

# Attention Allocation in Information-Rich Environments:

## The Case of News Aggregators

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### ONLINE APPENDIX

#### Descriptive Statistics of Data Sets Used in this Study

##### A.1 List of Newscron data sources.

Name	Website	Language	Circulation (2012)*	Free/Paid*	Log frequency**
Blick	<a href="http://blick.ch">blick.ch</a>	German	275,000	Paid	1,492 (5%)
Neue Zürcher Zeitung	<a href="http://nzz.ch">nzz.ch</a>	German	330,000	Paid	2,729 (10%)
20 Minuten	<a href="http://20min.ch">20min.ch</a>	German	329,000	Free	5,034 (18%)
Tages Anzeiger	<a href="http://tagesanzeiger.ch">tagesanzeiger.ch</a>	German	216,000	Paid	3,400 (12%)
Basler Zeitung	<a href="http://bazonline.ch">bazonline.ch</a>	German	165,000	Paid	1,546 (5%)
Berner Zeitung	<a href="http://bernerzeitun.ch">bernerzeitun.ch</a>	German	165,000	Paid	2,064 (7%)
24 Heures	<a href="http://24heures.ch">24heures.ch</a>	French	86,000	Paid	1,266 (4%)
Le Matin	<a href="http://lematin.ch">lematin.ch</a>	French	69,000	Paid	802 (3%)
20 minutes	<a href="http://20min.ch/ro/">20min.ch/ro/</a>	French	221,000	Free	1,208 (4%)
Tribune de Genève	<a href="http://tdg.ch">tdg.ch</a>	French	67,000	Paid	665 (2%)
TIO (Ticino Online)	<a href="http://tio.ch">tio.ch</a>	Italian	N/A	Free	2,591 (9%)
Corriere del Ticino	<a href="http://cdt.ch">cdt.ch</a>	Italian	40,000	Paid	3,002 (10%)
Ticino News	<a href="http://ticinonews.ch">ticinonews.ch</a>	Italian	N/A	Free	2,807 (10%)

\* Circulation and Free/Paid refer to print edition; N/A implies no print edition.

\*\* Instances and percentage of article access sessions in the iPhone data set.

A.2. Descriptive statistics of iPhone sessions with only one article (dataset used in Section 5.1)

Total number of samples: 21,261 single article sessions					
<b>Categorical Variables</b>					
<b>Variable</b>	<b>Frequency</b>			<b>%</b>	
snippet-98	3,463			16.29	
snippet-147	3,427			16.12	
snippet-196	3,468			16.31	
snippet-245	3,619			17.02	
snippet-294	3,546			16.68	
snippet-343	3,738			17.58	
has-image	17,079			80.33	
(no-image)	4,182			19.67	
category-int.	5,033			23.67	
category-local	5,445			25.61	
category-business	2,179			10.25	
category-technology	2,311			10.87	
category-entertain	2,673			12.57	
category-sports	1,373			6.46	
category-life	1,057			4.97	
category-motors	340			1.60	
category-culture	850			4.00	
time-morning	5,052			23.76	
time-lunch	3,874			18.22	
time-afterwork	3,663			17.23	
time-afterdinner	4,488			21.11	
time-other	4,184			19.68	
language-german	12,279			57.76	
language-french	2,787			13.11	
language-italian	6,195			29.14	
<b>Continuous Variable</b>					
	Min	Max	Median	Mean	Std.Dev
topic-age	0	116.44	0.28	1.18	4.27

### A.3. Descriptive statistics iPad lead article dataset (used in Section 5.1)

Total number of samples: 65,500 'first stage' display sessions (see Figure 4a)		
<b>Categorical Variables</b>		
<b>Variable</b>	<b>Frequency</b>	<b>%</b>
snippet-0	9,193	14.04
snippet-98	9,362	14.29
snippet-147	9,523	14.54
snippet-196	9,504	14.51
snippet-245	9,117	13.92
snippet-294	9,329	14.24
snippet-343	9,472	14.46
category-int.	20,576	31.41
category-local	9,750	14.89
category-business	5,266	8.04
category-technology	5,869	8.96
category-entertain	5,405	8.25
category-sports	5,023	7.67
category-life	4,632	7.07
category-motors	3,719	5.68
category-culture	5,260	8.03
time-morning	13,751	20.99
time-lunch	9,883	15.09
time-afterwork	12,512	19.10
time-afterdinner	17,183	26.23
time-other	12,171	18.58
language-german	26,271	40.11
language-french	12,193	18.62
language-italian	27,036	41.28

#### A.4. Descriptive statistics of iPad secondary article dataset (used in Section 5.1)

Total number of samples: 37,703 'first stage' display sessions (see Figure 4a)		
<b>Categorical Variables</b>		
<b>Variable</b>	<b>Frequency</b>	<b>%</b>
has-image	16,130	42.78
(no-image)	21,573	57.22
category-int.	7,792	20.67
category-local	3,795	10.07
category-business	5,300	14.06
category-technology	4,892	12.98
category-entertain	4,591	12.18
category-sports	3,952	10.48
category-life	2,780	7.37
category-motors	4,272	11.33
category-culture	329	0.87
time-morning	7,606	20.17
time-lunch	5,785	15.34
time-afterwork	7,243	19.21
time-afterdinner	10,039	26.63
time-other	7,030	18.65
language-german	16,974	45.02
language-french	7,449	19.76
language-italian	13,280	35.22

## A.5. Descriptive statistics of iPhone session dataset (used in Section 5.2)

Total number of samples: 25,520 topic access sessions					
<b>Categorical Variables</b>					
<b>Variable</b>	<b>Frequency</b>			<b>%</b>	
related-snippets-1	21,261			83.31	
related-snippets-2	3,498			13.71	
related-snippets-3	415			1.63	
related-snippets-4 or more	346			1.35	
category-int.	6,342			24.85	
category-local	6,487			25.42	
category-business	2,789			10.93	
category-technology	2,659			10.42	
category-entertain	2,976			11.66	
category-sports	1,774			6.95	
category-life	1,176			4.61	
category-motors	357			1.40	
category-culture	960			3.76	
time-morning	5,956			23.34	
time-lunch	4,650			18.22	
time-afterwork	4,451			17.44	
time-afterdinner	5,443			21.33	
time-other	5,020			19.67	
language-german	14,615			57.27	
language-french	3,425			13.42	
language-italian	7,480			29.31	
<b>Continuous Variable</b>					
	Min	Max	Median	Mean	Std.Dev
topic-age	0	116.44	0.32	1.27	4.07