Who Wants to be a TV Scholar: A Cross-Cultural Examination of Television Watching

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ABSTRACT

This study explores and compares the different cultures, values, and viewing habits of the U.S. and the UK, and then attempts to explore the differences in the uses and gratifications of American and British television viewers. An experiment was created using video clips of the popular program *Who Wants To Be A Millionaire* and a survey was created that asked participants to answer questions about their preferences and habits relating to watching TV. The results of this study help explain the differences and the similarities between American's and Briton's programming, preferences, and uses and gratifications for television watching.

REVIEW OF LITERATURE

Introduction

It is said that "television constructs a picture of the world" (Fiske, 1986, p. 201). And, TV is "socially defined as the culture of the masses" (Neuman, 1982, p. 472). Television viewing is extremely universal; everyone from the white-collared elite to their blue-collared neighbors watch the same news, sports, comedies, dramas, and action shows (Neuman, 1982). As universal as it is, no two countries watch TV in the same way, nor do they watch TV for the same reasons. America and Great Britain are both industrial, English-speaking countries with Anglo-Saxon, western cultures, which are comparable in many ways, proposing an interesting comparison of their television programming. Understanding television programming being watched and created by different countries helps us understand the contemporary culture of the country (Fiske, 1986). This literature review

will explore the differences in American and British values, the differences in American and British TV viewing, and some of the reasons that these differences exist.

American Values

As a whole, many aspects of American culture are thematic. The fundamental values related to “The American Dream” extend beyond the American lifestyle and can be seen in many other aspects of the culture, right down to the television programming. Americans place a great deal of emphasis on reinvention of the self, which is demonstrated by a culture saturated with diet plans, make-up advertisements, and reality make-over and renovation programs (Jennings, 2011).

The other aspects of American culture can be summed up with the following terms: individualism, independence, modernity, achievement, competitiveness, materialism, and morality (Calliat & Mueller, 1996). For Americans, qualities like self-sufficiency and originality are stressed and leisure is frowned upon when it is not earned through hard work (Calliat & Mueller, 1996). Americans are also “driven by the need to succeed, and competition… is a means by which to gain a modicum of success” (Miller & Narro, 2008, p. 13).

Materialism also plays a big role in American culture. Consumption is a major driving factor in the U.S. and relates not only to material possessions and money, but also non-monetary ideas like democracy and love (Miller & Narro, 2008). Americans have a very means-to-an-end mindset, where work-ethic and the value of progress “stem from the values inherent in the Puritan-pioneer value system” (Miller & Narro, 2008, p. 22).

British Values

British cultural values differ from American values in many ways. First and foremost, the Brits are not as concerned with transformation and making over, but rather instead, known for “making-do” with what they have in front of them (Jennings, 2011). The British are also less concerned with individualism and independence than the Americans. In fact, the British find comfort in group affiliation more-so than Americans do. For the Brits, it is very important to be accepted and liked by peers and others and also to be social and unite in bonds of friendship and cooperation (Miller & Narro, 2008). The British also more concerned with conforming to the social customs, practicing manners, and abiding by the social graces (Miller & Narro, 2008).

Tradition is also highly valued in British culture. “Age and experience are valued,” while “modernity is viewed with suspicion” (Miller & Narro, 2008, p. 82). Products, productions, and services will be judged according to their past performance, therefore reputations are important when trying to cater to the British market (Miller & Narro, 2008). Eccentricity is also a key component when talking about the British culture and lifestyle. The British enjoy the slightly-overdone party, outfit, or television program – they place a lot of value on the whimsical, the quirky, the unexpected, or the humorous (Miller & Narro, 2008).

Differences in TV Programming

It goes without saying that “the broadcasting system of a nation reflects the concerns, characteristics, and customs of its people… the nature of… the type of television programs [being] broadcast[ed] seems to manifest the preoccupations and characteristics of the people they serve.” (Willis, 1965, p. 268). The values of both the U.S. and the UK have a lasting effect on the programming the countries choose to produce and watch. And the same way that the cultural values differ from one side of the Atlantic to the other,

both countries have significant differences in their television programming and the purposes for which, and manners in which, their programming is used.

“Television has emerged as the truly dominant mass media medium” in today’s society (Neuman, 1982, p. 471). Roughly 98% of American homes have TV sets and about 96% of British homes have TV sets (Neuman, 1982). Americans and Britons both watch roughly 3-5 hours of television programming a day, even though it was previously thought that Americans watch closer to 7 hours of programming a day (Wynyard & Caputo, 1993). It is likely that this number has significantly increased over the last 20 years with the invention of devices like TiVo, Netflix, Hulu, HBO, and satellite packaging.

There are also significant differences in “prime time” viewing in both countries, which is important to note because the best rated and highest quality programming appears during this time. In America, the prime viewing on network television is from 8pm to 11pm, whereas in Britain it is the time just before and around 9pm (Wynyard & Caputo, 1993). The target viewership at that time for the U.S. is middle-aged and middle-classed people, while in the UK, the main focus is to air the programming that contains more provocative content like prime-time dramas and soap operas (Wynyard & Caputo, 1993).

Freedom of choice, or even simply just the appearance of choice, is also more important for American viewers than the British (Wynyard & Caputo, 1993). It is obvious with the 100s of channel possibilities available in the U.S., the concept of choice is very valuable. But for the UK, roughly four major channels provide as much programming diversity as all of America’s network and cable options combined. (Wynyard & Caputo, 1993). The traditional in-house BBC and ITV networks combined with the newer (as of 1982)

additions of the independent production networks Channel 4, Channel 5, and satellite programming provide the majority of the commercial broadcasting in the UK (Kerr, 2013).

Reasoning Behind the Differences

In both countries, TV watching is a major source of leisure (Wynyard & Caputo, 1993). That said, viewers from the U.S. and the UK both cite different reasons for watching television. According to the Uses and Gratifications Theory, media consumption is necessary to fulfill certain needs by the consumers. Differently put, the audience's needs are a major component in media selection (Barton, 2013). This theory explains that people use media to fulfill one or multiple of the 5 purposes: to gain information, as a form of entertainment, to enhance relaxation, to grow social interactions, or as a method of escape. When surveyed, British viewers mainly cited entertainment as their specific reason for watching television, rather than any of the other uses and gratifications (Wynyard & Caputo, 1993). Interestingly, information was not at all mentioned as a use for watching TV (Wynyard & Caputo, 1993). Similarly, Americans cited entertainment as one of their uses for TV watching, but they also considered television to be a valuable tool for escapism and relaxation (Wynyard & Caputo, 1993). However, unlike the British, Americans sought out information from television in news programming and infotainment programs (Wynyard & Caputo, 1993).

In the contemporary world, culture is "no longer simply national;" it often transcends national boundaries (Morley & Jin, 2011, p. 141-142). For this reason, Americans and Britons are also regularly exposed to programming from each other's countries. "The economic model of international media trade suggests a home market effect – countries with larger and wealthier domestic markets tend to produce more movies or television

programs… in the international trade" (Xu, Fu & Straubhaar, 2013, p. 545). According to Davis in Hetsroni's study, American imports have historically "ruled the air-waves," but have, in recent years, suffered from "decreasing ratings" (Hetsroni, 2005, p. 131). Meanwhile, in the same study, according to Graham, Great Britain has become "a considerable exporter of entertainment media with some of its products like the Harry Potter series and formats of quiz shows… and reality programs" (Hetsroni, 2005).

Even though both countries are exposed to programming from the other, neither viewership specifically sought out the other's programming, and rather instead, they often avoided it with the exception of American movies and American football for the UK and highly-rated BBC programming for the U.S. (Wynyard & Caputo, 1993). For Americans, trouble understanding the accents and slow programming were the main reasons of avoidance, while the British cited lack of quality as their main reason (Wynyard & Caputo, 1993). Deeper meanings and entertainment value both successfully translate to an American audience, however shows with more substance do not as successfully translate to a British audience and for that reason, mostly superficial programming infiltrates the British market, often giving the UK an unrealistic take on American programming as a whole (Wynyard & Caputo, 1993).

One major exception to this general rule of avoidance is the hit TV program *The Office.* Both the U.S. and the UK produced a version of the show, but "NBC's *The Office* arguably has been more successful than… [the] British series" and has seen far greater success in both countries (Griffin, 2008, p. 162). While the new version is "steeped in American sensibilities," the show was a large success in both countries and ran for 7 seasons longer than the original British version (Griffin, 2008, p. 162). Critics of the show attribute the

wide-spread success of the remake to the retention of some of the key elements of the original – the faux documentary style, the racy humor, and the lack of a laugh track (Griffin, 2008). *The Office* is one of the best examples of an American show overcoming the "cultural disconnect" between the U.S. and the UK, especially considering the large amount of "Americanizing" that was done to the show's plot, characters, dialogue, and setting (Griffin, 2008, p. 162).

The last major reason for the differences in television programming is humor. Overall, the use of humor is similar from on country to the other, but the way humor is used is not (Toncar, 2001). "British culture is more tolerant of ambiguity," making their use of humor subtler – using devices like understatement, pun, and satire (Toncar, 2001, p. 534). Conversely, American culture is much more apt to use humor devices like jokes and other "in-your-face" methods of ludicrous humor such as parody, ridicule, imitation, and slapstick (Berger, 2002). In terms of advertising (while not directly related to programming, but still it makes an important distinction between the two countries' humor usage on TV) humor was used significantly more often in the UK than the U.S. (Toncar, 2001). Additionally, humor played a central role in ads 15%-20% more often, showing that humor is a key factor in British TV ads, and assumingly, British television as well. Overall, there exists a more "accepting attitude toward the use of humor, and a broader view of the potential uses of humor among the British" (Weinberger & Spotts, 1989, p. 39). This significant difference in humor use suggests many cultural differences that should be taken into consideration when discussing television use and production (Weinberger & Spotts, 1989).

METHODOLOGY

It is important to understand how and why people use television in their everyday lives to better understand how to create programming and marketing for the future. Since every country's culture and lifestyle is different, it is also important to understand their differences to better know how to tailor programming to the different audiences. The aforementioned research poses a few interesting questions worth investigating about the roles that television plays in both cultures. It can be inferred from previous research that American and British viewers seek fulfillment for different needs in turning to television viewing. However, this research will explore the following questions further:

1. What purposes does television serve for audiences in accordance to the Uses and Gratifications Theory?
2. How are the uses and gratifications fulfilled by television different for American and British audiences?
3. Do American audiences actually seek more complex fulfillment from their television viewing than British audiences?
4. Do Americans and Britons actively avoid each other's programming?
5. Is humor transferrable in programming between the U.S. and UK?

Who Wants to Be a Millionaire

For this study, an experiment using a survey tool was conducted. An experiment is conducted to learn more about a topic of particular interest. In this case, the differences between British and American TV viewers and their purposes for watching. Surveys are used to collect opinions and attitudes from large groups of people. Together, the two allow the researcher to conduct an experiment and then get feedback from the subjects of the

experiment at the end. This experiment consisted of subjects watching two 10-minute clips of the popular American and British program *Who Wants To Be A Millionaire* (further referenced to as *Millionaire*). The respondents then answered questions on an online survey lasting approximately 25 minutes regarding their tastes and preferences towards the episode itself and television viewing in general.

The program *Millionaire* was chosen for this study for a few different reasons. First, unlike other popular shows like *The Office* and *The X Factor*, *Millionaire* was equally as successful and popular in both countries. The American version of the show has been airing since August of 1999, and is still going strong 16 years and more than 1,800 episodes later. The show contains 13 seasons currently being syndicated on different networks out of 16 total seasons and has been very positively received since the beginning. The British version of the show with the same name (but with a "?" added to the end) has been running successfully since September of 1998, only a year longer than its American counterpart. The British version has run for 30 seasons and completed 592 episodes. It should be noted that traditionally British television seasons are significantly shorter than American seasons. Additionally, it should be mentioned that the British version of the show plays for 30-75 minutes per episode, while the American version plays for a shorter 26-48 minutes. Both of these notations explain why the British version has about twice as many seasons produced, but less than half as many episodes.

The second important factor is that a prior convenience survey was done on this topic to help guide the research and *Millionaire* was in the top 6 most-viewed shows for both versions from more than 50% of respondents. While the sample was not a representative sample from either country, it gave a good basis to judge which shows are equally as

popular for both versions. Since the experiment is not directly looking at either show's popularity, this factor is important to keep the experiment relatively fair and unbiased so as to ensure the results reflect only the opinions of the respondents based on their needs and wants and not the quality of the programming they are watching.

The next reason for choosing this show is simply that it has the potential to fulfill a variety of the needs expressed in the Uses and Gratifications Theory – escapism, entertainment, gaining information, relaxation, and even on some levels expanding social interaction when the show is discussed among the viewer's friends and family, which was likely considering the large following the show has in both countries.

The episodes of both shows will be cut down to a much shorter 10-minute segment to shorten watch time and ensure that all participants are getting the same amount of exposure to the show. The segments of the show where the first few questions are asked is the section that was shown in the experiment because it can be highly engaging for audiences due to the general-knowledge questions being asked. The clips used in the experiment can be found on YouTube at the following URLs:

https://www.youtube.com/watch?v=DGLKFW0QsD4 (British *Millionaire*)

https://www.youtube.com/watch?v=fDvNoLboqQM (American *Millionaire*)

Participants

A convenience sample of respondents was used for this experiment. Respondents were recruited through various social media outlets, emails, word of mouth, and personal contact. The quota of respondents needed from each country was 40 people to ensure

the validity of the experiment. A total of 59 Americans and 55 Britons responded by the end of over a month span.

A consent page outlining the experiment and its purpose was present at the very beginning of the survey that participants needed to read and click through to participate in the experiment. If the respondent clicked “I agree” it brought them to the survey and if they clicked “I do not consent” it ends the survey. The survey did not use or require names or any other identifying information and no identifying information was used when writing up the results to maintain confidentiality. Only basic questions about age, gender, schooling, and economic status are asked at the end of the survey. There were no risks or discomforts for the respondents of this study.

The gender breakdown of respondents was 28% male and 72% female. The majority (56%) of respondents were between ages 18-29 years of age. This was not surprising in that the experiment took place on a college campus and students were easily contacted by the researchers. The rest of the respondents ages are indicated below in Figure 1.

Figure 1

#	Answer		Response	%
1	18-29 years		45	56%
2	30-49 years		16	20%
3	50-65 years		17	21%
4	65+ years		3	4%
	Total		81	100%

The racial breakdown was not as evenly spread as the age breakdown. 94% of the respondents were White, while only 1-2% of respondents were either Hispanic or Latino, American Indian or Alaskan Native, or Black or African American. The respondents were

also asked to indicate the highest level of schooling they had completed at the time of the experiment. The results of this question are indicated in Figure 2 below.

Figure 2

#	Answer		Response	%
1	Some High school, no diploma		4	5%
2	High school graduate, diploma or equivalent		20	25%
3	Some university, no degree		24	30%
4	Trade/technical/vocational training		3	4%
5	Associate Degree		3	4%
6	Bachelor's Degree		19	23%
7	Master's Degree		2	2%
8	Professional Degree		1	1%
9	Doctorate Degree		5	6%
	Total		81	100%

In relation to their marital status, 53% of respondents identified as single, never married, 40% identified as being married or in a civil partnership, 2% were widowed, 4% were divorced, and 1% identified as separated from their spouse. When asked about work status, 47% of respondents were employed, 5% were self-employed, 5% were currently looking for a job, 1% were homemakers, 35% were students, 6% were retired, and 1% were unable to work.

Experiment and Survey

The process of the experiment began with contacting the respondents. Once a participant was recruited online or in person, they were directed to an online survey hosted a Qualtrics.com. They were asked to give consent and then the survey began. The first question asked them to indicate whether they identified as American or British – including Welsh, Irish, English, and Scottish, even though citizens of those countries often would

not identify as British under other circumstances, we wanted to include all citizens of the U.K. in the study. After their nationality was indicated, they were taken to a page containing the 10-minute video segment of the *Millionaire* episode from their home country (Americans watched the American version and Britons watched the British). After they completed the episode, they were asked a question about whether or not they had seen that particular version of *Millionaire* before the survey, followed by a series of likert-scale questions to gauge the participant's feelings about the episode relating to the Uses and Gratifications Theory – ex. "Based on the clip I just watched, I find *Who Wants To Be A Millionaire* to be entertaining." After completing the segment of the survey about their own video, participants continued on and repeated the exact same process, only this time watching and answering questions about the video from the other country (Americans watched the British and Britons watched the American).

After both videos were watched and responses were recorded about them, participants were then asked questions to gauge which version they preferred, found more entertaining, found funnier, etc., and why they chose their preferred version based on fulfilled uses and gratifications – ex. "I chose my preferred version (American or British) because I found that version to be more entertaining". Participants were then asked if they would recommend the show, and if and why they would watch it again or if not and why not.

The survey continued with a series of questions asking participants about why they believe they watch TV in general, why they choose the programming they do, how many hours of television they watch a day, and what genres they prefer overall. After that, the survey rounded out with standard demographics questions and a page informing

respondents that they had completed the survey and thanking them for their time. The entire survey contained a total of 30 questions – the full survey can be found on pages 29-40 of the appendix.

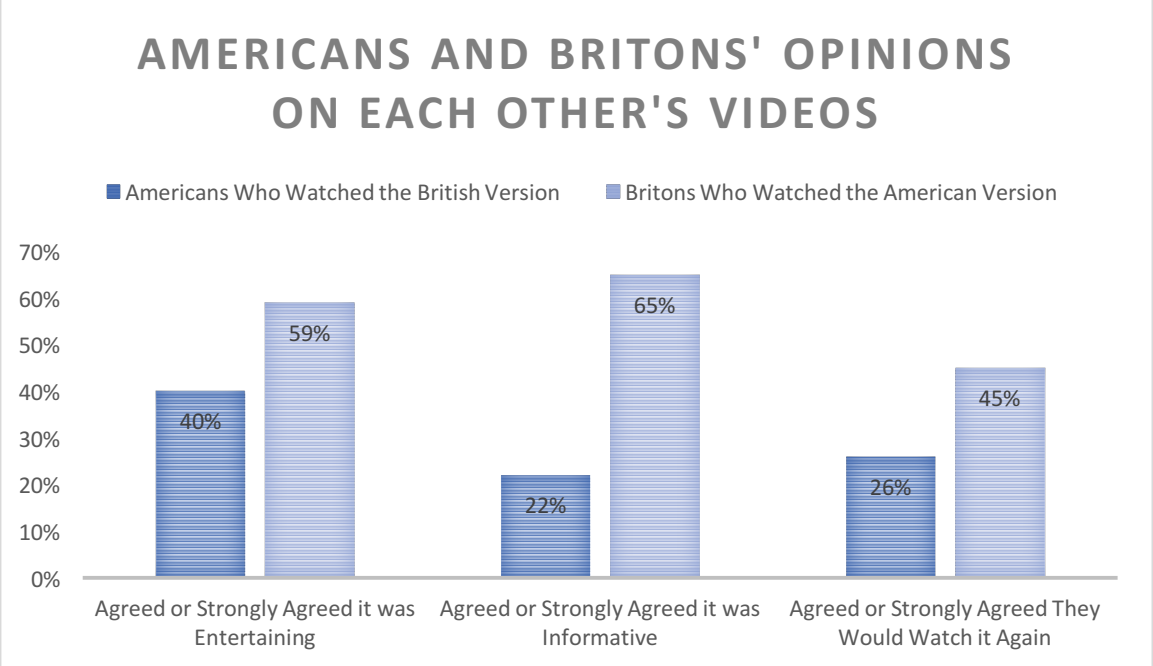
Encoder reliability is important when any research is being conducted. Encoding is a process of translating thoughts, ideas or questions into words (Gibb, n.d.). The trouble with encoding is that often different words and phrases will have different connotations or will be misread or misunderstood and these confusions will skew the results of an experiment. To ensure encoder reliability, all questions were operationalized or simplified to help the respondents better understand what they were being asked. To ensure simplicity, no compound or double-barreled questions were asked in the survey and no research jargon was used throughout. Also, the survey contained many questions that were simply differently-worded versions of another question to ensure reliability in the responses. An example of this being “Using the scale below, please rate how much you agree with the following statements. I watch television in general because… It relaxes me” and “…It allows me to unwind.” Additionally, to avoid other issues relating to the video section of the experiment, the video was embedded directly into the survey rather than using a directional link to YouTube.com or another site that might pose distractions or cause confusion. All of the results coding was done by Qualtrics software to ensure accuracy and eliminate human error when collecting and decoding results. Both researchers designed the survey and agreed on the question formatting to ensure internal consistency, as well as, colleagues were consulted about question formatting and results analyzing to help ensure validity of the survey and its data.

FINDINGS AND DATA ANALYSIS

The results of the experiment provided a great deal of information about the television watching habits and preferences of both nationalities. Our findings both agreed with and contradicted previous similar research cited in the literature review. Results were calculated using the statistics program SPSS and analyzed for conclusions using a variety of tests.

Our research found no significant difference in any of the responses to the questions about the uses and gratifications when the participants watched and responded to the videos from their own countries. That said, when participants were asked to watch the show from the other country, interesting differences arose. In general, the British respondents reacted more positively to finding gratification in watching the American video than the Americans did watching British video, citing that they believed it to be more entertaining and more informative than the Americans found the British video, as well as agreeing that they were more likely to watch it again than the

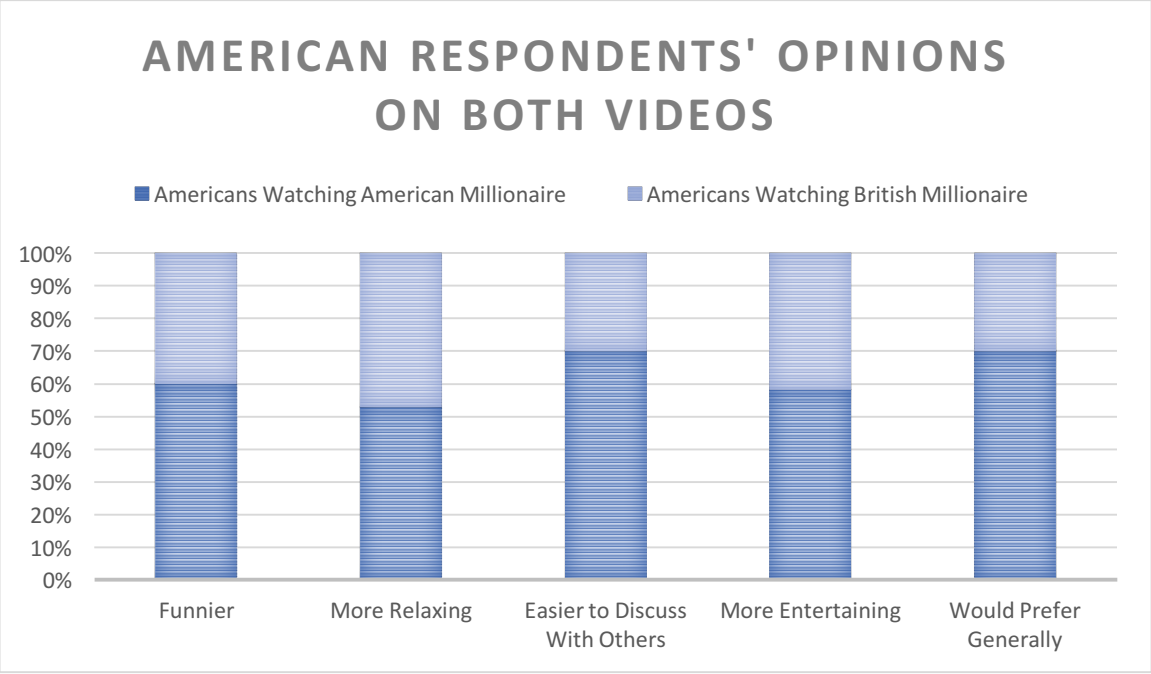
Figure 3



Americans were to watch the British version. Results of those questions can be seen above in Figure 3.

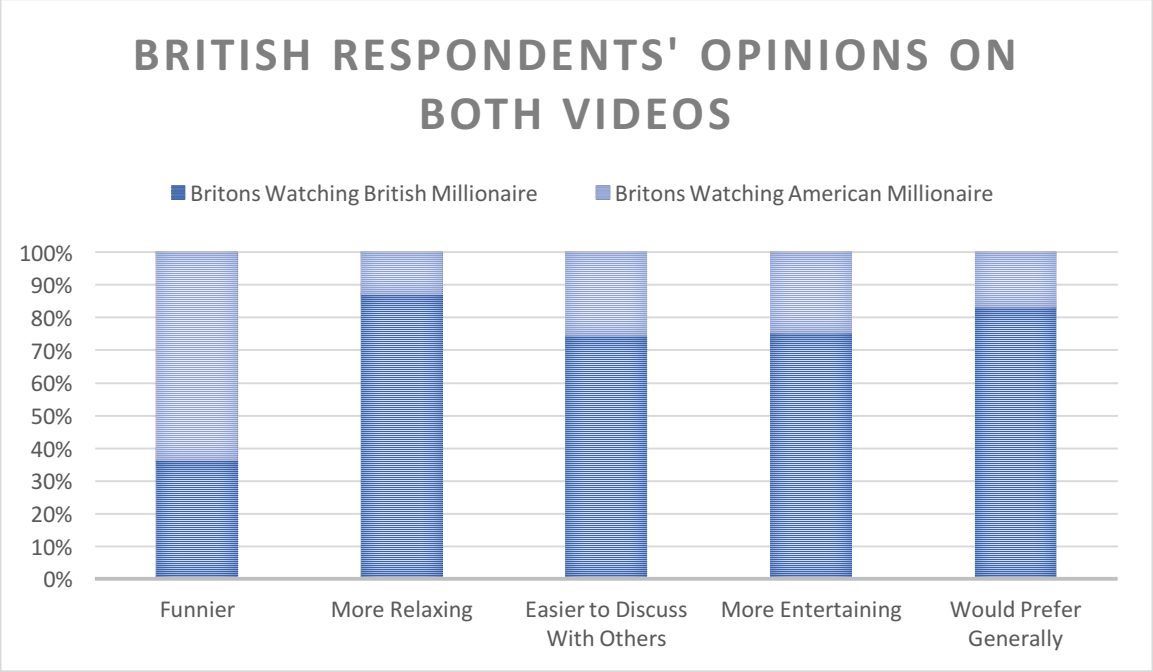
We also conducted a cross-tabulation to determine the association between whether or not respondents were British or American and their responses to which version they found funnier, more relaxing, which they were more likely to discuss with other people, which they found more entertaining, and which they prefer in general. In all cases, the American respondents found their own country's version to be funnier, more relaxing, etc. Results of this test can be found in the tables in Figure 4.

Figure 4



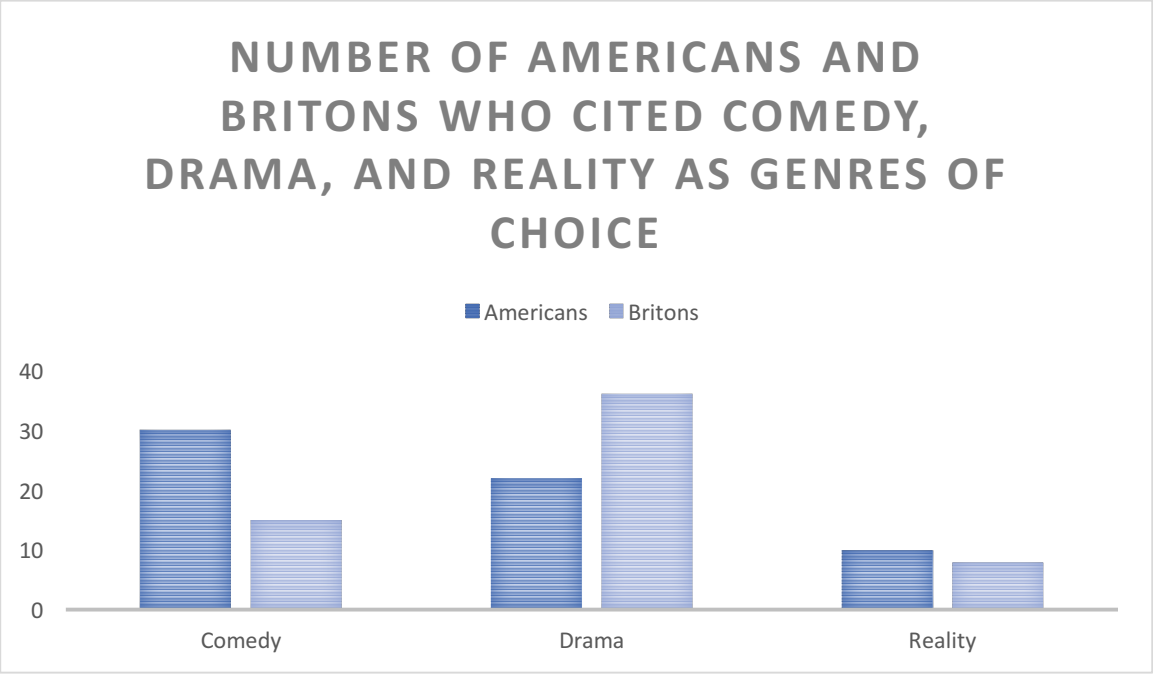
Interestingly, that was not always the case for the British respondents. While more often than not the British showed preference to their own version of *Millionaire*, the Britons cited the American version to be funnier overall. Results of this test are demonstrated below in Figure 5.

Figure 5



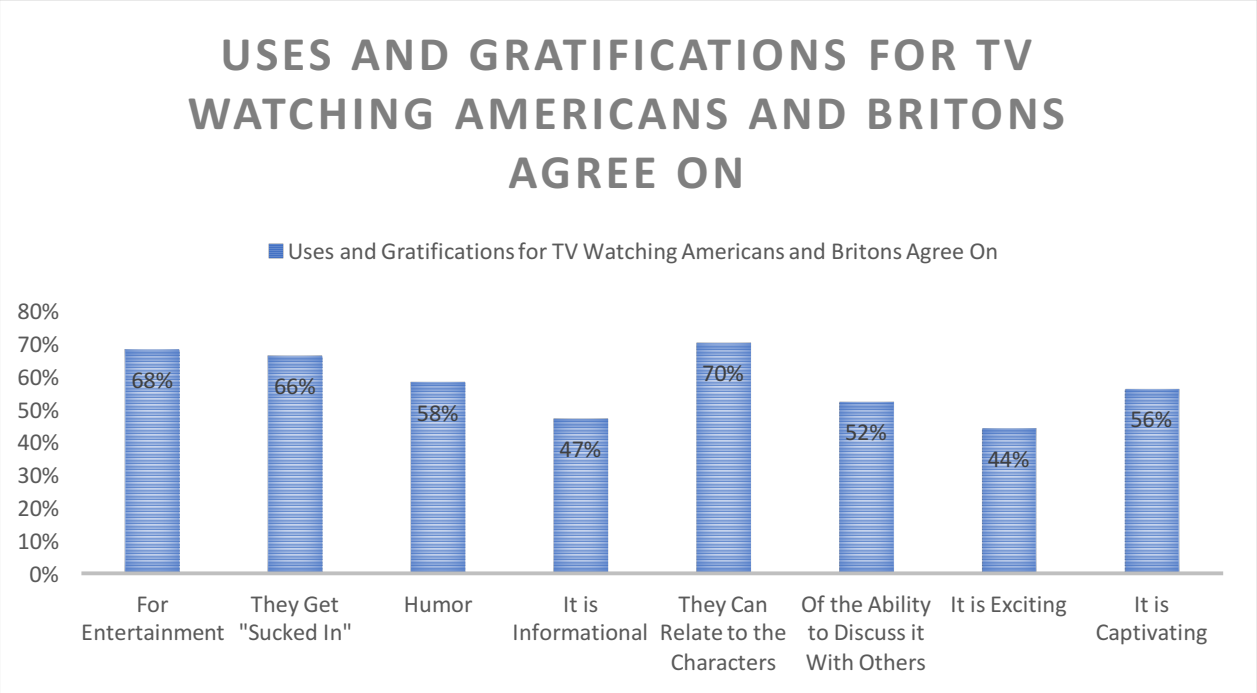
Additionally, our research provided insight about what genres each country prefers to watch on TV. After running a univariate factorial design analysis, we found the main effect of nationality on genre preference was not significant (F = .022, df= 1, .884). That said, in general the top three most commonly preferred genres for both countries were drama, comedy, and reality. More Americans watched comedy and reality than Britons did, but more Britons preferred the drama genre. Specifics of these findings are outlined below in Figure 6.

Figure 6



As well as a similar preference in genre choice, no significant difference was present between the responses of either country in relation to why they watch TV in general within the findings of our research. In fact, both countries agreed or strongly agreed to watching TV for eight similar reasons including information, excitement, and entertainment, all of which are demonstrated below in Figure 7.

Figure 7

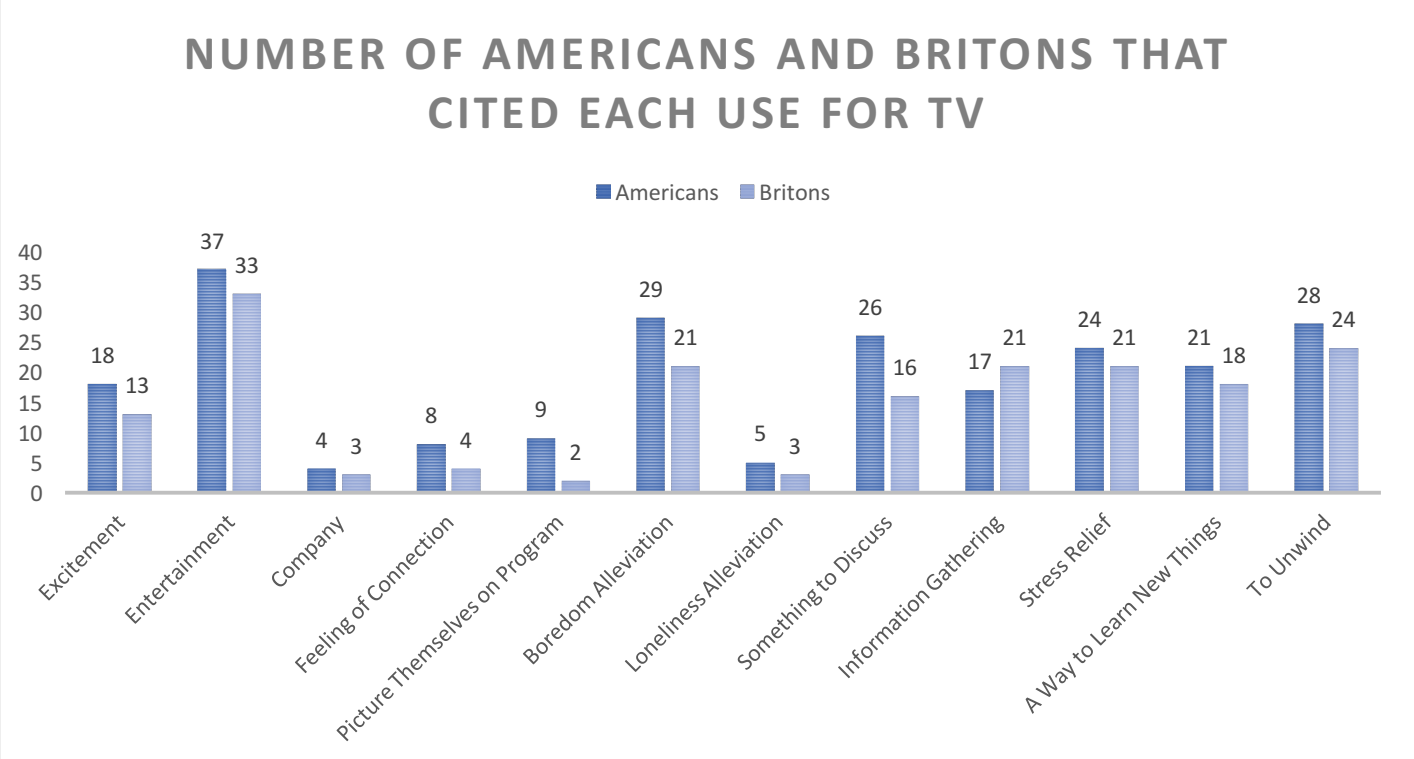


After conducting a series of T-Tests, no statistically significant differences were found between Britons and Americans and their responses to many of the questions asked about the shows or their preferences. However, some differences were apparent. According to one T-Test, there was a statistically significant difference between those who answered they were British or American and why they watch TV in general. Americans agreed to watching TV because it is amusing ($t=3.60$, $p=0.030$) and Britons were neutral to the statement ($t=3.15$, $p=0.030$). Another T-Test showed that Americans were neutral to statement that they watch TV because they can imagine themselves on the program ($t=3.20$, $p=0.00$) and Britons disagreed with the statement ($t=2.28$, $p=0.00$). A final T-Test showed that Americans were neutral with a tendency towards agreeing with

the statement that they watch TV because it is something to do with other people (t=3.54, p=0.019), while Britons were simply neutral to the statement (t=3.03, p=0.021).

Finally, our research gave us a better understanding of the specific uses and gratifications that both Americans and Britons seek to fulfill by watching TV. When surveyed, the most common reason cited by both countries for watching TV was entertainment. However, a total of thirteen different uses were given as options in the survey – multiple variations of the five uses specific to the Uses and Gratifications Theory were given to help validate answers and operationalize the uses. Interestingly, some of the cited uses contradict what was previously thought to be true for each culture – for example, previous research suggests that Britons do not use television as an informational tool, but our research suggests that to be false. Results of these findings can be found below in Figure 8.

Figure 8



DISCUSSION

Our research helped us learn many things about the reasons for which both Americans and Britons watch television. As a whole, and despite the previous research's suggestion, there are not many significant differences in the viewing habits of American and British viewers. Americans tend to choose comedy and reality shows as their top choices on programming, while Britons prefer dramatic programming, but even though one population might prefer one of the genres more, those were still the top three cited genres of choice for both countries. Moreover, both countries agreed or strongly agreed to statements suggesting that they watch TV for eight very specific reasons including humor, excitement, and the ability to relate to others in their social group. This could suggest that Americans and Britons, as a whole, seek the same kinds of fulfillment from their television viewing. That concept is further demonstrated in the responses we received to the questions about why our participants watch TV in general. The most common uses and gratifications – entertainment, boredom alleviation, and to unwind – were the three most common uses for both countries rather than just one. The trend of agreement between the two countries continued with all of the uses – that is to say that the most common and the least common were always the same for both countries, as demonstrated in Figure 8's graph. Also it is important to note that entertainment was the most common gratification gained from watching TV that our research found, which does coincide with previous research that suggested that entertainment was one of the only uses that was common in both cultures.

Also in contrast to past literature, both countries expressed watching less television programming as a whole than previous research suggested – 64% claimed to view

between 1-3 hours of television a day, and 24% claimed to watch less than one hour, whereas only 1% claimed to watch the previously suggested timeframe of 5-7 hours.

Our research also contradicts previous research done about the viewing preferences of both countries, in that our research suggests that while neither country will actively seek out each other's programming, and while it is true that Americans do not tend to enjoy and prefer British programming, over half of Britons found the American version of *Millionaire* to be informative and entertaining, and almost half would actually watch the show again. This suggests that Britons are more likely to enjoy and accept American programming if it were presented to them than Americans would be to accept and watch British programming, which previously conducted research suggested was not likely the case. Similarly, in the review of the literature it is noted that Americans and Britons can often struggle to relate to one another on a comedic level due to their very different ideas of comedy in programming. However, in our research, 64% of British respondents found the American version of *Millionaire* to be more humorous than the British version. While we did not find the same thing to be true for the Americans watching the British version, this is still a very important finding because it highlights that British viewers have a fairly firm grasp on American humor and can find it understandable and enjoyable.

Limitations of Our Study

Some limitations of our study do exist that need to be made note of. First, the choice of doing a survey inherently presents the potential for skewed results thanks to a wide variety of biases that are common in this form of research like sampling bias and various response biases. Second, the use of the convenience sampling method poses potential issues as well. Being centralized on a college campus allowed for our respondent pool to

be very college-aged heavy, which has to potential to change the viewing preferences and habits expressed in their responses. As well as that, this research being conducted in the United States allows for a larger number of American respondents rather than British ones, making the British results less representative than the American. Also, it should be noted that a small number of the British respondents, while British citizens, are currently and have previously lived in the United States for some time. This could also effect the ways in which they answer the questions and skew the results to be more similar to the answers of an American participants.

Conclusion

Overall, this study set out to explore the differences in the uses and gratifications of American and British television viewers. We created an experiment using the survey tool and video clips of *Who Wants To Be A Millionaire* and asked participants to answer questions in hopes to give us some insight into their preferences and habits relating to watching TV. In the end, it answered some valuable questions about why Americans and Britons watch TV, how much they watch, and what they are watching. We learned that Americans and Britons may have some differences in their programming, but their genre choice, and the reasons why they watch TV might not have been as different as once thought. Additionally, while it is still true that Americans are not likely to seek out or enjoy British programming or understand their humor, Britons enjoy American programming enough to watch it more than once and can find enjoyment in their humor style with relative ease. Perhaps this research suggests that while the U.S. and UK might be different countries with different cultures, at least in some ways they are not that different after all.

APPENDIX

Full Qualtrics Survey……p. 29-40

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Default Question Block

You are invited to take part in the research experiment The Differences in the Uses and Gratifications of Television Viewing for British and American Audiences, created by researcher Jami Hall.

The research project was created for a college senior thesis and will investigate television viewing and preferences for both cultures and will include responses from approximately 40 Americans and 40 Brits.

Your participation will require you to watch two 10-minute videos and complete a questionnaire after wards. The entire process will take approximately 25 minutes and is completed online at your computer. The use of speakers or headphones will be necessary for listening to the videos. This project will take place over the span of two months, but this survey link will only be live for about two weeks.

Your responses will only be used for research purposes. Any report of this research that is made available to the public will not include your name or any other individual information by which you could be identified. There will be no extra expenses in taking this survey, and there will be no compensation for responses. There are no known risks or discomforts associated with this survey. Taking part in this study is completely voluntary. If you choose to be in the study you can withdraw at anytime.

This is to certify that I consent to or give permission for my participation as a volunteer in this research study. I have read this form and understand the content. Clicking the "I agree" button below indicates that you are 18 years of age or older, and indicates your consent to participate in this study.

I agree.
I do not consent.

Are you American or British

American
British (Including English, Scottish, Northern Irish and Welsh)

Please watch this video all the way through:

Millionaire American



Please watch this video all the way through:

Millionaire British



Had you ever seen the American version of "Who Wants To Be A Millionaire" before

this survey?

Yes

No

Unsure

Using the scale below, please rate how much you agree to the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Based on the clip I just watched, I find "Who Wants To Be A Millionaire" to be entertaining.	○	○	○	○	○
Based on the clip I just watched, I find "Who Wants To Be A Millionaire" to be informative.	○	○	○	○	○
Based on the clip I just watched, "Who Wants To Be A Millionaire" would be a relaxing show for me to watch.	○	○	○	○	○
Based on the clip I just watched, I could get sucked into the show "Who Wants To Be A Millionaire".	○	○	○	○	○
Based on the clip I just watched, "Who Wants To Be A Millionaire" would	○	○	○	○	○

be a show I could discuss with other people.					
Based on the clip I just watched, "Who Wants To Be A Millionaire" would be a show I would watch again.	○	○	○	○	○

Using the scale below, please rate how much you agree with the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I found "Who Wants To Be A Millionaire" more entertaining than other shows I currently watch.	○	○	○	○	○
I found "Who Wants To Be A Millionaire" more informative than other shows I currently watch.	○	○	○	○	○
I found "Who Wants To Be A Millionaire" to be more relaxing than other shows I currently watch.	○	○	○	○	○
I found "Who Wants To Be A Millionaire" to be more enticing than other shows I currently watch.	○	○	○	○	○
"Who Wants To Be					

A Millionaire" would be easier to discuss with other people than other shows I currently watch.	○	○	○	○	○

Click to go to the next question.

Click here.

Had you ever seen the British version of "Who Wants To Be A Millionaire" before this survey?

Yes

No

Unsure

Using the scale below, please rate how much you agree to the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Based on the clip I just watched, I find "Who Wants To Be A Millionaire" to be entertaining.	○	○	○	○	○
Based on the clip I just watched, I find "Who Wants To Be A Millionaire" to be informative.	○	○	○	○	○
Based on the clip I					

just watched, "Who Wants To Be A Millionaire" would be a relaxing show for me to watch.	○	○	○	○	○
Based on the clip I just watched, I could get sucked into the show "Who Wants To Be A Millionaire".	○	○	○	○	○
Based on the clip I just watched, "Who Wants To Be A Millionaire" would be a show I could discuss with other people.	○	○	○	○	○
Based on the clip I just watched, "Who Wants To Be A Millionaire" would be a show I would watch again.	○	○	○	○	○

Using the scale below, please rate how much you agree with the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I found "Who Wants To Be A Millionaire" more entertaining than other shows I currently watch.	○	○	○	○	○
I found "Who Wants To Be A Millionaire"					

more informative than other shows I currently watch.	○	○	○	○	○
I found "Who Wants To Be A Millionaire" to be more relaxing than other shows I currently watch.	○	○	○	○	○
I found "Who Wants To Be A Millionaire" to be more enticing than other shows I currently watch.	○	○	○	○	○
"Who Wants To Be A Millionaire" would be easier to discuss with other people than other shows I currently watch.	○	○	○	○	○

Click to go to the next question.

Click here.

Please watch this video all the way through:

Millionaire American



Had you ever seen the American version of "Who Wants To Be A Millionaire" before this survey?

Yes

No

Unsure

Using the scale below, please rate how much you agree to the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Based on the clip I just watched, I find "Who Wants To Be A Millionaire" to be entertaining.	○	○	○	○	○
Based on the clip I just watched, I find "Who Wants To Be	○	○	○	○	○

A Millionaire" to be informative.					
Based on the clip I just watched, "Who Wants To Be A Millionaire" would be a relaxing show for me to watch.	○	○	○	○	○
Based on the clip I just watched, I could get sucked into the show "Who Wants To Be A Millionaire".	○	○	○	○	○
Based on the clip I just watched, "Who Wants To Be A Millionaire" would be a show I could discuss with other people.	○	○	○	○	○
Based on the clip I just watched, "Who Wants To Be A Millionaire" would be a show I would watch again.	○	○	○	○	○

Using the scale below, please rate how much you agree with the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I found "Who Wants To Be A Millionaire" more entertaining than other shows I	○	○	○	○	○

currently watch.

I found "Who Wants To Be A Millionaire" more informative than other shows I currently watch.	○	○	○	○	○
I found "Who Wants To Be A Millionaire" to be more relaxing than other shows I currently watch.	○	○	○	○	○
I found "Who Wants To Be A Millionaire" to be more enticing than other shows I currently watch.	○	○	○	○	○
"Who Wants To Be A Millionaire" would be easier to discuss with other people than other shows I currently watch.	○	○	○	○	○

Click here to go on to the next question.

Click here.

Please watch this video all the way through:

Millionaire British



Had you ever seen the British version of "Who Wants To Be A Millionaire" before this survey?

Yes

No

Unsure

Using the scale below, please rate how much you agree to the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Based on the clip I just watched, I find "Who Wants To Be A Millionaire" to be entertaining.	○	○	○	○	○
Based on the clip I just watched, I find "Who Wants To Be	○	○	○	○	○

A Millionaire" to be informative.					
Based on the clip I just watched, "Who Wants To Be A Millionaire" would be a relaxing show for me to watch.	○	○	○	○	○
Based on the clip I just watched, I could get sucked into the show "Who Wants To Be A Millionaire".	○	○	○	○	○
Based on the clip I just watched, "Who Wants To Be A Millionaire" would be a show I could discuss with other people.	○	○	○	○	○
Based on the clip I just watched, "Who Wants To Be A Millionaire" would be a show I would watch again.	○	○	○	○	○

Using the scale below, please rate how much you agree with the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I found "Who Wants To Be A Millionaire" more entertaining than other shows I	○	○	○	○	○

currently watch.

I found "Who Wants To Be A Millionaire" more informative than other shows I currently watch.	○	○	○	○	○
I found "Who Wants To Be A Millionaire" to be more relaxing than other shows I currently watch.	○	○	○	○	○
I found "Who Wants To Be A Millionaire" to be more enticing than other shows I currently watch.	○	○	○	○	○
"Who Wants To Be A Millionaire" would be easier to discuss with other people than other shows I currently watch.	○	○	○	○	○

Click here to go on to the next question.

Click here.

Which version of "Who Wants To Be A Millionaire" did you prefer to watch in general?

American Version

British Version

Which version of "Who Wants To Be A Millionaire" did you find more entertaining?

American Version
British Version

Which version of "Who Wants To Be A Millionaire" did you find more relaxing to watch?

American Version
British Version

Which version of "Who Wants To Be A Millionaire" did you find funnier?

American Version
British Version

Which version of "Who Wants To Be A Millionaire" would you be more likely to discuss with other people?

American Version
British Version

Using the scale below, please rate how much you agree with the following statements.

I chose my preferred version (American or British) because I found that version to be...

	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
More entertaining	○	○	○	○	○
Easier to get engrossed in	○	○	○	○	○
More humorous	○	○	○	○	○
More informational	○	○	○	○	○
Easier to relate to	○	○	○	○	○
Easier to discuss with other people	○	○	○	○	○
More exciting	○	○	○	○	○
More competitive	○	○	○	○	○
More captivating	○	○	○	○	○
Less distracting	○	○	○	○	○
Less informative	○	○	○	○	○
Less amusing	○	○	○	○	○

Using the scale below, please rate how much you agree with the following statements.

I would watch either version of "Who Wants To Be A Millionaire" again because...

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It was entertaining.	○	○	○	○	○
It was informative.	○	○	○	○	○

I got sucked into the program.	○	○	○	○	○
It was relaxing to watch.	○	○	○	○	○
I could discuss it with other people.	○	○	○	○	○

Would you recommend watching either version of "Who Wants to Be A Millionaire" to other people?

Yes

No

Unsure

Using the scale below, please rate how much you agree with the following statements.

I would NOT watch either version of "Who Wants To Be A Millionaire" again because...

	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
It was not entertaining enough.	○	○	○	○	○
It was not informative enough.	○	○	○	○	○
I could not get into the program.	○	○	○	○	○
It was not relaxing					

to watch.	○	○	○	○	○
I would not discuss it with other people.	○	○	○	○	○

Using the scale below, please rate how much you agree with the following statements.

I watch television in general because...

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It amuses me.	○	○	○	○	○
It helps me pass time.	○	○	○	○	○
It entertains me.	○	○	○	○	○
It is exciting.	○	○	○	○	○
It feeds my competitive nature.	○	○	○	○	○
It relaxes me.	○	○	○	○	○
It allows me to unwind.	○	○	○	○	○
It allows me to escape the every day stresses of life for a period of time.	○	○	○	○	○
It allows me to get engrossed in what I'm watching.	○	○	○	○	○
So I can take my					

mind off my problems.	○	○	○	○	○
It is informative.	○	○	○	○	○
It helps me gather information.	○	○	○	○	○
It reinforces ideas and concepts that I already know.	○	○	○	○	○
It makes me feel less lonely.	○	○	○	○	○
It gives me something to discuss with other people.	○	○	○	○	○
It makes me feel connected to a larger community.	○	○	○	○	○
I could imagine myself on the program.	○	○	○	○	○
It is something to do with other people.	○	○	○	○	○
Because I can really connect with the characters on my shows.	○	○	○	○	○

Choose all that apply:

I choose to watch my favorite programs because they...

Excite me

Entertain me

Keep me company

Help me feel connected to something

Allow me to picture myself on the program

Help me feel less bored

Help me feel less lonely

Give me something to talk about with other people

Help distract me from daily stresses

Help me gain information

Help me learn new things

Allow me to unwind

On average, how many hours of television programming do you watch online or on TV daily?

Less than 1 hour

1-3 hours

3-5 hours

5-7 hours

7+ hours

How do you watch most of your television programming?

Online (i.e. Netflix, Hulu)

On TV (i.e. satellite, cable)

What genre of TV program do you watch most often?

Drama

Comedy

Reality

Game Show

Educational

Historical

Infotainment (i.e. Hoarders, Top Gear)

Crime Show

Sci Fi

Other

How old are you?

18-29 years

30-49 years

50-65 years

65+ years

Please specify your ethnicity.

White

Hispanic or Latino

American Indian or Alaska Native

Asian or Pacific Islander

Black or African American

Other

What is the highest degree or level of school you have completed?

Some High school, no diploma

High school graduate, diploma or equivalent

Some university, no degree

Trade/technical/vocational training

Associate Degree

Bachelor's Degree

Master's Degree

Professional Degree

Doctorate Degree

What is your marital status?

Single, never married

Married or domestic partnership

Widowed

Divorced

Separated

What is your current employment status?

Employed for wages

Self-employed

Out of work and currently looking

Out of work and not currently looking

A homemaker

A student

Military

Retired

Unable to work

What gender do you most identify with?

Male

Female

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