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# Does genre type influence choice of video platform?

## A study of college student use of internet and television for specific video genres

Jiyoung Cha, Telematics and Informatics(2013)

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# Growth of online video

- With the introduction of different video platforms, consumers have more choices of channels and platforms.
- Although television is still predominant video platform for U.S. consumers but it is worth noting that U.S. consumers increasingly use the internet to watch video content.
- Fact:
  - More than 85% of U.S. internet users watched online videos (ComScore, 2012)
  - Approximately 40% of Americans with Internet access use the Internet to watch television programs and movies (Parks Associates, 2010)
  - Online video advertising is growing faster than all other online ad formats (Garcia, 2012)



# Comparison between Television and Internet

77.2%



22.8%



- The result shows that TV( $M=5.77$ ,  $SD=1.28$ ) is used more often than the Internet( $M=4.77$ ,  $SD=1.71$ ) for watching video content



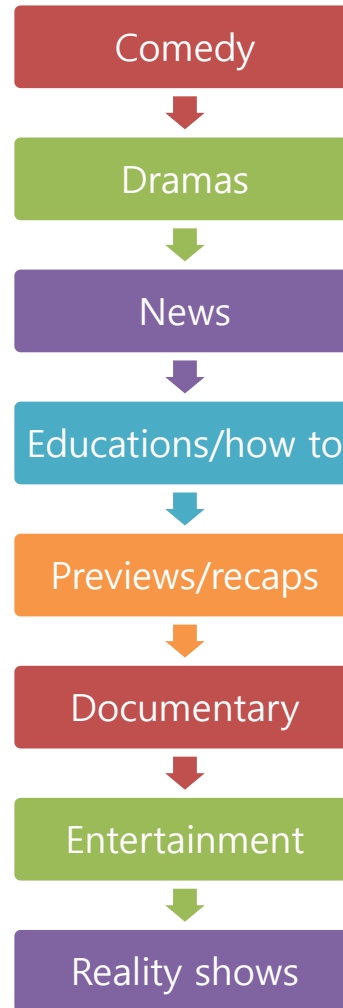
Video sharing sites  
( $M=4.26$ ,  $SD=1.74$ )



Web affiliated with TV networks  
( $M=4.26$ ,  $SD=1.74$ )

# Comparison of genres

The favorite video content genres among college students are follows:



Included in genre list but specific data was not mentioned on the paper

# Research guide

- It is important to examine **how audiences choose** between television and Internet to watch video content
- This raises a question that **whether and how** television and the Internet differ as video platform
  - What **motives** behind video content consumption that differ between television and Internet
  - How the motives for watching **particular genre** of video differ by video platform
  - How audience's **choice of video genre** differs by video platform types.

# Research Questions

- RQ1:
  - What motives for watching video content are related to intention to use television or internet as a video platform?
  - Are there motivational differences for using television and the internet to watch video content?
- H1: Motives for watching a particular genre of video content differ between television and internet.
- RQ2
  - How do video consumption motives predict intention to use television or internet to watch a particular genre of video content?
  - How are the motivational predictors of the consumption of a video genre different according to whether individuals choose television or the Internet?
- RQ3
  - What genres of video content do consumers intend to consume more by using television rather than using the Internet(vice versa)?
  - Are there differences between television and online with respect to video content genres that are most and least likely to be consumed?

# Purpose of each RQ

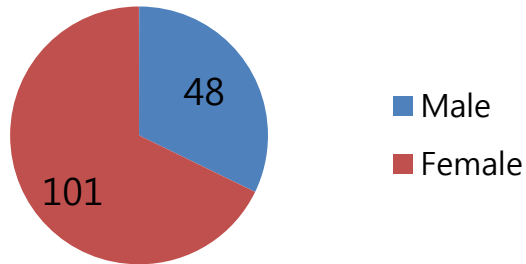
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- For RQ1
  - To identify the motives that are related to intention to use TV & Internet for watching video content
- For RQ2
  - To investigate whether and how the motives for the consumption of a particular video content genre differ across video platform types.
- For RQ3
  - To explore whether consumer were more likely to intend to use the TV or Internet for a particular video content genre.

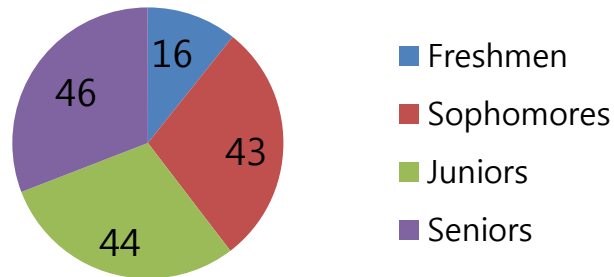
# Methods

- Survey method was used to obtain data
- 149 students
- Mean age of 20.18

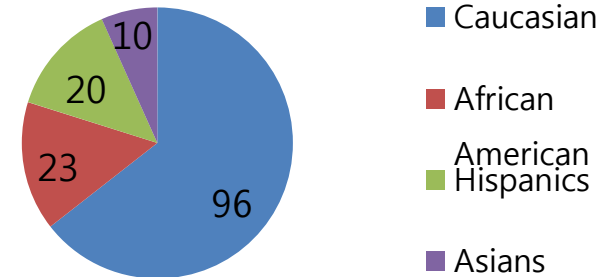
## Gender



## Year



## Nationality



- The respondents were asked to indicate on a 7 scaled score:
  - Their agreement with each of the statements that describe motives for video content (strongly disagree ~ strongly agree).
  - How likely they are to watch each of the video content genres using television and the Internet (very unlikely ~ very likely).
  - Their likelihood of using television and the Internet to watch video content (very unlikely ~ very likely).



# Result – RQ1

- What motives for watching video content are related to intention to use television and the Internet.
- The subsequent question is: Are there motivational differences between using television and the Internet to watch video content?

**Table 1**  
Factor analysis of motives for watching video content.

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8
<u>Factor 1: Getting updates on current events</u>								
To find constantly updated event information	<b>.86</b>	.02	.13	-.05	-.01	-.01	.17	-.01
Because I am interested in current events	<b>.79</b>	.16	.01	.25	-.08	-.16	-.06	-.06
To find breaking news events	<b>.74</b>	.08	.02	.19	-.02	-.20	-.01	-.08
Because I am interested in the immediacy with which information can be obtained	<b>.69</b>	-.06	.02	.01	.19	.08	.12	.25
So I could learn about what could happen to me	<b>.67</b>	.03	-.06	-.02	.04	.33	-.07	.05
Because it helps me learn things about myself and others	<b>.65</b>	-.15	.05	-.18	.16	.31	.01	.04
So I can learn how to do things which I haven't done before	<b>.63</b>	-.13	-.07	-.20	.26	.10	-.11	.07
<u>Factor 2: Boredom relief</u>								
Because it passes time when I am bored	.07	<b>.90</b>	.01	.10	.08	.11	.11	.01
When I have nothing better to do	-.11	<b>.83</b>	.14	.15	-.01	.04	.12	.15
Because it gives me something to do to occupy my time	.02	<b>.75</b>	.05	.05	.08	.32	.09	.00
<u>Factor 3: Relaxation</u>								
Because it allows me to unwind	-.03	.12	<b>.88</b>	.10	.11	.05	.03	.04
Because it relaxes me	.02	.10	<b>.86</b>	.03	.21	-.06	.00	.03
Because it's pleasant rest	.03	.00	<b>.67</b>	.22	-.17	.43	.10	.01
<u>Factor 4: Entertainment</u>								
Because it entertains me	.05	.11	.06	<b>.88</b>	-.12	.03	.03	.09
Because it's enjoyable	.00	.08	.21	<b>.86</b>	-.05	.08	.07	.13
<u>Factor 5: Companionship</u>								
So I won't have to be alone	.09	-.11	.09	.03	<b>.86</b>	.21	-.04	-.02
Because it makes me feel less lonely	.12	.12	.05	-.17	<b>.85</b>	.09	.13	.01
When there's no one else to talk to or be with	.16	.34	.34	-.09	<b>.64</b>	-.12	.13	.08
<u>Factor 6: Escape</u>								
So I can get away from what I'm doing	.05	.30	.17	.21	.06	<b>.72</b>	.03	-.01
So I can get away from the rest of the family or others	.12	.19	.04	-.08	.30	<b>.58</b>	.27	.11
<u>Factor 7: Habit</u>								
Because it's a habit, just something I do	.07	.14	.07	.05	.14	.12	<b>.80</b>	.12
Just because it's there	-.08	.13	.04	.49	-.07	.18	<b>.62</b>	-.23
<u>Factor 8: Social interaction</u>								
So I can be with other members of the family or friends who are watching	.08	.02	.03	.14	.09	-.15	-.04	<b>.87</b>
Because it's something to do when friends come over	.08	.16	-.01	.08	-.04	.19	.24	<b>.73</b>
Eigen value	5.76	3.95	2.68	2.26	1.64	1.40	1.18	1.08

# Result – RQ1

- The result indicates that the motives affecting intention to use television and the Internet as a video platform are quite different.

**Table 2**  
Predictors of intention to use television and the internet.

Motivations	Television		Internet	
	$\beta$	t	$\beta$	t
Getting updates on current events	-.01	-.14	<u>.17*</u>	1.96
Boredom relief	<u>-.21*</u>	-2.31	-.00	-.04
Relaxation	.06	.73	<u>.23**</u>	2.44
Entertainment	<u>.32***</u>	3.72	-.07	-.81
Companionship	-.11	-1.20	-.14	-1.50
Escape	.16	1.75	-.13	-1.36
Habit	<u>.18*</u>	2.05	-.07	-.76
Social interaction	<u>-.18*</u>	-2.17	.02	.26
R <sup>2</sup>	.17		.08	
Adjusted R <sup>2</sup>	.13		.03	

\*  $p < .05$ .

\*\*  $p < .01$ .

\*\*\*  $p < .001$  (two tailed).

Television	Internet
Entertainment	Relaxation
Habit	
Boredom relief	Getting updates on current events
Social Interaction	

# Result – RQ2

- H1: motives for watching a particular genre of video content differ between television and the Internet
- RQ2: how different are the video consumption motives that predict intention to use television and Internet to watch the same genre of video content.

**Table 3**  
Motives for watching a specific genre of video content using television and the internet.

	Comedy		Drama		Reality Show		News	
	Television $\beta$	Internet $\beta$	Television $\beta$	Internet $\beta$	Television $\beta$	Internet $\beta$	Television $\beta$	Internet $\beta$
<i>(a)</i>								
Getting updates on current events	-.08	.06	-.02	.07	-.06	-.03	.56***	.54***
Boredom relief	-.11	.07	-.08	.03	.07	.18	-.08	.29***
Relaxation	.16	.19*	.29***	.21*	.03	-.04	.12	.03
Entertainment	.34***	.14	.27***	.06	.16	.21*	.12	.04
Companionship	-.06	-.04	-.02	-.02	-.06	.12	-.24**	-.19*
Escape	.01	-.17	.01	-.09	-.02	.01	-.04	-.07
Habit	.24**	.06	.11	.04	.22**	-.01	-.00	-.05
Social interaction	-.05	.10	-.08	-.02	-.03	-.03	-.15*	-.09
R <sup>2</sup>	.21	.10	.20	.06	.10	.10	.31	.31
Adjusted R <sup>2</sup>	.17	.05	.15	.00	.05	.05	.27	.27
	Preview/recap		Documentary		Entertainment magazine		Education/how to	
	Television $\beta$	Internet $\beta$	Television $\beta$	Internet $\beta$	Television $\beta$	Internet $\beta$	Television $\beta$	Internet $\beta$
<i>(b)</i>								
Getting updates on current events	.11	.19*	.36***	.42***	.11	.16	.44***	.34***
Boredom relief	-.04	.00	.08	.06	.11	.22*	-.09	.07
Relaxation	.12	.11	-.04	-.11	.05	.34	-.09	-.05
Entertainment	.14	.13	-.02	-.03	.08	-.09	.11	-.02
Companionship	.00	-.03	-.08	-.06	-.01	-.09	-.04	.08
Escape	-.04	-.10	.04	-.16	.02	.08	.10	-.10
Habit	.31***	.22*	.08	.05	.23**	.02	.20*	-.07
Social interaction	-.10	-.07	-.19*	-.14	.07	.10	-.13	-.02
R <sup>2</sup>	.14	.11	.15	.20	.15	.11	.25	.13
Adjusted R <sup>2</sup>	.09	.05	.10	.16	.10	.06	.20	.08

# Result – RQ3

- RQ3: what genres of video content consumers intend to consume more by using television rather than using the Internet (vice versa)
- It also asked whether there exist differences with respect to video content genres that are most and least likely to be consumed using either television or online.

**Table 4**  
Intention to use television and the internet according to genres of video content.

Video content type	Platforms	Intention to use each of the platforms M (SD)	F
Comedy	Television	6.10 (1.13)	63.52***
	Internet	4.85 (1.72)	
Drama	Television	5.51 (1.47)	63.42***
	Internet	4.22 (1.93)	
Reality show	Television	4.43 (1.94)	72.36***
	Internet	3.07 (1.95)	
News	Television	5.09 (1.64)	47.51***
	Internet	4.16 (2.00)	
Preview/recap	Television	3.63 (1.76)	6.07*
	Internet	3.27 (1.98)	
Documentary	Television	3.52 (1.76)	53.72***
	Internet	2.46 (1.61)	
Entertainment magazine	Television	3.68 (2.07)	28.97***
	Internet	2.80 (1.89)	
Education/how to	Television	3.24 (1.70)	9.37**
	Internet	2.78 (1.83)	

## Result - RQ3

Video genres consumed by Television(most to least)	Video genres consumed by Internet(most to least)
Comedies	Comedies
Dramas	Dramas
News	News
Reality shows	Previews
Previews	Reality shows
Documentaries	Educations / how to
Educations / how to	Documentaries

# Conclusion

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- This study examined how **similar or different** the Internet and television are respect to the consumers' motives to watch video.
- The findings highlights that consumers' **motive for video consumption** as well as for viewing the same genre are **different according to platforms**.
- Both television and online video platforms indicated that the **types of video genres** that are most or least likely **to be watched were similar** across television and online video platforms.