — than Samsung's rectangular watches. Still, with a larger display size than its predecessors, the Gear S is fairly bulky. The Gear S is thicker and taller than other Samsung smartwatches, which are already fairly thick and tall.

The big question here, though, is that you'll be able to use the Gear S independently of your smartphone. You can send messages and receive and reply to notifications from their social networks and other apps via the watch's 5 Voice control or its cameras keyboard.

What's more, you can make and receive calls from the watch. If you don't want to use the watch's 3G connection, you can pair it with your smartphone via Bluetooth or jump on an available Wi-Fi connection.

The Gear S also includes turn-by-turn navigation, news updates, a heart-rate monitor, and Nike+ Running app integration.

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## The Leash Camera Strap

By RAY FLEMING

Kikatar.com, an online store everyone knows by now, is a website where investors present their brainstorms to the public, in hopes of raising enough money to move forward with production. Sometimes truly great new products are born. Sometimes they flop.

The Leash is the first camera it's exactly the sort of thing Kikatarer prey with an eye for updating or writing your camera's mindshare object in our lives that hasn't been redesigned since 1923.

In this case, it's the camera strap. A single-line reflex takes beautiful photos, but you pay the price in weight, bulk and awkwardness. The Leash 180 is designed to help.

The first thing it does is opens up the nightmare of attaching a camera strap — usually a 20-minute procedure involving crutch, needles and twisting glasses. Instead, you fasten the Leash's tiny black plastic anchors to your camera's mounting ring.

Then there's the nylon strap itself, which hooks into these anchors quick-



ly and simply and holds 200 pounds. It starts out as a regular work strap, but it can expand to twice its original length when you want to use it as a dog strap, where the camera hangs at your hip instead of your stomach.

In another configuration, you can clip an anchor to your belt, turning the Leash into a handy important tripod.

You pull it tight against the strap, the tension helps keep it steady.

## Polaroid Develops a New Instant Camera

By RAY FLEMING

Polaroid's latest move to revive the field of instant photography (and Polaroid itself) is the Z230 instant digital camera.

Going by ratings on Amazon, the Z230 camera seems popular indeed. The Z230 is essentially a digital camera with a printer built in. You take photos, which it stores for you to see on the three-inch LCD screen on the camera's back. When you have a shot you like, you can make a 3-by-3-inch print. Print paper costs \$15 for a 30-sheet pack (that's 30 cents per sheet), available online and in camera stores, as is the camera itself.

The price is unimpressive, even instant and adhesive (if you can peel off the stubborn paper backing). They are also generally low quality. The hand-held photos I took were a tad blurry. The shutter speed must be plastic, even shots in full sunlight were soft unless I steadied the camera on a wall or used a tripod. The prints were a bit washed out, but cool in a "badstagram with a



kind" sort of way. With a size of roughly 5 by 3 by 1.5 inches, it's not quite pocket size, nor is it lightweight. The controls are pretty easy to figure out, but there are a lot of them spread around the camera, some on the back, some on the side. It's not elegant.

At the point you may be wondering who this camera would appeal to. Testing it at a coffee shop, one woman was very taken with it. "This would be a much fun to use with my granddaughters," she said. I'd suspect it would also be good for scrapbookers, and the sticky-back photos might make fun party favors.

## Powerbeats2

The workout buds that provide the extra 10%. Providing strong, reliable music, from shimmering lights to fat, filled-out beats.

Just put your smartphone in an arm strap or on the treadmill, pair your Bluetooth, turn your music on, and shred away.

\$200  
beatsbydhr.com



## A Television Designed for the Outdoors

By RAY FLEMING

Outdoor spaces typically suffer — or benefit — from the lack of television. Satellite TVs are designed to work out-side.

Television sets do not normally do well in extreme heat, cold or the typical monsoon. But Satellite TVs are adapted from the industrial displays the company builds for use in places like ballpark concession stands.

In consumer TVs, the Signature series, are available in four sizes, from 32 inches to 60 inches, priced from \$1,200 to \$7,000. They borrow technology from the industrial sets to withstand the elements (for the minimum of a two-year warranty) and to be seen even on sunny days.

The company said the sets were made of moisture-resistant parts, pri-

marily from Asia, and assembled in the United States. The television is enclosed in a weather-resistant plastic case with four multipaned fans to cool the inside in hot weather. The case is vented with filters fine enough to pass air but not dust. It also provides a barrier to spiders, which like to nest in warm, protected places.

The Satellite screen has a matte finish that is less reflective than that of an indoor set, and the LCD screen is 20 percent brighter than the standard screen.

In some of the set said the thought the picture was excellent, though she watched mostly in the evening. Even at night, she said the TV's brightness did not attract many bugs, although it did attract neighbors.

That was fine, she said, because they bought their own wine.

## Built-In Surge Protector Prevents CFL Failure

The incandescent light bulb has been around since the late 1800s, but the technology's dominance is waning. Due to a law passed by Congress in 2007, tungsten filament 40- and 60-watt incandescent light bulbs, representing more than 30 percent of the consumer lighting market, can no longer be manufactured in the U.S.

until the supply runs out, the old bulbs will be available on store shelves, but consumers are already moving to the new technologies, such as compact fluorescent lights (CFLs) that use far less electricity and last longer. CFLs are 40 to 60 percent more efficient than incandescent bulbs, but the price has been dropping, even that lighting your home accounts for about one-quarter of your electric bill, the energy savings outweigh the higher cost over time. Initial complaints about CFLs slow starts to full brightness



and incompatibility with dimmers have been addressed and the light quality is now more like that generated by incandescent bulbs. One persistent problem is CFL failure, with bulbs burning out way too soon or even, extremely rarely, exploding. This is due to power surges, a frequent but often unnoticed occurrence in your home's electricity flow.

A CFL bulb is now available from Sylvania, a leader in home electronics, with a built-in surge protector that will eliminate this annoying problem and protect your investment in energy efficient lighting. The cost is about \$7. So, now there is no excuse for avoiding the transition from incandescent bulbs.

## Tagg Pet Tracker

By RAY FLEMING

CFLs are already in our cars and phones — why not on pet collars? The Tagg Pet Tracker (C100), plus \$8 a month after three months) straps onto your dog's or cat's existing collar. The company notes: "The tracker should not be used on spiked, jeweled or metal collars." That means you, Brian, not me.

Now you can track fluffy's wanderings. If the animal leaves the yard (or any other "perimeter" that you create), the C100 sends tag immediately via text message. And you can use the pettracker.com website to find your pet again on a map using your phone or computer.

Unlike most pet trackers, this one is useful even when your animal remains on the property. It also acts like one of those 30-day motion sensors, generating daily or weekly reports on how much exercise your animal is



getting. Might be handy if you're not around to witness its activities during the day.

The design is clean, attractive and water resistant, meaning that swimming or bathing doesn't hurt it. When the battery runs low, the transmitter sends you a text to let you know. You snap the thing neatly onto its base station charger, one charge lasts about a month.

You can add another pet for another \$8 a month, and there's no commitment; you can start or stop service whenever you like. You can pay for the service for a year.

## BLACKBERRY PASSPORT GETS WORK DONE

Work Wide

Whether printing and postage, built for productivity, the BlackBerry Passport smartphone challenges the status quo. With two cameras, meaning the convenience to go and the camera controls, the BlackBerry Passport smartphone is ready for business.



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**Personal Tech Blog**

**New Personal Tech Blog**

**Samsung New Smartwatch Line**  
The Gear S3 is the latest addition to Samsung's smartwatch line. It features a 1.6-inch Super AMOLED display, a 32MP camera, and a 400mAh battery. It's available in black, silver, and gold.

**The New iPad Air**  
The new iPad Air is the thinnest and lightest iPad ever. It features a 9.7-inch Retina display, a 12MP camera, and a 7.8-hour battery life. It's available in space gray and silver.

**A New Design for the Outdoors**  
The new rugged smartphone features a 5.5-inch display, a 13MP camera, and a 3,000mAh battery. It's available in black and silver.

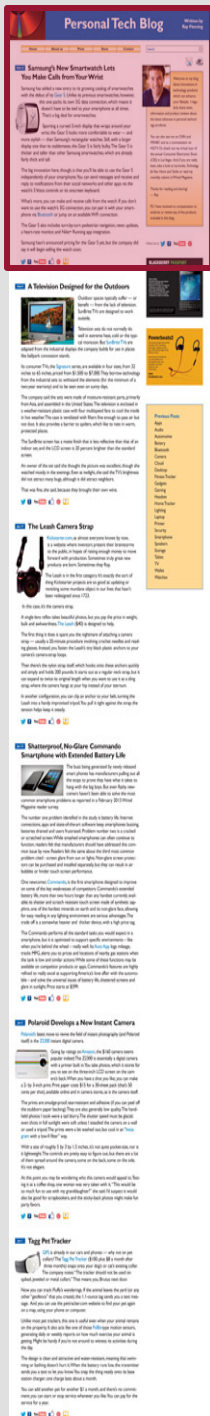
**The Launch Comes**  
The new smartphone features a 6.1-inch display, a 12MP camera, and a 2,800mAh battery. It's available in black, silver, and gold.

**Smartphones No Longer Come with Batteries**  
The new smartphone features a 6.1-inch display, a 12MP camera, and a 2,800mAh battery. It's available in black, silver, and gold.

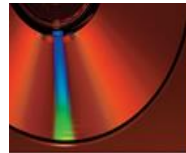
**Polynomial Designs: A New Instant Camera**  
The new instant camera features a 13MP camera, a 2.8-inch display, and a 1,000mAh battery. It's available in black and silver.

**The Top 10**  
The new smartphone features a 6.1-inch display, a 12MP camera, and a 2,800mAh battery. It's available in black, silver, and gold.

## Independent Blogger - Smartphone



# Independent Blogger - Smartphone



## Personal Tech Blog

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Ray Fleming

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### Feb 12 Samsung's New Smartwatch Lets You Make Calls from Your Wrist

Samsung has added a new entry to its growing catalog of smartwatches with the debut of its [Gear S](#). Unlike its previous smartwatches, however, this one packs its own 3G data connection, which means it doesn't have to be tied to your smartphone at all times. That's a big deal for smartwatches.



Sporting a curved 2-inch display that wraps around your wrist, the Gear S looks more comfortable to wear — and more stylish — than Samsung's rectangular watches. Still, with a larger display size than its stablemates, the Gear S is fairly bulky. The Gear S is thicker and taller than other Samsung smartwatches, which are already fairly thick and tall.

The big innovation here, though, is that you'll be able to use the Gear S independently of your smartphone. You can send messages and receive and reply to notifications from their social networks and other apps via the watch's S Voice controls or its onscreen keyboard.

What's more, you can make and receive calls from the watch. If you don't want to use the watch's 3G connection, you can pair it with your smartphone via [Bluetooth](#) or jump on an available WiFi connection.

The Gear S also includes turn-by-turn pedestrian navigation, news updates, a heart-rate monitor, and Nike+ Running app integration.

Samsung hasn't announced pricing for the Gear S yet, but the company did say it will begin selling the watch soon.



Welcome to my blog about innovations in technology products which can enhance your lifestyle. I regularly share news,

information and product reviews about the latest advances in personal technology products.

You can also see me on CNN and MSNBC and as a commentator on HGTV. Or, check out my virtual tour of the annual Consumer Electronics Show (CES) in Las Vegas. And, if you are really keen, take a look at my books, *Technology for Your Home* and *Techie* or read my monthly column in *Wired Magazine*.

Thanks for reading and sharing!  
— Ray

P.S. I have received no compensation to endorse or review any of the products included in this blog.

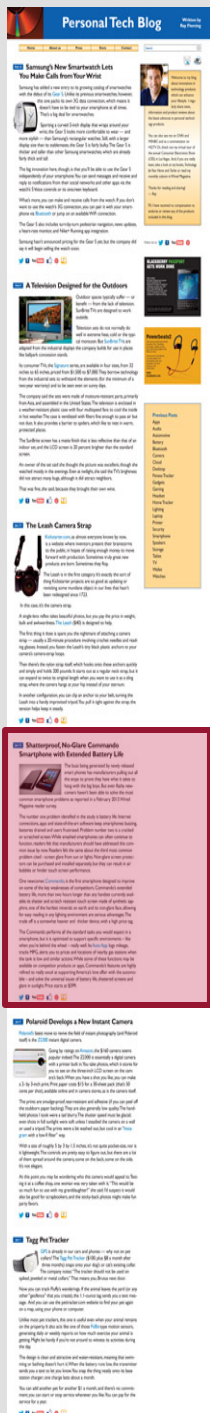
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GETS WORK DONE

NEXT





# Independent Blogger - Smartphone

## Jan 15 Shatterproof, No-Glare Commando Smartphone with Extended Battery Life



The buzz being generated by newly released smart phones has manufacturers pulling out all the stops to prove they have what it takes to hang with the big boys. But even flashy newcomers haven't been able to solve the most common smartphone problems as reported in a February 2015 Wired Magazine reader survey.

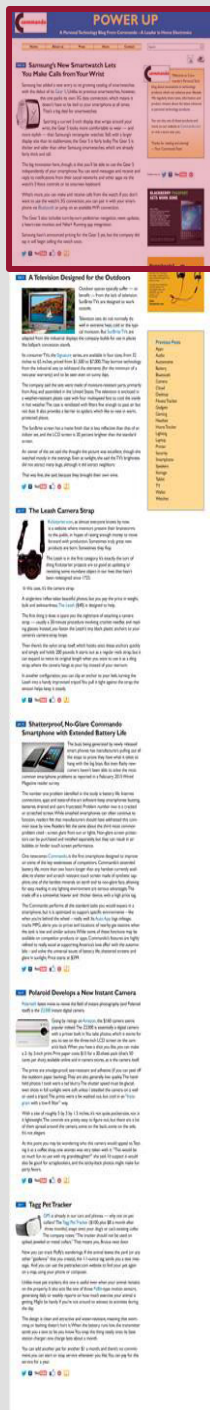
The number one problem identified in the study is battery life. Internet connections, apps and state-of-the-art software keep smartphones buzzing, batteries drained and users frustrated. Problem number two is a cracked or scratched screen. While smashed smartphones can often continue to function, readers felt that manufacturers should have addressed this common issue by now. Readers felt the same about the third most common problem cited - screen glare from sun or lights. Non-glare screen protectors can be purchased and installed separately, but they can result in air bubbles or hinder touch screen performance.

One newcomer, [Commando](#), is the first smartphone designed to improve on some of the key weaknesses of competitors. Commando's extended battery life, more than two hours longer than any handset currently available; its shatter and scratch resistant touch screen made of synthetic sapphire, one of the hardest minerals on earth and its non-glare face, allowing for easy reading in any lighting environment are serious advantages. The trade off is a somewhat heavier and thicker device, with a high price tag.

The Commando performs all the standard tasks you would expect in a smartphone, but it is optimized to support specific environments – like when you're behind the wheel – really well. Its [Auto App](#) logs mileage, tracks MPG, alerts you to prices and locations of nearby gas stations when the tank is low and similar actions. While some of these functions may be available on competitor products or apps, Commando's features are highly refined to really excel at supporting America's love affair with the automobile – and solve the universal issues of battery life, shattered screens and glare in sunlight. Price starts at \$399.



# Company blog - Smartphone



# POWER UP

A Personal Technology Blog From Commando – A Leader in Home Electronics

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Welcome to Commando's Personal Tech

blog about innovations in technology products which can enhance your lifestyle. We regularly share news, information and product reviews about the latest advances in personal technology products.

You can also see all these products and more on our website at [Commando.com](#) or visit a store near you.

Thanks for reading and sharing!  
—Your Commando Team

Follow me on

### BLACKBERRY PASSPORT GETS WORK DONE

Work Wide  
Boundary-breaking and purpose-built for productivity, the BlackBerry® Passport smartphone challenges the status quo. With best-in-class Messaging Hub, Documents To Go and five custom controls, the BlackBerry Passport smartphone is ready for business.

A 100% BlackBerry OS experience. BlackBerry OS powered by the QNX operating system. The Passport is a true business smartphone. It's not just a phone. It's a productivity tool.

# 1,500 Participants

## Ethnicity

African American (6%)  
American Indian (1%)  
Asian (3%)  
Caucasian (83%)  
Hispanic/Latina (5%)  
Other (2%)

## Education

1% some high school  
16% high school  
22% some college  
10% associate's degree  
25% bachelor's degree  
5% some graduate work  
21% graduate degree

50% Male  
50% Female

## Age

18-25 (13%)  
26-35 (21%)  
36-45 (14%)  
46-55 (15%)  
56-65 (17%)  
66 or older (20%)

## Income

Less than \$20,000 (14%)  
\$20,000 to \$39,999 (21%)  
\$40,000 to \$59,999 (16%)  
\$60,000 to \$79,999 (14%)  
\$80,000 to \$99,999 (13%)  
\$10,000 or higher (18%)  
Prefer not to answer (4%)



**RQ1: What sources do consumers consult prior to making a consumer purchase?**

**Do these differ for low- and high-involvement products?**

When preparing to make a routine product purchase decision, such as a light bulb or hair dryer, how often do you use the following sources for product information?

Source	Never	25% of the time	Half of the time	75% of the time	All of the time
<b>Story in a newspaper or magazine written by a journalist</b>	38.2 (586)	24.8 (380)	18.4 (283)	10.5 (161)	8.1 (125)
<b>Blog post from an independent blogger</b>	42.3 (650)	20.5 (314)	17.9 (274)	12.4 (191)	6.9 (106)
<b>Company website, newsletter, blog or catalog</b>	30.3 (465)	24.6 (377)	22.2 (341)	14.0 (215)	8.9 (137)
<b>Online product reviews written by other consumers</b>	16.9 (259)	19.2 (295)	23.4 (359)	24.6 (377)	16.0 (245)
<b>Advertisement in a newspaper or magazine</b>	31.3 (480)	25.9 (398)	22.0 (337)	12.3 (189)	8.5 (131)
<b>Native advertisement (a story written by an advertiser to promote their product, but appearing in the same form and flow as editorial content)</b>	44.6 (684)	18.1 (278)	17.7 (272)	11.6 (178)	8.0 (123)

When preparing to make an important product purchase decision, such as a smart phone or laptop computer, how often do you use the following sources for product information?

Source	Never	25% of the time	Half of the time	75% of the time	All of the time
<b>Story in a newspaper or magazine written by a journalist</b>	33.6 (515)	28.5 (437)	17.7 (272)	10.9 (167)	9.4 (144)
<b>Blog post from an independent blogger</b>	38.6 (593)	22.1 (339)	18.8 (288)	12.2 (187)	8.3 (128)
<b>Company website, newsletter, blog or catalog</b>	23.5 (360)	26.3 (403)	22.5 (346)	15.6 (240)	12.1 (186)
<b>Online product reviews written by other consumers</b>	13.3 (204)	17.5 (268)	25.0 (384)	24.5 (376)	19.7 (303)
<b>Advertisement in a newspaper or magazine</b>	30.6 (469)	26.4 (406)	21.5 (330)	12.6 (193)	8.9 (137)
<b>Native advertisement (a story written by an advertiser to promote their product, but appearing in the same form and flow as editorial content)</b>	42.9 (659)	19.2 (295)	17.6 (270)	11.7 (179)	8.6 (132)



**RQ2: How much trust do consumers have in sources of information - paid, earned, shared, and owned - to provide accurate and unbiased product information?**

**Is there a difference between low- and high-involvement products?**

When preparing to make a routine product purchase decision, such as a light bulb or hair dryer, how much do you trust the following sources to provide accurate and unbiased product information?

Source	Trust Somewhat & Completely	Distrust Somewhat & Completely	Mean Standard Deviation
Story in a newspaper or magazine written by a staff reporter	80.3 (1,233)	19.7 (302)	3.5 (.60)
Blog post from an independent blogger	67.2 (1,031)	32.8 (504)	2.9 (.69)
Company website, newsletter, blog or catalog	68.3 (1,048)	31.8 (487)	2.98 (.71)
Online product reviews written by other consumers	83.5 (1,282)	16.4 (253)	3.20 (.64)
Advertisement in a newspaper or magazine	60.8 (934)	39.1 (601)	2.93 (.73)
Native advertisement (a story written by an advertiser to promote their product, but appearing in the same form and flow as editorial content)	50.7 (778)	49.3 (757)	2.91 (.78)

When preparing to make an important product purchase decision, such as a smartphone or laptop computer, how much do you trust the following sources to provide accurate and unbiased product information?

Source	Trust Somewhat & Completely	Distrust Somewhat & Completely	Mean Standard Deviation
Story in a newspaper or magazine written by a staff reporter	76.4 (1,173)	23.6 (362)	2.86 (.74)
Blog post from an independent blogger	67.8 (1,041)	32.2 (494)	2.74 (.81)
Company website, newsletter, blog or catalog	67.3 (1,032)	32.8 (503)	2.78 (.83)
Online product reviews written by other consumers	81.8 (1,257)	18.1 (278)	3.03 (.78)
Advertisement in a newspaper or magazine	61.5 (943)	38.5 (592)	2.65 (.82)
Native advertisement (a story written by an advertiser to promote their product, but appearing in the same form and flow as editorial content)	52.2 (801)	47.8 (734)	2.50 (.90)

**RQ3: What impact do these sources have in terms of creating awareness, knowledge, interest, purchase intent and advocacy?**

# Awareness

Mean Score	Smartphone Traditional Story	Smartphone Traditional Ad	Smartphone Company Blog	Smartphone Independent Blogger	Smartphone Native Ad
	7*	6.13	6.26	6.019	6.11
Mean Score	CFL Traditional Story	CFL Traditional Ad	CFL Company Blog	CFL Independent Blogger	CFL Native Ad
	6.27**	5.91	5.74	6.27	6.37

\* t (298) = 0.0462, p = .48

\*\*t (305) = 1.60, p = .05

# Knowledge—CFL

Statement	Source	Mean (SD)
<b>The compact fluorescent light bulb with built- in surge protector saves electricity.</b>	LB Traditional News Story	4.10 (.93)
	LB Company Blog	3.94 (.90)
	LB Personal Blog	3.97 (.93)
	LB Native Ad	3.90 (.88)
	LB Traditional Ad	4.06 (.76)
<b>The compact fluorescent light bulb with built- in surge protector comes in two colors: white and silver</b>	LB Traditional News Story	3.04 (1.10)
	LB Company Blog	2.91 (1.03)
	LB Personal Blog	3.04 (1.08)
	LB Native Ad	3.08 (1.03)
	LB Traditional Ad	3.27 (1.10)
<b>The built- in surge protector of the compact fluorescent light bulb prevents bulb failures.</b>	LB Traditional News Story	4.06 (.87)
	LB Company Blog	3.93 (.80)
	LB Personal Blog	4.01 (.88)
	LB Native Ad	3.99 (.81)
	LB Traditional Ad	3.95 (.76)
<b>The compact fluorescent light bulb with built- in surge protector is dimmer compatible. *</b>	LB Traditional News Story	3.52 (1.04)
	LB Company Blog	3.54 (.95)
	LB Personal Blog	3.63 (.98)
	LB Native Ad	3.52 (.93)
	LB Traditional Ad	3.82 (.90)
<b>The compact fluorescent light bulb with built- in surge protector costs \$18.</b>	LB Traditional News Story	3.03 (1.24)
	LB Company Blog	2.72 (1.24)
	LB Personal Blog	2.88 (1.32)
	LB Native Ad	2.99 (1.28)
	LB Traditional Ad	2.99 (1.29)

***Mean difference is significant at the .05 level***

# Knowledge—Smartphone

Statement	Source	Mean (SD)
<b>The Commando smartphone has an extended battery life of up to more than 2 hours longer than the competition.</b>	News Story	4.13 (.92)
	Company Blog	4.13 (.83)
	Independent Blog	4.15 (.81)
	Native Ad	4.11 (.79)
	Traditional Ad	3.39 (.83)
<b>The Commando smartphone comes in three colors: hot pink, aqua blue, and neon green.</b>	News Story	3.13 (1.14)
	Company Blog	3.14 (1.04)
	Independent Blog	3.28 (1.11)
	Native Ad	3.30 (.99)
	Traditional Ad	3.21 (1.01)
<b>The Commando smartphone has a non-glare face allowing for easing reading.*</b>	News Story	4.13 (.92)
	Company Blog	4.20 (.79)
	Independent Blog	4.16 (.75)
	Native Ad	4.16 (.75)
	Traditional Ad	3.94 (.73)
<b>The Commando smartphone has a shatter and scratch resistant touchscreen made of synthetic sapphire.</b>	News Story	4.10 (.95)
	Company Blog	4.07 (.83)
	Independent Blog	4.01 (.91)
	Native Ad	4.08 (.87)
	Traditional Ad	3.94 (.87)
<b>The Commando smartphone is available for \$150.</b>	News Story	3.01 (1.31)
	Company Blog	2.81 (1.24)
	Independent Blog	3.03 (1.28)
	Native Ad	3.04 (1.27)
	Traditional Ad	3.13 (1.21)

***Mean difference is significant at the .05 level***



# Interest

After reading the story about the (CFL or smartphone), would you say you very uninterested, somewhat uninterested, neither uninterested nor interested, somewhat interested, or very interested

Source	CFL Bulb Mean Score (SD)*	Smartphone Mean Score (SD)**
News Story	3.35 (1.25)	3.21 (1.40)
Company Blog	3.21 (1.20)	3.04 (1.31)
Personal Blog	3.38 (1.30)	3.23 (1.37)
Native Ad	3.39 (1.24)	3.08 (1.40)
Traditional Ad	3.57 1.18)	3.13 (1.46)

\*  $F(4, 760) = 1.67, p = .154$

\*\* $F(4, 765) = .518, p = .723$

# Purchase Intent

Source	CFL Mean Score (SD)*	Smartphone Mean Score (SD)**
News Story	10.45 (3.34)	10.48 (3.29)
Company Blog	10.06 (3.04)	10.21 (3.17)
Personal Blog	10.60 (3.19)	10.58 (3.35)
Native Ad	10.93 (3.05)	10.57 (3.41)
Traditional Ad	10.53 (3.17)	9.96 (3.45)

Scale ranged from 1-15; Cronbach's alpha = .95

\*  $F(4, 760) = 1.49, p = .20$

\*\* $F(4, 765) = 1.00, p = .406$

# Advocacy

Source	CFL Mean Score (SD)*	Smartphone Mean Score (SD)**
News Story	10.40 (3.05)	10.30 (3.24)
Company Blog	10.22 (3.05)	9.96 (3.09)
Personal Blog	10.24 (3.22)	10.52 (3.10)
Native Ad	10.39 (3.18)	10.28 (3.33)
Traditional Ad	11.03 (1.18)	9.98 (3.51)

Scale ranged from 1-15; Cronbach's alpha = .92

\*  $F(4, 760) = 1.74, p = .138$

\*\* $F(4, 765) = .838, p = .501$

## RQ4: What impact do these sources have on credibility?

# CFL Credibility

Scale	News Story	Company Blog	Independent Blog	Native Ad	Traditional Ad
Believability *	5.66 (1.30)	5.64 (1.23)	5.62 (1.23)	4.46 (1.80)	5.24 (1.5)
Trust *	5.45 (1.34)	5.39 (1.30)	5.44 (1.3)	5.19 (1.42)	5.73 (1.30)
Accuracy*	5.55 (1.3)	5.51 (1.3)	5.44 (1.26)	5.78 (1.16)	5.51 (1.26)
Non-bias	4.46 (1.8)	4.17 (1.8)	4.55 (1.8)	4.73 (1.9)	4.45 (1.8)
Completeness	5.24 (1.5)	5.3 (1.31)	5.31 (1.4)	5.16 (1.4)	5.52 (1.44)
Scale*	26.36 (5.4)	26 (5.33)	26.36 (5.39)	25.41 (5.51)	27.71 (5.09)

*Statistically significant at .05 level*

# Smartphone Credibility

Scale	News Story	Company Blog	Independent Blog	Native Ad	Traditional Ad
Believability	5.72 (1.22)	5.49 (1.40)	5.73 (1.19)	5.62 (1.33)	5.59 (1.38)
Trust *	5.44 (1.22)	5.16 (1.47)	5.68 (1.26)	5.36 (1.44)	5.26 (1.49)
Accuracy	5.56 (1.15)	5.47 (1.27)	5.75 (1.14)	5.44 (1.32)	5.44 (1.28)
Non-bias	4.52 (1.78)	4.40 (1.99)	4.57 (1.73)	4.71 (1.9)	4.37 (1.9)
Completeness	5.34 (1.37)	5.33 (1.41)	5.58 (1.23)	5.20 (1.52)	5.32 (1.46)
Scale	26.57 (5.32)	25.85 (5.4)	27.31 (4.8)	26.33 (5.67)	25.97 (5.66)

*Statistically significant at .05 level*

# Open-ended Responses:

## Do you view this (story/ad) as credible and why?

*“written by a tech journalist for the **New York Times**”*

*“a reputable paper I would assume they have **reputable journalist**”*

*“author works for a newspaper and is **not associated with the maker**”*

*“it was **credible but was just an ad**”*

*“It is somewhat **credible, at least as much as any advertisement is**”*

*“A lot of **research went into development**”*

*“it is **comprehensive and seems unbiased**”*

*“writer has probably **tested the device...his job to evaluate tech products and report**”*

*“It sounds **plausible and practicable**”*

*“credible because it's very **detailed in the explanation of the products features**”*

	Smartphone Story	CFL Story	Smartphone Ad	CFL Ad
Credibility of the source	21%	24%	16%	22%
Credibility of the argument	49%	84%	70%	59%



# Key Points of this Research

**The number one source of information for consumers is online product reviews written by other consumers** for both low-involvement and high-involvement products.

These findings confirm the Edelman's 2015 Trust Barometer research

**Online product reviews are consulted more often for high-involvement products** than low-involvement products.

**Native advertising is consulted the least often for product information.** Independent bloggers and news stories written by a journalist are not consulted as frequently as online reviews, company blogs, and advertisements.

Consumers have the **greatest amount of trust in earned media** and the lowest amount of trust in native advertising.

Consumers' **level of trust in sources is greater for a low-involvement product compared to the high-involvement product**, thereby supporting persuasion theory and past research.

## Key Points of This Research

- The experimental design indicated that **source does not impact awareness, knowledge, interest, intent to purchase or advocacy**, supportive of prior research.
- There is **no support for the claim that earned media is more credible than a traditional news story**. Again, this supports past research.
- Interestingly, as noted by the open-ended question, participants more frequently **invoked the importance of the argument, or the message, to their perception of source credibility**.
- **Native advertising fared lower on some elements of perceived credibility compared to traditional advertising** for the low-involvement product.
- **Product-involvement does not impact perceived credibility**.

# Implications for PR Practice

- **Public relations is not less effective than the other sources** in the PESO model in terms of engendering credibility and a call to action. Public relations appears to operate on equal grounds.
- Consumers are increasingly **consulting a number of sources for product information**—all sources in the PESO model are an important part of the communication lifecycle process.
- Given the changes in the media landscape, the **lines between sources are blurring**. People may not readily process where they are receiving information.
- As long as there is value in the information presented, **people care less about the source and more about the quality of the source/message**.
- Moving forward, it is important to **focus less on source placement and more on message quality**.