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M.S. Dissertation in Business Administration

**Shared Experience of Social TV and Its Effects
on the Intention to Use**

소셜 TV 상의 경험 공유가 사용 의도에 미치는 영향

November 2017

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Shared Experience of Social TV and Its Effects on the Intention to Use

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Abstract

Shared Experience of Social TV and Its Effects on the Intention to Use

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Since the advent of the television (TV) era, there have been debates about how these new forms of media affect people's lives and social interactions. There are similar debates around new forms of internet media such as social network sites (SNS) and instant messaging (IM). As a response, these media are attempting to emulate offline interactions by adopting various new features. Video-chat, for instance, is such an attempt, and it emulates offline interactions in that it has most of the non-verbal cues that are usually in face-to-face interaction. More recently, they are trying to let users share not just thoughts or feelings, but experiences, such as watching movies or sports games, as well. With the advent of social TV, an interactive platform for sharing the experience of watching videos, and with the virtual reality (VR) SNS on the horizon, it is time that we examine whether these attempts can be meaningful or not.

Sharing of experience matters. Boothby et al. (2014) have found that sharing an experience, such as eating chocolate together, can amplify the emotional response to the experience, and increase enjoyment, feeling of absorption (flow), and the sense of similarity toward the other person. Also, previous studies that analyzed the use of SNS with technology acceptance model (TAM) have found that perceived enjoyment and flow experience can positively affect the user's intention to use the media, while perceived similarity can increase social attraction toward the others. Drawing upon these studies, this study aimed to find out about the effects of shared experience through online interactive media such as social TV. More specifically, the study examined whether shared experience through social TV or SNS video-sharing has positive effects on perceived similarity, perceived enjoyment, and flow experience. Then, the effects of perceived enjoyment and flow experience on intention to use were checked, as well as the effect of perceived similarity on social attraction. Additionally, possible moderation of effects of shared experience by social presence and psychological distance was also checked.

For this analysis, an online survey was conducted on 343 users (N = 343) of SNS video-sharing and social TV. Then, the research model was analyzed using structural equation modeling (SEM) in R software. The relationships between shared experience and perceived similarity, perceived enjoyment, and flow experience turned out to be significant, also the effects of perceived similarity on social attraction and the effects of perceived enjoyment and flow experience on intention to use were significant as well. Thus, all six of main hypotheses were supported. However, the hypotheses on the moderating effects of social presence and psychological distance were not supported.

All the main hypotheses were supported by the data, and the hypotheses supported in this study have some meaningful implications for users and the social media companies. First, users will be able to benefit from using social TV because it not only enhances their enjoyment and flow experience, but also increases social attraction toward other users, which can lead to favorable social relationships. On the other hand, businesses will also benefit because the social features of social TV will make the users more willing to consume their media contents. Finally, even though the moderating effects of social presence and psychological distance were not supported in this study, more research should be conducted on other possible moderating effects, in order to get more detailed insights on the direction of future developments efforts regarding social TV and similar media.

Keywords: Shared experience, Online communication, Social media, Social TV, Social presence
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Chapter 1. Introduction

1.1 Research Background

Throughout history, developments and advancements in media technology have been accompanied by controversies about their effects on people's minds and social interactions. Scholars have claimed that the advent of television (TV) has reduced the time people spend on social interaction and other leisure activities (Comstock, 1980; Goldsen, 1977). It was also argued that the TV interfered with the time spent with family because it helped replace active conversations among family members with 'quiet absorption' (Maccoby, 1951). Similar debate arose when the Internet appeared. While it was intended to make exchanges of idea and information easier, somewhat ironically, studies have claimed that it reduces 'social interaction' among people (Kraut et al., 1998).

With the emergence and diffusion of social network services (SNSs) and instant messaging (IM) in the 2000s, this controversy became more important and complicated than ever before. However, it is yet to be settled. While many studies are still being conducted on the issue, the results from previous studies are mixed: some of them finding negative effects on the users' social lives (Pollet, Roberts, & Dunbar, 2011; Gentzler, Oberhauser, Westerman, & Nadorff, 2011) and others finding positive effects (Ellison, Steinfield, & Lampe, 2007; Steinfield, Ellison, & Lampe, 2008; Valkenburg & Peter, 2007). It is noteworthy, however, that such unclear direction of effects SNS and IM have on people's social life may indicate failure for these media, which were explicitly designed for improving people's social life. These social media and online communication tools are supposed to complement face-to-face interactions, which is becoming more and more difficult in the busy and globalized world of today. On the other hand, such online interaction is replacing offline interaction at the same time. The problem is that such negative effects might be greater than the positive effects.

There are attempts to overcome such shortcomings. Since discouraging the use of SNS and IM altogether is not an option for the social media companies, they are focusing on making the online interaction as close as possible to face-to-face interaction. The largest SNS company, *Facebook* has recently launched a beta service for *Facebook Spaces*, a VR-based SNS platform where you can interact with your '*Facebook* friends' as avatars in a virtual space. The goal is to combine the feeling of sharing experiences together with someone with the convenience and ease that SNS provides. The key here is the 'sharing of experiences.' It seems that *Facebook* identified it as a key factor that makes the current form of online

interactions different from or inferior to face-to-face interactions. Then, why does ‘sharing experiences’ matter so much?

Boothby, Clark, and Bargh (2014) studied the effects of ‘shared experience,’ which refers to the sharing an experience or a stimulus with another person. What they have found is that the experiences are amplified when they are shared. That is, the emotional responses to the experiences become stronger when the experiences are shared with someone. The result holds for both positive and negative emotions. In the case of positive experience, the participants found the experience more enjoyable when it was shared. Moreover, it was also shown that people perceive those whom they shared experiences with as more similar and closer to them.

From these previous studies, we can see what was missing from the existing social media. We can chat in real-time or even look at each other’s faces, using these services. What about experiencing something, such as food, scenery, sports game, or a movie, together with someone else? In this sense, sharing of experience was missing from the social media, and it matters in the emotional responses and relationships of people. Perhaps, this is why companies are developing social TV, video-sharing feature on SNS, and even VR-based SNS. If that is the case, we need to find out these new forms of sharing experiences can have the same positive effects on people’s social relationships and subjective experiences. Also, we can ask if the companies are correct to believe that such positive effects on social relationships, if any, would make users willing to continue using their services. This study aims to answer these questions.

1.2 Purpose of the Research

Social TV is the combination of TV and interactive social media of the Internet (Shin, 2013). It means that you can talk to people who are watching the same contents at the same time, using online chatting or IM feature. It is seeking to mimic the experience of watching TV together with someone next to us, while chatting with them about the content or something else. At the same time, it retains the key advantage of online communication; transcending the physical distance.

Video-sharing features of SNS let user do the similar things as in social TV. Especially with the live streaming feature, it became nearly equivalent to social TV. The main difference is that you are still on the SNS, where it is easier to interact with the people you already know. Also, SNS mostly combines

‘comment’ feature, instead of real-time chatting feature, with such video-sharing. These differences might be minor, given the facts that interaction with strangers is also possible on SNS, there is a separate IM feature on SNS, and ‘comment’ can be practically the same as real-time chat, when used in such a way.

While there have been numerous studies about SNS or social media in a more conventional sense, there have not been many studies regarding social TV or similar features. Some of these studies focused on introducing the social TV and qualitatively analyzing the important characteristics and user motives of the technology (Chorianopoulos & Lekakos, 2008). Other studies quantitatively analyzed the motives of using social TV, the expected outcome, and enjoyment of the users (Auverset & Billings, 2016; Hwang & Lim, 2015; Krämer, Winter, Benninghoff, & Gallus, 2015).

This study also examines the factors that affect the user intention to use social TV. However, this study assumes that what social TV is trying to achieve is sharing of watching experience. Then, the effects of such shared experience are examined, including its effect on the intention to use. Also, this study examines the effect of such shared experience on the users’ social life or social attraction toward the others. This relationship was examined because previous studies on offline shared experience suggest that it is a possible effect, and it is also an important benefit of using any form of social media. Then, this study also examines some of the possible moderating effects to find out what kinds of improvements can increase the benefits of social TV as a medium for shared experience.

Chapter 2. Theoretical Background

2.1 Technology Acceptance Model (Davis, 1989)

Many existing studies on SNS have examined the intention to use SNS, using technology acceptance model (TAM). In addition to the effects of 'perceived usefulness' and 'perceived ease of use,' from the original model (Davis, 1989), these studies examined the effects of factors such as 'enjoyment' and 'flow experience' on the user's intention to use SNS (Kwon & Wen, 2010; Lin & Lu, 2011; Shin & Kim, 2008; Sledgianowski & Kulviwat, 2009b). Another line of studies focused on the factors affecting the intention to disclose personal information on SNS and the relationship between 'perceived privacy risk' and intention to use SNS (Krasnova, Spiekermann, Koroleva, & Hildebrand, 2010; Vitak, 2012; Xu, Michael, & Chen, 2013). There were also studies in Marketing, which investigated the influence of user characteristics and media characteristics on purchase intention, especially focusing on SNS advertisements (Hajli, 2014; Pookulangara & Koesler, 2011; Wang, Yu, & Wei, 2012). Lastly, another series of studies looked at the effects of SNS use on the users' life satisfaction and social relations. These studies considered trust, enjoyment, and flow experience as important control variables (Ellison et al., 2007; Steinfield et al., 2008; Valkenburg & Peter, 2007; Valkenburg, Peter, & Schouten, 2006).

2.2 Shared Experience (Boothby et al., 2014)

Boothby et al. (2014) have found that sharing an experience of any stimulus with another person amplifies the emotional response to the experience. The experiment in their study was to have subjects taste a chocolate (stimuli) under two different conditions; 'shared' and 'unshared'. Under both conditions there was an experimenter, who pretends to be a participant, sitting next to the actual subject. Under the shared condition, they taste the same chocolate, sitting side-by-side, but not communicating with each other. Under the unshared condition, the experimenter is doing a different activity, while the real subject is tasting the chocolate. At the end, the participants filled out a questionnaire about the experience. The survey results showed that the participants evaluated the experience more positively under the shared condition. They also evaluated the taste of the chocolate more positively under shared condition. The researchers also repeated this experiment with a bad-tasting chocolate, and the participants evaluated the taste of the chocolate more negatively under the shared condition. This indicates that the sharing of the experience amplifies the

emotional response of the participants, rather than just making it more positive. Participants also reported that they were more absorbed in the experience under the shared condition, suggesting that sharing of an experience can enhance flow experience. This also provides a possible explanation for the amplification effect; people feel stronger responses because they are more absorbed. In addition, the participants felt they were more “on the same wavelength” with their counterparts under the shared-experience condition (Boothby et al., 2014).

In a more recent study, Boothby, Smith, Clark, and Bargh (2016) conducted similar experiments to identify any moderating effects on these relationships. Specifically, they wanted to examine the moderating effects of spatial distance (physical distance) and social distance (psychological distance), which is related to how close people feel to each other. In one experiment, they varied the physical distance between the subject and the confederate, to find out the moderating effect of physical distance. In another study, they varied psychological distance by giving some time to acquaint with the confederate to one group of participants but no such time to another group. The results showed that, both social distance and spatial distance affect the magnitude of the amplification of emotion in shared experience.

2.3 Social Presence Theory

Social presence refers to the degree to which it feels like interacting with a social being, when communicating via online media (Lee, 2004). In other words, in mediated communication, social presence is how much the other person feels like a ‘real person’ (Gunawardena & Zittle, 1997). It consists of two dimensions; intimacy (Argyle & Dean, 1965) and immediacy (Wiener & Mehrabian, 1968). Intimacy increases with the number of factors that make people feel emotionally close to each other, such as physical proximity or a smile. Immediacy refers to the psychological distance with the communication partner, and can vary depending on the factors such as facial expression, attire, and content of the conversation. Therefore, in order to increase the level of social presence, communication media can make the communication closer to real-time, or include more cues. For instance, a video chat has a higher level of social presence than e-mail both because the exchange is carried out on a real-time basis, unlike in e-mails, and because it has more cues such as facial expression and voice.

There are previous studies that included social presence or another related construct, telepresence, as a factor that affects the SNS use (Cheung, Chiu, & Lee, 2011; Kwon & Wen, 2010; Yoo & Alavi, 2001). These studies claimed that social presence or telepresence can affect perceived usefulness,

perceived ease of use, perceived encouragement, consensus (Yoo & Alavi, 2001), and we-intention, which refers to individual commitment or agreement to joint action (Cheung et al., 2011).

Chapter 3. Research Model and Hypotheses

The main objective of this study is to examine the effects of ‘shared experience’ in social TV and SNS video-sharing. In order to do so, we need to examine whether the conventional relationships of TAM hold in the context of such online media. Specifically, we will see if perceived similarity is positively associated with social attraction, and if perceived enjoyment and flow experience positively influences intention to use. After confirming these typical relationships, we shift our focus to the difference between these new forms of social media such as social TV and conventional online communication media such as IM or SNS in general. In such an attempt, this study examines whether the share experience, which distinguishes social TV from conventional social media, positively influences perceived similarity, perceived enjoyment, and flow experience. The following sub-sections will describe the research questions, research model, and hypotheses.

3.1 Research Questions

The purpose of this study is to identify the effects of shared experience, in the context of online video-watching together with other users. This objective can be put into four research questions as follows:

- RQ1. Does sharing an experience have the same amplification effects in online media such as social TV, as it does offline?*
- RQ2. Then, does it lead to the user’s intention to use the media?*
- RQ3. Does it increase the social attraction toward the other users on the media?*
- RQ4. How do these effects differ because of:*
 - a. the level of social presence on the media?*
 - b. the psychological distance among the users?*

3.2 Hypotheses and Research Model Design

This study refers to the previous studies on the intention to use and social relations, and examines the effects of the shared experience on SNS on perceived similarity, perceived enjoyment, flow experience, and, eventually, social attraction and intention to use. According to previous studies, perceived similarity affects social attraction (Antheunis, Valkenburg, & Peter, 2010), and enjoyment and flow experience each

influences intention to use (Shin & Kim, 2008; Shin & Shin, 2011). This study will examine these relationships regarding to social TV and SNS video-sharing (H1, H2, H3).

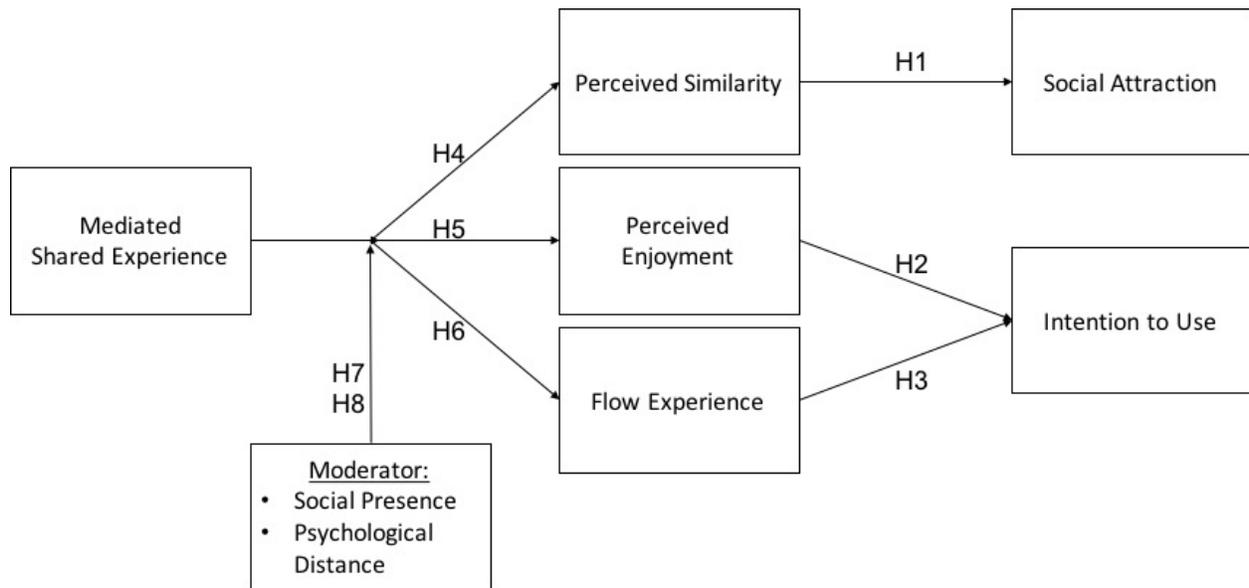
Another set of hypotheses is derived from the studies in social psychology on the effects of shared experience. As explained in the Literature Review section, Boothby et al. (2014) have found that shared experience can amplify people’s emotional response to stimuli, increase enjoyment, make them feel more similar to the others, and make them more absorbed in the experience. To see these effects of shared experience on SNS and social TV, this study hypothesizes that sharing the watching experience would affect perceived similarity (H4), perceived enjoyment (H5), and flow experience (H6). Boothby et al. (2016) have also found that such amplification effect of shared experience can be moderated by physical and psychological distance between the subjects. This study hypothesizes that there is a similar moderating effect from psychological distance. That is, the closer the psychological distance between the users, the stronger the amplification effect of shared experience on social TV and SNS video-sharing (H7). On the other hand, physical distance would not have any effect in the case of social TV or SNS. Thus, while Boothby et al. (2016) examined the moderating effects of physical distance on the amplification of shared experience, this study posits that social presence might be a more relevant moderator in the case of shared experience in online media such as social TV. Therefore, it is hypothesized that the higher the level of social presence on the media, the stronger the amplification effect of the shared experience will be (H8). The hypotheses are summarized in the following table.

Table 1. Research hypotheses

No.	Hypotheses
H1	Perceived similarity is positively associated with social attraction.
H2	Perceived enjoyment is positively associated with intention to use.
H3	Flow experience is positively associated with intention to use.
H4	Shared experience on social TV increases perceived similarity of users.
H5	Shared experience on social TV increases perceived enjoyment of users.
H6	Shared experience on social TV increases flow experience of users.
H7	Social presence has moderating effects on H4, H5, and H6.
H8	Psychological distance has moderating effects on H4, H5, and H6.

These relationships can be shown more clearly by the following diagram of the research model.

Figure 1. Research model design



3.3 Methodology

The data for this study was collected from a survey of 343 participants (N = 343), which was conducted online by Embrain, one of the most famous survey companies in Republic of Korea. Likert (1932)'s five-point scale was used, and total 68 questions were asked to the participants in April of 2017. To make the survey results relevant to the main users of this newly emerging technology, only people of age from 20 to 59 were surveyed, evenly distributed among gender and age groups (20s, 30s, 40s, and 50s). For the same reason, the survey was conducted online only, and with SNS users only. Other individual characteristics were not restricted. Demographic statistics will be presented in the next section.

To analyze the hypothesized relationships among multiple factors, structural equation modeling (SEM) was conducted. At first, confirmatory factor analysis (CFA) was conducted to check the fitness of the research model. After examining the standardized factor loadings, the items with low values (factor loading < 0.7) were excluded. Then, it was confirmed that the model fit indices and factor loadings were acceptable. The values for these indices are presented in the following tables. Then, to check the convergent validity and reliability of the factors, average variance extracted (AVE) and Cronbach's alpha were used. Again, the values were acceptable for all the factors, and can be found in the following tables.

Then, with SEM, the relationships between the variables were analyzed, to test the hypotheses presented in the previous section. For these analyses, the open-source software *R*, in version 3.3.2, was used, with *Lavaan* (version 0.5-23.1097) package. The results of the analyses are described in detail in Section 4.

Chapter 4. Results of Analysis

4.1 Descriptive Statistics

The total of 343 participants (N = 343) were surveyed online in April, 2017. 170 of them were the users of SNS video-sharing, and 173 were the users of independent social TV services. Since the social TV-type media is still in its initial stage, there can be many approaches to achieving the 'shared experience' on social media. This study aimed to include both forms of the technology that are currently available; social TV and SNS video-sharing. Also, including the users of two different media would be helpful in identifying the moderating effects of psychological distance and social presence.

Among the participants, 51.02% (N = 175) were male, and 48.98% (N = 168) were female. The average age was 39.26. The participants were evenly distributed among age groups (roughly 25% each in 20s, 30s, 40s, and 50s). 80.47% (N = 276) were college graduates, while 8.75% were currently college students and 10.79% were high school graduates. While 7.87 % of them have been using SNS for 1 year or less, most of them (71.72%) have been using it for 3 years or longer. More detailed descriptive statistics are summarized in the table 2 below.

As for the difference between the SNS group and the Social TV group, SNS group reported higher level of psychological distance than Social TV group ($t = 4.5844$, $p\text{-value} < 0.001$), which means that SNS group felt closer to other users than Social TV group. This is understandable since people mostly interact with their 'friends' on SNS, while they interact with random strangers, who are watching the same contents, on Social TV. On the other hand, SNS group reported lower level of social presence than Social TV group ($t = -2.1975$, $p\text{-value} = 0.028$). This is also expected since Social TV provides a real-time chatroom feature alongside its video contents, while SNS usually offers 'comment' feature alongside its video contents. Depending on the moderating effects of social presence and psychological distance, there can be different implications for sharing a watching experience through SNS and through Social TV.

Table 2. Descriptive statistics of survey participants

<i>Category</i>		<i>Frequency</i>	<i>Percentage</i>
<i>Gender</i>	Male	175	51.02%
	Female	168	48.98%
<i>Age Group</i>	20's	84	24.49%
	30's	86	25.07%
	40's	83	24.20%
	50's	90	26.24%
<i>Education</i>	High School Graduate	37	10.79%
	In College	30	8.75%
	College Graduate	238	69.39%
	In Graduate School	5	1.46%
	Advanced Degree	33	9.62%
<i>Period of using SNS</i>	less than 1 year	27	7.87%
	1 ~ 3 years	70	20.41%
	3 ~ 5 years	94	27.41%
	5 ~ 7 years	82	23.91%
	7 years or longer	70	20.41%
<i>Hours of TV-watching per day</i>	30 mins. or less	38	11.08%
	30 mins. ~ 1 hour	72	20.99%
	1 ~ 2 hours	100	29.15%
	2 ~ 3 hours	81	23.62%
	3 ~ 4 hours	33	9.62%
	4 hours or more	19	5.54%

4.2 Confirmatory Factor Analysis

To check the validity and the identification of the research model, confirmatory factor analysis (CFA) was conducted. As Brown (2015) explains, there are some useful indicators of research model fitness, which were adopted in this study.

The absolute fit indices used in this study are standardized root mean square residual (RMR) and root mean square error of approximation (RMSEA). For SRMR, the value lower than 0.05 ($SRMR < 0.05$) indicates that the model is significant and the value lower than 0.08 ($SRMR < 0.08$) indicates that the model is acceptable. For RMSEA, the value lower than 0.08 also means that the model is acceptable.

The relative fit indices used here are comparative fit index (CFI) and Tucker-Lewis index (TLI; also known as non-normed fit index (NNFI)). The recommended values for both CFI and TLI are 0.90, and the values higher than this indicate that the model is acceptable. The following table shows the values of these indices for this study. Overall, we can conclude that the research model in this study is acceptable.

Table 3. CFA results and model fit indices

Fit index	Recommended Value	Results
Comparative Fit Index (CFI)	>0.90	0.941
SRMR	<0.08	0.041
Tucker-Lewis Index (TLI)	>0.90	0.933
Root Mean Square Error of Approximation (RMSEA)	<0.08	0.062

Also, factor loading of each item was examined. Using the standardized factor loadings, the items with the value lower than 0.7 had been omitted. After the omission, the values were recalculated, as presented in Table 4.

Table 4. Standardized factor loadings

	Social Presence	Perceived Similarity	Perceived Enjoyment	Flow Experience	Social Attraction	Intention to Use
Social Presence 3	0.783					
Social Presence 4	0.878					
Social Presence 5	0.828					
Social Presence 6	0.889					
Social Presence 7	0.865					
Similarity 1		0.826				
Similarity 2		0.869				
Similarity 3		0.839				
Similarity 4		0.844				
Enjoyment 1			0.829			
Enjoyment 2			0.832			
Enjoyment 3			0.812			
Enjoyment 5			0.795			
Enjoyment 6			0.766			
Flow Experience 1				0.787		
Flow Experience 2				0.761		
Flow Experience 4				0.769		
Flow Experience 5				0.787		
Social Attraction 1					0.807	
Social Attraction 2					0.861	
Social Attraction 3					0.838	
Social Attraction 4					0.871	
Social Attraction 5					0.901	
Intention to Use 1						0.858
Intention to Use 2						0.870
Intention to Use 3						0.814
Intention to Use 4						0.884
Intention to Use 5						0.859

Additionally, to check the convergent validity and reliability of the factors, AVE and Cronbach's alpha were calculated. The results are presented in the Table 5. The recommended level of AVE is 0.5 or

higher, and the recommended value of Cronbach's alpha is 0.7 or higher. According to these standards, all the variables showed acceptable levels of validity and reliability.

Table 5. Average variance extracted (AVE) and Cronbach's Alpha

Variable	AVE	Cronbach's Alpha
Social Presence	0.72	0.93
Psychological Distance	0.69	0.81
Perceived Similarity	0.71	0.91
Perceived Enjoyment	0.65	0.9
Flow Experience	0.60	0.82
Social Attraction	0.73	0.93
Intention to Use	0.74	0.93

4.3 Verification of Hypotheses

After examining the research model fitness, the relationships among the factors, as configured in the model, were analyzed by structural equation modeling. The following figure and the tables are showing the result of the analysis from the entire sample.

Figure 2. Standardized path coefficients of the research model

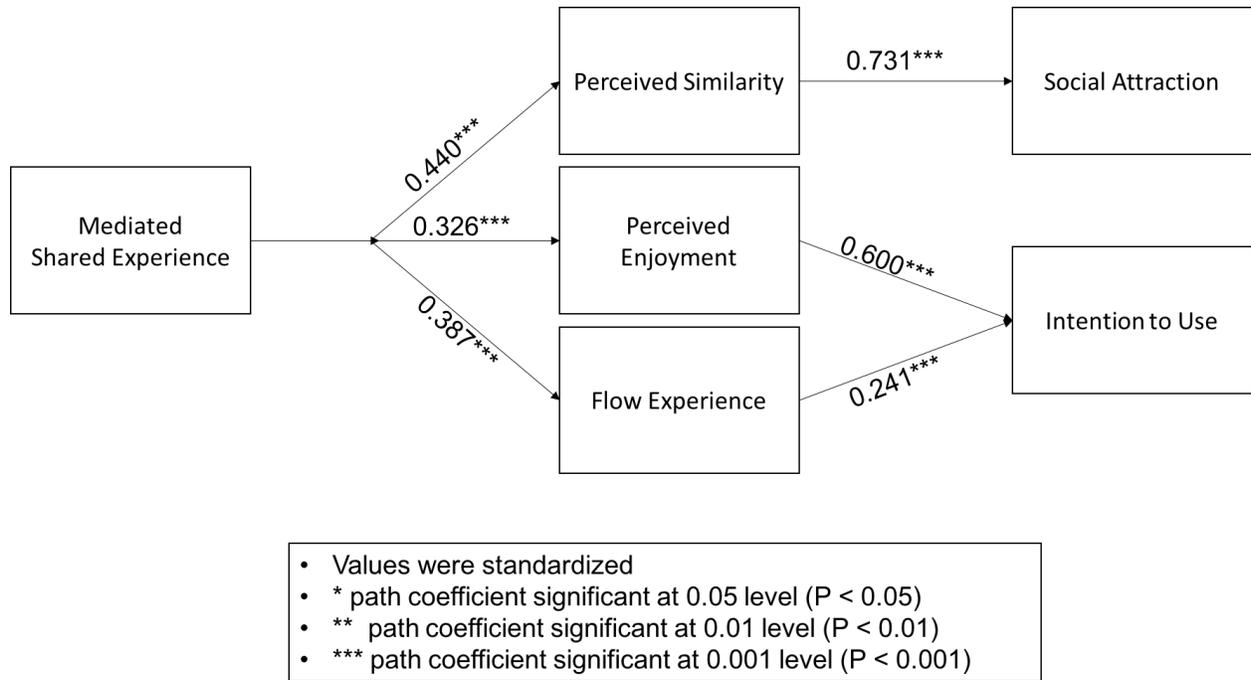


Table 6. SEM results and verification of hypotheses

Path	Standardized Coefficients	P-value	Supported (Y/N)
H1	0.731	< 0.001	Y
H2	0.600	< 0.001	Y
H3	0.241	< 0.001	Y
H4	0.440	< 0.001	Y
H5	0.326	< 0.001	Y
H6	0.387	< 0.001	Y

As shown in the table 6, all the main effects (H1 ~ H6) were statistically significant. Also, path coefficients showed positive values, as expected. From this result, we can conclude that Hypotheses 1 through 6 are supported.

In addition, to examine the moderating effects in H7 and H8, a multi-group analysis was conducted. First, to see if social presence has a significant moderating effect, the sample was divided into two groups; one with higher level of social presence and the other with lower level of social presence. The median value of social presence was used as the cut-off between the two groups. To see if the path coefficients are different between the groups, the likelihood ratio test was conducted. In the restricted model, the coefficients were held equal between the groups. Then, the fitness of unrestricted and restricted models was compared. The p-value from the chi-square difference test was 0.08, which made the difference marginally significant ($p < 0.1$). Then, path coefficients for each hypothesis were compared, group by group. The unstandardized coefficients for each group in the unrestricted model were compared by dividing the difference by the standard error of the difference. Then p-values were calculated using the z-scores, as presented in the table below.

Table 7. Multi-group analysis – divided by Social Presence

Path	Low social presence group			High social presence group			Comparison	
	Coefficients	p-value	Supported (Y/N)	Coefficients	p-value	Supported (Y/N)	Difference	p-value
H1	0.426	<0.001	Y	0.778	<0.001	Y	0.352	0.010
H2	0.635	<0.001	Y	0.597	<0.001	Y	-0.038	0.738
H3	0.055	0.397	N	0.221	0.009	Y	0.166	0.116
H4	0.249	0.001	Y	0.198	<0.001	Y	-0.051	0.540
H5	0.221	<0.001	Y	0.139	0.001	Y	-0.082	0.276
H6	0.225	0.001	Y	0.121	0.003	Y	-0.104	0.202

The difference between the two groups was significant in coefficients for H1 only. It seems that higher level of social presence in the media enhances the effect of perceived similarity on social attraction. However, the H7 of this study posits the moderating effects of social presence on H4 through H6, none of which are significant. Therefore, H7 is not supported.

A multi-group analysis regarding psychological distance was conducted in the same way. In this case, the p-value from the chi-square difference test was 0.027 ($p < 0.05$), which indicates that the coefficients are different for the two groups. However, when each path coefficient was compared between the high PD group and low PD group, the difference was only significant for H1 and marginally significant for H4 ($p < 0.1$), as presented below.

Table 8. Multi-group analysis – divided by Psychological Distance

Path	Low psychological distance group			High psychological distance group			Comparison	
	Coefficients	p-value	Supported (Y/N)	Coefficients	p-value	Supported (Y/N)	Difference	p-value
H1	0.447	<0.001	Y	0.883	<0.001	Y	0.436	0.006
H2	0.612	<0.001	Y	0.600	<0.001	Y	-0.012	0.917
H3	0.134	0.034	Y	0.264	<0.001	Y	0.130	0.178
H4	0.296	<0.001	Y	0.136	0.001	Y	-0.160	0.081
H5	0.224	0.001	Y	0.138	0.003	Y	-0.086	0.280
H6	0.239	0.001	Y	0.152	0.002	Y	-0.087	0.327

All the coefficients were significant in both groups. As in the case of H7, there is not enough evidence of moderating effects of psychological distance on H4 ~ H6. Therefore, H8 is not supported by the analysis. Overall, all main hypotheses were supported, but hypotheses on moderating effects were not supported.

Chapter 5. Conclusion

5.1 Summary and Implications

As a result, the main effect hypotheses in the research model were all supported. This indicates that shared experience has positive influences on perceived similarity, perceived enjoyment, and flow experience. While these effects of shared experiments have been found in the experiments in social psychology, where people shared an experience together in a physical space (Boothby et al., 2014), this study has found that the same effects can arise from sharing a watching experience online, through Social TV or SNS video-sharing. Also, it has confirmed that the perceived similarity increases social attraction among users, and perceived enjoyment and flow experience lead to intention to use on the new media such as social TV, as they were found to have the same effects in the traditional social media. The social TV and similar media are in their initial stage, and not many studies have been conducted. The result of this research suggests that one way to look at these new media is to see them as attempts to bring ‘sharing of experience’ into online space. Moreover, it has been found that such attempt can have meaningful influence on the users’ social life and intention to use the media.

The moderating effects of social presence and psychological distance were not supported by the analysis and data in this research. While the two factors seem to have a slight effect on the relationship between perceived similarity and social acceptance, they did not have significant effects on the paths H4 through H6. These two factors represent the two major approaches in improving and developing social TV-type technology. SNS are trying to increase the level of social presence by adopting new communication technologies such as VR. Also, social TV is trying to reduce the psychological distance among its users by incorporating the users’ ‘friends’ network from existing SNS. The moderating effects of these two factors on the shared experience on social TV would indicate that these two approaches are also meaningful. Since the moderating effects were not supported in this study, however, more research is required on the possible influence of these two factors that was not captured in this study, as well as other possible moderating factors.

Then, there are some practical implications of such results. First, the businesses in SNS or media industry should consider adopting the social TV features in their service. Since it is beneficial for users’ social life and increases their intention to use, it would be profitable to include such features. Also, in the

process, the users become more favorable toward the other users, feel more absorbed in the media, and find the experience more enjoyable. Such effects can make the users use other features on the website more because their overall experience with the website is positive. Another thing for the businesses to remember is possible moderating effects. In designing their social TV features, SNS companies and other companies should try to include the features that have positive moderating effects on the relationship between shared experience of social TV and user experience and intention to use. For instance, if the moderating effects of social presence is found in the future studies, they can utilize emoticons, video-chat, or even VR to enhance social presence, and utilize communication features that can provide more real-time and seamless interactions (e.g. choose instant messaging over ‘commenting’ features).

5.2 Limitations and Further Research Suggestions

This study has some limitations that should be considered in the future studies. Firstly, this research surveyed Korean adults only. Since the topic of the study is related to subjective experience of the media users, the result might differ in different cultures. Thus, it is hard to generalize the results to other cultures or other age groups. In the future, similar surveys of people in other culture or age groups, such as teenage adolescents, might be needed.

Secondly, this study used a generic, one-item measure of shared experience: how much the respondents use the interactive features while watching videos on social TV or SNS. It is a limitation that arises from adapting the behavioral studies conducted as lab experiments into a self-reported survey. In the future, more rigorous measure of shared experience should be developed, so that it can be applied in similar contexts.

Also, only two possible moderators were examined in this study. Moreover, only three channels of such moderating effects were examined. Since such effects were not supported in the study, future studies should address more possible moderators in a more diverse relationships. This would be an important improvement because such moderating relationships would give the industry and developers more detailed implications on the future development and design of social TV and similar media.

Finally, when this study was conducted, the Social TV was still at its early stage. Many respondents were not very conscious of the interaction on such a platform, and some were not very familiar with the concept. When the use of Social TV or other forms of online shared experience is more widespread or carried out with more advanced technology, such as VR, the result might differ. At that point, also, further studies will be needed.

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Appendix: Survey Items

Part A.

소셜 TV 배경 지식

소셜 TV 란?

기존의 TV 또는 동영상 시청 웹사이트에 SNS(소셜 네트워크)를 결합하여 영상을 시청하면서 실시간으로 다른 이용자와 채팅, 메시지 등으로 대화할 수 있도록 한 것입니다. 국내에는 네이버에서 제공하는 TV 캐스트 서비스인 네이버 TV, 그리고 CJ E&M의 드라마 및 방송 콘텐츠 시청 웹사이트인 TVing 등이 이용되고 있습니다. 이러한 웹사이트들 뿐만 아니라 시중에 판매되는 스마트 TV에도 페이스북, 트위터 등 소셜네트워크 계정을 연동하여 사용하는 소셜 TV 기능이 포함된 제품이 있습니다.



◇ [사진=티빙 홈페이지]

(사진출처: 구글 이미지)

Part B.

소셜 TV 에 대한 소비자의 사용 의도

[※ 본 설문은 소셜 TV 에 대한 소비자의 사용의도를 조사하기 위한 것입니다. 다음 설문을 자세히 읽으시고 응답해 주시기 바랍니다.]

[Shared Experience]

1. 소셜 TV 를 (네이버 TV, TVing, 스마트 TV 등) 통해 채팅 기능과 함께 제공되는 드라마 / 스포츠 중계 등의 영상을 시청하신 적이 있습니까?

있다 () 없다 ()

2. 위 서비스를 통한 동영상 시청을 일주일에 몇 일 정도 하십니까?

(1) 0~1 일 (2) 2~3 일 (3) 4~5 일 (4) 6~7 일

3. 위 서비스를 통한 동영상 시청에 하루에 사용하는 시간은 얼마입니까?

- 1) 30 분 이하
- 2) 30 분 ~ 1 시간
- 3) 1 시간 ~ 2 시간
- 4) 2 시간 ~ 3 시간
- 5) 3 시간 ~ 4 시간
- 6) 4 시간 이상

[Communication Activity]

4. 위 서비스를 통해 동영상을 시청하실 때 제공되는 채팅 / 코멘트 기능을 통한 대화에 얼마나 참여하십니까?

전혀 안한다 1 ()	2 ()	3 ()	4 ()	자주 참여한다 5 ()
-----------------	-------	-------	-------	------------------

4.a. 대화에 참여하시는 경우 주된 상대는 누구입니까?

- 1) 친분이 있는 이용자들 (함께 시청하기 위해 접속한 친구 포함)
- 2) 친분이 없지만 같은 영상을 보는 이용자들
- 3) 둘 다
- 4) 대화에 참여하지 않음

4.b. 일반적으로 영상 내용에 대한 느낌이나 생각을 공유하는 방식은 어떤 것을 선호하십니까?

- 1) 위에서 응답한 방식으로 실시간 공유
- 2) 영상 시청 후, 따로 SNS, 메신저 등 온라인상에서 공유
- 3) 영상 시청 후, 오프라인에서 공유
- 4) 느낌이나 생각을 공유하지 않음

[Psychological Distance]

5. 위 서비스를 통하여 같은 영상을 시청하는 사람들을 얼마나 잘 아십니까?

전혀 모른다 1 ()	2 ()	3 ()	4 ()	매우 잘 안다 5 ()
-----------------	-------	-------	-------	------------------

6. 위 서비스를 통하여 같은 영상을 시청하는 사람들을 얼마나 가까운 사이로 느끼십니까?

전혀 가깝지 않다 1 ()	2 ()	3 ()	4 ()	매우 가깝다 5 ()
--------------------	-------	-------	-------	-----------------

[Social Presence]

다음 문장에 얼마나 동의하십니까?

소셜 TV 상에서 동영상을 시청할 때 나는...

SP1: 친구들과 함께 시청하는 것처럼 느낀다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

SP2: 많은 사람들과 함께 시청하는 것처럼 느낀다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

SP3: 사람과 접촉하는 느낌이 있다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

SP4: 인간적인 교류를 느낀다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

SP5: 사회성이 있는 느낌을 받는다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

SP6: 인간적인 따뜻함을 느낀다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

SP7: 인간적인 감수성이 느껴진다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

[Perceived Similarity]

다음 문장에 얼마나 동의하십니까?

소셜 TV를 통해서 나와 같은 영상을 보는 사람들은...

PS1: 나처럼 생각한다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

PS2: 나처럼 행동한다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

PS3: 나와 비슷하다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

PS4: 나와 잘 맞는다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

[Perceived Enjoyment]

다음 문장에 얼마나 동의하십니까?

소셜 TV 상의 영상을 시청할 때 나는...

PE1: 즐겁다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

PE2: 기분 좋다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

PE3: 재미있다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

PE4: 흥분된다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

PE5: 흥미를 느낀다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

PE6: 지루하지 않다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

[Flow Experience]

다음 문장에 얼마나 동의하십니까?

소셜 TV 상의 영상을 시청할 때 나는...

FE1: 완전히 빠져든다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

FE2: 다른 세상 속에 있는 기분이 든다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

FE3: 스스로를 통제할 수 없는 듯한 기분이 든다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

FE4: 시간이 빨리 가는 것처럼 느껴진다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

FE5: 다른 생각이 들지 않는다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

[Social Attraction]

소셜 TV 상에서 귀하와 같은 영상을 시청한 이용자들에 대해 다음 문장에 얼마나 동의하십니까?

SA1: 그 사람(들)과 이야기하는 것이 즐겁다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

SA2: 그 사람(들)과 함께 있는 것이 즐겁다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
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SA3: 그 사람(들)과 어울리는 것은 내 친구들과 어울릴 때와 비슷하다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

SA4: 그 사람(들)과 잘 어울릴 수 있다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
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SA5: 그 사람(들)과 함께 있을 때 편안하다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
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[Information motives]

소셜 TV 를 통한 동영상 시청은...

INFO1: 동영상 내용에 관한 지식을 얻는데 도움이 된다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
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INFO2: 동영상과 관련된 배경지식을 얻는데 도움이 된다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

INFO3: 동영상 내용을 이해하는데 도움이 된다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

INFO4: 동영상과 관련된 상황에 대한 정보를 얻는데 도움이 된다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

[Convenience motives]

소셜 TV 를 통해 동영상을 시청하면...

CONV1: 알고싶은 부분에 대해 쉽게 알 수 있다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
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CONV2: 동영상 내용에 대해 궁금한 점을 쉽게 해소할 수 있다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
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CONV3: 관련된 정보를 쉽게 얻을 수 있다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
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CONV4: 최신 정보를 쉽게 얻을 수 있다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
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CONV5: 관련된 정보를 빠르게 전달하거나 공유할 수 있다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
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[Excitement motives]

다음 문장에 얼마나 동의하십니까?

EXCI1: 다른 시청자들의 반응을 보는 것이 즐겁다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

EXCI2: 일반 TV 를 통해 영상을 볼때에도 SNS 나 메신저를 통해 소통하는 것이 즐겁다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

EXCI3: 일반 TV 를 통해 영상을 볼때에도 SNS 나 메신저를 통해 소통하면 흥분된다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

EXCI4: 일반 TV 를 통해 영상을 볼때에도 SNS 나 메신저를 통해 소통하면 재미있다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

[Attitude]

위 서비스에 대해 다음에 대해 얼마나 동의하십니까?

ATT1: 이 사이트에 대해 긍정적인 감정을 가지고 있다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

ATT2: 이 사이트는 나의 삶을 더 흥미롭게 해줄 것이다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

ATT3: 이 사이트를 이용하는 것은 좋은 생각이다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

ATT4: 이 사이트를 이용하는 것은 내게 도움이 된다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

[Intention to Use]

위 서비스에 대해 다음에 얼마나 동의 하십니까?

IU1: 나는 앞으로도 이 사이트를 이용하고 싶다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
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IU2: 나는 앞으로 이 사이트를 더 많이 이용하고 싶다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
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IU3: 나는 앞으로 최대한 많이 이 사이트를 이용하고 싶다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
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IU4: 나는 가능하다면 이 사이트를 계속 이용하고 싶다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
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IU5: 나는 앞으로 친구들에게 이 사이트를 이용하도록 추천하고 싶다

매우 아니다 1 ()	2 ()	3 ()	4 ()	매우 그렇다 5 ()
-----------------	-------	-------	-------	-----------------

배경 질문

이제 인구통계적인 분석을 위해 몇 가지 여쭙겠습니다.

배 1. ___ 님의 최종 학력은 어떻게 되십니까?

- 1) 중졸 이하
- 2) 고등학교 재학
- 3) 고졸
- 4) 대학교 재학
- 5) 대졸
- 6) 대학원 재학
- 7) 대학원졸 이상

배 2. ___ 님의 성별을 선택해 주세요 (1) 남 (2) 여

배 3. ___ 님의 연령은 만으로 어떻게 되는지요?

- 1) 20 세 이하
- 2) 21~25 세
- 3) 26~30 세
- 4) 31~35
- 5) 36~40
- 6) 41~45
- 7) 46~50
- 8) 51~55
- 9) 56~60
- 10) 61 세 이상

배 4. 소셜네트워크 사용 경험

- 1) 1 년 미만
- 2) 1 년 ~ 3 년 미만
- 3) 3 년 ~ 5 년 미만
- 4) 5 년 ~ 7 년 미만
- 5) 7 년 이상

배 5. TV 시청을 하루에 몇 시간 정도 하십니까?

- 1) 30 분 이하
- 2) 30 분 ~ 1 시간
- 3) 1 시간 ~ 2 시간
- 4) 2 시간 ~ 3 시간
- 5) 3 시간 ~ 4 시간
- 6) 4 시간 이상