Appendix B: Demand for Media: Deeper Motivation

Cross Cultural Preferences for Interpersonal Communications Media

- Consumers in diverse cultures place varying degrees of importance on different media sources

Cross Cultural Media Preferences

- Richer media will be preferred for more equivocal situations
- Individualist cultures will rate situations as less equivocal than members of collectivist cultures.
Cross Cultural Media Preferences

• Individualist cultures will choose memos, Email and V-mail more frequently than members in collectivist cultures for equivocal situations.


• Collectivist cultures will prefer face-to-face and telephone in equivocal situations.


Three main purposes for using media

– A. Information
– B. Entertainment
– C. Social relations

A. Media Use: the need for Information
Why Do People Seek Information?
- Work-related, increases productivity
- Status-enhancing
- Simple curiosity
- Participation in community
- Confirmation of held beliefs

Why Do People Seek Information?
- Information reduces uncertainty.
- Uncertainty is personally stressful and economically a burden.

Maintenance of Stereotypes
- People get more comfortable experiences from watching content that confirms their stereotypes

- Individuals have the fundamental goal of predicting and controlling their environment.


Psychological Safety
• Alan Watt, *The Wisdom of Insecurity* (1951)
  –believes this to be a product of an erroneous Western attempt to control nature.

Psychological Safety
• Jones & Davis:
  –Perceivers attribute the cause of events to either internal (individual) or external (social) factors.

Psychological Safety:
• Try to make sense of events (Fritz Heider)

B. Media Use: the Need for Entertainment

What is Entertainment?

• Entertainment is a “form of coping with reality.”
• It is often associated with various periods of enjoyment and non-enjoyable periods.

Needs for Entertainment

• Escaping reality
• Relativism
• Mood management
• Need for stimulus
• Challenge and Ploy as Survival Training
• Social experience
• Play

1. Escapism

• Entertainment provides a brief withdrawal from everyday life.
• Desire for alternative lives, especially those of the rich and famous.


2. Relativism

• People may like a depressing movie to favorably compare themselves with worse-off people.
  – “downward socio comparison”

Peter Vorderer, Christoph Klimmt, Ute Ritterfeld, “Enjoyment: At the Heart of Media Entertainment,” Communication Theory 14:4, November 2004

3. Mood Management- Need for Stimulus

• To enhance one’s well-being by modifying one’s own stimulus environment.

• People desire entertainment to maintain positive moods
• However, people also often seek negative moods.
• (Zillmann, 1988a, 1988b)


• To perpetuate and increase the intensity of gratifying, pleasurable experiential states.

Good moods can be effectively maintained or enhanced by:
– consumption of minimally involving entertaining material.
– consumption of entertaining material that has high behavioral affinity with the initially prevailing good moods.
– consumption of highly pleasant entertaining material.

Persons in states of bad mood caused by stress select potentially calming stimuli over highly varied, potentially arousing ones.

Persons in states of bad mood such as boredom select potentially arousing stimuli over potentially calming ones.

The condition of neutral mood appears to be biased toward the negative.


### Mood Management

- Exciting television programs are most arousing for viewers who experience low levels of excitement.


### Music Preferences

- High sensation seekers like rock music
- High sensation seekers have a high optimal level of stimulation and thus tolerate and like high intensity and/or complexity in music, and stimulation in general.


### 4. Desire for Challenge

- People who seek interactive entertainment (i.e. computer games) desire competition and achievement.

Peter Vorderer, Christoph Klimmt, Ute Ritterfeld, “Enjoyment: At the Heart of Media Entertainment,” *Communication Theory* 14:4, November 2004

### Social Experience

- Sharing experience
  - Romance, adventure
Need for Stimulus

• Need for attention/stimulus
  – “edited reality”
• Like adrenaline high

People choose entertainment as a means of *unconscious learning*—for various social and professional situations

Children and adults seek “play” in order to benefit from the learning effects of:
  – knowledge acquisition
  – problem solving

Children play out various social roles
  – hunter
  – team member
  – care giver

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Peter Vorderer, Christoph Klimmt, Ute Ritterfeld, “Enjoyment: At the Heart of Media Entertainment,” *Communication Theory* 14:4, November 2004

Psychological Predictors of Television Viewing Motivation

- People use media to enhance the self by involving in a world of fantasy and by using imagination and other creative processes to enjoy such worlds.


Role Model

- People are motivated to use media when they could learn information that teaches skills for obtaining power and control in society.


Pretention of Belonging

- "Parasocial interaction"
  - People are motivated to collect information about celebrities from media as a way to have a "relationship" with them.


Gore-Watching Motivation

- Gore-watching motivations reflect
  - A curiosity about physical violence
  - A vengeful interest in killing
  - An attraction to the grotesque

### Thrill-Watching Motivation

- Thrill-Watching motivations reflect the fun of being startled and scared.

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### Gore Watching Motivation

- To demonstrate mastery over fear
- Especially among adolescent peers

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### The Gratification in Watching Sad Films

- Feelings of sadness from tearjerker films may be pleasurable sensations for many viewers.

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### The Gratification in Watching Sad Films

- Sad films are most likely to be enjoyed among empathic individuals who are responsive to negative portrayals.
The Gratification in Watching Sad Films

- Sharing grief with one’s viewing partner serves to increase intimacy.


Enjoyment of Sport Games

- The gender discrepancy in the enjoyment of highly suspenseful games might be explained as an unwillingness, on the part of women, to suffer high degrees of tension and distress when watching sports.


Why Do People Enjoy Viewing Sport Games?

- Enjoyment of a game increases monotonically with the degree of suspense manifest in the closeness of the score during much of the final period of the game.


Cross Cultural Preferences for Interpersonal Communications Media

- Consumers in diverse cultures place varying degrees of importance on different media sources

Cross Cultural Media Preferences

- The richness of media, in decreasing order:
  - Face-to-face
  - Telephone
  - Voice mail
  - Email
  - Written memos

- Cross Cultural Media Preferences
  - Richer media will be preferred for more equivocal situations.
  - Individualist cultures will prefer face-to-face and telephone in equivocal situations.
  - Collectivist cultures will prefer face-to-face and telephone in equivocal situations.

Cross-Cultural Preferences

• People in five countries gave information about the “richness” of five types of media, preferred media in certain situations and their cultural values.


Cross-Cultural Preferences

• Collectivist cultures rated the telephone as worse and the business memo as better than individualist cultures.
• Collectivist cultures are heavily based on cooperation and individualist cultures are heavily based on working independently.

Cross-Cultural Preferences

• For example, the United States is a very individualistic culture and a kibbutz in Israel is a very collectivist society.

Cross-Cultural Preferences

• The following analyses all refer to the appeal of websites to people in various countries.
• The “product” is the actual site or a product on the site.

Cross-Cultural Preferences

• Americans are more attracted to things that are “Hot & Trendy” and wide product choice and do not value backup choices and company credibility very much.


Cross-Cultural Preferences

• Canadians do not care about trendiness, company credibility, good prices, and back up services but do care about product choice and not having to worry about language barriers.


Cross-Cultural Preferences

• Austrians do not highly value trendiness, and credibility but do value Good Prices, Product Choice, Language Over Quick Delivery, Back Up Services.


Cross-Cultural Preferences

• Iranians highly value back up services, good prices and company credibility but do not value trendiness, product choice, and the absence of language issues.

Cross-Cultural Preferences

- Taiwanese people highly value trendiness, good prices and company credibility but do not value product choice, “language over quick delivery,” and to back up services.


Media Use for Social Relations

- Participation in community
- Defines social status & identity
  - E.g., opera vs. NASCAR
- Behavioral role model

C. Media Use for Social Relations
Why Do People Use Media?

• Before we explore the specific techniques of audience analysis, we need to understand the reasons why people seek, need, or use information and entertainment.

1. Media Use: the need for Information

• 3 main purposes for using media
  1) Information
  2) Entertainment
  3) Social relations

Why Do People Seek Information?

• To increase one’s work productivity
• To enhance status
• Information reduces uncertainty.
• Simple curiosity
• To participate in community

But also: For the Confirmation of one’s Beliefs

• People seek information sources that confirm their views

–Individuals have the fundamental goal of predicting and controlling their environment.

On the Lighter Side: Who Reads What Newspapers

• The *Wall Street Journal* is read by the people who run the country.
• The *Washington Post* is read by people who think they run the country.
• The *New York Times* is read by people who think they should run the country.

• The *Boston Globe* is read by people whose parents used to run the country.
The **Miami Herald** is read by people who are running another country.

The **San Francisco Chronicle** is read by people who aren’t sure that anyone is running the country; but if so, they oppose it.
2. Media Use: the Need for *Entertainment*

A. Escaping reality
B. Relativism
C. Mood management
D. Challenge and play as Survival Training

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Need for Stimulus

• Need for attention/stimulus
  - Like adrenaline high

Music Preferences

http://groups.dcn.org/dhusboosters/pix/a_funny_music_note_000.png

4. Desire for Challenge and Play

• People who seek interactive entertainment (i.e. computer games) desire competition and achievement.

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• Evolutionary psychology: desire for “play” is an intrinsic human character, because it is a crucial feature and skill for human survival.

• Children and adults seek “play” in order to benefit from the learning effects of:
  – knowledge acquisition
  – problem solving

• People choose entertainment as a means of unconscious learning—for various social and professional situations
• Entertainment is a form of “pretend play,” allowing people to gain experience that they can use in future challenging situations.
  –Like a simulation
• Behavioral role model

Media Use for Social Relations

• Defines media use status & identity
  – E.g., opera vs. NASCAR

Media Use As Social Experience

• Sharing experience
  – Romance, adventure
• Sharing grief (a sad film) with one’s viewing partner serves to increase intimacy
• To demonstrate mastery over fear
  – adolescents

The Gratification in Watching Sad Films

http://www1.istockphoto.com/file_thumbview_approve/2730614/2/istockphoto_2730614_heartbreak.jpg