

MOTIVES OF ALONE VERSUS GROUP BINGE WATCHING WITH THE USES AND
GRATIFICATIONS APPROACH

A Thesis

Presented to

The Faculty of the Department of Mass Communication

Sam Houston State University

In Partial Fulfillment

of the Requirements for the Degree of

Master of Arts

by

Casey B. Yetter

December, 2018

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Casey B. Yetter

APPROVED:

Kiwon Seo, PhD
Thesis Director

Marcus Funk, PhD
Committee Member

Chris White, PhD
Committee Member

Ronald Shields, PhD
Dean, College of Fine Arts and Mass
Communication

DEDICATION

This thesis is dedicated to all the women in higher education that came before me, and all the ones that will come after me.

I also dedicate this thesis to my parents, Robert and Laurie, who I never would have finished this without. Thank you, Dad, for being interested in the process even though you didn't fully understand what I was talking about. Thank you, Mom, for the homecooked meals and for hanging out with me when I needed a day off.

I love you both and am forever grateful for the sacrifices you made to ensure Shelby and I had every opportunity we wanted.

ABSTRACT

Yetter, Casey B., *Motives of alone versus group binge watching with the uses and gratifications approach*. Master of Arts (Digital Media), December, 2018, Sam Houston State University, Huntsville, Texas.

The purpose of this study is to define binge watching using a number of hours and to identify and compare the factors of binge watching alone and binge watching in a group. Generally, a binge watching session alone is longer than a binge watch session with other people with an average of 5 hours when binge watching alone and 3.47 hours in a group. Factors associated with both binge watching alone and binge watching in a group are engagement, social, passing time, and hedonism. Overall, binge watching alone had stronger engagement, passing time, and hedonism factors whereas binge watching in a group had a strong social factor. Across all four factors, passing time was the strongest across both binge watching alone and in a group, which implies that respondents use binge watching as primarily a time wasting activity.

KEY WORDS: Binge watching, Binge watch, Uses and gratifications, Factor analysis, Motives

ACKNOWLEDGEMENTS

I am deeply indebted to my graduate advisor and committee chair, Dr. Kiwon Seo, for his help in completing this thesis. Without him, this thesis would have never been possible. Thank you for always being available and for your encouragement and patience throughout this process. You have shaped who I am as an academic and I will forever be grateful.

I would also like to thank my committee members, Dr. Marcus Funk and Dr. Chris White, for their contributions to the development of this research and for their assistance in the completion of this thesis.

Finally, thank you to the Houston Astros who did not make it to the World Series in 2018 which allowed me more time to work on this thesis.

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CHAPTER I

Introduction

Since the rise of television marathons, and more notably the rise of Netflix, binge watching has become a phenomenon. With an estimated 33 million people cutting the cord on their traditional cable packages in 2018 (Perez, 2018), audiences are relying more and more on subscription services like Netflix, Hulu, and Amazon Prime. A Deloitte survey conducted in 2017 found that 70% of Generation Z (age 14-20), 68% of millennial (21-34), and 64% of Generation X (35-51) households subscribed to a streaming service. The study also found that an average of 75% of people across all age groups say that they binge watch.

Netflix and online streaming were not the beginning of binge watching. Pena (2015) traced binge watching back to network reruns and viewers watching marathons of popular shows before new seasons came out. Next came DVD box sets, which gave viewers easier means of binge watching before streaming services like Netflix, Hulu, and Amazon Prime existed (Wu, 2013).

Netflix was originally a DVD subscription mail service, which made it an easy jump for the company to foray into online streaming in early 2007 and continue the binge watching craze. In 2017, Netflix had a total of 48 million US streaming subscribers compared to the US Amazon Prime Video audience of 26 million and Hulu's 17 million subscribers (Jarvey, 2018; Dastin, 2018). The structure of streaming services lends itself to binge watching because audiences have access to several episodes of a television show at once, some of those being original to the streaming service. Binge watching has completely changed the way viewers consume television, moving away from

appointment viewing where viewers had to be in front of a television at a specific time (Bloomberg, 2013).

While there has been introductory research into why people binge watch, a study has not been done to investigate the differences in motivations between binge watching in a group versus binge watching alone. Research has shown that sharing media with friends and significant others increases social connection and leads to greater relationship quality (Gomillion et al, 2016).

This research attempts to add to existing estimates of the length of a binge watch as well as look at the factors associated with binge watching alone and in a group. This thesis consists of 5 chapters. In chapter 1, I introduce binge watching as a form of entertainment and discuss its place in popular culture. Chapter 2 assesses the prior research regarding binge watching and the uses and gratifications approach. I also introduce the proposed research questions. Chapter 3 explains the research methods used to gather data for this thesis. In chapter 4, I report the data that was collected; and finally, in Chapter 5, I analyze the data, consider its implications, and note the limitations of this study.

CHAPTER II

Literature Review

Length of a Binge Watch

The word “binge” generally has negative connotations as found in the expressions of binge watching and binge drinking. Binge watching has an entirely different meaning to society with 73% of TV streamers reportedly associating positive feelings with binge watching (Netflix, 2013; Page, 2017).

There have been many attempts to define binge watching. Netflix defined binge watching in that study as “consuming a minimum of two episodes in one sitting” (Netflix, 2013; Feeney, 2014). The Oxford Dictionary also defined binge watching when it narrowly missed being the Word of the Year in 2013: “Watching multiple episodes of a television program in rapid succession, typically by means of DVDs or digital streaming”. Walton-Pattison, Dombrowski and Presseau (2018) proposed a first estimate of binge watching frequency at two episodes. They concluded that the shift between episodes two and three was when it became a binge watch rather than just a television watching session.

Sung, Kang, and Lee (2018) defined binge watching using factors related to other binge or extreme behaviors including amount of time, frequency, and level of engagement. They had a different approach, concluding that the definition of binge watching is more formulaic: $\text{Level of binge watching} = \text{the number of episodes} + \text{the amount of time} + \text{frequency} + \text{engagement}$.

Preliminary estimates and definitions of binge watching either do not include a definitive number of episodes or hours or use a number of episodes and do not account

for the fact that episodes are varying in length. Without commercials episodes can last anywhere from 25 minutes like the average sitcom, to an 80 minute episode of Game of Thrones. This means that the standard 2 episode definition of binge watching could be either 50 minutes or 160 minutes depending on the program being watched.

Using hours to define binge watching could lead to a better understanding of binge watching as well as a uniform measure to use in future research. This leads the first research questions of this study.

RQ 1: How many hours do people consider as binge watching?

Uses and Gratifications

Katz et al (1973) were the first to provide a concrete explanation of the uses and gratifications theory. They describe it as an approach to explain how individuals use media to satisfy certain needs and achieve personal goals. Katz et al made key assumptions about audiences as they pertain to the uses and gratifications theory. The first is that audiences are active and goal oriented when seeking out media to meet their needs. The second assumption is that audiences are aware of their goals enough to choose different types of media to meet those goals. Finally, audiences are able to self-report that data reliably, and that media can compete with other sources of audience gratification. They believed that the audience deserved just as much research as the communicators themselves. By identifying the factors associated with different types of media, we can start to identify why audiences use media and what they get out of it.

The uses and gratifications approach has been applied to explain why audiences use media in the context of new media technologies such as Facebook (Hunt, Atkin,

Krishnan 2012), Snapchat (Punyanunt-Carter et al. 2017), and the Internet (Papacharissi & Rubin 2000).

As a foundation for binge watching motivations, first we must look at the motivations for watching television. Rubin (1983) looking at the motivations for watching television. Using a factor analysis, he identified five factors associated with television watching: Passing time, information, entertainment, companionship, and escape. Rubin also identified two types of television viewers; one who makes television a habit, uses it for passing time, and entertainment, and the other who uses television as escapism to get away from other people or responsibilities. He found that the habitual entertainment viewer was more likely to spend more time watching television whereas the escapist viewer has reduced levels of viewing. While this study did not take into account the different types of television viewer it does look at factors for binge watching and compare them to the original television viewing factors as found by Rubin.

Motivations for Binge Watching

Using the foundation that Rubin (1983) laid out, Shim and Kim (2018) explored the motivations for binge watching drama series. Through a principal component analysis, Shim and Kim identified five motivations for binge watching drama: Enjoyment, efficiency, recommendation by others, perceived control, and fandom. They also concluded that enjoyment, efficiency, and fandom are highly correlated and significant predictors of binge watching behavior.

More directly relevant to this thesis is a study conducted by Pittman and Sheehan (2015) that investigates the motivations for binge watching as well as what motivates people to plan a binge-watch ahead of time and what motivates people to be heavy binge

watchers. The motivations Pittman and Sheehan found to be associated with binge watching were engagement, relaxation, passing time, hedonism, and social. They found that engagement, social, and hedonism were significant factors in planning ahead to binge watch. Surprisingly, women were more likely to watch an entire season of a show than men. The measures from this study were mostly adapted from a Papacharissi and Mendelson study about motivations of reality television (2007). The Papacharissi and Mendelson scale combined several prior measures to create a Reality TV scale and found that reality television was associated with six different motivations: reality entertainment, relaxation, habitual pass time, companionship, social interaction, and voyeurism.

Sung, Kang and Lee (2018) added to the existing binge watching literature by assessing binge watching motivations using differences in the amount of watching respondents reported. They identified social interaction, entertainment, passing time, relaxation, escape, information, and habit as significant motivators to binge watch. They concluded that entertainment and passing time are strong motivators for the high binge watching group as well as entertainment being a strong predictor in binge watching behavior. Notable to this study, they also found that 83% of their 292 respondents tended to binge watch alone whereas 17% tended to binge watch in a group. They also found that the more people binge watched, the more they were engaged with the content.

While binge watching motivations have been researched and are generally similar to television motivations, no research has investigated whether motivations for binge watching alone are different than binge watching in a group. It stands to reason that binge watching motivations may be different depending on whether or not viewers are alone. This gap in the research leads to the following research questions:

RQ 2: What are the motives associated with binge watching alone and in a group?

RQ 3: Are the motives for binge watching in a group different from binge watching alone?

CHAPTER III

Research Methods

Pretest

A pretest was used to investigate whether people accounted for binge watching with hours or episodes. The small sample of about 30 included both university students and people in the workforce. They were a variety of different races as well as a wide range of ages. Pretest respondents were asked how they measured their binge watching sessions and the length of their sessions using whichever measure they used (hours or episodes). These responses were used, along with leading definitions of binge watching in prior research, to develop a definition of binge watching for respondents taking the questionnaire. For the purpose of this study, respondents were told binge watching was defined as watching 3 episodes or more of the same program in one sitting.

Design

An online survey was conducted using Qualtrics. The survey questionnaire consisted of three parts: questions about binge watching alone, questions about binge watching in a group, and demographic questions. In total, 50 items made up the questionnaire. The questions were randomized within their respective parts. The data was collected in two sessions: From April 24, 2018 to May 7, 2018 and from August 27, 2018 to September 7, 2018. On average, it took respondents 23 minutes to complete the survey. Respondents were students enrolled in a Mass Communication class that is part of the university curriculum. They were offered 2% extra credit on their final grade for completing the survey. This was verified by entering their university email addresses on the last page of the survey.

Participants

A total of 212 complete responses were collected from Sam Houston State University students across a wide variety of majors with 69% ($n = 147$) being female and 31% ($n = 65$) being male. Respondents were able to select more than one race with 145 respondents identifying as white (68.3%), 49 as black (23.1%), 7 as Asian (3.3%) and 35 as other (14.1%). The age of the respondents varied from 18 to 48 ($M = 20.8$, $SD = 4.36$).

Measures

Frequency of binge watching was analyzed by asking respondents about their binge watching habits. They were open ended questions asking, on average, how many times a week they binge watched as well as how many hours they binge watch during the week days and the weekends. The frequency questions were asked for both binge watching alone and in a group.

The survey section exploring motives of binge watching was adapted from the findings of Pittman and Sheehan (2015) to reflect both individual and group binge watching. These 43 questions were asked on a 7-point Likert scale.

CHAPTER IV

Results

RQ 1: Hours Spent on Binge Watching

Research question 1 attempts to determine how many hours people spend per binge watch session. In order to calculate out how many hours respondents spent on binge watching, they were asked how many hours they spent total during a week as well as how many times per week they binge watched. These numbers were divided to get an average number of hours per binge watch alone ($M = 5.00$, $SD = 4.14$) and in a group ($M = 3.47$, $SD = 2.66$). Overall, respondents binge watched alone ($M = 2.75$) more times per week than in a group ($M = 1.72$).

RQ 2: Factor Analyses on Motives

Research question 2 asked to identify the motives associated with binge watching alone and binge watching in a group. An exploratory factor analysis was run to determine the factors for both binge watching in a group and binge watching alone. Eigenvalues of 1 or higher were used for the factor cutoff. For binge watching alone, four factors were identified and accounted for 72.83% of the variance. The first factor had an eigenvalue of 7.13 and accounted for 41.96% of the variance. Factor two had an eigenvalue of 2.08 and explained 12.25% of the variance. Factor three had an eigenvalue of 1.99 and accounted for 11.73% of the variance. The fourth factor had an eigenvalue of 1.34 and accounted for 7.87% of the variance. Table 1 shows the items and the factors they loaded on for binge watching alone.

Table 1

Factor Analysis: Binge Watching Alone

	Component			
	1	2	3	4
ENGAGEMENT: “I binge watch programs by myself...”				
Because it is more interesting that way.	.736	.007	.109	.008
Because I feel more engaged with the characters when I binge watch alone.	.818	.052	.220	.101
Because binge watching alone helps me follow the intricate story lines.	.842	.105	.222	.050
Because binge watching alone relaxes me.	.737	.343	-.007	.113
Because binge watching alone helps me unwind.	.735	.435	-.122	.076
Because binge watching alone is restful.	.695	.366	-.033	.167
Because binge watching alone is a more interesting way to watch.	.757	.081	.287	.203
Because I feel more engaged when I binge watch alone.	.835	.149	.202	.107
SOCIAL: “I binge watch programs by myself...”				
Because binge watching alone makes me feel less lonely	.163	.229	.124	.886
So I won’t have to be alone.	.153	.119	.120	.922
PASSING TIME: “I binge watch programs by myself...”				
When I have nothing better to do.	.032	.799	.113	.053

(continued)

	Component			
	1	2	3	4
Because binge watching alone gives me something to do to occupy my time.	.202	.854	.193	.139
Because binge watching alone passes the time away, particularly when I am bored.	.189	.877	.064	.095
Because binge watching alone entertains me.	.392	.656	.088	.236
HEDONISM: “I binge watch programs by myself...”				
Because of the sexual content.	.119	.098	.903	.089
Because of the violent content.	.125	.116	.918	.033
Because I want to be one of the first people to see the entire series.	.201	.111	.656	.130

Note. Extraction Method: Principle Component Analysis, Rotation Method, Varimax with Kaiser Normalization, Rotation converged in 6 iterations.

These factors show similar factors from previous studies (Pittman & Sheehan, 2015, Papacharissi & Mendelson, 2007): engagement ($M = 4.86$, $SD = 1.28$, $\alpha = .92$), social ($M = 3.42$, $SD = 1.23$, $\alpha = .92$), passing time ($M = 5.42$, $SD = 1.16$, $\alpha = .87$), and hedonism ($M = 3.09$, $SD = 1.50$, $\alpha = .83$). The relaxation items from Pittman and Sheehan loaded onto the engagement factor for this study. Those items were “I binge watch programs by myself because it is more relaxing”, “It helps me unwind” and “It is restful”.

For binge watching in a group, four factors were identified and accounted for 76.01% of variance. The first factor had an eigenvalue of 10.28 and explained 51.38% of the variance. The second factor had an eigenvalue of 2.25 and accounted for 11.26% of the variance. Factor three had an eigenvalue of 1.45 and explained 7.24% of variance. The fourth factor had an eigenvalue of 1.23 and accounted for 6.13% of the variance. Table 2 shows how the items for binge watching in a group loaded in the factor analysis.

Table 2

Factor Analysis: Binge Watching in a Group

	Component			
	1	2	3	4
ENGAGEMENT: “I binge watch programs in a group...”				
Because it is more interesting that way.	.692	.316	.378	.054
Because I feel more engaged with the characters when I binge watch in a group.	.789	.078	.206	.276
Because binge watching in a group helps me follow the intricate story lines.	.725	.102	.134	.351
Because binge watching in a group relaxes me.	.774	.284	.242	.082
Because binge watching in a group helps me unwind.	.810	.272	.159	.121
Because binge watching in a group is restful.	.790	.180	.203	.167
Because binge watching in a group is a more interesting way to watch.	.555	.513	.340	.130
Because I feel more engaged when I binge watch with others.	.587	.325	.241	.332

(continued)

	Component			
	1	2	3	4
SOCIAL: “I binge watch programs in a group...”				
Because binge watching in a group makes me feel less lonely.	.320	.781	.164	.057
So I can be with other people who are watching.	.345	.693	.407	-.008
So I won’t have to be alone.	.178	.843	.216	.180
Because binge watching in a group makes me feel less lonely than binge watching alone.	.138	.836	.222	.166
PASSING TIME: “I binge watch programs in a group...”				
So I can talk about it with others.	.266	.513	.639	-.077
When I have nothing better to do.	.228	.164	.877	.152
Because binge watching in a group gives me something to do to occupy my time.	.286	.290	.799	.222
Because binge watching in a group passes the time away, particularly when I am bored.	.252	.250	.846	.168
Because binge watching in a group entertains me.	.478	.448	.543	.051
HEDONISM: “I binge watch programs in a group...”				
Because of the sexual content.	.261	.001	.064	.866
Because of the violent content.	.223	.042	.114	.876

(continued)

	Component			
	1	2	3	4
Because I want to be one of the first people to see the entire series.	.122	.252	.139	.736

Note. Extraction Method: Principle Component Analysis,

Rotation Method, Varimax with Kaiser Normalization, Rotation converged in 6 iterations.

Note. Extraction Method: Principle Component Analysis, Rotation Method, Varimax with Kaiser Normalization, Rotation converged in 6 iterations.

Once again, these factors were similar to previous research and to binge watching alone: Engagement ($M = 3.76$, $SD = 1.28$, $\alpha = .93$), social ($M = 4.17$, $SD = 1.49$, $\alpha = .90$), passing time ($M = 4.67$, $SD = 1.46$, $\alpha = .92$), and hedonism ($M = 2.78$, $SD = 1.34$, $\alpha = .84$). Again, the relaxation questions loaded onto the engagement factor for binge watching in a group.

RQ 3: Differences between Motives

Research question 3 asked what the differences were between binge watching alone and binge watching together. A series of paired sample t-tests was conducted to compare each factor associated with binge watching alone and binge watching in a group. There were 3 items removed from this analysis in order to have matching items in the corresponding factors between alone and group watching. Those items are: “So I can be with other people who are watching”, “because binge watching in a group makes me feel less lonely than binge watching alone”, and “so I can talk about it with others”. These items were removed from the paired t-test because they were only present in the

questionnaire regarding group watching and absent in alone watching. This made both factors identical in the number of items as well as the content of those items.

The factor analysis revealed several interesting differences between alone and group binge watching. All the factors were statistically significantly different for binge watching alone and binge watching together. The engagement factor had a significant difference between binge watching alone ($M = 4.86, SD = 1.23$) and binge watching in a group ($M = 3.76, SD = 1.28$); $t(211) = 8.42, p < .001$. In addition, a significant difference was observed for the social factor: binge watching alone ($M = 3.42, SD = 1.55$) and binge watching in a group ($M = 4.07, SD = 1.58$); $t(211) = 4.58, p < .001$. There was also a significant difference between passing time while binge watching alone ($M = 5.42, SD = 1.16$) and binge watching in a group ($M = 4.49, SD = 1.50$); $t(211) = 8.17, p < .001$. Lastly, there was a significant difference observed between the hedonism factor of binge watching alone ($M = 3.09, SD = 1.50$) and binge watching in a group ($M = 2.78, SD = 1.34$); $t(211) = 3.24, p < .002$. Overall, binge watching alone was more strongly associated with engagement, passing time, and hedonism whereas binge watching in a group was associated with social.

CHAPTER IV

Discussion

While there is no firm number of hours or episodes defined as a binge watch, this research aimed to define binge watching using self-reported data. On average, respondents reported spending 5 hours per binge watching session when binge watching alone and 3.47 hours when binge watching in a group. To answer the first research question, binge watching is defined as watching at least 3 hours of the same program in the same sitting. This result is similar to previous definitions but makes a notable distinction that binge watching is measured in hours, not episodes. This new approach to defining binge watching can influence future research to define binge watching differently for watching alone and binge watching in a group.

These results imply that respondents binge watched for longer periods of time when they binge watched alone. Respondents also binge watched alone more times per week than they binge watched in a group. These results together suggest that binge watching is seen predominantly as a solo activity.

Next, this research attempted to identify factors associated with binge watching alone and binge watching in a group. The items for binge watching alone and in a group were almost identical, with the only differences being the extra questions left in for binge watching in a group. The results show the same four factors for alone and group binge watching: Engagement, social, passing time, and hedonism. These are the main reasons that audiences choose to binge watch regardless of if they are in a group or alone.

When compared to previous research, the factors are similar but different. Pittman and Sheehan (2015) looked at binge watching without specifying whether viewers were

alone or in a group. They found five factors (engagement, relaxation, passing time, hedonism, and social) whereas this study ended up with four for both alone and group watching (engagement, social, passing time, and hedonism). As stated previously, the relaxation items from Pittman and Sheehan loaded onto the engagement factor for this study. In Pittman and Sheehan's research, the entertainment items from Papacharissi and Mendelson's study on reality television loaded onto the engagement factor. This study had a similar outcome with two entertainment items loading onto engagement (*because binge watching alone/in a group is a more interesting way to watch*, and *because I feel more engaged when I binge watch alone/in a group*), and one entertainment item loading onto the passing time factor (*because binge watching alone/in a group entertains me*). Overall, this study found similar results as previous research into the motivations of binge watching while also looking at the similarities between binge watching alone and binge watching in a group.

While the motivations themselves were not dissimilar across binge watching alone and, in a group, the strengths of the factors differed. When comparing the motives of watching alone and in a group, engagement, passing time, and hedonism were stronger in binge watching alone while the social factor was stronger for binge watching in a group. This makes sense as binge watching in a group is a more social activity than binge watching alone.

Interestingly, the engagement factor was stronger when watching alone which implies that binge watching alone is more engaging than binge watching in a group. This finding could also imply that binge watching alone is more interesting and that

respondents feel that it is easier to follow more intricate storylines when binge watching alone.

Hedonism was the weakest factor across both conditions which could suggest that respondents don't choose to binge watch for the sexual or violent content. The hedonism items were about sexual and violent content as well as wanting to be the first person to see the entire series.

On both conditions, passing time was the strongest factor which indicates binge watching may predominately be used to pass time regardless of if you watch alone or in a group. It is interesting that group watching still had a strong passing time motivation as typically binge watching in a group is thought to be a planned activity but if it is being used for passing time, it may be more of a time waster or down time while waiting for something else to start.

Predictably, the social factor was stronger in group watching. This is even after the extra social items were removed to conduct the t-test. This makes sense as people are more likely to use binge watching as a social activity when they are doing it with other people rather than doing it alone. This research did not use any items associated with catching up on a television show before the newest season premieres. If included, these items could have changed the strength of the social factor as respondents may have identified with wanting to catch up so they can talk about it with their friends.

Limitations

Several limitations must be noticed in this study. First, a convenience sample of college students was used for this research. This means the results cannot be generalized

to the whole population as it was not a representative sample and binge watching behavior can vary by demographics.

The second limitation of this study is that an online survey was used to gather data. While online surveys are a cost effective solution, they offer little to no control over respondents which could lead to inaccurate responses. There is also no way to tell whether respondents are fully paying attention to the survey.

Future Research

Additional research could be done to determine the differences of motivations to binge watch across a variety of genres of television as well as different styles of shows whether they be sitcoms, hour long dramas, or mini-series. Since this study relied on respondent's self-reporting, future research could use an experimental design to more accurately identify binge watching motivations. The items used in this survey were adapted for binge watching and they need more research to refine into a binge watching scale. Since this research only looked at the differences in the motivations to binge watch alone versus in a group, future research can be conducted to identify how these motives relate to other variables such as attitude, addiction, narrative engagement, and identification.

Conclusion

In conclusion, this study offered a new approach to defining binge watching using the number of hours associated with a binge watching session. This research has defined binge watching as watching 3 hours of the same program in the same sitting. Also, this research identified engagement, passing time, social, and hedonism as factors associated with both binge watching alone, and binge watching in a group. The social factor was

found to be stronger for group binge watching whereas engagement, passing time, and hedonism were stronger alone.

While not the same, these are similar to previous research. This suggests that the factors for binge watching are relatively consistent across the respondent pools used in the various research. As long as television streaming continues to become commonplace, binge watching will be around and worthy of academic research.

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APPENDIX

Uses and Gratifications of Binge Watching in a Group Questionnaire

My name is Casey Yetter and I am a graduate student of the Mass Communication Department at Sam Houston State University. I would like to take this opportunity to invite you to participate in a research study about binge watching. I am conducting this research under the direction of Dr. Kiwon Seo.

The research is relatively straightforward, and I do not expect the research to pose any risk to any of the volunteer participants. If you consent to participate in this research, you will be asked to complete a survey. Any data obtained from you will only be used for the purpose of analyzation. Under no circumstances will you or any other participants who participated in this research be identified. In addition, your data will remain confidential. Your survey responses will be kept confidential to the extent of the technology being used. Qualtrics collects IP addresses for respondents to surveys they host; however, the ability to connect your survey responses to your IP address has been disabled for this survey. That means that I will not be able to identify your responses. You should, however, keep in mind that answers to specific questions may make you more easily identifiable. The security and privacy policy for Qualtrics can be viewed at <https://www.qualtrics.com/privacy-statement/>.

This research will require about 25 minutes of your time. Participants will be given extra credit for their participation in this survey.

Participation is voluntary. If you decide to not participate in this research, your decision will not affect your future relations with Sam Houston State University. Also, if at any point during the research you decide to withdraw, or do not wish to participate in the remainder of the research you are free to withdraw your consent and to discontinue participation at any time without affecting that relationship. If you have any questions, please feel free to ask me using the contact information below. If you are interested, the results of this study will be available at the conclusion of the project.

If you have any questions about this research, please feel free to contact Casey Yetter or Dr. Kiwon Seo. If you have questions or concerns about your rights as research participants, please contact Sharla Miles, Office of Research and Sponsored Programs, using her contact information below:

Casey Yetter Department of Mass Communication Sam Houston State University
Huntsville, TX 77341 E-mail: cby003@shsu.edu

Dr. Kiwon Seo Department of Mass Communication Sam Houston State University
Huntsville, TX 77341 E-mail:kws014@shsu.edu

Sharla Miles Research and Sponsored Programs Sam Houston State University
Huntsville, TX 77341 Phone: (936) 294-4875 Email: irb@shsu.edu

- I understand the above and consent to participate.
- I do not wish to participate in the current study.

For the purpose of this study, binge watching is defined as watching 3 episodes or more of the same program in one sitting.

Part 1: Individual Binge Watching

1. On average, how many times a week do you binge watch any television shows by yourself?
2. On average, how many hours do you binge watch alone during the week days?
3. On average, how many hours do you binge watch alone during the weekends?

Please indicate the extent to which you agree with the following statements:

I binge watch programs by myself...

4. Because it is more interesting that way
 - Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
5. I feel more engaged with the characters when I binge watch alone
 - Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
6. Binge watching alone helps me follow the intricate story lines.
 - Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
7. Because binge watching alone relaxes me
 - Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
8. Because binge watching alone helps me unwind

- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
9. Because binge watching alone is restful
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
10. Because binge watching alone makes me feel less lonely
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
11. So I won't have to be alone
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
12. When I have nothing better to do
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
13. Because binge watching alone gives me something to do to occupy my time
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
14. Because binge watching alone passes the time away, particularly when I am bored
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
15. Because binge watching alone entertains me
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
16. Because binge watching alone is a more interesting way to watch
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
17. I feel more engaged when I binge watch alone
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
18. Because of the sexual content
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
19. Because of the violent content
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
20. Because I want to be one of the first people to see the entire series.
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
-

The next part of this survey is about binge watching in a group. Think of a time when you binge watched a television show **with your friends, family or significant other** and answer the following questions. Please be as accurate as you can.

21. On average, how many times a week do you binge watch any program in a group?

22. On average, how many hours do you binge watch in a group during the week days?

23. On average, how many hours do you binge watch in a group during the weekends?

Please indicate the extent to which you agree with the following statements:

I binge watch in a group...

24. Because it is more interesting that way

- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

25. I feel more engaged with the characters when I binge watch in a group

- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

26. Binge watching in a group helps me follow the intricate story lines.

- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

27. Because binge watching in a group relaxes me

- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

28. Because binge watching in a group helps me unwind

- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

29. Because binge watching in a group is restful

- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

30. Because binge watching in a group makes me feel less lonely

- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

31. So I can be with other people who are watching

- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
32. So I won't have to be alone
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
33. Because binge watching in a group makes me feel less lonely than binge watching alone
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
34. So I can talk about it with others
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
35. When I have nothing better to do
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
36. Because binge watching in a group gives me something to do to occupy my time
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
37. Because binge watching in a group passes the time away, particularly when I am bored
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
38. Because binge watching in a group entertains me
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
39. Because binge watching in a group is a more interesting way to watch
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
40. I feel more engaged when I binge watch in a group
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
41. Because of the sexual content
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
42. Because of the violent content
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
43. Because I want to be one of the first people to see the entire series.
- Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
44. What is your sex?
- Female

- Male

45. What is your age in years? _____

46. What is your academic major? _____

47. Please identify which most closely matches your employment status.

- Employed full time
- Employed part time
- Unemployed looking for work
- Unemployed not looking for work
- Retired

48. Please identify which most closely matches your living situation?

- In a dorm
- In an apartment alone
- In an apartment with roommates
- At home with your family or parents
- Other _____

49. Choose one or more races that you consider yourself to be:

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Other

50. For extra credit purposes only, please submit your SHSU email address. This information will be kept separate from the rest of the data to ensure confidentiality. _____

VITA

CASEY YETTER

Education

Sam Houston State University (SHSU), Huntsville, TX *Jan. 2016 – Present*
Master of Art – Digital Media
Expected graduation date: December 2018

Stephen F. Austin State University (SFA), Nacogdoches, TX *Aug. 2012 – May 2015*
Bachelor of Art – Mass Communication Emphasis in Radio/TV Broadcasting
Minor– Criminal Justice

Texas A&M Corpus Christi, Corpus Christi, TX *Aug. 2011 – May 2012*
Major - Communications
No Degree Obtained – Transferred

Professional Society Membership

Broadcast Educators Association *March 2017 – Present*
 Association for Education in Journalism and Mass Communication *June 2018 - Present*

Academic Awards and Honors

Dean’s List (2013, 2015)	Stephen F Austin State University
KSAU 90.1 Best Newscaster (2015)	Stephen F Austin State University
Finalist – Spot Audio Production (2014)	South Central Broadcasting Regionals
Outstanding Graduate Student (2017-2018)	SHSU Department of Mass Communication

Teaching Experience

Primary Instructor

Sam Houston State University *Spring 2018, Fall 2018*
 I taught six sections of Media Literacy 1130 to a combined 130 students both online and in person each semester. This course requires students to critically examine and analyze media found in the world around them. Through in-class discussions, interactive media demonstrations and other experiences, this course helps students make sense of and control their media environments, as well as develop a critical approach to understanding and creating media.

Sam Houston State University *Fall 2017*
 I taught two sections of Writing for Mass Media 1332. This course serves as the foundation for the sequence of writing courses required of mass communication majors,

whether they are pursuing journalism, film, broadcast production or public relations and advertising.

Graduate Assistant

Sam Houston State University

Fall 2016, Spring 2017

I assisted Debbie Hatton in two sections of Audio Production in each semester. I taught units on editing, law, ethics, interviewing, announcing and performance. I also trained undergraduates in the radio station on equipment operation and writing radio copy.

Research

Analysis of Uber Use and the Technology Acceptance Model

I worked with two peers to complete this research as part of class requirements. This research looked at the use of ridesharing apps like Uber and Lyft and the Technology Acceptance Model. I wrote and administered the survey as well as contributed to writing and analyzing data.

Motives of alone versus group binge watching with the uses and gratifications approach (Master's thesis)

This research looks at the motivation factors of binge watching alone versus binge watching in a group.

My research interests include new media, pop culture, binge watching, streaming, and social media.