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

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INTRODUCTION

To develop two quantitative tools respectively measuring the motives to engage in TV series watching (Watching TV Series Motives Questionnaire – WTSMQ) and the symptoms of excessive binge-watching (Binge-Watching Engagement Questionnaire - BWEQ) building on the investigation of the unique phenomenological characteristics of TV series watching.

OBJECTIVES

Procedure followed for questionnaire design

First items generation

Qualitative data collection

Final instruments adaptation

- Based on the available literature2,3,4 and the authors’ knowledge

- Focus group with seven regular TV series viewers

- Thematic content analysis

- Revisions to exclude redundancies and irrelevant aspects, and to add residual features that have not been captured at the first step

METHOD

Participants – Online surveyed

WTSMQ

BWEQ

22,4% 20,5%

N=6556 N=5269

77,6% 79,5%

24 years old 24 years old Average age Average age

Studies on TV series viewers

Studies on regular TV series viewers

Measures

UPPS-P

ERQ

CTBU

SAD

FSN

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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).

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

- The EFA of BWEQ indicated 7 factors. Factor retention: parallel analysis = 7 factors, MAP Test = 4 factors, Svec 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.

- Crobach’s alpha indicated good reliability of all factors with the exception of the “Relaxation” component which will be re-evaluated through the subsequent statistical analysis.

- Next steps:
  - Confirmatory factor analysis (CFA)
  - Analyses of potential correlates

REFERENCES