Second-Screen Use in the Home: An Ethnographic Study

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Who are we?

- Centre for User Experience Research
  - KU Leuven / IBBT
  - Belgium
- Projects
  - Hybrid Broadband Broadcast: Next Generation (HBB-NEXT)
  - Smarter Media in Flanders (SMIF)









Research Questions

- How do people use Second-Screens?
- How do people watch interactive TV?



Participants

- Goal
  - Broad, diverse audience/settings
- Participants
  - 12 households
    - 3 singles
    - 2 couples
    - 2 couples with small children/babies
    - 5 larger families with older children/teenagers/students

Methods

- Diaries **record** actual behavior
- Interview **clarify** those records



Voorbeeldpagina!

Welke programma's plan je te kijken vandaag?

Het nieuws, Mijn restaurant, Astrid in Wonderland

Beginuur Einduur	Programma	Wie kijkt mee?	1ste scherm Waar?	2de scherm Wat?
14u 15u	House	niemand	laptop trein	NEE
20u	Nieuws	Jan Marieke	tv woonkamer	nee

Hoe laat is het en hoe voel je je nu, voor je video begint te kijken?

Om 20u

Onplezierig	O ● O O O	Plezierig
Rustig	O O ● O O	Actief
Verveeld	O O ● O O	Geïnspireerd
Geïrriteerd	O ● O O O	Tevreden
Geïsoleerd	O O ● O O	Verbonden

Welke?	**Met wie heb je gecommuniceerd?** En hoe? (binnen en buitenhuiskamer!)	**Ik voel me**
O Laptop O Desktop O GSM O Tablet O	niemand	Onplezierig O O O O ● Plezierig Rustig O ● O O O Actief Verveeld O O ● O O Geïnspireerd Geïrriteerd O ● O O O Tevreden Geïsoleerd O ● O O O Verbonden
O Laptop O Desktop O GSM O Tablet O	mama, ze belde me op de thuistelefoon tijdens het nieuws	Onplezierig O O ● O O Plezierig Rustig O O ● O O Actief Verveeld O ● O O O Geïnspireerd Geïrriteerd O ● O O O Tevreden Geïsoleerd O O ● O O Verbonden
● Laptop O Desktop O GSM	Katrien, een vriendin, we chatten op facebook.	Onplezierig O O O ● O Plezierig Rustig O O O O ● Actief Verveeld O O O O ● Geïnspireerd

Analysis

- 12 Interview transcripts
- Qualitative Analysis in Nvivo (Grounded Theory Approach)
  - Highlighting relevant parts of the transcript
  - Creating categories for these parts
- Interpreting and theorizing
  - Based on the resulting category structure

High-Level Category	Households	References
Bad TV Habits	4	8
Content	12	158
Devices	12	187
Diary Use and Feedback	7	15
Digital TV	4	5
Discovery	7	9
Everyday Life	12	93
Locations	12	87
Mood & Emotion	11	24
Motivations	11	113
Quality	9	15
Second Screen Uses	11	104
Social Media	2	8
Togetherness	12	99
Viewing Mode	11	75
Watching Behavior	12	84

Results

- Important categories
- Relations between categories
- Implications for design

Second-screen uses

- **Program-related**

  “And then ‘So You Think You Can Dance’ was on TV. I remember that the winner of the previous edition also danced ‘Pirates of the Caribbean’, and that was really good. So I looked up that movie clip from last year.” (Single woman, 34y)

- **Not program-related**

  “Yes, usually I’m checking my emails, or I’m checking Facebook to see what everyone has posted.” (Woman, 27y)

Viewing Modes

- **Dedicated**
  - Fully immersed in the program
- **Mixed mode**
  - Not fully immersed
  - Switching between 1st and 2nd screen
- **Background**
  - No attention is paid to the program

Discovery - What's on TV?

- **EPG vs. Paper TV Guide**
  - *"It doesn't show all the channels, because we have 'TV Vlaanderen'. This means we have a lot of English channels. The iPhone app doesn't provide information for these channels. Therefore, we often have to consult the EPG on our TV."* (Woman, 27y)
  - *"I use the newspaper before, and the EPG while watching TV"* (Father, 45y)

Discovery – What's on TV

- **EPG vs. Paper TV guide**
  - *"We are not in the habit of checking the TV guides, because we never used to. We used to have only two channels, and the programming for those channels was so rigid that when you watched TV for one week, you immediately knew what would be on TV at any time."*
  - *"Nowadays, when a new program is launched, so much advertising is made that it's almost impossible not to notice"* (father of two, 31y)

Discovery – What's on TV

- **Recommendations**
  - *"Today, I informed a colleague who works out a lot, that he should watch 'Ook getest op mensen', because they would talk about sports nutrition. I just happened to hear it on the radio"*
  - *"Those are things they know I'm interested in."* (single woman, 34y)

Second-Screen Use vs. Viewing Mode

- Mainly **Mixed Mode**
  - *"'The Bachelor', actually I don't like it. But there is nothing else on TV so I started to chat with a friend on Facebook"* (Single woman, 31y)

Second-Screen vs. Social Media

- **Program-related => Twitter**
  - *“Usually, I tell him: ‘I tweeted this’. This is something I tell him first. It is not something I do on my own; it’s part of our conversation.”* (woman, 22y)
- **Not Program-related => email, Facebook…**
  - *“I’m checking my emails, or I’m on Facebook to see what everyone has posted. This does not mean that I’m looking for what they’ve posted about the program, just what they’ve posted in general.”* (woman, 27y)

Second-Screen Use vs. Content

- **Lighter genres**
  - Talkshows, song contests, Reality TV, the news
  - *"I turn on the news almost every day. Then, I also use Facebook on my iPad to chat with my daughter."* (grandmother, 60y)

Communication vs. Social Media

- Communication during TV watching
  - *“You should check out ‘The Voice’; the messages appear right in the middle of the screen. The content of those messages are always very silly, useless”* (Woman, 27y)
  - *“For ‘Music for Life’ these messages are displayed at the bottom of the screen, so you don’t notice them that much. And I find those messages quite funny sometimes… It fits into the concept of ‘Music for Life’”* (boyfriend, 36y)

Communication

- Communication before and after watching TV
  - *"In the coffee room at work, we talk about nothing else"* (mother, 31y)
- No communication during watching TV (mentioned explicitly)
  - Movies
  - Documentaries
  - Content people really want to see

Implications

- Most second-screen use is not related to the program
  - Not interesting
  - Commercials
  - “TV always on” habit

Implications

When viewers move away from the 1st screen

⇒Provide recommendations

⇒Show recorded programs

⇒Provide program-related content

- ⇒Interesting parts
- ⇒News on actors
- ⇒Voting

⇒Social Notifications

⇒Do Nothing?

Implications

- Little program-related second-screen use
  - When using Twitter
    - Moderate
    - Appropriate placement on the screen
    - Does it fit with the concept of the show?
- For dedicated viewing
  - Offer extra's before an after
  - During: do not disturb (notifications)

Future Work

- Include diary data
- Household as unit-of-analysis

http://www.hbb-next.eu/index.php

