

2013

Gratification obtained from television shows on Internet TV and conventional TV

Nai-Se Li
Iowa State University

Follow this and additional works at: <https://lib.dr.iastate.edu/etd>

 Part of the [Mass Communication Commons](#)

Recommended Citation

Li, Nai-Se, "Gratification obtained from television shows on Internet TV and conventional TV" (2013). *Graduate Theses and Dissertations*. 13076.
<https://lib.dr.iastate.edu/etd/13076>

This Thesis is brought to you for free and open access by the Iowa State University Capstones, Theses and Dissertations at Iowa State University Digital Repository. It has been accepted for inclusion in Graduate Theses and Dissertations by an authorized administrator of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.

Gratifications obtained from television shows on Internet TV and conventional TV

by

Nai-Se Li

A thesis submitted to the graduate faculty

in partial fulfillment of the requirements for the degree of

MASTER OF SCIENCE

Major: Journalism and Mass Communication

Program of Study Committee:

Jay Newell, Major Professor

Thomas Beell

Peter Orazem

Iowa State University

Ames, Iowa

2013

Copyright © Nai-Se Li, 2013. All rights reserved.

TABLE OF CONTENTS

LIST OF TABLES	iv
ABSTRACT	v
CHAPTER I: INTRODUCTION	1
Background	1
Audiences' Power	2
Theory Implication	3
Problem Statement	4
CHAPTER II: LITERATURE REVIEW	6
Internet TV	6
Conventional TV	9
TV Shows	10
Uses and Gratifications Theory	11
Gratification Type Development	13
Types of Gratifications	14
Content Gratification	14
Process Gratification	15
Social Gratification	16
CHAPTER III: METHOD	19
Survey Instrument	19
Internet TV Viewing Habits	20
Content Gratification	20
Process Gratification	22
Social Gratification	23
Procedure	25

Instrument Pretest	25
Survey	25
CHAPTER IV: RESULTS.....	26
Response Rate.....	26
Descriptive Statistics of the Sample	26
Findings.....	26
Additional Findings	37
Multi-Tasking	39
Media Using.....	40
Order Effects	40
Summary	42
CHAPTER V: DISCUSSION.....	44
Results Discussion	44
Comparisons with Other Studies	45
Implications for Theory	46
Practical Implications.....	46
Limitations	47
Future Study Suggestions	48
Conclusion	49
APPENDIX A: INSTITUTIONAL REVIEW BOARD APPROVAL.....	50
APPENDIX B: CONSENT FORM	51
APPENDIX C: SURVEY	53
APPENDIX D: SURVEY CODE BOOK.....	64

REFERENCES 71

ACKNOWLEDGEMENTS 80

LIST OF TABLES

Table 1. Factor Analysis for Internet TV	29
Table 2. Factor Analysis for Conventional TV	30
Table 3. Within Media (Pairs 1-6) and Cross Media (Pairs 7-9) Comparisons	35
Table 4. Within Media (Pairs 1-6) and Cross Media (Pairs 7-9) Means	36
Table 5. Factor Correlations	38

ABSTRACT

Television shows once available only on conventional TV in homes at specific days and times are now available via Internet TV in nearly any location, 24 hours a day. However, while the shows may be the same on conventional TV and Internet TV, the motivations and benefits of viewing may be different for each delivery platform. This study employs uses and gratification theory (U&G) to compare audience rationales for watching television shows on conventional TV to watching TV shows on Internet TV.

Research prior to the wide availability of Internet TV (Stafford et al., 2004) summarized reasons for watching television programs as 1) gratifications gained from the content of the program, 2) gratifications gained from the process of obtaining the program, and 3) gratifications gained from the social interactions that come from the consumption of television programming. Using those three gratifications, this study conducted an online survey among users of both conventional and Internet TV. The data indicated that on Internet TV, the process of watching shows to be the leading gratification. On conventional TV, the first motivation is the program content. The results of the survey offer suggestions for the management of Internet and conventional program services.

CHAPTER I: INTRODUCTION

Background

There is no doubt that Americans like watching television programs. Ninety-seven percent of Americans have TV sets at home (Nielsen.com, 2011). As Internet technology has improved in speed, many of the programs once available only over the air or via cable are now distributed online. Nielsenwire (2011) states that “nearly three-fourths (72%) of U.S. television homes pay for both a cable-plus TV subscription (cable, satellite or Telco) and broadband Internet.

Audiences are not only watching television on conventional TV sets, but also on portable devices that enable them to access the Internet. Through the Internet, television shows are distributed via online video streaming (also called online streaming, streaming TV, or Internet TV) to desktop computers, laptop computers, digital tablets and smartphones.

Online video streaming of television shows is available from companies such as Hulu, Netflix, and the official websites of some TV networks. According to a survey by cmbinfo.com (2012), 27% of Internet TV users watch TV programs through television network websites such as CBS.com or Fox.com. These companies are the main drivers of what is now called television shows on Internet TV, which include conventional network-produced prime-time TV shows that are uploaded on the network’s official website or the shows produced to be distributed only through the Internet. For example, audiences can watch *The Big Bang Theory*’s latest three episodes on the CBS website (CBS.com, 2012). In a study titled “Detailing the digital revolution: Social, streaming and more,” Nielsenwire (2012) reported that “at the end of 2011, roughly one-third of consumers streamed long-form

content such as a movie or TV shows from the Internet through a paid subscription service like Netflix or Hulu-Plus” (para. 1). Jenks (2010) also reported that 33% of U.S. adult Internet users viewed full-length TV shows online in 2010. Similarly, Sachoff (2010) observed that more people were going online to watch fully produced entertainment TV episodes.

Audience’s Power

The audiences for Internet TV shows have more decision-making authority than the audience for conventional TV. With Internet TV, audiences can control which TV shows they stream, and the time at which they watch. Since Internet TV audiences have more control over what shows to watch and when, searching for a TV show to view is, according to McQuail (2004), like “consulting in information traffic”:

[C]onsultation refers to a range of different communication situation in which an individual looks for information at a central store where the time and place of consultation and also the topic are determined by the receiver at the periphery and not by the centre. (p. 147)

Researchers including Katz (1959) and Klapper (1963) have focused on content gratification, like information seeking and entertainment, and process gratification, like controlling how the audiences use the new media. Stafford, Stafford, & Schkade (2004) claimed that uses and gratification theory (U&G) indicated that the consumers have already accepted the specific media to use and actively choose the media in order to fulfill their gratifications as well. Because that “U&G has always provided a cutting-edge theoretical approach in the initial stages of each new mass communications medium” (Ruggiero, 2000, p. 27). These

gratifications are categorized into three dimensions: content gratification, process gratification, and social gratification (Stafford et al., 2004). Chae and Chung (2010) argued that new media now combines many different new motives and usage patterns for current audiences, and the behavioral change of the new media is inevitable. Hence, U&G's three dimensions can be used to find out which gratifications play a role in the decision of Internet TV audiences to subscribe to this new media.

Theory Implication

Uses and gratifications theory focuses on why and what audiences do with mass communication tools (Katz, 1959; Klapper, 1963). According to Luo (2002), consumers actively choose a particular medium to use because of certain motives and the medium's ability to fulfill certain gratifications and needs. Stafford et al. (2004) defined U&G theory as an "approach... used to empirically develop dimensions of consumer uses... a useful contribution that can guide management practice and scholarly inquiry" (p. 261). Stafford et al. (2004) stated that content gratification includes information seeking and entertainment; process gratification includes how audiences use the new media; process gratification is whether audiences are satisfied with the usage, appearance, or even fluency of the Internet; and social gratification means that audiences can interact with other people via Internet applications or websites. Taking Internet TV shows as an example, audiences are afforded more flexibility in terms of the time and the show to watch than conventional TV audiences, which means the audiences have process satisfaction because they control what and when they want to watch television shows on Internet TV. Moreover, audiences can review the previous audiences comments and have conversations to fulfill the social gratification.

Internet TV indeed offers many dimensions of functions to satisfy its users. Chae and Chung (2010) argued that the new media or new ways of delivering content, such as Internet TV, might satisfy new motives because they encourage different usage patterns. In addition, Stafford et al. (2004) argued that people receive social gratifications from different communication media.

Problem Statement

Studying the motives of viewers will provide insight into the rapidly developing Internet TV market (Harrell, 2000). Like economists recognize the effects of finance flow on money, mass media researchers should recognize the effects of new media flow on the main trend. In this case, knowing more about Internet TV can enable researchers to learn more about the future media trend. Following the audiences' satisfaction is the one best method in order to comprehend a new medium. The present study aims to determine exactly what types of gratification (content, process, and social) audiences derive from television shows on Internet TV, especially on prime-time, fully produced television programs. It applies Stafford et al.'s (2004) three-dimension framework to find out which gratifications drive the use of Internet TV by conducting a survey of college students. Internet TV offers social gratification more than other forms of media, and conventional television offers more entertainment and process gratification. Stafford et al (2004) stated that social gratification is a discovered gratification for Internet user rather than traditional media. Are the television shows on Internet TV amending the traditional TV's lack of social gratification? In this multimedia era, audiences not only use more than one medium at a time, they use different media to complement each other. People use Internet TV not to replace the gratification they receive

from conventional TV but to fulfill the social gratification that they cannot receive from conventional TV.

On the economic side, audiences as consumers will look for the best level of satisfaction and benefits for themselves because they want to maximize their utility as much as possible (Hubbard & O'Brien, 2010). Therefore, studying the audiences' maximum emotional utility from Internet TV shows is essential for television companies or online distribution companies. The findings of this study are expected to help entertainment TV show producers and Internet TV developers generate efficient methods of delivery to fulfill consumers' needs.

CHAPTER II: LITERATURE REVIEW

Internet television is a growing part of the media. This study aims to answer questions about the kinds of gratifications received from programs seen on Internet television, and to what extent are those gratifications different from viewing programs on conventional television. Uses and gratifications theory (Herzog 1944; Katz 1959; Clapper, 1963; Rubin, 1981, 1982; Stafford, et. al, 2004) guided the examination of reasons behind some of the factors that influence the audience viewing of television shows.

In this chapter, I will first define “Internet TV,” “conventional TV,” and “TV shows.” I will then review uses and gratification theory (U&G), and show how U&G has guided explanations of why audiences view TV shows. Then, based on the Stafford et al. (2004) gratification categories, I will define three outstanding factors for viewing television programs: content gratification, process gratification, and social gratification.

Internet TV

Internet TV is an online video service that uses website streaming to offer TV programs or videos (Schechner & Stewart, 2012). Internet TV refers to “online programming that makes media content available through a computer screen, tablet or speaker. It has the ability to displace or substantially supplement the use of noncomputer media content” (Ferguson, 2012, p. 143).

“Internet seems central to future theory, what this theory might look like is as unclear as the technology it tries to define and understand” (Baran & Davis, 2012, p. 359). Croteau and Hoynes (2003) argued that Internet video allows “users combine the specialization of

media products with interactivity to make choices, provide responses, and customize media products,” and because of that, there are more and more new media forms predicted for the future (p. 12). The Internet gives audiences more user-friendly options to choose the information they are searching for, and audiences can adopt the outside opinion as well (Newell, 2007). Furthermore, Internet TV has extended to nation-wide audiences to provide television shows (Eastman & Ferguson, 2012). Audiences are looking forward to “new services to match or exceed what they currently use” (Carey, 2004, p. 189). With Internet TV, audiences will have access to interactive video content that traditional TV cannot offer for them (Gibs, 2009). McQuail (2010) stated that audiences are attracted by social and personal needs and use media to satisfy their needs in information seeking. Audience watch news programs via the Internet in spite of the availability of news content on traditional TV sets, because Internet news programs can allow audience to connect to the world to search the news they are interested in or expect to see (Baran & Davis, 2012).

According to Katz, Gurevitch & Hass (1973), audiences choose specific media its content because they can access the connection between the traits of the media and the social and emotion function that media offers. Therefore, audience analysis is important because “consumer behavior and tracking mechanisms are being explored in the effort to build and maintain profitable digital television business” (Gerbarg, 2009, p. 3).

In 2003, Sprint was the first to offer videos on the Internet; however, at that time, the image quality was not as good as conventional TV (Kennedy, 2006). Krikke (2004) indicated that streaming content connects the Internet’s convenience and televisions’ direct contact; therefore, with an access-on-demand service, people can use this service everywhere on any

media tool. In the same year, Ha and Chan-Olmsted (2004) and Carey (2004), in their studies about Internet TV's future development, pointed out that Internet TV should focus on meeting the audiences' gratification to maintain its development. However, Internet TV, which relies on streaming to offer the service to the audience, did not develop as well as expected. At that time, although the software technology could offer this kind of service, the hardware Internet broadband technology did not satisfy the audience's expectations of good quality pictures and fast downloading of video content. In recent years broadband Internet and the other hardware technologies like the tablet or smartphone have developed to pull Internet TV back to the market (Schechner & Stewart, 2012). Liu, Rao, Li, and Zhang (2008) told the Internet industry that because it failed previously, it should not only focus on content gratification but also be aware of changes in technology service to maintain the satisfaction of audiences using online video services. Internet TV service providers like Hulu or Netflix must keep improving their audience's satisfaction in viewing TV shows online to continue increasing their revenue (Eastman & Ferguson, 2012).

Ferguson (2012) noted that "online programing as media content available through a computer screen, tablet or speaker that displaces or substantially supplements the use of noncomputer media content" (p. 143). Internet television is an online video registration service, which through website streaming offers TV shows or videos (Schechner & Stewart, 2012). "By 2013, 90 percent of all the traffic carried on the Internet will be video" (Baran & Davis, 2012, p. 357). Online video like YouTube controlled the majority of the online video market; therefore in 2007, NBC and Fox launched their own online TV channel, Hulu. Hulu "provide[s] viewers with tools that let them embed full episodes on their own blogs, websites or personal profile pages" (Gentile, 2007, para. 11).

Internet TV not only broadcasts TV shows from conventional TV channels, but also airs movies. Some Internet TV companies even produce their own TV shows such as *Battleground* (Schechner & Stewart, 2012). Gibs (2009) argued that the audience's ability to watch complete TV shows online was the crucial alteration in the development of Internet TV. For this research, the definition of Internet television is an Internet subscription service that allows audiences to watch TV shows, movies, or videos via any digital devices via Internet streaming (Schechner & Stewart, 2012; Winkler, 2012). "We were now moving into the era of 'TV on the Internet,' which brings us to the present" (Gibs, 2009, p. 13).

Conventional TV

Since the early 1900s, television has developed from a radio-like medium to one with high quality images to even three-dimension images (NPR Staff, 2012). Eastman & Ferguson (2012) discussed how conventional television as a medium has accepted new technologies: "...traditional TVs have long been first adopters of content production for new screen technologies—first color, then HD, and now 3D programs" (p. 9). In general, conventional television has three types of signals to deliver TV shows: broadcast, cable, and satellite TV (Carroll, 2001). Network TV is distributed by ABC, CBS, FOX, NBC, CW, MyNetworkTV, PBS, and three Spanish networks, Univision, Telemundo, and TeleFutura (Eastman & Ferguson, 2012). Cable television systems are "bounded and franchised wired companies using fiber optic and coaxial cable to deliver from dozens to hundreds of video and audio program channels" (Eastman & Wirth, 2012, p. 93). Satellite television means TV shows that are received at home by satellite (Eastman & Wirth, 2012). In addition, most network companies have their own extension channels; some even have TV shows online to draw

audiences to their official websites (Ferguson, 2012). However, as Carroll (2001) mentioned there is motivation for audiences to watch TV shows on conventional TV rather than digital devices because the screen is not big enough to make audiences feel as if they are “in” the TV show. In this case, they watch TV by *glancing*, which means audience members are watching television while they are doing other chores or handling other matters (Carroll, 2001).

TV Shows

Kennedy (2006) illustrated that TV shows played on Internet TV in the development stage did not have good quality and streaming speed compared to what was offered by traditional TV; only talk shows, news, or shows with little movement could be played with satisfaction. Yet, the current situation is that “everyone watches television, so nearly everyone professes to understand what programs ought to be like” (Eastman & Ferguson, 2012, p. 13). Although conversation is a major part of a TV shows, it does not mean all TV shows are based on talking; for example, shows like *The Simpsons*, the Fox adult TV shows is more focused on the visual humor (Carroll, 2001). In addition, TV shows are produced by one of four entities: the networks, the television production divisions of the movie studios, the very few remaining independent producers, or the local stations themselves (Affe, 2012). Whether TV shows are on conventional TV or Internet TV, they are still made using the conventional TV styles (Kennedy, 2006). For example, *The Big Bang Theory* is considered a TV show whether is made available to audiences on conventional or Internet TV.

Content is the most important element of a television show, as different audiences desire different program content. Television has genres like comedy, situation comedy, TV

movie, talk show, news, or sporting event (Adams & Eastman, 2012; Eastman & Ferguson, 2012). Comedy programming, which uses humorous material or jokes to impact audience members, will sometime have a difficult situation and then solve it in a funny way, which makes the audiences feel better at the end of an episode (Eastman & Ferguson, 2012). This kind of show, such as *How I Met Your Mother*, *Two and Half Men*, or *George Lopez*, nearly always has 30-minutes per episode (Adams & Eastman, 2012). Adams and Eastman, (2012) defined TV movies as “similar to feature films but made specifically for network television airing in a two-hour format containing commercial breaks” (p. 84). The strength of the TV movie is that it can catch the specific audience’s taste and keep the audiences watching a channel longer.

Therefore, for this research TV shows are defined as all TV show genres that are aired via satellite, cable, broadcast network, or Internet signal; and with a duration of 30 minutes or longer. This excludes short video clips such as those commonly seen on services such as *YouTube*.

Uses and Gratifications Theory

This theory is concerned with how audiences actively pick a specific medium to satisfy their needs and gratification (Baran & Davis, 2012; McQuail, 2010). The theory concerns the relationship between the medium and the audience (Herzog 1944; Katz 1959; Clapper, 1963; Lin 1999; Stafford, Stafford, & Shade, 2004). The first research regarding the uses and gratification theory (U&G) began in the 1940s. Harrell (2000) observed that “early uses and gratifications studies in the 1940s, 50s and 60s typically researched why people

used certain media types, instead of examining audience stimulation for using a particular medium” (p. 36). McQuail (2010) summarized the studies of the 1960s and 1970s as follows:

- 1) Media and content choice is generally rational and directed towards certain specific goals and satisfactions (thus the audience is active and audience formation can be logically explained).
- 2) Audience members are conscious of the media-related needs which arise in personal and social (shared) circumstances and can voice these in terms of motivation.
- 3) Cultural and aesthetic features of content play much less part in attracting audiences than the satisfaction of various personal and social needs (e.g., for relaxation, shared experience, passing time, etc.)
- 4) All or most of the relevant factors for audience formation (motives, perceived or obtained satisfactions, media choices, background variables) can, in principle, be measured. (p. 424)

Severin & Tankard (1992) indicated “different people can use the same mass communication medium for very different purposes” (p. 270). Now, the Internet is booming, “U&G provides the theoretical framework for understanding the specific reasons that bring consumers to online marketplaces where commerce transpires” (Stafford et al., 2004, p. 267). Because U&G can be flexible in researching specific motivations and features of social activities of audience, researchers can apply it to new media (Ruggiero, 2000). In the case of Internet TV, U&G researchers’ aim is finding out what kind of needs and gratification audiences are seeking and obtaining (Baran & Davis, 2012; Charney & Greenberg, 2002). Knowing how audiences use the Internet not only helps researchers understand this market, but it also means that media managers can think more about what their users want (Charney & Greenberg, 2002).

The uses and gratification theory is useful to illustrate why media users choose specific media to seek relaxation, entertainment, or social interaction (Charney & Greenberg, 2002; Rubin, 1981). Therefore, U&G is an appropriate theory to study new media at the beginning level (Ruggiero, 2000). Consumers now are more actively finding ways to control what kind of information they want to use, even the sources of the media (Eastman & Ferguson, 2012; Harrell, 2000; Luo, 2002).

In addition, audiences are not stable in what kind of gratifications they are seeking. Katz (1959) suggested that people use media based on social role and experience-based purpose. Individuals will use different kind media under different circumstances to fulfill their needs (Katz et al., 1973-1974). “As emerging technologies provide users with a wider range of source selection and channels of information, individuals are selecting a media repertoire in those areas of most interest” Ruggiero, 2000, p. 19).

Gratification Type Development

Katz, Hass, and Gurevitch (1973) identified five needs that people bring to their media consumption.

- 1.) Cognitive needs (acquiring information, knowledge, and understanding); 2.) Affective needs (emotional pleasurable or aesthetic experience); 3.) Personal integrative needs (strengthening credibility, confidence, stability, and status); 4.) Social integrative needs (strengthening contacts with family, friends, etc.); and 5.) Tension release needs (escape and diversion) (p.166-167).

Later, Katz et al. (1973-1974) added surveillance, entertainment, and cultural transmission (or socialization) functions. Rubin (1983) identified nine basic motives of television use: relaxation, companionship, habit, to pass time, entertainment, social interaction, information, arousal, and escape. Over time, researchers classified different gratifications to find the best way to explain the specific media (Ruggiero, 2000). To be more specific, “each major piece of uses and gratifications research has yielded its own classification scheme of audience functions” (Katz, Blumler, & Gurevitch, 1973-1974, p. 512). As new categories are formed, researchers apply U&G to categorize in each new media or technology products to find out more and more about the motivation or gratifications of consumers (Ruggiero, 2000).

To make U&G gratifications categories more complete, Kippax and Murray (1977) combined the constructs developed independently in the United States, Great Britain, Israel, and Australia into four categories: diversion, personal relationship, personal identity, and information. Based on the previous categories, Stafford et al. (2004) found three gratifications: content gratification, process gratification, and social gratification. Social gratification is especially relevant to Internet consumption.

Types of Gratifications

Content Gratification

Rubin (1981, 1983) stated that audience members’ motivation in watching television is connected with their attitude and behavior relating to the television shows watched.

Information, killing time, and entertainment are crucial in content gratification. Stafford et al. (2004) defined *content gratification* as “informational content for special consideration as a

desired outcome of consume Internet access” (p. 13). Content gratification is an important need for every media user, no matter whether the user is a traditional television watcher or online service user (Lin, 1999).

Harrell (2000) argued that for Internet a primary function is information seeking. “About 12% of the respondents either use the Internet to search for more information about television shows or look for alternatives” (Ha & Chan-Olmsted, 2004, p. 631). This kind of content gratification is also dependent on process gratification. Ha and Chan-Olmsted (2004) showed that the content of the website should offer updated information to fulfill the content-seeking audience and this will keep the website’s audience visiting. With Internet TV as an example, “viewers’ preference for a specific type of TV programs would positively affect their willingness to subscribe to the IPTV that offers bundle service of that specific type of programs” (Chae & Chung, 2010, p. 137).

Process Gratification

Process gratification focuses on the convenience and ease of use, and is associated with words such as *resources*, *search engines*, *surfing*, *technology*, and *websites* (Stafford et al., 2004, p. 13). Because the technological improvement, the Internet and television come closer and closer and will possibly to be combined as a new medium to satisfy the audiences’ need (Kaye, 1998).

Another aspect of process gratification is websites. A “television network website, ... [with] updated information about program schedules and program content apparently led to greater visitor interest in repeat visits” (Eighmey & McCord, 1998, p. 192). Both Internet and conventional television have their own niche to make audiences like to use them, therefore a

new product called the *TV/computer monitor* allows users to view the Internet and conventional television on the same device (Kaye, 1998). Although the price is higher and the Internet content's quality cannot be as good as the traditional TV, Internet TV is trying to achieve the image quality of conventional TV (Kaye, 1998).

Social Gratification

“By social gratification, researchers refer to the gratification Internet users derive from chatting and interaction with friends and others” (Krishnatray et al., 2009, p. 20). Rubin (1981, 1983) found that audience members derive a kind of social satisfaction from viewing conventional television. This social function has existed in Internet TV as well (Stafford et al, 2004). Television is a medium that depends on community communication (Affe, 2012). Stafford et al. (2004) discovered that the key terms for social gratification are *chatting, friends, interaction, and people*. This social factor represents a new social dimension in Internet media using (p. 13). “Social gratification is especially important for Internet-based media because it involves the issue regarding audiences’ interpersonal, social interaction and social influence for individuals (Stafford et al., 2004).

Harrell (2000) pointed out that Internet users choose mass media to satisfy their communication, information, escapism, companionship, or entertainment needs. And because Internet has multiple functions for Internet surfers, its audience has more expectation of gratification obtained (Lin, 2001). Moreover, “potential adopters are a diverse group of audiences who are not easily discouraged by any number of adoption barriers such as technology complexity or lack of financial resources” (Lin, 2001, p. 35). Krishnatray et al. (2009) illustrated some basic Internet social functions like chatting and interaction. Now

because this new medium has arisen, “researchers have begun to consider how the uses and gratifications of older media may be similar to and different from those of newer media” (Krcmar & Strizhakova, 2009, p. 60).

Internet streaming video offers an open environment for audiences to have a video service that fulfills content, process, and social gratification (Perez Leal Pastor, Martin, & Cachinero, 2009). Internet TV can have “intrinsic factors such as seeking high quality, content-rich, and value added services ... extrinsic factors, which include highly interactive services and interoperable applications with other devices and platforms” (Shin, 2007, p. 1447). Therefore, to apply U&G to find the gratifications of Internet TV, it is necessary to include all gratifications and find a testable approach to reach the goal (Chae & Chung, 2010).

In traditional TV, the audience has the power to select TV shows actively, and the needs they are seeking to fulfill in traditional TV are escape, entertaining, information, and a reference point source for comparing other information (Kippax and Murray, 1977). Generally, “the traditional media are not going to be displaced by the online medium easily, unless the online medium can provide the audience with better content, superior technical benefits, and greater cost efficiency” (Lin, 2001, p. 35-36).

Considering the previous literature, this study asks:

- RQ1a: Do audiences that watch TV shows on Internet TV receive higher social gratification than content gratification?
- RQ1b: Do audiences that watch TV shows on Internet TV receive higher social gratification than process gratification?

- RQ1c: Do audiences that watch TV shows on Internet TV receive higher process gratification than content gratification?
- RQ2a: Do audiences that watch TV shows on conventional TV receive higher content gratification than process gratification?
- RQ2b: Do audiences that watch TV shows on conventional TV receive higher content gratification than social gratification?
- RQ2c: Do audiences that watch TV shows on conventional TV receive higher process gratification than social gratification?

CHAPTER III: METHOD

This chapter will explain how the survey was constructed from items used in prior uses and gratification research, how participants were recruited, how the survey was administered, and the procedures used to analyze the uses and gratification factors.

Survey Instrument

The survey instrument was divided into audiences' viewing habits of Internet TV and conventional TV, the satisfactions of Internet TV, and the participants' demographics (Rubin, 1983; Korgaonkar & Wolin, 1999; Novak et al., 2000; Randle, 2003; Stafford et al., 2004; Dimmick et al. 2004; Park et al., 2009). The first part measured the audience members' viewing behavior. It included the definition of Internet TV, conventional TV, and TV shows. This part of the survey also covered the experience audience members had while watching Internet TV or conventional TV. This part aimed at determining how respondents used Internet TV, including time spent watching shows, how many television shows on Internet TV they watch, and how many digital devices they use for watching television shows on Internet TV.

The questions about Internet TV aimed to determine the gratifications that the participants derived from watching Internet TV, the platform the participants use, and what they are doing while watching television shows on Internet TV (Rubin, 1983; Korgaonkar & Wolin, 1999; Stafford et al., 2004). The questions about conventional TV aimed to determine the gratifications that the participants derived from watching conventional TV and what they are doing while watching television shows on conventional TV (Rubin, 1983). For each uses and gratifications motivation, the answers were summed and averaged by content

gratification, process gratification, and social gratification. The reliability of the index was determined by computing Cronbach's alpha.

The third part solicited demographic information such as age, gender, year in school, major area of study, ethnicity, and monthly income. In this study, there are six independent variables. These refer to combining the needs and gratifications of subscribing to Internet TV. The gratifications combine (a) content gratification, (b) process gratification, and (c) social gratification as described by Stafford et al. (2004).

Internet TV Viewing Habits

This refers to the extent to which Internet TV is used. Respondents were asked: (1) whether they have watched TV shows on Internet TV or conventional TV before; (2) in a typical week, how many hours they spend watching TV shows on Internet TV; (3) in a typical week, how many TV shows on Internet TV they watch; and (4) how many digital devices they have on which they can watch TV shows on Internet TV.

Content gratification

Content gratification includes the following motivations: (1) I watch conventional/Internet TV because it provides quick access to large volumes of information about TV shows (Korgaonkar & Wolin, 1999). In Korgaonkar and Wolin's (1999) article, the authors asked people if they find satisfaction in the Internet "because it gives quick and easy access to large volumes of information" (p. 58). Easy and fast access is an important condition in determining how audiences use the Internet to satisfy their needs. Therefore, in this study, people were asked a similar question to Korgaonkar and Wolin's, (2) I watch TV

shows on conventional/Internet TV for entertainment (Rubin, 1983). In Rubin's (1983) original article he asked participants if they watched television "because it (TV) entertains me" (p. 41). The question was adapted to Internet TV. (3) Watching TV shows on conventional/Internet TV helps me relax (Rubin, 1983). Rubin (1983) asked people if they watch television "because it (TV) relaxes me" (p. 41) in order to learn if television helps audiences feel relaxed or not. Because Rubin (1983) found that people do feel relaxed when they watch television, in this current study, the participants were asked a similar question to determine if watching TV shows on conventional TV or Internet TV help people relax as well. (4) Conventional/Internet TV offers more interesting TV shows than Internet/conventional TV (Stafford et al., 2004). An article by Stafford et al. (2004) mentioned that entertainment was determined to be an initial motivator, 50 items were adapted in the current study to assess content gratification. (5) When I'm watching TV shows on conventional/Internet TV, I lose track of time. In Novak et al.'s (2000) original article, they asked people if they "tend to lose track of time" when using the Internet (p. 29), and they found that surfing on a shopping website does not make people lose track of time. Based on their study, the question was adapted for the current study to determine if audiences watch Internet TV or conventional TV due to enjoyment of the content.

To measure the above content gratification, motivations were measured using five-point Likert scales in which the response options range from 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree." For each motivation, the answers were summed and averaged to determine the respondents' attitudes toward the question items. The reliability of the index was determined by computing the Cronbach's alpha.

Process Gratification

Process gratification includes the following motivations: (1) I watch conventional/Internet TV because I can freely choose where I watch TV (Dimmick et al., 2004). This question item is adapted from Dimmick et al.'s (2004) original study, in which they asked people if they enjoyed having "a variety of choices in news coverage" (p. 25). Dimmick et al. (2004)'s question was adapted to ask people's feelings with regard to controlling their choices in watching TV shows on Internet TV and conventional TV. (2) I watch TV shows on conventional/Internet TV because it gives me the control over when I watch (Dimmick et al., 2004). This question has been adapted from the study by Dimmick et al. (2004), in which they asked people if they enjoyed having available "news that fits into my busy schedule" (p.25) in order to compare traditional media with new media. Although the authors did not categorize the question as an individual gratification, it seems that people's ability to control their schedules could be a motivation for their gratification. Therefore, in the current research, the power of control has been categorized into process gratification, since people could control when to watch TV shows. (3) I watch conventional/Internet TV because I can use my time wisely (Dimmick et al., 2004). This question has been adapted from the study by Dimmick et al. (2004) which asked people if they preferred news sources which allowed them to "use my time wisely" (p. 25), and they treated time as a gratification opportunity. Here, time usage is treated as process gratification, since audiences could think this is a control function for process gratification. (4) I can search for specific TV shows via conventional/Internet TV. In an article by Randle (2003), people were if they agreed with the following statement: "They (Web, magazine, and other mass media) help me to locate exactly what I'm looking for." In their study, this item was

categorized as a cognitive/task-oriented factor, and Randle found that people had a higher degree of gratification when using the Web.. According to this result, people feel more satisfied because the Web can help them to locate the precise information they are searching for. (5) I am satisfied with the image quality of conventional/Internet TV (pre-test). In the pre-testing open-ended section, the respondents replied that the differences in conventional TV and Internet TV would influence their willingness to watch TV shows via conventional TV or Internet TV.

Based on the above question items, the extent to which the respondents agree with the items that measure these motivations were measured using five-point Likert scales in which the response options range from 1 to 5, where 1 means “strongly disagree” and 5 means “strongly agree.” For each motivation, the answers were summed and averaged. The reliability of the index was determined by computing the Cronbach’s alpha.

Social Gratification

Social gratification includes the following motivations: (1) When I am watching TV shows on conventional/Internet TV, I feel like I belong to the community (Park et al., 2009). Park et al. (2009) asked people if they used Facebook Groups to “feel like I belong to a community” (p. 130) in a socializing factor. They found that people use Facebook Groups mainly for entertainment, not for political issues. Therefore, this question has been adapted to explore attitudes toward watching TV shows for social gratification. (2) Conventional/Internet TV gives me a platform to express my feelings about TV shows with other audience members (Rubin, 1983). In the Rubin’s (1983) original question, he asked people if they watch TV “when there’s no one else to talk to or be with” (p. 41) to test

whether watching TV satisfies a desire for companionship. In his study, he found that watching TV is a good way to provide companionship. Although there was no correlation between the companionship of TV and viewing motivations, in the current study, the question has been adapted to learn when audiences use conventional TV or Internet TV to feel a sense of companionship. (3) With conventional/Internet TV, I can meet people with the same interest in TV shows (Randle, 2003). In the Randle's (2003) original survey, he asked people if the following was a factor in whether audiences used the Web or magazines: "They help me to express my opinion". (4) I feel less lonely when I'm watching TV shows on conventional/Internet TV (Rubin, 1983). This question has been adapted from Rubin (1983), in which he asked if people watch television "because it makes me feel less lonely" (p. 41). He found that although a desire for companionship could not explain why people watch TV individually, it could be combined with other factors like using TV to pass the time. (5) Conventional/Internet TV gives me a way to hear about how other people feel about TV shows (Korgaonkar & Wolin, 1999). In addition, the conventional TV part provides one additional motivation: (6) I will go online to share my feelings during or after watching TV shows on conventional TV (Korgaonkar & Wolin, 1999). The fifth and sixth questions have been adapted from Korgaonkar and Wolin (1999), who asked people, "when I send a message over the Web, I feel concerned that it may be read by some other person or company without my knowledge" (p. 57).

The extent to which the respondents agreed with the items that measure these motivations were assessed using five-point Likert scales in which the response options range from 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree." For each gratification category, the answers were summed and averaged. Thus, three gratifications and

six variables were produced. The reliability of the index for each category was determined by computing for Cronbach's alpha.

To resolve this concern that order effect would create a confound for the data, the order of questions (Internet vs. Conventional TV questions) was rotated randomly by the online survey system, *Opinio*. One set of questionnaires asked the participants questions about conventional TV first and then questions about Internet TV. The other set of the questionnaires asked questions about Internet television first and then questions about conventional television..

Procedure

Instrument Pretest

The questionnaire was pretested on a sample of 30 students to (1) assess the reliability of each construct, (2) ask for suggestions regarding questionnaire structure and wording, (3) make sure respondents understood the meaning of the questions, and (4) measure the approximate time required to complete the survey. The reply from the pre-test respondents led to only minor wording changes.

Survey

The survey was implemented in a one-week period in November 2012. Permission was received from a group of 250 undergraduate students. The respondents were informed of the purpose of the study, their rights, and the definitions of Internet television and conventional television in an introductory email. Respondents split into two groups; one was

asked the conventional TV questions first, the other group was asked the Internet TV questions first. A full description of the sampling can be found in the next chapter.

CHAPTER IV: RESULTS

The survey was implemented from November 12, 2012, to November 16, 2012. To collect responses more efficiently, permission was received from a class of 251 students at Iowa State University. The online survey tool used was Opinio. Participants received an Opinio online survey link via email and finished the survey online. Students who responded were awarded extra credit. Opinio then summarized the data at the end of the survey.

Response Rate

Based on enrollment data, the class had 251 students. A total of 168 responses were received, for a response rate of 67.5%. Excluded from further analysis were incomplete questionnaires and questionnaires in which the student was a non-user of either conventional or Internet TV. Therefore, 146 responses were used for data analysis.

Descriptive Statistics of the Sample

The respondents ranged in age from 18-28 years old ($M = 19.99$, $SD = 1.76$). Females made up the largest respondent group (68.5%). Sophomores were the dominant year in school (31.5%).

Findings

Analysis of the results (content gratification, process gratification, and social gratification) are presented below. The gratifications are labeled as follows: (1) content gratifications from conventional TV (CC); (2) process gratifications from conventional TV (PC); (3) social gratifications from conventional TV (SC); (4) content gratifications from

Internet TV (CI); (5) process gratifications from Internet TV (PI); and (6) social gratifications from Internet TV (SI).

First, all 31 items were submitted for confirmatory factor analyses, which, as predicted by prior uses and gratifications research, identified three factors explaining approximately 69% of the variance. These three factors were tested for both Internet TV and conventional TV (Table 1 and 2). Items exhibiting a factor loading of less than .65 were deleted from further analyses.

Table 1

Factor Analysis for Internet TV

Items	Factor Loadings		
	1	2	3
Content Gratification			
Info Volume	.76		
Entertainment	.81		
Relax	.84		
Interesting shows	.65		
Process Gratification			
Freely place		.87	
Control over		.91	
Time use		.64	
Search shows		.80	
Social Gratification			
Community belonging			.79
Express feeling			.86
Same interest			.87
Less lonely			.78
Hear other people			.85
Variance explained ^a	58.73	65.58	69.06
Eigenvalue	2.35	2.62	3.45

^aGiven as percentage

Table 2

Factor analysis for conventional TV

Items	Factor Loadings		
	1	2	3
Content Gratification			
Info Volume	.69		
Entertainment	.66		
Relax	.73		
Interesting shows	.67		
Process Gratification			
Freely place		.80	
Control over		.86	
Time use		.71	
Search shows		.78	
Social Gratification			
Community belonging			.77
Express feeling			.90
Same interest			.88
Less lonely			.74
Hear other people			.83
Variance explained ^a	47.17	62.38	68.39
Eigenvalue	1.89	2.50	3.42

^aGiven as percentage

Once it had been verified that each item belonged to its respective factor, the reliability of the three factors in Internet TV and conventional TV were examined. Cronbach's alpha (Cronbach et al., 1955) was used to assess the consistency of the construct reliability. Although the minimum value of Cronbach's alpha is 0.70, it could decrease to 0.60 for the purposes of trial research (Hair, et al., 2006; Roy, 2009).

For the factor CC, which determined how satisfied the respondents felt while viewing conventional TV, the reliability was 0.62. For the factor of PC, which revealed the level of convenience that respondents felt while watching TV shows on conventional TV, the reliability was 0.80. For the factor of SC, which revealed how the respondents felt regarding the social function of conventional TV, the reliability was 0.88. For another factor, CI, which was used to learn how satisfied the respondents felt after viewing content on Internet TV, the reliability was 0.76. PI, the factor which revealed how satisfied respondents felt while using Internet TV for watching TV shows, the reliability was 0.81. For the factor SI, which showed the level of gratification that respondents derived from using Internet TV as social communication, the reliability was 0.89.

After the factors and reliability were examined, the research questions were answered by paired-samples t-tests (Table 3) and pair samples statistics (Table 4).

For answering the research question 1a, "do audiences that watch TV shows on Internet TV receive higher social gratification than content gratification? The results in pair 5 of Table 3 illustrated the differences in gratifications of CI and SI ($t = 13.02, p < .001$). Moreover, according to the pair 5 of Table 4, the gratifications from CI ($M = 3.63, SD = .89$) were higher than SI ($M = 2.46, SD = .97$). Therefore, the answer of research question 1a is

negative, because audiences received a higher degree of content gratification from Internet TV than social gratification. The content of the TV shows on Internet TV bring more function of entertainment, were more interesting, and helped the audiences relax than interpersonal activities.

To answer the research question 1b, “do audiences that watch TV shows on Internet TV receive higher social gratification than process gratification?” In pair 6 of Table 3 presented that the differences in gratifications of PI and SI ($t = 15.43, p < .001$). Furthermore, based on the pair 6 of Table 4, the gratifications from PI ($M = 3.94, SD = .85$) were greater than SI ($M = 2.46, SD = .97$). Thus, the answer of research question 1b is negative, since audiences obtained higher process gratification from Internet TV than social gratification. Audiences obtained more gratification from using Internet TV functions such as the ability to choose the location in which they view shows on Internet TV or the ability to freely control when and what TV shows they want to watch than they perceived from the social interaction on Internet TV. The possibility of meeting people with the same taste in TV shows or the possibility of communicating with other audience members about their feelings did not provide greater gratification than process gratification.

For the research question 1c, “do audiences that watch TV shows on Internet TV receive higher process gratification than content gratification?” The results in pair 4 of Table 3 illustrated the differences in gratifications of CI and PI ($t = -5.22, p < .001$). Additionally, because of the pair 4 in Table 4, the gratifications from PI ($M = 3.94, SD = .85$) were higher than CI ($M = 3.63, SD = .89$). Hence, the answer of research question 1c is positive, content of conventional TV audiences felt they received more process gratification from Internet TV

than content gratification. Audiences perceived more enjoyment in freely choosing TV shows and a place to watch TV shows.

To answer the research question 2a, “do audiences that watch TV shows on conventional TV receive higher content gratification than process gratification?” The results in pair 1 of Table 3 illustrated the differences in gratifications of CC and PC ($t = 10.38$, $p < .001$). Moreover, according to the pair 1 in Table 4, the gratifications from CC ($M = 3.48$, $SD = .72$) were higher than PC ($M = 2.81$, $SD = .94$). Hence, the answer of research question 2a is positive, the content of the TV shows on conventional TV fetch more interesting TV shows, and helped the audiences relax than interpersonal activities than using conventional TV such as searching specific TV shows, choosing anywhere to watch TV shows.

For the research question 2b, “do audiences that watch TV shows on conventional TV receive higher content gratification than social gratification?” The results in pair 2 of Table 3 illustrated the differences in gratifications of CC and SC ($t = 11.14$, $p < .001$). Furthermore, based on the pair 2 in Table 4, the gratifications from CC ($M = 3.48$, $SD = .72$) were higher than SC ($M = 2.51$, $SD = .97$). Hence, the answer of research question 2b is positive, the content of the TV shows on conventional TV helped the audiences have relaxation, and having TV shows information, and brings more interesting shows than social satisfactions like communicating with other audience members about their feelings from conventional TV. Audiences obtained more gratification from having content gratifications than social gratification.

To answer the research question 2c, “Do audiences that watch TV shows on conventional TV receive higher process gratification than social gratification?” The results in

pair 3 of Table 3 illustrated the differences in gratifications of PC and SC ($t = 3.67, p < .001$). Moreover, based on the pair 4 of Table 4, the gratifications from PC ($M = 2.81, SD = .94$) were higher than SI ($M = 2.51, SD = .97$). Thus, the answer of research question 2c is positive; because audiences received a higher degree of process gratifications from conventional TV such as control what TV shows they want to watch than social gratification like expressing feeling about TV shows to other audiences, talking to audiences with the same interest in TV shows on conventional TV.

Table 3

Within Media (Pairs 1-6) and Cross Media (Pairs 7-9) Comparisons

	Mean Difference	Std. Deviation	Std. Error Mean	t	df	Sig. (2-tailed)
Pair 1 MeanCC - MeanPC	.67237	.78257	.06477	10.382	145	.000
Pair 2 MeanCC - MeanSC	.97112	1.05332	.08717	11.140	145	.000
Pair 3 MeanPC - MeanSC	.29874	.98397	.08143	3.669	145	.000
Pair 4 MeanCI - MeanPI	-.30460	.70255	.05834	-5.221	144	.000
Pair 5 MeanCI - MeanSI	1.16908	1.08114	.08978	13.021	144	.000
Pair 6 MeanPI - MeanSI	1.47368	1.14988	.09549	15.432	144	.000
Pair 7 MeanCC - MeanCI	-.15920	1.14062	.09472	-1.681	144	.095
Pair 8 MeanPC - MeanPI	-1.14425	1.44489	.11999	-9.536	144	.000
Pair 9 MeanSC - MeanSI	.03759	1.05456	.08758	.429	144	.668

Note. CC = content gratifications from conventional TV. PC = process gratifications from conventional TV. SC = social gratifications from conventional TV. CI = content gratifications from Internet TV. PI = process gratifications from Internet TV. SI = social gratifications from Internet TV.

Table 4

Within Media (Pairs 1-6) and Cross Media (Pairs 7-9) Means

		<i>n</i>	Mean	Std. Deviation
Pair 1	MeanCC	146	3.4783	.71553
	MeanPC	146	2.8059	.93573
Pair 2	MeanCC	146	3.4783	.71553
	MeanSC	146	2.5072	.96592
Pair 3	MeanPC	146	2.8059	.93573
	MeanSC	146	2.5072	.96592
Pair 4	MeanCI	145	3.6339	.89410
	MeanPI	145	3.9385	.84717
Pair 5	MeanCI	145	3.6339	.89410
	MeanSI	145	2.4648	.97120
Pair 6	MeanPI	145	3.9385	.84717
	MeanSI	145	2.4648	.97120
Pair 7	MeanCC	145	3.4747	.71668
	MeanCI	145	3.6339	.89410
Pair 8	MeanPC	145	2.7943	.92822
	MeanPI	145	3.9385	.84717
Pair 9	MeanSC	145	2.5024	.96753
	MeanSI	145	2.4648	.97120

Note. CC = content gratifications from conventional TV. PC = process gratifications from conventional TV. SC = social gratifications from conventional TV. CI = content gratifications from Internet TV. PI = process gratifications from Internet TV. SI = social gratifications from Internet TV.

Additional Findings

Table 3 showed that audiences received social gratification no differently from Internet TV than from conventional TV. Additionally, audiences felt they obtained content gratification from Internet TV no differently than from conventional TV. Furthermore, audiences perceived more satisfaction from process gratification when viewing TV shows on Internet TV than conventional TV. Content gratification from viewing TV shows on Internet TV was significantly higher than social gratification from Internet TV, but significantly lower than process gratification from Internet TV as well. Process gratification on Internet TV was significantly greater than content gratification and social gratification. Furthermore, in conventional TV, audiences received significantly more process gratification than social gratification. Nevertheless, content gratification from conventional TV had a significantly higher satisfaction factor than process gratification. Content gratification from viewing television shows on conventional TV was significantly higher than social gratification and process gratification.

In the factor correlations, shown in Table 5, content gratification from conventional TV (CC) was correlated with process gratification from conventional TV (PC) ($p < .01$) and social gratification from conventional TV (SC) ($p < .01$). When audiences received a high degree of content gratification, they also received more process gratification and social gratification. Content gratification, process gratification and social gratification are correlated in conventional television. Table 5 showed that within the gratifications of Internet TV, there are correlations. Once one of the gratifications has been raised, the rest of them are raised as well. Although these factors showed a correlation, the element of causation cannot be tested.

Table 5

Factor correlations

	MeanCC	MeanPC	MeanSC	MeanCI	MeanPI	MeanSI
MeanCC	1	.579**	.243**	.009	-.038	-.029
MeanPC	.579**	1	.465**	-.152	-.323**	.184*
MeanSC	.243**	.465**	1	-.014	-.098	.408**
MeanCI	.009	-.152	-.014	1	.676**	.330**
MeanPI	-.038	-.323**	-.098	.676**	1	.206*
MeanSI	-.029	.184*	.408**	.330**	.206*	1

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Note. CC = content gratifications from conventional TV. PC = process gratifications from conventional TV. SC = social gratifications from conventional TV. CI = content gratifications from Internet TV. PI = process gratifications from Internet TV. SI = social gratifications from Internet TV.

Questions regarding the means of media use were tested. On average, there was a difference ($p < .05$) between the number of females and males who owned digital devices. The number of males who owned digital devices is 2.22 units ($M = 1.86$, $SD = .95$) more than the number of females. In general, there were not many differences shown between the genders of media users. In a typical week, most people (63%, $n = 92$) claimed to spend 0 - 5 hours watching TV shows on the Internet ($M = 1.51$, $SD = .82$). Most people watched at least one TV show on Internet TV in the typical week ($M = 2.38$, $SD = 1.99$). Men tended to own more digital devices to watch TV shows on Internet TV than females. Furthermore, regardless of gender, eating meals, engage in social networking, and doing homework are the top three activities that audiences do while watching TV shows on Internet TV or conventional TV. Essentially, males and females do not engage in different activities while watching TV shows on Internet TV; however, there are two significant differences. First, more males eat meals than females while watching TV shows on Internet TV. Second, more female exercise while watching TV shows on Internet TV.

Multi-Tasking

Moreover, the kind of activities that the respondents perform while watching Internet TV and conventional TV is much the same. Most people eat their meals (Internet TV 25.8%, $SD = .36$; conventional TV 21.8%, $SD = .24$), engage in social networking (Internet TV 21.2%, $SD = .46$; conventional TV 19.7%, $SD = .36$), and do homework (Internet TV 20.2%, $SD = .47$; conventional TV 18.8%, $SD = .40$). Only a few items showed significant differences between genders; there was a difference in the number of females and males ($p < .05$) who eat and exercise while watching Internet TV. A higher portion of men ($M = .96$,

SD = .21) answered that they watch Internet TV while eating meals than women (M = .80, SD = .40), and more females (M = .21, SD = .41) said that they watch Internet TV while exercising than males (M = .07, SD = .25), which is a difference ($p < .05$).

Media Use

Many of the respondents (36.4 %) used Netflix to watch TV shows on the Internet. The second most common platform was the TV show's official website, used by 28.9 % of respondents. Also, 21.8% of respondents used the free platform Hulu to watch TV shows on the Internet.

Respondents were asked about what advantage they think conventional TV has over Internet TV; more people (28.2%) said they prefer to watch conventional TV with bigger screens than watch Internet TV via cell phones or laptops. And people (21.1%) think conventional TV has better image quality than Internet TV. Most TV shows on conventional TV support full high-definition (HD) technology, once audiences' TV sets were HD-TV, they could watch the show in HD quality. However, TV shows on Internet TV are limited by the Internet upload speed and cell phone image quality; HD quality slows down the video buffering so that the image quality is not as good as conventional TV> Even the largest laptop monitor screen (17 inches) is still not large enough to compare with the general monitor size of conventional televisions.

Order Effects

Order effects were considered when the survey was designed. Respondents were split into two groups randomly by the online survey system. In the survey, there were two sets of

questions; one was a question about conventional TV first, and the other one provided questions about Internet TV first. The data collected from group 1 and group 2 showed some differences. Although the content gratification and process gratification in conventional TV and Internet TV were undifferentiated between group 1 and group 2, the items regarding social gratification from viewing TV shows on conventional TV, the respondents in group 1 and group 2 showed differences ($p < .05$) in answering item one (When I am watching TV shows on conventional TV, I feel like I belong to the community.); two (Conventional TV gives me a platform to express my feelings about TV shows with other audience members.); and four (I feel less lonely when I'm watching TV shows on conventional TV.). Moreover, with regard to social gratification from viewing TV shows on Internet TV, the items of three (On Internet TV, I can meet people with the same interests as me.); four (I feel less lonely when I'm watching TV shows on Internet TV.); and five (Internet TV gives me a way to hear about how other people feel about TV shows) displayed differences ($p < .05$). The reason for the responses' inconsistencies might be that respondents could refer to the previous question set when responding to the current question set. Furthermore, respondents may not have previously thought about the issue of social interaction in viewing conventional TV or Internet TV, so they relied on the previous question set to answer the current question set. As the order effects had been found, the data was not consistent with the original data; therefore, items of order effects were omitted. However, deleting these items did not change the results of the research questions.

Summary

People received the most satisfaction from the process gratification they derived from viewing Internet TV. People enjoyed the convenience of using Internet TV for watching television shows. When viewing television shows on conventional TV, respondents obtain content gratification the most. People receive social gratification equally from Internet TV and conventional TV. This result differs from that of Stafford et al. (2004) in social gratification, who did research on the Internet and mentioned that social gratification was an important factor for the Internet, especially combined content gratification and process gratification. Audiences, however, indicated that social gratification is not an important trait in Internet TV or conventional TV. It could be that social function is not an important enough factor to persuade TV audiences to watch TV shows on either Internet TV or conventional TV. It could be that because Stafford et al.'s research was performed in 2004 on Internet, at that time, although Internet were popular already, social networking sites like *Facebook* or *Twitter* had not been developed completely yet. And because Internet TV is a new media, the Internet research in 2004 could not fully match the current study for different media. People obtained equal content gratification from Internet TV and conventional TV; it could be that people can watch the same content from either Internet television or conventional TV. There was a significant difference between the degree of process gratification audiences obtained from Internet TV and conventional TV. People indicated that they receive more enjoyment from the convenience of Internet TV than conventional TV.

Therefore, these results are of particular interest for professionals using new media as another distribution platform. Because the results indicate that audiences receive the highest

satisfaction from the process gratification they obtain from Internet TV, Internet TV producers could use this research to develop their future business strategies. For example, Internet TV companies can generate more convenient operation functions for their users. A rise in the convenience for the users means a rise in the number of Internet TV users. Also, since Internet TV will be the future of media, knowing its consumers is a crucial issue for the Internet television industry.

CHAPTER V: DISCUSSION

This research explored gratifications derived by audiences from watching TV shows on Internet TV versus gratifications derived from audiences watching TV shows on conventional TV. For Internet TV, audiences obtained more process gratification than content gratification or social gratification, and more content gratification than social gratification. For conventional TV, audiences received greater content gratification than process gratification or social gratification.

Results Discussion

The results showed that when audience members watch TV shows on Internet TV, they receive more process gratification, since audiences can choose the place, use time wisely via digital devices, or pick specific episodes freely. These advantages make audiences think that watching TV shows on Internet TV is more convenient than using conventional TV. Content gratification was lower than process gratification on Internet TV because the content of TV shows on Internet TV is the same as on conventional TV. For audiences, they obtained more satisfaction from the convenience of using Internet TV, like watching TV shows anywhere and anytime. They also felt they used their time more wisely. The content gratification of TV shows on Internet TV does not offer as much satisfaction as process gratification.

In regard to social gratification, watching TV shows on Internet TV had the least gratification perceived by audiences, just like they perceived from conventional TV, because when people watch TV shows on conventional TV, social interaction does not produce the highest level of satisfaction for audiences. People are more satisfied by the other gratification,

such as content gratification or process gratification. Even when audiences could watch the TV shows with their family or friends, watching TV shows on conventional TV did not make them feel socially connected. It is possible that when an audience member is watching a TV show on conventional TV, he or she talks about the TV show with other people watching the show at other times or places, making oral communication the medium, not the conventional TV itself.

In Internet TV, generally audiences watch TV shows on portable digital devices such as a laptop, cell phone, or tablet. Though audiences cannot talk to other people who are watching the TV shows at the same time, they can use social networks like Facebook or Twitter to share their feeling with other people. Thus, improving the social connection function in Internet TV could be promising for Internet TV's future development, as this is the underdeveloped part of Internet TV.

Comparisons with Other Studies

Stafford et al. (2004) found that social gratification is important for Internet users. However, in the current study, social gratifications were secondary to process or content gratifications. Internet TV did not have more gratification perceived by the audiences in social gratification because audiences cannot talk to other people watching the TV shows, and Internet TV did not fully develop a function to allow people communicate with each other.

In the research of Cha and Chan-Olmsted (2012), online video platforms did better in satisfying audiences' process gratification, which matches the findings of this research. Cha and Chan-Olmsted (2012) illustrated that regardless of whether Internet TV or conventional

TV was used, audiences perceived feeling relaxed, which matches the finding that content gratification causes the audience to feel the most satisfaction when watching conventional TV and is the second highest gratification for the Internet TV audience. Although in the current study there is no difference for an audience pursuing content gratification on Internet TV or conventional, it is important for conventional TV industry.

Implications for Theory

Uses and gratification theories (Clapper, 1963; Herzog 1944; Katz 1959; Rubin, 1981, 1982; Stafford et al., 2004) are used for the base of this study. The framework is based on the results of Stafford et al. (2004) broke down gratifications into content gratification, process gratification, and social gratification. Stafford et al. (2004) showed that social and content gratification are important functions for Internet users; however the current study had different theoretical implications. Although the researched media are slightly different, the major satisfaction supported the previous U&G study (Kaye, 1998; Rubin, 1981, 1982; Stafford et al., 2004). The source of gratification in traditional media is content, and entertainment in content gratification is similar to the previous U&G studies. In the current study, Internet TV has the highest process-gratification seeking from audiences, which is different from the other research results in U&G from new media (Krishnatray et al., 2009; Stafford et al, 2004).

Practical Implications

The results from this research study imply that, regardless of whether it is the Internet industry or traditional media industry, managers can use U&G to adjust their marketing policies to improve the degree of their customers' satisfaction, because U&G could

specifically analyze which aspect of the media their users perceive the most. For the new media industry, managers can use more a practical policy to fit their audience, even using a potential audience's taste to set a promotion schedule, because they already know their customers' requests from the new media they are using. Therefore, once the new media industry follows the research results, it could provide most of the satisfaction of its customers. The advantage is that new media owners will know what kind of gratification that their customers receive, so they can maximize their profit, and audiences receive the most satisfaction from using the new media, because the new media fits their expectations and needs. Managers of Internet TV like Netflix or Hulu or the managers who work in Internet TV department of TV show companies like CBS or Fox, should focus on the results of this study, which found that audiences are seeking the different gratification from the traditional media and the Internet. Therefore, for the Internet TV future marketing strategy, managers can improve the Internet TV layout to make users feel that it is convenient and comfortable.

Although current technology limits traditional media, content is a significant advantage because traditional media's content is always delivered faster than new media's content, especially in the area of TV shows. Therefore, traditional media can use this advantage to improve the quality of the content to attract its audiences.

Limitations

This study used a convenience sample from an advertising class. Most of the participants were full-time students, and the campus offered free Wi-Fi broadband Internet support, which differed from people living off-campus. Moreover, Internet TV is an international business, but this study was only taken in one country. Additionally, the age of

survey sample is college students who are 18 - 28 years old. Therefore, these results cannot be generalized to a larger or non-US population.

Furthermore, a problem encountered during the study was that the respondents of Group 1 (conventional TV questions set first) and Group 2 (Internet TV questions set first) had inconsistent answers in the same question items. The respondents were asked the same question but the order of conventional TV questions set and Internet TV questions set were switched randomly, leading to different answers. It occurred because the participants could compare the previous question set to respond to the next question set they were answering. Future researchers can use this problem to research why participants in Group 1 and Group 2 participants had different answers and find out the resolution.

Future Study Suggestions

This study concluded that there is no difference in content gratification and social gratification for audiences of Internet TV and conventional TV. If future researchers want to discover a difference, they could design a questionnaire that forces the participants to compare both in the same question, such as “When watching TV shows on Internet TV, do you feel more relaxed than when watching them on conventional TV?” This kind of question might collect more data for comparison between Internet TV and conventional TV.

Internet TV should continue to be studied because the technology of Internet TV and conventional TV is changing. Internet TV is still under construction, and TV shows’ official website and Netflix are trying to find the best way to get their audiences’ attention.

Furthermore, the Internet TV industry could focus on social gratification, though social gratification is the lowest rated gratification that audiences are looking for in Internet TV.

Therefore, once Internet TV industries improve the social interaction function in connecting audience members or audience members and actors/actress, the audiences' viewing habits could be changed. Future studies should focus on finding interpersonal interaction and improving audience communication on Internet TV. Additionally, future studies could focus on Internet-related media, like e-books and e-newspapers, to learn what kind of gratification people care about most when using this media.

Conclusion

Since Internet TV is a fast growing new medium in the TV entertainment industry, and audiences are changing their viewing habits and watching this new medium, conventional TV must change as well. Finding out the satisfaction people perceive from Internet TV and conventional TV is beneficial in considering this change. This study illustrated that audiences who watch Internet TV rely on its process gratification and those that watch conventional TV seek content gratification.. Social gratification is the least sought after gratification for audiences from either Internet TV or conventional TV. However, the social interaction function can be developed once the Internet TV industry becomes more mature and more technology is refined. Internet TV combines conventional TV's advantage, content, and Internet's advantage, convenient operation, and therefore, developing and studying Internet TV is a rewarding task.

APPENDIX A: INSTITUTIONAL REVIEW BOARD APPROVAL

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

Institutional Review Board
Office for Responsible Research
Vice President for Research
1138 Pearson Hall
Ames, Iowa 50011-2207
515 294-4566
FAX 515 294-4267

Date: 10/15/2012

To: Nai-Se LJ
101 Hamilton Hall

CC: Dr. Jay Newell
122 Hamilton

From: Office for Responsible Research

Title: Uses and Gratification in Viewing Internet TV Programs: Social Satisfaction Fulfillment

IRB ID: 12-492

Study Review Date: 10/12/2012

The project referenced above has been declared exempt from the requirements of the human subject protections regulations as described in 45 CFR 46.101(b) because it meets the following federal requirements for exemption:

- (2) Research involving the use of educational tests (cognitive, diagnostic, aptitude, achievement), survey or interview procedures with adults or observation of public behavior where
 - Information obtained is recorded in such a manner that human subjects cannot be identified directly or through identifiers linked to the subjects; or
 - Any disclosure of the human subjects' responses outside the research could not reasonably place the subject at risk of criminal or civil liability or be damaging to their financial standing, employability, or reputation.

The determination of exemption means that:

- **You do not need to submit an application for annual continuing review.**
- **You must carry out the research as described in the IRB application.** Review by IRB staff is required prior to implementing modifications that may change the exempt status of the research. In general, review is required for any modifications to the research procedures (e.g., method of data collection, nature or scope of information to be collected, changes in confidentiality measures, etc.), modifications that result in the inclusion of participants from vulnerable populations, and/or any change that may increase the risk or discomfort to participants. Changes to key personnel must also be approved. The purpose of review is to determine if the project still meets the federal criteria for exemption.

Non-exempt research is subject to many regulatory requirements that must be addressed prior to implementation of the study. Conducting non-exempt research without IRB review and approval may constitute non-compliance with federal regulations and/or academic misconduct according to ISU policy.

Detailed information about requirements for submission of modifications can be found on the Exempt Study Modification Form. A Personnel Change Form may be submitted when the only modification involves changes in study staff. If it is determined that exemption is no longer warranted, then an Application for Approval of Research Involving Humans Form will need to be submitted and approved before proceeding with data collection.

Please note that you must submit all research involving human participants for review. **Only the IRB or designees may make the determination of exemption, even if you conduct a study in the future that is exactly like this study.**

Please be aware that **approval from other entities may also be needed.** For example, access to data from private records (e.g. student, medical, or employment records, etc.) that are protected by FERPA, HIPAA, or other confidentiality policies requires permission from the holders of those records. Similarly, for research conducted in institutions other than ISU (e.g., schools, other colleges or universities, medical facilities, companies, etc.), investigators must obtain permission from the institution(s) as required by their policies. **An IRB determination of exemption in no way implies or guarantees that permission from these other entities will be granted.**

APENDIX B: CONSENT FORM

Consent Statement:

You are being asked to participate in a survey research project entitled “Uses and Gratification in Viewing Internet TV Programs: Social Satisfaction Fulfillment,” which is being conducted by Nai-Se Li, a graduate student at Iowa State University.

The findings of this study expect to help TV content producers and Internet TV developer generate efficient methods of delivery to satisfy consumers’ needs. Audiences can realize they are in the control side of communication again and what kind of gratification they are received from Internet TV. Finding out people use the Internet TV is not want to replace regular TV’s gratification. Audiences make Internet TV programs accomplish the gratification that audiences cannot receive from regular TV. Therefore, because this fulfillment, people are willing subscribe Internet TV to complement the gratifications. Therefore, figure out which gratification Internet TV program audiences have and fulfill which part of regular TV gratification is this research purpose.

This survey will ask your name for alternative credits and your name will not be show while data analyze. No one, including the researcher, will be able to associate your responses with your identity. Your participation is voluntary. You may choose not to take the survey, to stop responding at any time, or to skip any questions that you do not want to answer. If you decide not to participate in this study or if you withdrawal from participating at any time, you will not be penalized. For participation in this research project, you will receive alternative extra points at the end of the session. If you choose to participate in this study, you will indicate your willingness by clicking below on the link to the online survey.

You must be at least 18 years of age to participate in this study. Your completion of the survey serves as your voluntary agreement to participate in this research project and your certification that you are 18 or older.

All data is stored in a password protected electronic format. Questions regarding the purpose or procedures of the research should be directed to Nai-Se Li at (515) 520-3238 or klins@iastate.edu. This study has been exempted from Institutional Review Board (IRB) review in accordance with Federal regulations. The IRB, a university committee established by Federal law, is responsible for protecting the rights and welfare of research participants. If you have concerns or questions about your rights as a research participant, you may contact the IRB Administrator at 229-259-5045 or irb@valdosta.edu.

Clicking on the "agree" button below indicates that:

- you have ready the above information
- you voluntarily agree to participate
- you are at least 18 years of age

If you do not wish to participate in the research study, please decline participation by clicking on the "disagree" button.

Thanks for your time.

Nai-Se Li

APPENDIX C: SURVEY

Internet TV Thesis

Consent Statement:

You are being asked to participate in a survey research project entitled "Uses and Gratification in Viewing Internet TV Programs: Social Satisfaction Fulfillment," which is being conducted by Naise Li, a graduate student at Iowa State University.

The findings of this study expect to help TV content producers and Internet TV developer generate efficient methods of delivery to satisfy consumers' needs. Audiences can realize they are in the control side of communication again and what kind of gratification they are received from Internet TV. Finding out people use the Internet TV is not want to replace conventional tv's gratification. Audiences make Internet TV programs accomplish the gratification that audiences cannot receive from conventional tv. Therefore, because this fulfillment, people are willing subscribe Internet TV to complement the gratifications. Therefore, figure out which gratification Internet TV program audiences have and fulfill which part of conventional tv gratification is this research purpose.

This survey will ask your name for alternative credits and your name will not be show while data analyze.

No one, including the researcher, will be able to associate your responses with your identity. Your participation is voluntary. You may choose not to take the survey, to stop responding at any time, or to skip any questions that you do not want to answer. If you decide not to participate in this study or if you withdrawal from participating at any time, you will not be penalized. For participation in this research project, you will receive alternative extra points at the end of the session. If you choose to participate in this study, you will indicate your willingness by clicking below on the link to the online survey.

You must be at least 18 years of age to participate in this study. Your completion of the survey serves as your voluntary agreement to participate in this research project and your certification that you are 18 or older.

All data is stored in a password protected electronic format. Questions regarding the purpose or procedures of the research should be directed to Naise Li at (515) 520-3238 or klins@iastate.edu. This study has been exempted from Institutional Review Board (IRB) review in accordance with Federal regulations. The IRB, a university committee established by Federal law, is responsible for protecting the rights and welfare of research participants. If you have concerns or questions about your rights as a research participant, you may contact the IRB Administrator at 229-259-5045 or irb@valdosta.edu.

Clicking on the "agree" button below indicates that:

- you have ready the above information
- you voluntarily agree to participate
- you are at least 18 years of age

If you do not wish to participate in the research study, please decline participation by clicking on the "disagree" button.

Thanks for your participation.

1. Are you at least 18 years old?

Yes

No

Start

Internet TV Thesis

Definitions

2. Before you get started, please read the following definitions:

Definition of conventional television:

When you watch *The Big Bang Theory* on a TV set via cable, broadcasting, or satellite, it is called conventional TV. For example: CBS channel, or Fox Channel.



CBS Channel



Fox Channel

Definition of Internet television:

Internet television is an online video platform that uses streaming to offer TV shows on a computer or tablet. For example: you can watch *The Big Bang Theory* on the *Amazon Instant Video*. Or you can via CBS's official website (*CBS.com*) to watch *The Big Bang Theory*.



Amazon instant video



Hulu

Definition of TV shows:

TV shows are the same on Internet TV and conventional TV. TV shows are usually 30 or 60 minutes long. TV shows include situation comedies, animation, TV movies, reality shows, talk shows, and game shows. Examples of TV shows are *Arrow* and *Family Guy*.



Arrow



Family Guy

Internet TV Thesis

TV shows Viewing

3. Have you ever watched TV shows on conventional TV before?

- Yes
 No

4. Have you watched TV shows on Internet TV before?

- Yes
 No

5. In a typical week, how many hours do you spend watching TV shows on Internet?

- 0-5 hours
 6-10 hours
 11-15 hours
 16-20 hours
 Over 21 hours

6. In a typical week, how many TV shows on Internet TV do you watch?

7. How many digital devices do you have on which you do watch TV shows on Internet TV? Examples of digital devices are desktop computers, laptop computers, smartphones, tablets.

Next

Internet TV Thesis

Conventional TV

8. I watch conventional TV because it provides quick access to large volumes of information about TV shows.

1 2 3 4 5

Strongly Disagree Strongly Agree

9. I watch TV shows on conventional TV for entertainment.

1 2 3 4 5

Strongly Disagree Strongly Agree

10. Watching TV shows on conventional TV helps me relax.

1 2 3 4 5

Strongly Disagree Strongly Agree

11. Conventional TV offers more interesting TV shows than Internet TV.

1 2 3 4 5

Strongly Disagree Strongly Agree

12. When I'm watching the TV shows on conventional TV, I lose track of time.

1 2 3 4 5

Strongly Disagree Strongly Agree

13. I watch conventional TV because I can freely choose where I watch TV.

1 2 3 4 5

Strongly Disagree Strongly Agree

14. I watch TV shows on conventional TV because it gives me the control over when I watch.

1 2 3 4 5

Strongly Disagree Strongly Agree

15. I watch conventional TV because I can use my time wisely.

1 2 3 4 5

Strongly Disagree Strongly Agree

16. I can search for specific TV shows via conventional TV.

1 2 3 4 5
Strongly Disagree Strongly Agree

17. I am satisfied with the image quality of conventional TV.

1 2 3 4 5
Strongly Disagree Strongly Agree

18. When I am watching TV shows on conventional TV, I feel like I belong to the community.

1 2 3 4 5
Strongly Disagree Strongly Agree

19. Conventional TV gives me a platform to express my feelings about TV shows with other audience members.

1 2 3 4 5
Strongly Disagree Strongly Agree

20. With conventional TV, I can meet people with the same interest in TV shows.

1 2 3 4 5
Strongly Disagree Strongly Agree

21. I feel less lonely when I'm watching TV shows on conventional TV.

1 2 3 4 5
Strongly Disagree Strongly Agree

22. Conventional TV gives me a way to hear about how other people feel about TV shows

1 2 3 4 5
Strongly Disagree Strongly Agree

23. I will go online sharing my feeling during or after watching TV shows on conventional TV

1 2 3 4 5
Strongly Disagree Strongly Agree

24. Do you do any activities while watching conventional TV? (Check all that apply)

- Nothing except watch the show
- Eat meals
- Watch other shows
- Use social networks
- Doing chores
- E-mailing
- Exercise

Do schoolwork

Other:

25. In your opinion, what are the strengths that conventional TV has over Internet TV? (Check all that apply)

- Image quality
 faster to see a new episode than Internet TV
 Traditional norm
 Bigger screen
 Accessible for everyone

Are any Strengths not on the list?

Internet TV

26. I watch Internet TV because it provides quick access to large volume of information about the TV shows on Internet TV.

1 2 3 4 5

Strongly Disagree Strongly Agree

27. I watch TV shows on Internet TV for entertainment.

1 2 3 4 5

Strongly Disagree Strongly Agree

28. Watching TV shows on Internet TV helps me relax.

1 2 3 4 5

Strongly Disagree Strongly Agree

29. Internet TV offers more interesting TV shows than conventional TV.

1 2 3 4 5

Strongly Disagree Strongly Agree

30. When I'm watching the TV shows on Internet TV, I lose track of time.

1 2 3 4 5

Strongly Disagree Strongly Agree

31. I watch Internet TV because I can freely choose where I want to watch TV.

1 2 3 4 5

Strongly Disagree Strongly Agree

32. I watch TV shows on Internet TV because it gives me the control over when I want to watch.

1 2 3 4 5
Strongly Disagree Strongly Agree

33. I watch Internet TV because I can use my time wisely.

1 2 3 4 5
Strongly Disagree Strongly Agree

34. I can search for specific TV show on Internet TV.

1 2 3 4 5
Strongly Disagree Strongly Agree

35. I am satisfied with the image quality of Internet TV.

1 2 3 4 5
Strongly Disagree Strongly Agree

36. When I am watching TV shows on Internet TV, I feel like I belong to the community.

1 2 3 4 5
Strongly Disagree Strongly Agree

37. Internet TV gives me a platform to express my feelings about TV shows with other audience members.

1 2 3 4 5
Strongly Disagree Strongly Agree

38. On Internet TV, I can meet people with the same interests as me.

1 2 3 4 5
Strongly Disagree Strongly Agree

39. I feel less lonely when I'm watching TV shows on Internet TV.

1 2 3 4 5
Strongly Disagree Strongly Agree

40. Internet TV gives me a way to hear about how other people feel about TV shows

1 2 3 4 5
Strongly Disagree Strongly Agree

41. Which Internet TV platform is your main platform to watch TV shows? (Check all that apply)

Amazon Video

Hulu



Hulu Plus



Netflix



TV Show's Official Website (e.g. CBS.com,Fox.com)



 Other

42. Do you do any activities while watching Internet TV? (Check all that apply)

- Nothing except watch the show
- Eat meals
- Watch other shows
- Use social networks
- Doing chores
- E-mailing
- Exercise
- Do schoolwork

Other:

43. In your opinion, what are the strengths that Internet TV has over conventional TV? (Check all that apply)

- Flexible Schedule
- Less advertising time than conventional TV
- Portability
- Watch specific episode
- Personalize content

Are any strengths not on the list?

Next

Powered by
[Opinio Survey Software](#)

Internet TV Thesis**Demographic information**

44. What is your gender?

- Female
 Male

45. What year are you in school?

- Freshman
 Sophomore
 Junior
 Senior
 Graduate Student
 Other

46. What is your major

47. What is your age?

48. What is your ethnicity?

- American Indian or Alaska Native
 Asian
 African American
 Caucasian
 Latin or Hispanic
 Native Hawaiian or Other American Pacific Islander
 Multiracial
 Other

49. How much is your monthly income (including allowance)?

- Under \$100
 \$101-\$200

- \$201-\$300
 \$301-\$400
 \$401-\$500
 Over \$501

50. For 2 extra points, please pick up your name from the drop-down list.

If your name is not on the list, please type in here

Finish

Powered by
[Opinio Survey Software](#)

APPENDIX D: SURVEY CODE BOOK

No.	Variable	Description	Coding
1	Group	2 Groups	1=Group 1 2=Group 2
2	Hrsspend	In a typical week, how many hours do you spend watching TV shows on Internet?	1=0-5 hours 2=6-10 hours 3=11-15 hours 4=16-20 hours 5=Over 21 hours
3	TVshows	In a typical week, how many TV shows on Internet TV do you watch?	0=0 1=1 2=2 3=3 4=4 5=5 6=6 7=7 8=8 9=9 10=Over10
4	Digidevi	How many digital devices do you have on which you do watch TV shows on Internet TV? Examples of digital devices are desktop computers, laptop computers, smartphones, tablets.	0=0 1=1 2=2 3=3 4=4 5=5 6=6 7=7 8=Over8
5	CinfoC	I watch conventional TV because it provides quick access to large volumes of information about TV shows.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly disagree
6	CenterC	I watch TV shows on conventional TV for entertainment.	
7	CrelaxC	Watching TV shows on conventional TV helps me relax.	
8	CirsshwC	Conventional TV offers more interesting TV shows than Internet TV.	
9	ClstimC	When I'm watching the TV shows on conventional TV, I lose track of time.	

10	PfrchosC	I watch conventional TV because I can freely choose where I watch TV.	
11	PctlovrC	I watch TV shows on conventional TV because it gives me the control over when I watch.	
12	PtimwisC	I watch conventional TV because I can use my time wisely.	
13	PsershwC	I can search for specific TV shows via conventional TV.	
14	PimqulC	I am satisfied with the image quality of conventional TV.	
15	SblcomyC	When I am watching TV shows on conventional TV, I feel like I belong to the community.	
16	SexfeeC	Conventional TV gives me a platform to express my feelings about TV shows with other audience members.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly disagree
17	SpelirC	With conventional TV, I can meet people with the same interest in TV shows.	
18	SsloneC	I feel less lonely when I'm watching TV shows on conventional TV.	
19	SherfelC	Conventional TV gives me a way to hear about how other people feel about TV shows	
20	SshrfelC	I will go online sharing my feeling during or after watching TV shows on conventional TV	
21	Question24 Nothing_except_watch_the_show	Do you do any activites while watching conventional TV? (Check all that apply)(Nothing_except_watch_the_show)	0= Not selected 1=Selected
21	Question24 Eat_meals	Do you do any activites while watching conventional TV? (Check all that apply)(Eat_meals)	
21	Question24 Watch_oth_er_shows	Do you do any activites while watching conventional TV? (Check all that apply)(Watch_other_shows_)	0= Not selected 1=Selected

21	Question24 Use_social_networks	Do you do any activites while watching conventional TV? (Check all that apply)(Use social networks)	
21	Question24 Doing_chores	Do you do any activites while watching conventional TV? (Check all that apply)(Doing chores)	
21	Question24 E_mailing	Do you do any activites while watching conventional TV? (Check all that apply)(E-mailing)	
21	Question24 Exercise	Do you do any activites while watching conventional TV? (Check all that apply)(Exercise)	
21	Question24 Do_school_work	Do you do any activites while watching conventional TV? (Check all that apply)(Do schoolwork)	
22	Question24 FreeText	Do you do any activites while watching conventional TV? (Check all that apply) (free text)	N/A
22	Question25 Image_quality	In your opinion, what are the strengths that conventional TV has over Internet TV? (Check all that apply)(Image quality)	0= Not selected 1=Selected
22	Question25 faster_to_see_a_new_episode_than_an_Internet_TV	In your opinion, what are the strengths that conventional TV has over Internet TV? (Check all that apply)(faster_to_see_a_new_episode_than_Internet_TV)	
22	Question25 Traditional_norm	In your opinion, what are the strengths that conventional TV has over Internet TV? (Check all that apply)(Traditional_norm)	
22	Question25 Bigger_screen	In your opinion, what are the strengths that conventional TV has over Internet TV? (Check all that apply)(Bigger_screen)	
22	Question25 Accessible_for_everyone	In your opinion, what are the strengths that conventional TV has over Internet TV? (Check all that apply)(Accessible_for_everyone)	
22	Question25 FreeText	In your opinion, what are the strengths that conventional TV has over Internet TV? (Check all that apply) (free text)	N/A
23	CinfoI	I watch Internet TV because it provides quick access to large volume of information about the TV shows on Internet TV.	1= Strongly disagree 2= Disagree 3= Neutral
24	CenterI	I watch TV shows on Internet TV for entertainment.	4= Agree 5= Strongly disagree

25	CreIaxI	Watching TV shows on Internet TV helps me relax.	
26	CirsshwI	Internet TV offers more interesting TV shows than conventional TV.	
27	ClstimI	When I'm watching the TV shows on Internet TV, I lose track of time.	
28	PfrchosI	I watch Internet TV because I can freely choose where I want to watch TV.	
29	PctlovrI	I watch TV shows on Internet TV because it gives me the control over when I want to watch.	
30	PtimwisI	I watch Internet TV because I can use my time wisely.	
31	PsershwI	I can search for specific TV show on Internet TV.	
32	PimquII	I am satisfied with the image quality of Internet TV.	
33	SblcomyI	When I am watching TV shows on Internet TV, I feel like I belong to the community.	
34	SexfeelI	Internet TV gives me a platform to express my feelings about TV shows with other audience members.	
35	SpelirI	On Internet TV, I can meet people with the same interests as me.	
36	SlslonelI	I feel less lonely when I'm watching TV shows on Internet TV.	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly disagree
37	SherfellI	Internet TV gives me a way to hear about how other people feel about TV shows	1= Strongly disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly disagree
38	Question41 Amazon_Video	Which Internet TV platform is your main platform to watch TV shows? (Check all that apply)(Amazon_Video_)	
38	Question41 Hulu	Which Internet TV platform is your main platform to watch TV shows? (Check all that apply)(Hulu)	
38	Question41 Hulu_Plus	Which Internet TV platform is your main platform to watch TV shows? (Check all that apply)(Hulu Plus)	
38	Question41 Netflix	Which Internet TV platform is your main platform to watch TV shows? (Check all that apply)(Netflix)	
			0= Not selected 1=Selected

38	Question41 TV_Show's_Official_Website_(e.g._CBS.com,Fox.com)	Which Internet TV platform is your main platform to watch TV shows? (Check all that apply)(TV_Show's_Official_Website_(e.g._CBS.com,Fox.com))	
38	Question41 Other	Which Internet TV platform is your main platform to watch TV shows? (Check all that apply)(Other)	
39	Question42 Nothing_except_watch_the_show	Do you do any activities while watching Internet TV? (Check all that apply)(Nothing_except_watch_the_show)	
39	Question42 Eat_meals	Do you do any activities while watching Internet TV? (Check all that apply)(Eat_meals)	
39	Question42 Watch_other_shows	Do you do any activities while watching Internet TV? (Check all that apply)(Watch_other_shows)	
39	Question42 Use_social_networks	Do you do any activities while watching Internet TV? (Check all that apply)(Use_social_networks)	
39	Question42 Doing_chores	Do you do any activities while watching Internet TV? (Check all that apply)(Doing_chores)	0= Not selected 1=Selected
39	Question42 E_mailing	Do you do any activities while watching Internet TV? (Check all that apply)(E-mailing)	
39	Question42 Exercise	Do you do any activities while watching Internet TV? (Check all that apply)(Exercise)	
39	Question42 Do_school_work	Do you do any activities while watching Internet TV? (Check all that apply)(Do_schoolwork)	
39	Question42 FreeText	Do you do any activities while watching Internet TV? (Check all that apply) (free text)	N/A
40	Question43 Flexible_Schedule	In your opinion, what are the strengths that Internet TV has over conventional TV? (Check all that apply)(Flexible_Schedule)	0= Not selected 1=Selected
40	Question43 Less_advertising_time_than_conventional_TV	In your opinion, what are the strengths that Internet TV has over conventional TV? (Check all that apply)(Less_advertising_time_than_conventional_TV)	

	V		
40	Question43 Portability	In your opinion, what are the strengths that Internet TV has over conventional TV? (Check all that apply)(Portability)	
40	Question43 Watch_spe cific_episo de	In your opinion, what are the strengths that Internet TV has over conventional TV? (Check all that apply)(Watch_specific_episode)	
40	Question43 Personalize _content	In your opinion, what are the strengths that Internet TV has over conventional TV? (Check all that apply)(Personalize_content)	
40	Question43 FreeText	In your opinion, what are the strengths that Internet TV has over conventional TV? (Check all that apply) (free text)	N/A
41	Gender	What is your gender?	1=Female 2=Male
42	SCHOYear	What year are you in school?	1=Freshman 2=Sophomore 3=Junior 4=Senior 5=Graduate Student 6=Other
43	Major	What is your major (free text)	N/A
44	Age	What is your age?	18=18 19=19 20=20 21=21 22=22 23=23 24=24 25=25 26=26 27=27 28=28 29=29 30=30 31=Other

45	Ethnici	What is your ethnicity?	1=American Indian or Alaska Native 2=Asian 3=African American 4=Caucasian 5=Latin or Hispanic 6=Native Hawaiian or Other American Pacific Islander 7=Multiracial 8=Other
46	Income	How much is your monthly income (including allowance)?	1=Under \$100 2=\$101-\$200 3=\$201-\$300 4=\$301-\$400 5=\$401-\$500 6=Over \$501
47	Question50 FreeText	For 2 extra points, please pick up your name from the drop-down list. (free text)	N/A

REFERENCES

- Affe, R. B. (2012). Television station programming strategies. In S. T. Eastman, & D. A. Ferguson (Eds.), *Media programming* (9th edition) (p. 271-302). Boston, MA: Wadsworth Cengage Learning.
- Baran, S.J. & Davis, D.K. (2012). *Mass communication theory: Foundation, ferment, and future* (6th edition). Boston, MA : Wadsworth, Cengage Learning.
- Carey, J. (2004). Audience demand for TV over the Internet. In E. Noam, J. Groebel & D. Gerbarg (Eds.), *Internet television*. Mahwah, NJ: Lawrence Erlbaum Associates, Inc.
- Carroll, N. (2001). TV and film: A philosophical perspective. *Journal of Aesthetic Education*, 35 (1), 15-29.
- CBS.com (Oct. 17, 2012). [Web log message]. Retrieved from http://www.cbs.com/shows/big_bang_theory/video/ (accessed Nov. 4, 2012)
- Charney, T. & Greenberg, B. S. (2002). Uses and gratifications of the Internet. C. A. Lin & D. J. Atkin (Eds.), *Communication technology and society: Audience adoption and uses*. Cresskill, NJ: Hampton.
- Chae, Z. H. & Chung, I H. (2010). IPTV uses and gratifications: users' preference, satisfaction and use intent for IPTV services. *Communications & Convergence Review*, 2 (2), 129-139.
- Cronbach, J. L., & Meehl, E. P. (1955). Construct validity in psychological tests. *Psychological Bulletin*, 52(4), 281-302.

- Croteau, D. & Hoynes, W. (2003). *Media society: Industries, images and audiences* (3rd edition). Thousand Oaks, CA: Wadsworth, Sage Publication, Inc.
- Dimmick, J., Chen, Y. & Li, Z (2004). Competition between the Internet and traditional news media: The gratification-opportunities niche dimension. *The Journal of Media Economics*, 17(1), 19-33.
- Eastman, S. T. & Ferguson, D. A. (2012). A scaffold for programming. S. T. Eastman & D. A. Ferguson (Eds.), *Media programming* (9th edition). Boston, MA: Wadsworth Cengage Learning.
- Eastman, S. T. & Wirth, M. O. (2012). Multichannel television strategies. S. T. Eastman & D. A. Ferguson (Eds.), *Media programming* (9th edition). Boston, MA: Wadsworth Cengage Learning.
- Eighmey, J. and McCord, L. (1998). Adding value in the information age: Uses and gratifications of sites on the world wide web. *Journal of Business Research*, 41, 187–194.
- Ferguson, D. A. (2012). Online television strategies. S. T. Eastman & D. A. Ferguson (Eds.), *Media programming* (9th edition) (p. 128-153). Boston, MA: Wadsworth Cengage Learning.
- Gentile, G. (2007, October 29). NBC, Fox launching video site Hulu.com. *USA Today*. Retrieved from http://www.usatoday.com/tech/webguide/2007-10-29-fox-nbc-hula_N.htm. (accessed Nov. 4, 2012)
- Gerbarg, D. (2009). Introduction: The digital evolution of television. In D. Gerbarg (Ed.), *Television goes digital: The economics of information communication and*

- entertainment: The impacts of digital technology in the 21st century* (p.1-7). New York, NY: Springer.
- Gibs, J. (2009). The new screen for video. In D. Gerbarg (Ed.), *Television goes digital: The economics of information communication and entertainment: The impacts of digital technology in the 21st century* (p. 11-29). New York, NY: Springer.
- Greenberg, B. S. (1974). Gratifications of television viewing and their correlates for British children. In J. G. Blumler & E. Katz (Eds.), *The uses of mass communications: Current perspectives in gratifications research* (p. 71-92). Beverly Hills, CA: Sage.
- Ha, L., & Chan-Olmsted, S. M. (2004). Cross-media use in electronic media: The role of cable television Web sites in cable television network branding and viewership. *Journal of Broadcasting & Electronic Media*, 48(4), 620–645.
- Hair, J. F. Jr., Black, C. W., Babin, J. B., Anderson, R. E., & Tatham, L. R. (2006). *Multivariate data analysis* (6th ed.). New Jersey: Pearson.
- Harrell, B. S. (2000). Uses and gratification of the Internet. (Unpublished Master Thesis). Texas Tech University, Texas.
- Herzog, H. (1944). What do we really know about daytime serial listeners? In P. F. Lazarsfeld & F. N. Stanton (Eds.), *Radio research 1942–1943* (pp. 3–33). New York: Duell, Sloan & Pearce.
- Hubbard, R. G. & O'Brien, A. P. (2010). *Microeconomics* (3rd edition). Boston, MA: Pearson.

- Jenks, J. (June 14, 2010). *New stats: 33% of US adult Internet users watch full-length TV shows online*. Emarketer.com. [Web log message]. Retrieved from <http://www.emarketer.com/blog/index.php/stats-33-adults-online-watch-fulllength-tv-shows>. (accessed Nov. 4, 2012)
- Katz, E. (1959). Mass communications research and the study of popular culture: An editorial note on a possible future for this journal, *Public Communication*, 2, 1-6.
- Katz, M. L. (2004). Industry structure and competition absent distribution bottlenecks. In E. Noam, J. Groebel, & D. Gerbarg (Eds.), *Internet Television*. Mahwah, NJ: Lawrence Erlbaum Associates, Inc.
- Katz, E., Blumler, J.G., & Gurevitch, M. (1973-1974). Uses and gratifications research, *The Public Opinion Quarterly*, 37 (4), 509-523.
- Katz, E., Blumler, J. G. & Gurevitch, M. (1974). Utilization of mass communication by the individual. In J. G. Blumler & E. Katz (Eds.), *The uses of mass communication: Current perspectives on gratifications research*. Beverly Hills, CA: Sage.
- Kaye, B. K. (1998). Uses and gratifications of the world wide web: from couch potato to web Potato, *The New Jersey Journal of Communication*, 6 (1), 21-40.
- Kennedy, R. (2006, May 28). The shorter, faster, cruder, tinier TV. *The New York Times*. Retrieved from <http://www.nytimes.com/2006/05/28/magazine/28mtv.html?pagewanted=all>. (accessed Nov. 5, 2012)

- Klapper, J. T. (1963). Mass communication research: An old road resurveyed, *The Public Opinion Quarterly*, 27(4), 515-527.
- Korgaonkar, P. K. and Wolin, L. D. (1999). A multivariate analysis of web usage. *Journal of Advertising Research*, 39 (2), 53-68.
- Krcmar, M. and Strizhakova, Y (2009). Uses and gratifications as media choice. In T. Hartmann (Ed.), *Media choice: A theoretical and empirical overview*. New York, NY: Routledge. 53-69.
- Krikke, J. (2004). Streaming video transforms the media industry. *IEEE Computer Graphics and Applications*, 24 (4), 6-12.
- Krishnatray, P., Singh, P. P., Raghavan, S., & Varma, V. (2009). Gratifications from new media: Gender differences in Internet use in cybercafes. *Journal of Creative Communications*, 4 (1), 19-31.
- Lin, C. A. (1999). Online service adoption likelihood. *Journal of Advertising Research*, 39 (2), 79-89.
- Lin, C. A. (2001). Audience attributes, media supplementation, and likely online service adoption. *Mass Communication and Society*, 4 (1), 19-38.
- Lin, J. S. and Cho, C. H. (2010). Antecedents and consequences of cross-media usage: A study of a TV program's official web. *Journal of Broadcasting & Electronic Media*, 54 (2), 316-336.
- Liu, J., Rao, S. G., Li, B., & Zhang, H. (2008). Opportunities and challenges of peer-to-peer Internet video broadcast. *Proceedings of the IEEE*, 96 (1), 11-24.

Lu, X. & Lo, H. (2007). Television audience satisfaction antecedents and consequences.

Journal of Advertising Research, 47 (3), 354-363.

Luo, X. (2002). Uses and gratifications theory and E-consumer behaviors: a structural

equation modeling study. *Journal of Interactive Advertising*, 2 (2), 31-41.

McQuail, D. (2010). *McQuail's mass communication theory* (6th edition). Thousand Oaks ,

CA : Sage Publications Inc.

Newell, B. R., Lagnado, D. A. & Shanks, D. R. (2007). Straight choices: The psychology of

decision making. New York: Psychology Press.

Nielsen.com (2011). *Television audience report 2010 & 2011* [Data file]. Retrieved from

<http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2011->

[Reports/2010-2011-nielsen-television-audience-report.pdf](http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2011-Reports/2010-2011-nielsen-television-audience-report.pdf) (accessed Nov. 4, 2012)

Nielsen.com (2012). *State of the media: U.S. digital consumer report, Q3-Q4 2011* [Data

File]. Retrieved from [http://www.nielsen.com/us/en/insights/reports-downloads/2012/us-](http://www.nielsen.com/us/en/insights/reports-downloads/2012/us-digital-consumer-report.html?status=success)

[digital-consumer-report.html?status=success](http://www.nielsen.com/us/en/insights/reports-downloads/2012/us-digital-consumer-report.html?status=success) (accessed Nov. 4, 2012)

Nielsenwire (2011). *Cross-platform hotspots: Top U.S. cities for TV, web and mobile* [Web

log message]. Retrieved from

http://blog.nielsen.com/nielsenwire/media_entertainment/cross-platform-hotspots/

(accessed Nov. 4, 2012)

Nielsenwire (February 24, 2012). *Detailing the digital revolution: Social, streaming and*

more [Web log message]. Retrieved from

http://blog.nielsen.com/nielsenwire/media_entertainment/detailing-the-digital-revolution-social-streaming-and-more/ (accessed Nov. 4, 2012)

NPR Staff (2012). *The TV screen's evolution, from 1880 to the present*. NPR.org. Retrieved from

<http://www.npr.org/2012/10/24/163505605/the-tv-screens-evolution-from-1880-to-the-present> (accessed Nov. 07, 2012)

Novak, T., Hoffman, D. & Yung, Y. (2000). Measuring the customer experience in online environments: A structural modeling approach. *Marketing Science*, 19 (1), 22-42.

Park, N., Kee, K.F., & Valenzuela, S. (2009). Being immersed in social networking environment: Facebook groups, uses and gratifications, and social outcomes. *CyberPsychology & Behavior*. 12(6) 729-733.

Perez Leal, R., Pastor Martin, E. & Cachinero, J. A. (July, 2009). Internet TV broadcast: what next?. *Fourth International Conference on Digital Telecommunications*, Madrid, Spain. 71-74.

Roy, S. K. (2009). Internet uses and gratifications: A survey in the Indian context. *Computers in Human Behavior*, 25, 878–886.

Randle, Q. (2003). Gratification niches of monthly print magazines and the world wide web among a group of special interest magazine subscribers. *Journal of Computer-Mediated Communication*, 8 (4). Retrieved from <http://onlinelibrary.wiley.com/doi/10.1111/j.1083-6101.2003.tb00224.x/full> (accessed Nov. 7, 2012)

- Rubin, A. M. (1981). An examination of television viewing motivations. *Communication Research*, 8 (2), 141-165.
- Rubin, A. M. (1983). Television uses and gratifications: The Interactions of viewing patterns and motivations. *Journal of Broadcasting*, 27 (1), 37-51.
- Ruggiero, T. E. (2000). Uses and gratifications theory in the 21st century. *Mass Communication and Society*, 3 (1), 3-37.
- Sachoff, M. (March 18, 2010). *More people going online to watch TV episodes*. WebProNews. Retrieved from <http://www.webpronews.com/more-people-going-online-to-watch-tv-episodes-2010-03> (accessed Nov. 4, 2012)
- Schechner, S., & Stewart, C. S. (2012, January 17). Hulu to create more original dhow. *The Wall Street Journal*. Retrieved from <http://online.wsj.com/article/SB10001424052970204468004577163162257430538.html>. (accessed Nov. 4, 2012)
- Shin, D. H. (2007). Potential user factors driving adoption of IPTV. What are customers expecting from IPTV?, *Technological Forecasting & Social Change*. 74, 1446–1464.
- Stafford, T. F., Stafford, M. R. & Schkade, L. L. (2004). Determining uses and gratifications for the Internet. *Decision Science*, 35 (2), 259-288.
- The new age of television how consumers make choices in a new era of entertainment options. (February, 2012) cmbinfo.com. [Data file] Retrieved from <http://blog.cmbinfo.com/the-new-age-of-tv/> (accessed Nov. 4, 2012)

Winkler, R. (2012, March 15). Intel thinks inside box with TV plan. *The Wall Street Journal*, pp. C12.

ACKNOWLEDGEMENTS

I would like to express the deepest gratitude to my master thesis major professor, Dr. Jay Newell, who has the enthusiasm and the substance of a genius; he continually and convincingly inspired me in regard to research and scholarships, and has shown an unparalleled excitement in regard to teaching. Without his guidance and persistent help this thesis would not have been possible.

I would like to thank my committee members, Dr. Thomas Beell and Dr. Peter Orazem, whose work demonstrated to me that a concern in the changing environment of the television industry and potential research limitations on order affect and provide a quest for our times.

In addition, a thank you to Dr. Eric Abbott, Dr. Lulu Rodriguez and Dr. Sela Sar, who introduced me to decent knowledge of mass communication theory, thesis construction building and insightful comments. The Department of Journalism and Mass Communication, and Economics have provided the support and introduction to help me produce and complete my thesis.

Finally, I thank my mother, Yueh-Mei Tai, and my family members for encouraging me throughout my studies at Iowa State University. Moreover, thanks for the Prizes and all my friends to accompany me to accomplish this research.