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## A-D TYPOLOGY OF TV VIEWERS

*We can distinguish the types of TV viewers in quantitative (capacity of viewing) and qualitative (activity/passive) aspects, and their synthesis (A-D types of TV viewers).*

*We documented the dominance of television and radio in cares of 595 adolescent respondents.*

*Practical possibility of using of A-D TV viewers types (and differentiation of TV viewers by capacity of viewing or their activity/passive) has approved.*

### Introduction

We don't think about real influence of mass media communication very often. But we let the television in the centre of our households, it takes away a lot of time. It is an extension of cognition and entertainment. On the other hand television can more or less (un)critically form our thinking, personality. There is a reciprocal impact of media reality to reality of real world.

### 1. The typologies of TV viewers

The types of TV viewers are derived from two access methodologies: quantitative (for example cultivation theory) and qualitative (for example theory of selective exposure).

G. Gerbner and his colleagues [1] distinguish TV viewers with quantitative high level of TV viewing (*heavy viewers*) a TV viewers with quantitative low level of TV viewing (*low viewers*). J. R. Dominick [1] describes 7 hours a day of TV viewing in average household, 3 hours for each person a day. S. M. Livingstone [7] indicates that children view television about 19 hours a week. J. M. Innes a H. Zeitz [2] speak about 0-9 hours a week for low viewers, 10-19 hours a week for average viewers and more than 20 hours a week for heavy viewers.

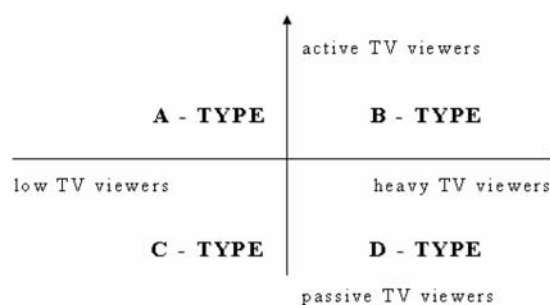
A. Nociar [11] describes 39.7% of adolescent respondents view television or video from 1 to 2 hours a day, 42.0% from 3 to 4 hours and 12.0% 5 hours a day and more. But M. Mikulášťík [10] says Czech children view television from 6 to 8 hours a day. Of course, there is an increase of TV viewing during weekend. S. A. Lowery a M. L. De Fleur [8] think TV viewing is from 0.5 to 1 hour a day longer during weekend. We suppose [4] heavy TV viewers view television more than 27 hours a week (4 and more hours a day), low viewers view television 14 and less hours a week (2 and less hours a day).

We can suppose activity or passivity of TV viewers. Theory of selective exposure confirms Festinger's theory of cognitive dissonance. TV viewers try to keep clear of information in conflict with older one. F. Biocca in Littlejohn [6] discusses five characteristics of the active audience:

1. *selectivity* – active audiences are considered to be selective in the media they choose to use;
2. *utilitarianism* – active audiences are said to use media to meet particular needs and goals;
3. *intentionality* – implies the purposeful use of media content;
4. *involvement* or effort – audiences are actively attending, thinking about and using the media;
5. *belief to be impervious to influence*.

### 2. The A-D typology of TV viewers

We combined quantitative Gerbner's cultivation theory [3] and qualitative Biocca's theory [6] of selective exposure and we obtained A-D types of TV viewers, Schema 1.



*Schema 1: A-D types of TV viewers*  
*A - TYPE: low and active TV viewers*  
*B - TYPE: heavy and active TV viewers*  
*C - TYPE: low and passive TV viewers*  
*D - TYPE: heavy and passive TV viewers*

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### 3. Research of the A-D typology of TV viewers

We tried to verify the approach of original typology of A-D types of TV viewers and differentiation of TV viewers by capacity of viewing or their activity/passive. The research analysed the types of TV viewers in relation to preferred programme structure specifications.

**Sample.** We realized individual consultations with 4 psychologists. Then we realized the pre-research with 15 university students of social work. The main research includes 595 adolescent respondents, 237 boys (39.8%) and 358 girls (60.2%). Respondents were from all kinds of secondary schools. We realized administration of the research battery with psychologists from pedagogical-psychological offices (Kysucké Nové Mesto, Banská Bystrica, Košice, Žilina and Zlaté Moravce).

**Method.** The research battery consisted of the Questionnaire of relation to television and television programme. The Questionnaire of relation to television includes:

- time of using (newspapers and magazines, radio, television, video and internet) and preferred programme structure;
- preference of violence programmes;
- activity;
- dependence on television.

Administration was realized during the same three days. Respondents marked TV programmes of the same previous week.

**Results.** We documented the dominance of television and radio in cares of respondents. The respondents viewed television 3.3 hours a day during weekend and 2.6 hours a day from Monday to Friday; mean: 2.8 hours a day. Adolescent girls viewed television more than adolescent boys (only tendency), Table 1.

Differences between adolescent boys and girls depending on mass media used

Table 1

mass media	boys			girls			t	df	p
	n	AM	SD	n	AM	SD			
newspapers and magazines	237	.83	.76	354	1.01	.78	-2.749	589	.006
radio	237	3.97	4.20	354	4.52	3.80	-1.670	589	.095
television	237	3.91	3.08	354	3.25	2.27	3.008	589	.003
video	237	1.16	1.55	354	.70	.87	4.581	589	.000
internet	237	.56	1.22	354	.41	.68	1.903	589	.058

The results describe that adolescent girls read newspapers and magazines ( $p=.006$ ) statistically more than adolescent boys. On the other hand adolescent boys view television and video statistically more than adolescent girls ( $p=.003$ ).

The respondents preferred films (mostly action), entertainment programmes and serials, Table 2.

Adolescent boys prefer programmes with cognitive character including reports and publicism, documents, but action films, sci-fi and sport, too. Adolescent girls prefer serials and fairy-tales, Table 3.

Programme structure preferences

Table 2

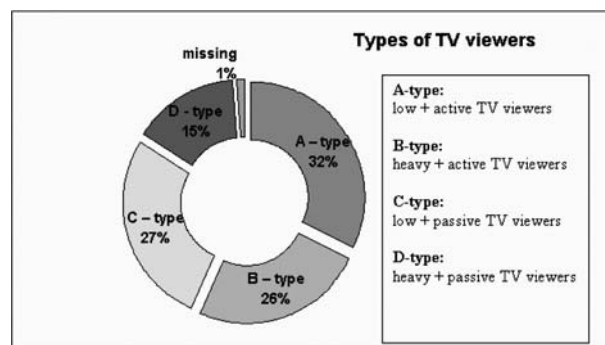
programme structure	n	Minimum	Maximum	Mean	SD
Reports and publicism	590	0	4	2.00	1.06
Films	590	0	7	2.93	.98
- action	590	0	33	2.29	1.75
- sci-fi (serials)	591	0	4	1.74	1.30
Serials	588	0	4	2.30	1.20
- „soap operas“	591	0	33	1.62	2.20
Sport	590	0	4	1.90	1.35
Fairy-tales	591	0	23	2.04	1.44
Documents	591	0	4	1.76	1.20
Entertainment programmes	591	0	6	2.35	1.11

The differences between boys and girls in depend on preferred programme structure

Table 3

	boys			girls			t	df	p
	n	AM	SD	n	AM	SD			
programmes with cognitive character	237	2.17	.93	353	1.69	.86	6.402	588	.000
programmes with entertainment character	233	2.17	.67	352	2.09	.57	1.502	583	.134
Reports and publicism	237	2.23	1.15	353	1.85	.98	4.338	588	.000
Films	236	2.94	.98	354	2.93	.98	.121	588	.904
- action	237	2.80	2.29	353	1.95	1.14	5.928	588	.000
- sci-fi (serials)	237	1.97	1.34	354	1.58	1.25	3.624	589	.000
Serials	234	1.95	1.19	354	2.54	1.15	-6.027	586	.000
- „soap operas“	237	1.41	3.10	354	1.76	1.26	-1.913	589	.056
Sport	237	2.64	1.34	353	1.40	1.11	12.249	588	.000
Fairy-tales	237	1.73	1.16	354	2.24	1.58	-4.236	589	.000
Documents	237	2.10	1.17	354	1.53	1.16	5.819	589	.000
Entertainment programmes	237	2.34	1.11	354	2.36	1.11	-.212	589	.832

We divide respondents into A-D types of TV viewers. Graph 1 describes occurrence of the TV viewers types.



Graph 1 The A-D types of TV viewers; n=595

Difference of TV programme types dependent on intensity of TV viewing

Table 4

intensity of TV viewing	higher			lower			t	df	p
	n	AM	SD	n	AM	SD			
TV programmes	260	1.89	.97	328	1.88	.87	.026	586	.979
programmes with cognitive character	255	2.33	.54	328	1.96	.62	7.626	581	.000
programmes with entertainment character	260	2.05	1.11	328	1.97	1.03	.875	586	.382
Reports and publicism	259	3.11	.88	329	2.79	1.02	4.062	586	.000
Films	259	2.54	2.24	329	2.10	1.20	3.078	586	.002
- action	260	1.90	1.34	329	1.60	1.25	2.758	587	.006
- sci-fi (serials)	257	2.75	1.05	329	1.95	1.19	8.574	584	.000
Serials	260	2.17	2.96	329	1.18	1.15	5.534	587	.000
- „soap operas“	260	1.87	1.38	328	1.92	1.34	-.485	586	.628
Sport	260	2.18	1.17	329	1.92	1.62	2.177	587	.030
Fairy-tales	260	1.72	1.23	329	1.79	1.17	-.746	587	.456
Documents	260	2.51	1.08	329	2.23	1.12	3.105	587	.002
Entertainment programmes	260	2.51	1.08	329	2.23	1.12	3.105	587	.002

We supposed that there is a statistical difference between intensity of TV viewing and activity of TV viewers dependent on programme preference, Table 4 and Table 5.

Difference of TV programme types dependent on intensity of activity Table 5

activity of TV viewers	active			passive			t	df	p
	n	AM	SD	n	AM	SD			
TV programmes									
programmes with cognitive character	338	2.02	.90	252	1.70	.90	4.259	588	.000
programmes with entertainment character	334	2.21	.59	251	2.00	.62	4.268	583	.000
Reports and publicism	338	2.17	1.05	252	1.77	1.05	4.598	588	.000
Films	338	3.07	.91	252	2.74	1.03	4.107	588	.000
- action	338	2.37	2.06	252	2.18	1.20	1.309	588	.191
- sci-fi (serials)	339	1.78	1.32	252	1.67	1.28	1.055	589	.292
Serials	337	2.48	1.18	251	2.07	1.19	4.193	586	.000
- "soap operas"	339	1.71	2.14	252	1.49	2.27	1.219	589	.223
Sport	338	1.96	1.33	252	1.81	1.38	1.411	588	.159
Fairy-tales	339	2.08	1.15	252	1.98	1.76	.828	589	.408
Documents	339	1.86	1.19	252	1.62	1.19	2.415	589	.016
Entertainment programmes	339	2.47	1.08	252	2.19	1.13	3.103	589	.002

We supposed statistical difference between A-D types of TV viewers and programme preference. The results confirm statistical difference among several types of TV programmes, Table 6.

The research confirmed possibility of utilization of A-D TV viewers typology. It confirmed practical possibility of utilization of Gerbne's cultivation theory and selective exposure theory (activity of TV viewers).

TV viewers with higher intensity of TV viewing prefer programmes with entertainment character - films including sci-fi, serials including soap operas, fairy-tales and entertainment programmes. Active TV viewers prefer programmes with cognitive and with entertainment character - reports and publicism, documentaries, films and serials and entertainment programmes.

## Conclusion

We describe the main characteristics of A-D types of TV viewers:

*A-type of TV viewer* (active + low TV viewers; 32% of respondents).

Active looking for new information and experiences is not orientated only to media reality of television. A-type of TV viewer is able to obtain more complex information from reality of the real world. He can supplement them from other information sources (for example newspapers, radio or internet). He is able to keep and improve the quality of real interpersonal relationships. TV viewers of A-type and B-type view more TV programmes of cognitive character including reports and publicism, documentaries than TV viewers of C-type and D-type.

*B-type of TV viewer* (active + heavy TV viewers; 26% of respondents).

TV viewers of B-type and TV viewers of A-type prefer TV programmes of cognitive character including reports and publicism,

ANOVA analysis of TV programme types depend on types of TV viewers

Table 6

		Sum of Squares	df	Mean Square	F	Sig.
programmes with cognitive character	between groups	14.555	3	4.852	5.950	.001
	within groups	476.215	584	.815		
	total	490.770	587			
programmes with entertainment character	between groups	24.890	3	8.297	24.919	.000
	within groups	192.774	579	.333		
	total	217.664	582			
Reports and publicism	between groups	24.359	3	8.120	7.391	.000
	within groups	641.613	584	1.099		
	total	665.973	587			
Films	between groups	28.744	3	9.581	10.570	.000
	within groups	529.397	584	.907		
	total	558.141	587			
Action film	between groups	43.645	3	14.548	4.866	.002
	within groups	1746.042	584	2.990		
	total	1789.687	587			
Sci-fi	between groups	12.771	3	4.257	2.552	.055
	within groups	975.911	585	1.668		
	total	988.683	588			
Serials	between groups	97.757	3	32.586	25.567	.000
	within groups	741.780	582	1.275		
	total	839.538	585			
Soap operas	between groups	153.782	3	51.261	11.132	.000
	within groups	2693.733	585	4.605		
	total	2847.514	588			
Sport	between groups	2.825	3	.942	.512	.674
	within groups	1074.255	584	1.839		
	total	1077.080	587			
Fairy-tales	between groups	17.525	3	5.842	2.832	.038
	within groups	1206.726	585	2.063		
	total	1224.251	588			
Documents	between groups	9.081	3	3.027	2.128	.096
	within groups	832.166	585	1.423		
	total	841.246	588			
Entertainment programmes	between groups	18.819	3	6.273	5.215	.001
	within groups	703.727	585	1.203		
	total	722.547	588			

documentaries than TV viewers of C-type and D-type. On the other hand they view programmes of entertainment character, especially action films more than TV viewers of other A-D types. They prefer serials including soap operas and fairy-tales, too. We understand their preference of programme of cognitive and entertainment character as ambiguous.

*C-type of TV viewer* (passive + low TV viewers; 27% of respondents).

TV viewers of C-type and TV viewers of D-type view less programmes of cognitive character including reports and publicism, documentaries than TV viewers of A-type and TV viewers of B-type. TV viewers of C-type view serials including soap operas less than TV viewers of B-type and D-type. They do not prefer films, either.

*D-type of TV viewer* (passive + heavy TV viewers; 15% of respondents).

TV viewers of D-type cannot be oriented in flood of information and utilize it. TV viewers of D-type don't prefer (like TV viewers of C-type) TV programmes of cognitive character. They prefer (like TV viewers of B-type) serials including soap operas.

We emphasize prevention to frequent and passive TV viewing, prevention to dependence on television (or excessive television viewing) and finally prevention to uncritical watching the television (Kotrč, 2005). It's effectiveness depends on parallel effort of parents, school, and mass media.

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