

Development of questionnaires measuring the engagement and the motives related to TV series watching

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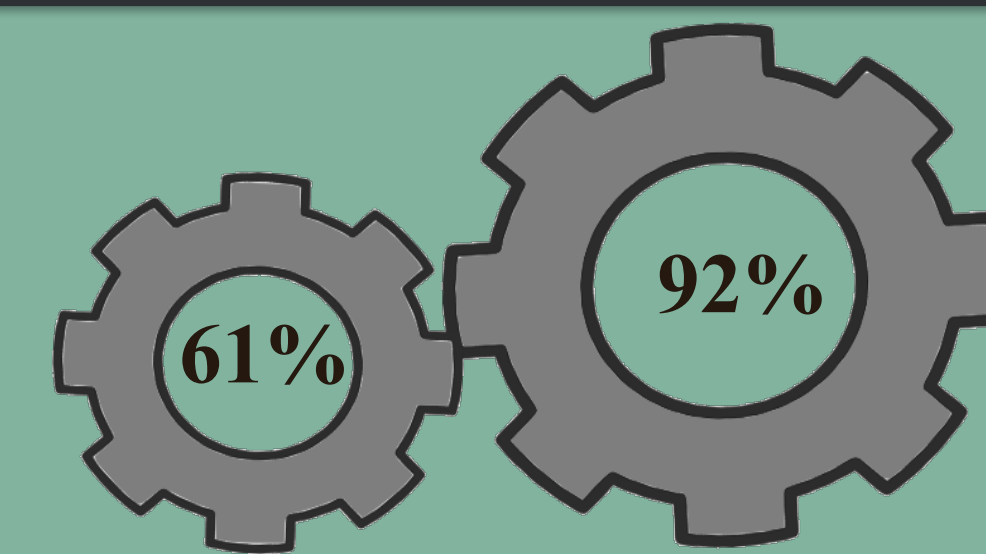
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INTRODUCTION



- Binge-watching (i.e., seeing multiple episodes of the same TV series in a row): widespread phenomenon.
- Might lead to excessive involvement and adverse consequences.
- Confirmatory approach^[1,2] (applying the classical criteria used for other addictive disorders) to deal with emerging potentially addictive-like behaviors: has already been applied to TV series watching^[3].
- Lack of knowledge about the psychological factors underlying binge-watching, lack of topic-focused screening instruments to explore it.



Progression of self-reported binge-watchers between 2013 and 2016^[4,5]

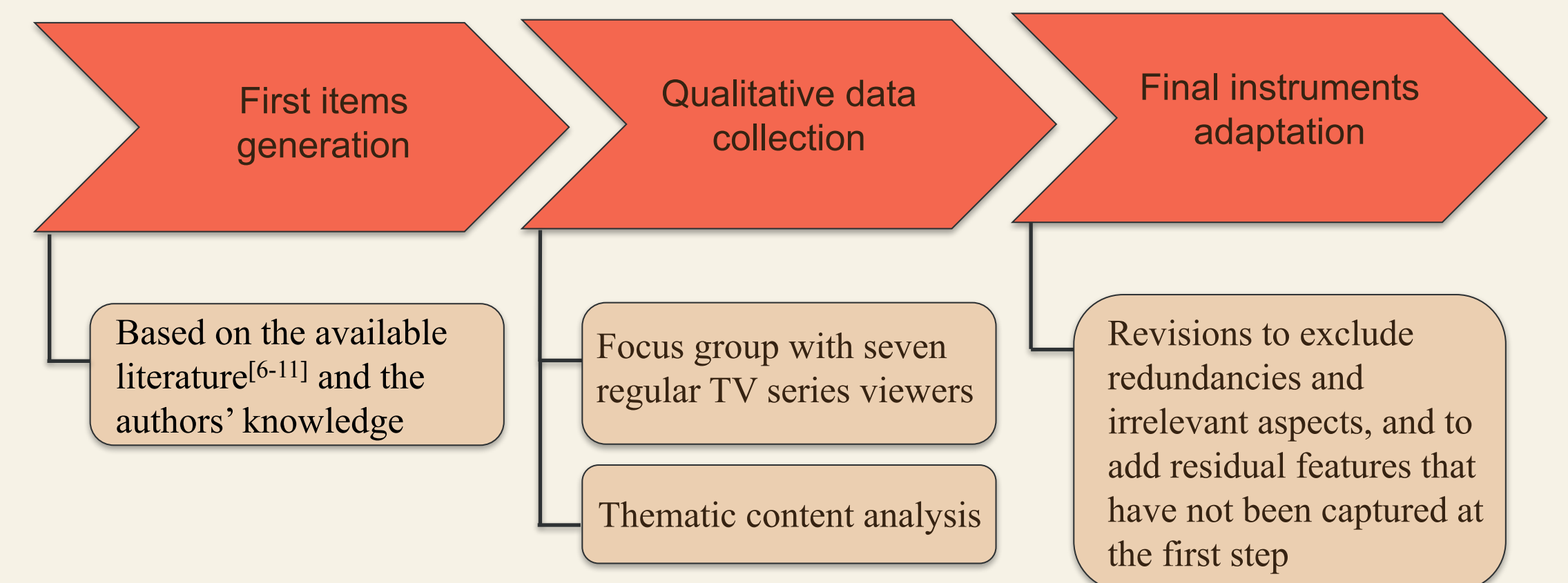
OBJECTIVES

To develop two quantitative tools respectively measuring

- the motives to engage in TV series watching (**Watching TV Series Motives Questionnaire - WTSMQ**)
- the symptoms of excessive binge-watching (**Binge-Watching Engagement Questionnaire - BWEQ**)

building on the investigation of the unique phenomenological characteristics of TV series watching

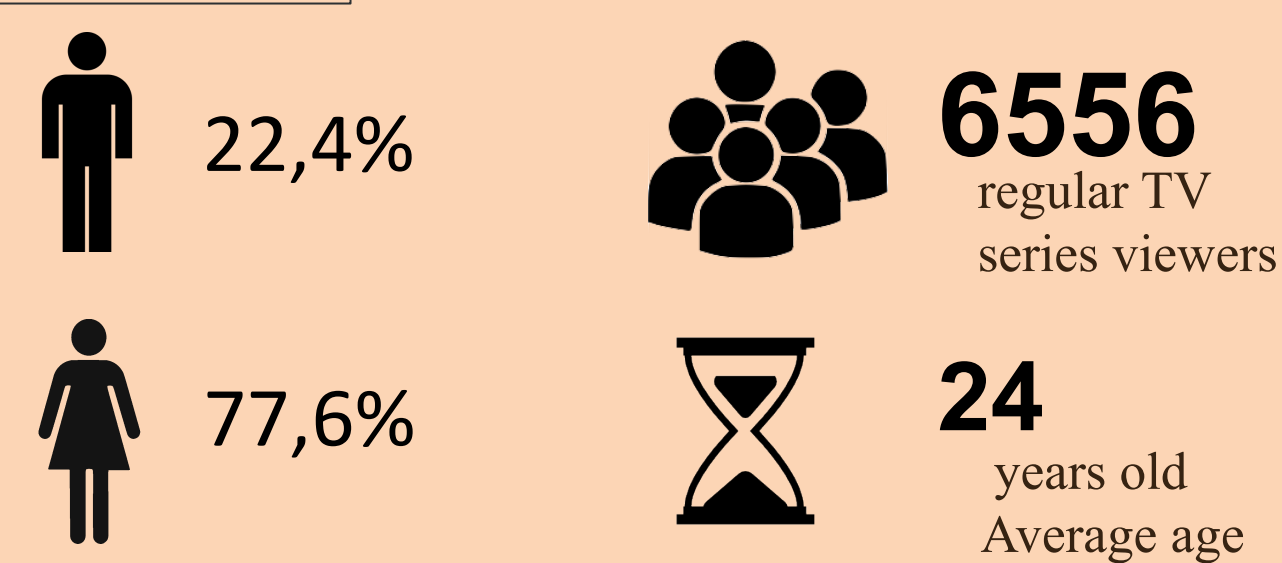
Procedure followed for questionnaire design



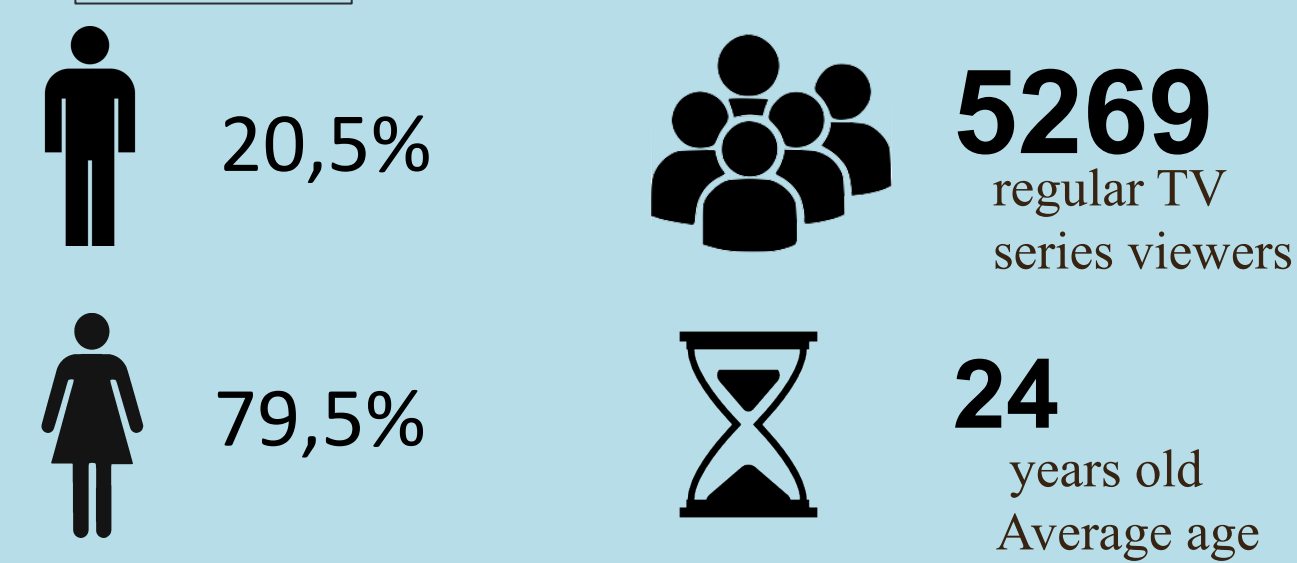
METHOD

Participants – Online surveyed

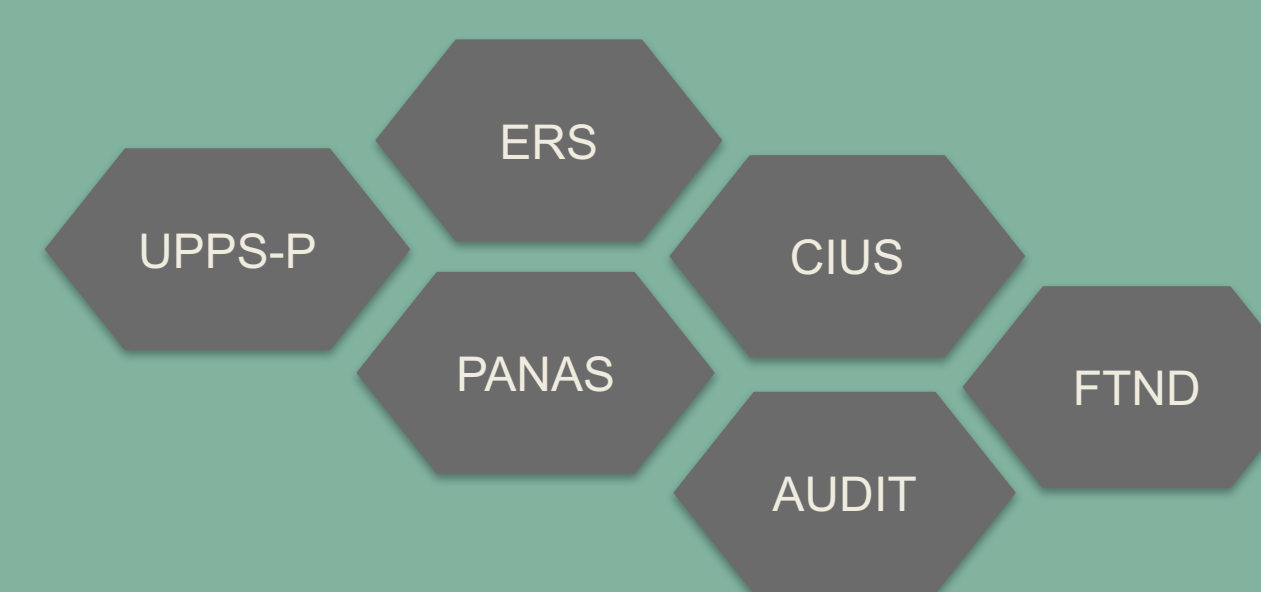
WTSMQ



BWEQ



Measures

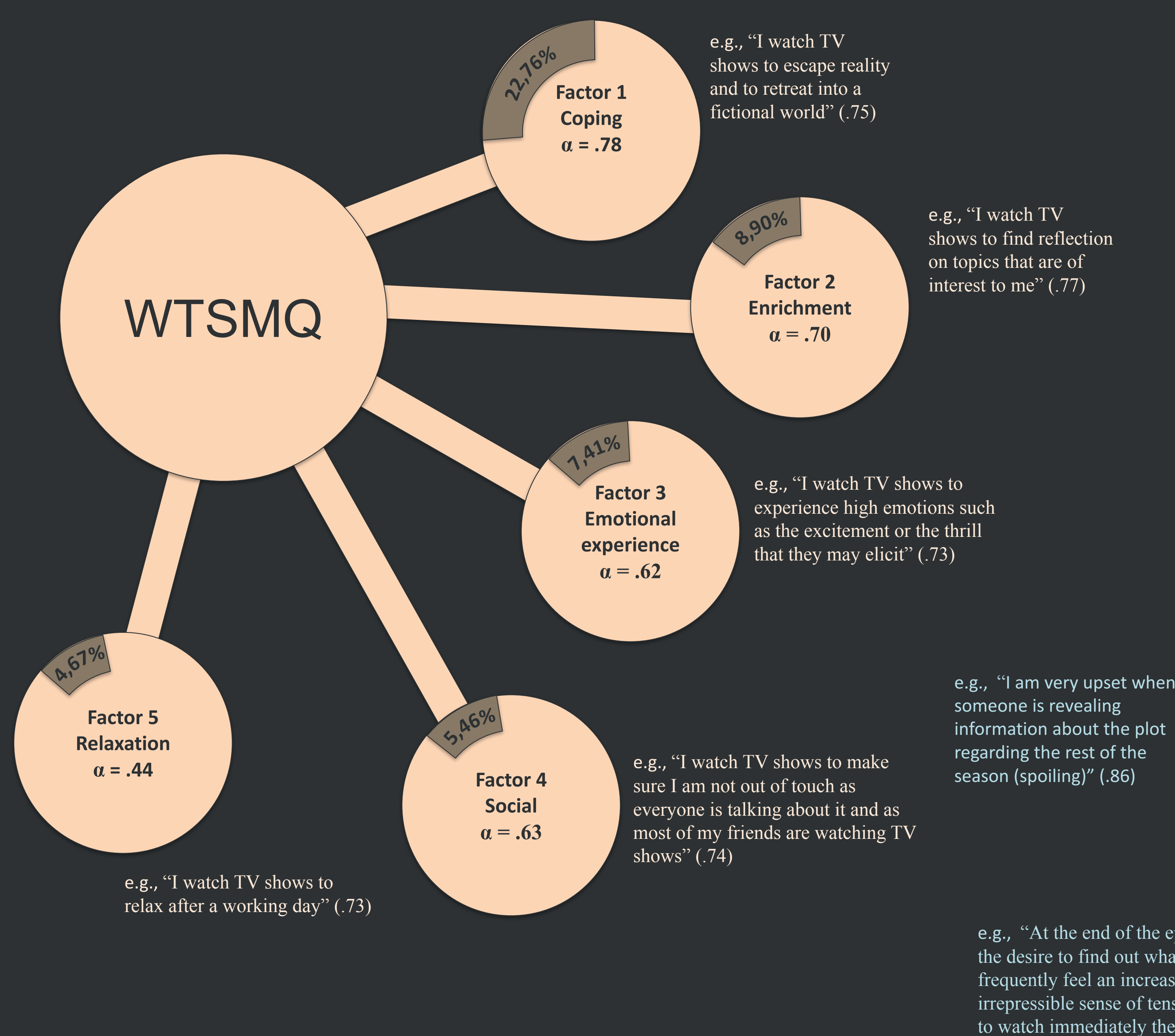


UPPS-P: French UPPS-P Impulsive Behavior Scale
 ERS: French Emotion Reactivity Scale
 PANAS: Positive and Negative Affect Schedule
 CIUS: French Compulsive Internet Use Scale
 AUDIT: Alcohol Use Disorder Identification Test
 FTND: Fagerstrom Test for Nicotine Dependence

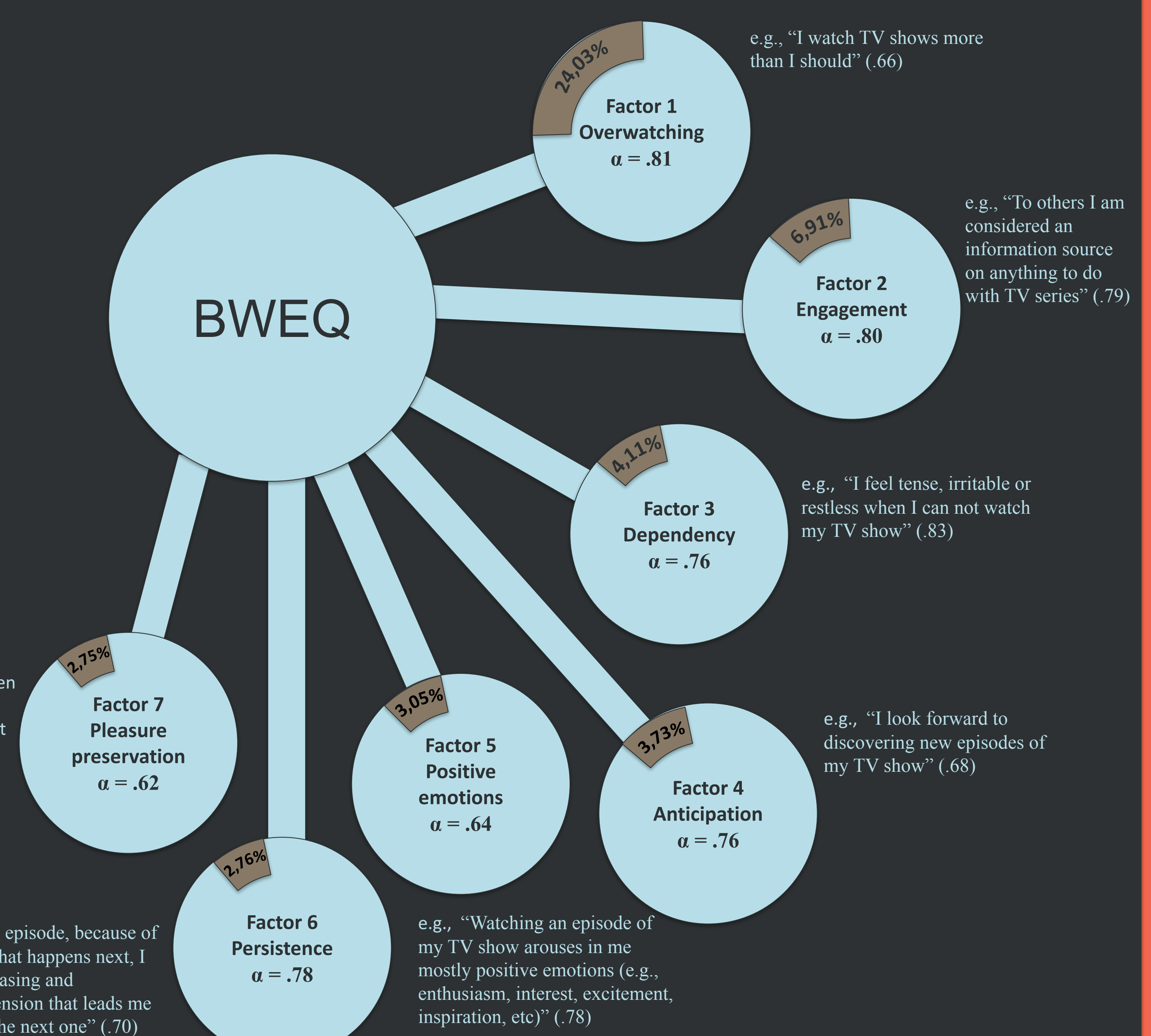
RESULTS

- An exploratory factor analysis (EFA) was conducted in a subsample for each questionnaire with SPSS Statistics 24. Factors were extracted using a principal component analysis method and rotated using an oblique rotation method (Promax).

Exploratory factor analysis (EFA) of WTSMQ items (N=3278)



Exploratory factor analysis (EFA) of BWEQ items (N=2634)



- The EFA of WTSMQ indicated 5 factors. Factor retention: parallel analysis = 5 factors; MAP Test = 3 factors; Scree Plot = 5 factors.

- The EFA of BWEQ indicated 7 factors. Factor retention: parallel analysis = 7 factors; MAP Test = 4 factors; Scree Plot = 7 factors.

CONCLUSION AND PERSPECTIVES

- The 5-factors-structure for measuring TV series watching motivations and the 7-factors-structure for measuring binge-watching engagement were stable across 2 samples.
- Cronbach's alpha indicated good reliability of all factors with the exception of the "Relaxation" component which will be examined through the subsequent statistical analysis.
- Next steps:
 - Confirmatory factor analysis (CFA)
 - Analyses of potential correlates

REFERENCES

- [1] Kardefelt-Winther et al. *Addiction* 2017; [2] Billieux et al. *Journal of Behavioral Addictions* 2015; 4: 119-123; [3] Orosz et al. *Journal of Behavioral Addictions* 2016; 5(1): 144-150; [4] « Netflix declares binge-watching is the new normal » [online]; [5] « Original streamed series top binge viewing survey for first time » [online]; [6] American Psychiatric Association. *Diagnostic and Statistical Manual of Mental Disorders - 5th ed.* Washington DC: American Psychiatric Association 2013; [7] Camart & Zebdi. *Colloque international Séries et Dépendance 2016*, Nanterre, France; [8] Combes. *La pratique des séries télévisées : une sociologie de l'activité spectatorielle 2013*; Economies et finances. Ecole Nationale Supérieure des Mines de Paris; [9] Décamps et al. *Psychologie Française* 2010; (55): 279-294; [10] Yee. *CyberPsychology & Behavior* 2007; 9(6): 772-775; [11] Young. *Caught in the Net: How to recognize the signs of Internet addiction – and a winning strategy* 1998; New York: John Wiley & Sons.