

Video Viewing Behaviors and their Motives in Korea in the Digital Age: A Reconsideration of the Uses and Gratifications Theory Approach through Studies on Youth's Video Media Using Behaviors

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The purpose of this study is to compare “the viewing of downloaded files of TV programs” and “the viewing of videos through TV devices” by youth in Korea, which is one of the most digitally advanced countries in the world, in order to understand the gratifications which people feel in the two different types of viewing and the social and media factors which affect them. This study also examines whether the viewing of downloaded files of TV programs can replace the viewing of videos through TV devices. The results of the interview research showed that the motives of the viewing of downloaded files of TV programs includes “the possession of files,” “the release from time,” “the release from places,” “the diversity of videos,” “the selective viewing,” and “the non-possession of TV devices.” They were different from the motives that previous research on traditional media indicated. It was also found that the viewing of videos through TV devices was motivated by “the viewing with others,” “the real time viewing,” and “the quality of the screens,” which shows specific characteristics of the TV devices. The results showed that the motives were related with five factors, “the diversity of ways for video viewing,” “the diversity of video contents,” “the non-possession of personal TV devices,” “popular TV programs non-terrestrial channels broadcast,” and “busy with everyday life.” Korean young people use these two different types of viewing based on different motives taking properties of each media into account. These findings indicate that TV broadcasting should provide the video contents and the video viewing environment that make adequate use of the specific features of the TV device. It will lead to the maintaining and improving of the position of the TV device in the society.