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Niche Television Content

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### Abstract

This research ties together the concepts of group vitality and niche television content. Group vitality, the position a group takes based on structures in society, is partially formed by institutional support. This includes representation and depiction in the media. Niche describes specialized content that gratifies individuals, groups, and their needs. This content can be found in the form of books, music, film, television, and more. The current study focused on niche television content preference within specific groups of people based on their demographics. Separate genres were considered niche categories in this research. Participants were asked if to rate how much they enjoyed different genres of television on a Likert-type scale. They were also asked to report how much television they watch per day, which television services they use to watch, and their demographic information. Based on the data, sports are more popular with males than females, reality television is more popular with females than males, and Netflix is extremely popular. Future research possibilities include a focus on psychographics instead of demographics, exploring how different audiences feel about another medium and its variety of choices, or doing this research on a larger scale.

*Keywords:* Niche, uses & gratifications, group vitality, demographics, television

### Niche Television Content

With ever increasing formats in which an individual can consume media, the media landscape has become incredibly fragmented. Everything from social media to the way the public gets the news is split apart, allowing people to find a niche media preference. With so much to choose from – TV, movies, music, video games, social media, etc. – the possibilities of how people can relate to their preferred media are immense. Within each of the listed forms of media, there are a large number of niche sub-categories that could be specifically explored, which means there are a wide variety of research possibilities. The goal of this research is to explore whether or not there is a relationship between people’s niche media preference and their demographics – with a specific focus on television format and genre. Each individual’s age, gender, race, sexuality, and marital status will define their identity in this research.

Naturally, the way groups of people are represented on different television shows could be seen as more favorable or unfavorable to one audience than the other and therefore affect which programs these groups watch. This phenomenon affects the vitality of different demographic groups (Abrams, 2008). Group vitality is “a group’s position on important sociostructural features in society” (Giles, Bourhis, & Taylor, 1977, as cited in Abrams, 2008). Three major factors in group vitality are status, demography, and institutional support (Giles et al., 1977, as cited in Abrams, 2008). Status is based on “economic control, consensual high esteem, and pride in the past” (p. 2). Demography is based on the numbers and distribution of a group. Institutional support refers to “the degree of representation a group has in institutions like government, business, or mass media” (Abrams, 2008, p. 2). Vitality perceptions within specific groups can be greatly affected by television. Harwood and Roy argue, “Television provides

insight into the power dynamics between groups and generally reflects intergroup structural hierarchies” (as cited in Abrams, 2008, p. 3).

The representation of varying groups of people are not the only thing that affects television viewing trends. Increasing levels of high quality television have drawn even more of an audience and led to a ‘golden age of television.’ High quality television is displacing other media like magazines, while technologies like PCs, tablets, and smartphones are becoming more popular than television (Carr, 2014; Advertising Age, 2013).

According to Advertising Age, adults in the U.S. averaged five hours and nine minutes per day with digital media in 2013. In the same year, adults in the U.S. spent four hours and 31 minutes per day with television. In the previous year, adults spent roughly the same amount of time with television (Advertising Age, 2013). TV streaming services like Netflix and Hulu Plus could be responsible for television remaining at the same average time spent while digital media rises. They combine high quality television entertainment, instant gratification through digital media, and a wide variety of niche programming choices making for results that have led to audiences ‘binge-watching’ television shows for days (Carr, 2014; Dimmick, Chen & Li, 2004; Ha & Fang, 2011).

### **Niche**

Niche is a concept that comes from ecology, a branch of biology that examines the relationship between organisms and their physical surroundings, but is attached to communication through the theory uses and gratifications. Niche, in relation to uses and gratifications, describes how specific and specialized content has various gratifications that cater to individuals and their specialized interests (Chen, Chen & Ross, 2010).

The amount of variety of niche content depends on “the intensity of intermedia competition and the degree of differentiation among channels” (Mann, Mahnke & Hess, 2012, p. 251). Because of the immense number of channels on cable and original content being developed on TV streaming websites, there is an incredible amount of niche television content available to the public. Due to the specificity of niche television programming, it may be very natural that one specific social group is more likely to consume and enjoy one type of niche television content than another social group.

The market of creating and distributing niche content is only expanding. According to Michael Hong, CEO and co-founder of Digital Media Rights, “A lot of [audience] needs are not being met by major cable operators...” This has led to the development of internet based television broadcast services that cater to specific audiences. These are called over the top content (OTT). Various niche content broadcasting services have been developed for specific segments of the audience. A few examples of these are YipTV, which targets Hispanic audiences, and AsianCrush, which targets Asian audiences (Tribbey, 2016).

### **Uses and Gratifications**

When examining niche content in media, it is important to also discuss uses and gratifications, as it is the foundation of niche as a concept in media. This theory states that individuals use specific types of media based on personal and social gratifications received from that experience (Katz, Blunder & Gurevitch, 1973). Some examples of gratifications individuals get from media are entertainment, escaping, relaxing, learning, companionship, passing the time, social interaction in relation to x media, and habit (Rubin, 1981).

Individuals are actively choosing to consume various media based on their individual psychological and social conditions (Rubin, 2009, as cited in Cortese & Rubin, 2010). These

individual conditions stem from their “needs, motives, attitudes, and behaviors” (Katz, Blumler & Gurevitch, 1974; Rosengren, 1974; Rubin, 2009, as cited in Cortese & Rubin, 2010). These needs are based on “individual characteristics and the societal structure.” As individuals develop these needs or problems within the societal structure, they see media as the solution. Whether or not the media leaves these needs satisfied or unsatisfied, the individual’s interaction with the media continues to affect their individual characteristics and the societal structure (Rosengren, 1974, as cited in Cortese & Rubin, 2010).

There are two types of gratifications – gratifications sought (GS) and gratifications obtained (GO). GS are the gratifications that an individual hopes to receive when they go into the media consumption experience. GO are the gratifications the individual ends up having in the end, despite what they hoped to receive. These two types of gratifications relate to each other in that they are the psychological before and after of media consumption. GS and GO are different for every television program and every individual (Barton, 2013).

Another side effect of experiencing intense gratifications relates to the gratification companionship. This side effect is called a parasocial relationship. In parasocial relationships, individuals develop a deep emotional connection to specific characters, usually on television. This happens because the scenes they are viewing are most likely unreal, but the emotion they experienced because of them were very real – so real that their intensity resembles emotions similar to if they were speaking to a person face to face (Perse & Rubin, 1989). One negative aspect of this is that it can form attachments in individuals (Hoffner, 2008). However, parasocial relationships generally lead to deeper media enjoyment (Nabi, Stitt, Halford & Finnerty, 2006).

## **Media Consumption**

When considering the potential results of this research, it is important to remember that more than the content of television itself can affect the way different people watch television. Essentially, all the time you spend doing something other than watching television is time you could watch television. So, what are people doing instead of watching television? Many studies have confirmed that the internet is displacing television as a news source for younger consumers (Dimmick, Chen & Li, 2004; Ha & Fang, 2011). Additionally, many audiences are choosing to completely tune out traditional news all together due to perceived polarization in that media realm (Arceneaux, Johnson & Cryderman, 2013).

Young men around the world are finding a modern type of competitive spirit in Massively Multiplayer Online Games (MMOGs). MMOGs are video games that allow for an interactive experience with many other players who are playing the game at the same time. Players can see each other's actions in real time. These actions can affect the game play of other real players. As with other media, MMOGs can become addictive and players can start to become dependent on it (Chen, Chen & Ross, 2010). While the activity taking place does not require much physical exertion, like in regular sports, the players of these games are competing with each other in a way that requires specific skills that can only be learned through dedication and practice. Additionally, there is a current trend of gamers watching the best players of games like League of Legends and Counter Strike compete publically online through streaming websites like Twitch. League of Legends and Counter Strike are MMOGs. Twitch is a website which broadcasts streams of games like League of Legends or Counter Strike. Fans of the games can watch pro-players compete in real time, as with your average physical sporting event that would be broadcasted on television. Teams of MMOG players compete in their regional areas

and the best ones move on to the world championships. During these competitions, fans pack stadiums to support their favorite team, in hopes that they will win (Mamiit, 2016). MMOG's are the sports of the tech generation, and there is a clear connection between MMOG's and sports.

### **Hypotheses and Research Questions**

I believe that there will be a relationship between niche television preferences and individual's demographics. The hypotheses and research questions follow:

**H1:** Participants in the older age range will have a higher preference for traditional news than their younger peers.

**H2:** Male participants will have a higher preference for competitive programming such as sporting events than female participants.

**RQ1:** Will a younger audience have a higher preference of variety/late night shows than older audiences?

**RQ2:** Will interest in sci-fi and fantasy vary by race?

**RQ3:** Will female or homosexual audiences prefer reality television more than others?

**RQ4:** Will audiences with children have a preference for children's programming over other audiences?

The reasoning behind the choice to examine things such as the relationship between sci-fi viewers and race or female and homosexual audiences and reality television is based on currently existing stereotypes about what kinds of people view these programs. Ultimately, this study could support or argue against stereotypes about what sorts of people are consuming different formats of television (Zhang & Tan, 2011).

In addition to these hypotheses, it may also be useful to know how different people are watching television. Knowing what demographics and genres are specific to Netflix, Hulu, or

traditional cable/satellite could lead to additional advertising opportunities. Another factor in the modern television watching world is what form of technology is being used to watch television. With that, additional questions will provide a deeper look into the current television consumption trends and the most popular television services for each demographic.

## **Methods**

### **Participants**

Recruited from the Portland State University Communication Department, 103 participants participated in the survey. They were students who took various courses in the department's curriculum. The participants were told about a website link to the survey that they can find on D2L – the university's online class resource and update center. This means that participants completed the survey on campus, in their residence, or wherever they could get an internet connection. Completing the survey for this research provided the incentive of extra credit in the course they were taking. The information they provided was anonymous.

The IRB form for exempted approval was submitted, approved, and then the data collection began. The professors of the courses involved approved that their students could be potential participants for the survey. After that, the participants were recruited in class. They had a script read to them which details that they do not need to answer every question in the survey, that not taking the survey will not take away from their class performance, and that they have the option for an alternative assignment to achieve extra credit if they are in two classes where it is being offered or if they are uncomfortable taking the survey. They were also informed when the survey will be closed.

The range of ages in this study was 19-46. 73% of participants were women and 26% were men. In this study, most participants were white (51%), while 13.8% were Asian, 13.8% were Hispanic, 8.5% were Black, 7.4% were Multi-Racial, and 5.3% identified as other.

### **Measures**

The survey questions inquired about each participant's age, gender, race, sexuality, marital status, etc. At the beginning of the survey (see Appendix), participants were asked to report how many hours of television they view per day. The purpose of asking is to examine how prominent television is in the daily lives of the participant pool. This will also reveal if participants are generally light or heavy viewers of television. Heavy viewers view four or more hours of television per day (Gerbner, Gross, Morgan & Signorielli, 1986).

Next, the participants were specifically asked to rate how enjoyable they found each genre. The options available for participants to choose from included comedy, drama, variety/late-night show, sci-fi/fantasy, sporting event, reality, children's, news, educational, and specials. Participants had the option of rating each genre of niche TV programming on a Likert-type scale. This is a 1-5 rating scale with 1 = *very unenjoyable* and 5 = *very enjoyable*. To avoid confusion for participants, a brief description of each genre was available for clarification. Many TV programs blend genres, like "dramedies" or a specification of horror shows counting as "fantasy," for example. The description came in the form of examples of shows that clearly fall under one primary genre.

The participants were asked to select which services they use to view television in the middle of the survey. Each participant checked off which services they use to watch TV. This was reported by them either clicking 'yes' or 'no' to each service. The services in question were:

Netflix, Hulu Plus, HBO Go, Amazon Prime Streaming, Cable / Satellite, and a Broadcast Antenna.

All of the following questions related to each participant's demographic. Age, gender, race, sexuality, relationship status, and whether or not the participant has children were examined, in that order. For age, participants were asked to write in what year they were born. The participants reported the other information by filling in the option that applied to them. For participants that felt ambiguous about their identity or did not wish to report that specific information, an 'other' option was available in the gender, race, and sexuality sections.

### **Analysis**

The data was examined after the survey closed for participants. Since H1 and RQ1 examined age, a line needed to be drawn in order to identify which ages count as younger and older. Based on the ages within the sample, younger subjects were 25 and younger. 47% fell under younger, 20% fell under older, and 33% didn't report their age. Participants 26 and younger were considered older. Once the indication of 'younger' and 'older' were determined for each participant, how much each age group enjoys the niche content in question was determined. This was found by computing the mean or average.

For H2 and RQ2-4, the average amount that the demographic in question enjoys the specific niche content type was examined. That means, for example, in H2, the average amount that men and women enjoy sports programming was determined. In RQ2, the average amount each race enjoys science fiction programming was determined, etc.

In determining which services participants used to view television, percentages on who used which service were examined for each service and each demographic. That means for each

service being used to watch television, the amount each demographic uses it is displayed. The total percentage of participants using each service is noted as well.

### Results

When taking the survey, the first question posed to participants was, “How many hours of television do you watch per day?” On average, participants watch 2.2 hours of television per day. The range among participants in this project varied from 0 to 8.0 hours of television per day. The most popular genres amongst the participants were comedy (M = 4.1), drama (M = 3.6), and variety or late night shows (M = 3.5). The least popular genres amongst the participants were reality (M = 2.9), children’s shows (M = 2.7), and the news (M = 2.7).

### Hypotheses and Research Questions

Hypothesis 1 stated that participants in the older age range will have a higher preference for traditional news than their younger peers. Based on the data, the mean preference by younger audiences for traditional news was 2.7. The mean preference among older audiences for traditional news was 2.7. This means that both groups have the same preference level towards traditional news.

Hypothesis 2 stated that male participants will have a higher preference for competitive programming such as sporting events than female participants. Amongst the male participants, the mean score for sporting event preference was 3.9. The mean score for sporting events amongst women was 2.9. This means that male participants do have a higher preference for sports programming than female participants. (See Table 1.).

Table 1.	<i>Gender</i>	
	Male	Female
Comedy	4.3	4.1
Drama	3.3	3.7
Variety & Late Night	3.5	3.55
Sci-fi & Fantasy	3.3	3.1

Sports	3.9	2.9
Reality TV	2.1	3.1
Children's	2.8	2.7
TV News	2.9	2.65
Educational	3.6	2.9
Specials	3	3.2

Research question 1 asked whether a younger audience had a higher preference for variety and late night shows than older audiences. The split of younger and older at age 25 was maintained for these results. The mean preference by younger audiences for variety and late night shows was 3.4. The mean preference by older audiences for variety/late night shows was 4.0. Based on these results, older participants amongst this group have a higher preference for variety and late night shows, but younger audiences still enjoy them.

Research question 2 asked, whether interest in sci-fi and fantasy varies by race. The mean amongst Asian participants was 3.4. The mean amongst Black participants was 3. The mean amongst Hispanic participants was 2.4. The mean amongst multi-racial participants was 3.9. The mean amongst white participants was 3.2. Based on these results, there is some difference in sci-fi preference. Most groups experience some enjoyment from the genre, but Hispanic participants were least likely to. (See Table 2).

Table 2.	<i>Race</i>					
	Asian	Black	Hispanic	Multi-Racial	White	Other
Comedy	4.4	4.5	3.2	4.1	4.4	2.6
Drama	3.6	4.25	2.9	3.9	3.7	3.6
Variety & Late Night	3.9	4.1	3.2	3.7	3.4	3
TV Sci-fi & Fantasy	3.4	3	2.4	3.9	3.2	3
Sports	3.15	3.6	3.1	4.6	2.9	3.4
Reality TV	3.2	3.5	1.8	2.7	2.9	3.2
Children's	2.7	3.6	3.3	2.9	2.4	2.8
TV News	2.8	2.9	2.7	3	2.6	3.6
Educational	3.1	3.5	3.2	3.3	3	3.4

Specials	3.15	3.5	3.1	4	3.1	2
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Research question 3 asked whether female or homosexual audiences prefer reality television more than others. Examining gender, the mean amongst male participants was 2.1. The mean amongst female participants was 3.1. Among these participants, females enjoy reality television more than males. Examining sexuality, the mean amongst heterosexual participants was 2.9. The mean amongst homosexual participants was 2. The mean amongst bisexual participants was 2.6. These results are inconclusive. (See Table 1 and 3.).

	Heterosexual	Bisexual	Other
Comedy	4.2	4	3.7
Drama	3.55	4.2	3.3
Variety & Late Night	3.5	3.7	3.7
TV Sci-fi & Fantasy	3	3.9	3.5
Sports	3.4	2	2.9
Reality TV	2.9	2.6	3.2
Children's	2.75	2.7	2.8
TV News	2.7	2.7	3.4
Educational	3.1	3.3	3.1
Specials	3.1	3	3.4

Research question 4 asked whether audiences with children have a preference for children’s programming over other audiences. The mean amongst participants with children was 3. The mean amongst participants without children was 2.7 (See Table 4.).

	<i>Parents</i>		<i>Relationship Status</i>			
	Yes	No	Single, never married	In a relationship, not married	Married	Other
Comedy	4	4.15	4.2	4.1	4.1	4.5
Drama	2.7	3.7	3.5	4	3.3	1.5
Variety & Late Night	3.3	3.55	3.4	3.7	3.4	4
Sci-fi & Fantasy	3	3.15	3.1	3.1	4.1	2.5
Sports	2.9	3.2	3.1	3.2	3.7	2.5
Reality TV	2.7	2.9	2.7	3	3.3	3.5
Children's	3	2.7	2.7	2.7	3.3	2

TV News	2.1	2.8	2.75	2.7	3.1	1
Educational	3.3	3.1	3	3.3	3.4	3
Specials	3.1	3.1	3.2	3	3.4	3

Relationship status was also examined. There were no significant findings in the relationship between relationship status and genre preference.

**Television Services Used**

The television services used by each demographic was also examined. The services in question were: Netflix, Hulu Plus, HBO Go, Amazon Prime Streaming, Cable / Satellite, and Broadcast Antenna. Based on the data, 89.4% of participants use Netflix. This is higher than any of the other television viewing services. In this data, 35.9% of participants use Hulu Plus. 17% of participants use HBO Go. 10% of participants use a broadcast antenna to view television. There were no significant results found for a particular group using these three services. To view television, 39.3% of participants use the Amazon Prime Streaming service.

	Netflix	Hulu Plus	HBO Go	Amazon	Cable/Satellite	Antenna
<b>Gender</b>						
Male	75%	25%	26%	38%	46%	13%
Female	94.2%	40.3%	14.1%	40.6%	52.2%	9.2%
<b>Race</b>						
Asian	92.3%	33.3%	8.3%	16.7%	16.7%	25%
Black	100%	50%	17%	57%	50%	0%
Hispanic	76.9%	23.1%	0%	23.1%	61.5%	7.7%
Multi-Racial	71.4%	14.3%	28.6%	42.9%	100%	0%
Native American	0%	0%	0%	0%	0%	0%
White	91.7%	36.2%	21.7%	46.7%	46.8%	8.7%
Other	100%	80%	20%	40%	60%	20%
<b>Sexuality</b>						
Heterosexual	88.3%	32.9%	15.3%	31.5%	53.3%	8.1%
Bisexual	100%	60%	30%	80%	45%	10%

Other	83%	22%	11%	50%	17%	28%
Relationship Status						
Single, Never Married	88.2%	32.6%	17.%	27.1%	51%	6.2%
In a Relationship, Not Married	97.1%	44.1%	21.9%	50%	52.9%	15.1%
Married	57.1%	14.3%	0%	71.4%	14.3%	14.3%
Other	100%	50%	0%	50%	100%	0%
Parents						
Has Children	71.4%	28.6%	0%	42.9%	57.1%	0%
Does not have Children	90.8%	36.5%	18.5%	39%	49.4%	10.8%

**Discussion**

Based on the finding, the participants spend an average of 2.2 hours watching television per day. This amount of time spent of television is under what is considered a heavy amount of television viewing (Gerbner, Gross, Morgan & Signorielli, 1986). This makes sense, considering that the participants are college students. Less time is available for them to view television. This amount of viewership is still considerable enough to validate the rest of the results.

**Hypotheses and Research Questions**

Hypothesis 1 states that participants in the older age range will have a higher preference for traditional news than their younger peers. Most participants were average college age, so the results for this hypothesis are skewed. 26 and older what was considered “older”, based on the participant pool. Overall, most of these participants find traditional television news unenjoyable. This hypothesis was not supported. Research question 1 asked if younger audiences will prefer variety/late night shows more than older audiences. Based on these results, older audiences have a slightly higher preference of variety and late night television shows, but both group at least somewhat enjoy them.

Hypothesis 2 stated that male participants will have a higher preference for competitive programming such as sporting events than female participants. Based on the findings, the hypothesis has been supported. Men in this pool of participants generally consider sports programming enjoyable, while women are more neutral about sports programming.

Research question 2 asked if interest in sci-fi and fantasy vary by race. Based on these findings, multi-racial participants enjoy science fiction and fantasy television programming the most. Asian, White, Black, and other groups didn't score below neutral. The only group that considered science fiction and fantasy unenjoyable are Hispanics. It seems that interest and enjoyment of science-fiction and fantasy does vary by race, but not by much.

Research question 3 asked if female and homosexual audiences prefer reality television more than others. First, gender will be examined. Based on the results, female audiences prefer reality television more than men. When examining sexuality, there were less significant scores. The group in question with this research question was homosexuals. There were so little homosexual participants that the results for this question are inconclusive.

Research question 4 asked if audiences with children have a preference for children's programming over other audiences. This means that the findings are not that significant, but the participants with children enjoy children's programming slightly more than those without children.

In general, this confirms that there are different groups watching specific programming through a particular medium. The knowledge that there are a lot of women watching and enjoying comedies through Netflix or that Hispanics in this group don't enjoy sci-fi is incredibly useful in a few ways. This information could be used by content creators and marketers in particular. It also reveals information about these groups and their feelings.

The writers and producers of television shows that the participants based their score on are in charge of the look and feel of the show. They create the characters, they choose the setting, and they decide what kind of content will be on the show. If a specific group isn't enjoying an entire genre, it could be that the content of the show isn't completely inclusive of the mass audience.

On the other side of this, knowing what particular audiences are watching a specific genre could be used by marketers to advertise products. If they know that men enjoy both sports and educational programming, they could advertise a product or service whose target audience is specifically men on those programs. This is already a common tactic used and is found in commercials and product placement.

The final piece of this is perhaps these results just speak to the way we are as people. The strongest results found related to gender. The fact that men enjoy sports and educational programming more isn't undiscovered information. This displays that people are mentally trained to enjoy certain types of things based on their gender.

### **Television Services Used**

The final piece examined looked at what television services people are using to watch television. The most popular television service was Netflix, with almost 90% of participants using the service. Following Netflix was cable/satellite, Amazon Prime streaming, Hulu Plus, HBO Go, and a broadcast antenna. The second most popular service, cable or satellite, was used by 50% of participants. This means that Netflix is used by 40% or more of the participants.

Among women and participants who are not married, the use of Netflix was significantly higher than men and married participants. Among homosexual and bisexual participants, Amazon Prime streaming was for more popular than with heterosexual participants. Hispanic

and Multi-Racial participants had a higher preference for cable or satellite, while most Asian participants did not use cable or satellite. Hulu Plus, HBO Go, and broadcast antennas had no specific group that used it significantly more than others.

The reasons behind these specific results for the use of television services in particular groups are not entirely clear. It could be because of specific programming provided on those particular services, the needs and attitudes of these groups, or something completely different. This is something that could be examined in future research.

### **Limitations and Future Research**

One major limitation in this research was the range of age among the pool of participants. None of the participants were really 'older', in the regular sense of the word. The oldest participant was 46, and that still falls within the 18-49 audience segment. Because of this, the line between 'young' and 'old' in these results was between 25 and 26. This is not a realistic marker of considering a person to be 'old.'

Another limitation was diversity in race. About half of the participants were white, while all other races defined were represented by under 15% of participants. Considering the environment, a public university, and the age range that comes with that environment, most participants were either single or in a relationship but not married. These two groups made up over 90% of the participants. 7.4% of participants were married and 2.1% were divorced. Due to a lack of significant representation of these groups in the data, these results are not telling of these groups as a whole.

A factor that could be examined in future research, in relation to niche television content, are psychographics. Psychographics examine the attitudes, feelings, and goals of consumers and

TV viewers. With this lens, one could discover what really matters among viewers of a particular type of niche television program, which would be very useful in advertising.

Overall, these results could be useful for marketers looking to examine a specific group further or who want to specifically target consumers in Portland, Oregon. The city is growing as a market and these results could be useful when considering if ads on local television channels are a route to take in a marketing plan. With so many niche markets out there, analyzing specific groups would be beneficial in understanding those groups, their interests, and how to cater to them in a way that would be economically, culturally, and socially positive.

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## Appendix

### Page 1. Informed Consent Form (Thesis)

You are invited to participate in a research study conducted by Taya Welter under the direction of Dr. Frank. This study attempts to collect information about television viewing preferences. You were selected as a possible participant in this study because you are enrolled as an undergraduate in a communication course.

#### **Procedures**

If you decide to participate, you will be asked to complete the following questionnaire. The questionnaire will take approximately 10 minutes or less.

#### **Risks/Discomforts**

Risks are minimal for involvement in this study. However, you may feel uncomfortable when asked to share information about your television viewing preferences. This survey is anonymous. You are welcome to skip any question that you feel uncomfortable answering.

#### **Benefits**

You may not receive any direct benefit from taking part in this study. However, it is hoped that through your participation, the study may help to increase knowledge which may help others in the future.

#### **Confidentiality**

All information that is obtained in connection with this study will be kept confidential and will only be reported in an aggregate format (by reporting only combined results and never reporting individual ones). All questionnaires will be concealed, and no one other than the research team will have access to them. At no point will your name be linked to your answers.

#### **Compensation**

You may earn academic extra credit for your participation. Follow the directions at the end of the survey to print and turn your survey completion form in to the pink drop box in the Communication Department offices, UCB 440. Your form will not be linked to your survey responses. Your name is collected only so that your professor may give you extra credit for your class project.

**Participation**

Participation in this research study is completely voluntary. You have the right to withdraw at any time or refuse to participate entirely, and it will not affect your course grade in the class or standing with the university. If you wish to receive extra credit but do not wish to complete the survey, contact the researcher for an alternative extra credit opportunity.

**Questions about the Research**

If you have questions or concerns regarding this study, contact Taya Welter at [twelter@pdx.edu](mailto:twelter@pdx.edu) or Dr. Frank at [lfrank@pdx.edu](mailto:lfrank@pdx.edu).

**Questions about your Rights as Research Participants**

If you have questions or concerns about your rights as a research subject, please contact Research and Strategic Partnerships, Market Center Building 6th floor, Portland State University, 503-725-4288.

By completing this survey, you are certifying that you are 18 years of age or older, that you have read and understand the above information and agree to take part in the survey. To keep a copy of this form for your own records, you can print this page. The keyboard shortcut to print on a Mac OS is `@@cmd+P`. The keyboard shortcut to print on Windows is `ctrl+P`.

If at this point you choose to continue in this research study, please click ">>>" to continue.

Page 2. How many hours of television do you watch per day?

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Page 3. Television Preferences.

This question ask how much you enjoy different types of television content. For each, please select the answer that best matches your opinion. I enjoy...

	Very unenjoyable 1 (1)	Unenjoyable 2 (2)	Neutral 3 (3)	Enjoyable 4 (4)	Very enjoyable 5 (5)
TV comedies (Big Bang Theory, Modern Family, Parks & Recreation, Archer, etc.) (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV dramas (Law & Order, Grey's Anatomy, Chicago Fire, American Horror Story, etc.) (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
variety and/or late night TV (The Daily Show, The Tonight Show Starring Jimmy Fallon, Saturday Night Live, etc.) (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV sci-fi and/or fantasy (Doctor Who, Grimm, Once Upon A Time, Game of Thrones, etc.) (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV sporting events (Football, Basketball, Baseball, Soccer, etc.) (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<p>reality TV (Survivor, Keeping Up With The Kardashians, American Idol, Hell's Kitchen, etc.) (6)</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>children's TV (Sponge Bob Square Pants, Adventure Time, Pokémon, etc.) (7)</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>TV news (CNN, MSNBC, Fox News, Local News, etc.) (8)</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>educational TV (Cosmos, Top Gear, Ancient Aliens, Bill Nye the Science Guy, etc.) (9)</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>TV specials (The Academy Awards, the Superbowl, holiday specials and parades, etc.) (10)</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page 4: The way you watch TV.

Which streaming and viewing services do you use to watch television? Do you use...

	Yes (1)	No (2)
Netflix (1)	<input type="radio"/>	<input type="radio"/>
Hulu Plus (2)	<input type="radio"/>	<input type="radio"/>
HBO Go (3)	<input type="radio"/>	<input type="radio"/>
Amazon Prime Streaming (4)	<input type="radio"/>	<input type="radio"/>
Cable / Satellite (5)	<input type="radio"/>	<input type="radio"/>
Broadcast Antenna (6)	<input type="radio"/>	<input type="radio"/>

Page 5: Demographic Information

What year were you born?

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Please select your gender.

- Male (1)
- Female (2)
- Other (3)

Please select your race.

- Asian (1)
- Black (2)
- Hispanic (3)
- Multi-Racial (4)
- Native American (5)
- White (6)
- Other (7)

Please select your sexuality.

- Heterosexual (1)
- Homosexual (2)
- Bisexual (3)
- Other (4)
- Prefer not to say (5)

Please select your relationship status.

- Single, never married (1)
- In a relationship, not married (2)
- Married (3)
- Divorced (4)
- Widowed (5)

Do you have children?

- Yes (1)
- No (2)