A CROSS GENERATIONAL ANALYSIS OF FACTORS WHICH PREDICT MEDIA NON-USE BEHAVIOR IN ADULTS: CORD-CUTTING.

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ABSTRACT

The existing body of audience research literature is lacking when considering factors which predict media non-use behavior. Today's convergent media environment affords consumers numerous options when selecting how to engage with video consumption. This study incorporated uses and gratifications, Theory of Planned Behavior, and structural variables to measure factors which predict non-use, or cord cutting, behavior across three generations (Baby Boomers, Generation Xers, and Millennials). Results indicated that in general, five factors predicted 12.8% of variance in cord cutting behavior: annual income, access to a tablet, preference of religious programming, preference of sports, and habit of watching television on multiple devices. Findings suggest that no single theoretical construct explains factors which determine one's decision to cut the cord. Further investigation is needed to understand and explain video consumption and media non-use, cord cutting, behavior.

ACKNOWLEDGEMENTS

I am grateful to my fiancé Daniel and my family for all the support and encouragement they have provided me while pursuing my education. I am also extremely grateful for Dr. Tang Tang and her guidance and encouragement while working through my graduate education and research. Also, a huge thank you to Dr. Heather Walter and Dr. Kathleen Clark for their valuable feedback and support during my time with the University of Akron.

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TABLE OF CONTENTS

LIST OF TABLES AND CHARTS

CHAPTER 1

Introduction

Whenever a new medium is introduced to the market, a debate is sparked over whether that medium complements or substitutes the older one (Cha, 2012). With the growth of the Internet as a video distribution and consumption platform, recent research has pointed out that the use of the Internet to watch video content may lead consumers to cancel paid television subscriptions, such as cable and satellite (Cha, 2013) – thus, 'cutting the cord'. This trend lends to the fact that more and more consumers are turning toward streaming media options; such as SlingTV, Netflix, Hulu, HBOgo and AmazonPrime. Streaming media services, referred to as online video platforms and video on demand services (VOD), allow people to stream video content on a mobile device or personal computer, through the internet (Cha, 2013). With this potential shift of media consumption, from cable television subscriptions to "a la carte" style streaming services, the media industry is looking to understand what to anticipate in regard to the video consumption patterns of the current generation. (For the purpose of this study, the phrase

"watching television" was used to describe any video content consumption, whether it be television programs, movies, etc. via any platform.)

The existing literature in the field of television consumption utilizing new media platforms examines what streaming media service options exist and some possible motivations for adopting streaming media services. While research has examined technological adoption to predict and describe behavioral intentions and self-reported behavior, both from an organizational and consumer standpoint (Brown & Venkatesh, 2005; Chau & Hu, 2001; Pedersen, 2005; Truong, 2009), few have examined why individuals make the decision to cut the cord. In addition, little attention has been given to examining the differences between generations, in terms of how different generations watch television, and how these decisions are impacted by individual and structural factors.

Thus, this study utilized the Theory of Planned behavior (Azjen, 1991) and the theory of Uses and Gratifications with consideration of structural factors as the theoretical framework to examine the media consumption patterns between three consecutive generations (Baby Boomers, Generation Xers, and Millennials) to gain insight as to what may be the upcoming consumption trend, and uncover knowledge that will aid in understanding the industry impacts of diverse usage of media. These three generations were selected because, while they do not include the entire current body of media consumers, they include a portion of consumers which will continue to be relevant in many upcoming years, thus making this data applicable across time. In addition, this study aimed to analyze the trends of the current generation of adult consumers, Millennials, and the two consecutive generations, thus Generation Xers and Baby

Boomers. By identifying factors that influence cord-cutting behavior, this study aimed to provide a better understanding of media uses and factors of non-use behavior of consumers, providing theoretical implications to the field of audience research. In addition, it is the hope that the results of this investigation could contribute to the discipline's understanding of generational media consumption patterns, and how cord-cutting may influence the future of media consumption and distribution.

CHAPTER 2

Literature Review

Theory of Planned Behavior

Many researchers have used the theory of planned behavior (Azjen, 1991) to predict individual behavior and behavioral intentions in various contexts (Truong, 2009). The theory of planned behavior (TPB) is an adapted version of Fishbein and Ajzen (1975)'s theory of reasoned action which proposes that behavior is determined by an individual's intention to perform the behavior, with intention being a function of two determinants: attitudes toward a specific behavior and subjective norms (Fishbein & Azjen, 1975). The theory of planned behavior overcomes the limitations of the theory of reasoned action by taking into account behaviors over which people have incomplete volitional control (Azjen, 1991). The theory of planned behavior proposes that behavior is determined by an individual's intention to perform the behavior, with intention being a function of three determinants: attitudes, subjective norms, and perceived behavioral control (Cha, 2013). Attitudes, which refer to the individual's overall evaluation of the target behavior, directly influence intentions and have indirect influence on behaviors (Peng, Zhu, Tong, Jiang,

2012). Subjective norms are defined as an individual's decision to perform or not perform a behavior, influenced by perceived social pressure, or the individual's perception that those who are important to them would want them to behave as such (Cauberghe, et. al, 2011; Cha, 2013; Peng, et, al., 2012; Truong, 2009). Subjective norms are observed to exert direct influence on intentions and indirect influences on behaviors (Peng, et. al, 2012). Considering that video consumption has been, and continues to be, a facilitator of social interaction and social activity, it is plausible to assume that social influence may directly impact one's decision to adopt a new technology, such as streaming media services. Moreover, perceived behavioral control (PBC) refers to an individual's perception of self-efficacy, or the perceived ease or difficulty of oneself performing the behavior of interest (Cauberghe, et. al, 2011; Cha, 2013; Peng, et. al, 2012). In terms of technology adoption, PBC often plays a role regarding the individual perceiving the technology to be too difficult to use. When considering the behavioral control afforded by a media technology, some people may argue that cable/satellite television affords little control over consumption. On the other hand, others may argue that they have less control over viewing video content through the Internet [i.e. streaming media services], if they lack knowledge or resources to find the video content they want (Cha, 2013).

Taylor and Todd (1995) developed an adapted theory of planned behavior which defines three antecedents of attitude: perceived ease of use (PEOU), perceived usefulness (PU), and compatibility. PEOU refers to the degree to which a person perceives that using the system will be effortless (Davis, 1989). PU is a person's perception of the degree to which using a particular technology will enhance his/her performance (Plouffe, Hulland, & Vandebosch, 2001). Finally, compatibility refers to the degree to which the innovation

fits the potential adopter's existing values, previous experiences, and current needs (Rogers, 1995).

Since the introduction of the theory of planned behavior, it has been used in various technological adoption contexts to predict and describe behavioral intentions and self-reported behavior, both from an organizational and consumer standpoint (Brown & Venkatesh, 2005; Chau & Hu, 2001; Pedersen, 2005; Truong, 2009). Several studies have looked at the role of attitudes in explaining internet and internet application adoption intentions (LaRose, Lai, Lange, Love, & Wu, 2005; Peng, et. al, 2012; Pedersen, 2005). Additional research has used the theory of planned behavior to look at social networking use (Baker & White, 2010; Pelling & White, 2009). The current literature lacks research on the applicability of the theory of planned behavior for examining non-users in today's convergent environment. Facing more than abundant context/technology choices, there is no way for anyone to use all content, technologies, or platforms available to them. Audiences have to actively choose what to use and what to not use. Thus, this study utilized Taylor and Todd (1995)'s adapted theory of planned behavior to examine both streaming media platform adoption, and cord-cutting behavior.

Uses and Gratifications Theory & Structural Theory in Audience Research

The Uses and Gratifications theory focuses on the audience member, rather than the message. This theory suggests that audiences are active and goal-directed. Consumers actively choose mediums/media content to satisfy their needs. Uses and Gratifications theory poses five assumptions. First, audience members selectively choose what media they are exposed to. Second, audience members select media that will aid in accomplishing personal needs. Third, "the various media available compete for the

attention of audiences" (p. 175). Fourth, an audience member's cultural and social context influences their choice of media. Finally, media impacts a particular audience because those individuals choose to consume the media.

Cumulatively, when conducting Uses and Gratifications research, researchers have followed four major approaches: studying different media and their comparative uses, studying the use of a specific medium, exploring the use of a type of content or program (such as news or sports), and exploring a *specific* program (Bantz, 1982). While some studies have chosen to draw comparisons between media such as books, television, radio, and cinema (Cha, 2012; Swank, 1979), others have looked deeply at an individual medium such as television or cinema (Rubin, 1983; Rubin, et. al, 1987; Tefertiller, 2017). A study conducted by Alan Rubin (1983) found various motivations for television viewing: pass time/habit, information, entertainment, companionship, and escape. Later research has consistently described entertainment and relaxation as the primary motives for watching television (Cha, 2012).

Furthermore, Uses and Gratifications scholars identified two types of media uses – instrumental media use and ritualistic media use (Rubin, 1983; Rubin & Perse, 1987). Rubin and Perse (1987) defined ritualistic media use as a "less intentional and non-selective orientation, a time-filling activity and a tendency to use media regardless of content" (p. 259). Instrumental media use was defined as "more intentional and selective of content, and reflects purposive exposure to specific content" (p. 259). While these studies were conducted in the 1980s, they remain relevant even in today's convergent media environments, and lend to the idea that consumers typically have multi-faceted motivations for media consumption, rather than seeking to fulfill a single desire or need.

In addition, Rubin (1983) states, “television use motivations and viewing patterns are indeed interactive, and that television use motivations can effectively explain or predict viewing pattern consequences” (p. 48). This idea is important in understanding consumption patterns of a new generation, and what those consumption patterns tell us about the future media practice. Uses and Gratifications theory provides valuable insights in explaining uses of the internet, social media, and other applications (Ancu & Cozma, 2009; Armstrong & McAdams, 2011; Quan-Haase & Young, 2010; Stafford, Stafford, & Schkade, 2004; Tefertiller, 2017; Yang & Liu, 2017).

On the other hand, a structural approach also explains audience media consumptions habits by observing aggregate data (such as that obtained by Nielsen) (Cooper, 1993). They suggest that audience members are passive at least some of the time and in some ways. Structural factors, such as audience availability, access to media technologies, and the infrastructures provided by the industry and society, impact media use. Here, structural features are defined as unique resources and capabilities designed into a specific technology (Littlejohn, et. al, 2017). Audience research using structural factors, in regard to television, looks at how to watch and what is being watched, and how these decisions are impacted by structural factors (Cooper & Tang, 2009; Hoewe & Sherrick, 2015; Webster & Newton, 1988; Webster, 2005) The structural approach has impressive predictive power and applicability for explaining mass audiences (Cooper & Tang, 2009). Therefore, it is important to put both individual and structural factors into consideration when examining media use and non-use.

Generation

Whether it be the way individuals watch, what individuals watch, or the amount of time individuals spend watching, age plays a role in predicting media consumption. Research conducted by Nielsen (2009) suggests that the amount of time adults spend watching television has a positive relationship with age. Reasons for this increase in consumption could be related to an influx of spare time (due to retirement or reduction of social events), physical mobility restraints, an increased need for information, or as a means of information for social conversation with others (Bondad-Brown, Rice, Pearce, 2012). Others suggest that older generations habitually consume more television due to their upbringing with popularity of the medium (Gozzi, 1995). In addition, researchers demonstrate that each generation experiences different technological advances, thus generational members "adopt specific patterns of media use when they are young and have different societal needs for and values about different media use" (Bondad-Brown, et. al, 2012). These differences can be seen between Baby Boomers (individuals born between 1943-1960) Generation Xers (individuals born between 1961-1981), and Millennials (individuals born between 1982 and 2000) (Moore, 2012). Baby Boomers and Generation Xers are often described as the 'TV Generation', whereas the Millennials grew up during the rapid revolution of the Internet. Thus, there is a need to examine whether generation can predict people's media use patterns and their adoption and non-use of new media technologies.

Media Consumption of Baby Boomers

Baby Boomers, born between 1943 and 1960 (Moore, 2012), are unique from other generations in the ways in which they consume media. Cumulatively, this

generation uses media primarily for a functional purpose. When considering television media, Rubin and Rubin (1982) mentioned that the function of television is important in explaining consumption patterns. In addition to getting information and entertainment, baby boomers watch television as a form of isolation reduction, companionship, communication substitution, for the purposes of social and parasocial interaction, and connecting to the surrounding environment (Rubin, et. al, 1982). In terms of consumption of new media, Baby Boomers are referred to as Digital Immigrants when compared to Millennials, so called Digital Natives (Kilian, Hennigs, & Langner, 2012). Boomers did not grow up using digital technologies and thus have less experience integrating these technologies into their daily lives.

Media Consumption of Generation X

Generation X, including individuals born between 1961 and 1981 (Moore, 2012), is often viewed as the forgotten generation in terms of impact upon society, because of its size when compared to its preceding and following generational counterparts (Carrier, et. al, 2008; Moore, 2012). Generation Xers are often referred to as the Television Generation, with consideration to the fact that they have always had television as a part of their lives (Gozzi, 1995). In addition, this generation is more technologically savvy than Baby Boomers, because of their experience with the introduction of video games, cell phones, and wide spread Internet usage (Strutton, Taylor, & Thompson, 2011).

Media Consumption of Millennials

The millennial generation, sometimes also referred to as the ‘Net Generation’, is comprised of those individuals born between the years of 1982 and 2000 (Moore, 2012).

This generation is known for its passive integration of technology into daily life. Millennials differ from other generations in terms of preferred communication tools as they use a greater variety of media to communicate with the world and their social groups (Carrier et. al, 2008). In addition, Gould (2014) stated that the "Millennial generation is not just a generation characterized by technology but more ethnically and racially diverse than prior generations. Millennials are less religious and are currently on track to become the most educated generation in American history. They are optimistic about the future and embrace multiple modes of self-expression displayed in their use of social media, numerous tattoos, and body piercings. They value family and are less likely to identify with a particular political party" (p.10). This generation is revolutionizing the ways in which they consume media through their desire for the ability to have personalized media consumption by choosing what media they are exposed to and the platform through which they consume media. While many members of this generation still utilize 'old media', such as newspapers and magazines, they are also consumers and early adopters of new media. They choose to be one of the first to adopt new technologies, such as media streaming services, smart phone applications, and video games, and are generally viewed as technologically innovative and progressive.

Considering the size and growing consumer market power of the Millennial generation, they are a primary focus of media consumption and marketing researchers. Much of the existing literature attests to the fact that the Millennial generation are superiorly adept at using technologies in their daily life when compared to the previous generation (Moore, 2012). This technological inclination lends to the idea that members of this generation are inclined to desire accessibility and convenience over some other

characteristics of media. Much of the media consumed by the millennial generation is easily accessible, interactive, and sharable. Indeed, Millennials desire interactivity with others, and with the media they are consuming. Gould (2014) suggested, "Networks are also turning to online advertising to reach the millennial generation because that is where they spend much of their time. Short videos, live Twitter feeds and text promotions are some examples of what networks are currently doing to engage and advertise to the Millennial generation. Allowing the Millennial generation to be participatory viewers has helped networks generate buzz and increase viewer engagement" (p. 14). In fact, many providers are attempting to engage Millennials by encouraging them to interact with programming via social media by checking in, commenting, and asking questions, and in turn incorporating this involvement and feedback into the program content. Chmielewski and James (2012) stated "[millennials] want more details about programs and the ability to interact with other viewers, and they want to be able to do this across all of their devices" (p.1). These consumers are known to seek out expanded interaction with media content they enjoy, often sharing content, opinions, and information on social media sites. These consumer engagement strategies derive from the characteristics of the Millennial generation; often defined as multi-tasking, having short attention spans, tech-savvy, and social media experts (Chmielewski & James, 2012). Devices as mobile phones, tablets, laptops, and televisions are often used simultaneously to engage with multiple different media elements at once. Carrier, et. al (2008) found that, when compared to Baby Boomers and Generation X, Millennials multitasked more frequently as well as perceived multitasking to be easier. This idea of multi-connectivity and simultaneous interaction

with media and other consumers, presents a challenge for media providers and marketers alike.

Media Shifts and Changes in Media Viewership Throughout History

As new media continue to emerge through the decades, it is expected that shifts in media consumption and viewership will occur. “Whenever a new medium is introduced to the market, a debate merges over whether the new medium supplements or substitutes for the older one” (Cha, 2013). Historically we have witnessed media shifts, seen in the change of radio media consumption upon the emergence of television, and reduction in print media consumption upon the emergence of eBooks and electronic databases. One of the most foundational studies in the field, a 35-year long study conducted by Hilde Himmelweit and colleagues (1968-2003), has observed these shifts over time, stating that one key elements remains true; “for every new mass medium appearing on the scene, a ‘moral panic’ has occurred” (Broddason, 2006, p. 106). The industry is recognizing this ‘moral panic’ today as streaming media services gain popularity in the world of media consumption. Media providers are scrambling to understand what to expect of media consumption in the coming years. In past generations, print media was the leader in media consumption. However, Broddason (2006) notes that society has noticed a significant decline in the consumption of newspaper, and other print media alike, amongst youth continually since 1979. This decline in usage lends to the idea that approximately 80 years ago, television took print media by storm – which leads the industry to consider if society will again see this phenomena with streaming media services overtaking cable television services. The most recent of Himmelweit and associates’ studies in 2003 found a strong negative relationship between “book reading

… and ownership of television, a personal computer, and an internet connection" (Broddason, 2006, p. 113). Broddason (2006) also stated that with the rise of mobile phones and internet connection, the consumption of cable television had begun to decline. This could then suggest that the industry could anticipate a similar pattern today; a decline in cable television consumption in trade for the a-la-carte style media streaming services. A gap in the literature exists when trying to solidify what can be anticipated of the shift in media consumption of the current and upcoming generations.

Cord Cutters and Streaming Media Services

Today, consumers are constantly seeking out and comparing products that will enable them the most content for their investment. This pattern can be seen with television consumption as more and more consumers turn to streaming media services as opposed to traditional cable/satellite television. In fact, according to a survey taken May of 2017, 77% of Millennials had access to, or watched, a streaming service, while only 57% had a cable television subscription in their household (Baumgartner, 2017); this shows a trend toward a decrease in use of cable/satellite services. Streaming media services, also referred to as online video platforms and video on demand services (VOD), allow people to stream video content on a mobile device or personal computer, through the Internet (Cha, 2013). Streaming media services include, but are not limited to, such services as SlingTV, DirecTV Now, Netflix, Hulu, HBOgo and AmazonPrime. Crawford (2016) stated that "through an action referred to as cord-cutting, many consumers are choosing to drop their cable or satellite programming providers in favor of lower-priced and more consumer-friendly programming providers" (p. 137). Among these lower-priced providers are the streaming media services. It is of relevance to mention a subset

of millennial cord-cutters who are referred to as 'cord-nevers'; these include millennials who have chosen to never sign up for a pay-tv (cable/satellite) service at all, and moved directly toward streaming media services. However, while Millennials have woven the internet into their everyday lives, many are still consuming traditional media.

This research in the field of television consumption aims to understand who is cutting the cord and why they are choosing to do so. In addition, researchers aim to understand what existing media providers can do to conform to the changing consumption patterns. One noted motivation for cutting the cord is that consumers believe that it is positive to have competition between providers and compartmentalization of services (Crawford, 2016). Cumulatively, consumers are electing to take control in selecting the media they choose to consume, maximize accessibility, and keep up with latest trends.

Cost is a factor that may determine the cord-cutting behavior. Consumers often decide to "cut the cord" from their traditional cable provider as a way of saving money. Crawford (2016) stated that "according to research done by the NPD Group, the average American pays roughly $90 a month for a cable television package that typically includes several hundred channels" (p. 138). Many consumers only regularly utilize a small number of channels, (Ferguson & Perse, 2000), and for this reason consumers feel they are paying for something they do not use. Consequently, consumers cut the cord and select a streaming service that will allow them to consume only the channels or shows they want or need for a lower cost. In addition, these streaming services offer an element of accessibility unparalleled by cable television. A subscriber of a streaming service need not even own a television; indeed, these services can be streamed exclusively on

platforms such as a laptop, tablet, or mobile phone. Traditional cable television requires one to have at least one cable box attached to a television before they are able to access a mobile application. Not to mention that limited channel accessibility exists on the mobile application when one is not in the same location as the cable box itself. Furthermore, some cord-cutters are simply following the latest trend. Many streaming services create programs that are only available through their service, thus creating a social group, for those who have access to these programs, to interact with one another and discuss content of these programs.

Simply put, streaming media services afford consumers the ability to engage in a trend referred to as binge-watching. Binge-watching involves immersing oneself in a television series or saga of movies, watching multiple episodes back to back. Individuals can binge-watch alone or as a social activity, and the consumption can be as extensive as watching the entirety of a series' seasons or as minimal as just a few episodes. Jeff Baumgartner (2017), editor for Multichannel News, found that 61% of US adults preferred networks to release 'binge-models' of television programs, or an entire season at once, as compared to weekly episode release. An additional trend created by the emergence of streaming media options is what could be referred to as 'service-sharing', describing the act of individuals sharing the login information to their various streaming media streaming accounts with friends and family. Many streaming media options allow users to consume content simultaneously on multiple devices. Consequently, subscribers will share their login with friends or family, often in exchange for the other's login to an alternative streaming media service. In fact, according to a study conducted in May 2017, 51% of adult Americans engage in password sharing of streaming media services

(Baumgartner, 2017). Through this trend, consumers are paying less and receiving access to more media content.

Gap in the Literature

The existing literature in the field of television consumption examines what streaming media service options exist and some possible motivations for adopting streaming media services. While the aforementioned reasons for cutting the cord are primarily anecdotal, a gap exists within the literature to understand how individual, psychological, and structural factors interact to predict the adopting or non-use decisions of new media technologies, as well as if generation is a factor that impacts video consumption patterns. Thus, guided by the adapted theory of planned behavior, and Uses and Gratifications, this study aimed to investigate why people cut the cord, and examine generational differences in television consumption patterns.

Thus, the following questions were posed:

RQ1: What differences exist in television consumption patterns among generations?

RQ2: What factors predict cord-cutting behavior in 1) Baby Boomers, 2) Generation Xers, and 3) Millennials?

RQ3: What relationship exists between television consumption via traditional and new media among generations?

CHAPTER 3

Methodology

Sampling and Procedure

This study aimed to examine the differences in video consumption patterns between three generations and to identify predictors of cord-cutting behavior via web survey. Respondents were recruited from Amazon Mechanical Turk, an online survey distribution website that individuals can voluntarily participate in survey for various monetary incentives. The survey creator sets participant qualifications and designates instructions. Respondents who did not fit the generational criteria were excluded from data collection through a demographic filtering question at the beginning of the survey. In addition, an attention check question was included within the survey to confirm participants were consciously answering questions. If the individuals did not fulfill the generational requirement, or did not complete the entire survey, their responses were excluded from the data set and received no monetary compensation. A small monetary incentive was offered in exchange for individuals' complete and honest participation.

Overall, 734 adult individuals (371/734 (50.5%) Millennials, 290/734 (39.5%) Generation Xers, and 73/734 (9.9%) Baby Boomers) (See Chart 1a) were recruited from Amazon Mechanical Turk. The average participant age was 38 years old. Of the 734 participants, 280 (38.1%) were males (141 Millennials, 117 Generation Xers, and 22 Baby Boomers) and 454 (61.9%) were females (230 Millennials, 174 Generation Xers, and 52 Baby Boomers) (See Chart 2), 183 (24.9%) lived in rural U.S., 381 (51.9%) lived in suburban U.S., and 170 (23.2%) lived in urban U.S (See Chart 1b). Additionally, when considering approximate annual household income, 122 (16.6%) earned less than $25,000, 226 (30.8%) earned $25,000-$50,000, 166 (22.6%) earned $50,000-$75,000, 117 (15.9%) earned $75,000-$100,000, and 103 (14%) earned greater than $100,000 annually (See Chart 1c). Furthermore, when considering access to media technologies, 96.5% (358/370) of Millennials have access to television, 96.8% (359/370) own a laptop, 98.9% (367/370) own a smartphone, and 70.1% (260/370) own a tablet. Comparatively, 95.5% (277/290) of Generation Xers have access to television, 99% (287/290) own a laptop, 94.1% (273/290) own a smartphone, and 77.6% (225/290) own a tablet. Finally, 97.3% (71/73) of Baby Boomers have access to television, 100% (73/73) own a laptop, 93.2% (68/73) own a smartphone, and 60.3% (44/73) own a tablet.

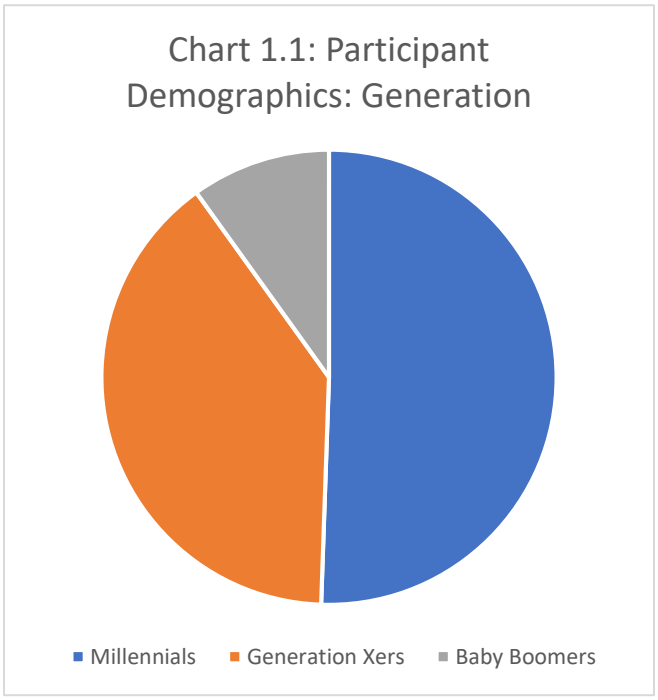


Chart 1.1: Participant Demographics: Generation
Millennials
Generation Xers
Baby Boomers

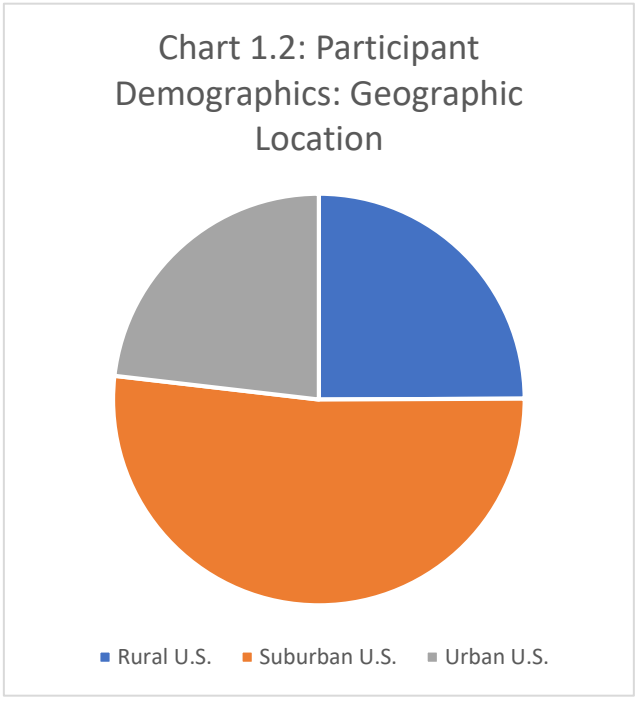


Chart 1.2: Participant Demographics: Geographic Location
Rural U.S.
Suburban U.S.
Urban U.S.

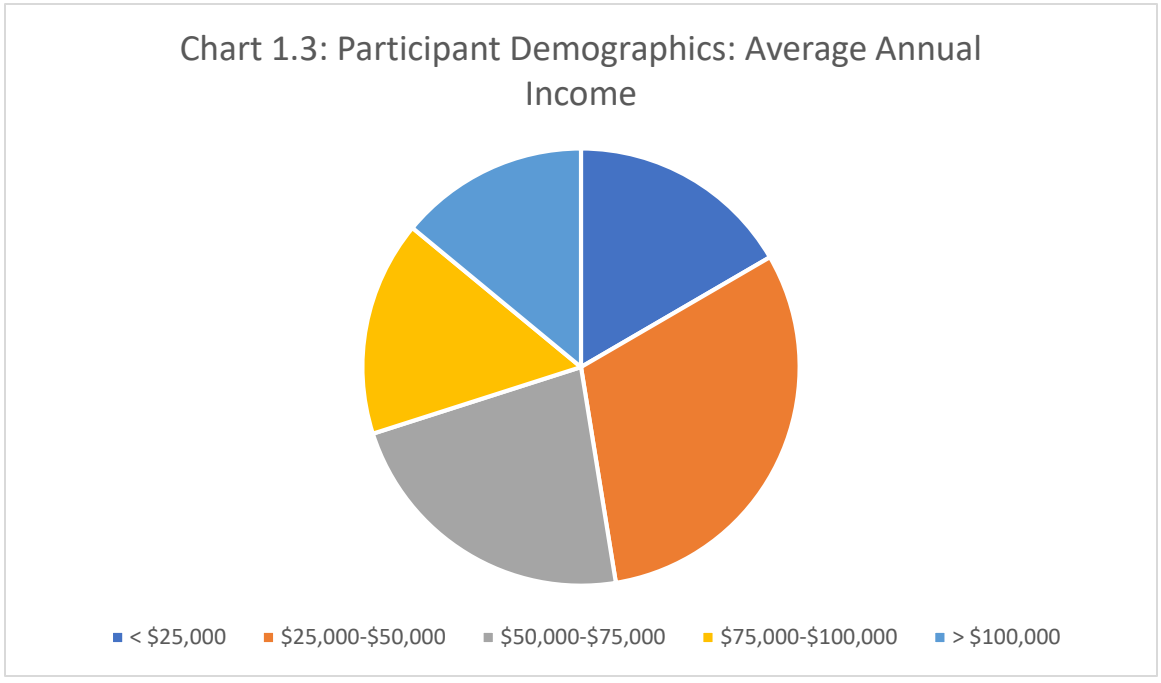
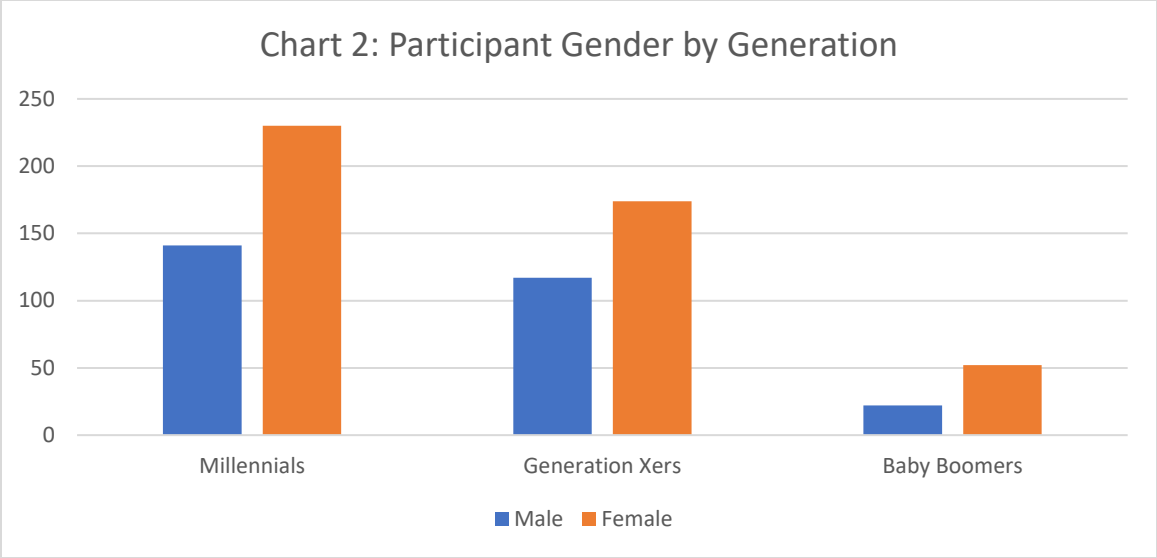


Chart 1.3: Participant Demographics: Average Annual Income
< $25,000
$25,000-$50,000
$50,000-$75,000
$75,000-$100,000
> $100,000



Measures

This study aimed to measure several variables including: subscription to cable/satellite television, subscription to a streaming media service, cord-cutting and cord-never behaviors, access to other media technologies, video consumption patterns, television viewing motivations, and measures associated with the theory of planned behavior.

Subscription, Cord-cutting and Cord-never

This study examined whether respondents have access to cable/satellite TV subscription. Respondents who do not have a cable/satellite subscription were asked whether they have ever had a cable/satellite subscription. Respondents who have subscribed to cable/satellite TV, but cancelled the services were operationally defined as cord-cutters. Those who have never subscribed cable/satellite TV were defined as cord-nevers. In addition, respondents reported whether they have a subscription to a streaming media service (e.g., Netflix, SlingTV, Hulu, HBOgo, etc.).

Access to Media Technologies

To measure access to media, respondents reported whether they have access to each of the following media technologies, including: television, tablet, personal computer/laptop, and smartphone. In addition, they were asked to report how much they spend on media services in an average month to measure cost.

Video Consumption Patterns

To measure video consumption patterns, respondents were asked to rate a series of statements on the degree to which they reflect their personal viewing habits, using Likert type scales (strongly disagree (1) to strongly agree (5)). In addition, respondents were asked to report how often they engage in binge-watching, and appointment watching, respectively on a 5-point Likert type scales, from never to rarely. Moreover, to measure program genre preferences, a measure was adapted from Perse (1996). Utilizing a 5-point Likert type scale, from do not prefer to prefer a great deal, participants rated their preference of the following genres: action-adventure, children's, comedy and variety, home improvement/DIY, drama, game show/competitions, news, religious programs, sports, and shopping, and movies.

Viewing Motivations

This study utilized the Television Viewing Motivations scale (Rubin, Palmgreen, & Sypher, 1994), to measure viewing motivations. This scale is intended to measure a consumer's initial motivations for consuming television through questions relative to nine dimensions: relaxation ($\alpha = .817$, $M = 11.81$, $SD = 2.04$), companionship ($\alpha = .824$, $M = 8.16$, $SD = 3.13$), habit ($\alpha = .661$, $M = 6.49$, $SD = 2.03$), pastime ($\alpha = .811$, $M = 10.89$,

SD = 2.58), entertainment (α = .798, *M* = 12.35, *SD* = 1.75), information (α = .741, *M* = 9.18, *SD* = 2.80), arousal (α = .787, *M* = 10.16, *SD* = 2.41), and escape (α = .735, *M* = 9.47, *SD* = 2.83). Questions adapted from this measure[1] asked the degree to which a respondent agrees with statements following 'I watch television because…', on a 5-point Likert type scale from strongly disagree (1) to strongly agree (5). In addition, respondents were instructed in the survey questionnaire that the phrase "watching television" refers to any video content consumption, whether it be television programs, movies, etc. via any platforms.

Measures Associated with the Theory of Planned Behavior

Finally, this study measured variables commonly associated with the TPB, including: attitude (α = .833, *M* = 39.49, *SD* = 6.42), subjective norms (α = .807, *M* = 18.07, *SD* = 4.54), and perceived behavioral control (PBC) (α = .700, *M* = 39.20, *SD* = 4.01). To measure attitude[2], respondents were asked to respond to twelve statements on a 5-point Likert type scale from strongly disagree to strongly agree. To measure subjective norms[3], respondents rated six statements on a similar scale based on their level of agreement. To measure PBC[4], respondents rated eight statements. All the statements used to measure variables associated with TPB were drawn from previous research (Taylor & Todd, 1995).

Data Screening and Analysis

Researchers utilized SPSS for initial data screening. One-way ANOVA tests were utilized to compare differences in viewing consumption patterns across three generations: Baby Boomers, Generation X, and Millennials. Pearson correlation tests were used to

examine relationships that exist between video consumption via traditional and new media among generations. Multiple regression analyses were conducted to examine what factors predicted cord-cutting behavior in Baby Boomers, Generation Xers, and Millennials.

CHAPTER 4

Results

Among the 734 individuals that completed the survey, 274 (37.3%) were cord-cutters, 74 (10.1%) were cord-nevers, 324 (44.1%) individuals subscribe to both cable/satellite television and streaming media services, and the remaining 62 (8.2%) individuals subscribed to only cable/satellite television (See Table 1). In addition, 21.6% of the cord nevers, (16 individuals) did not subscribe to any multi-channel video distribution services. Among the individuals who completed the survey, 36.1% of Millennials (134 out of 371), 41.4% of Generation Xers (120 out of 290), and 27.4% of Baby Boomers (20 out of 73) were cord cutters, while 16.4% of Millennials (61 out of 371), 3.1% of Generation Xers (9 out of 290), and 5.5% of Baby Boomers (4 out of 73) were cord nevers. Respondents reported paying an average of $87.58 ($SD$ = 152.68) per month for their media services (e.g., cable/satellite television; subscription to streaming media service; Internet). A One-Way ANOVA test indicated that there were significant generational differences in owning a smart phone (F= 7.886, p < .0001) and owning a tablet (F=5.071, p= .007). Significantly more Millennials owned a smartphone than did Generation Xers (p = .001) and Boomers (p = .024). Significant differences also existed between Generation Xers and Boomers (p = .009) in terms of owning a tablet, however no significant differences in owning a tablet existed between Millennials and Generation

Xers (p = .092) or Boomers (p = .187). There were no significant generational differences in having access to a television in their home (F= .339, p = .713), or owning a laptop (F=2.823, p = .060).

Table 1: Media Subscriptions Among Generations

	Millennials	Generation Xers	Baby Boomers
Cord Cutters	134 (36.1%)	120 (41.4%)	20 (27.4%)
Cord Nevers	61 (16.4%)	9 (3.1%)	4 (5.5%)
Cable/Satellite Subscribers	175 (47.2%)	161 (55.5%)	49 (67.1%)
Both Cable/Satellite and Streaming Media Subscribers	162 (43.7%)	132 (45.5%)	30 (41.1%)
Overall	371	290	73

To answer RQ1 (*What differences exist in television consumption patterns among generations?)* One-way ANOVA tests were conducted (See Table 2). Results indicated that there were significant differences among the three generations in watching television on a television (F = 4.46, p = .012); watching television on a laptop (F = 9.75, p < .0001); watching television on a mobile phone (F = 16.69, p < .0001); and watching television on multiple platforms (F = 11.66, p < .0001). However, no significant difference was found in watching television on a tablet between Boomers, Generation Xers, and Millennials (F = 2.77, p = .064).

Table 2.1 Similarities and Differences among Generations: Theory of Planned Behavior

Variable	Millennials	Generation Xers	Baby Boomers	F	p
TPB_Attitude	M= 40.06 (SD= 6.51)	M= 39.05 (SD= 6.22)	M= 37.20 (SD= 6.24)	2.601	.076
TPB_PBC	M= 39.13 (SD= 4.12)	M= 39.48 (SD= 3.58)	M= 38.13 (SD= 5.05)	1.166	.313

TPB_SocialNorms	*M*= 19.06 (SD= 4.32)	*M*= 16.89 (SD= 4.57)	*M*= 16.29 (SD= 4.18)	11.433	**< .0001*** **

Note: Significant results indicated in bold. Results < .001 = *** , < .01 = **, < .05 = *

Table 2.2 Similarities and Differences among Generations: Viewing Motivations

Variable	Millennials	Generation Xers	Baby Boomers	*F*	*p*
VM_Relaxation	*M*= 11.89 (SD= 2.13)	*M*= 11.67 (SD= 1.98)	*M*= 11.91 (SD= 1.72)	1.102	.333
VM_Companionship	*M*= 8.62 (SD= 3.18)	*M*= 7.58 (SD= 2.85)	*M*= 8.01 (SD= 3.56)	9.288	**< .0001*** **
VM_Habit	*M*= 6.70 (SD= 1.98)	*M*= 6.21 (SD= 2.02)	*M*= 6.43 (SD= 2.15)	4.802	**.008** *
VM_Pastime	*M*= 11.30 (SD= 2.35)	*M*= 10.59 (SD= 2.62)	*M*= 9.97 (SD= 3.10)	11.615	**< .0001*** **
VM_Entertainment	*M*= 12.37 (SD= 1.81)	*M*= 12.26 (SD= 1.75)	*M*= 12.56 (SD= 1.26)	.920	.399
VM_Information	*M*= 9.09 (SD= 2.91)	*M*= 9.07 (SD= 2.69)	*M*= 10.0 (SD= 2.51)	3.872	**.021***
VM_Arousal	*M*= 10.33 (SD= 2.38)	*M*= 9.87 (SD= 2.48)	*M*= 10.3 (SD= 2.16)	3.325	**.037***
VM_Escape	*M*= 9.85 (SD= 2.89)	*M*= 9.20 (SD= 2.68)	*M*= 8.54 (SD= 2.72)	8.743	**< .0001*** **
Geographic Location	*M*= 2.00 (SD= .684)	*M*= 1.98 (SD= .688)	*M*= 1.98 (SD= .763)	1.006	.366
Annual_Income	*M*= 2.66 (SD= 1.19)	*M*= 3.06 (SD= 1.35)	*M*= 2.48 (SD= 1.32)	10.833	**< .0001*** **

Note: Significant results indicated in bold. Results < .001 = *** , < .01 = **, < .05 = *

Table 2.3 Similarities and Differences among Generations: Genre Preferences

Variable	Millennials	Generation Xers	Baby Boomers	*F*	*p*
Action/adventure	*M*= 3.25 (SD= 1.22)	*M*= 3.23 (SD= 1.23)	*M*= 3.22 (SD= 1.27)	.022	.979
Childrensprogram	*M*= 2.00 (SD= 1.17)	*M*= 1.76 (SD= 1.03)	*M*= 1.45 (SD= .782)	9.252	**< .0001*** **
Comedy/variety	*M*= 3.49 (SD= 1.15)	*M*= 3.17 (SD= 1.05)	*M*= 3.04 (SD= 1.19)	8.830	**< .0001*** **
Homeimprov/DIY	*M*= 2.49 (SD= 1.23)	*M*= 2.47 (SD= 1.20)	*M*= 2.78 (SD= 1.30)	1.918	.148

Drama	*M*= 3.15 (SD= 1.19)	*M*= 3.19 (SD= 1.17)	*M*= 3.41 (SD= 1.15)	1.441	.237
Gameshow	*M*= 2.26 (SD= 1.15)	*M*= 2.01 (SD= 1.06)	*M*= 2.15 (SD= 1.24)	4.203	**.015***
News	*M*= 2.27 (SD= 1.21)	*M*= 2.61 (SD= 1.18)	*M*= 3.12 (SD= 1.37)	17.329	**< .0001****
Religious	*M*= 1.39 (SD= .896)	*M*= 1.38 (SD= .799)	*M*= 1.97 (SD= 1.33)	13.585	**< .0001****
Sports	*M*= 2.19 (SD= 1.04)	*M*= 2.30 (SD= 1.47)	*M*= 2.26 (SD= 1.48)	.501	.606
TVshopping	*M*= 1.41 (SD= .928)	*M*= 1.22 (SD= .641)	*M*= 1.48 (SD= .915)	5.305	**.005****
Movies	*M*= 3.83 (SD= 1.04)	*M*= 3.96 (SD= 1.00)	*M*= 2.88 (SD= 1.01)	1.245	.289

Note: Significant results indicated in bold. Results < .001 = *** , < .01 = **, < .05 = *

Table 2.4 Similarities and Differences among Generations: Video Consumption Patterns

Variable	Millennials	Generation Xers	Baby Boomers	*F*	*P*
WatchTV_TV	*M*= 3.69 (SD= 1.07)	*M*= 3.76 (SD= 1.05)	*M*= 4.10 (SD= 1.03)	4.461	**.012***
WatchTV_Tablet	*M*= 2.18 (SD= 1.15)	*M*= 2.24 (SD= 1.09)	*M*= 1.89 (SD= 1.16)	2.766	.064
WatchTV_Laptop	*M*= 2.95 (SD= 1.11)	*M*= 2.66 (SD= 1.03)	*M*= 2.44 (SD= 1.03)	9.750	**< .0001****
WatchTV_phone	*M*= 2.61 (SD= 1.14)	*M*= 2.27 (SD= 1.03)	*M*= 1.90 (SD= .952)	16.694	**< .0001****
WatchTV_multiple	*M*= 2.01 (SD= 1.19)	*M*= 1.72 (SD= .886)	*M*= 1.45 (SD= .851)	11.661	**< .0001****
Appt_TV_freq	*M*=2.08 (SD= 1.01)	*M*= 2.29 (SD= 1.07)	*M*= 2.78 (SD= 1.15)	14.108	**< .0001****
Binge_TV_freq	*M*= 3.25 (SD= .916)	*M*= 3.02 (SD= .868)	*M*= 2.68 (SD= 1.02)	13.541	**< .0001****

Note: Significant results indicated in bold. Results < .001 = *** , < .01 = **, < .05 = *

Table 2.5 Similarities and Differences among Generations: Access to Media Technologies

Variable	Millennials	Generation Xers	Baby Boomers	*F*	*p*
TV_access	*M*= 1.04 (SD= .184)	*M*= 1.04 (SD= .207)	*M*= 1.03 (SD= .164)	.339	.713
Own_laptop	*M*= 1.03 (SD= .177)	*M*= 1.01 (SD= .101)	*M*= 1.00 (SD= .000)	2.82	.060
Own_smartphone	*M*= 1.01 (SD= .090)	*M*= 1.06 (SD= .235)	*M*= 1.07 (SD= .254)	7.88	**< .0001*** **
Own_tablet	*M*= 1.30 (SD= .458)	*M*= 1.22 (SD= .418)	*M*= 1.40 (SD= .493)	5.07	**.007** **
Current_cablesub	*M*= 1.53 (SD= .500)	*M*= 1.44 (SD= .498)	*M*= 1.33 (SD= .473)	5.73	**.003** **
Ever_cablesub	*M*= 1.18 (SD= .381)	*M*= 1.03 (SD= .183)	*M*= 1.07 (SD= .254)	17.9	**< .0001*** **
Current_SM	*M*= 1.10 (SD= .296)	*M*= 1.17 (SD= .379)	*M*= 1.34 (SD= .478)	15.75	**< .0001*** **
Ever_SM	*M*= 1.05 (SD= .221)	*M*= 1.11 (SD= .310)	*M*= 1.22 (SD= .417)	11.67	**< .0001*** **

Note: Significant results indicated in bold. Results < .001 = *** , < .01 = **, < .05 = *

Specifically, Boomers watched television on a television significantly more often than Millennials (p = .008) and Generation Xers (p = .038). No significant difference was found in watching television on television between Millennials and Generation Xers (p = .714). In terms of watching television on a laptop, Millennials watched significantly more television on a laptop than both Generation Xers (p = .002), and Boomers (p = .001). But there was no difference in watching television on a laptop between Generation Xers and Boomers (p = .292). Millennials watched television on a smartphone significantly more often than Generation Xers (p < .0001) and Boomers (p < .0001), and Generation Xers watched on a smartphone significantly more often than Boomers (p = .029). Finally, Millennials watched television on multiple devices significantly more often than

Generation Xers (p = .001) and Boomers (p < .0001). There was no significant difference in watching television on multiple devices between Generation Xers and Boomers (p = .132).

An analysis of genre preferences showed significant generational differences in watching: news programs (F=17.329, p < .0001), religious programs (F=13.585, p < .0001), children's programs (F= 9.252, p < .0001), comedy/variety programs (F=8.830, p < .0001), television shopping programs (F=5.305, p = .005), and game shows (F= 4.203, p = .015). However, there were no significant generational differences in preference of action/adventure programs (F= .022, p = .979), sports (F = .501, p =.606), movies (F=1.245, p= .289), drama (F= 1.441, p = .237), or home improvement/DIY programs (F=1.918, p = .148).

Specifically, Boomers preferred news significantly more than Generation Xers (p = .004) and Millennials (p < .0001), and Generation Xers preferred news significantly more than Millennials (p = .001). Boomers also preferred religious programming significantly more than Millennials (p < .0001) and Generation Xers (p < .0001). There was no significant difference between Millennials and Generation Xers (p = .998). Nonetheless, Millennials preferred watching children's programming significantly more than Boomers (p < .0001) and Generation Xers (p = .016), while there was no significance in the preference between Generation Xers and Boomers (p = .078). In addition, Millennials had a stronger preference for comedy/variety programs than Generation Xers (p =.001) and Boomers (p = .006), while there was no significant difference between Generation Xers and Boomers (p = .640). Millennials also preferred game show programming over Generation Xers (p = .011), while there were no

significant differences in game show preference between Boomers and Millennials (p = .713) or Generation Xers (p = .596). Finally, Millennials preferred television shopping programs over Generation Xers (p = .010), and Boomers over Generation Xers (p = .049). There was no significant difference in preference of television shopping programs between Millennials and Boomers (p = .807).

One-Way ANOVA tests also showed significant generational differences in watching appointment television (F= 14.108, p < .0001) and binge watching (F=13.541, p < .0001). Specifically, Boomers reported watching appointment television significantly more frequently than Millennials (p < .0001) or Generation Xers (p = .001), and Generation Xers significantly more than Millennials (p = .030). Millennials reported binge watching television significantly more frequently than Generation Xers (p = .004) and Boomers (p < .0001), while Generation Xers reported binge watching significantly more than Boomers (p = .015).

To answer RQ2 (*What factors predict cord cutting behavior in 1) Baby Boomers, 2) Generation Xers, and 3) Millennials?)* multiple regression analyses were performed to examine predictors of cord cutting behavior for each generation. Results indicated that five factors significantly predicted cord-cutting behavior among all generations, including: income (β =.173, p =.004), owning a tablet (β =.171, p =.004), preference of religious programming (β =.125, p =.036), preference of sports programming (β =.122, p =.039), and time spent watching television (β =.120, p =.042). These factors explained 12.8% of variance in cord cutting behavior (Adjusted R^2 =.111; See Table 6).

Table 6 Significant Predictors of Cord Cutting Behavior

Predictors	B	Beta	*p*
Own_tablet	-.146	.173	**.004****
Annual_income	.054	.171	**.004****
Religious	.062	.125	**.036***
Sports	.035	.122	**.039***
WatchTV_multiple	.046	.120	**.042***

r^2 = .128; Adjusted r^2 = .111

Note: Significant results indicated in bold. Results < .001 = *** , < .01 = **, < .05 = *

Specifically, for Millennials, four factors significantly predicted being a cord cutter: Income (β =.247, *p* =.001) was the strongest predictor, followed by how often they watched television on multiple devices (β =.238, *p* =.002), TV viewing motivation - habit (β =.168, *p* =.027), and genre preference - drama (β =.151, *p* =.048). Overall, these four factors explained 19.3% of variance in Millennials' cord cutting behavior (R^2 = .193, Adjusted R^2 = .171; see Table 3).

Table 3 Significant Predictors of Cord Cutting Behavior for Millennials

Predictors	B	Beta	*p*
Annual Income	.100	.247	**.001****
WatchTV_multiple	.098	.238	**.002***
VM_Habit	.037	.168	**.027***
Drama	.060	.151	**.048***

r^2 = .193; Adjusted r^2 = .171

Note: Significant results indicated in bold. Results < .001 = *** , < .01 = **, < .05 = *

For Generation X, only one factor significantly predicted being a cord cutter– owning a tablet (β =.233, *p* =.020). This factor explained 5.4% of variance in Generation Xers' cord cutting behavior (R^2 = .054; Adjusted R^2 = .044; See Table 4).

Table 4 Significant Predictors of Cord Cutting Behavior for Generation X

Predictors	B	Beta	*p*
Access_Tablet	.106	.233	**.020***

r^2 = .054; Adjusted r^2 = .044

Note: Significant results indicated in bold. Results < .001 = *** , < .01 = **, < .05 = *

In terms of the Baby Boomer generation, four factors significantly predicted them being cord cutters. TV viewing motivation - social interaction (β =.800, p < .0001) was the strongest predictor, followed by geographic location (i.e., living in a rural area; β = -.707, p < .0001), TV viewing motivation - escape (which was a negative predictor; β = -.553, p < .0001), and TV viewing motivation - entertainment (β =.503, p = .001). Overall, these four factors explained 87.2% of the reasoning behind cord cutting behavior in Boomers (R^2 = .872; Adjusted R^2 = .826; See Table 5).

Table 5 Significant Predictors of Cord Cutting Behavior for Baby Boomers

Predictors	B	Beta	*p*
VM_escape	-.102	-.553	**< .0001*** **
VM_socialinteraction	.424	.800	**< .0001*** **
Geographic_location	-.460	-.707	**< .0001*** **
VM_entertainment	.176	.503	**.001** **

r^2 = .872; Adjusted r^2 = .826

Note: Significant results indicated in bold. Results < .001 = *** , < .01 = **, < .05 = *

To answer RQ 3 (*What relationship exists between television consumption via traditional and new media among generations?),* Pearson correlations were conducted for each generation respectively (See Table 7).

For Millennials, watching TV on traditional television was negatively related to watching TV on a smartphone (r = -.136, p = .009) and watching TV on a laptop (r =-.127, p =.014). No significant relationship was found between watching TV on traditional television and watching television on a tablet (r =.036, p =.496).

For Generation Xers, watching TV on traditional television was negatively related to watching TV on a laptop (r = -.191, p =.001). No significant relationship was found between watching TV on traditional television and watching on a tablet (r = -.030, p =.610) or watching on a smart phone (r = .032, p = .588).

Finally, for Baby Boomers, watching TV on traditional television was negatively associated with watching TV on all new platforms measured in this study. Specifically, watching TV on traditional television was negatively related to watching TV on a tablet (r = -.316, p = .006), on a smartphone (r = -.236, p = .046), and on a laptop (r = -.326, p = .005).

Table 7 Relationships between Watching TV on Traditional and New Platforms among Generations

Watch TV on TV	Millennials		Generation X		Baby Boomers	
	r	*p*	*r*	*p*	*r*	*p*
Watch TV on laptop	-.127	**.014***	-.191	**.001*****	-.326	**.005****
Watch TV on smartphone	-.136	**.009****	.032	.588	-.236	**.046***
Watch TV on tablet	.036	.496	-.030	.610	-.316	**.006****

Note: Significant results indicated in bold. Results < .001 = *** , < .01 = **, < .05 = *

CHAPTER 5

Discussion

This study represented one of the first attempts to examine media non-use behavior using measures associated with both active-audience theories and structural approaches. Findings suggest that no single theoretical construct explains the complexities that determine cord-cutting behavior.

It is important to note that this study found that 52.5% of participating Millennials were cord cutters or cord nevers; 44.5% of Generation Xers were cord cutters or cord nevers; while even 32.9% of participating Baby Boomers became cord cutters or cord nevers. Thus, cord-cutting is not a phenomenon just for young adults, rather a growing trend that affords attention of academia and the media industry alike. Findings of this study highlight the need to study non-use behavior with consideration to the abundant media choices afforded by today's convergent environment.

Analyses indicated significant differences in viewing habits among generations. Millennials were significantly more likely to watch television on a laptop, smart phone, or multiple devices than either Generation Xers or Baby Boomers, which suggests that Millennials are more inclined toward watching television on devices that allow for mobility and flexibility in viewing location and format than other generations. Also, Millennials held a significantly stronger preference for children's programming,

comedy/variety programs, and game shows than Generation Xers or Baby Boomers, and were significantly more likely to binge watch television than either generation. Multiple regression analysis also suggests that if a Millennial with more income, tended to watch television on multiple devices, watched television as a habit, and liked drama programming, they were more likely to cancel their cable/satellite subscription. Significance in viewing television as a habit could contribute to Millennials' increased binge-watching behavior, which in turn could explain their reason for choosing a binge watching friendly platform such as a streaming media service.

Generation Xers were significantly more likely to watch television on a smartphone than Baby Boomers, and preferred watching more news than Millennial viewers. Generation Xers reported binge watching more frequently than Baby Boomers, and watching appointment television more frequently than Millennials. Multiple regression analysis indicated that Generation Xers who owned a tablet were more likely to cut the cord. Only 5% of variance in being a cord cutter was explained for Generation Xers. Results suggest that Generation Xers seem to be the "transitional generation" in terms of media use pattern and preference, thus more academic and industry research is need to study this "transitional generation".

Not surprisingly, Baby Boomers were significantly more likely to watch television on a traditional platform than Millennials or Generation Xers, and held a significantly stronger preference for news and religious programming than Generation Xers or Millennials. Analysis also indicated significant negative relationships between being a Baby Boomer and watching television on a tablet, laptop, and smartphone. Moreover, multiple regression analysis indicated that if a Baby Boomer watched

television for social interaction and/or lived in a rural location they were more likely to cut the cord. Boomers using television for escape were more likely to keep their cable/satellite subscription, while Boomers using television for entertainment were more likely to opt for streaming media services over cable/satellite. However, Baby Boomers' desire to watch television on a television and preference for news and religious programming could contribute to their tendency to stick with traditional media options such as cable/satellite service, as these options afford the type of access and programming that they desire.

Cumulatively, this study found that both individual psychological factors and structures explained audiences' cord cutting behavior across three generations. Habits and preferences of the Millennial generation lead them to be the largest group of cord cutters/cord nevers (52.5%), followed by the Generation Xers (44.5%), and Baby Boomers (32.9%). Habit of viewing media on multiple devices and inclination toward habit viewing and binge watching were factors that explained reasons for cutting the cord. In addition, access to the appropriate devices and services contributed to the decision to cut the cord for older generations. Results indicated that choosing not to use a media technology is not solely influenced by preference, but rather impacted by a variety of factors both within and out of individuals' immediate control. Further investigation should continue to examine media non-use behaviors in a media climate where time is limited and content is overwhelming.

Motivations developed through the uses and gratifications measure significantly predicted cord cutting behaviors across generations. Viewing motivations of habit, escape, social interaction, and entertainment explained why individuals chose to cancel

their cable/satellite television subscriptions, particularly for Baby Boomers. Findings suggest that the reasons with which someone views television impacts the type of service(s) they elect to use. Further investigation would be necessary to identify what elements of cable/satellite or streaming media services specifically contribute to this need fulfillment.

Interestingly, none of the factors associated with the Theory of Planned Behavior significantly predicted cord cutting behavior for any generation. This may suggest that one's attitudes, perceived behavioral control, or perception of social norms only contributed to the explanation of adoption behavior. A decision of not using something is a much more complicated action that was influenced by many internal and external factors, thus more research is needed to explain the nuance. Future research could manipulate the survey questions to better reflect our convergent media environment, and/or address combined behaviors that may better capture isolated uses and effects.

Analysis also indicated negative relationships between watching television on a traditional platform and watching television on new platforms. Millennials displayed a negative relationship between watching television on traditional TV and watching on a smartphone or laptop. This result lends to the fact that Millennials are inclined toward mobility and accessibility. For Baby Boomers, the more television they watched on the traditional platform, the less they engaged with all other new platforms. This could possibility be attributed to the result that Boomers watch significantly more appointment television than the other two generations. Moreover, Generation Xers displayed a negative relationship between traditional television and watching television on a laptop,

however no significant relationship resulted when viewing television on a tablet or smartphone.

This study also provides important implications to the media industry practice. First, results of this study indicated that Baby Boomers do in fact cut the cord or never subscribe to cable/satellite television, with this in mind, industry professionals should aim to appeal to older audiences in addition to younger audiences through streaming media services. Next, results indicated that several genres (i.e., action/adventure, sports, movies, drama, and home improvement/ DIY programs) have appeal across all three generations, or multiple generations, thus it could be suggested that these types of programming should become available across platforms, both traditional and new. For example, both Baby Boomers and Millennials prefer television shopping programming, thus this type of programming could be made accessible on multiple platforms to encourage adoption of multiple multi-channel video distribution services. Additionally, evidence emerged that Millennials watch television on multiple devices significantly more often than Generation Xers or Baby Boomers. This idea challenges our traditional assumption that young adults are light television viewers and could suggest that the accessibility and mobility offered by streaming media services contributes to Millennials' increased engagement with television. Finally, results of this study indicated when compared to the other generations, Millennials watched significantly less appointment television, and binge-watched significantly more. Millennials also watched television on a laptop, smartphone, and multiple devices significantly more often than Generation Xers or Baby Boomers. In regard to attracting the upcoming generation of television audience -, Millennials,

industry professionals should take into consideration their inclination toward accessibility, mobility, and binge-viewing.

Limitations & Future Research

While this study provides fresh insights about media non-use behavior, these results should be viewed in context and with caution. Due to the cross-sectional design of this research, this study did not aim to claim any causal inferences. In addition, data was collected using Amazon Mechanical Turk, which is only accessible to individuals with internet access. This could have contributed to bias in that respondents inclined toward Internet use may also be inclined toward streaming media use, or viewing television on a tablet, laptop/PC, or smartphone. As such, future researcher should employ different research methods with a more diverse sample when replicating this study, in particular, include members of the generation without Internet access.

This study calls more efforts to further investigate factors that predict media non-use behavior in a convergent environment. More specifically, what aspects of binge viewing contribute to one's desire to use streaming media services? What are the programming offering differences between streaming media services and cable/satellite services which make them unique from one another? Also, possibly what is unique between individuals who are cord cutters and individuals who are cord nevers?

CHAPTER 6

Conclusion

Despite limitations, this study presents important implications to both the media industry and academia. The results of this investigation lend knowledge to the media industry in the form of factors that contribute to individuals' reason to discontinue use, or never engage with, cable/satellite television. This information could be implicated in deciding ways to improve services to better fit the consumer's demands. Additionally, this investigation contributes to academia in that the existing body of audience research literature is saturated with evidence of how and why individuals use media but is lacking evidence of motivations for media non-use. Furthermore, the generational comparison contributed by this study could lend to identifying a pattern of media use, in turn aiding in identifying the upcoming consumption trend. It is the hope that this research has positively contributed to the field and has helped create a pathway for new investigations of media use and non-use and the factors which predict and contribute to these behaviors.

Notes

[1] "I watch television because…" : it relaxes me, so I don't have to be alone, just because it's there, when I have nothing better to do, it entertains me, it's something to do when friends come over, it helps me learn things about myself and others, it's thrilling, so I can forget about school, work, or other things, it allows me to unwind, when there's no one else to talk to or be with, I just like to watch, it passes time away, particularly when I am bored, it's enjoyable, so I can talk with other people about what's on, so I can learn how to do things which I haven't done before, it's exciting, so I can get away from the rest of the family or others, it is a nice way to rest, it makes me feel less lonely, it's a habit, just something to do, it gives me something to do to occupy my time, it amuses me, so I can be with other members of the family or friends who are watching, so I can learn what could happen to me, it cheers me up, and so I can get away from what I am doing.

[2] Attitude: The disadvantages of using a cable/satellite television service outweigh the advantages, subscribing to cable/satellite is a bad idea, I do not like the idea of using a cable/satellite television service, cable/satellite television does not improve my television viewing experience, cable/satellite television is useless, the advantages of using a streaming media service outweigh the disadvantages, streaming media services are a good idea, I like the idea of using streaming media services, streaming media services can improve my television viewing experience, and using a streaming media service would be beneficial to me.

[3] Subjective Norms: Most people important to me think that I should NOT subscribe to a cable/satellite television service, my friends think that I should NOT use cable/satellite television service, people who influence my behavior would NOT approve of me

subscribing to cable/satellite television services, most people important to me think that I should use a streaming media service, my friends think that I should use streaming media services, and people who influence my behavior would approve of me using streaming media services.

[4] Perceived Behavioral Control: I believe that I have the ability to subscribe to a cable/satellite television service, If I wanted to, I could easily subscribe to a cable/satellite television service, I have the resources necessary to subscribe to a cable/satellite television service, I have the knowledge or experience necessary to subscribe to a cable/satellite television service, I believe that I have the ability to use a streaming media service, If I wanted to, I could easily use a streaming media service, I have the resources necessary to use a streaming media service, and I have the knowledge or experience necessary to use a streaming media service.

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