Chapter 6
Conclusion

Quasi experiment for method development, as is seen from the results in chapter 4 with reference to creator-audience consistency preliminarily supports the nine-step proposal for creator-audience matchmaking feasibility.

Trends of variables and factors for communication satisfaction, as is revealed from regression analysis shows the possibility of a strong media product development through operationalizing of significant variables through issues of the same media product. Among nine variables, ease of language, and thought and action provoking content are the most sought after aspects in items (i.e. any type of writings) for the readers. This shows that these two are the minimum expectation from a magazine. Absence of these two would dissatisfy readers.

Except cover story, all other variables, through the phases of development gained significant importance for success of the media product. This preliminarily hints at increased expectation from the developing product with passing time.

Considered together, creator-audience consistency and greater importance of few variables for satisfying readers clearly defend the proposal for creation of an elaborate regime of creator-audience matchmaking. The purpose of achieving communication satisfaction for readers through creators’ reality-based perception and socio-cultural common orientation with audience is becoming a distinct possibility with this encouraging results. It needs to be replicated in industrial setting before perfection the nine-step method.
Recommendation:

However, to make that bright prospect into reality further research is needed for-

a. Perfecting the scaling instrument with expanding dimensions of opinion harvesting tuned to the need of closure in communication satisfaction parameters.

b. Making the conformity-dissonance finder explore further depth of psychological dimensions in creator.

c. Ordering few replication quasi-experiments across media with increasing external validity for higher level of generalization

Usability in media industry

The research originated from the felt need of the media organizations’ uncertainty of business arising out of non-empirical and inadequate (even when faint claim of empiricism is made) nature of engagement with audience.

The proof gathered from the quasi-experiment hints at the possibility of successful industrial performance modeling for media product with further testing and perfecting of creator-audience match making.