Motivations for the complementary use of text-based media during linear TV viewing: An exploratory study

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Abstract

The phenomenon of complementary use of text-based media, such as social media or instant messaging (IM), during linear TV viewing has been growing. This represents a new pattern of TV consumption, and is worth studying from a business as well as an academic perspective. In this paper, we present our findings from an exploratory study of 66 users who were interviewed to determine their motivations for the complementary use of text-based media during linear TV viewing. Five major use motivations were identified: communication about the impressions of a broadcast; information sharing and seeking; feelings of coviewing; curiosity about others’ opinions; and program recommendations. We classified use motivations according to program genre, and also conducted a comparative analysis on how use motivations differ when using KakaoTalk (a form of instant messaging) and Facebook. Our work clarifies the use motivations of text-based media during TV consumption, which has not been addressed in previous studies, and provides insights into implementing text-based media that is complementary to linear TV viewing. Most interviewees in this study, however, were KakaoTalk users; future studies should explore users of more diverse types of text-based media.

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1. Introduction

Numerous studies have demonstrated that television viewing is moving from a communal to an individual experience. TV-viewing behavior has evolved with the increase in TV penetration, the introduction of new media, and technological advances (Klym & Montpetit, 2008; Nathan, Harrison, & Yarosh, 2008). In the past, family-based viewing was general; however, individual viewing has expanded with the increase in TV penetration and the emergence of personal media forms capable of broadcasting television (Harboe, 2009; Spigel, 1992).

And nowadays virtual group viewing is increasing; this can be seen from the increase in use of text-based media, such as social media and instant messaging (IM), during linear TV viewing (Boyd & Ellison, 2008; Harboe, 2009). Here, “linear TV” refers to a television service where the viewer watches a scheduled TV program at the particular time it is offered, on the particular channel on which it is presented. Video on Demand (VoD) or download-type viewing, where the viewer can select a program and view it at his/her leisure, is not included in our definition of linear TV. Currently, a large number of linear TV viewers share their viewing experiences over text-based media, exchanging feelings or opinions about the program with other viewers who are not in the same physical space.

The current complementary usage of text-based media during linear TV viewing is reflected in statistical data. A report from Ericsson ConsumerLab (2012), which investigated TV viewing habits in the US, the UK, Germany, Spain, Sweden, China, and Taiwan, showed that 62% of TV viewers in these countries used social media such as Facebook or Twitter while watching TV, and that over 45% chatted on MSN, Skype, or Facebook while watching TV. In addition, these figures were estimated to have increased compared to the previous year. Particularly, 40% of viewers who reported using social media during television viewing communicated via the social media about the TV program they were watching.

However, one could argue that the complementary use of text-based media during television viewing is not a new phenomenon, as it was also possible with personal computers and mobile devices even before the emergence of smartphones or tablet computers. However, it was not until the smartphone era – particularly when mobile IM and social media began to be used in earnest on smartphones – that technology started to allow some ‘really cool synchronized experiences’ among TV viewers (Warren, 2013). Therefore, the instantaneous sharing of TV viewing experiences among viewers through the complementary use of distinct forms of media can be viewed as a new aspect of TV consumption.

This new viewing behavior is stirring much interest in the business world, because it can potentially improve audience ratings, as
well as provide diverse data on viewing behavior. Further, this TV consumption behavior is different from existing types, and has therefore received academic attention. However, existing studies have been conducted mainly at the level of industry reports, using the terms ‘second screen’ or ‘social TV’ to describe this new TV consumption phenomenon (e.g., Ericsson Consumer Lab, 2012; Soci-alty-lab.org, 2012); few systematic academic studies of this phenomenon have been performed. The spread of this new complementary consumption behavior throughout the world makes it important to understand why viewers engage in such multiple media consumption behavior.

Our purpose in this study was to qualitatively analyze motivations for the complementary use of text-based media during linear TV viewing. The reason for performing such a qualitative analysis is that the motivations for using text-based media during TV viewing may differ from those identified in previous studies, because complementary use of these forms of media is a new practice. Most research on motivations for using media conducted thus far has targeted a single form of media, such as TV or the Internet. In this study, however, we look into motivations for the complementary use of different forms of media; there are very few studies of this kind. Our study findings widen our understanding of TV consumption behavior by clarifying the motivations behind the complementary use of text-based media during linear TV viewing. Furthermore, our results can be used to develop new related theories and contribute to the academic knowledge in the area of communication with respect to motivations for the use of media. In addition, this study has significance in that it clarifies the aforementioned use motivations and provides relevant information for broadcasters and social TV application developers regarding how to exploit these use motivations.

2. Conceptual background and research questions

2.1. Complementary use of linear TV and text-based media

The most typical forms of text-based media used during linear TV viewing are social media and IM. While watching TV, instant messaging and social networking are significantly prevalent among 16–34 year olds in the U.K. (OFCOM, 2013). TV viewers share their viewing experiences in real-time through computer-mediated communication, which creates a pseudo-communal viewing experience (Wohn & Na, 2011).

Common social media services include Facebook and Twitter. Facebook allows exchange of more in-depth messages than Twitter and favors the formation of close connections. Facebook communications contain more content than Twitter communications, and Facebook guarantees ‘the continuity of the story’ by containing all existing posts on the profile or page screen. It has a relatively intimate network configuration compared to Twitter because it allows establishment of relationships by mutual consent. Automatic notification of updated posts contributes to continued mutual communication.

Twitter is a service that enables its users to send and read text-based messages of up to 140 characters. It has the characteristics of rapid real-time speed and a very wide reach. Particularly, the RT function of Twitter – re-posting of someone else’s tweet by a user to his/her followers – enables exposure of a message to numerous people with a single click. This RT function thus has a crucial role in enhancing spread speed and expanding reach. Relationships on Twitter do not require another’s permission to follow, which enables its users to form a global network, including people with no personal off-line exchanges. Twitter messages, however, suffer from fragmentariness and high volatility.

IM is a means of exchanging and sharing thoughts and information among people within a human network. There are several forms of IM services, such as WhatsApp (global level), WeChat (China), LINE (Japan), and KakaoTalk (South Korea). In previous research, IM was studied as a communication channel that allows users to maintain social relationships by carrying out actual social interactions over devices (e.g., Bardi & Brady, 2010; Birnholtz, 2010; Quan-Haase, 2008; Ramirez & Bronck, 2009; Valkenburg & Peter, 2009). This was based on the function of providing real-time conversation with acquaintances or close friends.

In addition, social TV applications also enable viewers to share viewing experiences with other viewers while watching TV. Social TV applications provide a variety of functions, such as, check-in, real-time chat, commenting, review, quizzes, and other functions. In the US, GetGlue, IntoNOW, and Miso are representative of this type of application, and in South Korea, some social TV applications have been released, but their penetration rates are low.

As discussed above, there is a variety of text-based media that can be used complementarily while watching TV. However, types are chiefly used among all forms of text-based media vary depending on the country. According to Ericsson ConsumerLab (2012), which surveyed major countries such as the US and the UK, major countries showed higher usage rates of social media such as Twitter or Facebook than IM with a chatting function. In Japan, the most frequently used text-based medium was social media (Twitter 54.7%, Facebook 16.7%, and LINE 9.0%) (Socialtv-lab.org, 2012).

In contrast, according to the Korea Communications Agency (2013), KakaoTalk is one of the most widely used mobile messengers during linear TV viewing in Korea (KakaoTalk 66.5%, Facebook 15.5%, Twitter 10.0%, and blogs 5.5%). KakaoTalk is a free messenger application with free text and free call features. With KakaoTalk, users can share diverse content and information from photos, videos, voice messages, and URL links to contact information. Both one-on-one and group chats are available through KakaoTalk, and there are no limits to the number of friends who can join in a group chat.

The penetration rate of smartphones in South Korea is estimated to be 73% (Google, 2013), and 9.5 out of 10 Android-powered device users use ‘KakaoTalk’ (The Korea Economic Daily, 2013). The number of both domestic and overseas subscribers to KakaoTalk amounted to 100 million as of July of 2013, and KakaoTalk has established itself as a free IM application for most smartphone users in South Korea.

According to Onavo market intelligence data (Onavo Insights, 2012), South Korea, together with Spain and the Netherlands, belongs to the group of countries with very high IM usage rates among major countries. The high IM usage rate in South Korea is attributable to good infrastructure (high broadband and smartphone penetration rates), free offers, and the higher competitiveness of IM than other communication tools resulting from the richer functionality provided, such as group chatting and a better overall user experience (UX).

The above-mentioned data and previous research findings suggest that IM is the application most likely to be used during television viewing in South Korea. It is not known, however, which device viewers primarily use to watch TV and which device they use concurrently to communicate via text-based media. Therefore, the questions ‘which screen do you use to watch TV?’ and ‘which type of text-based media do you use through which type of second screen?’ are interesting research questions. As such, RQ1 is as follows:
RQ1: Which type of device do viewers employ to watch linear TV, and which device do they use for concurrent text-based media communication?

2.2. Review of previous research on motivations for using media

Why individuals use a particular form of media has captured the attention of many researchers. One of the more successful theoretical frameworks with which to examine questions of “how” and “why” individuals use media to satisfy particular needs is uses and gratifications (U&G) theory (Quan-Haase & Young, 2010). Early studies in the area of mass communication investigated motivations for using traditional media such as TV, movies, radio, and newspapers from the U&G perspective (Bantz, 1982; Blumer, 1979; Conway & Rubin, 1991; Greenberg, 1974; Katz, Blumer, & Gurevitch, 1974; McQuail, 1972; McQuail, Blumer, & Brown, 1972; Rubin, 1983). Studies of these traditional media highlighted “information needs” and “entertainment needs” as major use motivations. Information needs are cognitive needs (Blumer, 1979; Katz et al., 1974); information (Conway & Rubin, 1991; McQuail, 1972; Rubin, 1983), surveillance (Bantz, 1982; McQuail et al., 1972), and learning (Greenberg, 1974) are included in this category of needs. Entertainment needs are affective needs (Katz et al., 1974); entertainment (Bantz, 1982; Blumer, 1979; Conway & Rubin, 1991; McQuail, 1972; Rubin, 1983), arousal (Bantz, 1982; Greenberg, 1974), and diversion (McQuail et al., 1972) are included in this category of needs.

As the use of new media types, i.e., the Internet, smartphones, IM, and social media has expanded, so has the number of studies that have examined motivations for using these new forms of media from the perspective of U&G (Eighmy, 1997; Ho & Syu, 2010; Hwang, 2006; Joison, 2008; Korgaonkar & Wolin, 1999; Papacharissi & Rubin, 2000; Quan-Haase & Young, 2010). These studies revealed new motivations, including “social needs”, as well as the information needs and entertainment needs associated with traditional forms of media such as TV. Given that a key feature distinguishing new media from traditional media is interactivity (Quan-Haase & Young, 2010), the attribute of interactivity inherent in these new media forms induces other motivations for using new media. Motivations suggested in individual studies, such as socialization (Korgaonkar & Wolin, 1999), interpersonal utility (Papacharissi & Rubin, 2000), sociability (Ho & Syu, 2010; Quan-Haase & Young, 2010), social connection (Joison, 2008), and social utility (Hwang, 2006) can be seen as motivations associated with social needs.

Further, social media such as Facebook have the use motivation of “sharing”, as shown in shared identities (Joison, 2008) and shared problems (Quan-Haase & Young, 2010). Social media facilitates interactions among people by providing a forum to create, share, and exchange information and ideas in virtual communities and networks (Ahlqvist, Bäck, Halonen, & Heinonen, 2008). Therefore, social media have unique use motivations for sharing individuals’ thoughts, opinions, emotions, and experiences with others. The rich instrumentality (Ho & Syu, 2010) and convenience (Hwang, 2006) of smartphone applications such as IM are included in their major use motivations, together with information, entertainment, and social needs.

Previous studies of motivations for using text-based media during linear TV viewing include industry reports (e.g., Ericsson ConsumerLab, 2012; Socialtv-lab.org, 2012) that examined use motivations for social TV. These studies reported diverse motivations other than the use motivations suggested by existing media studies. Examples include not watching alone; gaining a feeling of community; curiosity about the opinions of others; seeking additional information; wanting to influence or interact with content; expressing one’s own opinion about a comment of a person on-air; and communication with friends about a broadcast program.

Based on the above review of the literature, we hypothesized that new motivations may underlie the complementary use of two forms of media, as revealed in the industry reports on social TV, rather than traditional use motivations such as information and entertainment. RQ2 is therefore expressed as:

RQ2: What are the motivations for the complementary use of text-based media during linear TV viewing?

Text-based media have different attributes, and it is expected that users who recognized such attributes will use more suitable text-based media according to the use motivations they intend to gratify. Each social media form supports unique communication needs that the other types cannot completely fulfill (Quan-Haase & Young, 2010). Thus, we established RQ3 in an effort to determine if there are differences in use motivations when using different forms of text-based media.

RQ3: Are there differences in use motivations according to text-based media when these are used to complement linear TV viewing?

Several user studies have indicated that television program genres play an important role in the use of social TV (Harboe, Massey, Metcalf, Wheatley, & Romano, 2008). Geerts et al. (2008) looked at how television genres could play a role in the use of social television systems. They found that news (50%), soap operas (47%), quiz shows (33%), and sport (31%) are the genres during which participants talk the most while watching, and are thus suitable for synchronous social TV systems. In Japan, the rank of program genres where social media was used during television viewing was as follows: variety shows (43.8%), sports (29.5%), dramas (24.9%), news (22.7%), and animated shows (22.5%) (Socialtv-lab.org, 2012). In this context, we examine whether there are differences in motivations for the complementary use of text-based media during television viewing according to broadcast program genre. RQ4 thus asks the following:

RQ4: Are there differences in use motivations according to program genres when text-based media forms are used complementarily during linear TV viewing?

3. Research methods

3.1. Research design and data collection

We designed this study as a qualitative study to analyze motivations for the complementary use of text-based media during linear TV viewing. Because of the lack of existing studies focusing on this research question, we adopted grounded theory methods in this exploratory study.

We selected 66 subjects with experience using text-based media during linear TV viewing. We used convenience sampling and collected data from interviews with the 66 subjects. In more detail, interviews were conducted with researchers’ acquaintances and students enrolled at Yonsei University in Seoul. Interviews were carried out in person from April through May of 2013. Fifty-five of the interviewees were in their twenties, and 11 were in their teens; individuals in these age groups are the main users of text-based media such as social media and IM. Interviewees comprised 28 males and 38 females, making the proportion of women in our sample higher. Eleven were high-school students, 44 undergraduate and graduate students, and 11 workers.
Respondents were first asked about the types of text-based media they used to complement their linear TV viewing experiences. That is, they were asked which device (first screen) they used to watch TV programs, and which device (second screen) they used complementarily for text-based communication during TV viewing, as well as the type of text-based media. For example, if a subject used Twitter on a smartphone while watching a program on a TV set, the resultant combination was ‘TV-smartphone–Twitter.’ Respondents were prompted to report their most frequently used combination (Rank 1) and then their second most commonly used combination (Rank 2), if any.

They were then asked about motivations regarding the complementary use of text-based media while watching TV according to program genres for each combination. When responding, users were allowed to talk freely about all motivations that came to mind (multiple responses). We classified program genres following the AGB Nielsen classification: ‘Entertaiment,’ ‘drama,’ ‘news,’ and ‘sports’ program genres were selected for this research because these are among the top genres in terms of audience share. ‘Current affairs & debate’ was added to this list of genres in that the broadcasting of current affair debates might stimulate public discussion (Habermas, 1992). Lastly, on the basis of responses to the questions, differences in use motivations according to the text-based media that were used complementarily during linear TV-viewing were analyzed. We performed this analysis to examine whether differences in the attributes of text-based media corresponded to differences in use motivations.

3.2. Data analysis methods

Data collected from interviews were conceptualized using grounded theory (Strauss & Corbin, 1998) methods. Grounded theory is an analytic methodology that generates a theory of a particular phenomenon through a systematic analysis of data collected by researchers. Interviewees’ responses were subjected to a three-phase analysis consisting of open coding, axial coding, and selective coding phases.

In the open coding phase, diverse motivation concepts underlying the complementary use of text-based media during linear TV viewing were derived. Collected data were grouped into similar concepts and classified into proper categories, after which the attributes of categories were identified. Two researchers participated in coding by conceptualizing the content of the interviews. In the axial coding phase, a concept was selected only when all analyzers agreed. Five use motivations were extracted, with the division of properties into ‘relevant to specific content’ and ‘irrelevant to specific content’ and the division of dimensions into ‘affective factors’ and ‘cognitive factors.’ Axial coding determines the relationships between the categories obtained through open coding. Selective coding refers to the process of refining and reconstructing concepts related to core categories. Analysis and discussion of the results in the following chapter involve coding completion and the discovery of theory, which is the last phase of grounded theory.

4. Results and discussion

4.1. Complementary use of text-based media (‘RQ1’ analysis results)

We first investigated RQ1 – which type of device do viewers use to watch linear TV, and which device do they use concurrently for text-based media. The ‘TV-smartphone–KakaoTalk’ combination was most common, accounting for 40% of all responses (42 out of the total of 105 [66 of Rank 1 + 39 of Rank 2]). To put it concretely, this combination was Rank 1 in 36 subjects and Rank 2 in 6 subjects. These findings indicate that most respondents have a strong tendency to view TV on a TV set while communicating their experiences using KakaoTalk on a smartphone (See Fig. 1).

Tables 1–3 show the response frequencies for the first screen, the second screen, and text-based media respectively. With regard to TV viewing devices, a TV set ranked first (56.2% of the total responses), and showed the highest response rate for both Rank 1 and Rank 2. With regard to the second screen, smartphones overwhelmingly ranked No. 1, with 80.9% of all responses, and showed the highest response rate for both Rank 1 and Rank 2. Last, for text-based media, KakaoTalk ranked highest at 57.1% of the total responses, but ranked first only in Rank 1. Facebook ranked first in Rank 2. This suggests that the respondents shared their TV-viewing experiences chiefly through KakaoTalk or Facebook. KakaoTalk and Facebook can be considered closed networks compared to Twitter. That is, they are networks formed around family, friends, and/or acquaintances. Respondents’ use of KakaoTalk or Facebook while watching TV may therefore result in maintenance and consolidation of their existing personal networks, rather than the creation of new personal connections.

4.2. Overall use motivations (‘RQ2’ analysis results)

We extracted five major categories based on analysis of use motivations: communicating about impressions of a broadcast; information sharing and seeking; feelings about coviewing; curiosity about others’ opinions; and program recommendations. The motivation ‘communication about impressions of a broadcast’ includes expressing or sharing viewing impressions, thoughts, or opinions about a broadcast program; trying to develop a bond of sympathy about a program being viewed; and using the content of a broadcast as the topic of conversation. The ‘need to analyze and discuss further’ and ‘validating the self against a public sample’ among the main drivers for social TV mentioned in the Ericsson ConsumerLab report (2012) and the motivations of ‘communication with friends about a broadcast program’ and ‘expressing one’s own opinion about a comment made by a person on-air’ mentioned in Japanese Socialtv-lab.org (2012) correspond to this type of motivation. However, the motivation of ‘communication about impressions of a broadcast’ covers the dimension of developing a bond of sympathy among communication parties beyond expression and sharing of simple impressions or opinions. Therefore, it is a more comprehensive concept than the motivations reported in other surveys. Below are several examples of the motivation of ‘communication about impressions of a broadcast’ provided by the respondents.

“While watching the same programs, we talk to each other about the programs...by exchanging mutual thoughts about the stories as well as actors.” (Respondent 15)

“I share emotions about a game or a player with far-away friends, like...high-school friends in my hometown.” (Respondent 5)

“We communicate about current social issues or world affairs aired in news or debate programs.” (Respondent 56)

‘Information sharing and seeking’ means the motivation to provide, share, or seek information related to a broadcast. Use motivations such as ‘seeking additional information’ mentioned in Ericsson ConsumerLab (2012) and ‘obtaining a comment or information on a program’ and ‘wanting to know a program or trend that is the talk of the town’ in Socialtv-lab.org (2012) are included in this category. However, the motivation of ‘information sharing and seeking’ in this research includes providing and sharing infor-
information as well as seeking information, thus it is also a more comprehensive concept than those used previously. Several examples of this motivation are provided below.

“Watching the drama, I ask my friends to check the previous story and the next episode.” (Respondent 66)

“Sometimes I post a panelist’s comments that I find impressive and their political opinion on Facebook to share with my buddies.” (Respondent 26)

“While watching TV news, I use KakaoTalk to share major issues and... to obtain information, as well as to make others aware of weird news. This makes my TV viewing experience more interesting.” (Respondent 49)

‘Feelings of coviewing’ refers to motivations such as trying to obtain the feeling of viewing the program with others because watching alone is boring; trying to maximize emotions or enhancing empathy. ‘Not watching alone’ and ‘gaining a community feeling’ (connecting with others) as mentioned in Ericsson ConsumerLab (2012) and ‘feeling an elevated mood together’ and ‘escaping loneliness felt when watching alone’ in Socialtv-lab.org (2012) correspond to this category of motivation. The motivation of ‘feelings of coviewing’ here is similar to the concept of ‘social presence’ (Biocca, Harms, & Burgoon, 2003), which refers to the sense of being together with others felt from mediated interactions, in that the viewer attempts to obtain feelings of viewing together even when watching alone. A couple of answers corresponding to the motivation of ‘feelings of coviewing’ are as follows:

“...they are far away, but I am so happy because it feels like we are watching TV together. So, I shoot the breeze with others using KakaoTalk while watching TV.” (Respondent 30)

“Even though my buddy and I watch sports programs at different places, we can cheer for and yell out via KakaoTalk. So, I feel like I am there at the sports arena with my friend.” (Respondent 47)

‘Curiosity about others’ opinions’ refers to the motivation of wondering about others’ opinions or trying to determine whether others’ opinions are identical to one’s own. ‘Curiosity about the opinions of others’ in Ericsson ConsumerLab (2012) or ‘wanting to find others who have the same opinion as mine’ in Socialtv-lab.org (2012) correspond to this motivation. Respondents expressed the motivation of ‘curiosity about others’ as follows:

“...there’re often times when I watch TV, I’m wondering what other guys think about a certain scene. It’s pretty good to use KakaoTalk at those times.” (Respondent 40)

“When I am curious about what others think of some issues on TV, I usually use KakaoTalk on my smartphone.” (Respondent 66)

“...when someone on a panel has a different opinion to mine, I use KakaoTalk to find out my friends’ thoughts.” (Respondent 17)

The motivation of ‘program recommendations’ includes suggesting or recommending television viewing, as illustrated in the responses below. This category is a new motivation that was not suggested in the survey results of Ericsson ConsumerLab (2012) or Socialtv-lab.org (2012).

“When I think a scene on TV is interesting, I use KakaoTalk to strongly recommend that my friends watch that scene.” (Respondent 5)
“My buddies usually recommend TV programs that I should watch.” (Respondent 7)

We did not find the use motivations of ‘wanting to influence or interact with content’ and ‘participating in a live program’ identified in previous surveys. This is because the respondents in our study primarily used IM, which is used to talk with existing acquaintances. In addition, the motivations of ‘stress relief,’ ‘intimacy,’ ‘habitual use,’ and ‘easy and convenient’ showed low response rates and thus failed to form major motivations. These were grouped into the separate item of ‘other.’ The ranking of complementary use motivations across all program genres is shown in Fig. 2. Among 293 responses out of a total of 308 responses, excluding ‘others’ (15 responses), ‘communication about impressions of a broadcast’ was the motivation most frequently cited, followed by ‘information sharing and seeking,’ ‘feelings of coviewing,’ ‘curiosity about others’ opinions’, and ‘program recommendations.’

4.3. Use motivations for text-based media (‘RQ3’ analysis results)

To obtain the answer to RQ3, we compared and analyzed use motivations only for KakaoTalk and Facebook, as these were the forms of text-based media most commonly used by the majority of respondents. As shown in Fig. 3, there were no appreciable differences between the two forms of media with regard to the motivations of ‘information sharing and seeking,’ ‘feelings of coviewing,’ and ‘program recommendations.’ However, ‘communication about impressions of a broadcast’ was a more frequently reported motivation when using KakaoTalk, while the motivation ‘curiosity about others’ opinions’ was more frequently reported when using Facebook.

We interpret this to reflect differences in the intrinsic characteristics of the two types of text-based media. IM is relatively private and is used for expressing affection, while Facebook is more social. IM is usually dyadic and allows for interactive conversations in real-time that are somewhat comparable to face-to-face interactions (Quan-Haase & Young, 2010). The amount of IM use is positively associated with feelings of intimacy and the development of close ties (Hu, Wood, Smith, & Westbrook, 2004). Thus, it may be said that KakaoTalk favors the motivation of ‘communication about impressions of a broadcast’ more than Facebook because it supports real-time, in-depth, private conversations. In comparison, communications on Facebook are less prone to support in-depth conversations than those on IM; rather, they serve as a means of entertainment and having fun (Quan-Haase & Young, 2010). Facebook not only provides more extensive information about users than IM, but also qualitatively different information through the pictures section, profile information, and the wall (Quan-Haase & Young, 2010). Accordingly, we posit that Facebook is more appropriate for acquiring public information, such as opinions from a diverse and wide range of people, than for exchanging private and intimate emotions.

4.4. Use motivations according to program genre (‘RQ4’ analysis results)

Interviews were conducted to examine use motivations according to program genre, after classification of programs into the five genres of entertainment, sports, dramas, current affairs & debate, and news. A total of 97 respondents were included in the analysis (64 in Rank 1, 33 in Rank 2) after excluding improper responses. Entertainment had a total of 65 respondents, sports 55, dramas 53, current affairs & debate 40, and news 36. Every respondent was allowed to give multiple responses regarding their use motivations, thus, the number of response cases was greater than the number of respondents.

The strongest motivation for using text-based media while watching entertainment programs was ‘communication about impressions of a broadcast.’ Respondents reported that they used a text-based medium to exchange mutual thoughts or opinions, to develop a bond of sympathy, to use the content of a broadcast as a topic of conversation, or to talk about persons on-air. The second most frequent motivation was ‘information sharing and seeking.’ Many respondents reported that they used text-based media to share interesting or preferred content, provide information on entertainers, and obtain unknown information from friends. The third-ranked motivation was ‘feelings of coviewing.’ The pleasure derived from feelings of coviewing, joining in the laughter, and/or maximizing emotions on interesting parts all belong to this motivation. The next two strongest motivations were ‘program recommendations’ and ‘curiosity about others’ opinions.’

The strongest motivation for using text-based media while watching sports programs was also ‘communication about impressions of a broadcast.’ Respondents reported that they used a text-based medium to share emotions about a game or a player with remote friends, to express their feelings of the moment, to analyze a game, or to talk about the content or results of a game. The next strongest motivation was ‘feelings of coviewing.’ Use of text-based media to increase viewing pleasure by real-time communication, to cheer together, and to have feelings of viewing together fall under this motivation. This suggests that communicating via text-based media while watching a sports program even while in separate physical spaces arouses a social presence; in the case of sports programs, it seems that this tendency is stronger because dramatic emotions can be exchanged through cheering and similar activities. The third strongest motivation was ‘information sharing and seeking.’ Respondents reported that they used text-based media to share the progress of a game promptly, or to relay details about a game. This was followed by the motivation of ‘curiosity about others’ opinions,’ that is, using text-based media to determine others’ opinions.

For drama programs, ‘communication about impressions of a broadcast’ was the primary motivator of the use of text-based media. Respondents stated that they used text-based media to...
share diverse opinions about actors’ performances or drama contents, to predict or criticize a story, or to gossip. The second highest motivation was ‘information sharing and seeking.’ Respondents reported that they used text-based media while watching a drama program to obtain information about the characters, to tell others about the drama content, or to check the previous story or ask about the content of the next episode. The third strongest motivation was ‘curiosity about others’ opinions.’ Using text-based media to learn others’ opinions about actors or a story is included in this type. ‘Feelings of coviewing’ and ‘program recommendations’ were the next two strongest motivators.

‘Communication about impressions of a broadcast’ was the strongest motivation for using text-based media while viewing current affairs & debate programs. Respondents reported that they used text-based media to exchange opinions, to debate or deplore current political affairs, or to use programs as an instant topic for discussion. The next strongest motivation was ‘information sharing and seeking.’ Respondents reported that they used text-based media while watching this type of program to share political content with others or to share a panelist’s opinion that they were impressed with. The third strongest motivation was ‘curiosity about others’ opinions.’ Cases involving the use of text-based media to learn about others’ opinions and thoughts about politics, or wondering about a friend’s opinion when the panel’s opinion is different from one’s own all correspond to this motivation. Motivations other than these three were not identified.

‘Information sharing and seeking’ was the strongest motivation to use text-based media when viewing news programs. Respondents reported that they used text-based media to share major issues or news, to obtain information, or to tell others about strange information. Given that news programs provide breaking news, it is logical that the motive to share information was the strongest. The second strongest motivators were ‘curiosity about others’ opinions’ and ‘communication about impressions of a broadcast,’ which had the same ranking. As for ‘curiosity about others’ opinions,’ which was not in the upper ranks for the other program genres, the respondents reported that they used text-based media because they wondered about friends’ opinions on sensitive issues or wanted to learn many people’s opinions about issues. Additionally, ‘communication about impressions of a broadcast’ corresponds to cases involving the use of text-based media to inform others of one’s own thoughts, or to talk about world affairs. The motivation of ‘program recommendation’ ranked fourth; no other motivations were identified.

Motivations for using text-based media according to program genre are shown in Table 4. Of a total of 293 responses, ‘communication about impressions of a broadcast’ was a motivator for all program genres except news, and it was the strongest motivator for current affairs & debate programs. ‘Information sharing and seeking’ was a strong motivator for using text-based media when viewing news and entertainment programs. ‘Feelings of coviewing’ was an unusually strong motivator for sports and entertainment programs. ‘Curiosity about others’ opinions’ was a relatively stronger motivator for engaging in text-based media when viewing news, current affairs & debate, and drama than entertainment and sports. ‘Program recommendations’ was only a strong motivator when viewing entertainment programs.

Thus, motivations for the complementary use of text-based media during linear TV viewing differ depending on the program genre. This is in good agreement with previous studies that examined motivations for TV viewing by program genre and showed different viewing motivations according to genre (for a review, see Rubin (2002)). Those studies noted that different program genres are associated with different use motivations. For example, research has shown that using television to gain useful information is associated with watching talk-interview formats, news, and game show programming, whereas using television to pass the time or to be entertained is associated with watching fictional programs (Rubin, 1983).

5. Conclusions

Our study findings have several academic and practical implications. From an academic point of view, we clarified use motivations through exploratory research methods to explore the new phenomenon of the complementary use of text-based media during linear TV viewing to address the lack of published studies. The five use motivations identified in this study were ‘communication about impressions of a broadcast,’ ‘information sharing and seeking,’ ‘feelings of coviewing,’ ‘curiosity about others’ opinions,’ and ‘program recommendations.’ Because we examined the combined use of TV and text-based media, we discovered a novel, unique motivation that was not previously documented for TV or text-based media only: ‘program recommendations’. It is interesting that this new motivation was not reported in previous studies on single forms of media such as TV, the Internet, Facebook, or IM. The motivations documented in our study are somewhat similar to those reported by Ericsson ConsumerLab (2012) and Socialtv-lab.org (2012), but our use motivation concepts were more comprehensive, largely because the findings of this study were derived mainly from subjects who used IM to communicate while watching TV. Identification of such motivations will widen our understanding of the new phenomenon of the complementary use of text-based media during linear TV viewing, which will help others perform relevant future studies. In addition, our findings contribute to the body of knowledge accumulated thus far regarding motivations for the use of existing media.

Second, we not only identified five use motivations, but also investigated how these were related to program genre. That is, the motivation of ‘communication about impressions of a broadcast’ was a similarly strong motivator for engaging in text-based media while watching all five genres of TV programs except news, while the motivation of ‘information sharing and seeking’ was a stronger motivator to use text-based media when viewing entertainment and news programs relative to other program types. The motivation of ‘feelings of coviewing’ was a relatively strong motivator when watching sports and entertainment programs, while the motivation of ‘program recommendations’ was a strong motivator for using text-based media while watching entertainment programs.

The third academic implication of our study is our investigation of the complementary use of text-based media and TV. Several

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**Table 4**

Complementary use motivations according to program genre.

<table>
<thead>
<tr>
<th></th>
<th>ENT (%)</th>
<th>Sports (%)</th>
<th>Drama (%)</th>
<th>C&amp;D (%)</th>
<th>News (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication about impressions of a broadcast</td>
<td>32 (38.55)</td>
<td>29 (46.78)</td>
<td>31 (52.54)</td>
<td>33 (64.71)</td>
<td>6 (15.79)</td>
</tr>
<tr>
<td>Information sharing and seeking</td>
<td>28 (33.73)</td>
<td>13 (20.97)</td>
<td>14 (23.73)</td>
<td>11 (21.57)</td>
<td>25 (65.79)</td>
</tr>
<tr>
<td>Feelings of coviewing</td>
<td>14 (16.87)</td>
<td>15 (25.81)</td>
<td>5 (8.47)</td>
<td>0 (0.00)</td>
<td>0 (0.00)</td>
</tr>
<tr>
<td>Curiosity about others’ opinions</td>
<td>2 (4)</td>
<td>4 (8)</td>
<td>8 (7)</td>
<td>6 (7)</td>
<td>7 (6.5)</td>
</tr>
<tr>
<td>Program recommendation</td>
<td>7 (8.43)</td>
<td>0 (0.00)</td>
<td>1 (1.69)</td>
<td>0 (0.00)</td>
<td>1 (2.63)</td>
</tr>
<tr>
<td>Total</td>
<td>83 (100)</td>
<td>62 (100)</td>
<td>59 (100)</td>
<td>51 (100)</td>
<td>38 (100)</td>
</tr>
</tbody>
</table>

Note. ENT is abbreviation for entertainment, C&D for current affairs & debate.
precedent studies have reported that people watch less television due to the use of online media (James, Wotring, & Forrest, 1995; Kayany & Yelsma, 2000). Furthermore, a previous study in Korea found a gradual decrease in TV viewing after the use of IM. However, we identified motivations for complementary use of the two forms of media. It is difficult to generalize our findings, however, because we targeted only those people who used the two forms of media complementarily, in keeping with the objectives of this study. More studies are required to define the relationship between TV and text-based media more clearly.

Practical implications of our study are as follows. First, we identified factors that application developers or TV broadcasters should consider when developing social TV applications that connect viewers in real time. Knowing why certain genre viewers use applications will be of great help to those who wish to develop applications that capture the fancy of viewers.

Second, the results of this study show the necessity for cooperation between broadcasting business operators and text-based media business operators. Complementary use of text-based media during linear TV viewing indicates that viewers’ viewing behavior is becoming more active, making their viewing experience richer. These results suggest that viewers’ concurrent media consumption can be exploited to develop a new business model through cooperation between the two types of business operators. In this context, cooperation between broadcasting business operators and text-based media business operators has already begun increasing. Major broadcasters such as CNN and BBC have entered into partnerships with Facebook to utilize the enormous user base of the latter for large events such as major sports games, elections, and entertainment awards ceremonies. In addition, partnerships between broadcasting business operators and Social TV application developers such as GetGlue and Miso have also been established. Given the fact that IM is used very frequently during television viewing, our findings regarding the complementary use of IM and broadcasting should be of major interest to businesses.

Despite the academic and business implications of our findings, our study has some limitations. First, because a high proportion of the respondents used KakaoTalk to engage in text-based communication, other Social TV applications were not considered. Other kinds of text-based media, such as Twitter, could produce quite different results. Second, the interviewees were in their teens or 20s. We focused on individuals in these age groups because these are the people most likely to use text-based media during linear TV viewing; however, given that the behavior of using multiple forms of media simultaneously is likely to become common practice in the future, the inclinations of people in other age groups should also be investigated. Lastly, the current study was conducted in South Korea; the results can therefore not be generalized to other countries.

Complementary use of text-based media during linear TV viewing, that is to say Social TV, is a new practice of television viewing. We performed this study to explore the motivations behind social TV, and identified several key motivations for the use of social TV, including a novel motivation not identified in previous studies. However, because we only considered KakaoTalk when examining social TV in Korea, future studies should examine motivations for using other types of social TV in different countries.

References


