GRATIFICATIONS ABOUT REALITY TELEVISION "THE VOICE OF
CHINA" AMONG CHINESE AUDIENCE

GRATIFICATIONS ABOUT REALITY TELEVISION "THE VOICE OF
CHINA" AMONG CHINESE AUDIENCE
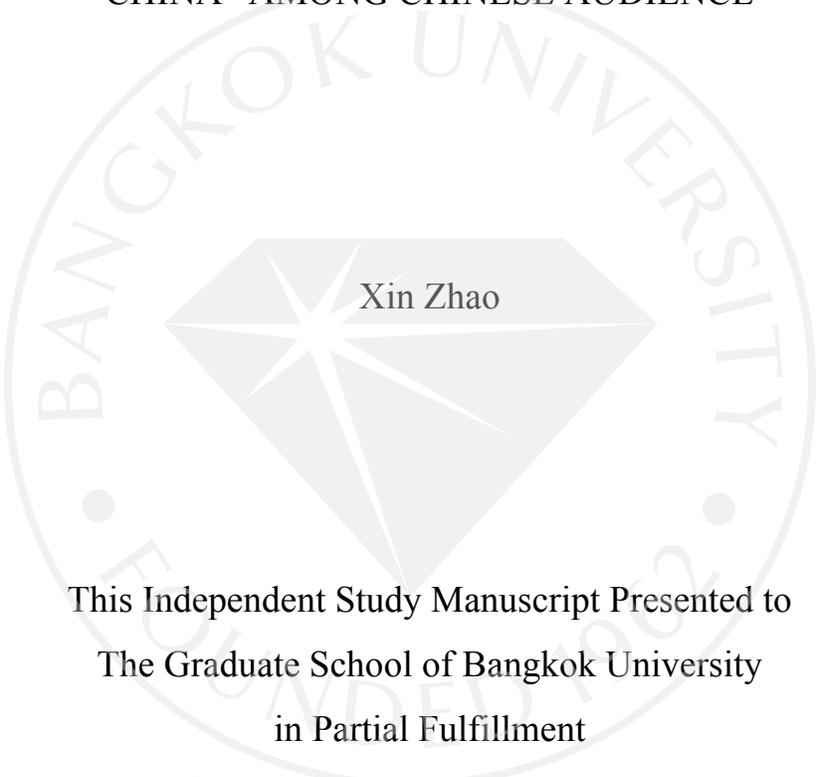
Xin Zhao

This Independent Study Manuscript Presented to

The Graduate School of Bangkok University

in Partial Fulfillment

of the Requirements for the Degree

Master of Communication Arts

2014

**This Independent Study has been approved by**
**the Graduate School**
**Bangkok University**

Title:   GRATIFICATIONS ABOUT REALITY TELEVISION "THE VOICE OF
CHINA" AMONG CHINESE AUDIENCE

Author:   Miss Xin Zhao

Independent Study Committee:

Advisor

(Assoc. Prof. Dr. Boonlert Supadhiloke)

Field Specialist

(Asst. Prof. Dr. Pacharaporn Kesaprakorn)

Asst. Prof. Dr. Sivaporn Wangpipatwong
Dean of the Graduate School
July 29, 2014

Xin Zhao, Master of Communication, July 2014, Graduate School,
Bangkok University.
Gratifications about Reality Television "The Voice of China" among Chinese
Audience (66 pp.)
Advisor : Assoc. Prof. Boonlert Supadhiloke, Ph. D.

## ABSTRACT

The main objective of this study is to apply the uses and gratifications approach to investigate "The Voice of China", the most successful talent show in china for past two years. The research examines the motives for watching and satisfaction of audience through comparing the gratifications sought and gratifications obtained. A quantitative survey is be used to collect data. The samples are selected by convenience sampling method and all of the samples are 231. The mean and standard deviation are tabulated and analyzed by using paired sample t-test.

The finding suggests that the primary motives for watching "The Voice of China" among Chinese audiences are social interaction, entertainment and relaxing, but not vicarious participation or perceived reality. And the gratifications are well obtained indicates high audience satisfaction for the program content.

# ACKNOWLEDGMENT

# TABLE OF CONTENTS

**TABLE OF CONTENTS (Continued)**

## LIST OF TABLES

Page

# LIST OF FIGURES

# CHAPTER 1

# INTRODUCTION

## 1.1 Relational and Problem statement

"The Voice of China" (Chinese: 中国好声音; pinyin:

ZhōngguóHǎoShēngyīn) is a reality singing competition TV Show which was aired on the ZheJiang TV station on 13 July 2012. It based on the singing competition show The Voice of Holland and brought the copyright from Dutch.

The concept of the program is to seek out new singing talent and all the contestants are drawn from the public auditions. Each season of program consists of three phases, blind auditions, battle phase, and live performance shows. Four of the country top recording artists are invested as the coach of each team to recruit and train their contestants. The biggest difference from other Chinese talent show is that the judgment of the coach totally bases on the singing talent but not appearance.

And the first season of the Voice attracted more than 120 million TV viewers and 400 million internet users among Chinese Audience (He, 2012). Two seasons of the show gained the highest audience rating among national same time television programs for two years in a row. It was considered as the most popular reality singing competition show in Chinese mainland for the past two years.

It became a phenomenon that the reality television has dominated mainstream TV program in the past several years. Reality television was considered as one of the most important development in recent television history. For the past decade, the reality television was regularly majority in the top 10 television show ratings (Coyne, Robinson & Nelson, 2010). Reality television has been widely defined in literature as a genre which places the "real-life" people in unscripted situations with unpredicted outcome, usually highlights personal drama and conflict. Bailey and Barbato (2003) suggest that Reality TV Genre is comprised by several subgenres, including romantic, talent, quiz, and game, etc.

China has the world's largest television audience, with a 97% household penetration for TV coverage in 2010 (Italian Trade Commission Shanghai Office, 2011, p.5). By early in the new century, there was a complex and hierarchical television system with approximately 700 conventional television stations, about 3000 cable channels and over 30 satellite channels in China (Wang, Liu & Fore, 2005, p135-146). The provincial satellite channels have been seen around the country. Since the 2004 and early 2005, "Super Girls" (Chao JiNv Sheng 超级女声) cloned American Idol which aired in Hunan Satellite TV, achieved huge success. It inspired many other satellite channels to produce similar format shows which are cheap to produce and earn a lot of advertising revenue. For the year 2013, there were over 30 reality TV shows of several subgenres launched by Chinese satellite channels, two-thirds of them are singing competition shows. Nowadays, reality TV shows, particularly the singing competition show are more popular than many other television genres, for instance, comedies, dramas and documentaries on the mainland of China. However, the Chinese television industry is highly competition within the similar formats and the great amounts.

Within the highly competition and enormous of revenue of television industry, studies on this field are rapidly increasing. Audience analysis by using communication theory is appropriate and beneficial to understand the popularity of reality television.

"The uses and gratifications paradigm has proven helpful in identifying a variety of motives regarding media use and viewing patterns that reflect the utility, selectivity and intentionality of audience activity" (Levy & Windahl, 1985). Rayburn and Palmgreen (1985) combined use and gratifications theory with expectancy value theory to generate an expectancy value model of gratifications sought (GS) and gratifications obtained (GO). GS is used to explain the audience's motivation based on the expectation, for media use behavior. While GO refers to the "perceived personal outcomes" of these behaviors (Rubin, Sypher& Palmgreen, 1994, p. 173). Research has been proven the strong relationships between the GS and GO. When GO is higher than GS which means the media users' needs are well satisfied, but comparisons have shown that audiences 'needs are not always satisfied when they are motivated to consume media to meet

certain needs. (Palmgreen, Wenner& Rayburn, 1980; Rayburn& Palmgreen, 1984). If the users feel unsatisfied by medium, they may be likely to seek out alternatives (Rosengren& Windahl, 1972). Studying the gap between the two variables (GO&GS) is helpful to understanding the audience's needs and the success of reality television.

**1.2 Objectives of Study**

The main objective of this study is to analyze the audience motivation and obtained of reality television, especially the singing competition show. The purpose of our study is to apply uses and gratifications approach to investigate The Voice audiences. Specifically, we are interested in: a) to examine the levels of gratifications sought (motivations) and gratifications sought from viewing reality television "The Voice of China" among Chinese audience; b)satisfaction: to examine how viewing reality television "the Voice of China" affect difference in gratifications sought and gratifications obtained among Chinese audience. The study aims to help investigate the reason of popularity of singing competition show through examining the expectation and reward of individual audience.

The goal of this study is to discover the gratifications of audience and expand the knowledge of reality show. This research will be part of body of research that applied uses and gratifications to understand subgenre talent show.

**1.3 Scope of Study**

In this study, the Voice of China is selected as stimulant among several singing competition shows. As the most successful singing competition show in past two years, studying the audience is representative and predicted the audience of certain kind. The sample of the study focuses on the Chinese audience over 16 years old, who have consumed the Voice of China in past two years.

**1.4 Research Questions**

1. What are primary gratifications sought (motivations) from viewing reality television "The Voice of China" among Chinese audience？

2. How viewing reality television "The Voice of China" affects difference in gratifications sought and gratifications obtained among Chinese audience?

**1.5 Definitions of terms**

Reality television refers to a genre of television programming that simulates real-world or real-life situations and features ordinary people from the audience as participants.

"The Voice of China" reality television refers to a Chinese singing competition show aired on 2012 to seek the singing talent. The basic concept is the Voice of Holland and brought copyright from Dutch.

Gratifications sought: Motives are the "expressed desires for gratifications in a given class of situations" and measured operationally as gratifications sought in conceptual extent (McLeod & Becker, 1981, p. 74). Specifically, gratifications sought are a media user's motivations or expectations (Dobos, 1992).

Gratifications obtained：From a media effects perspective, gratifications obtained are the "perceived personal outcomes" of media use (Rubin, et al., 1994, p. 173), and may be quite different from an individual's gratifications sought (Palmgreen, et al., 1980).

Satisfaction：According to Rayburn and Palmgreen (1984), "discrepancies between gratifications sought and obtained may motivate changes in behavior to reduce the discrepancies" (p. 556). The difference between gratifications obtained (GO) and gratifications sought (GS) has implications when considering the extent to which audience are satisfied with media.

**1.6 Significance of the study**

Scholars have noted that the uses and gratifications approach is a useful framework for television viewership, but it shows a strong western centered dominance.

Although uses and gratifications theory has been used for years to study the reality television audience, scholars usually studied the genre as a whole. As grown diversity of reality television, the importance of breaking down the reality TV genre into sub categories and studying each individually would became trend.

Although Chinese scholars have used the uses and gratifications approach to explain the phenomenon of popularity of singing competition show, the analysis lacks

integrity and accuracy due to without research data. This study intends to analyze and investigate the Chinese audiences' needs and expectation for reality TV according to real data, it is looking for provide better understanding to this issue for scholars , television practitioners and for further study in communication field.

**CHAPTER 2**

**LITERATURE REVIEW**

The purpose of the study is to examine the motivations related to viewing a specific form of television program, thus, this following chapter will first explore the reality TV genre and specific content of "The Voice of China", second uses and gratifications theory and previous research on reality shows will be the last part.

**2.1 Reality TV and Audience**

**2.1.1 Brief History of Reality Television**

Brooks (1988, 2003) described eight eras for past fifty years in programming history, vaudeo (1948-1957), adult western (1957-early 1960s), idiot sitcom (early to late 1960s), relevance (late 1960s-1975), fantasy (1975-1980), soap opera and the real people (1980s), the era of choice (1990s), and reality (2000-present).Although reality popularity Audiences have been exposed to a number of various different program genres such as animated, drama, comedy, documentaries, news program since the first broadcast of national network programming in 1940s.Although it is a continuing topic of debate in reality TV genre and ethical and moral debate, all the critics admit that reality TV was originated in United States and the concept of reality television is not new. As the "Candid Camera" first aired in the 1940s and served as the prototype for reality television, the concept of reality based is as old as the television itself.

Later years, several reality TV program were aired worldwide mainly in United State, such as "An American Family" aired by PBS in 1973, "The Real World" aired by MTV in 1992 and etc. In 2000, the great success obtained by the Survivor generated imitators followed and the evolution of a new format. The ingredients of competition amongst a cast of "real people" (non-actors) was kept by followers programs.

**2.1.2 Reality TV Definition and Subgenre**

The basic concept of reality TV is that the characters are placed on camera without much script. Nowadays, there are various formats of reality television. It is better to define the reality TV within understanding the sub-genre of reality TV.

A combination of researches explored nine sub-genres existed in today reality TV genre (Andrejevic, 2004; Ouellette & Murray, 2004):

Hidden camera shows (*Punk'd* and *the Jammie Kennedy Experiment*)film people without their knowledge on a feature staged situations.

Dating programs (*Blind Date, The Bachelor*): based on romance, the suitors win the heart of one women or man

Game shows (*Survivor, Big Brother*): the characters are placed in a game show environments and situations in which their primary objective is to win a prize in the final.

Talent shows (*American Idol, The Voice*): a stage presentation to find the talent or special skill, usually objective to create new superstar, singer actor or supermodel.

Makeover/lifestyle programs (*Extreme Makeover, The Swan*): extraordinary transformations of ordinary people as they undergo simple procedures, such as fashion makeovers, or life-altering plastic surgeries.

Docusoaps (*An American Family, The Real World*): following the lives of real people and actual events, similar to soap opera.

Court TV (*Judge Judy, People's Court*): broadcasting the civil trials of people's actual cases

Reality sitcoms (*The Osbournes, My Life as a Sitcom*): reality-based situation comedies.

Law enforcement programs (*Cops*, *America's Most Wanted*) profile or assist law enforcement to require a consequence of criminal justice.

2.1.3 The Voice

Singing competition show as a specific form of Talent shows under reality TV genres, usually is an event that the contestant can perform singing, dancing on stage, is a form of television program between entertainment and documentary but more entertainment. To many people, talent shows represent the dream, opportunities to be rich and fame, to some, they serve as entertainment, relaxing time.

The origin of talent shows can be traced back to 1956, the show named "Opportunity Knock" with the concept "finding next big thing" as the prototype of reality talent shows. The Popstars originated in 1999 in New Zealand is considered as the new era of talent show. Later years, "Pop Idol", "American Idol", "X-Factor", "So You Think You Can Dance", et al, various talent shows have been aired across countries.

Figure 1: Logo of the Voice of China



The original The Voice of Holland began in 2010, the great success attracted international interest in this format, and various international television networks brought copyright and had been licensed to produce their own vision, thus the Voice transformed as an international franchise.

Based on the concept to find singing talent, "The Voice of China" consists of three phases, blind auditions, battle phase, and live performance shows. Four performing artists are invested as coaches, select their team member from public audience through a blind auditions process, training and occasionally performing with them in later process.

The cast of first season contained Harlem Yu, Liu Huan, Na Ying, and Yang Kun and in the second season, Liu Huan and Yang Kun were replaced by A-Mei and Wang Feng. Almost every other show in China considers someone's appearance when judging their talent. What makes it different is, in the first blind audition, the coaches sit back to the stage and can only hear the singers who are auditioning for slots on the show. The coach turns around to face the contestant if he/she has interest. The contestant has the right to choose coach when two more coaches express their interest to want the contestant. Coach conducts his/her own team after the first stage and begins training them. During the battle rounds, the coach puts two of their team members to sing the same song together on the stage, then chooses the one to advance to live performance shows. At final stage, audiences have the right to vote to save their favorite contestant in original version, while in Chinese version, the audiences are placed by media practitioner. And coach also can score his/her own contestant to choose one to stay at final for the team. Combining the score from media practitioner and coach, the one who gets the highest score will stay at the final stage for his/her team. The four strongest contestants from four different teams will compete to win the title "The voice of China" and the recording contract.

Figure 2: First phase blind audition



In Chinese specific conditions, talent show is the mainstream in reality television and ranks one of the four favorite type television programs. In 2005, the second season of Super Girls gained a great attention and success from whole society in mainland China, therefore stimulated the popularity of Chinese reality show especially talent show and impacted the development of Chinese entertainment industry (Wang& Xia, 2007). As a

result, the talent shows have sprung up in China for past few years to satisfy audience curiosity and needs. The more talent shows exposure increase, the more requirements for quality and content the audiences have. Only a few of talent show have achieved good result, such as "Happy Boy"-boy's version of "Super Girl", "China's Got Talent Show"-Chinese version of "Got Talent", "I am a Singer"-brought copyright from South Korea program "I am a Singer", "Avenue of Stars"-broadcast in China Central Television (CCTV) etc., but a number of them don't achieve desired result.

Looking for the success of "The Voice of China", there are several reasons should be considered:

First fresh format is different from other exist programs. The blind audition phase is the first program which they only value contestants from the sing skills regardless of the appearance. Compared with other talent show, coaches and audiences focus more on the singing skill rather than other factors, people could be touched easily by the performances.

The traditional judge are instead of coach, which means the contestant performance is tied with his/her coach's training, what makes relationship between the coach and contestant closer and equal to increase the interest of program. And the performance becomes wonderful, because the coach pays more attention to train and improve his/her contestant' skill.

One of the important reasons for talent show popularity is the low in-put but high returns. As a consequence of a large number of productions, the quality of talent show varies and some of them are criticized as shoddy. The Voice of China not only buys the format from abroad but also the whole standards making process. Both the light and sound equipment are the state-of -art. A great number of cameras capture the details of each characters on the stage even back stage, therefore the viewer could reach the struggle of each character. The top four artists are approved by the audience for their professional skills, fame and influence and experience in entertainment industry. From this program, the trend that top artists take part in the talent show is driven.

The Voice, as the most popular talent show for past two years, is chosen as talent show icon to explore the popularity reason and study audience analysis.

**2.2 Uses and Gratifications Theory**

Founded by Katz, Blumler, and Gurevitch (1974)，Uses and gratifications (U&G) approach is generally recognized to be a sub-tradition of media effects research, which helps to determine audiences' motivations for doing what they do with mass media (Katz, 1959; Klapper, 1963; Ruggiero, 2000; Stafford, Stafford, & Schkade, 2004)

Based on the notion that media cannot affect the individual audience unless he/she has some use for media, U&G approach suggests that audiences are considered as active rather than passive in selecting media and seeks to examine audiences' psychological and social motives that drive audiences to use different media to derive gratifications (Jamal & Melkote, 2008; Rubin, 1994).

In other words, U&G approach is widely adopted to investigate the purpose of different media use and the psychological and social needs as well as the motives that affect the using media. U&G approach is the theoretical focus that will be used in explaining why audiences consume specific television program like the Voice of China.

2.2.1 Uses and Gratifications History

Uses and gratifications (U&G) approach can be tracked back to 1940s, within the interest that why audience engaged in various media behavior (Ruggiero, 2000). As the early inclination of media effects research focused on the direct and immediate media uniform effects on audience who received the massage, some scholars who believed in the power of the audience to select and filter the massage sent by media challenged the traditional and reigning ideology of that time and turned to a more audience oriented research, supporting the development of the uses and gratifications theory.

Katz (1959) introduced primary assumption that the audiences are active, against considering the public as "an undifferentiated mass", Katz initially asked what people do with the media, instead of the traditional question of what the media do to the people.

The earliest researchers only focused on the media gratifications sought, that the motives of people use media ,not including outcomes, or gratifications obtained until 1970s (Rayburn, 1996).Researchers indicated that audiences actively consume media in order to achieve some specific sort of gratifications (Herzog, 1944;Mendelsohn, 1964; Schramm, Lyle &Parker, 1961). In 1970s, researchers extended the question not only what people do with the media, but also why and for what exactly audiences use the media. Blumber and Katz (1974) believed that individuals intentionally choose a certain media which best fit their own personal needs and the reasons for selecting a specific media would vary between individuals. Therefore the theory became more defined in terms of individual viewing motivations and gratifications into further research related to media uses and gratifications.

Katz, Blumler and Gurevitch (1974) proposed five basic assumptions of the uses and gratifications theory: a) audiences are goal-oriented, purposive and motivated in communication behavior such as selecting media and use. b) Audiences select and use media to satisfy their needs or desires. c) Media compete with other forms of communication for audiences' needs satisfaction. d) Audiences have enough self-awareness to identify and recognize their needs to be able to provide researchers with information. e) The value of media content can be assessed by audiences.

To complete the U&G approach, Rosengren (1985) added, "If audience members are to select from among various media and non-media alternatives according to their needs, they must have some perceptions of the alternatives most likely to meet those needs"(p. 22).

2.2.2 Development of Uses and Gratifications

Early researches concentrated on exploring the various motivations in the behavior of media consumption, In 1970s, Katz et al. (1974) suggested that the motivation of media selecting and usage to gratify the social and psychological needs. Therefore, studies to determine and category the gratifications needs have been conducted. Katz, Gurevitch and Haas (1973) identified five gratifications needs,

cognitive needs, affective needs, personal integrative needs, social integrative needs and tension free needs.

Cognitive needs relate to information and knowledge acquisition, thus the programs provide access of information/knowledge to gratify the cognitive needs. Affective needs involve in emotional experience, such as audience consume reality show for entertainment. Personal integrative needs drive from the self-esteem, usually related to confirmation of credibility, to reassure individual status, such as the right of audiences to vote for contestant in reality show lead them to think selves are important. Social integrative needs relate to social interaction and contact. Tension free needs involve in the desire to escape or seek to relaxing/ releasing press. These basic five categories of gratifications needs inspired further studies to examine the motivations of television viewing.

Rubin (1983) explored six basic motivations hold by audience in watching television, companionship, passing time, escape, learning, arousal, and relaxation. Rubin also concluded that viewers are guided by their motives in media consumption，and extent his research to develop a questionnaire by using his basic motives.

Later Rubin extended the six basic motivations to nine categories and divided the audience into two types, ritualized audience and instrumental audience. Ritualized audiences make habitual use of television for time consumption or entertainment, While instrumental audiences are goal-oriented in their watching to "gratify informational needs or motives," Rubin and Perse (1987) found that instrumental audiences had higher levels of gratifications than ritualized audiences, however the content of program should must be considered.

Table 1:Selected Media Use Typologies

| Source | Uses/Motivations/Reasons for Attending |
|---|---|

| McQuail, et al. (1972) | Personal relationships<br>Diversion<br>Surveillance<br>Personal Identity |
|---|---|
| Greenberg (1974) | Companionship<br>Passing Time<br>Habit<br>Escape<br>Learning<br>Arousal<br>Relaxation |
| Rubin (1977) | Companionship<br>Passing time<br>Escape<br>Learning<br>Arousal<br>Relaxation |
| Palmgreen& Rayburn (1979) | Companionship<br>Passing time<br>Forgetting<br>Entertainment<br>Learning about things<br>Communication utility<br>Relaxing |
| Rubin (1983) | Companionship<br>Pass time<br>Habit<br>Escape<br>Entertainment<br>Social interaction<br>Information<br>Arousal<br>Relaxation |

Furthermore, another dimension was brought into research field that emphasized the distinction between the gratifications sought before the media exposure and gratifications obtained after the media exposure (Bryant &Heath, 2000, p 363).

In later 1970s, scholars initiated to investigate the gratifications receiver (Greenberg, 1974; Blumler,1979; McLeod, Bybee& Durall,1982)but the early approach were criticized that the audience are considered as less active, expectancy value was

introduced to U&G approach theory. An expectancy model of gratifications sought (GS) and gratifications obtained (GO) are invoked (Palmgreen& Rayburn,1982).

Expectancy is a very important concept in use and gratification theory. The expectancy exists when the audiences seek for a media to meet special needs. If the media can meet the expectancy of audiences, the audience will perceive that the media can provide necessary information. Media can provide different gratifications needs and expectancy model believe that audiences have perceptions and expectancy about the potential of media source to satisfy needs. (Palmgreen et al, 1982)

The researches form Palmgreen, Wenner and Rayburn (1980) suggested that "individual gratifications sought are moderately to strongly related to corresponding gratifications obtained" and the gratifications sought and gratifications obtained are similar but exist differences. According to Palmgreen et al (1980, 1984), the gratifications sought refer to the audience's motivations for media usage. The gratifications obtained refer to the subjective probability of media content to provide audience members with the required gratifications.

**2.3 Previous research on Reality TV**

**"**The increase in reality programming is undoubtedly related to the increasing number of cable channels, which allows advertisers to reach niche markets" (Hiebert& Gibbons, 2000).It is a good business for television practitioner to produce reality television, because it mixes the viewer popularity and cheap production costs (Sack, 2003).Focusing on the rise of reality television, many scholars conducted research on study in this field. Previous research indicated that the target audience of reality television is young people, especially school and college students under 25 years old (Baumgardner, 2003; Brasch, 2003)

As uses and gratifications approach is typically employed in the field of study Television viewers. Many researches indicated that (Frisby, 2004; Mead, 2004; Nabi, Stitt, Halford& Finnerty, 2006, Reiss & Wiltz, 2004) entertainment, relaxing, habitual pass time, companionship, social interaction, and surveillance (information seeking) are common gratifications for television viewers.

According to Rubin (1983), audiences' motivations for television viewing are directly linked with the content of program. The research by Reissand Wiltz (2004) indicated that people preferred to watch the program stimulate the motives people intrinsically value the most. The reason of watching reality television is related to their value and expectancy. Barton (2009) conduct a research, which studied several competition reality shows "The Bachelor", "Survivor "and "The Apprentice". The findings suggested that gratifications sought and obtained varied across different types of competition reality shows. Hence, it is necessary to study each subcategory of reality television genre separately.

Mead (2003) conducted a study to discover reality program motivations of the undergraduate college audiences, and found that the top five motives were related to the show's format, quality, entertainment, arousal and sexual interaction.

Stafford and Schkade (2004) found it important to distinguish between content and process gratifications. Content gratifications concern actual information, messages, or entertainment carried by the medium, while process gratifications deal with the experience or actual use of the medium itself. study conducted by Papacharissi and Mendelson（2007）found that, "those who perceived reality TV content as more realistic and developed greater affinity for reality TV content were more likely to watch to fulfill entertainment and relaxation needs primarily" (p. 367).Therefore, from this study the mainly reasons for watching reality TV are relaxation and entertainment.

Regarding the voyeuristic gratifications, many of the shows rely on "titillation, the promise of glimpsing strangers thrown into forced intimacy" (Johnson, 2001, p. 57) to satisfy voyeuristic desires for many of viewers. Nabi (2007) conducted a research to examine whether individuals watch reality program for voyeuristic reasons. The finding indicated people view reality television for real people instead of actors. However, further study revealed the findings were related to frequency, frequent viewers watched because of entertainment, the enjoyment of watching someone else's life, and the self-awareness received from programs. While infrequent viewers watched because they seek for relaxing, or because they enjoyed watching someone else's life.

Regarding of demographic information, Nabi et.al (2003) find a sex and age difference, men have a higher level of entertainment gratifications than women. Older audiences have a higher level of social interaction and companionship. Meanwhile, other research did not find the significant difference between gender and age in motivations of television viewer (Reiss &Witlz, 2004).

Wei and Tootle (2002) found new gratifications dimension sought from Reality TV viewing—vicarious participation (p. 16). Gardyn (2001) also found that "guessing who will win or be eliminated from the show", "to see people face challenging situations" and "imagining how I would perform in similar situations" are the top three reasons of watching reality television from his research, therefore vicarious participation was one of most important category in reality TV consumption.

Hall (2006) conducted focus group to analyze reality TV viewers and the response from participate indicated that their view of reality TV program for the reason of perceived reality to some extent. The findings indicated that perceived reality is not a stable type of gratifications, which is likely to relate with the content of specific program. The same findings of the research on social reality construction suggests that perceived realism leads to a greater tendency to be influenced by program content (Busselle& Greenberg, 2000).

Previous research has suggested that self-esteem (Reiss & Wiltz, 2004), escape (Javors, 2004), perceived reality (Potter, 1986), surveillance (Andrejevic, 2002) voyeurism (Nabi et al., 2003), audience interactivity (Griffen-Foley, 2004) are related to the individual's motivation for reality program viewing.

**2.4Hypothesis**

Based on the above discussions we propose the following research questions:

1. What are primary gratifications sought (motivations) from viewing reality television "The Voice of China"among Chinese audience？

2. How viewing reality television "The Voice of China" affects difference in gratifications sought and gratifications obtained among Chinese audience?

The first question will examine the motivations of The Voice of China viewer. Motivations are usually measured operationally as gratifications sought (GS), conceptually motivations are "expressed desires for gratifications in a given class of situations" (McLeod & Becker, 1981, p. 74). As noted above, audiences are conscious of their gratifications sought and motivations serve as the expression of gratifications sought.

According to expectancy value model, Gratifications obtained(GO)are the "perceived personal outcomes"(Rubin, et al., 1994, p. 173) and the outcomes may be not consistent with individual's gratifications sought.

A comparison of gratifications sought with gratifications obtained is found in audience satisfaction literature (Spreng, MacKenzie, &Olshavsky, 1996).The difference between gratifications obtained and gratifications sought has implications when considering the extent to which users are satisfied with their media use. When GO are significantly higher than GS, it means that the audience have high satisfaction. If the media cannot satisfy the specific needs, the audience may seek alternative media source.

Hence, the hypothesis for RQ2 is

H1: The gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought.

This paper explore the nine categories of gratifications, entertainment, relaxing, habitual pass time, companionship, social interaction, voyeurism , surveillance vicarious participation and perceived reality. RQ2 will compare each category of gratifications separately,

H1a: The entertainment gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought.

Entertainment gratifications refer to audience watching the "The Voice of China" for entertainment, such as exciting, pleasure and enjoyable.

H1b: The relaxing gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought.

The relaxing gratifications refer to audience watching the "The Voice of China" for relaxing/tension releasing.

H1c: The habitual pass time gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought.

The habitual pass time gratifications refer to audience watching "The Voice of China" for passing the usual time.

H1d: The surveillance gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought.

The surveillance gratifications refer to audience watching "The Voice of China" for seeking useful information to satisfy knowledge.

H1e: The vicarious participation gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought.

The vicarious participation (was described as "audience identification") gratifications refer to the program allowing the audience to connect with the character.

H1f: The voyeurism gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought.

The voyeurism gratifications refer to the program satisfying the audience voyeuristic desires, such as sexual interest or spying on people engaged in intimate behaviors.

H1g: The perceived reality gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought.

The perceived reality gratifications refer to the program allowing the audience to perceive the content as real/to be real.

H1h:The social interaction gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought.

The social interaction gratifications refer to audience watching "The Voice of China" to gain value information to facility the communication process and get closer with others.

H1i: The companionship gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought.

The companionship gratifications refer to the program satisfying the audience desire to have somebody or something to accompany.

**2.5 Conceptual Framework**

Figure 3 Gratifications sought (GS) and gratifications obtained (GO) process model (Palmgreen& Rayburn, 1985)
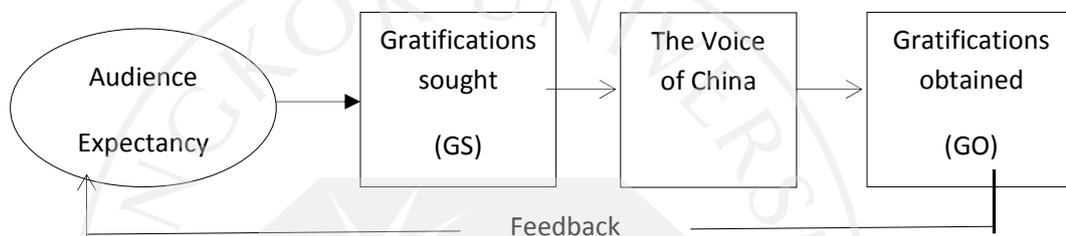


As figure 1 indicates, according to Uses and Gratifications approach, media provide the gratifications which are expected by the audiences. The gratifications are valued by individual within social/psychological experienced. This model explains well distinguishes and relationship between gratifications sought (GO) and gratifications obtained.

# CHAPTER 3
# METHODOLOGY

## 3.1 Research Design

To answer the research question, a quantitative method was applied in the research. Participants were asked to complete a cross-sectional self-administered online questionnaire survey. The questionnaire stated that respondents' answers were completely anonymous but other demographic information such as age, income, education. The privacy of participants was protected. All participates were voluntary and agree to use of their answers in the data set. There was no cost and minimal time requirement to answer the questionnaire that allowed a large number of participants. Both forced choice and open-ended questions were asked. Most data were collected within 1 week.

According to basic assumption of uses and gratifications theory, audiences are conscious of their motivations based on satisfaction of individual's needs, goal or desire. Audiences have the ability to report their needs to providing useful data for uses and gratifications approach research. A traditional method of U&G approach survey provides a well understanding of gratifications about the Voice of China.

## 3.2 Population and Sample Selection

The target population of this research was The Voice of China audience. All participates were asked to answer whether watched The Voice before filling the questionnaire to make sure the reliability. As the program only launched in China, the broad of audience is limited Chinese citizens over 16 years old. The online survey used convenience sampling method to collect data, and the IP controller to prevent the repetition.

The samples included 231 participants, 111 males (48.05%), and 120 females (51.94%). 76.8% of participates has higher education. The mean age of 25, the age ranged from 17 to 47. After the 231 questionnaires were collected the data were entered into SPSS statistical program and analysis was run to determine significant findings.

## 3.3 Research Instrument

The questionnaire (APPENDIX A) was consisted with four sections, demographic

information, gratifications sought, gratifications obtained and open-end question.

The demographic information was forced to answer, including gender, age, income, education, frequency of viewing and channel.

The frequency contained five options, (A) every week and (B) Two-three week was interpreted as frequent audiences, others three (C) Every month        (D) Two-three months and (E) Half - One year options were interpreted as infrequent audiences.

As noted above, motives were the "expressed desires for gratification in a given class of situations" and measured operationally as gratifications sought (McLeod & Becker, 1981, p. 74). The second part asked the reason of why people watching the Voice of China

To answer the third research question, the third part would ask the obtained after the media exposure. The statement would be paired between GS and GO.

Based on the Rubin's 1983 Television Viewing Motives scale, the measurement items combined from previous uses and gratifications researches for reality television. (Rubin, 1983, Barton, 2009; Papacharissi& Mendelson, 2007),

To measure gratifications sought (Cronbach's    = .93), 25 statements of motivation were presented to participants to measure the nine categories of gratifications. Each category contained 2-4 statements within a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree) to assess participants' response to the statement.

To measure gratifications obtained (Cronbach's    = .95), participants were provided with the same list of 25 statements within a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree)

Table 1:  Reliability Statistics

| Scale | Cronbach's Alpha | N of Items |
|-------|-------|-------|
| GS | 0.938 | 25 |
| GO | 0.956 | 25 |

In order to clearly explain how the questionnaire applied to the research questions, the nine categories of gratifications used to code that data are in the following list:

Table 2:  Statement of Motives

| Entertainment gratifications |
|---|
| 1. I think it is more enjoyable than other program. 2. It is exciting. 3. I would like to be entertained. |
| Relaxing gratifications |
| 1. I want to be relaxed. 2. It is a pleasant rest |
| Habitual pass time gratifications |
| 1. That is what is on when I turn on TV. 2. I can't find anything else to watch on television. 3. I just want to occupy the time. |
| Surveillance (information value) gratifications |
| 1. I am interest in singing and dancing 2. I want to learn about to be a pop star. 3. I want to learn how this show works. 4. I want to gather information about The Voice. |

(Continued)

| Vicarious participation gratifications |
| --- |
| 1.  I like to imagine myself as a contestant |
| 2.  I relate to the contestants on The Voice show. |
| 3.  I like to imagine myself as a judge. |
| Voyeurism gratifications |
| 1.  I'd like to watch the attractive characters |
| 2.  The programs have sex appeal. |
| 3.  I watch reality television to follow my favorite contestant on the show. |
| Perceived Reality gratifications |
| 1.  I enjoy watching real people. |
| 2.  It is a "real" show. |
| 3.  It is unscripted |
| Social Interaction gratifications |
| 1.  I like to talk with other people about this program. |
| 2.  I like to watch the program with others together. |
| Companionship gratifications |
| 1.  When there is no one else to talk or with |
| 2.  It makes me feel less lonely. |

The open-ended questionnaire used as complement to ask whether there are any other types of gratifications not including.

**3.4 Data Collection Procedure**

As the samples were Chinese audience, the survey was translated to Chinese by a back translator who can speak English and Chinese. The survey was delivered in a survey service website and participants were invested to fill the survey via email, social network, link share etc. Before answering the question, all participates were asked to confirm

whether watched The Voice of China and would be presented the objective and usage for this survey.

   Questionnaires were collected and entered into a SPSS statistical program. To answer the RQ1, only one variable GO needed to be considered. Regarding the hypothesis of RQ2, paired sample t-tests were used to examine whether the gratifications obtained were significantly higher than gratifications sought. A level of .001 was set for significance to accept or reject a hypothesis.
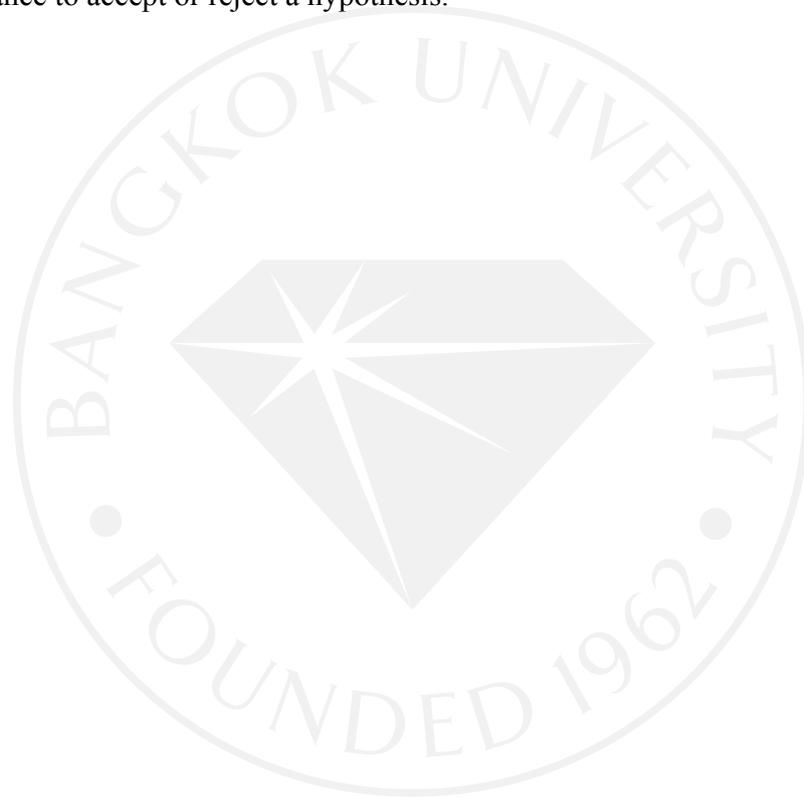
**RESULTS**

This chapter represents the findings of the quantitative research from 231 samples. The answers to the two research questions will be given through analysis of experiment data by SPSS.

**The analyses are presented in 2 parts as follows:**

4.1 Frequency Distribution

4.2 Results for Gratifications Sought

4.3 Findings of Hypothesis Testing

4.4 Other Findings

4.1 **Frequency Distribution**

Table 1: Demographic Information (age)

| Age | Frequency (persons) | % |
|---|---|---|
| 16– 25 years | 111 | 48.05 |
| 26 – 35 years | 113 | 48.92 |
| 36 – 45 years | 5 | 2.16 |
| Over 45 years | 2 | 0.87 |
| Total | 231 | 100 |

A total of 231 audiences completely the online survey. 100% participates live in China.

The mean age of 25(SD=2.82), the age ranged from 17 to 47. As shown in table 4, the descriptive statistic revealed that majority of the samples aged between 26-35 years old (48.92%, n=113) and 16-25 years old (48.05%, n=111), respectively minority of samples aged between 36-45 years old (2.16%, n=5), and aged over 45 years old (0.87%,

n=2).

Table 2: Demographic Information (gender)

| Gender | Frequency (persons) | % |
|--------|---------------------|-----|
| Male | 111 | 48.05 |
| Female | 120 | 51.95 |
| Total | 231 | 100 |

As shown in table 5, the descriptive statistic revealed that majority of the samples gender are female (51.95%, n=120), respectively minority of samples gender are male (48.05%, n=111).

Table 3: Demographic Information (Education Level)

| Education | Frequency (persons) | % |
|-----------|---------------------|-------|
| High school graduate | 32 | 13.85 |
| College graduate | 155 | 67.1 |
| Post-college graduate training | 18 | 7.79 |
| Vocational training | 26 | 11.26 |
| Total | 231 | 100 |

About the education level, as shown in table 6, the descriptive statistic revealed that majority of the samples are college graduate (67.1%, n=155), respectively minority of samples are high school graduate (13.85%, n=32), vocational training (11.26%, n=26), and post-college graduate training (7.79%, n=18).

Table 4: Frequency of watching

| Frequency of watching | Frequency (persons) | % |
|---|---|---|
| Every week | 81 | 35.06 |
| Two - Three weeks | 72 | 31.17 |
| Every month | 26 | 11.26 |
| Two-three months | 22 | 9.52 |
| Half - One year | 30 | 12.99 |
| Total | 231 | 100 |

About the frequency of watching, as shown in table 7, the descriptive statistic revealed that majority of the samples frequented every week (35.06%, n=81), two –three weeks (31.17%, n=72), respectively minority of samples frequented half - one year (12.99%, n=30), every month (11.26%, n=26), and two-three months (9.52%, n=22).

Table 5: Channel of Watching

| Channel | Frequency (persons) | % |
|---|---|---|
| Television | 95 | 41.13 |
| Internet | 136 | 58.87 |
| Total | 231 | 100 |

About the Channel of watching, as shown in table 8, the descriptive statistic revealed that majority of the samples watch via internet (58.87%, n=136), respectively minority of samples watch via television (41.13%, n=95).

## 4.2 Results for Gratifications Sought

The result of gratifications sought of nine categories would be show in Table 9 next page. As this survey adopt Likert scale 5 point questions, the average level of Gratifications sought will be defined as following:

1.00 – 1.80 = Very low

1.81 – 2.60 = Low

2.61 – 3.40 = Medium

3.41 – 4.20 = High

4.21 – 5.00 = Very High

Table 6:  Descriptive Statistics for Gratifications Sought   n=231

| | $\bar{X}$ | N | Std. Deviation | Std. Error Mean | Average Level |
|---|---|---|---|---|---|
| Entertainment -GS | 3.4444 | 231 | .65767 | .04327 | High |
| relaxing -GS | 3.4957 | 231 | .74307 | .04889 | High |
| habitual pass time -GS | 3.1414 | 231 | .63490 | .04177 | Medium |
| surveillance -GS | 3.1764 | 231 | .65896 | .04336 | Medium |
| vicarious participation -GS | 3.0505 | 231 | .77513 | .05100 | Medium |
| Voyeurism -GS | 3.2713 | 231 | .70231 | .04621 | Medium |
| Perceived Reality -GS | 3.0707 | 231 | .78161 | .05143 | Medium |
| Social Interaction -GS | 3.5519 | 231 | .72943 | .04799 | High |
| companionship-GS | 3.2359 | 231 | .87325 | .05746 | Medium |

As shown in table 9 that social interaction (Mean=3.55, SD=.48), relaxing (Mean=3.50, SD=.49) and entertainment (Mean=3.44, SD=.43) fall in the high average level(3.41 – 4.20) in Likert scale questions, the result predict that social interaction, relaxing, and entertainment are the primary gratifications sought for Chinese audience.

Other gratifications sought fall in the medium average (2.61 – 3.40) and all the categories got the average more than three, therefore none fall in the low average.

The result also predicts that comparing with other motivations, the audience has lower expectation for vicarious participation (Mean=3.05, SD=.51) and perceived reality (Mean=3.07, SD=.51).

For better answering the question, the data from each item will be analyzed by each category in the Table 10.

Table 7: Descriptive Statistics for Gratifications Sought by each item n=231

| GS statement | $\bar{X}$ | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|
| Entertainment | | | | |
| I think it is more enjoyable than other program. | 3.4113 | 231 | .75737 | .04983 |
| It is exciting. | 3.6147 | 231 | .74807 | .04922 |
| I would to be entertained | 3.3074 | 231 | .77789 | .05118 |
| Relaxing | | | | |
| I want to be relaxed. | 3.4675 | 231 | .79538 | .05233 |
| It is a pleasant rest. | 3.5238 | 231 | .82256 | .05412 |
| Habitual pass time. | | | | |
| That is what is on when I turn on TV. | 3.1429 | 231 | .81903 | .05389 |
| I can't find anything else ti watch on television. | 2.9913 | 231 | .86974 | .05722 |
| I just want to occupy the time. | 3.2900 | 231 | .88849 | .05846 |

(Continued)

| GS statement | $\bar{X}$ | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|
| Surveillance | | | | |
| I am interest in singing and dancing. | 3.2424 | 231 | .84035 | .05529 |
| I want to learn about to be a pop star. | 3.1169 | 231 | .86438 | .05687 |
| I want to learn how this show works. | 2.9957 | 231 | .79399 | .05224 |
| I want to gather information about The Voice | 3.3506 | 231 | .83561 | .05498 |
| Vicarious participation | | | | |
| I like to imagine myself as a contestant | 2.9091 | 231 | .96254 | .06333 |
| I relate to the contestants on the Voice show | 3.0043 | 231 | .93482 | .06151 |
| I like to imagine myself as a judge. | 3.2381 | 231 | .85441 | .05622 |

(Continued)

| GS statement | $\bar{X}$ | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|
| Voyeurism | | | | |
| I'd like to watch the attractive characters | 3.3636 | 231 | .81148 | .05339 |
| The programs have sex appeal. | 3.3117 | 231 | .83811 | .05514 |
| I watch reality television to follow my favorite contestant on the show. | 3.1385 | 231 | .98150 | .06458 |
| Perceived Reality | | | | |
| I enjoy watching real people. | 3.1299 | 231 | .87998 | .05790 |
| It is a "real" show. | 3.1342 | 231 | .88671 | .05834 |
| It is unscripted | 2.9481 | 231 | .96318 | .06337 |
| Social Interaction | | | | |
| I like to talk with other people about this program. | 3.4156 | 231 | .78048 | .05135 |
| I like to watch the program with others together. | 3.6883 | 231 | .79553 | .05234 |

| GS statement | $\bar{X}$ | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|
| Companionship | | | | |
| When there is no one else to talk or with | 3.0952 | 231 | 1.00413 | .06607 |
| It makes me feel less lonely | 3.3766 | 231 | .99615 | .06554 |

To all 25 items, 6 statements fall in the high average, and others fall in the medium average.

Although the entertainment category fall in the high average, the statement 3 "I would like to be entertained" (Mean=3.31, SD=.78) fall in the medium average.

The statement "I like to watch the program with others together." (Mean=3.69, SD=.80) from social interaction rank the first motivation, the following is "It is exciting" (Mean=3.61, SD=.75) of entertainment category

The lower motivation statement is "I like to imagine myself as a contestant" (Mean=2.91, SD=.96) from perceived reality and the other two are "It is unscripted" (Mean=2.95. SD=.96) from vicarious participation, "I can't find anything else to watch on television." (Mean=2.99. SD=.87) from habitual pass time.

Table 8: Descriptive Statistics for Gratifications Obtained n=231

| | Mean | N | Std. Deviation | Std. Error Mean | Average Level |
|---|---|---|---|---|---|
| Entertainment –GO | 3.9423 | 231 | .77555 | .05103 | High |
| relaxing -GO | 3.9329 | 231 | .75817 | .04988 | High |
| habitual pass time -GO | 3.4661 | 231 | .75928 | .04996 | High |
| surveillance -GO | 3.6245 | 231 | .91452 | .06017 | High |
| vicarious participation -GO | 3.5007 | 231 | 1.02050 | .06714 | High |
| Voyeurism -GO | 3.6638 | 231 | .78266 | .05150 | High |
| Perceived Reality -GO | 3.4214 | 231 | .87942 | .05786 | High |
| Social Interaction -GO | 3.9459 | 231 | .87122 | .05732 | High |
| companionship-GO | 3.6082 | 231 | .93086 | .06125 | High |

From the table 11, all the mean of gratifications obtained for each category are at high level (3.41 – 4.20), which indicates the high level of gratifications obtained of The Voice. Social Interaction gratifications obtained (Mean=3.9459) Entertainment gratifications obtained (Mean=3.9423) and relaxing gratifications obtained (Mean=3.9329) rank the top gratifications obtained, the result was consistent with the gratifications sought.

## 4.3 Findings of Hypothesis Testing.

Table 9: Comparison of Mean between Gratifications Sought and Gratifications obtained
n=231

| Gratifications | $\bar{X}$ GS | $\bar{X}$ GO |
|---|---|---|
| Entertainment | 3.4444 | 3.9423 |
| relaxing | 3.4957 | 3.9329 |
| habitual pass time | 3.1414 | 3.4661 |
| surveillance | 3.1764 | 3.6245 |
| vicarious participation | 3.0505 | 3.5007 |
| Voyeurism | 3.2713 | 3.6638 |
| Perceived Reality | 3.0707 | 3.4214 |
| Social Interaction | 3.5519 | 3.9459 |
| companionship | 3.2359 | 3.6082 |

To answer RQ2, testing the main hypothesis and nine sub-hypotheses, paired
sample T-test is adopt to compare whether gratifications obtained are significantly higher
than gratifications sought.

Table 10: Paired Samples t-Test for Entertainment gratifications

| Gratifications | GS $\bar{X}$ | GO $\bar{X}$ | t | df | Sig. (2-tailed) |
|---|---|---|---|---|---|
| Entertainment | 3.4444 | 3.9423 | 10.400 | 230 | .000 |

Comparing GO and GS of entertainment gratifications, as shown in Table 13, the mean value of GO (Mean= 3.94) is higher than GS (Mean= 3.44), a T-test indicates that there is a significant difference between GO and GS t (230) =10.400, $p<0.001$,2-tailed. The findings reveal that the entertainment gratifications obtained is significantly higher than gratifications sought after viewing "the Voice of China". Thus, H1a: The entertainment gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is supported

Table 11:  Paired Samples t-Test for relaxing gratifications

| Gratifications | GS $\bar{X}$ | GO $\bar{X}$ | t | df | Sig. (2-tailed) |
|---|---|---|---|---|---|
| relaxing | 3.4957 | 3.9329 | 10.189 | 230 | .000 |

Comparing GO and GS of relaxing gratifications, as shown in Table 14, the mean value of GO (Mean= 3.93) is higher than GS (Mean= 3.50), a T-test indicates that there is a significant difference between GO and GS t(230)=10.189, $p<0.001$,2-tailed.    The findings reveal that the relaxing gratifications obtained is significantly higher than gratifications sought after viewing "the Voice of China". Thus, H1b: The relaxing gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is supported.

Table 12:  Paired Samples t-Test for habitual pass time gratifications

| Gratifications | GS $\bar{X}$ | GO $\bar{X}$ | t | df | Sig. (2-tailed) |
|---|---|---|---|---|---|
| Habitual pass time | 3.1414 | 3.4661 | 9.276 | 230 | .000 |

Comparing GO and GS of habitual pass time gratifications, as shown in Table 15, the mean value of GO (Mean= 3.47) is higher than GS (Mean= 3.14), a T-test indicates that there is a significant difference between GO and GS t (230) =9.276, p<0.001,2-tailed. The findings reveal that the habitual pass time gratifications obtained is significantly higher than gratifications sought after viewing "the Voice of China". Thus, H1c: The habitual pass time gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is supported.

Table 13:  Paired Samples t-Test for surveillance gratifications

| Gratifications | GS $\bar{X}$ | GO $\bar{X}$ | t | df | Sig. (2-tailed) |
|---|---|---|---|---|---|
| surveillance | 3.1764 | 3.6245 | 11.260 | 230 | .000 |

Comparing GO and GS of surveillance gratifications, as shown in Table 16, the mean value of GO (Mean= 3.62) is higher than GS (Mean= 3.18), a T-test indicates that there is a significant difference between GO and GS t (230) =11.260, p<0.001,2-tailed. The findings reveal that the surveillance gratifications obtained is significantly higher than gratifications sought after viewing "the Voice of China". Thus, H1d: The surveillance gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is supported.

Table 14:  Paired Samples t-Test for vicarious participation gratifications

| Gratifications | GS $\bar{X}$ | GO $\bar{X}$ | t | df | Sig. (2-tailed) |
|---|---|---|---|---|---|
| vicarious participation | 3.0505 | 3.5007 | 10.250 | 230 | .000 |

Comparing GO and GS of vicarious participation category, as shown in Table 17, the mean value of GO (Mean= 3.50) is higher than GS (Mean= 3.05), a T-test indicates that there is a significant difference between GO and GS t=10.250, p<0.001,2-tailed.The findings reveal that the vicarious participation gratifications obtained is significantly higher than gratifications sought after viewing "the Voice of China". Thus, H1e: The vicarious participation gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is supported.

Table 15:  Paired Samples t-Test for voyeurism gratifications

| Gratifications | GS $\bar{X}$ | GO $\bar{X}$ | t | df | Sig. (2-tailed) |
|---|---|---|---|---|---|
| Voyeurism | 3.2713 | 3.6638 | 11.351 | 230 | .000 |

Comparing GO and GS of voyeurism gratifications, as shown in Table 18, the mean value of GO (Mean= 3.66) is higher than GS (Mean= 3.27), a T-test indicates that there is a significant difference between GO and GS t (230) =11.351, p<0.001,2-tailed. The findings reveal that the voyeurism gratifications obtained is significantly higher than gratifications sought after viewing "the Voice of China". Thus, H1f: The voyeurism gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is supported.

Table 16:  Paired Samples t-Test for perceived reality gratifications

| Gratifications | GS $\overline{X}$ | GO $\overline{X}$ | t | df | Sig. (2-tailed) |
|---|---|---|---|---|---|
| Perceived Reality | 3.0707 | 3.4214 | 9.078 | 230 | .000 |

Comparing GO and GS of perceived reality category, as shown in Table 19, the mean value of GO (Mean= 3.42) is higher than GS (Mean= 3.07), a T-test indicates that there is a significant difference between GO and GS t (230) =9.078, p<0.001,2-tailed. The findings reveal that the perceived reality gratifications obtained is significantly higher than gratifications sought after viewing "the Voice of China". Thus, H1g: The perceived reality gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is supported.

Table 17:  Paired Samples t-Test for social interaction gratifications

| Gratifications | GS $\overline{X}$ | GO $\overline{X}$ | t | df | Sig. (2-tailed) |
|---|---|---|---|---|---|
| Social Interaction | 3.5519 | 3.9459 | 9.988 | 230 | .000 |

Comparing GO and GS of perceived social interaction, as shown in Table 20, the mean value of GO (Mean= 3.95) is higher than GS (Mean= 3.55), a T-test indicates that there is a significant difference between GO and GS t (230) =9.988, p<0.001,2-tailed. The findings reveal that the social interaction gratifications obtained is significantly higher than gratifications sought after viewing "the Voice of China". Thus, H1h: The social interaction gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is supported.

Table 18:  Paired Samples t-Test for companionship gratifications

| Gratifications | GS $\bar{X}$ | GO $\bar{X}$ | t | df | Sig. (2-tailed) |
|---|---|---|---|---|---|
| Companionship | 3.2359 | 3.6082 | 9.449 | 230 | .000 |

Comparing GO and GS of companionship category, as shown in Table 21, the mean value of GO (Mean= 3.61) is higher than GS (Mean= 3.24), a T-test indicates that there is a significant difference between GO and GS t (230) =9.449, p<0.001,2-tailed.The findings reveal that the companionship gratifications obtained is significantly higher than gratifications sought after viewing "the Voice of China". Thus, H1i: The companionship gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is supported.

Above all to test hypothesis, as each sub-hypotheses are statistically supported. The hypothesis of research H1: The gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is supported.

## 4.4 Other Findings

Table 19:  Paired Samples Statistics for each statement

| Gratifications | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| Entertainment | | | | | |
| I think it is more enjoyable than other program. | GS | 3.4113 | 231 | .75737 | .04983 |
| | GO | 3.9524 | 231 | .86093 | .05665 |
| It is exciting. | GS | 3.6147 | 231 | .74807 | .04922 |
| | GO | 3.9524 | 231 | .82482 | .05427 |
| I would like to be entertained | GS | 3.3074 | 231 | .77789 | .05118 |
| | GO | 3.9221 | 231 | .94316 | .06206 |

(Continued)

| Gratifications | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| Relaxing | | | | | |
| I want to be relaxed. | GS | 3.4675 | 231 | .79538 | .05233 |
| | GO | 4.0087 | 231 | .88461 | .05820 |
| It is a pleasant rest | GS | 3.5238 | 231 | .82256 | .05412 |
| | GO | 3.8571 | 231 | .77540 | .05102 |
| Habitual pass time | | | | | |
| That is what is on when I turn on TV. | GS | 3.1429 | 231 | .81903 | .05389 |
| | GO | 3.6710 | 231 | 1.05706 | .06955 |
| I can't find anything else to watch on television. | GS | 2.9913 | 231 | .86974 | .05722 |
| | GO | 3.2641 | 231 | .96660 | .06360 |
| I just want to occupy the time. | GS | 3.2900 | 231 | .88849 | .05846 |
| | GO | 3.4632 | 231 | .96332 | .06338 |
| Surveillance | | | | | |
| I am interest in singing and dancing | GS | 3.2424 | 231 | .84035 | .05529 |
| | GO | 3.7489 | 231 | 1.06615 | .07015 |
| I want to learn about to be a pop star. | GS | 3.1169 | 231 | .86438 | .05687 |
| | GO | 3.5238 | 231 | 1.09865 | .07229 |
| I want to learn how this show works. | GS | 2.9957 | 231 | .79399 | .05224 |
| | GO | 3.5844 | 231 | 1.11921 | .07364 |
| I want to gather information about The Voice | GS | 3.3506 | 231 | .83561 | .05498 |
| | GO | 3.6407 | 231 | 1.01976 | .06710 |
| Vicarious participation | | | | | |
| I like to imagine myself as a contestant | GS | 2.9091 | 231 | .96254 | .06333 |
| | GO | 3.3636 | 231 | 1.28106 | .08429 |
| I relate to the contestants on the Voice show | GS | 3.0043 | 231 | .93482 | .06151 |
| | GO | 3.4199 | 231 | 1.16146 | .07642 |

| Gratifications | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| I like to imagine myself as a judge. | GS | 3.2381 | 231 | .85441 | .05622 |
| | GO | 3.7186 | 231 | 1.09685 | .07217 |
| Voyeurism | | | | | |
| I'd like to watch the attractive characters | GS | 3.3636 | 231 | .81148 | .05339 |
| | GO | 3.6753 | 231 | .85121 | .05601 |
| The programs have sex appeal. | GS | 3.3117 | 231 | .83811 | .05514 |
| | GO | 3.6364 | 231 | 1.04143 | .06852 |
| I watch reality television to follow my favorite contestant on the show | GS | 3.1385 | 231 | .98150 | .06458 |
| | GO | 3.6797 | 231 | .87052 | .05728 |
| Perceived Reality | | | | | |
| I enjoy watching real people | GS | 3.1299 | 231 | .87998 | .05790 |
| | GO | 3.3593 | 231 | .99385 | .06539 |
| It is a "real" show. | GS | 3.1342 | 231 | .88671 | .05834 |
| | GO | 3.4372 | 231 | .99747 | .06563 |
| It is unscripted | GS | 2.9481 | 231 | .96318 | .06337 |
| | GO | 3.4675 | 231 | .95895 | .06309 |
| Social Interaction | | | | | |
| I like to talk with other people about this program. | GS | 3.4156 | 231 | .78048 | .05135 |
| | GO | 3.8961 | 231 | .95441 | .06280 |
| I like to watch the program with others together. | GS | 3.6883 | 231 | .79553 | .05234 |
| | GO | 3.9957 | 231 | .93946 | .06181 |

(Continued)

| Gratifications | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| Companionship | | | | | |
| When there is no one else to talk or with | GS | 3.0952 | 231 | 1.00413 | .06607 |
| | GO | 3.5974 | 231 | .92209 | .06067 |
| It makes me feel less lonely | GS | 3.3766 | 231 | .99615 | .06554 |
| | GO | 3.6190 | 231 | 1.10035 | .07240 |

All 25 items regarding the gratifications obtained, the statement "I want to be relaxed" (Mean=4.00. SD=.88) from relaxing rank the first.  The second is "I like to watch the program with others together."(Mean=3.99, SD=.94) from social interaction. The statement "I can't find anything else to watch on television." (Mean=3.26, SD=.96) from habitual pass time is obvious lower than other gratifications obtained item.

Regarding the comparison, the statement "I would like to be entertained." of entertainment gratifications is the one improve most. The flowing is "I want to learn how this show works." of surveillance. The lower increasing is the statement "I enjoy watching real people." of perceived reality gratifications.

# CHAPTER 5
# DISCUSSION

This chapter will conclude and interpret the result of research. The limitation will also be described and the suggestion for further study will be given.

## 5.1 Conclusion

Previous researchers have examined motivations and satisfaction by reality program audience applied uses and gratifications theory. As the grown diversity of reality television program, earlier research, usually study whole genre of reality television program cannot provide enough direction for today television viewing, according to Barton (2009), in recent years, uses and gratifications approach "has been most frequently applied to genre-specific television programming in attempt to discern what certain shows provide". The main objective of this study is to apply the uses and gratifications approach to investigate the Voice of China. This research will be added into the body of research on uses and gratifications applied in talent show subgenre.

RQ1.What are the primary gratifications sought (motivations) from viewing reality television "The Voice of China"among Chinese audience？

According to the data collected in this study, the primary motivations for viewing the Voice of China are social interaction(Mean=3.55, SD=.48),relaxing (Mean=3.50, SD=.49) and entertainment (Mean=3.44, SD=.43). Respectively, the average level stay in 3.41 – 4.20, people have high gratifications sought in these three aspects.

The result can be interpreted as, the most primary motives that people watch the Voice of China because they want to strengthen communication with others viewers, they want to be entertained or they seek to a good way of relaxation and express release.

RQ2. How viewing reality television "The Voice of China" affects difference in gratifications sought and gratifications obtained among Chinese audience??

Responses to the research question 2, the main hypothesis of current research is H1: The gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is divided into nine sub-hypotheses, and whether the each category of gratifications obtained is higher than

gratifications sought is testing separately.

Entertainment gratification obtained (Mean= 3.94) is significantly higher than gratifications sought (Mean=3.44, t=10.400, p<0.001).Thus, H1a: The entertainment gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is supported.

Relaxing gratifications obtained (Mean=3.50) is significantly higher than gratifications sought (Mean=3.50,t=10.189, p<0.001). Thus, H1b: The relaxing gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is supported.

Habitual pass time gratifications obtained (Mean=3.47) is significantly higher than gratifications sought (Mean=3.14, t=9.276, p<0.001).Thus, H1c: The habitual pass time gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is supported.

Surveillance gratifications obtained (Mean=3.62) is significantly higher than gratifications sought (Mean=3.18, t=11.260, p<0.001).Thus, H1d: The surveillance gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is supported.

Vicarious participation gratifications obtained (Mean=3.50) is significantly higher than gratifications sought (Mean=3.05, t=10.250, p<0.001). Thus, H1e: The vicarious participation gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is supported.

Voyeurism gratifications obtained (Mean=3.66) is significantly higher than gratifications sought (Mean=3.27, t=11.351, p<0.001). Thus, H1f: The voyeurism gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is supported.

Perceived reality gratifications obtained (Mean=3.42) is significantly higher than gratifications sought (Mean=3.07, t=9.078, p<0.001). Thus, H1g: The perceived reality gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is supported.

Social interaction gratifications obtained (Mean=3.95) is significantly higher than gratifications sought (Mean=3.55,t=9.988, p<0.001).Thus, H1h: The social interaction gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is supported.

Companionship gratifications obtained (Mean=3.61) is significantly higher than gratifications sought (Mean=3.24, t=9.449, p<0.001). Thus, H1i: The companionship gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is supported.

Thus the main hypothesisH1: The gratifications obtained from viewing reality television "The Voice of China" among Chinese audience are higher than gratifications sought is strongly supported, because all nine sub hypotheses are be supported.

The answer to research question two is that all nine categories of social interaction, entertainment and relaxing, habitual passes time, surveillance, vicarious participation, voyeurism, perceived reality, and companionship gratifications obtained are higher than gratifications sought from viewing "The Voice of China" among Chinese audiences..

This research found that the Voice of China face a comfortable situation of high audience satisfaction and high rating of appreciation and attention. (McQuail, 1983) The top three gratifications are social interaction (Mean=3.9459), entertainment (Mean=3.9423) and relaxing (Mean=3.9329), which is consistent with the result of gratifications sought. The audiences are most satisfied with the shows ability to help them strengthen social interaction, to be entertained and relax.

**5.2 Discussion**

Social interaction is one of nine categories development by Rubin(1983), which belongs to instrumental function. People are motivated to gain useful information with the purpose of using this information in interpersonal interaction. The high average of social gratifications implies that the reality television "The Voice of China" has become a social event. As noted above, the Voice of China ranked as no.1 on national scale among

30 satellite channels and invoked great topic both online and offline. Social interaction requires agreement and closer, thus audiences want to obtain value information for facilitating the communication process through watching the program.

As stated in literature review, relaxing and entertainment are the two primary motives for reality television consumption. （Papacharissi& Mendelson, 2007） The result of this study are consistent with the previous research.

The high average of gratifications sought of entertainment and relaxing indicates that people expect the shows are exciting and relaxing. Both entertainment and relaxing are ritualized function with the purpose of viewing for diversion. (Abelman et al., 1997; Lin, 1993) Entertainment and relaxing are common gratifications for television viewing, and are type of content gratifications as stated earlier. The high average of gratification sought indicates that if the audience cannot be entertained / be relaxed by the media content, they may seek alternative program. In this study, the audiences perceive that they are excited and relaxed by the content of programs. The satisfaction of entertainment and relaxing gratifications strengthen audiences' watching behavior.

Regarding the two new gratifications sought categories vicarious participation and perceived reality, this study does not show a strong gratifications sought. According to expectancy value model, the audience must have the perception of potential of alternative program to meet needs. Both of vicarious participation and perceived reality strongly rely on the content of program. Compared with other subgenre of reality television such as lifestyle program, reality sitcoms, singing competition show focuses more on the performance on stage, but fewer on stories back stage, thus the audience may have more expectancy on entertainment. In addition, the background of the voice should also be considered. The programs is thrown into doubt on social network, for instance, some contestants are questioned to make up a story in order to gain sympathy, or the show is questioned whether is scripted and whether the result is rigged. These factors may lower audience expectancy to vicarious participation and perceived reality gratifications.

The RQ2 addressed that all nine categories gratifications are obtained obviously. The top three gratifications are social interaction, entertainment and relaxing which is

consistent with the result of gratifications sought. What is interesting about this finding is although the average of gratifications sought of habitual passes time, surveillance, vicarious participation, voyeurism, perceived reality, and companionship are medium, the average of gratifications obtained are high. This finding suggests that the audience gratifications are more obtained than they are expecting. The high satisfaction can explain the success of the Voice of China.

The present study supports the uses and gratifications basic assumption that audiences are active rather than passive and engage in the media behavior for different purposes, these motivations of media use are considered at the core of theory. (Ko, Cho, & Roberts, 2005).The expectancy value model has been proved effectively in this study. Audiences expect to meet certain needs by viewing the Voice, and are well satisfied with the program, thus the satisfactory viewing experience explain the popularity of "The Voice of China".

## 5.3 Limitation of Study

One limitation for the recent study is the sample. As the population of study is the audience of a specific program, the data are collected based on the willingness to participate. Random sample is not adopted because the research requires the audience have some prior knowledge of the program content. Those who are more interested in viewing "The Voice of China" program may be more willing to participate in the survey.

Second, because the questionnaire has to be reworded and translated in Chinese, some statement may not be interpreted in an appropriate way that affects the truthful answers of participants. For instance, the statement "the program has sex appeal" of voyeurism gratifications may be perceived as negative in the Chinese culture context, affecting the response.

Finally, the study focuses on the motivations and obtained by the audience, but the audience is studied as a whole, lack of the insight for individual. These motivations of media usage could be linked to one's social and psychological factors. For instance these needs could be influenced by his/her"social situations and psychological dispositions" (Katz, Blumler, & Gurevitch, 1974, p. 33). In current research, besides the demographic

information, the channel to access the program and frequency may affect individual gratifications. Talking about the channel, gratifications of audiences who watch the program via internet may not same with those who watch via television, since audience via internet need to actively visit the website. The difference between frequent and infrequent is also need to investigate in the future.

**5.4 Suggestion for Future study**

The present study analyzes the audience of a specific program, The Voice of China. Future study can explore insight into the individual physical and psychological factors affect the motivation of viewing, the channel and frequency are needed to consider.

The differences between instrumental and ritualized viewing behavior amongst respondents should be considered in the future

For better understanding the audience, the relationship between television affinity and motivations could be test in the future. "Television affinity is one's attitude toward the medium that reflects the importance one assigns to a specific television program"(Rubin, 1981). Previous research has tested the correlation between affinity and viewing motivations to examine the meaning of reasons for using television (Greenberg, 1974; Rubin, 1979).

The purpose of our study is to apply uses and gratifications approach to investigate audiences of "The Voice of China", in order to explain the popularity of the program.

The result shows the motivations of program viewing and the extent of satisfaction. Satisfaction has been found to be positively related to future program audiences (Hwang, 2005; Papacharissi& Rubin, 2000; Peng, 2003). Hence, the author hopes that the current study provides better understanding to the producer of Voice of China, the similar programs, television practitioners and for further study in communication field.

**BIBLIOGRAPHY**

Abelman, R.; Atkin, D. & Rand, M. (1997). What viewers watch when they watch tv: affiliation change as case study. *Journal of Broadcasting and Electronic Media, nº 41 (3),* pp. 360-379.

Andrejevic, M. (2002). The kinder, gentler gaze of Big Brother: Reality TV in the era of digital capitalism. *New Media & Society, 4*, 251-270.

Andrejevic, M. (2004).Reality TV: The work of being watched. Lanham, MD: Rowman& Littlefield Publishers, Inc.

Bailey, F. &Barbato, R. (2003, March 12). The reality of reality shows [television broadcast] NY: Bravo Company.

Barton, K. (2009). Reality television programming and diverging gratifications: The influence of content on gratifications obtained. *Journal of Broadcasting and Electronic Media, 53*(3), 460-476.

Baumgardner, N. (2003). Reality game shows thrive. Retrieved November 10, 2003 from,dailybeacon.utk.edu/article.php/9243

Blumler, J. G. (1979). The role of theory in uses and gratifications studies. Communication Research, 6, 9–36.

Blumler, J. G., & Katz, E. (1974). The uses and mass communications: Current perspectives on gratifications research. Beverly Hills, CA: Sage.

Bryant, J, & Heath, R.L. (2000). Human communication theory and research: Concepts, contexts, and challenges (2nd ed.). Mahwah, NJ: Lawrence Erlbaum Associates.

Brasch, W. M. (2003). Reality Blights. Retrieved November 20, 2003, from http://facstaff.bloomu.edu/brasch/abc.htm

Brooks, T. (2003).A short history of network television. In T. Brooks, & E. Marsh (Eds.), *The complete directory to primetime network and cable TV shows, 8th ed.* (pp. x-xxi). NY: Ballantine Press.

Brooks, T. (1988).A short history of network television. In T. Brooks, & E. Marsh (Eds.), *The complete directory to primetime network TV shows, 4th ed.* (pp. x-xix). NY: Ballantine Press.

Busselle, R. & Greenberg,B.S.(2000). The nature of television realism: Areevaluation of theirconceptualization and measurement. *Mass Communication and Society, 3*(2, 3), 249-268.

Coyne S, Robinson S, Nelson D. Does reality backbite? Physical, verbal, andrelational aggression in reality television programs. *Journal: Broadcasting Electronic Media 2010*;54: 282-98.

Dobos, J. (1992). Gratification models of satisfaction and choice of communication channels in organizations. *Communication Research, 19*(1), 29.

Frank, B. (2003). Check out why young viewers like reality programming. *Broadcasting & Cable*, *133*, (18).

Frisby, C. M. (2004). America's top model meets the bachelor on an un-real world: Examining viewer fascination with reality TV. Paper presented at the Association for Education in Journalism and Mass Communication Convention, Toronto, Canada

Gardyn, R. (2001, September). The tribe has spoken. *American Demographics 23*(9), 34-40.

Greenberg, B.A. (1974). Gratifications of television viewing and their correlates for British children. In J.G. Blumler& E. Katz (Eds.), *The uses of mass communications: Current perspectives on gratifications research* (pp. 71-92). Beverly Hills CA: Sage.

Griffen-Foley, B. (2004). From tit-bits to *Big Brother*: A century of audience participation in the media. *Media Culture & Society, 26*(4), 533-548.

Hall, A. (2006). Viewers' perceptions of reality programs. *Communication Quarterly, 54,*191211.

He, H. (2012, August 19). The Voice of China reality television show attracts more than 120 on million viewers. South China Morning Post. Retrieved February 12, 2014, from http://www.scmp.com/news/china/article/1018106/voice-china-reality-television-show-attracts-more-120-million-viewers

Herzog, H. (1944). What do we really know about daytime serial listeners? In P. E.

    Lazarfeld,& F. Stanton (Eds.), Radio research: 1942-43 (pp. 3-33). NY:Duell, Sloan and Pearce.

Hiebert, R. E. & Gibbons, S. J., (2000). Exploring Mass Media for Changing World. Routledge. p 118

Hwang, H. (2005). Predictors of instant messaging use: Gratifications sought, gratifications obtained, and social presence. Paper presented at the International Communications Association.

Italian Trade Commission Shanghai Office. (2011). *China Television Industry Market Report* Retrieved February 12, 2014, from http://www.ice.it/paesi/asia/cina/upload/174/CHINA%20TELEVISION%20IND USTRY%20MARKET%20REPORT%202011.pdf

Jamal, A., & Melkote, S.R. (2008). Viewing and avoidance of the Al-Jazeera satellite television channel in Kuwait: A uses and gratifications perspective. Asian Journal of Communication, 18(1), 1-15.

Javors, I. R. (2004). Reality TV: Escape from reality? *Analyses of the American Psychotherapy Association, 7*(1), 35.

Johnson, B. D. (2001). We like to watch. *Maclean's*, *114*, 56-57.

Katz, E (1959). Mass communication and the study of popular culture: Aneditorial note on a possible future for this journal. *Studies in Public Communication, 2,* 1-6.

Katz, E; Blunder, J; &Gurevitch, M (1973).Uses and gratifications research.*Public Opinion Quarterly, 37,* 509-523.

Katz, E., Gurevitch, M.,&Haas, H. (1973). On the use of the mass media for important things.*American Sociological Review, 38,* 164–181.

Katz, E., Blumler, J. G., &Gurevitch, M. (1974).Uses of mass communication by the individual. In W. P. Davison, & F. T. C. Yu (Eds.), *Mass communication research: Major issues and future directions* (pp. 11-35). New York: Praeger Publishers.

Klapper, JT. (1963). Mass communication research: An old road resurveyed.

*Public Opinion Quarterly, 27*, 515-527.

Ko, Hanjun; Cho, Chang-Hoan; & Roberts, Marilyn S. (2005). Internet uses and gratifications—A structural equation model of interactive advertising. *Journal of Advertising*, *34*(2), 57-70.

Levy, M.R., & Windahl, S. (1985). The concept of audience activity. In K.E.Rosengren et al. (Eds.), *Media Gratification Research: Current perspectives*, pp. 109-122. Beverly Hills, CA: Sage.

Lin, Carolyn A. (1993). Modeling the gratification-seeking process of television viewing. *Human Communication Research, 20,* 224-244.

Mead, J. A. (2003). Hooked on reality television: The uses and gratifications perspective on the program genre. Paper presented for Effects of Mass Communication Graduate Course, University of Wisconsin-Whitewater.

Mead, J. A. (2004). Fascination of reality TV with the college student audience: The uses and gratifications perspective on the program genre. Paper presented for Research Methods Graduate Course, University of Wisconsin-Whitewater.

McLeod, J. M., Bybee, C. R., & Durall, J. A. (1987). Evaluating media performance by gratifications sought and received. Journalism Quarterly, 59, 3-12.

Mendelsohn, H. (1964). Listening to radio. In L. E. Dexter, & D. M. White (Eds.), *People, society, and mass communication*. NY: Free Press.

McQuail, D. (1983). Mass communication theory: An introduction. London, Sage.

McQuail, D. (1984). With the benefits of hindsight: Reflections on uses and gratifications research. *Critical Studies in Mass Communication, 1*, 177 – 193.

McLeod, J., & Becker, L. (1981). The uses and gratifications approach. In D. Nimmo& K. Sanders (Eds.), *Handbook of Political Communication* (pp. 67–100). Thousand Oaks, CA: Sage.

Nabi, R.L. (2007). Determining dimensions of reality: A concept mapping of the reality TV landscape. *Journal of Broadcasting & Electronic Media, 51*, 371390.

Nabi, R.L., Biely, E.N., Morgan, S.J., & Stitt, C.R. (2003) Reality based television programming and the psychology of its appeal. *Media Psychology, 5,* 303330.

Nabi, R.L., Stitt, C.R., Halford, J., & Finnerty, K.L. (2006). Emotional and cognitive predictors of the enjoyment of realitybased and fictional television programming: An elaboration of the uses and gratifications perspective. *Media Psychology, 8*, 421447.

Ouellette, L., & Murray, S. (2004). Introduction. In S. Murray, & L. Ouellette (eds.), *Reality TV: Remaking television culture* (pp. 75-96). NY: New York University Press.

Palmgreen, P. (1984). Uses and gratifications: A theoretical perspective. *Communication Yearbook*, *8*, 20-56.

Palmgreen, P., & Rayburn, J.D. (1979). Uses and gratifications and exposure to public television: a discrepancy approach. *Communication Research*, 6, 155-180.

Palmgreen, P., Wenner, L. A., & Rayburn, J. D. (1980). Relations between gratifications sought and obtained: A study of television news. *Communication Research, 7*(2), 161-192.

Palmgreen, P., & Rayburn, J.D. (1982). Gratifications sought and media exposure: an expectancy-value model. Communication Research, 9, 561-580.

Palmgreen, P., Wenner, L. A., &Rosengren, K. E. (1985). Uses and Gratifications Research: The Past Ten Years. In K. E. Rosengren, L. A. Wenner& P. Palmgreen(Eds.), *Media Gratifications Research: Current Perspectives* (pp. 11-37). BeverlyHills, CA: Sage Publications.

Palmgreen, P., & Rayburn, J. D. (1985). An expectancy-value approach to media gratifications. In K. E. Rosengren, L. A. Wenner& P. Palmgreen (Eds.), *Media Uses and Gratifications of Twitter 25 Gratifications Research: Current Perspectives* (pp. 61-72). Beverly Hills, CA:Sage Publications.

Papacharissi, Z. &Mendelson, A.L.(2007). An exploratory study of reality appeal: Uses and gratifications of reality TV shows. *Journal of Broadcasting & ElectronicMedia, 51,* 355370.

Peng, C. (2003). What People Want and what People Need: Motives for Participation in an Electronic Bulletin Board System. State University of New York at Buffalo.

Perse, M.; & Rubin, M. (1988). Audience activity and satisfaction with favorite television soap opera. *Journalism Quarterly, 65,* 368-375.

Potter, W. J. (1986). Perceived reality and the cultivation hypothesis. *Journal of Broadcasting & Electronic Media, 30*(2), 159-174.

Rayburn, J. D., II (1996). Uses and gratifications. In M. B.  Salwen & D. W. Stacks (Eds.*), An Integrated Approach to Communication Theory and Research* (pp. 145-163). Mahwah, NJ: Lawrence Erlbaum.

Rayburn, J. D., & Palmgreen, P. (1984).Merging uses and gratifications and expectancy value theory. *Communication Research, 11*(4), 537-562.

Reiss, S., & Wiltz, J. (2004). Why people watch reality TV. *Media Psychology, 6*(4), 363-378.

Rosengren, K. E., &Windahl, S. (1972). Mass media consumption as a functional alternative. In D. McQuail (Ed.), Sociology of Mass Communications (pp. 166-194).Harmondsworth, UK: Penguin.

Rosengren, K. E., Wenner, L. A., & Palmgreen, P. (Eds.) (1985).*Media gratifications research: current perspectives*. Beverly Hills, CA: Sage.

Rubin, A. M. (1979). Television use by children and adolescents. *Human Communication Research, 5*, 109-120.

Rubin, A. M. (1981) A multivariate analysis of '60 Minutes' viewing motivations. *Journalism Quarterly, 58*, 529-534.

Rubin, A. M. (1983) Television uses and gratifications: The interactions of viewing patterns and motivations. *Journal of Broadcasting, 27*, 37-51.

Rubin, A. M. (1984). Ritualized and instrumental television viewing. *Journal of Communication, 34*, 67-77.

Rubin, A., & Perse, E. (1987). Audience activity and soap opera involvement: A uses and effects investigation. Human Communication Research, 14, 246–268.

Rubin, A. M. (1994). Media uses and effects: A uses-and-gratifications perspective. In J. Bryant & D. Zillmann (Eds.), *Media effects: Advances in theory and research* (pp. 417–436). Hillsdale, NJ: Lawrence Erlbaum Associates, Inc.

Rubin, R. B., Sypher, H. E., & Palmgreen, P. (1994). *Communication Research Measures: A Sourcebook*. NY: The Guilford Press

Ruggerio, T. E. (2000). Uses and gratifications theory in the 21st century. *Mass Communication and Society*, *3* (1), 3 – 37.

Stafford, T. F., Stafford, M. R., & Schkade, L. L. (2004). Determining uses and gratifications for the Internet. *Decision Sciences, 35*(2), 259-288.

Schramm, W., Lyle, J., & Parker E. (1961). Television in the lives of our children. Stanford, CA: Stanford University Press.

Spreng, R. A., MacKenzie, S. B., & Olshavsky, R. W. (1996). A reexamination of the determinants of consumer satisfaction. *The Journal of Marketing, 60*(3), 15-32.

Wei, R., & Tootle, C. (2002). Gratifications of reality show viewing: Antecedents and consensuses. Paper presented to the AEJMC 2002 convention, Miami Beach, FL.

Wang, Jifa& Xia, Yin (2007).The effects of Super Voice Girl on Entertainment Television. *Youth Journal 2007* (14)

Wang, Z. Z., Liu, Z. Q., & Fore, S. (2005, February). Facing the challenge: Chinese Television in the new media era. Copyright, *Media & Innovation*, 135-146.

APPENDIX

# Appendix A

## Survey Instrument

1. What was your age on your last birthday? _____ Years

2. What is your gender? _____ Male _____ Female

3. What is the highest educational level you have attained?

| a. Elementary graduate | b. High schoolgraduate | c. College graduate | d. Post-collegegraduate training | e. Vocational training |
|---|---|---|---|---|
|  |  |  |  |  |

4. How often do you watch The Voice of China? Circle **one** that best fits your response.

| a. Every week | b. Two - Three weeks | c. Every month | d. Two-three months | e. Half - One year |
|---|---|---|---|---|
|  |  |  |  |  |

5. I watch the Voice via _____TV _____Internet

6. What's your mouthly income?

| a. Under 2000 yuan | b. 2001~4000 yuan | C.4001~6000 yuan | D.60001~8000 yuan | e. Over 8000 yuan |
|---|---|---|---|---|

|  |  |  |  |  |
|---|---|---|---|---|
|  |  |  |  |  |

**Following is the list of resons why people choose the Voice before they watch it. Please indicate how far you agree with it**

|  | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|---|---|---|---|---|
| 7. It is more enjoyable than other program. |  |  |  |  |  |
| 8. It entertains me. |  |  |  |  |  |
| 9. It is exciting. |  |  |  |  |  |
| 10. It relaxes me. |  |  |  |  |  |
| 11. It is a pleasant rest. |  |  |  |  |  |
| 12. That is what is on when I turn on TV. |  |  |  |  |  |
| 13. I can't find anything else to watch on television. |  |  |  |  |  |
| 14. I just want to occupy the time. |  |  |  |  |  |
| 15. I am interest in singing and dancing |  |  |  |  |  |

| 16. I want to learn about to be a pop star. | | | | | |
|---|---|---|---|---|---|
| | | | | | |

(Continued)

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|---|---|---|---|---|
| 17. I want to learn how this show works. | | | | | |
| 18. I want to gather information about The Voice. | | | | | |
| 19. I like to imagine myself as a contestant | | | | | |
| 20. I relate to the contestants on The Voice show. | | | | | |
| 21. I like to imagine myself as a judge. | | | | | |
| 22. I'd like to watch the attractive characters | | | | | |
| 23. The programs have sex appeal. | | | | | |
| 24. I enjoy watching real people. | | | | | |
| 25. I watch reality television to follow my favorite contestant on the show. | | | | | |
| 26. It is a "real" show. | | | | | |
| 27. It is unscripted | | | | | |

(Continued)

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|---|---|---|---|---|
| 28. I like to talk with other people about this program. | | | | | |
| 29. I like to gather with others who watch | | | | | |
| 30. When there is no one else to talk or with | | | | | |
| 31. It makes me feel less lonely. | | | | | |

Other else

_____

_____

_____

**The obtained after watching the Voice (After I watch the Voice, I think……)**

| | Strongly Agree | Agree | Neutral | Disgree | Strongly Disagree |
|---|---|---|---|---|---|
| 32. It is more enjoyable than other program. | | | | | |

| | | | | |
|---|---|---|---|---|
| 33. It entertains me. | | | | |
| 34. It is exciting. | | | | |

| | Strongly Agree | Agree | Neutral | Disgree | Strongly Disagree |
|---|---|---|---|---|---|
| 35. It relaxes me. | | | | | |
| 36. It allows me to unwind | | | | | |
| 37. That is what is on when I turn on TV. | | | | | |
| 38. I can't find anything else to watch on television. | | | | | |
| 39. It gives me something to do to pass the time. | | | | | |
| 40. It satisfies my interest in singing and dancing | | | | | |
| 41. I learn more about to be a pop star. | | | | | |
| 42. I have learned how this show works. | | | | | |
| 43. I gather useful information about The Voice. | | | | | |
| 44. I imagine myself as a contestant | | | | | |
| 45. I relate to the contestants on The Voice show. | | | | | |

| 46. I feel myself as a judge. | | | | | |
| --- | --- | --- | --- | --- | --- |

| | Strongly Agree | Agree | Neutral | Disgree | Strongly Disagree |
| --- | --- | --- | --- | --- | --- |
| 47. The characters are attractive | | | | | |
| 48. The programs have sex appeal. | | | | | |
| 49. I watch reality television to follow my favorite contestant on the show. | | | | | |
| 50. I enjoy watching real people in the Show. | | | | | |
| 51. It is a "real" show. | | | | | |
| 52. It is unscripted | | | | | |
| 53. I can be with other family and friend. | | | | | |
| 54. I can talk with other people about this program. | | | | | |
| 55. It's good companion when there is no one else to talk or with | | | | | |
| 56. It makes me feel less lonely. | | | | | |

Other else
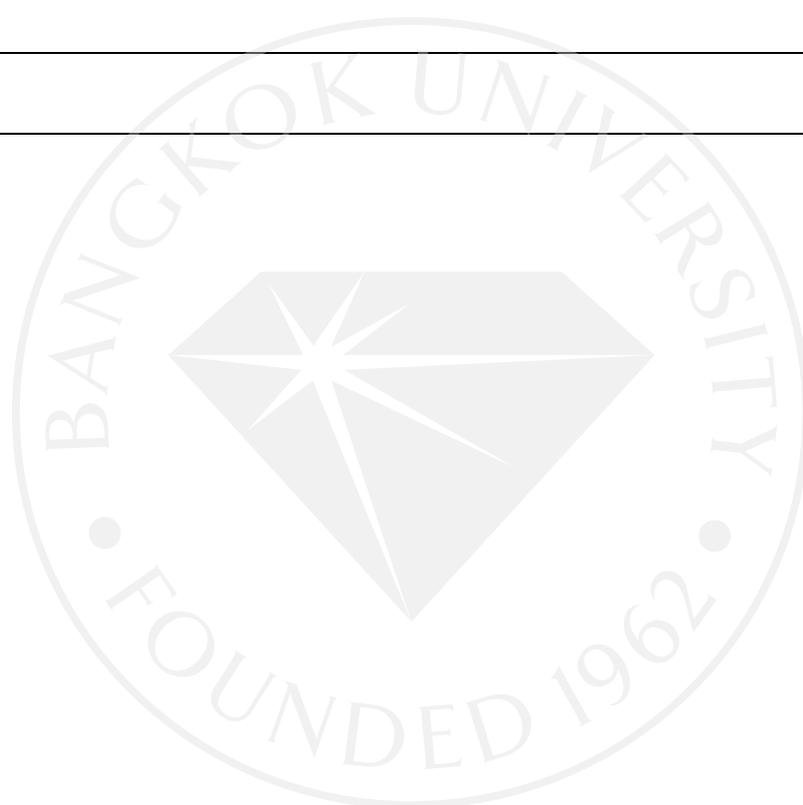
**BIODATA**

| | |
|---|---|
| Name – Surname: | Xin Zhao |
| Address: | 4-307, Linchili, Weiguo Road |
| | Hedong District, Tianjin |
| | China |
| Contact Number: | (+66) 90 64 91 368 (+86) 18322439782, |
| E-mail: | stillsofia9798@gmail.com |
| Education: | |
| 2012 – 2014 | Master Degree of Communication Arts at |
| | Bangkok University, Bangkok, Thailand |
| 2005 – 2009 | Bachelor of Arts (B. A.), Portuguese Program, |
| | Department of European Studies, at Tianjin Foreign |
| | Studies University, China |

Work experience:
September, 2009 – May, 2011 Translator Portuguese-Chinese with Department of
Angola, China Water Sinohydro Engineer Bureau No.4
In Angola, Africa

Language:

Chinese: Native Language
Portuguese: Fair
English: Fair

Interests:

All Current events, entertainment, Sport football, swimming

References:

# Bangkok University

## License Agreement of Dissertation/Thesis/ Report of Senior Project

Day __15__ Month __Nov.__ Year __2014__

Mr./ Mrs./ Ms. __XIN. ZHAO__ now living at __3/5/1/5__

Soi_____ Street __RAMA 4__

Sub-district __Kholong Toey__ District __Kholong Tooy__

Province __Bangkok__ Postal Code __10110__ being a Bangkok

University student, student ID __7550300391__

Degree level ☐ Bachelor ☒ Master ☐ Doctorate

Program __M.Com.Arts__ Department _____ School __Graduate School__

hereafter referred to as "the licensor"

Bangkok University 119 Rama 4 Road, Klong-Toey, Bangkok 10110 hereafter referred to as "the licensee"

Both parties have agreed on the following terms and conditions:

1. The licensor certifies that he/she is the author and possesses the exclusive rights of dissertation/thesis/report of senior project entitled __Gratifications About Reality Television "The Voice of China Among Chinese Audience.__ submitted in partial fulfillment of the requirement for __M.Com Arts__ of Bangkok University (hereafter referred to as "dissertation/thesis/report of senior project").

2. The licensor grants to the licensee an indefinite and royalty free license of his/her dissertation/thesis/report of senior project to reproduce, adapt, distribute, rent out the original or copy of the manuscript.

3. In case of any dispute in the copyright of the dissertation/thesis/report of senior project between the licensor and others, or between the licensee and others, or any other inconveniences in regard to the copyright that prevent the licensee from reproducing, adapting or distributing the manuscript, the licensor agrees to indemnify the licensee against any damage incurred.

**This Independent Study has been approved by
the Graduate School
Bangkok University**

Title:   GRATIFICATIONS ABOUT REALITY TELEVISION "THE VOICE OF
CHINA" AMONG CHINESE AUDIENCE

Author:   Miss Xin Zhao

Independent Study Committee:

Advisor

(Assoc. Prof. Dr. Boonlert Supadhiloke)

Field Specialist

(Asst. Prof. Dr. Pacharaporn Kesaprakorn)

Asst. Prof. Dr. Sivaporn Wangpipatwong
Dean of the Graduate School
July 29, 2014