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ABSTRACT

So-called, cable 'cord-cutting' phenomenon (Tefertiller, 2018), or watching video/TV contents over streaming service is currently considered as an industry-wide trend. Deloitte reported 55 percent of household in the U.S. is subscribing to at least one video streaming service, which is worth $2.1 billion a month (Wang, 2018). On top of the web-based streaming service to watch video or TV content, mobile-based streaming services are not uncommon anyway for many content consumers. Although such streaming services are getting popular in the mobile industry, very few academic research efforts have made so far to understand the values of the mobile streaming services, perceived by contents consumers over other traditional media channels. Hence, the current study aims to investigate the user-perceived values of mobile-based streaming services through the lens of socio-cognitive method. By using the cognitive mapping as a socio-cognitive method rooted from the theory of social representations (Durkheim, 1898; Wagner el al., 1996; Jung et al, 2009; Jung, 2013), our study explores the values that are associated with the mobile streaming services. To achieve the goal, we have collected data using a web-based survey from 432 users of mobile streaming services. They were asked to provide three words or short phrases that best describe mobile streaming services they currently use. As a next step of the study, authors will code data to extract concepts and analyze them using the cognitive mapping method including similarities calculation and core/peripheral concepts identification process. Finally, the structure of the perceptual map will be interpreted by the social representation framework. We look forward to finding the structure of cognitive map based on the mobile streaming users' perceptions, and it eventually reveals the relationships among the perceived values (e.g., core/peripheral, positive/negative elements, etc.) associated with the mobile streaming services. Potential findings of our study is expected to contribute to both practitioners and academic scholars who are involved in mobile streaming services through 1) better understanding of the values of the services appreciated by the users, and 2) thus being able to emphasize its importance in the future marketing / service development efforts.

KEYWORDS

Mobile streaming service, social representation, cognitive map

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