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CHAPTER 3:

**TELEVISION WATCHING HABITS IN USA IN THE
REFERENCE OF USES AND GRATIFICATIONS THEORY**

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INTRODUCTION

Almost all individuals in the United States have watched TV shows. It is apparent that TV sets have become common household items in the American homes since its invention in the early 1900s. Its popularity has made this technology one of the mediums for sharing information and influencing people. It has also become one of the major conduits to advertise commercial products. From a business perspective, the major product of the TV industry and other media industries in general, are the people or the audiences. TV shows should be able to entice as much of its target audiences so that advertisers, which is the industry's real customers from which it derives its profits, would pay to advertise.

Thus, TV shows or programs should understand how to attract their target audiences. In other words, there is a need to understand the decision making process followed by TV viewers in deciding which TV shows they would select to watch. There are diverse theories that can be used in understanding TV audiences' behaviors; one of the most popularly used ones is called the Uses and Gratification Theory. With the ever increasing number of TV shows, there is a fiercer competition among businessmen engaged in this industry. On the psychological, political, and sociological side, the TV industry has been instrumental in affecting the state of mind, political views, and social cohesiveness of nations around the world. Thus, there is need to gain a more comprehensive understanding of the different motivations that influence the decision making process of individuals in selecting the TV shows that they watch.

In line with this need, this study aims to gather information from the later years of the 1900s up to the present time, about the different motivations of individuals for watching TV shows. This aim is divided into the following detailed objectives:

- ⇒ Determine the variations as well as the similarities between the motivations of the Americans who are living in the US from the late 1900s up to the present;
- ⇒ Conduct an analysis of these motivations using the Uses and Gratification Theory;
- ⇒ Determine the effects of new ICTs to TV viewing motivations of audiences;
- ⇒ Suggest possible initiatives that would make TV viewing more productive or meaningful for individuals; and
- ⇒ Suggest direction for future studies on TV viewing.

THE HISTORY OF TV

The invention of TV was made possible through the invention of different technologies and discoveries about the nature of the elements. Some of the most notable inventions include the invention of the cathode ray tube, the discovery that electrons can be deflected by magnets, and that certain elements emit different kinds of colored light when hit by a beam of electrons with sufficient energy. It was John Logie Baird who invented television in the early 1920s, but it only gained recognition in 1925, and the complete TV apparatus was made in 1926. Overtime, the TV that Baird invented was improved by

different scientists some improvements include the speed of image production, robustness of design, and color (Peters, 2000).

The market of modern TVs eventually increased as almost all westerners wanted to buy this new product. In the United States (US), virtually all children have television sets at their homes. TV's market reached an unprecedented size in the later years of the 20th century (National Library of Medicine, 2019).

The number of television units produced in the west even surpassed that of the telephone. TV has indeed become a common household item in the 19th century due to its ability to transmit information, particularly films and TV shows; as such, TV viewing habits and preferences have been the subject of interest for diverse scientific studies that determine the viewing behaviors of TV audiences (National Library of Medicine, 2019). These studies have paved way for diverse theories; one of the latter ones is the Uses and Gratifications Theory (Weiyang, 2015).

It should be further noted that even though TV strictly pertained to the technology which was previously discussed, its meaning has changed over time. Throughout television history, the definition or conception of TV has been associated with the screen or the device, the medium of broadcast, the channel that delivers the scheduled output, the form & format of the programs, the function of public service, the business models of pay & commercial television, and the regulation systems by which it operates (Cooper, 2015).

Steiner and Xu (2018) have explained in their study that the new meanings have focused more on TV content. Thus, shows, programs, or films that have been originally shown in series in TV, that have been shown in other media technologies such the World Wide Web, downloaded in mobile devices, and those shown through cable services, have all been coined in the word TV. It is due to this definition that binge watching is considered a form of TV watching in the 21st century.

HISTORY OF USES AND GRATIFICATION THEORY

The origins of the Uses and Gratifications Theory can be traced back in the early 20th A group of studies conducted by mass communication experts, sociologists, and psychologists called the Payne Funded Studies were done in the 1920s. These studies aim at arriving at a better understanding of how movie viewing affects the American youth (Weiyang, 2015). In the 1940s, a researcher named Herta Hertzog interviewed TV soap opera viewers. From her interviews, she was able to deduce that TV audiences seek three types of gratification when watching the said genre.

These three types of gratification include learning, wishful thinking, and emotional gratification (Learning Theories, 2019). In the 1950s, another researcher named Wilbur Schramm was able to derive a formula to predict which TV-shows certain individuals will select. The formula included gratification variables (Weiyang, 2015).

In 1969 Jay Blumler and Denis McQuail established the ground for this theory when they categorized audiences based on their motivations for watching political media programs in the United

Kingdom. This manner of categorizing audiences paved way to idea that audiences have the power to seek the type of media and media programs that they want. The categorization also paved way for the development of a process of determining how audiences would use different TV shows.

Basically, the key assumption of the Uses and Gratification Theory is that individuals can deliberately seek media based on their need to fulfill certain goals and needs, which could include socialization, relaxation, entertainment, etc. (McQuail, 1994; Weiyan, 2015). Blumber was even able to determine three main social origins of gratifications derived from the media. These origins include normative influences, audience's reaction to the social situation, and social changes (Weiyan, 2015).

Abraham Maslow, in the 1970s, even posited that the theory is an extension of the needs of individuals based from the Hierarchy of Needs. It should be noted that the principles governing Uses and Gratifications Theory idea were contrary to the prevailing media effect theories during the later years of the 20th century, as the majority of the said theories consider audiences as passive consumers of media. While the theory was initially used for assessing TV viewers, it was later used on other communication technologies. At present, for example, Uses and Gratification Theory is being used to assess the quality and used of tablets, smart phones, computers, and other information & communication technologies (Magsamen-Conrad et al., 2015).

RELATED ACADEMIC STUDIES and THEIR ANALYSIS

Factors that Affect Viewing Habits and Behavior

Some of the earliest studies related to TV deals with the effects of TV viewing to the behavior of individuals. Many of these studies presume that viewing television is universal, global, involves the automatic manifestation of behavior, and non-rational. The assumed non-rationality of the TV viewing has led to the strong focus of researchers on the effect of TV to human behavior. The groups of people who were in focus in such studies were the children, adolescents, and young adults because they were deemed to be more vulnerable the negative effects of TV viewing (National Library of Medicine, 2019).

Interestingly, the intensifying competition among TV shows brought into existence a new genre of TV studies that focus on the audiences' decision-making process in selecting which TV shows to watch. Such studies revealed that the decision-making process involves a variety of factors. Such factors include the time of day, day of the month, age, sex, socio demographic attributes, occupation, educational level of attainment, economic status. There are also some factors that are collective called the "key taste considerations," which include categories such as high, middle, and low-brow rubric (National Library of Medicine, 2019, p.53).

Some studies also focused on the psychological variables that determine the audiences' decision-making process. Such variables include need for information, stimulation, need for relaxation, mood, fatigue, or feelings of loneliness. Some studies even show that aside from such variables, there are other secondary variables that play

significant roles in determining the decisions of TV viewers. Despite the different findings about the factors considered by a particular group of individuals, all such findings confirms the stipulations of the Uses and Gratification Theory, thus it continue to serve as a theoretical foundation for current studies that deals with similar topics (National Library of Medicine, 2019).

People's Motivation for Watching TV in the 20th Century

It should be noted that in the early 1900s, particularly in the '30s, there are limited choices of TV shows and very limited units of TV sets. Thus, Americans rarely watched individually, but in groups. Moreover, since there are only a limited number of shows, curiosity about the new technology is very high, that there is rarely a divergence among the reasons for watching TV; almost all of the Americans in the '30s watched TV out of their amazement of the new technology, which some researchers described as the "magic" of TV. Add to this reason is their desire to be entertained (National Library of Medicine, 2019). It is due to these limited number of motivations that dominant media theories during the '30s describe TV audiences as passive viewers (Bandura, Ross & Ross, 1963), making other researchers refer to such studies to be confined within the "idiot box" narrative (Lotz, 2014).

However, from the '50s to the mid-'60s, the number of TV sets that were sold increased dramatically, so that almost all American homes had at least one TV set. The number and types of TV shows also increased, thus providing more choices to the viewers (National Library of Medicine, 2019). With the increasing choices also came the

increasing number of behavioral patterns exhibited by the American audiences, thus prompting some researchers, especially the Cultural Theorists, to challenge the idiot box narrative. Social scientists have also shifted from such narrative and begun to focus more on the sociological effects of watching TV (Steiner & Xu, 2018). Since the technology has become common, the “magic” has gradually disappeared that the majority of the Americans no longer watched TV just so they can satisfy their curiosity on the technology. The motivations became more complex as time progressed (National Library of Medicine, 2019).

Moreover, initially, in the ‘30s, the audiences adjusted their lifestyle to the new technology. However, starting in the ‘50s, the audiences have begun to adjust their TV viewing activities to their lifestyle patterns. This change paved way to what researchers call the “differentiation” of TV viewing. The differentiation was made more pronounced with the introduction of the cable system (National Library of Medicine, 2019, p. 53).

During the mid to late 1900s, other more complex motivations came about. One of these motivations is child learning. In an article written by the National Library of Medicine (2019) it was explained that mothers in the aforementioned period believed that their children increase their vocabulary from the TV shows that they are watching. The study also referred to identification as one of the major reasons for watching TV in the 1970s. Many of Americans who lived that decade believe that TV soap operas are accurate representations of real-world

scenarios, to which they can identify themselves. The study noted that this motivation decreases with the age of the viewers.

Studies performed in the 1970s revealed more complex motivations for watching TV compared to the previous decades. In separate studies conducted by Katz, Blumler & Gurevitch (2013) and McQuail, Blumler and Brown (1972), for example, it was shown that there are six major motivations observed among Americans for watching TV. These motivations include diversion, which includes the needs for escape and release; surveillance, which pertains to the desire of the viewers to keep track and understand the different events in the world; personal identity, which pertains to the need to reinforce and understand one's attitudes and values; and personal relationship, which pertains to watching TV as a substitute for personal relationships.

By the 1980s and 1990s, diverse TV shows that tackle political topics flourished. Thus, the American TV viewers have also become motivated to watch TV in order to learn about their political candidates, programs, and other initiatives that concern the government. In a research conducted by Rubin (1983), it was explained that using the Uses and Gratifications Theory, it is possible to deduce the viewing patterns of TV viewers. These two patterns are "consumption and entertainment," and "non-escapist, information seeking." These viewing patterns are, in turn, correlated with viewing motivations.

The first pattern is strongly correlated with motivations like habit and passes time. This means that audiences decide to watch TV when they think that there is nothing better to do, such as to relieve boredom, or occupy their idle time; or for entertainment purposes.

Many Americans in the 1960s to the 1980s primarily watch TV for amusement and enjoyment (Rubin, 1983).

What is most interesting about this type of viewing pattern, according to Rubin (1983), is that the motivations are still associated with the medium itself. This means that the content or the type of shows is not important, what matters more is the medium or the TV set itself. The second viewing pattern, on the other hand, is quite the opposite of the first, because it is highly affected by the content, rather than the medium. The study further explained that audiences that manifest the second viewing pattern usually spend more time watching TV than those who show the first viewing pattern.

It should be noted that Rubin (1983) was not the only one who observed that the motivations can result to different viewing patterns. Other researches that focused on viewing patterns came up with more categorizations, which were later termed, the types of gratifications. One of these types is called the Process Gratification, which is based on the idea that one of the reasons why the audiences are motivated to watch TV shows is the ease the technology's ease of use. It should be interesting to note, however, that this kind of motivation only became pronounced during the later years of the 1990s, due mainly to the high popularity of the internet, which paved way to the internet TV (Stafford et al., 2004; Kaye, 1998).

Interestingly, despite the differences in the viewing patterns and the length of time spent by audiences based on these patterns, all type of TV shows have increased over time. In a study conducted Kubey and

Csikzentmihalyi (2002), it was explained that there was also an increase in the number of talk shows in the 1990s and early 2000s that provided their viewers with recommendations for behaviors and products that could improve their lives. Thus, the American public has found learning to be an important reason or motivation to watch TV. The last type of gratification is called the Social Gratification, which has also started to show up in the later years of the 1990s and became prominent in the first and second decade of the 21st century (Affe, 2012).

People's Motivation for Watching TV in the 21st Century

Motivations to watch TV shows have continued to become more complex in the 21st century due to the advent of more advanced technologies and the ever increasing varieties of shows available. TV viewing has also changed in meaning. Cooper (2015) explained in his report for Sony, Inc. that there are six basic motivations for watching TV in the 21st century. The first is to unwind. Diverse individuals perceived watching TV as a de-stressing activity that frees them temporarily from chores and other day to day stresses. TV, therefore, has the ability to shift the mood or mental states of viewers in to a different need state.

The second motivation, according to Cooper (2015) is comfort. In the context of TV viewing, comfort is usually associated with shared family time. This is the reason why in the west, TV time is usually portrayed in picture as a family activity, where one of the members is holding the remote and all eyes are glued into the screen while

performing other activities like eating. As such, TV is also associated with togetherness, routine, familiarity, and rituals.

Note that a group watching TV together is somewhat reminiscent of the scenarios of TV viewing in the '30s. However, the focus or reason for watching in groups during those previous years is very different from the reasons in the 21st century. It should be noted further that comfort, entertainment, and recreation are hard to differentiate from each other, especially when families or a group of friends watch TV together. This might be one of the reasons why TV watching is considered the most recreational past time in US (Sussman & Moran, 2013).

The third motivation is to connect. For many audiences, watching TV is a way to feel connected to the society, time, and place (Cooper, 2015). This motivation is usually exhibited by sports enthusiasts who feel that they are being part of the sports community whenever they watch football, baseball, or soccer. There are even some instances when studies reveal that watching sports in TV is one way of acquiring of a feeling of belongingness to the American culture (Solberg & Hammervold, 2008).

Those who are inclined to engage in diverse political debates also tend to exhibit his motivation at a higher rate compare to those who do not. TV programs have already been politicized over the past few decades; hence, it was able to attract diverse viewers who inclined to become updated to political topics. For this type of viewers, watching TV news programs that engage on political topics is one way of

connecting with the political trends of the times (Kim & Viswanathan, 2015).

In a study conducted by Solberg and Hammervold (2008), it was explained that many of the American TV sports viewers watch live sports in television in order to “cultivating their favorite teams or athletes” (p. 96). Thus, aside from the motivation to connect, there is also the motivation to show support. The fourth motivation, which is experience, is related to the third motivation. Experience means that American viewers feel the need for fun and sense of occasion that should be shared with other individuals (Cooper, 2015).

The fifth motivation is escape. This is different compared to the first motivation, which is to unwind, because the fifth motivation is more associated with the concept of escapism rather than simple relaxation or de-stressing. The different scenes, plots, settings, and other TV show elements provide the viewer an opportunity to have an enjoyable, unique journey to another place and time (Cooper, 2015).

The sixth motivation is to indulge, which pertains to the desire to satisfy personal. Such pleasures are usually, “guilty pleasures,” that are done alone. Such pleasures might include sexual pleasures derived from watching TV shows with pornographic content (Cooper, 2015). Other guilty pleasures include the pleasure derived from watching violent TV shows (Haridakis & Rubin, 2003). It should be noted that National Library of Medicine (2019) explained that watching violent TV shows is not always associated with the motivation of pleasure, because it is also associated with the motivation to unwind. The reason for this is

that watching violent TV shows has its ability to discharge aggressive feelings through what the Greek philosophers call “catharsis.”

In a study conducted by Tóth-Király et al. (2017), it was explained that many of the 21st century studies focus more on the type of shows watched rather than the technological medium in defining what TV viewing is. In the new definition, TV series that are watched in the internet or downloaded in another viewing media are still considered TV. Thus, despite the observed decrease in TV watching time in the traditional sense, the TV series watching has reached a renaissance in the 21st century.

The advent of new ICTs has also greatly multiplied the motivations for watching TV. One of the additions to the popular motivations of the late 1900s is language learning. As the number of non-native speakers in the US increased in number, the number of TV viewers who are using TV shows to learn how to speak the English language has also increased (Tóth-Király et al., 2017).

These individuals believe that by learning the English language, they will be able to assimilate themselves faster and better with the mainstream American culture. Tóth-Király et al. (2017), thus, inferred that one of the main motivations for modern day Americans to watch TV is self-development through learning. What distinguishes this motivation in the 21st century to the motivation of the 1970s, as previously discussed, is that in the 21st century, it is the adult non-White Americans, who show such motivations; while in the 1970s, it was the young White Americans (National Library of Medicine, 2019; Tóth-Király et al., 2017).

It is interesting to note that other studies show similar results in terms of the motivation of the audiences for self-development. In a study conducted by Lee and Taylor (2014), it was shown that diverse Americans, even medical or health professionals watch certain television shows for learning purposes. The study showed that some Americans watch TV medical dramas to learn about medical conditions and other health topics.

Tóth-Király et al. (2017) provided two more reasons or motivations. These two include identification and social interaction. The study describes identification as the process of identifying one's self to at least one of the TV show characters. This is one of the usual motivations of American viewers when watching TV opera shows. The process of identification also applies to the viewers' evaluation of the show's content with respect to their life experiences. Many viewers could relate some of soap operas' scenes to their actual life experiences.

With regards to social interaction, Tóth-Király et al. (2017) explained that many of American audiences watch TV shows because TV shows are some of the usually conversation topics during social interactions. Individuals feel that they could interact more if they watch the most popular TV soap operas, and other programs. Thus, they would always see to it that they obtain up to date information about such shows.

New ICTs has also paved way to a more active viewing of TV shows. In a study conducted by Barkhuus and Brown (2009), it was explained that the decoupling of TV shows was made possible with technologies that allows the downloading of the episodes of TV series,

so that they can be watched successively within a small period of time. This act of watching a series of TV episodes in one sitting is called binge watching. Results of the revealed that there five main reasons why modern day Americans engage in binge watching, which include catching up, cultural inclusion, improved viewing experiences, relaxation, and sense of completion.

The respondents in the study by Barkhuus and Brown (2009) explained that binge watching TV series gives them a sense of empowerment as it allows them to control their entertainment in accordance to their preferred schedule. The respondents also noted that while watching TV shows in accordance to their original airing schedule, they find it more relaxing for them to watch in series through binge watching. This new way of watching shows, therefore, tends to maximize the benefit of relaxation derived from watching TV programs.

What is even more interesting about the modern-day American viewers who engage in binge watching is that they also engage in “rebinging,” or the repeated watching of past TV episodes. These individuals engage in this activity in order experience deeper level of relaxation as the said activity allows them to “unwind or to fall asleep” (Barkhuus & Brown, 2009, p. 9). It is also interesting to note that the researchers found out that the study participants derived different pleasures and uses for the different elements of TV shows. Some of the participants, for example, have explained that by focusing on the background music of TV shows, they are able to experience nostalgia, and pleasure while multitasking at the same time.

Interestingly, watching TV is also associated with the motivation to multitask. In a study conducted by Green (2014), it was shown that there are some American audiences who feel empowered to multitask, thus efficiently fulfilling their day to day work and obligations, when they watch TV shows that they are highly familiar with. Note that this is in contrast with the motivation to unwind or to fall asleep.

Many of the study respondents have also capitalized on the sense of completion that they experience when watching TV shows. They describe this motivation as being similar to the sense of completion that a reader acquires after finishing an entire book down to its last page. The majority of the respondents explained that this sense of completion is a vital motivational force for watching TV shows, especially through binge watching (Barkhuus & Brown, 2009).

The “catching up” motivation is far more complex than the other motivations, because it is determined by diverse social and cultural factors. It should be noted that diverse studies in the past, especially in the early 1900s, about the capacity of TV to instigate and support a certain culture among the viewers have suggested that TV shows can be used to support cultures. It is apparent that this power is real (Barkhuus & Brown, 2009).

Barkhuus and Brown (2009) further explained that people watch television in order to remain updated with the mainstream TV culture, which the majority of the American populace supports. When an individual realizes that he had missed a lot of the episodes of a popular TV series, he or she immediately engages in binge watching to let go of the fear or feeling of being left out. In other words, he or she has to

catch up so that he or she could remain included in the popular culture. Thus, cultural inclusion and catching up are two strong motivational forces that ensure that audiences go back to their TV screens regularly.

It is apparent that the advent of internet TV has also influenced the diversity of motivations of the American audiences. Hence, some studies try to determine the different motivations of Americans for watching broadcast TV or traditional TV and internet TV. One of these studies was conducted by Steinkamp (2010) wherein it was shown the majority of the motivations for watching traditional TV are interpersonal in nature.

Such motivations include companionship, entertainment, escape, social interaction, habit, relaxation, information, and habit; while those who prefer internet television have intrapersonal motivations which include convenience, control, and time shifting. There are diverse reasons for this observed difference, one of which is that traditional television provides more opportunity for social interaction. The presence of advertisements in traditional TV also makes it less entertaining; thus, Americans who are motivated to watch TV entertainment resort to internet television (Steinkamp (2010).

Other studies that employ the Uses and Gratification Theory focus on the effect of variables such as age, gender, race, and culture on the motivations for watching TV. One of these studies was conducted by Harwood (2013). His study focused on adults and young adults, and the respective preference of these age groups to certain types of TV programs.

Note that the study by Harwood (2013) took a more theoretical take on its topics to show that the Social Identity Theory can be used in tandem with the Uses and Gratification Theory to understand the different motivations of TV audiences. It is important to recall that in the previous discussions that Tóth-Király et al. (2017) showed in their study that one of the most common motivations for watching TV is identification. A greater understanding of this motivation was shown in the study conducted by Harwood (2013), who showed that this motivation is more evident among younger audiences than adult audiences.

A deeper discussion of the “identification” motivation is explained in a study conducted by Sussman and Moran (2013), which shows that individuals tend to use this motivation, especially during ontological insecurity. Note that this explanation is based on the Media Systems Dependency Theory, but it is also touched by the Uses and Gratification Theory. In using this motivation, the individual has six main goals or needs that must be satisfied by watching TV. These needs include self and social understanding, solitary & social play, and action & interaction orientation.

Under the need for self-understanding, the individual seeks to reinforce his or her self identity in order to feel secure about his or her values and beliefs. Social understanding, on the other hand, pertains to the need to satisfy the individual’s conviction that he or she has sufficient knowledge about how institutions and societies function, which are both essential in understanding and playing his or her role in

the society; which also leads to the satisfaction of the last need called the action orientation need (Sussman & Moran, 2013).

Under action orientation, each individual wants to understand how he or she must behave in a group or a community given a particular orientation, which interaction orientation pertains to the acquisition of interpersonal skills. Lastly, solitary and social play pertains to the entertainment or diversionary qualities of TV shows that is sought for by the viewer. As aforementioned, other viewers watch TV for the purpose of escapism. These motivations or purposes for watching TV have been observed in the 1990s up to the 21st century (Sussman & Moran, 2013).

ISSUES ASSOCIATED with TV in USA

TV viewing has, ultimately, become America's most popular past time; as such, it has also been one of the major topics of research in psychology and sociology. As more and more people became more concerned about the perceived negative effects of TV viewing to man's physical and psychological health, diverse studies have tried to determine the addicting characteristic of watching TV by focusing both at the medium and its contents (Sussman & Moran, 2013).

In a study conducted by Sussman and Moran (2013), it was shown that by simultaneously using the Uses and Gratification Theory with other theories that focus on the functional aspects of television viewing, the Media Systems Dependency Theory, it is possible to establish a relationship between TV addiction and audience motivation. In a study conducted by Kubey and Csikszentmihalyi (2002), it was shown that

TV addiction is more common to those audiences who are motivated to watch for entertainment and relaxation purposes, compared to those who watch TV for learning purposes. The main reason for this, according to Sussman and Moran (2013) is that TV shows that are watched for entertainment purposes are specifically designed to alter or change one's mood and emotions.

To explain their observations, Kubey and Csikszentmihalyi (2002) explained that TV addicts tend to show fast change in their moods and emotions. However, the sustaining of the new, positive emotion becomes heavily dependent on the TV show. Once the TV show ends, or when the audience stops watching, the mood reverts back to its original state. This reversion is what caused the audience to continue to watch TV shows, thus ultimately turning into an addictive habit.

CONCLUSION AND RECOMMENDATIONS

It is apparent that the motivations for watching TV have increased in number and have become more complex since the 1920s to the present. This diversification of motivations is strongly related to the increase in the types of TV shows and the advent of new technologies, especially the internet and other information and communication technologies. During the early years of the 20th century the motivations were simple. Americans were motivated by their curiosity and their desire to experience TV. As the years went on, other motivations such as entertainment, socialization, and learning became evident. In the 21st century, more complex motivations such as identification and security

emerged. The growing popularity and accessibility of the internet and other information and communication technologies have also paved way to the increased accessibility and use of TV.

Even the definition of TV has changed overtime, when people begin to associate TV on its content rather than the medium. While the motivations from the 1920s were carried over up to the present time; the meaning of these motivations have also become complex. In the endeavors to understand the different motivations for watching TV, the Uses and Gratification Theory has proven to be useful and indispensable. It has even found its use other fields of studies like sociology and psychology, by using it simultaneously with other theories such as the Media Systems Dependency Theory. Through such strategies, motivations for watching TV have been used to gain a better understanding of TV addiction and other mental health concerns.

It cannot be denied that the diversity and volume knowledge about the motivations and the repercussions of these motivations to societies and health have been steadily increasing overtime. Interestingly, there are still some topics or subjects that are associated with TV viewing motivations and Uses and Gratifications Theory that needs to be further investigated. One of these topics is the differences between the expected effects of TV viewing to its actual outcome.

Some studies such as that performed by Sussman and Moran (2013), have already shown that the expected effects, which are really the motivations for watching TV, tend to be partially met which eventually lead to TV addiction; thus proving, that while the

motivations are positive in nature; they can also lead to negative outcomes. Studies that would deal with such topics are important additions to TV-related studies that are grounded in Uses and Gratification theory and can be used in different human endeavors such as in business and advertising. Such studies will also be instrumental in making TV more productive for the audiences.

Aside from such studies, it is also important for future studies to determine how traditional TV can be modified in order for it to stay competitive with internet TV. It should be noted that it has been shown in the previous discussions that modern day Americans are not longer mesmerized by the TV “magic” and that they are already changing their TV use in accordance to their lifestyle. Thus, for traditional TV to survive, it is important that it develop some characteristics or functionalities that would set it apart from internet TV. Some studies have already started on such topics, but they are still very few compared to others.

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