

6-17-2010

From TV To Online To Mobile Phones: A National Study Of US College Students' Multiplatform Video Use and Satisfaction [Slides]

Louisa Ha
Bowling Green State University, louisah@bgsu.edu

Dominik Leconte

Jennifer Lavidge

Follow this and additional works at: https://scholarworks.bgsu.edu/smc_pub



Part of the [Communication Commons](#)

Repository Citation

Ha, Louisa; Leconte, Dominik; and Lavidge, Jennifer, "From TV To Online To Mobile Phones: A National Study Of US College Students' Multiplatform Video Use and Satisfaction [Slides]" (2010). *School of Media and Communication Faculty Publications*. 25.

https://scholarworks.bgsu.edu/smc_pub/25

This Presentation is brought to you for free and open access by the School of Media and Communication at ScholarWorks@BGSU. It has been accepted for inclusion in School of Media and Communication Faculty Publications by an authorized administrator of ScholarWorks@BGSU.

FROM TV TO ONLINE TO MOBILE PHONES: A NATIONAL STUDY OF US COLLEGE STUDENTS' MULTIPLATFORM VIDEO USE AND SATISFACTION

Louisa Ha, Professor & Chair,
Department of Telecommunications
Bowling Green State University

Dominik Leconte, VP Corporate and Network Research, Sony Pictures Entertainment

Jennifer Lavidge, MBA, Bowling Green State University

Presented to the The Internet Turning 40: The Never-Ending Novelty of New Media Research Conference, June 17-19, 2010, Chinese University of Hong Kong.

Book Chapter Citation:

- Ha, Louisa, Dominick Leconte, and Jennifer Savidge (2012). “From TV to online to mobile phones: A national study of US college students’ multiplatform video use and satisfaction,” in. Lee, Francis L.F , Leung, Louis, Qiu,Jack Linchuan and Chu, Donna S. C. (Eds.) *Frontiers in New Media Research*, UK: Routledge. pp. 271-298.

Multi-Platforms for Video Consumption

- Television
- Computers/Online
- I-Pods/MP3 Players
- DVRs
- DVD Players/VCRs
- Cellular Phones

Research Questions

- What are the consumption patterns in various video platforms (online, mobile, DVD players and DVRs)?
- Does online video usage affect usage of other video platforms (TV, DVD, DVR, and video games)?
- Are there any significant gender differences in the consumption of user-generated videos, repurposed and mobile videos?
- How satisfied are the users on the various platforms?

Method

- National survey of college students
- College students have highest usage of cellular phones and the Internet, can serve as barometer for media preference
- Online survey to reach college student Internet users nationally

Sampling

- Six public universities which have e-mail directories available representing 4 of 6 Nielsen market regions in the U.S. were selected
- Sample was randomly drawn from each alphabet based on e-mail directories of each university
- An incentive of drawing for \$25 Amazon.com gift card for responding to the survey

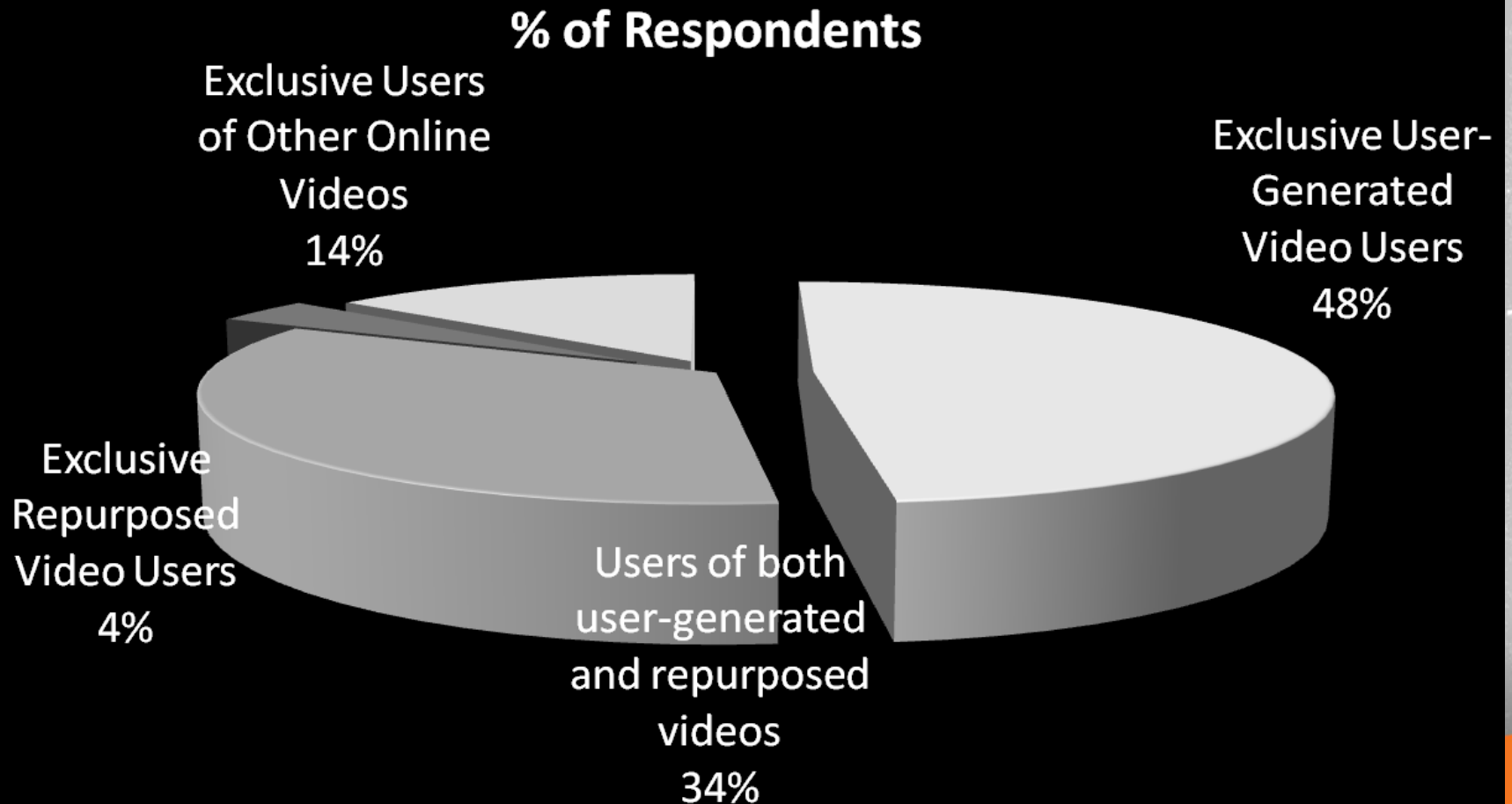
Respondent Profile

- 123 respondents from national survey + 91 extra recruited students in BGSU
- Respondents are heavy users of television and the Internet:
 - 91% watch online video and 22% watch TV more than 16 hours a week
- 97% use broadband connection
- Almost all have cellular phones except 2 respondents
- 47% male respondents, 52 female respondents
- 73% Caucasians, 6.7% African Americans, 7.6% Asians, 4.6% Hispanics

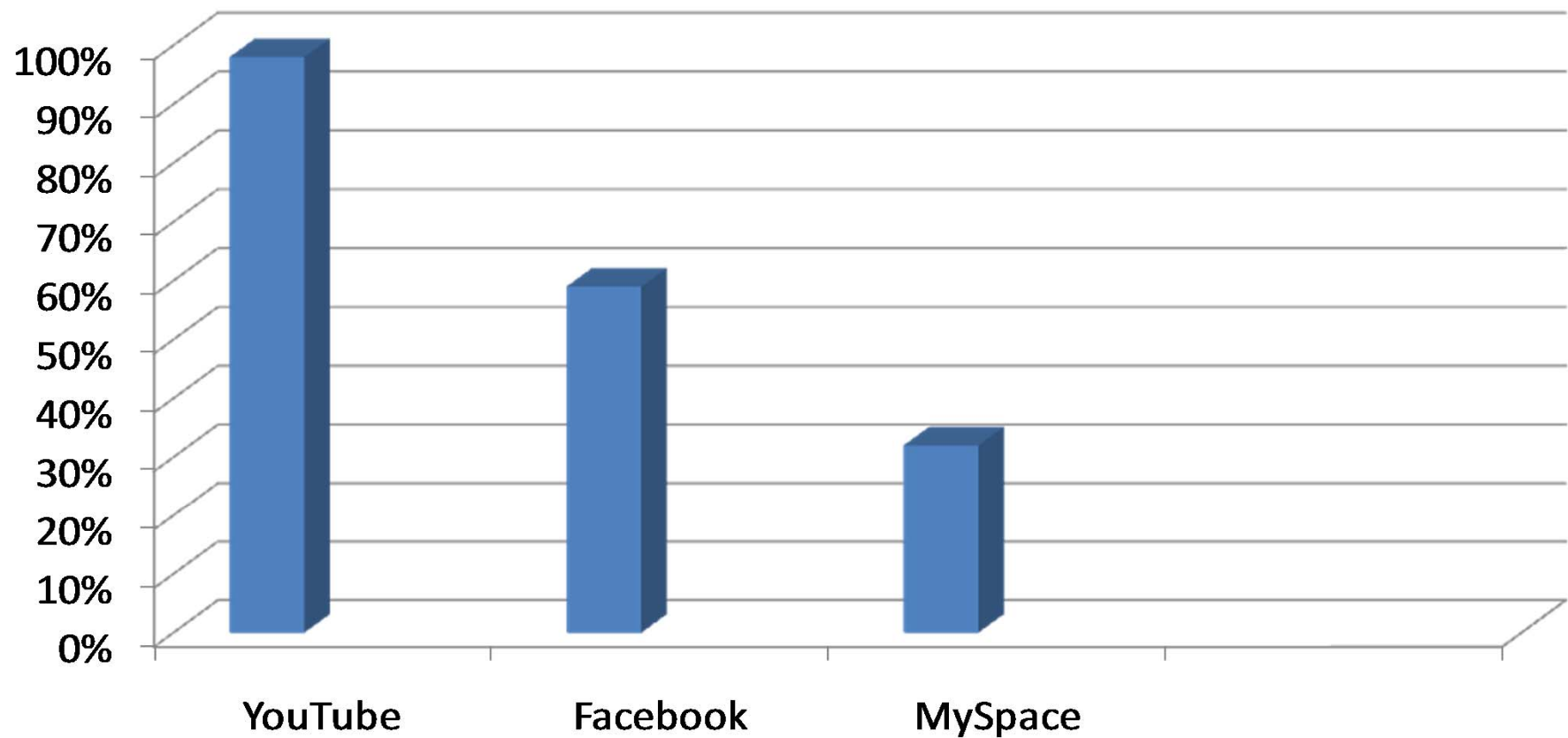
Online Video Consumption

- Early adopters of online videos, almost half (47%) watch online video more than 3 years
- Surfing or just looking around is the common factor for first use of online videos. Peer influence is mentioned by $\frac{1}{4}$ of respondents. Catching a missing show is mentioned by $\frac{1}{5}$ of respondents.
- High frequency of usage: $\frac{1}{5}$ watch online video daily

Online video usage

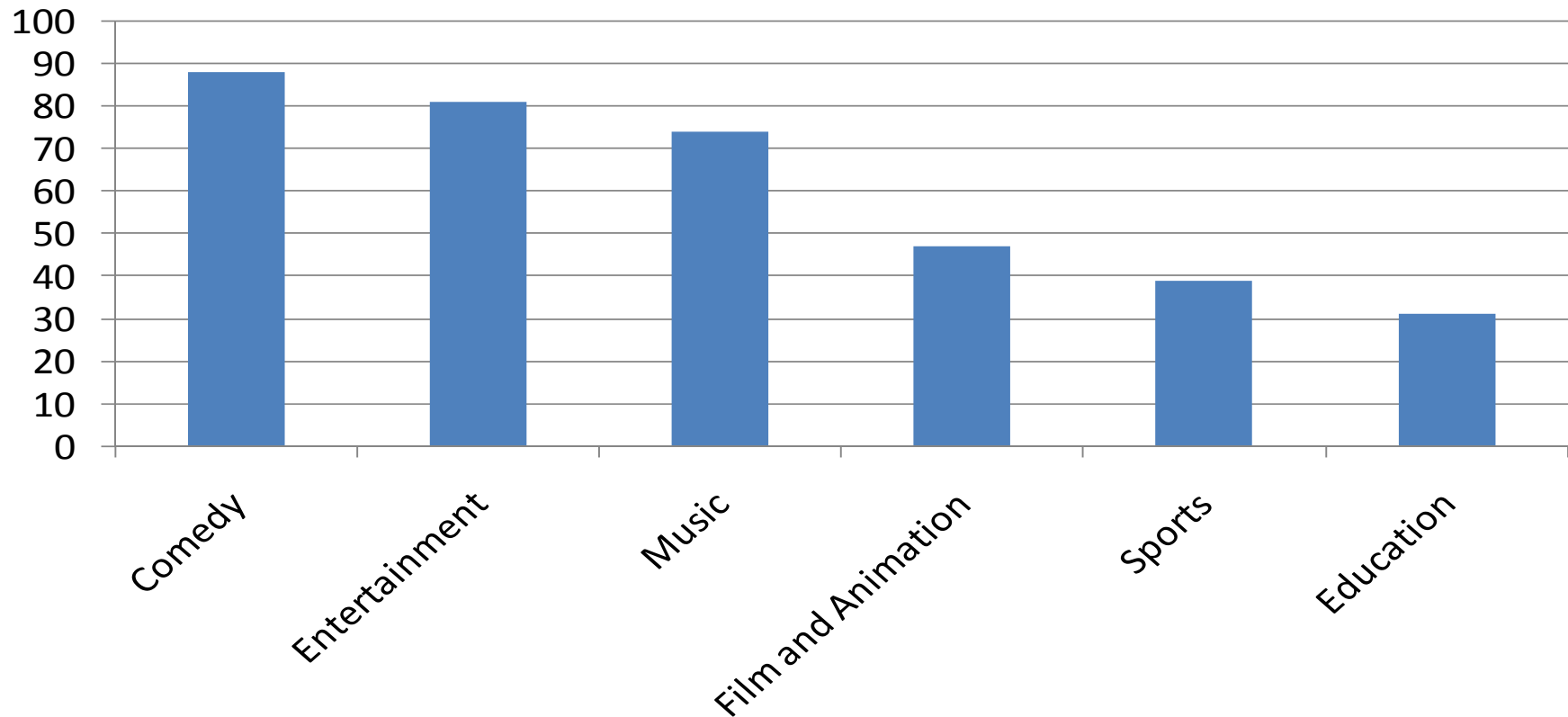


Sources of User-Generated Videos

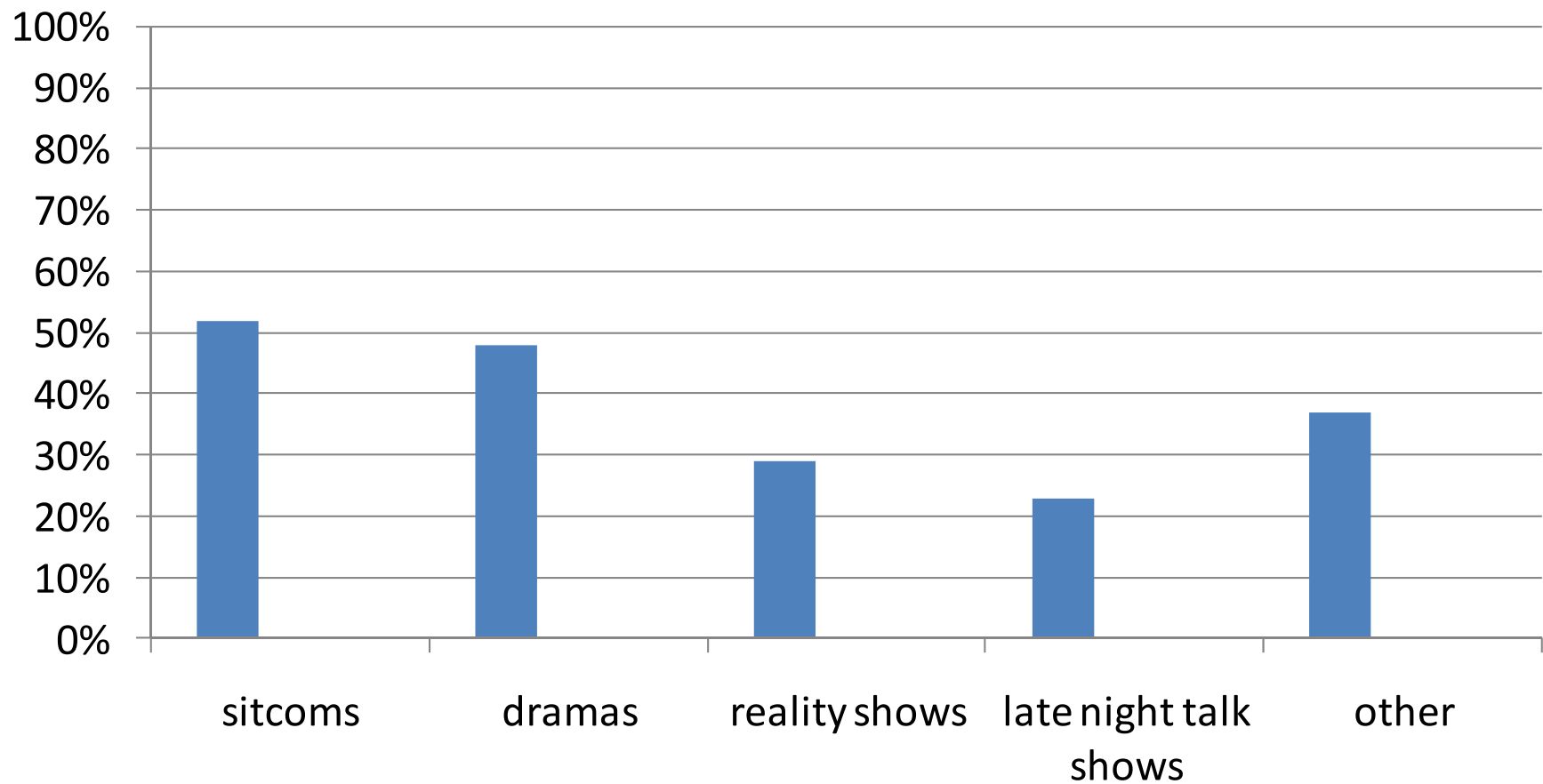


Major User-Generated Content Categories Watched

Percent of Respondents



Most Watched Repurposed Video Content



Reasons for watching online videos

Repurposed videos are not displacing or substituting on air television:

- Catch a missing episode (66%)
- Re-watch the aired episodes (40%)
- Explore new videos not available on TV (36%)
- Submit own videos (20%) and the interactive features for User-generated videos (20%)
- YouTube is dominant source for both user-generated (98%) and repurposed videos (70%).

Mobile Video Use

- 1/7 of respondents ever watched videos on their cellular phones
- 60% of those who watch mobile videos (n=30) on a daily basis have cell phone bills paid by parents

Relationship between usage of different video platforms

- No evidence of media substitution, only complementary consumption
- DVR ownership is positively related to repurposed video usage
- TV usage is significantly positively related to online video usage ($r = 0.2$ for user-generated videos, $r = 0.22$ for repurposed videos)

Gender Difference in Online Video Usage

- Males are more frequent users of online videos than female users(28% vs 11% female watch online videos daily)
- Males are earlier adopters than females in online video and have different preference in online video content from females:
 - Males prefer user-generated videos more.
 - Females prefer repurposed videos more.

Significant Gender Difference in Online Video Content Preference

- The gender difference in television content preference continues online:

User-generated Videos

Males prefer sport, auto and adult videos,
Females prefer pets and animals.

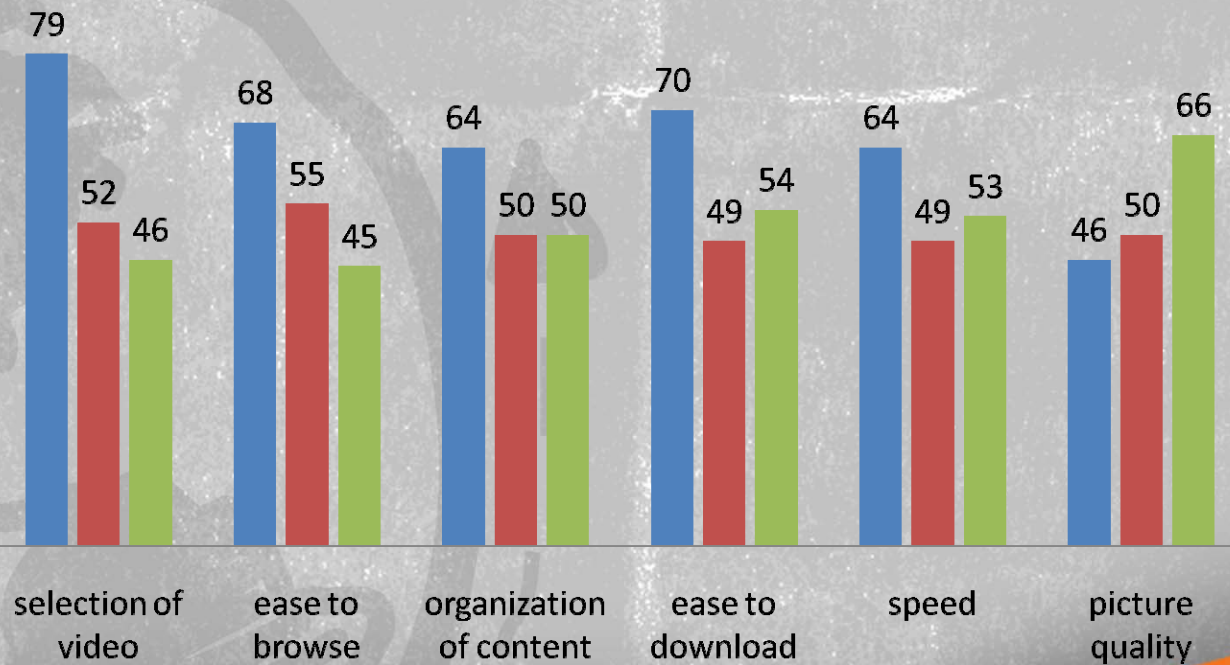
Repurposed Videos

- Females prefer drama, sitcoms, males prefer late night talk shows and more likely to explore new show not yet available on TV

Satisfaction of Video Platforms

Percent of Satisfied Respondents

■ User-Generated ■ Repurposed ■ Mobile



Implications to Programmers

- User-friendly navigation design is important: success of YouTube and high satisfaction in user-generated video sites
- Cross-promote on-air or online videos in user-generated sites with promos and teasers

Implications to Advertisers

- Largest reach in home page of video aggregators and user-generated sites
- Loyal consumers better reached at TV network sites
- Repurposed videos a better platform for finding loyal customers, user-generated videos are good for exploratory customer willing to try a new brand
- High concentration of Asians and African-Americans online video users shows online video is a good platform to reach them

Implications to Audience Measurement

- Existence of exclusive genre viewers and their characteristics may indicate a new way to reach audience not just by size, but by interest and genre
- Complementary cross-platform use is a challenge to measure reach and frequency of a video program over time.