

The Effect of Simultaneous Multi-Screening on Users Knowledge of Social Issues in a Highly Mediated Society

J. Cheng
H. Mitomo
T. Otsuka

Graduate School of Asia-Pacific Studies,
Waseda University, Tokyo, Japan



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Agenda

- Research Outline
- Introduction
- Literature review
- Theoretical framework & Methodology
- Data & Results Analysis
- Discussion and Conclusion

Research Outline

- Purpose:
 - Investigate effect of Simultaneous use of mass and social media in “Simultaneous Multi-screening” on users’ general knowledge of social issues
- Methods:
 - Statistical analysis, Internet panel survey, Mar 2014, n=2,060 from Japan
- Key Findings:
 1. Simultaneous multi-screening has a positive but mild effect on users’ general knowledge of social issues
 2. Most effect directly from the viewing of TV news, but
 3. TV news not a good catalyst to trigger multi-screening actions
 4. Social media has positive effect on multi-screening, but no direct effect on knowledge
 5. Multi-screening indirectly mediates the effect from the use of Social Media

Simultaneous Multi-screening?

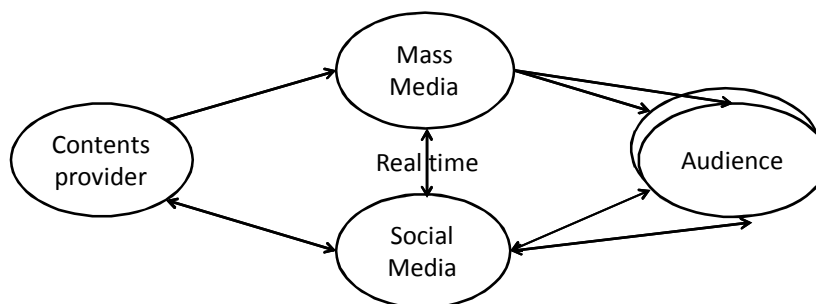
- 90% of our media time spend in front of a “screen”
- Simultaneous Multi-screening = user engages with more than one media (e.g., Watching TV and using Smartphone) simultaneously
- “77% of the time we are watching TV, we are using other devices” (Google, 2012)
 - Emailing (60%), Browsing (44%), Social Networking (42%)
 - TV - main catalyst of multi-screening actions
- Similar trend found in UK, Australia, Brazil, Canada (Microsoft 2013)
- In Japan, 50% social media users used social media to check, share, discuss contents seen on TV as they were watching (Netasia Research, 2013)

Simultaneous Multi-screening?

- Guinness World Record of Twitter's Tweets per second (TPS) - 143,000 TPS
- 3-Aug-13, during TV screening of "Castle of the Sky" in Japan
- for comparison, e.g.,
 - 2012 UEFA Champions League Final – 32,000 TPS
 - 2011 Steve Jobs's resignation - 7,000 TPS
 - 2011 Great East Japan Earthquake – 5,000 TPS
- New level of real time interaction between mass and social media
- What are the effects on the society?
- Highly mediated society – media are ubiquitous and converging rapidly



Simultaneous Multi-screening?



- Links up mass and social media simultaneously
- Increases interactivity between contents provider & audience
- Triggers spontaneous actions
- Widely embraced by the marketing sector
- Limited studies on this new phenomenon
- What are the implications from a social science perspective?

Literature Review – Mass + Social Media

- Simultaneous Multi-screening = coexistence of Mass and Social media
- Mass media – vertical, one way communication
- Social media – horizontal, interactive communication
- Mass-self communication - *“self-generated in content, self-directed in emission, and self-selected in reception by many that communicate with many”* (Castells, 2007 p.428)
 - Shift power from producer to consumer
 - New generation of active audience / prosumer / informed citizen
 - Increase number of media outlet online

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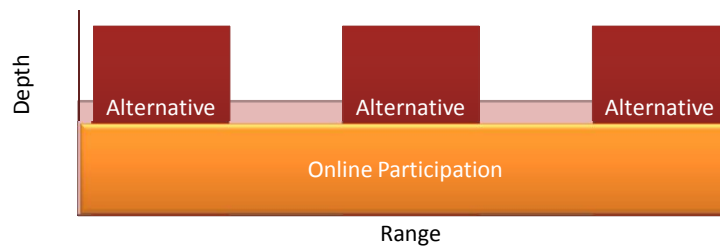
Literature Review – Active audience

- Audience turning away from mass media (Bruns 2008)
 - Losing trust in mass media's political & commercial independence
 - Alternative information sources online
 - News, informed opinion, discussion
 - Publish own reports & commentaries
- Similar trend in Japan seen after 3.11
- In multi-screening – dynamic “ad-hoc” participation, increase
 - number of media outlets
 - level of online participation

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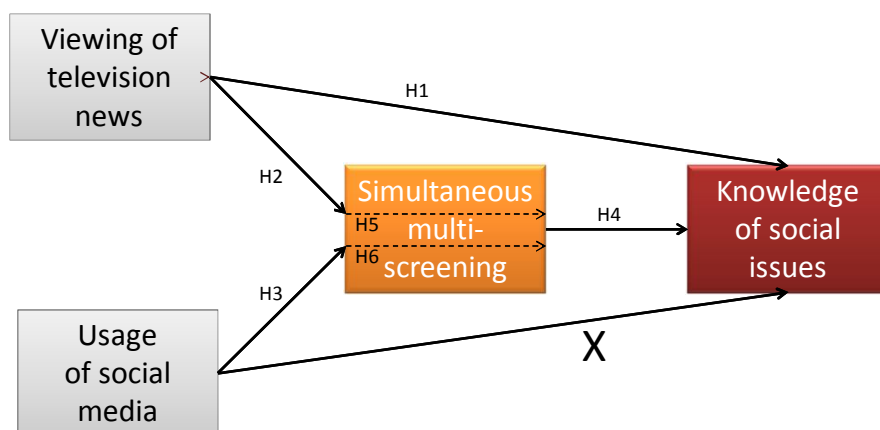
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Literature Review – Knowledge



- Increase media outlets => audience fragmentation => reduce general knowledge (e.g., Tewksbury & Rittenberg, 2012)
- Increase online participation => increase exposure => increase knowledge (e.g., Castells, 2009)
- In simultaneous multi-screening, what is the effect?
- RQ1 = *Effect of simultaneous of users level of general knowledge of social issues*

Theoretical Model

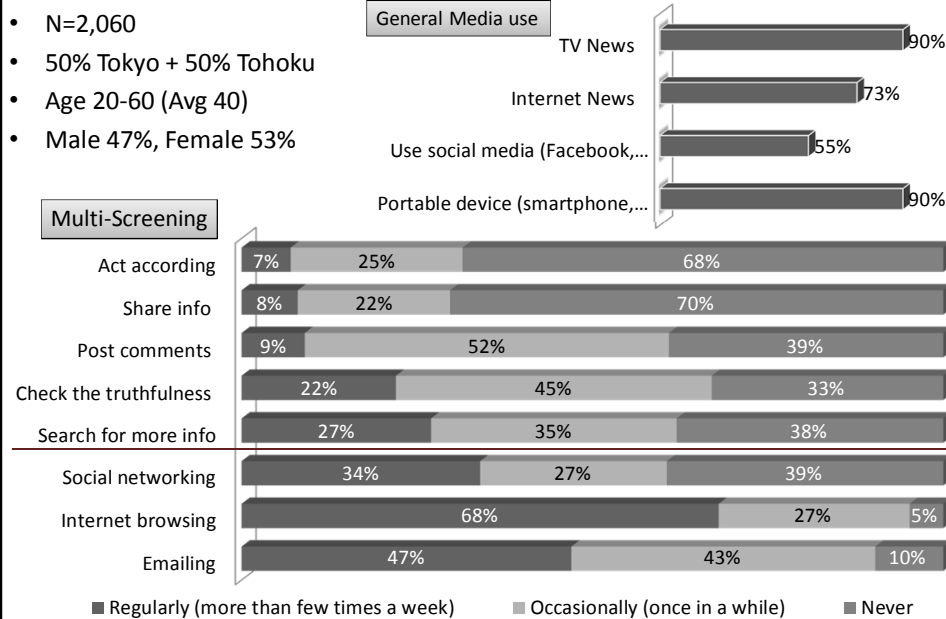


Control Variables:
Age, Gender, Education, Geographic area, Use of Internet news, Trust towards mass media, Trust towards social media

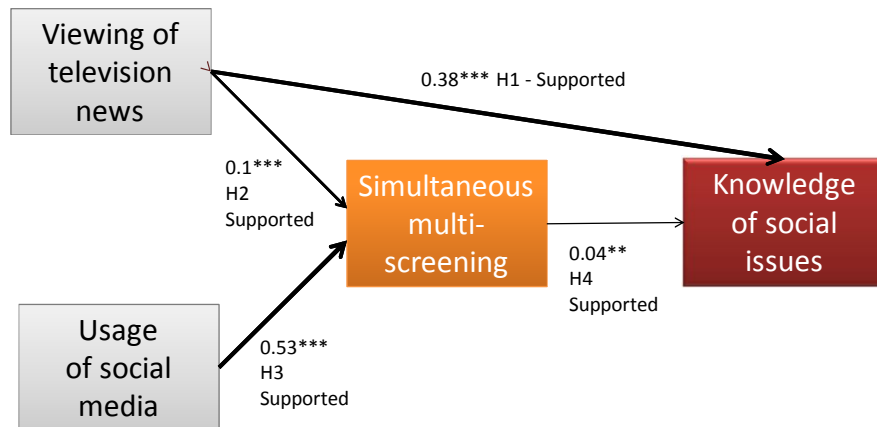
Theoretical Model - Variables

| | | Type | Scale | |
|------------------------------|--|---------------------------------|-------|---------|
| Knowledge | General Knowledge of social issues (10 news headlines) | Latent w/ 10 observed variables | 1-5 | DV |
| Television News | Freq. watching TV news and current affairs | Latent w/ 2 observed variables | 1-5 | IV |
| Social Media | Freq. using Social Media (Facebook, Twitter, LINE & Others) | Latent w/ 4 observed variables | 1-5 | IV |
| Simultaneous Multi screening | Simultaneous Multi-screening related activities (Search, Check, Comment, Share, Act) | Latent w/ 5 observed variables | 1-5 | IV / DV |

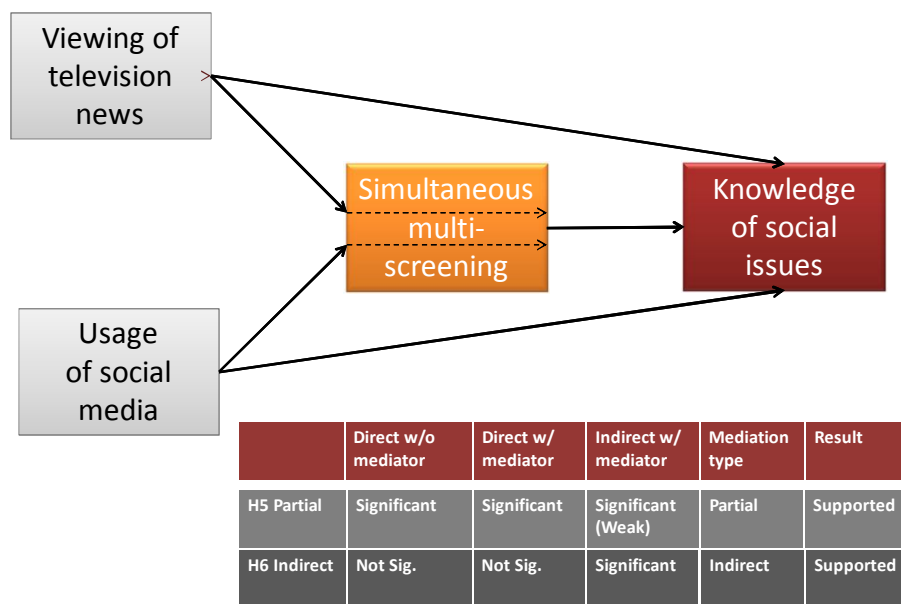
Data – Internet Survey, Mar 2014



Results – Structural Equation Modelling



Results – Structural Equation Modelling



Results summary

1. Simultaneous multi-screening has a positive but mild effect on users' general knowledge of social issues (H4)
2. Most effect direct from TV news & current affairs prog. (H1) but not good catalyst to trigger multi-screening activities (H2)
3. Social media encourages multi-screening (H3) but has no direct effect on knowledge of social issues
4. Multi-screening has
 - Weak direct mediation effect of TV news on knowledge (H5)
 - Some indirectly mediation effect of Social media on knowledge (H6)

Discussion

- *RQ1: Effect of simultaneous multi-screening on users' general knowledge of social issues?*

| | For Multi-screening to work | Relating to social issues |
|---|-----------------------------|-------------------------------|
| 1 | Watching TV | 90% Watched TV News |
| 2 | Online when watching TV | 90% owned portable device |
| 3 | Familiar with social media | 54% used social media |
| 4 | Motivated to act | Yes, but only a small portion |

- Simultaneous Multi-screening
 - Common phenomenon in Japan
 - Mild effect on general knowledge of social issues
 - Most activities not triggered by TV news and current affair prog.
 - Only a small group of audience were motivated, and has some positive influence
- What kind our TV prog. can motivated more audiences?
- Which group of audiences were motivated?

Conclusion

- Contributions
 - Fill the knowledge gap on the effect of this new & prominent trend in media communication
 - Foundation for future studies
- Implications
 - Media providers, practitioners, NGOs – utilise this new trend to raise awareness on social issues
- Limitations
 - Single survey - Causal ambiguity
 - Panel sample - Sample bias

Thank You

John W. Cheng
Graduate School of Asia-Pacific Studies
Waseda University, Japan
cwljwc@akane.waseda.jp