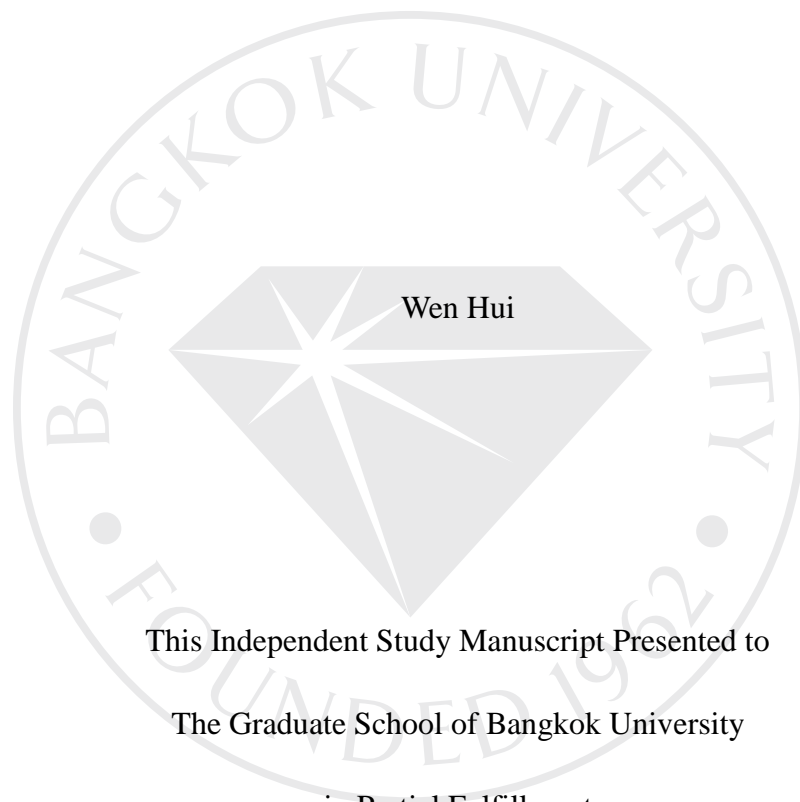


THE RELATIONSHIPS AMONG CHINESE AUDIENCE'S PERSONAL
CHARACTERISTICS, MOTIVES FOR VIEWING KOREAN TV SERIES, AND
THEIR ADDICTION BEHAVIORS TO KOREAN TV SERIES



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The Relationships among Chinese Audience's Personal Characteristics, Motives for Viewing Korean TV Series, and their Addiction Behaviors to Korean TV Series (112 pp.)

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ABSTRACT

This survey research aims to investigate the relationship between Chinese audience's personal characteristics and their motives for viewing Korean TV series, and to examine the relationship between their motives for viewing Korean TV series and their addiction behaviors to Korean TV series. Two hundred and fourteen Chinese audiences who selected using convenience sampling have participated in this survey research. The means, standard deviation were being tabulated and analyzed by One-Way ANOVA and Multiple Regression with the significance level of 0.05. The findings revealed the following results:

1. Chinese audience who have different gender, age, and time spent in watching the series had significantly different television viewing motives in respect to relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape for Korean television series. Chinese audience who differed in gender have social interaction. Male audience had higher social interaction than female respondents. The samples who differed in age had significant

different habit, information, and escape. Finally, those who had different time spent in viewing Korean TV series had significant different relaxation, companionship, habit, pass time, entertainment, information, arousal, and escape, respectively.

2. Chinese audience's different television viewing motives in respect to relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape, for Korean television series were significant predictors of their television addiction behavior in respect to tolerance, withdrawal, unintended use, cutting down, time spent, displacement of other activities, and Continued use. The findings suggested that television viewing motives are accountable for 65.4% of their addiction behavior to Korean TV series. Most, importantly, Chinese viewers' motives for relaxation, companionship, habit, information, arousal, and escape were positive predictors of their addiction behavior. However, motives for pass time, entertainment, and social interaction were negative predictors of their addiction behavior. The study suggested that Chinese viewers watched Korean TV series because they wanted to escape from reality, to seek information, and to stick to their habits, ranking as the top 3 motives for viewing Korean TV series. While other motives were not significant predictors of their addiction behavior.

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CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

It has been around 35 years since the first time Korean TV series were brought into China in 1983. The debut failed to lead a prosperity for Korean cultural products in Chinese market. The revolution occurred in 1997 when *What is Love*, a TV series that told a story about a marriage involved the interaction between a conservative family and an open family, was broadcasted on CCTV. The TV show gained considerable amount of Chinese audience and has been taken as the beginning of Korean Wave in China (Kim, 2007).

For the past two decades, Korean TV series (along with movies, variety show, music, etc.) has kept entering into China in enormous quantity as a form of cultural transmission (Xu, 2011, 6-10). Despite the decreasing exposure of Korean entertainment product on Chinese TV ascribed to various factors like regulatory control, developing diversity of cultural products Chinese audiences exposed to, and so on, Korean TV series retains appreciable popularity and rigid audience group on the internet (Wang, 2017). In 2014, Korean TV series took the biggest part of imported TV series in China with the share of 29.88% (“Beijing CUC-RZ Media”, 2015). Korean TV series has made significant impact on both material culture and spiritual culture of Chinese teenagers, while there was more influence on material culture than on spiritual culture (Yu, 2011, 114-118). Korean TV series also have

made significant impact on Chinese female audience's dressing, beauty care, and everyday life (Liu, 2014, 314-315). Considering the significant impact the Korean TV series hold for Chinese audience and Chinese cultural industry, there is a strong necessity to examine Korean TV series in China.

The variety of Korean TV series' content was taken to explain its prevalence in Chinese TV series market. Diverse Korean TV series, including romantic love story drama like *Endless Love*, *Winter Sonata*, *Fall in Love With Anchorwoman*, *Full House*; Family ethics drama like *The Bathhouse Men*, *Ms Mermaid*, *Mothers and Sisters*; Costume dramas like *Empress Myeongseong*, *Dae Jang Geum* etc., ensure that audiences could find any content they want to see without exploring new cultural product resource (Li, 2008, 97-101).

This phenomenon reflected the Uses and Gratifications theory. The Uses and Gratifications theory assumes that people deliberately choose specific media to satisfy specific needs (West & Turner, 2014). The content-diversity-attribution given above assumes that Korean TV series gains audiences' affection because it meets their demand of rich and colorful stories. But interpretation on this level is far too superficial as more basic human needs including pursuing knowledge, relaxation, social interactions/companionship, diversion, or escape have already been defined (West & Turner, 2014).

Past studies revealed that motives for using the mobile phone and audience's characteristics such as gender are positively related to addictive behaviors

(Hwang & Park, 2015, 43-46; Chen, et al., 2017, 891-902) and internet user characteristics and motives have impact on their internet addiction as well (Kim & Haridakis, 2009, 988-1015). Few studies examined the relationship among audience's characteristics, motives, and addiction in terms of particular content consumption as well as in terms of TV viewing. A knowledge gap lies between the investigations into motives-addiction association on new media (internet, and mobile devices) and the investigations into the same association on relevantly "older" media like TV and radio. There is also a knowledge gap between the investigations into motives-addiction association on media and the investigations into the same association on particular media content like TV series or TV programs.

Thus, this research aims to explore the specific needs that drive audiences to consume Korean TV series, in other words, identifying the motives of viewing Korean TV series. Meanwhile, audiences' addiction behavior on viewing Korean TV series should be investigated. At last, the relationship between the motives and the addiction of audiences is expected to be sketched. Since few researches have done this, by filling this gap, it could be useful for practitioner in TV series industry to gain fidelity from consumers. And as addiction being a behavioral disorder, by defining the psychological causal factor (motives), more solutions for it could be expected.

1.2 Objectives of Study

Based on those above, the objectives of this study are:

1.2.1 To examine the motives of viewing Korean TV series and TV addiction behavior among Chinese audience.

1.2.2 To examine how variation in personal characteristics among Chinese audience influence their motives for viewing Korean TV series.

1.2.3 To examine how variation in motives for viewing Korean TV series influence the Chinese audience's addiction behavior to Korean TV series.

1.3 Scope of Study

This study focuses on audience's viewing motives and behavior regarding content consumption (Korean TV series viewing). The variables are audience's motives to watch Korean TV series and their addiction to Korean TV series. Many studies have studied relationship between motives and addiction on internet using and smartphone using. Limited researches have been done on the relationship between motives and addiction on viewing particular content. This research could fill this gap. As mentioned above, by understanding consumers' consuming motives and the causal relation between their motives and behavior (possible addiction), it is expected to explore better ways for practitioners in cultural industry to gain more audiences, meanwhile people could find ways to solve addiction problem by impact addicts' motives.

Considering that watching TV series on internet is timeless and spaceless, there is no geographic limitation on sampling whilst the audiences involved into this study should have watched Korean TV series within one year before now in order to

learn their current motives and viewing patterns.

Since this study aims to study impact of Korean TV series on Chinese audiences, the audiences chose to be studied should be Chinese born and grown in Chinese cultural environment. Convenience sampling would be used.

1.4 Significance of the Study

This study will be significant to understand the relationships among Chinese audience' personal characteristics, TV series viewing motivation, and TV series viewing addiction.

This study is significant for the cultural exchange between China and Korea. The variables being studied in this study comprise the attitude of Chinese people hold towards Korean culture.

This study is significant for practitioner in culture industry especially in TV series production. Media consuming motives indicate psychological needs (Conway & Rubin, 1991, 443-463). Since this study could identify audience's viewing motives toward Korean series, it may help identify some the audience's main needs need to be fulfilled. As it is suggest by the Uses and Gratifications Theory, people deliberately choose specific media to satisfy specific needs (West & Turner, 2014). TV series producers could intentional modulate their product (TV series or TV programs) with the purpose to fulfill their target audience's needs. And according to the Uses and Gratification Theory, the more satisfaction they could offer their audience by satisfying their needs, the more fidelity they could earn from the

audience.

1.5 Definition of Terms

Definitions of terms used in this study are as follows:

1.5.1 *Motives of viewing Korean TV series*: “motives” adopted by the Use and Gratifications theory refers to the reasons why people chose the mass media in question (Rubin, 1981). In this paper, the motives are the reasons why Chinese audiences choose watching Korean TV series. This study examines TV viewing motives, including nine constructs as follows:

1.5.1.1 Relaxation refers to the motive that the audience adopt TV viewing to release pressure and unwind (West & Turner, 2014). It contains three items: (1) TV viewing relaxes them; (2) TV viewing allows them to unwind; (3) TV viewing could be a pleasant rest (Rubin, Palmgreen, & Sypher, 1994).

1.5.1.2 Companionship refers to the motive that the audience adopt TV viewing to alleviate loneliness (West & Turner, 2014). It contains three items: (1) they watch TV for not being alone; (2) they watch TV when there’s no one to talk to or be with; (3) TV viewing makes them feel less lonely (Rubin, Palmgreen, & Sypher, 1994).

1.5.1.3 Habit refers to the motive that the audience adopt TV viewing out of habit unconsciously, which is a fixed way of thinking, willing, or feeling acquired via previous repetition of a mental experience (Andrews, 1903, pp.131-149). It contains three items: (1) they watch TV just because it’s there; (2) they watch TV

because they just like to watch; (3) they watch TV because it is just a habit (Rubin, Palmgreen, & Sypher, 1994).

1.5.1.4 Pass time refers to the motive that the audience adopts TV viewing for occupying time or when they have nothing better to do (West & Turner, 2014). It contains three items: (1) they watch TV when nothing better to do; (2) they watch TV to pass the time away especially then they are bored; (3) TV viewing gives them something to do to occupy their time (Rubin, Palmgreen, & Sypher, 1994).

1.5.1.5 Entertainment refers to the motive that the audience adopt TV viewing for amusement and enjoyment (West & Turner, 2014). It contains three items: (1) TV viewing entertains them; (2) TV viewing is enjoyable; (3) TV viewing amuses them (Rubin, Palmgreen, & Sypher, 1994).

1.5.1.6 Social interaction refers to the motive that the audience adopt TV viewing for facilitating discussion with others (West & Turner, 2014). It contains three items: (1) TV viewing is something to do when their friends come over; (2) TV viewing offers them something to talk with other people about what's on; (3) TV viewing offers them an opportunity to be with other members of the family or friends who are watching (Rubin, Palmgreen, & Sypher, 1994).

1.5.1.7 Information refers to the motive that the audience adopts TV viewing to stay abreast of current events or to seek information (West & Turner, 2014). It contains three items: (1) TV viewing helps them to learn things about themselves and others; (2) TV viewing helps them learn how to do things that they

have not done before (Rubin, Palmgreen, & Sypher, 1994).

1.5.1.8 Arousal refers to the motive that the audience adopts TV viewing for emotional arousal, which is the physiological and psychological state of being awoken or of sense organs stimulated to a point of perception (Mella, Conty, & Pouthas, 2011, 182-187). It contains three items: (1) TV viewing is thrilling; (2) TV viewing is exciting; (3) TV viewing peps them up (Rubin, Palmgreen, & Sypher, 1994).

1.5.1.9 Escape refers to the motive that the audience adopts TV viewing to get away from outer troubles (West & Turner, 2014). It contains three items: (1) they watch TV to forget about school. Work, or other things; (2) they watch TV to get away from the rest of the family or others; (3) they watch TV to get away from what they are doing (Rubin, Palmgreen, & Sypher, 1994).

1.5.2 *TV addiction for Korean series*: TV addiction refers to the audience's dependence on TV medium (McIlwraith, Jacobvitz, Kubey, & Alexander, 1991, as cited in Rubin, Palmgreen, & Sypher, 1994). Borrowing the concept, the TV addiction for Korean series used here means the state that the audience dependence on Korean TV series. This concepts comprised of 7 variables as listed below.

1.5.2.1 Tolerance means a need for more of the substance to gain the same effect (American Psychiatric Association, 1994, as cited in Rubin, Palmgreen, & Sypher, 1994).

1.5.2.2 Withdrawal refers to “a substance-specific syndrome that results if

the substance use is reduced or stopped that is unrelated to another physical illness, or use of the substance or a related one to reduce withdrawal symptoms” (American Psychiatric Association, 1994, as cited in Rubin, Palmgreen, & Sypher, 1994).

1.5.2.3 Unintended use means taking the substance in bigger amount over a longer-than-intended quantity of time (American Psychiatric Association, 1994, as cited in Rubin, Palmgreen, & Sypher, 1994).

1.5.2.4 Cutting down refers to unsuccessful efforts to cut down, despite a persistent desire to do that (American Psychiatric Association, 1994, as cited in Rubin, Palmgreen, & Sypher, 1994).

1.5.2.5 Time spent refers to a large quantity of time committed to the substance, including obtaining it, using it, and recovering from its use (American Psychiatric Association, 1994, as cited in Rubin, Palmgreen, & Sypher, 1994).

1.5.2.6 Displacement of other activities refers to reduction of other activities that used to be important (American Psychiatric Association, 1994, as cited in Rubin, Palmgreen, & Sypher, 1994).

1.5.2.7 Continued use refers to the Continued utility of the substance despite physical and psychological problems (American Psychiatric Association, 1994, as cited in Rubin, Palmgreen, & Sypher, 1994).

CHAPTER 2

LITERATURE REVIEW

Chapter 2 provided a synthesis of the past studies on impact of TV viewing on audience's behavior, TV viewing motive, and TV addiction. The chapter explored the concepts, principles, and the related theories to develop the theoretical framework, and hypothesis. The chapter summarized the following topics:

- 2.1 Synthesis of Related Past Studies and Knowledge Gap
- 2.2 Impact of Television Viewing on Audience' Behavior
- 2.3 Concept and Assumption of Individual Difference Theory
- 2.4 Concept and Assumption of Uses and Gratification Theory
- 2.5 Concept of Television Viewing Motives of Viewers
- 2.6 Concept of Television Addiction
- 2.7 Theoretical Framework

2.1 Synthesis of Related Past Studies and Knowledge Gap

Pavic, Jadranka, & Rijavec (2013) studied the relationship between the level of stress and the amount of TV viewing and they clarified the role of TV viewing motives and TV affinity as mediators of the relationship. They found that TV affinity directly depended only on ritual motives and was positively related to the amount of TV viewing, while instrumental motives played no role.

Hwang and Park (2015) studied adolescents' characteristics and motives in predicting problematic mobile phone use and found that instrumental motives for

using the mobile phone are positively related to addictive behaviors.

Chen, et al. (2017) studied the possible impact of motives and gender differences on smartphone addiction. Considering motives, they found that perceived enjoyment, mood regulation, pastime, and conformity positively influence smartphone addiction, while social relationship had no effect on smartphone addiction. As the second research goal, gender was found to have impact on smartphone addiction by moderating the effects of perceived enjoyment, pastime, and conformity.

Kim and Haridakis (2009) studied the impact of Internet user characteristics and motives on internet addiction. Three dimensions of internet addiction were identified according to the intensity or progress of addiction, and they were intrusion, escaping reality as well as escaping reality. Amount of internet use was found an important predictor of intrusion and escaping reality, while different sets of user background characteristics and motives for using the internet could predict all the three dimensions of internet addiction.

McIlwraith (1998) studied adults who identified themselves as “TV addicts” on their personality, imagination, TV watching patterns and motives. He found that comparing to the rest of the sample, the self-labelled “TV addicts” were more neurotic, introverted, and easily bored. The self-labelled “TV addicts” were more likely to use TV with motives to distract themselves from unpleasant thoughts, to regulate moods, and to fill time.

In sum, regarding relationship between motives and addictions, most past studies examined the internet usage and smartphone usage in comparison with TV viewing. Research on motives and addictions to TV series viewing is very limited. Hence, this study aims to fill this knowledge gap. In the light of the past studies, the main objective of this study is to investigate the possible relationship between the motives to watch Korean TV series and their viewing addictions for Korean TV series. The possible impacts of audiences' character on their viewing motives would also be concerned.

2.2 Impact of Television Viewing on Audience's Behavior

It has been widely discussed by past studies that viewing TV could bring impact to audience on their behavior both physically and psychologically.

Zuckerman and Zuckerman (1985) suggested that television affects children's knowledge, attitudes, and behavior. Four areas were categorized considering the relationship with television viewing: (1) children's aggressive behavior; (2) racial and sex-role stereotypes; (3) decreased interest in reading and school activities; and (4) poorer health habits and attitudes.

Liebert (1986) found that (1) big amount of TV violence viewing relates to the development of aggressive attitudes and behavior; (2) TV viewing helps to cultivate stereotypic views of gender roles and race; (3) TV commercials take advantages of children's naiveté and can foster/reinforce overly materialistic attitudes.

Abdul, Amir, Mudassar, Muhammad, & Muhammad (2014) investigated the relationship between TV advertisements and children's buying behavior. Their studies confirmed that viewing TV advertisement does impact children's buying behavior and the impact is also recognized by the respondents.

Robinson (2001) studied on the relationship between TV viewing and childhood obesity. He founded that groups at highest risk for obesity tend to watch more TV than other children.

Sharif and Sargent (2006) tested the relative effects of TV, movies, and video game screen time as well as content on adolescent school performance. They founded that both content exposure and viewing have independent detrimental associations with school performance, while weekend screen time and video game use have no relationship with school performance.

2.3 Concept and Assumption of Individual Difference Theory

The Individual Difference Theory is a theory of mass communication and it suggests that (1) individuals respond differently to the mass media in regards of their psychological needs; (2) the needs could be for information, for integrative, for affective, or for escapist, and audiences satisfied those needs by consuming the mass media (Kent, 2006).

Besides psychological needs, more factors including intelligence, beliefs, opinions, values, moods, prejudices, and perceptibility are also considered to have impact on audiences' reaction to media content; their reaction may be different in

terms of their motivations or their position on whether to accept or to reject a given message (Aggarwal & Gupta, 2001). More basic personality characteristics like age, gender, and education are also seen as influential factors (DeFleur, 1970, as cited in Baran & Davis, 1995).

2.4 Concept and Assumption of Uses and Gratification Theory

The Uses and Gratifications theory assumes that people deliberately choose specific media to satisfy specific needs (West & Turner, 2014).

Bryant and Zillmann (1984) compared the uses and gratification of bored subjects and stressed subjects. They found that stressed subjects would select equal amount of each program type, while bored subjects preferred exiting programs to relaxing programs.

Palmgreen and Rayburn (1979) developed a discrepancy model to contrast gratifications sought from TV in general with gratifications that audiences perceived they obtained from public TV. Considering each gratification individually, the model could discriminate between viewers of public television and nonviewers of public television.

Rubin and Perse (1987) studied the relationship between audience's instrumental news viewing and their TV news gratifications. The viewing activity was found to be related to audience intentionality, selectivity, and involvement with local news. Instrumental use, in other words seeking exciting and entertaining information gratifications, was related negatively to perceived news realism, affinity,

intentionality, and involvement. While for ritualized use, or more habitual and time-consuming viewing, it was related negatively to news affinity, selectivity, and intentionality, and positively to co-viewing distractions.

Ruggiero (2000) argued that the Uses and Gratification Theory had been so important that any attempt to speculate on the future direction of mass communication theory should include it especially considering the emergence of computer-mediated communication. Concepts like interactivity, demassification, hypertextuality, and asynchronicity must be included to contemporary and future theoretical models of uses and gratifications.

Facing the prevalence of the Internet, Sundar and Limperos (2013) suggested a Uses and Gratifications Theory 2.0. They proposed that though the gratifications generated by Internet were similar to those obtained from older media, some gratifications might be conceptualized and operationalized so broadly that some nuanced gratifications obtained from newer media were missed. They suggested that affordances of media technology could shape user needs, thus induced new and distinctive gratifications.

2.5 Concept of Television Viewing Motives of Viewers

Aunger and Curtis (2013) explained motives from evolutionary perspective as psychological mechanisms to produce behavior that solves evolutionarily important tasks in the human niche. Eight human needs were deduced from the dimensions of the human niche which were optimize the number and survival of

gene copies; maintain bodily integrity; avoid external threats; optimize sexual capital; optimize environmental capital; optimize social capital; acquire reproductive skills; and acquire survival skills. These needs then offered the foundation to 15 human motives: lust, hunger, comfort, fear, disgust, attract, love, nurture, create, hoard, affiliate, status, justice, curiosity, and play.

Conway and Rubin (1991) saw media consuming motives as the psychological origins of media gratifications. They found that psychological antecedents and control variables including parasocial interaction, anxiety, creativity, and sensation seeking's disinhibition dimension along with TV affinity and exposure could predict viewing motivations.

Rubin (1981) located five principal TV viewing motives: passing time, information, entertainment, companionship, and escape. Two viewer types were identified: (1) people used TV out of habit, to pass time, or for entertainment, and this type of viewer exhibited sizable levels of TV viewing, affinity, and realism; (2) viewer used TV to seek information or to learn, but not for escape, this kind of viewer shown higher level of TV viewing of talk-interview, news, and game show programs.

Moon and Ho (2016) concluded that studies on viewing motivations towards media content fall into three trends: local viewers' viewing motivations on local or foreign TV programs; foreign viewers' watching motivations on imported TV programs; and emigrants' watching motives on their home country's TV.

Regarding Korean TV drama, Asian countries including China, Japan, and Southeast Asian countries were the main studied area while other regions were also included; cast of star actors and actresses, story and composition of TV drama, good quality, cultural proximity, cultural interest, and curiosity were found as factors that attract foreign audiences to watch Korean TV drama (Lim & Park, 2011, 371-395; Lee, 2014, 273-297; Im, 2017).

In a research on Korean university students' watching motivations toward American TV drama and Korean TV drama, entertainment and rest, acquisition of information, environmental and social factor, and sexual curiosity were identified regarding American contents, while for Korean TV drama there were two more factors: Korean drama characteristics and habitual time-spending (Im, 2008, 303-336).

Bantz (1982) also found four similar factors that motivates expatriates to watch home country's cultural contents, and the factors are companion role, information and knowledge acquisition, entertainment, and sexual curiosity.

In the research on both American and Korean TV drama viewing of Chinese audience, Jiang and Leung (2012) identified four gratifications that they look for from viewing foreign TV drama: entertainment, sociability, learning, and escape. The entertainment factor in Jiang and Leung (2012) was defined as Chinese viewers' watching foreign TV serials for fun, for relaxation, and also for passing time. That is a combination of Entertainment and Pass time-Habit given at the very early research

made by Rubin in 1981.

Viewing motives may differ according to content as Gantz (1981) claimed that motivation dimensions may be unique to sports programs. Viewing motives about sports programs were related to viewer sex, interest in sports and affective/behavioral reactions to sports programs.

Rubin (1983) developed a television viewing motives scale (TVMS) including 9 factors, including relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape.

2.6 Concept of Television Addiction

As Sussman and Moran (2013) mentioned, past researches had claimed that television may be addictive; they suggested that TV addiction may function similarly to substance abuse disorders.

Horvath (2004) listed two measures of TV addictions that were created by writing items to reflect established criteria used in psychiatry for the detection of substance dependence. For one measure, 4 factors were used to measure components of addictive behavior: heavy viewing, problem viewing, craving for viewing, and withdrawal, while another measure was reliable and unidimensional. The author also developed a Television Addiction Scale (TAS) which included 7 statements: Tolerance, withdrawal, unintended use, cutting down, time spent, displacement of other activities, and Continued use.

2.7 Theoretical Framework

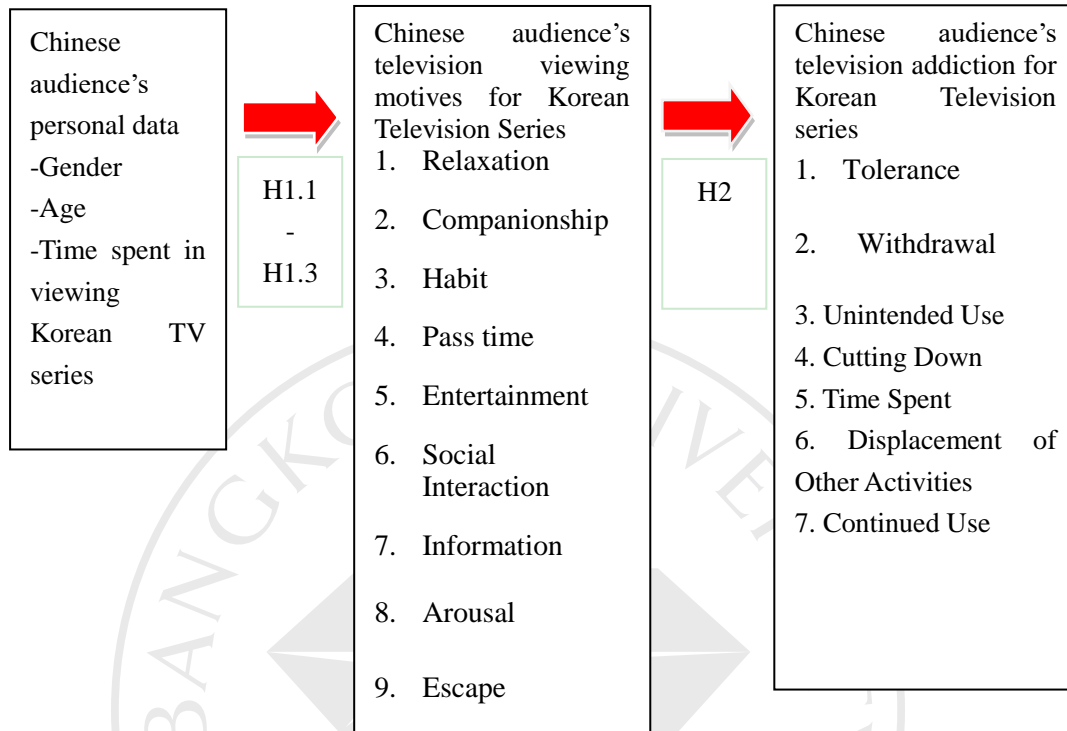


Figure 2.1: Theoretical Framework

Hypothesis:

Hypothesis 1: Chinese audience who have different personal profile (gender, age, and time spent in watching the series) will have significantly different television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series.

Hypothesis 1.1: Chinese audience who have different *gender* will have significantly different television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series.

Hypothesis 1.2: Chinese audience who have different *age* will have significantly different television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series.

Hypothesis 1.3: Chinese audience who have different *time spent in watching the series* will have significantly different television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series

Hypothesis 2: Chinese audience's different television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series are significant predictors of their television addiction behavior (tolerance, withdrawal, unintended use, cutting down, time spent, displacement of other activities, and Continued use).

CHAPTER 3

METHODOLOGY

This chapter described the procedures adopted to explore the relationship between the Korean TV series viewing motives and the Korean TV series viewing addiction of Chinese audience. Sampling procedures and demographic profile of the sample were explained. The instrumentation and approach to statistical analyses were explicated as well. This chapter comprises the following sections:

1. Research design
2. Population and sample selection
3. Research instrument
4. Instrument pretest
5. Data collection procedure
6. Data Analysis
7. Demographic data of the samples

3.1 Research Design

This research would be applied with a quantitative research approach during which the survey would be employed as the method to collect data. 200 respondents' opinion on their own Korean TV series viewing motives and behavior would be investigated via the survey.

3.2 Population and Sample Selection

The population of this study was Chinese audience who have watched

Korean TV series before at least once in the past two years. The two years limitation of recent viewing behavior was decided with the presumption that they could recall their motives and attitude on viewing Korean TV series accurately.

During this research, 200 Chinese audiences, excluding 30 for pre-test, would be asked to fill in the questionnaire designed particularly for this survey and the data were being collected as well as be analyzed to assess their viewing motivation and viewing behavior in terms of possible addiction. The respondents were selected via convenient sampling as well as snow-ball techniques.

3.3 Research Instrument

This study employed a questionnaire containing 3 sections. The 3 sections are (1) scales for demographic data; (2) Chinese audience's viewing motives for Korean TV series; (3) Chinese audience's addiction behavior to viewing Korean series (see Appendix A).

Section 1: Personal Demographic Data

This first section consisted of questions requiring respondents to specify their demographic data including, gender, age, the amount of Korean TV series that they have watched in two years, and the average time they spend on watching Korean TV series.

Section 2: Chinese audience' viewing motives for Korean TV series

This section consisted of questions designed to examine Chinese audience's motives toward Korean TV series. This part of questionnaire is based on the

renowned Television Viewing Motives Scale (TVMS) developed by Robin (1983).

The original TVMS contains 9 factors being subdivided into 27- likert scale items as shown in Table 3.1.

Table 3.1: Television Viewing Motives Scale

I watch television.....
Relaxation
1. Because it relaxes me.
2. Because it allows me to unwind.
3. Because it is a pleasant rest.
Companionship
1. So I won't have to be alone.
2. When there is no one else to talk to or be with.
3. Because it makes me feel less lonely.
Habit
1. Just because it is there.
2. Because I just like to watch.
3. Because it is a habit, just something I do.
Pass Time
1. When I have nothing better to do.

(Continued)

Table 3.1 (Continued): Television Viewing Motives Scale

I watch television.....
2. Because it passes the time away, particularly when I am bored.
3. Because it gives me something to do to occupy my time.
Entertainment
1. Because it entertains me.
2. Because it is enjoyable.
3. Because it amuses me.
Social Interaction
1. Because it is something to do when friends come over.
2. So I can talk with other people about what is on.
3. So I can be with other members of the family or friends who are watching.
Information
1. Because it helps me learn things about myself and others.
2. So I can learn how to do things which I have not done before.
3. So I could learn about what could happen to me.
Arousal
1. Because it is thrilling.
2. Because it is exciting.
3. Because it peps me up.

(Continued)

Table 3.1 (Continued): Television Viewing Motives Scale

I watch television.....
Escape
1. So I can forget about school, work, or other things.
2. So I can get away from the rest of the family or others.
3. So I can get away from what I am doing.

The respondents' agreement on each items were rated on a five-point liker-type Scale ranging from "not at all" (1) to "exactly" (5).

Section 3: Chinese audience' addiction behavior to viewing Korean series

This part examined on Chinese audience' behavior for viewing Korean series. The extent of target audience's addiction behavior was measured by 7 factors and 30-likert scale items as suggested by Horvath (2004)'s Television Addiction Scale. The scale comprised 35 statements as shown in Table 3.2 while in this study some questions were recoded to avoid any misleading analytical results.

Table 3.2: Television Addiction Behavior

Statements. about your television addition behavior
Tolerance
1. I feel like I watch more TV than I used to in order to feel the same.
2. I've watched the same amount of TV as I always have.

(Continued)

Table 3.2 (Continued): Television Addiction Behavior

Statements. about your television addition behavior
3. It seems like I watch more and more shows lately for the same amount of enjoyment.
4. I watch about the same amount of TV as I used to but I don't get the same effect from it anymore.
5. I watch more and more shows to try to feel the same as I used to.
Withdrawal
6. When I am unable to watch TV, I miss it so much that you could call it withdrawal.
7. Sometimes I watch TV just because I missed it a great deal.
8. If I have to miss a favorite show, I feel upset.
9. I can't imagine going without TV.
10. I could easily go without TV with no problem.
Unintended Use
11. I often watch TV for a longer than I intended.
12. Time really gets away from me when I watch TV.
13. Sometimes I only plan to watch TV for a few minutes, and wind up spending hours in front of it.

(Continued)

Table 3.2 (Continued): Television Addiction Behavior

Statements. about your television addition behavior
14. I follow a very exact TV watching schedule.
15. I usually watch TV for exactly as long as I planned to watch.
Cutting Down
16. I often think that I should cut down on the amount of television that I watch.
17. I have tried to reduce the amount of TV I watch, but it hasn't really worked.
18. I often feel guilty about watching so much television.
19. I feel bad that I watch so much TV, but I can't seem to stop.
20. I would be embarrassed to tell people how much TV I actually watch.
Time Spent
21. Compared to most people, I spend a great deal of time watching TV.
22. Much of my time is spent in front of the television.
23. TV viewing takes up almost of my leisure time.
24. I don't spend that much time watching TV.
25. I spend more time watching TV than just about anything else.
Displacement of Other Activities
26. I sometimes watch television when I should be spending time with friends or family.

(Continued)

Table 3.2 (Continued): Television Addiction Behavior

Statements. about your television addition behavior
27. I often watch TV when I should be working or going to school.
28. Sometimes I feel like my whole life revolves around TV, and I never do anything else.
29. I would be a lot more productive if I didn't watch so much TV.
30. I would spend more time with hobbies if I didn't watch so much TV.
Continued Use
31. I keep watching TV even though it is causing serious problems in my life.
32. My family members get angry and tell me I watch too much TV, but I can't stop.
33. I sometimes feel like my TV watching is alienating my loved ones.
34. My TV watching has created real problems for me, but I keep watching.
35. I keep watching TV even though my loved ones can't stand it.

A five-point likert-type response format was also adopted ranging from strongly disagree (1) to strongly agree (5).

3.4 Instrument Pretest

Considering the respondents were Chinese with different level of English proficiency, the questionnaire designed in English should be translated into Chinese before distribution. Back translation as a method to avoid distortion on meaning of the questionnaire was used. The questionnaire was translated into Chinese first, then

another person was required to translate the Chinese version back into English. The newly interpreted English questionnaire was compared to the original one. The Chinese text of the questionnaire had been revised and was not finally decided until no discrepancies were claimed to be found between the original and the back-translated one by the two translators.

After the crosscheck, the questionnaire was sent to 30 Chinese audience with Korean TV series viewing experience in 2 years first. Data was collected and analyzed via Cronbach's Alpha Coefficient to assess the reliability of this instrument. The result is shown as in Table 3.3.

Table 3.3: The Reliability of Instrument

	Cronbach's Alpha	N of Items
Motivations	0.969	27
Relaxation	0.881	3
Companionship	0.956	3
Habit	0.835	3
Pass Time	0.876	3
Entertainment	0.865	3
Social Interaction	0.964	3
Information	0.929	3
Arousal	0.964	3

(Continued)

Table 3.3 (Continued): The Reliability of Instrument

	Cronbach's Alpha	N of Items
Escape	0.879	3
Addiction behaviors	0.989	35
Tolerance	0.933	5
Withdrawal	0.858	5
Unintended Use	0.934	5
Cutting Down	0.953	5
Time Spent	0.876	5
Displacement of Other Activities	0.97	5
Continued Use	0.99	5

The results are acceptable since the Cronbach's alpha is higher than 0.7 which is the standard level set of the reliability test. The results suggested that the factors of viewing motives for Korean TV series are excellent ($\alpha = 0.969$). The factors are relaxation ($\alpha = 0.881$), companionship ($\alpha = 0.956$), habit ($\alpha = 0.835$), pass time ($\alpha = 0.876$), entertainment ($\alpha = 0.865$), social interaction ($\alpha = 0.964$), information ($\alpha = 0.929$), arousal ($\alpha = 0.964$), and escape ($\alpha = 0.879$). The result also showed that factors of Chinese Audience' Addiction Behavior for viewing Korean series are excellent ($\alpha = 0.989$). The factors includes tolerance ($\alpha = 0.933$), withdrawal ($\alpha = 0.858$), unintended use ($\alpha = 0.934$), cutting down ($\alpha = 0.953$), time

spent ($\alpha = 0.876$), displacement of other activities ($\alpha = 0.970$), and Continued use ($\alpha = 0.990$). The results showed that the questionnaire is reliable.

The questions of the questionnaire are constructed on the basis of previous researches approved by author's advisor Asst. Prof. Dr. Pacharaporn Kesaparakorn. This assures the content validity of this research.

3.5 Data collection procedure

Questionnaires were distributed to Chinese audiences who claimed to have watched Korean TV series in 2 years. Questionnaires were sent and collected in the form of on-line webpage. It took around 1 month to collect data and 214 valid questionnaires were received.

3.6 Data Analysis

Hypothesis 1: Chinese audience who have different personal profile (gender, age, and time spent in watching the series) will have significantly different television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series.

Independent variable: Gender, age, and time spend in watching the series (Nominal scale, ordinal scale).

Dependent variable: television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) (Interval scale).

Statistical analysis : One-Way ANOVA

Hypothesis 1.1: Chinese audience who have different *gender* will have significantly different television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series.

Hypothesis 1.2: Chinese audience who have different *age* will have significantly different television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series.

Hypothesis 1.3: Chinese audience who have different *time spent in watching the series* will have significantly different television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series

Hypothesis 2: Chinese audience's different television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series are significant predictors of their television addiction behavior (tolerance, withdrawal, unintended use, cutting down, time spent, displacement of other activities, and Continued use).

Independent variable: Chinese audience's television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series (Likert scale)

Dependent variable: Chinese audience's addiction behavior (tolerance,

withdrawal, unintended use, cutting down, time spent, displacement of other activities, and Continued use) (Likert scale).

Statistical analysis: Multiple Regression.

Hypothesis 2.1: Chinese audience who have different television viewing motives in relation to relaxation for Korean television series will have significant different television addiction behavior (tolerance, withdrawal, unintended use, cutting down, time spent, displacement of other activities, and Continued use).

Hypothesis 2.2: Chinese audience who have different television viewing motives in relation to companionship for Korean television series will have significant different television addiction behavior (tolerance, withdrawal, unintended use, cutting down, time spent, displacement of other activities, and Continued use).

Hypothesis 2.3: Chinese audience who have different television viewing motives in relation to habit Korean television series will have significant different television addiction behavior (tolerance, withdrawal, unintended use, cutting down, time spent, displacement of other activities, and Continued use).

Hypothesis 2.4: Chinese audience who have different television viewing motives in relation to pass time for Korean television series will have significant different television addiction behavior (tolerance, withdrawal, unintended use, cutting down, time spent, displacement of other activities, and Continued use).

Hypothesis 2.5: Chinese audience who have different television viewing motives in relation to entertainment for Korean television series will have significant

different television addiction behavior (tolerance, withdrawal, unintended use, cutting down, time spent, displacement of other activities, and Continued use).

Hypothesis 2.6: Chinese audience who have different television viewing motives in relation to social interaction for Korean television series will have significant different television addiction behavior (tolerance, withdrawal, unintended use, cutting down, time spent, displacement of other activities, and Continued use).

Hypothesis 2.7: Chinese audience who have different television viewing motives in relation to information for Korean television series will have significant different television addiction behavior (tolerance, withdrawal, unintended use, cutting down, time spent, displacement of other activities, and Continued use).

Hypothesis 2.8: Chinese audience who have different television viewing motives in relation to arousal for Korean television series will have significant different television addiction behavior (tolerance, withdrawal, unintended use, cutting down, time spent, displacement of other activities, and Continued use).

Hypothesis 2.9: Chinese audience who have different television viewing motives in relation to escape for Korean television series will have significant different television addiction behavior (tolerance, withdrawal, unintended use, cutting down, time spent, displacement of other activities, and Continued use).

3.7 Demographic Data of the Samples

This part demonstrates the demographic information of the 214 Chinese audience responding to the questionnaire. Table 3.4 presents the frequency and

percentage of the demographic profile of the sample.

As shown in Table 3.4, the descriptive analysis on the demographic profile of the sample revealed that 79.4% of the samples are female (n = 170) and 20.6% of the samples are male (n = 44). 37.9% of the samples are aged 17-21 years old (n = 81), followed by samples aged from 27-31 years old (27.1%, n = 58) and 22-26 years old (15%, n = 32). Most of the samples have watched 1 Korean TV series (47.7%, n = 102), while those who have watched more than 4 Korean series comprise the third large number of samples (18.2%, n = 39) smaller than the group who watched 2 Korean series (20.6%, n = 44). The majority spent less than 2 hours a week on watching Korean series (74.3%, n = 159) followed by those who watched 2-4 hours Korean series per week (15.9%, n = 34).

Table 3.4: The Frequency and Percentage of the Demographic Information of the Samples

Demographic Information		Frequency	Percent
Gender			
	Male	44	20.6
	Female	170	79.4
Total		214	100
Your age			
	Below 16 years old	1	0.5

(Continued)

Table 3.4 (Continued): The Frequency and Percentage of the Demographic Information of the Samples

Demographic Information		Frequency	Percent
	17 years old to 21 years old	81	37.9
	22 years old to 26 year old	32	15
	27 years old to 31 year old	58	27.1
	32 years old to 36 year old	21	9.8
	37 years old to 41 year old	12	5.6
	more than 41	9	4.2
Total		214	100
In the past two years, how many Korean TV series have you watched?			
	1	102	47.7
	2	44	20.6
	3	26	12.1
	4	3	1.4
	more than 4	39	18.2
Total		214	100
The average time you spend on watching Korean TV series			

(Continued)

Table 3.4 (Continued): The Frequency and Percentage of the Demographic Information of the Samples

Demographic Information		Frequency	Percent
	1 hour to 2 hours per week (Rarely)	159	74.3
	More than 2 hours to 4 hours per week. (Often)	34	15.9
	More than 4 hours to 6 hours per week. (Frequently)	7	3.3
	More than 6 hours to 8 hours per week. (Most Frequently)	5	2.3
	More than 8 hours per week (Always)	9	4.2
Total		214	100

CHAPTER 4

FINDINGS

This chapter presented the findings of the quantitative data collected from 214 Chinese audiences of Korean TV series. The mean and standard deviation were analyzed. One-Way ANOVA and Linear regression were utilized to testing the hypotheses. Chapter 4 was divided into the following topics:

1. Summary of the descriptive findings
2. Summary of Hypothesis Testing

4.1 Summary of the descriptive findings

Motivations of the samples on part II of the questionnaire range from 1 to 5. Likert scale is used to explain the degree of the samples' motivation for viewing Korean TV series as shown in Table 4.1.

Table 4.1: Data analysis for viewing motives for Korean TV series

Criteria	Meaning
3.68 – 5.00	High level of motivation
2.34 – 3.67	Medium level of motivation
1.00 – 2.33	Low level of motivation

As shown in Table 4.2, the descriptive findings revealed that Chinese audience had the highest motive for relaxation ($\bar{X} = 3.30$), followed by entertainment ($\bar{X} = 3.27$) and pass time ($\bar{X} = 3.27$), habit ($\bar{X} = 3.08$), companionship ($\bar{X} = 3.00$), arousal ($\bar{X} = 3.00$), social interaction ($\bar{X} = 2.90$),

escape ($\bar{X} = 2.85$) and respectively ($\bar{X} = 2.85$), the lowest motive for information ($\bar{X} = 2.76$), respectively.

Table 4.2: Level of the samples' viewing motives for Korean TV series

Descriptive Statistics			
	Mean	Std. Deviation	level
Relax			
I watch Korean TV series because it relaxes me.	3.39	1.21	Medium
I watch Korean TV series because it allows me to unwind.	3.31	1.15	Medium
I watch Korean TV series because it is a pleasant rest.	3.19	1.21	Medium
Total	3.29	1.10	Medium
Companionship			
I watch Korean TV So I won't have to be alone.	2.97	1.28	Medium
I watch Korean TV When there is no one else to talk to or be with.	3.1	1.28	Medium

(Continued)

Table 4.2 (Continued): Level of the samples' viewing motives for Korean TV series

Descriptive Statistics			
I watch Korean TV Because it makes me feel less lonely.	2.96	1.29	Medium
Total	3.00	1.21	Medium
Habit			
I watch Korean TV Just because it is there.	3.36	1.18	Medium
I watch Korean TV Because I just like to watch.	3.1	1.29	Medium
I watch Korean TV Because it is a habit, just something I do.	2.76	1.23	Medium
Total	3.07	1.05	Medium
Pass time			
I watch Korean TV When I have nothing better to do.	3.4	1.26	Medium
I watch Korean TV When I have nothing better to do.	3.46	1.24	Medium
I watch Korean TV When I have nothing better to do.	2.96	1.26	Medium

(Continued)

Table 4.2 (Continued): Level of the samples' viewing motives for Korean TV series

Descriptive Statistics			
Total	3.27	1.10	Medium
Entertainment			
I watch Korean TV Because it entertains me.	3.18	1.24	Medium
I watch Korean TV Because it is enjoyable.	3.28	1.19	Medium
I watch Korean TV Because it amuses me.	3.37	1.25	Medium
Total	3.27	1.12	Medium
Social interaction			
I watch Korean TV Because it is something to do when friends come over.	2.94	1.32	Medium
I watch Korean TV So I can talk with other people about what is on.	2.91	1.26	Medium
I watch Korean TV So I can be with other members of the family or friends who are watching.	2.85	1.27	Medium
Total	2.90	1.19	Medium

(Continued)

Table 4.2 (Continued): Level of the samples' viewing motives for Korean TV series

Descriptive Statistics			
Information			
I watch Korean TV Because it helps me learn things about myself and others.	2.81	1.25	Medium
I watch Korean TV So I can learn how to do things which I have not done before.	2.82	1.34	Medium
I watch Korean TV So I could learn about what could happen to me.	2.67	1.28	Medium
Total	2.76	1.23	moderate
Arousal			
I watch Korean TV Because it is thrilling.	3.05	1.23	Medium
I watch Korean TV Because it is exciting.	3.03	1.27	Medium
I watch Korean TV Because it peps me up.	2.91	1.26	Medium
Total	2.99	1.19	Medium
Escape			

(Continued)

Table 4.2 (Continued): Level of the samples' viewing motives for Korean TV series

Descriptive Statistics			
I watch Korean TV So I can forget about school, work, or other things.	3.04	1.27	Medium
I watch Korean TV So I can get away from the rest of the family or others.	2.77	1.34	Medium
I watch Korean TV So I can get away from what I am doing.	2.75	1.29	Medium
Total	2.85	1.22	Medium

Chinese audiences' addiction behavior for viewing Korean TV series on part **III** of the questionnaire range from 1 to 5. Likert scale is used to explain the degree of the samples' motivation for viewing Korean TV series as shown in Table 4.3.

Table 4.3: Data analysis for audiences' addiction behavior for viewing Korean TV series

Criteria	Meaning
3.68 – 5.00	High level of addiction
2.34 – 3.67	Medium level of addiction
1.00 – 2.33	Low level of addiction

As shown in Table 4.4, the descriptive analysis on the level of the samples' addiction for viewing Korean TV series revealed Chinese audience had the highest addiction for unintended use ($\bar{X} = 2.87$), followed by withdrawal ($\bar{X} = 2.79$) and

tolerance ($\bar{X} = 2.73$), time spent ($\bar{X} = 2.68$), cutting down ($\bar{X} = 2.66$), displacement for other activities ($\bar{X} = 2.57$), the lowest addiction for Continued use ($\bar{X} = 2.55$), respectively.

Table 4.4: Level of the samples' addiction behavior for viewing Korean TV series

Descriptive Statistics			
	Mean	Std. Deviation	Level
Tolerance			
I feel like I watch more Korean TV series than I used to in order to feel the same.	2.7	1.36	Medium
I've watched the same amount of Korean TV series as I always have.	2.98	1.33	Medium
It seem like I watch more and more shows lately for the same amount of enjoyment.	2.6	1.29	Medium
I watch about the same amount of Korean TV as I used to but I don't get the same effect from it anymore.	2.79	1.28	Medium
I watch more and more Korean TV series to try to feel the same as I used to.	2.59	1.3	Medium
Total	2.73	1.19	Medium

(Continued)

Table 4.4 (Continued): Level of the samples' addiction behavior for viewing Korean TV series

Descriptive Statistics			
Withdrawal			
When I am unable to watch Korean TV series, I miss it so much that you could call it withdrawal.	2.54	1.30	Medium
Sometimes I watch Korean TV series just because I missed it a great deal.	2.79	1.32	Medium
If I have to miss an episode of my favorite TV series, I feel upset.	2.58	1.33	Medium
I can't imagine going without Korean TV series.	2.5	1.35	Medium
I could easily go without Korean TV series with no problem.	3.52	1.34	Medium
Total	2.78	1.10	Medium
Unintended use			
I often watch Korean TV dramas for a longer than I intended.	2.84	1.28	Medium

(Continued)

Table 4.4 (Continued): Level of the samples' addiction behavior for viewing Korean

TV series

Descriptive Statistics			
Time really gets away from me when I watch Korean TV series.	3.02	1.26	Medium
Sometimes I only plan to watch Korean TV dramas for a few minutes, and wind up spending hours in front of it.	3.06	1.34	Medium
I follow a very exact Korean TV series watching schedule.	2.57	1.33	Medium
I follow watch Korean TV series for exactly as long as I planned to watch.	2.83	1.33	Medium
Total	2.86	1.17	Medium
Cutting down			
I often think that I should cut down on the amount of Korean TV series that I watch.	2.84	1.28	Medium
I have tried to reduce the amount of Korean TV series I watch, but it hasn't really worked.	2.6	1.33	Medium

(Continued)

Table 4.4 (Continued): Level of the samples' addiction behavior for viewing Korean TV series

Descriptive Statistics			
I often feel guilty about watching so much Korean TV series.	2.61	1.34	Medium
I feel bad that I watch so much Korean TV series, but I can't seem to stop.	2.55	1.30	Medium
I would be embarrassed to tell people how much Korean TV series I actually watch.	2.73	1.39	Medium
Total	2.66	1.21	Medium
Time spent			
Compared to most people, I spend a great deal of time watching Korean TV series.	2.56	1.33	Medium
Much of my time is spent in front of the screen watching Korean TV series.	2.57	1.31	Medium
Korean TV series viewing takes up almost of my leisure time.	2.55	1.32	Medium
I don't spend that much time watching Korean TV series.	3.21	1.31	Medium

(Continued)

Table 4.4 (Continued): Level of the samples' addiction behavior for viewing Korean

TV series

Descriptive Statistics			
I spend more time watching Korean TV series than just about anything else.	2.51	1.33	Medium
Total	2.67	1.14	Medium
Displacement			
I sometimes watch Korean TV series when I should be spending time with friends or family.	2.52	1.35	Medium
I often watch Korean TV series when I should be working or going to school. (Reversed)	2.52	1.31	Medium
Sometimes I feel like my whole life revolves around Korean TV series, and I never do anything else.	2.48	1.39	Medium
I would be a lot more productive if I didn't watch so much Korean TV series.	2.6	1.33	Medium
I would spend more time with hobbies if I didn't watch so much Korean TV series.	2.74	1.35	Medium
Total	2.57	1.26	Medium

(Continued)

Table 4.4 (Continued): Level of the samples' addiction behavior for viewing Korean TV series

Descriptive Statistics			
Continued use			
I keep watching Korean TV series even though it is causing serious problems in my life.	2.56	1.35	Medium
My family members get angry and tell me I watch too much Korean TV series, but I can't stop.	2.56	1.36	Medium
I sometimes feel like my Korean TV series watching is alienating my loved ones.	2.56	1.33	Medium
My Korean TV series watching has created real problems for me, but I keep watching.	2.5	1.33	Medium
I keep watching Korean TV series even though my loved ones can't stand it.	2.57	1.36	Medium
Total	2.55	1.28	Medium

4.2 Summary of Hypothesis Testing

Hypothesis 1: Chinese audience who have different personal profile (gender, age, and time spent in watching the series) will have significantly different television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series. The

significant level was set to Alpha (α) 0.05.

Hypothesis 1.1: Chinese audience who have different *gender* will have significantly different television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series.

As shown in Table 4.5, the One-Way ANOVA analysis revealed that samples characterized by gender difference had significant different viewing motives for Korean TV series in terms of social interaction ($F_{(1,213)} = 5.061^*$, $p < 0.05$), however, the result yielded insignificant different habit ($F_{(1,213)} = 3.316$, $p > 0.05$), information ($F_{(1,213)} = 2.893$, $p > 0.05$), entertainment ($F_{(1,213)} = 2.553$, $p > 0.05$), arousal ($F_{(1,213)} = 1.715$, $p > 0.05$), relaxation ($F_{(1,213)} = 1.627$, $p > 0.05$), escape ($F_{(1,213)} = 0.870$, $p > 0.05$), pass time ($F_{(1,213)} = 0.748$, $p > 0.05$), companionship ($F_{(1,213)} = 0.361$, $p > 0.05$), respectively.

Table 4.5: One-Way ANOVA analysis testing gender difference toward audiences' viewing motives for Korean TV series

Viewing motives	Sum of Squares	df	Mean Square	F	Sig.
Relaxation	1.976	1	1.976	1.627	0.203
Companionship	0.535	1	0.535	0.361	0.548
Habit	3.659	1	3.659	3.316	0.07
Pass time	0.921	1	0.921	0.748	0.388

(Continued)

Table 4.5 (Continued): One-Way ANOVA analysis testing gender difference toward audiences' viewing motives for Korean TV series

Viewing motives	Sum of Squares	df	Mean Square	F	Sig.
Entertainment	3.217	1	3.217	2.553	0.112
Social interaction	7.07	1	7.07	5.061	0.025
Information	4.363	1	4.363	2.893	0.09
Arousal	2.424	1	2.424	1.715	0.192
Escape	1.313	1	1.313	0.87	0.352

Note: $p^* < 0.05$

As shown in Table 4.6, men had significantly stronger motives than women in terms of social interaction ($\bar{X}_{\text{male}} = 3.26$, $\bar{X}_{\text{female}} = 2.76$).

Table 4.6: Group analysis test of gender difference in relations to viewing motives for social interaction in Korean TV series

	Your gender	N	Mean	Std. Deviation	Std. Error Mean
Social interaction	Male	44	3.2576	1.15886	0.17471
	Female	161	2.7598	1.1656	0.09186

Hypothesis 1.2: Chinese audience who have different *age* will have significantly different television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series.

As shown in Table 4.7, the analysis of One-Way ANOVA revealed that

samples characterized by age difference had significant different viewing motives in terms of escape ($F_{(6,213)} = 2.663^*$, $p < 0.05$), information ($F_{(6,213)} = 2.317^*$, $p < 0.05$), and habit ($F_{(6,213)} = 2.216^*$, $p < 0.05$), and but the results yielded insignificant difference with other motives, including entertainment ($F_{(6,213)} = 1.895$, $p > 0.05$), social interaction ($F_{(6,213)} = 1.854$, $p > 0.05$), relaxation ($F_{(6,213)} = 1.754$, $p > 0.05$), companionship ($F_{(6,213)} = 1.553$, $p > 0.05$), arousal ($F_{(6,213)} = 1.387$, $p > 0.05$), and pass time ($F_{(6,213)} = 1.218$, $p > 0.05$).

Table 4.7: One-Way ANOVA analysis testing age difference toward audiences' viewing motives for Korean TV series

	Sum of Squares	df	Mean Square	F	Sig.
Relaxation	12.551	6	2.092	1.754	0.11
Companionship	13.537	6	2.256	1.553	0.163
Habit	14.337	6	2.389	2.216	0.043
Pass time	8.925	6	1.487	1.218	0.298
Entertainment	14.079	6	2.347	1.895	0.083
Social interaction	15.462	6	2.577	1.854	0.09
Information	20.392	6	3.399	2.317	0.035
Arousal	11.675	6	1.946	1.387	0.221
Escape	23.031	6	3.838	2.663	0.016

Note: $p^* < 0.05$ (Sig.)

As shown in Table 4.8, in respect to information, the LSD analysis revealed that (1) the samples who were 17 years old to 21 years old had significant higher information than those who were 27 years old to 31 year old ($I-J = 0.42^*$, $p < 0.05$); (2) the samples who were 17 years old to 21 years old had significant higher information than those who were more than 41 ($I-J = 0.84^*$, $p < 0.05$); (3) the samples who were 22 years old to 26 year old had significant higher information than those who were 27 years old to 31 year old ($I-J = 0.55^*$, $p < 0.05$); (4) the samples who were 22 years old to 26 year old had significant higher information than those who were 32 years old to 36 year old ($I-J = 0.70^*$, $p < 0.05$); (5) the samples who were 22 years old to 26 year old had significant higher information than those who were more than 41 ($I-J = 0.97^*$, $p < 0.05$)

As shown in Table 4.8, in respect to escape, the LSD analysis revealed that (1) the samples who were 17 years old to 21 years old had significant higher escape than those who were more than 41 ($I-J = 1.26^*$, $p < 0.05$); (2) the samples who were 22 years old to 26 years old had significant higher escape than those who were more than 41 ($I-J = 1.33^*$, $p < 0.05$); (3) the samples who were 37 years old to 41 year old had significant higher escape than those who were more than 41 ($I-J = 1.50^*$, $p < 0.05$).

Table 4.8: LSD analysis for testing the between-subject effects for difference on age difference toward audiences' viewing motives (escape) for Korean TV series

Dependent Variable	(I) Your age	(J) Your age	Mean Difference (I-J)	Std. Error	Sig.
Information	17 years old to 21 years old	22 years old to 26 year old	-0.13	0.25289	0.6
		27 years old to 31 year old	0.41	0.20833	0.047
		32 years old to 36 year old	0.56	0.29659	0.056
		37 years old to 41 year old	-0.13	0.37464	0.724
		more than 41	0.83	0.42556	0.05
	22 years old to 26 year old	17 years old to 21 years old	0.13	0.25289	0.6
		27 years old to 31 year old	0.54	0.26671	0.041
		32 years old to 36 year old	0.70	0.34014	0.04
		37 years old to 41 year old	0.00	0.40999	1
		more than 41	0.97	0.45699	0.035
	27 years old to 31 year old	17 years old to 21 years old	-0.41	0.20833	0.047
		22 years old to 26 year old	-0.54	0.26671	0.041
		32 years old to 36 year old	0.15	0.30846	0.619
		37 years old to 41 year old	-0.54	0.38411	0.155
		more than 41	0.42	0.43392	0.33

(Continued)

Table 4.8 (Continued): LSD analysis for testing the between-subject effects for difference on age difference toward audiences' viewing motives (escape) for Korean TV series

	32 years old to 36 year old	17 years old to 21 years old	-0.56	0.29659	0.056
		22 years old to 26 year old	-0.70	0.34014	0.04
		27 years old to 31 year old	-0.15	0.30846	0.619
		37 years old to 41 year old	-0.70	0.43829	0.111
		more than 41	0.26	0.48254	0.577
	37 years old to 41 year old	17 years old to 21 years old	0.13	0.37464	0.724
		22 years old to 26 year old	0.00	0.40999	1
		27 years old to 31 year old	0.54	0.38411	0.155
		32 years old to 36 year old	0.70	0.43829	0.111
		more than 41	0.97	0.53408	0.07
	more than 41	17 years old to 21 years old	-0.83	0.42556	0.05
		22 years old to 26 year old	-0.97	0.45699	0.035
		27 years old to 31 year old	-0.42	0.43392	0.33
		32 years old to 36 year old	-0.26	0.48254	0.577
		37 years old to 41 year old	-0.97	0.53408	0.07
Escape	17 years old to 21 years old	22 years old to 26 year old	-0.06	0.25068	0.802
		27 years old to 31 year old	0.36	0.20652	0.076
		more than 41	0.42	0.43392	0.33

(Continued)

Table 4.8 (Continued): LSD analysis for testing the between-subject effects for difference on age difference toward audiences' viewing motives (escape) for Korean TV series

		32 years old to 36 year old	0.51	0.29	0.08
		37 years old to 41 year old	-0.23	0.37	0.52
		more than 41	1.26	0.42	0.003
	22 years old to 26 year old	17 years old to 21 years old	0.06	0.25	0.80
		27 years old to 31 year old	0.43	0.26	0.10
		32 years old to 36 year old	0.58	0.33	0.08
		37 years old to 41 year old	-0.17	0.40	0.67
		more than 41	1.32	0.45	0.004
	27 years old to 31 year old	17 years old to 21 years old	-0.36	0.20	0.076
		22 years old to 26 year old	-0.43	0.26	0.104
		32 years old to 36 year old	0.14	0.30	0.62
		37 years old to 41 year old	-0.60	0.38	0.11
		more than 41	0.89	0.43	0.03
	32 years old to 36 year old	17 years old to 21 years old	-0.51	0.29	0.08
		22 years old to 26 year old	-0.58	0.33	0.08
		27 years old to 31 year old	-0.14	0.30	0.62
		37 years old to 41 year old	-0.75	0.43	0.08
		more than 41	0.74	0.47	0.12

(Continued)

Table 4.8 (Continued): LSD analysis for testing the between-subject effects for difference on age difference toward audiences' viewing motives (escape) for Korean TV series

	37 years old to 41 year old	17 years old to 21 years old	0.23	0.37	0.52
		22 years old to 26 year old	0.17	0.40	0.67
		27 years old to 31 year old	0.60	0.38	0.11
		32 years old to 36 year old	0.75	0.43	0.08
		more than 41	1.5	0.52	0.005
	more than 41	17 years old to 21 years old	-1.26	0.42	0.003
		22 years old to 26 year old	-1.32	0.45	0.004
		27 years old to 31 year old	-0.89	0.43	0.03
		32 years old to 36 year old	-0.74	0.47	0.12
		37 years old to 41 year old	-1.5	0.52	0.005

Hypothesis 1.3: Chinese audience who have different *time spent in watching the series* will have significantly different television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series.

As shown in Table 4.9, the analysis of One-Way ANOVA revealed that samples characterized by different time spent in watching Korean TV series had significant viewing motives in terms of entertainment ($F_{(4,213)} = 10.114^*$, $p < 0.05$),

relaxation ($F_{(4,213)} = 8.115^*$, $p < 0.05$), habit ($F_{(4,213)} = 7.010^*$, $p < 0.05$), arousal ($F_{(4,213)} = 6.841^*$, $p < 0.05$), pass time ($F_{(4,213)} = 6.599^*$, $p < 0.05$), companionship ($F_{(4,213)} = 5.599^*$, $p < 0.05$), escape ($F_{(4,213)} = 2.828^*$, $p < 0.05$), and information ($F_{(4,213)} = 2.522^*$, $p < 0.05$), but the results yielded insignificant difference with social interaction ($F_{(4,213)} = 2.333$, $p > 0.05$).

Table 4. 9: One-Way ANOVA analysis testing difference on time spent in watching the series toward audiences' viewing motives for Korean TV series

	Sum of Squares	df	Mean Square	F	Sig.
Relaxation	34.882	4	8.721	8.115	0
Companionship	30.421	4	7.605	5.599	0
Habit	28.098	4	7.024	7.01	0
Pass time	29.352	4	7.338	6.599	0
Entertainment	43.847	4	10.962	10.114	0
Social interaction	12.959	4	3.24	2.333	0.057
Information	14.922	4	3.731	2.522	0.042
Arousal	34.975	4	8.744	6.841	0
Escape	16.503	4	4.126	2.828	0.026

Note: $p^* < 0.05$ (Sig.)

As shown in Table 4.10, in respect to relaxation, the LSD analysis revealed that (1) the samples who rarely watched Korean TV series had significant higher relaxation than those who often watched Korean TV series ($I-J = -0.66^*$, $p < 0.05$); (2) the samples who rarely watched Korean TV series had significant higher

relaxation than those who frequently watched Korean TV series ($I-J = - 1.11^*$, $p < 0.05$); (3) the samples who rarely watched Korean TV series had significant higher relaxation than those who most frequently watched Korean TV series ($I-J = - 0.99^*$, $p < 0.05$); (4) the samples who rarely watched Korean TV series had significant higher relaxation than those who always watched Korean TV series ($I-J = - 1.37^*$, $p < 0.05$).

As shown in Table 4.10, in respect to companionship, the LSD analysis revealed that (1) the samples who rarely watched Korean TV series had significant higher companionship than those who often watched Korean TV series ($I-J = - 0.57^*$, $p < 0.05$); (2) the samples who rarely watched Korean TV series had significant higher companionship than those who frequently watched Korean TV series ($I-J = - 1.13^*$, $p < 0.05$); (3) the samples who rarely watched Korean TV series had significant higher companionship than those who always watched Korean TV series ($I-J = - 1.40^*$, $p < 0.05$).

As shown in Table 4. 10, in respect to habit, the LSD analysis revealed that (1) the samples who rarely watched Korean TV series had significant higher habit than those who often watched Korean TV series ($I-J = - 0.56^*$, $p < 0.05$); (2) the samples who rarely watched Korean TV series had significant higher habit than those who frequently watched Korean TV series ($I-J = - 0.96^*$, $p < 0.05$); (3) the samples who rarely watched Korean TV series had significant higher habit than those who always watched Korean TV series ($I-J = - 1.40^*$, $p < 0.05$); (4) the samples

who often watched Korean TV series had significant higher habit than those who always watched Korean TV series ($I-J = - 0.37^*$, $p < 0.05$).

As shown in Table 4.10, in respect to pass time, the LSD analysis revealed that (1) the samples who rarely watched Korean TV series had significant higher pass time than those who often watched Korean TV series ($I-J = - 0.56^*$, $p < 0.05$); (2) the samples who rarely watched Korean TV series had significant higher pass time than those who frequently watched Korean TV series ($I-J = - 1.20^*$, $p < 0.05$); (3) the samples who rarely watched Korean TV series had significant higher pass time than those who always watched Korean TV series ($I-J = - 1.32^*$, $p < 0.05$).

As shown in Table 4.10, in respect to entertainment, the LSD analysis revealed that (1) the samples who rarely watched Korean TV series had significant higher entertainment than those who often watched Korean TV series ($I-J = - 0.72^*$, $p < 0.05$); (2) the samples who rarely watched Korean TV series had significant higher entertainment than those who frequently watched Korean TV series ($I-J = - 1.45^*$, $p < 0.05$); (3) the samples who rarely watched Korean TV series had significant higher entertainment than those who most frequently watched Korean TV series ($I-J = - 1.10^*$, $p < 0.05$); (4) the samples who rarely watched Korean TV series had significant higher entertainment than those who always watched Korean TV series ($I-J = - 1.41^*$, $p < 0.05$).

As shown in Table 4.10, in respect to information, the LSD analysis revealed that (1) the samples who rarely watched Korean TV series had significant

higher information than those who always watched Korean TV series ($I-J = -1.06^*$, $p < 0.05$).

As shown in Table 4.10, in respect to arousal, the LSD analysis revealed that (1) the samples who rarely watched Korean TV series had significant higher arousal than those who often watched Korean TV series ($I-J = -0.42^*$, $p < 0.05$); (2) the samples who rarely watched Korean TV series had significant higher arousal than those who frequently watched Korean TV series ($I-J = -1.34^*$, $p < 0.05$); (3) the samples who rarely watched Korean TV series had significant higher arousal than those who most frequently watched Korean TV series ($I-J = -1.33^*$, $p < 0.05$); (4) the samples who rarely watched Korean TV series had significant higher arousal than those who always watched Korean TV series ($I-J = -1.31^*$, $p < 0.05$); (5) the samples who often watched Korean TV series had significant higher arousal than those who always watched Korean TV series ($I-J = -0.88^*$, $p < 0.05$).

As shown in Table 4.10, in respect to escape, the LSD analysis revealed that (1) the samples who rarely watched Korean TV series had significant higher escape than those who frequently watched Korean TV series ($I-J = -1.07^*$, $p < 0.05$); (2) the samples who rarely watched Korean TV series had significant higher escape than those who always watched Korean TV series ($I-J = -1.03^*$, $p < 0.05$).

Table 4. 10: LSD analysis for testing the between-subject effects for difference on time spent in watching the series toward audiences' viewing motives (escape) for Korean TV series

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.
Relaxation	Rarely	Often	-.66*	0.20	0.00
		Frequently	-1.11*	0.40	0.01
		Most Frequently	-.99*	0.47	0.04
		Always	-1.37*	0.36	0.00
	Often	Rarely	.66*	0.20	0.00
		Frequently	-0.46	0.43	0.29
		Most Frequently	-0.33	0.50	0.51
		Always	-0.71	0.39	0.07
	Frequently	Rarely	1.11*	0.40	0.01
		Often	0.46	0.43	0.29
		Most Frequently	0.12	0.61	0.84
		Always	-0.25	0.52	0.63
	Most Frequently	Rarely	.99*	0.47	0.04
		Often	0.33	0.50	0.51
		Frequently	-0.12	0.61	0.84
		Always	-0.38	0.58	0.51
	Always	Rarely	1.37*	0.36	0.00
		Often	0.71	0.39	0.07
		Frequently	0.25	0.52	0.63
		Most Frequently	0.38	0.58	0.51
Companionship	Rarely	Often	-.57*	0.22	0.01

(Continued)

Table 4.10 (Continued): LSD analysis for testing the between-subject effects for difference on time spent in watching the series toward audiences' viewing motives (escape) for Korean TV series

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.
		Frequently	-1.13*	0.45	0.01
		Most Frequently	-0.18	0.53	0.73
		Always	-1.40*	0.40	0.00
		Often			
	Often	Rarely	.57*	0.22	0.01
		Frequently	-0.56	0.48	0.25
		Most Frequently	0.39	0.56	0.48
		Always	-0.83	0.44	0.06
	Frequently	Rarely	1.13*	0.45	0.01
		Often	0.56	0.48	0.25
		Most Frequently	0.95	0.68	0.16
		Always	-0.27	0.59	0.65
	Most Frequently	Rarely	0.18	0.53	0.73
		Often	-0.39	0.56	0.48
		Frequently	-0.95	0.68	0.16
		Always	-1.22	0.65	0.06
	Always	Rarely	1.40*	0.40	0.00
		Often	0.83	0.44	0.06
		Frequently	0.27	0.59	0.65
		Most Frequently	1.22	0.65	0.06
Habit	Rarely	Often	-.56*	0.19	0.00
		Frequently	-.96*	0.39	0.01
		Most Frequently	-0.31	0.45	0.50
		Always	-1.40*	0.34	0.00
	Often	Rarely	.56*	0.19	0.00
		Frequently	-0.41	0.42	0.33

(Continued)

Table 4.10 (Continued): LSD analysis for testing the between-subject effects for difference on time spent in watching the series toward audiences' viewing motives (escape) for Korean TV series

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	
		Most Frequently	0.25	0.48	0.60	
		Always	-.84*	0.38	0.03	
	Frequently	Rarely	.96*	0.39	0.01	
		Often	0.41	0.42	0.33	
		Most Frequently	0.66	0.59	0.26	
		Always	-0.44	0.50	0.39	
	Most Frequently	Rarely	0.31	0.45	0.50	
		Often	-0.25	0.48	0.60	
		Frequently	-0.66	0.59	0.26	
		Always	-1.10	0.56	0.05	
	Always	Rarely	1.40*	0.34	0.00	
		Often	.84*	0.38	0.03	
		Frequently	0.44	0.50	0.39	
		Most Frequently	1.10	0.56	0.05	
	Pass time	Rarely	Often	-.56*	0.20	0.01
			Frequently	-1.20*	0.41	0.00
Most Frequently			-0.25	0.48	0.60	
Always			-1.32*	0.36	0.00	
Often		Rarely	.56*	0.20	0.01	
		Frequently	-0.64	0.44	0.15	
		Most Frequently	0.31	0.51	0.54	
		Always	-0.76	0.40	0.06	
Frequently		Rarely	1.20*	0.41	0.00	
		Often	0.64	0.44	0.15	

(Continued)

Table 4.10 (Continued): LSD analysis for testing the between-subject effects for difference on time spent in watching the series toward audiences' viewing motives (escape) for Korean TV series

Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	
		Most Frequently	0.95	0.62	0.12
		Always	-0.12	0.53	0.82
	Most Frequently	Rarely	0.25	0.48	0.60
		Often	-0.31	0.51	0.54
		Frequently	-0.95	0.62	0.12
		Always	-1.07	0.59	0.07
	Always	Rarely	1.32*	0.36	0.00
		Often	0.76	0.40	0.06
		Frequently	0.12	0.53	0.82
		Most Frequently	1.07	0.59	0.07
Entertainment	Rarely	Often	-.72*	0.20	0.00
		Frequently	-1.45*	0.40	0.00
		Most Frequently	-1.10*	0.47	0.02
		Always	-1.41*	0.36	0.00
	Often	Rarely	.72*	0.20	0.00
		Frequently	-0.72	0.43	0.10
		Most Frequently	-0.38	0.50	0.45
		Always	-0.69	0.39	0.08
	Frequently	Rarely	1.45*	0.40	0.00
		Often	0.72	0.43	0.10
		Most Frequently	0.34	0.61	0.57
		Always	0.03	0.52	0.95
	Most Frequently	Rarely	1.10*	0.47	0.02
		Often	0.38	0.50	0.45

(Continued)

Table 4.10 (Continued): LSD analysis for testing the between-subject effects for difference on time spent in watching the series toward audiences' viewing motives (escape) for Korean TV series.

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.
		Frequently	-0.34	0.61	0.57
		Always	-0.31	0.58	0.59
	Always	Rarely	1.41*	0.36	0.00
		Often	0.69	0.39	0.08
		Frequently	-0.03	0.52	0.95
		Most Frequently	0.31	0.58	0.59
Information	Rarely	Often	-0.37	0.23	0.11
		Frequently	-0.69	0.47	0.14
		Most Frequently	0.11	0.55	0.85
		Always	-1.06*	0.42	0.01
	Often	Rarely	0.37	0.23	0.11
		Frequently	-0.32	0.50	0.52
		Most Frequently	0.48	0.58	0.41
		Always	-0.69	0.46	0.13
	Frequently	Rarely	0.69	0.47	0.14
		Often	0.32	0.50	0.52
		Most Frequently	0.80	0.71	0.26
		Always	-0.37	0.61	0.55
	Most Frequently	Rarely	-0.11	0.55	0.85
		Often	-0.48	0.58	0.41
		Frequently	-0.80	0.71	0.26
		Always	-1.17	0.68	0.09
	Always	Rarely	1.06*	0.42	0.01
		Often	0.69	0.46	0.13
		Frequently	0.37	0.61	0.55

(Continued)

Table 4.10 (Continued): LSD analysis for testing the between-subject effects for difference on time spent in watching the series toward audiences' viewing motives (escape) for Korean TV series

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.
		Most Frequently	1.17	0.68	0.09
Arousal	Rarely	Often	-.42*	0.21	0.05
		Frequently	-1.34*	0.44	0.00
		Most Frequently	-1.33*	0.51	0.01
		Always	-1.31*	0.39	0.00
	Often	Rarely	.42*	0.21	0.05
		Frequently	-0.92	0.47	0.05
		Most Frequently	-0.91	0.54	0.10
		Always	-.88*	0.42	0.04
	Frequently	Rarely	1.34*	0.44	0.00
		Often	0.92	0.47	0.05
		Most Frequently	0.01	0.66	0.99
		Always	0.03	0.57	0.96
	Most Frequently	Rarely	1.33*	0.51	0.01
		Often	0.91	0.54	0.10
		Frequently	-0.01	0.66	0.99
		Always	0.02	0.63	0.97
	Always	Rarely	1.31*	0.39	0.00
		Often	.88*	0.42	0.04
		Frequently	-0.03	0.57	0.96
		Most Frequently	-0.02	0.63	0.97
Escape	Rarely	Often	-0.20	0.23	0.37
		Frequently	-1.07*	0.47	0.02
		Most Frequently	-0.20	0.55	0.72

(Continued)

Table 4.10 (Continued): LSD analysis for testing the between-subject effects for difference on time spent in watching the series toward audiences' viewing motives (escape) for Korean TV series

Dependent Variable		Mean Difference (I-J)	Std. Error	Sig.	
	Often	Always	-1.03*	0.41	0.01
		Rarely	0.20	0.23	0.37
		Frequently	-0.87	0.50	0.09
		Most Frequently	0.01	0.58	0.99
		Always	-0.84	0.45	0.07
	Frequently	Rarely	1.07*	0.47	0.02
		Often	0.87	0.50	0.09
		Most Frequently	0.88	0.71	0.22
		Always	0.03	0.61	0.96
	Most Frequently	Rarely	0.20	0.55	0.72
		Often	-0.01	0.58	0.99
		Frequently	-0.88	0.71	0.22
		Always	-0.84	0.67	0.21
	Always	Rarely	1.03*	0.41	0.01
		Often	0.84	0.45	0.07
		Frequently	-0.03	0.61	0.96
Most Frequently		0.84	0.67	0.21	

Note: $p^* < 0.05$ (Sig.)

Hypothesis 2: Chinese audience 's different television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series are significant predictors of their television addiction behavior (tolerance, withdrawal, unintended use, cutting down, time spent, displacement of other activities, and Continued use).

The significant level was set to Alpha (α) 0.05.

In the Table 4.11, the results from Model Summary Table indicated that the correlation coefficient (R) is equal to 0.809 ($p < 0.05$), it means that Chinese audience's television viewing motives have strong statistical significant influence on their television addiction behavior. For the coefficient of determination (R^2) is equal to 0.654 ($F_{(9, 204)} = 42.795^*$, $p^* < 0.05$), which means that if the level of Chinese audience's television viewing motives increase or decrease, it will affect their television addiction behavior increase or decrease at the rate of 65.4%. It means that null hypothesis was supported. Therefore, Chinese audience's television viewing motives significantly influence their television addiction behavior at the 0.05 significant level.

When examining the influence of each dimension of the motives for viewing Korean TV series and its prediction on their addiction behavior, the unstandardized coefficient (Beta) in the Coefficient table revealed that sample's motives for relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape were equal to 0.018, 0.022, 0.172, -0.086, -0.020, -0.008, 0.250, 0.049, and 0.262 respectively, while the standardized coefficient (Beta) are 0.021, 0.028, 0.194, -0.102, -0.024, -0.010, 0.331, 0.063, and 0.344, respectively.

The findings suggested that Chinese viewers' motives for escape (Beta = 0.344*, $p < 0.05$), information (Beta = 0.331*, $p < 0.05$), and habit (Beta = 0.194*,

$p < 0.05$) are the most significant factor to predict their addiction behavior to Korean TV series. While other factors such as relaxation (Beta = 0.021, $p > 0.05$), companionship (Beta = 0.028, $p > 0.05$), pass time (Beta = -0.102, $p > 0.05$), entertainment (Beta = -0.024, $p > 0.05$), and social interaction (Beta = -0.010, $p > 0.05$) are not significant predictors. Chinese viewers' motives for relaxation, companionship, habit, information, arousal, and escape were positive predictors of their addiction behavior. However, motives for pass time, entertainment, and social interaction were negative predictors of their addiction behavior. The study suggested that Chinese viewer watched Korean TV series because they wanted to escape from reality, to seek information, and to stick to their habits, ranking as the top 3 motives for viewing Korean TV series. While other motives were not significant predictors of their addiction behavior.

Table 4.11: Multiple Regression Analysis of Predictors of Chinese Audiences' Television Addiction Behavior

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.809 ^a	.654	.638	.56144	.654	42.795	9	204	.000	1.743

(Continued)

Table 4.11 (Continued): Multiple Regression Analysis of Predictors of Chinese Audiences' Television Addiction Behavior

Model Summary						
a. Predictors: (Constant), Escape, Pass time, Relaxation, Social interaction, Habit, Companionship, Arousal, Entertainment, Information						
b. Dependent Variable: Addition behaviors						
ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.409	9	13.490	42.795	.000 ^b
	Residual	64.305	204	.315		
	Total	185.713	213			
a. Dependent Variable: Addition behaviors						
b. Predictors: (Constant), Scape, Pass time, Relaxation, Social interaction, Habit, Companionship, Arousal, Entertainment, Information						

Coefficients								
Model		Unstandardized		Standardized	t	Sig.	95.0% Confidence	
		Coefficients		Coefficients			Interval for B	
		B	Std. Error	Beta			Lower	Upper
		B	Std. Error	Beta	t	Sig.	Lower	Upper
1	(Constant)	.827	.135		6.137	.000	.562	1.093
	Relaxation	.018	.069	.021	.261	.794	-.118	.154
	Companionship	.022	.064	.028	.336	.737	-.105	.148
	Habit	.172	.068	.194	2.519	.013	.037	.307
	Pass time	-.086	.064	-.102	-1.346	.180	-.211	.040
	Entertainment	-.020	.083	-.024	-.238	.812	-.183	.144
	Social	-.008	.066	-.010	-.121	.904	-.137	.121
	Interaction							
	Information	.250	.088	.331	2.832	.005	.076	.424
	Arousal	.049	.073	.063	.669	.504	-.096	.194
	Escape	.262	.078	.344	3.350	.001	.108	.416
a. Dependent Variable: Addition behavior								

CHAPTER 5

DISCUSSION

This chapter presented the summary of the findings and the discussion about the findings found from the study. This chapter aims to reveal the quantitative findings of the hypothesis 1 and hypothesis 2, while the limitations of this study, recommendations for further research as well as further application are also stated.

1. Summary of the descriptive findings and discussion
2. Hypothesis Summary and Discussion
3. Limitations of the study
4. Recommendations for future application
5. Recommendations for future research

5.1 Summary of the Descriptive Findings and Discussion

The findings showed that there is a relationship between Chinese audiences' personal characteristics and their motives to watch Korean TV series, meanwhile their different needs that drive them to watch Korean TV series implied different addiction behaviors.

The findings suggested that male Chinese audiences had stronger motives than female audiences in terms of habit (watch Korean TV series unconsciously), entertainment (watch Korean TV series for amusement and enjoyment), social interaction (watch Korean TV series for facilitating discussion with others), and information (watch Korean TV series to stay updated or to seek information).

This study suggested that Chinese audience with different age have significant different level of motives to get away from outer troubles. Those who aged more than 41 have the lowest level of escaping needs toward watching Korean TV series compared to all other younger groups. This particular results coincided with the fact that young Chinese now are facing more pressures from raising living cost and overtime work. There is the possibility that these Chinese audiences used the TV series to create a harbor where they could stay away from all the pressures and have a rest. Chinese audiences who rarely watch Korean TV series (1 to 2 hours a week) showed higher level of motives in terms of relaxation (to release pressure and unwind), companionship (to alleviate loneliness), habit (out of habit unconsciously), pass time (for occupying time or when they have nothing better to do), entertainment (for amusement and enjoyment), and arousal (for emotional arousal).

The Chinese audiences' viewing motives are also approved to have relationship with their addiction behaviors those refer to tolerance (ask for more of the substance to gain the same effect), withdrawal (a substance-specific syndrome that results if the substance use is reduced or stopped that is unrelated to another physical illness, or use of the substance or a related one to reduce withdrawal symptoms), unintended use (taking the substance in bigger amount over a longer-than-intended quantity of time), cutting down (unsuccessful efforts to cut down, despite a persistent desire to do that), time spent (a large quantity of time

committed to the substance, including obtaining it, using it, and recovering from its use), displacement of other activities (reduction of other activities that used to be important), and Continued use (the Continued utility of the substance despite physical and psychological problems).

The data collected in this study showed a moderate motive to consuming Korean TV series and a moderate level of addiction to Korean TV series viewing. Besides their neutral attitude to most of the statements given in questionnaire, the participants of this study showed high level of agreement to 'I could easily go without Korean TV series with no problem' and firmly disagree with 'sometimes I feel like my whole life revolves around Korean TV series, and I never do anything else'. This may indicate a decline of the popularity of Korean TV series in Chinese market comparing to the passion years ago. The relationships among audience's ethnographic state, their motives for media content consumption, and their addiction behaviors that revealed in this study are significant.

5.2 Hypothesis Summary and Discussion

Hypothesis 1: Chinese audience who have different personal profile (gender, age, and time spent in watching the series) will have significantly different television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series. This main hypothesis and all sub-hypotheses are supported by the findings of this study with insignificances within some dimensions. The results agreed with previous studies on

Individual Difference theory as well as studies on relationship between the amount of TV viewing and viewing motives (Aggarwal & Gupta, 2001; DeFleur, 1970, as cited in Baran & Davis, 1995; Pavic, Jadranka, & Rijavec, 2013, 33-46).

Hypothesis 1.1: Chinese audience who have different *gender* will have significantly different television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series.

The findings analyzed by the One-Way ANOVA analysis revealed that samples characterized by gender difference had significant different viewing motives for Korean TV series in terms of social interaction ($F_{(1,213)} = 5.061^*$, $p < 0.05$), however, the result yielded insignificant different habit ($F_{(1,213)} = 3.316$, $p > 0.05$), information ($F_{(1,213)} = 2.893$, $p > 0.05$), entertainment ($F_{(1,213)} = 2.553$, $p > 0.05$), arousal ($F_{(1,213)} = 1.715$, $p > 0.05$), relaxation ($F_{(1,213)} = 1.627$, $p > 0.05$), escape ($F_{(1,213)} = 0.870$, $p > 0.05$), pass time ($F_{(1,213)} = 0.748$, $p > 0.05$), companionship ($F_{(1,213)} = 0.361$, $p > 0.05$), respectively..

The results coincided with the assumption of Individual Difference theory which posited that basic personal characteristics have impact on audiences' reaction to media content in terms of their motivations (Aggarwal & Gupta, 2001; DeFleur, 1970, as cited in Baran & Davis, 1995).

Hypothesis 1.2: Chinese audience who have different *age* will have significantly different television viewing motives (relaxation, companionship, habit,

pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series.

The finding analyzed by One-Way ANOVA revealed that samples characterized by age difference had significant different viewing motives in terms of of escape ($F_{(6,213)} = 2.663^*$, $p < 0.05$), information ($F_{(6,213)} = 2.317^*$, $p < 0.05$), and habit ($F_{(6,213)} = 2.216^*$, $p < 0.05$), and but the results yielded insignificant difference with other motives, including entertainment ($F_{(6,213)} = 1.895$, $p > 0.05$), social interaction ($F_{(6,213)} = 1.854$, $p > 0.05$), relaxation ($F_{(6,213)} = 1.754$, $p > 0.05$), companionship ($F_{(6,213)} = 1.553$, $p > 0.05$), arousal ($F_{(6,213)} = 1.387$, $p > 0.05$), and pass time ($F_{(6,213)} = 1.218$, $p > 0.05$).

The results coincided with the assumption of Individual Difference theory which posited that basic personal characteristics have impact on audiences' reaction to media content in terms of their motivations (Aggarwal & Gupta, 2001; DeFleur, 1970, as cited in Baran & Davis, 1995).

Hypothesis 1.3: Chinese audience who have different *time spent in watching the series* will have significantly different television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series.

The finding analyzed by One-Way ANOVA revealed that samples characterized by different time spent in watching Korean TV series had significant viewing motives in terms of entertainment ($F_{(4,213)} = 10.114^*$, $p < 0.05$),

relaxation ($F_{(4,213)} = 8.115^*$, $p < 0.05$), habit ($F_{(4,213)} = 7.010^*$, $p < 0.05$), arousal ($F_{(4,213)} = 6.841^*$, $p < 0.05$), pass time ($F_{(4,213)} = 6.599^*$, $p < 0.05$), companionship ($F_{(4,213)} = 5.599^*$, $p < 0.05$), escape ($F_{(4,213)} = 2.828^*$, $p < 0.05$), and information ($F_{(4,213)} = 2.522^*$, $p < 0.05$), but the results yielded insignificant difference with social interaction ($F_{(4,213)} = 2.333$, $p > 0.05$).

The results agreed with the positive relation between the amount of TV viewing and TV viewing motives suggested by Pavic, Jadranka, & Rijavec (2013).

Hypothesis 2: Chinese audience's different television viewing motives (relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape) for Korean television series are significant predictors of their television addiction behavior (tolerance, withdrawal, unintended use, cutting down, time spent, displacement of other activities, and Continued use). This hypothesis was supported by the findings of this study. The result supported the assumption of the Uses and Gratification theory that the viewing activity is related to audience's motives.

The finding analyzed by Multiple Regression revealed that Chinese audience's television viewing motives have strong statistical significant influence on their television addiction behavior. For the coefficient of determination (R^2) is equal to 0.654 ($F_{(9, 204)} = 42.795^*$, $p^* < 0.05$), which means that if the level of Chinese audience's television viewing motives increase or decrease, it will affect their television addiction behavior increase or decrease at the rate of 65.4%.

The findings suggested that Chinese viewers' motives for escape (Beta = 0.344*, $p < 0.05$), information (Beta = 0.331*, $p < 0.05$), and habit (Beta = 0.194*, $p < 0.05$) are the most significant factor to predict their addiction behavior to Korean TV series. Chinese viewers' motives for relaxation, companionship, habit, information, arousal, and escape were positive predictors of their addiction behavior. However, motives for pass time, entertainment, and social interaction were negative predictors of their addiction behavior. The study suggested that Chinese viewer watched Korean TV series because they wanted to escape from reality, to seek information, and to stick to their habits, ranking as the top 3 motives for viewing Korean TV series. While other motives were not significant predictors of their addiction behavior.

5.3 Conclusion of the Study

The purpose of this survey research is to investigate the relationship between Chinese audience's personal characteristics and their motives for viewing Korean TV series, and to examine the relationship between their motives for viewing Korean TV series and their addiction behaviors to Korean TV series.

This research revealed that Chinese audience who have different personal profile will have significantly different television viewing motives for Korean television series and Chinese audience's different television viewing motives for Korean television series are significant predictors of their television addiction behavior.

According to hypothesis 1 and its sub-hypotheses, Chinese audiences characterized by gender difference had significant different viewing motives for Korean TV series in terms of social interaction, The result coincided with the assumption of Individual Difference theory which posited that basic personal characteristics have impact on audiences' reaction to media content in terms of their motivations (Aggarwal & Gupta, 2001; DeFleur, 1970, as cited in Baran & Davis, 1995). Chinese audiences had significant different viewing motives in terms of habit, information, and escape due to different age. The results coincided with the assumption of Individual Difference theory which posited that basic personal characteristics have impact on audiences' reaction to media content in terms of their motivations (Aggarwal & Gupta, 2001; DeFleur, 1970, as cited in Baran & Davis, 1995). Chinese audiences had significant viewing motives in terms of entertainment, relaxation, habit, arousal, pass time, companionship, escape, and information. The results agreed with the positive relation between the amount of TV viewing and TV viewing motives suggested by Pavic, Jadranka, & Rijavec (2013).

According to hypothesis 2, Chinese audience's television viewing motives have strong statistical significant influence on their television addiction behavior. This study revealed that Chinese viewer watched Korean TV series because they wanted to escape from reality, to seek information, and to stick to their habits. The more they want to escape from reality, to seek information, or to stick to their habits, the more possibility there may be that they addict to Korean TV series. The result

supported the assumption of the Uses and Gratification theory that the viewing activity is related to audience's motives

5.4 Limitations of this Study

5.4.1 Limitation in sampling procedure: Convenience sampling was adopted by this research and only 214 participants were involved. There was a risk that the findings do not present the opinion of all Chinese audiences in different life sphere considering the huge population of media users in China. Despite the small sample, the respondents are residing in different parts of China from the most northern province Guangzhou to the most southern part Inner Mongolia and the samples also cover a wide range of age from under 16 to 60 above. This helps reducing the risk of this limitation.

5.4.2 Limitation of using different languages in data collection: The questionnaire was built originally in English and was translated into Chinese in order to be sent to Chinese audiences. Distortion is inevitable during the translation. Back translation was used to reduce the limitation, and the reliability of the questionnaire was checked to make sure all parts is higher than 0.7.

5.5 Recommendations for Future Applications

5.5.1 Findings from hypothesis 1 suggested that Chinese audience who have different gender, age, and spend different amount of time on watching have significantly different needs on relaxation, companionship, habit, pass time, entertainment, social interaction, information, arousal, and escape for Korean

television series. More precisely, Chinese audiences characterized by gender difference had significant different viewing motives for Korean TV series in terms of social interaction, they had significant different viewing motives in terms of habit, information, and escape due to different age, and had significant viewing motives in terms of entertainment, relaxation, habit, arousal, pass time, companionship, escape, and information. This showed that audience's difference on personal feature leads to diverse needs towards culture product. Customization is needed in future film making as group with different ethnographic features should be offered particular content to meet their own needs. Given by the result, since male audience has higher social interaction than female, makers of TV series should focus in meeting the needs of audiences to social in order to increase male audiences' interest and engagement. As younger audience has significantly higher escape and information, TV series producers could rich their content by more new information or entertaining stories that help them forgetting real world to gain more attention from youth community.

5.5.2 Findings from hypothesis 2 suggested that Chinese audience Chinese audience's different television viewing motives for Korean television series are significant predictors of their television addiction behavior. More precisely, the study revealed that Chinese viewer watched Korean TV series because they wanted to escape from reality, to seek information, and to stick to their habits. The more they want to escape from reality, to seek information, or to stick to their habits, the more

possibility there may be that they addict to Korean TV series. This suggests that to avoid addiction to Korean TV series, one could try to look for alternatives to meet their needs for escaping from reality, for seeking information, and for sticking to their habits such as gym for escape, reading for seeking information and other hobbies for sticking to habits. For the makers of TV series, they could keep making their products a dream that helps people to stay away from real world and making their products a reliable source of new information to maintain their loyal audiences.

5.6 Recommendations for Future Research

These are some recommendations for the future research and study as follows:

5.4.1 A similar study could be conducted towards other media contents like TV series or films from other country other than Korean.

5.4.2 This study could go further into investigating patients who suffering medical addiction to media content and helps in developing practical therapeutic plans.

5.4.3 More variants could be considered like the audiences' social sphere they live in, the audiences' growth background, etc.

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Questionnaire

(English version)

Dear respondents,

This survey is a partial requirement for the course ICA701 Independent Study, which is a curriculum in the Master's Program in Communication Arts, Bangkok University. The survey aims to examine the relationship between the motives of Chinese audience's viewing for Korean TV series and their television addiction in Korean TV series. There are three parts in this survey as follows:

Part I: Demographic information of Chinese audience who watch Korean TV series

Part II: Viewing motives for Korean TV series

Part III: Television addiction for Korean TV series

This research kindly requests respondents to answer the following questions as truthfully as possible. Your information will be kept confidential and used only for research purposes. Thank you for your genuine cooperation!

Name-Last: HUI WEN

Graduate student, Bangkok University

Email: viviwen.bkk@gmail.com

Part I: Personal profile of the respondent

Direction: Please mark ✓ on the most appropriate response.

1. Have you watched Korean TV series in the past two years?

1. Yes 2. No (Please stop answering the questionnaire)

2. In the past two years, how many Korean TV series have you watched?

1. One
 2. Two
 3. Three
 4. Four
 5. More than four

3. Your gender

1. Male 2. Female

4. Your age

1. Below 16 years old
 2. 17 years old to 21 years old
 3. 22 years old to 26 year old
 4. 27 years old to 31 year old
 5. 32 years old to 36 year old
 6. 37 years old to 41 year old
 6. More than 41 years old

5. The average time you spend on watching Korean TV series

1. 1 hour to 2 hours per week (Rarely)
2. More than 2 hours to 4 hours per week. (Often)
3. More than 4 hours to 6 hours per week. (Frequently)
4. More than 6 hours to 8 hours per week. (Most Frequently)
5. More than 8 hours per week (Always)

Part II: Viewing motives for Korean TV series

Direction: Here are some reasons that people have given for why they watch Korean TV series. Please mark ✓ on the number to indicate whether each reason is exactly (5), a lot (4), somewhat (3), not much (2), or not at all (1) like your own reason for watching Korean TV series.

I watch Korean TV series	Exactly (5)	A lot (4)	Somewhat (3)	Not So Much (2)	Not at all (1)
Relaxation					
1. Because it relaxes me.					
2. Because it allows me to unwind.					
3. Because it is a pleasant rest.					
Companionship					

4. So I won't have to be alone.					
5. When there is no one else to talk to or be with.					
6. Because it makes me feel less lonely.					
Habit					
7. Just because it is there.					
8. Because I just like to watch.					
9. Because it is a habit, just something I do.					
Pass Time					
10. When I have nothing better to do.					
11. Because it passes the time away, particularly when I am bored.					
12. Because it gives me something to do to occupy my time.					
Entertainment					

13. Because it entertains me.					
14. Because it is enjoyable.					
15. Because it amuses me.					
Social Interaction					
16. Because it is something to do when friends come over.					
17. So I can talk with other people about what is on.					
18. So I can be with other members of the family or friends who are watching.					
Information					
19. Because it helps me learn things about myself and others.					
20. So I can learn how to do things which I have not done before.					
21. So I could learn about what could happen to me.					
Arousal					

22. Because it is thrilling.					
23. Because it is exciting.					
24. Because it peps me up.					
Escape					
25. So I can forget about school, work, or other things.					
26. So I can get away from the rest of the family or others.					
27. So I can get away from what I am doing.					

Part III: Chinese audience' addiction behavior for viewing Korean TV series

Direction: Please read each statement about Korean series viewing and indicate whether you strongly agree (5), agree (4), agree some and disagree some (3), disagree (2), or strongly disagree (1) with each.

Statements about your Korean TV series addiction behavior	Strongly agree (5)	Agree (4)	Neutral (Agree some and disagree) (3)	Disagree (2)	Strongly disagree (1)
Tolerance					

<p>1. I feel like I watch more Korean TV series than I used to in order to feel the same.</p>				
<p>2. I've watched the same amount of Korean TV series as I always have.</p>				
<p>3. It seem like I watch more and more shows lately for the same amount of enjoyment.</p>				
<p>4. I watch about the same amount of Korean TV as I used to but I don't get the same effect from it anymore.</p>				
<p>5. I watch more and more Korean TV series</p>				

to try to feel the same as I used to.					
Withdrawal					
6. When I am unable to watch Korean TV series, I miss it so much that you could call it withdrawal.					
7. Sometimes I watch Korean TV series just because I missed it a great deal.					
8. If I have to miss an episode of my favorite TV series, I feel upset.					
9. I can't imagine going without Korean TV series.					
10. I could easily go without Korean TV					

series with no problem.					
Unintended Use					
11. I often watch Korean TV dramas for a longer than I intended.					
12. Time really gets away from me when I watch Korean TV series.					
13. Sometimes I only plan to watch Korean TV dramas for a few minutes, and wind up spending hours in front of it.					
14. I follow a very exact Korean TV series watching schedule.					
15. I follow watch Korean TV series for exactly as long as I planned to watch.					

Cutting Down					
16. I often think that I should cut down on the amount of Korean TV series that I watch.					
17. I have tried to reduce the amount of Korean TV series I watch, but it hasn't really worked.					
18. I often feel guilty about watching so much Korean TV series.					
19. I feel bad that I watch so much Korean TV series, but I can't seem to stop.					
20. I would be embarrassed to tell people how much Korean TV series I actually watch.					

Time Spent					
21. Compared to most people, I spend a great deal of time watching Korean TV series.					
22. Much of my time is spent in front of the screen watching Korean TV series.					
23. Korean TV series viewing takes up almost of my leisure time. (Reversed)					
24. I don't spend that much time watching Korean TV series.					
25. I spend more time watching Korean TV series than just about anything else.					
Displacement of Other					

Activities					
26. I sometimes watch Korean TV series when I should be spending time with friends or family.					
27. I often watch Korean TV series when I should be working or going to school. (Reversed)					
28. Sometimes I feel like my whole life revolves around Korean TV series, and I never do anything else.					
29. I would be a lot more productive if I didn't watch so much Korean TV series.					
30. I would spend more time with hobbies if I didn't watch so much					

Korean TV series.					
Continued Use					
31. I keep watching Korean TV series even though it is causing serious problems in my life.					
32. My family members get angry and tell me I watch too much Korean TV series, but I can't stop.					
33. I sometimes feel like my Korean TV series watching is alienating my loved ones.					
34. My Korean TV series watching has created real problems for me, but I keep watching.					
35. I keep watching					

Korean TV series even though my loved ones can't stand it.					
--	--	--	--	--	--

Thank you for your genuine cooperation !



Questionnaire
(Chinese version)

亲爱的受访人，您好。

本问卷是曼谷大学 Communication Arts 专业研究生独立研究课程的一部分，课程编号为 ICA701。本问卷旨在研究中国观众观看韩剧的观影动机和观影行为之间的关系。问卷包含三部分，如下：

第一部分：个人信息；

第二部分：观看韩剧的动机；

第三部分：观看韩剧的“上瘾”程度

请如实填写该问卷。您的信息将绝对保密并仅用于研究目的。

感谢您的配合与支持！

第一部分：个人信息

说明：请在符合您情况的选项前标✓。

1. 过去两年里，您是否看过韩剧？

1. 是 2. 否 (如选择此项请停止填答问卷)

2. 过去两年里，您看过几部韩剧？

1. 1 部

2. 2 部

3. 3 部

4. 4 部

5. 4 部以上

3. 您的性别

1. 男性 2. 女性

4. 您的年龄

1. 16 岁及以下
2. 17 岁到 21 岁
3. 22 岁到 26 岁
4. 27 岁到 31 岁
5. 32 岁到 36 岁
6. 37 岁到 41 岁
7. 41 岁以上 (不包括 41 岁)

5. 看韩剧的平均时间

1. 0 小时 (从不)
2. 每周 1 到 2 小时, 包含 2 个小时 (偶尔)
3. 每周 2 到 4 个小时, 包含 4 个小时 (经常)
4. 每周 4 到 6 个小时, 包含 6 个小时 (频繁)
5. 每周 6 到 8 个小时, 包含 8 个小时 (非常频繁)
6. 每周 8 个小时以上 (一直在看)

第二部分: 观看韩剧的动机

说明: 以下列举了人们选择观看韩剧的原因。请在符合您实际情况的数字下标记✓, 5 个数字表示符合程度递减: 完全符合(5), 较大程度上符合(4), 比较符合(3), 不是很符合(2), 一点都不符合(1)。

6. 我看韩剧.....	5	4	3	2	1
放松					
1. 因为它让我觉得很轻松。					
2. 因为它让我有机会放松。					
3. 因为它是很好的休息方法。					
陪伴					
1. 让我觉得我不是独处。					
2. 当我找不到人聊天或共处。					
3. 因为它让我感觉不那么孤单。					
习惯					
4. 只是因为看到了。					
5. 因为我就是喜欢看。					
6. 因为它是我一个习惯。					
打发时间					
7. 当我没什么更好的事做时。					
8. 因为它能帮我打发时间，特别是觉得无聊的时候。					
9. 因为它为我提供了一个掌控自己时间的选项。					
娱乐					
10. 因为它让我高兴。					

11. 因为它有趣。					
12. 因为它是种消遣。					
社交					
13. 因为和朋友在一起时我们会一起看。					
14. 这样我就可以和别人有共同话题。					
15. 因为我的家人或朋友在看，这样我就可以加入					
信息					
16. 因为它帮助我更加了解我自己和他人。					
17. 这样我就可以做一些我以前没做过的事。					
18. 这样我就可以预测会发生什么。					
唤醒					
19. 因为它扣人心弦。					
20. 因为它令人激动。					
21. 因为它能让我受到鼓舞。					
逃避					
22. 这样我就能忘掉学校或工作上的事情。					
23. 这样我就可以逃离我的家人或其他社会关系。					
24. 这样我就可以逃避开我正在做的事情。					

第三部分：观看韩剧的“上瘾”程度

说明 **Direction: P** 请查看以下关于观看韩剧的状态，并表明您的同意程度：非常

同意(5), 同意 (4), 有些同意但有些不同意(3), 不同意 (2),非常不同意(1)。

7.您看韩剧的上瘾程度	5	4	3	2	1
耐量					
1. 我比过去看的韩剧更多了。					
2. 我看韩剧的量一直都没变。					
3. 我最近为了得到同样多的愉悦, 看的韩剧越来越多。					
4. 我看的韩剧量跟以前一样多, 但感觉跟以前不一样了。					
5. 我看韩剧越来越多, 这样才能达到以前一样满足的程度。					
禁断症状					
6. 当我不能看韩剧的时候, 我会特别想它好像犯瘾一样。					
7. 有时候我看韩剧就是因为特别想看。					
8. 如果我不得不错过一集韩剧, 我会很难过。					
9. 我没办法想象没有韩剧的生活。					
10. 我可以离开韩剧, 没有它不会给我造成任何困扰。					
无意的行为					
11. 我经常看韩剧比我打算的久。					
12. 我一看韩剧时间就过得飞快。					

13. 有时候本来只是计划看几分钟，结果看了好几个小时。					
14. 我有个很具体的追剧时间表，我按照时间表追剧。					
15. 我看韩剧不会超时，计划看多久，就看多久。					
削减					
16. 我经常想我可以削减看韩剧的时间。					
17. 我试过削减看韩剧的时间，但都失败了。					
18. 看太多韩剧经常给我带来种负罪感。					
19. 看太多韩剧让我感觉很差，但我就是停不下来。					
20. 如果让人知道我花那么多时间精力看韩剧，我会觉得不好意思。					
时间消耗					
21. 我比大多数人花更多的时间在看韩剧上。					
22. 我花了很多时间在看韩剧上。					
23. 看韩剧占据了我大多数休闲时间。					
24. 我不会在看韩剧上花很多时间。					
25. 我花在看韩剧上的时间比任何其他事项都多。					
替代活动					
26. 有时候本应陪伴朋友/家人，我却在看韩剧。					
27. 有时候本应该工作/上学，我却还在看韩剧。					

28. 有时候我觉得我整个人生都被韩剧填满，没有空间做别的事情。					
29. 如果不是看太多韩剧，我应该更有创造力。					
30. 如果不是看太多韩剧，我应该花更多时间在个人爱好上。					
持续使用					
31. 即使是韩剧已经造成了不好的影响，我还是继续看它。					
32. 我的家人说我看了太多韩剧，但我就是停不下来。					
33. 有时候我觉得看韩剧使我和我在乎的人疏远。					
34. 看韩剧已经给我带来实实在在的麻烦，但我就是停不下来。					
35. 我坚持看韩剧，即使我在乎的人不能忍受这个。					

感谢您的支持！

BIODATA

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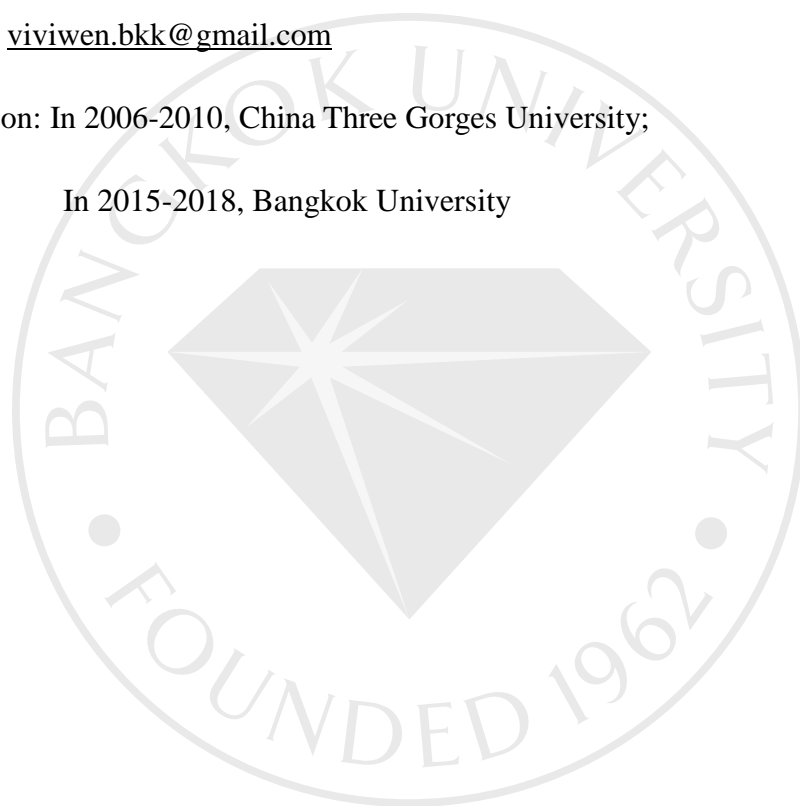
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