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ABSTRACT

Because the video cassette recorder (VCR) is foremost among emerging media technologies in terms of shaping a distinctive home viewing culture, a study investigated the typical home video culture in a VCR household by conducting telephone surveys of three neighboring midwestern communities. Out of 516 valid responses, the survey yielded a sample of 233 VCR households; 71 VCR renting households, also located in the telephone survey, were not included in the analysis. Descriptive information and mean comparisons were used to reflect activities and attitudes in relation to VCR and TV use between viewers who reallocated their leisure time because of VCR ownership, and those who did not. Findings suggested that after owning a VCR, the majority of viewers reallocated their leisure time to spend more time at home watching television or videos with family members, friends, or relatives. Furthermore, VCR owners who reallocated their leisure time activities were also likely to make more home recordings, watch more television or pre-recorded videos, and express greater satisfaction with their overall television and VCR use. (Six tables of data are included, and 20 references are appended.) (Author/MM)

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ASSESSING THE IMPACT OF THE EVOLUTION OF HOME VIDEO CULTURE

by

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Paper prepared for presentation at the annual conference of Association for Education in Journalism and Mass Communication, Portland, 1988.

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ABSTRACT

ASSESSING THE IMPACT OF THE EVOLUTION OF HOME VIDEO CULTURE

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The VCR is perhaps foremost among emerging media technologies in terms of shaping a distinctive home viewing culture. This study attempted to profile the typical home video culture in a VCR household. Study findings suggest that VCR owners who reallocated their leisure time activities were also likely to make more home recordings, watch more television or pre-recorded videos, and express greater satisfaction with their overall television and VCR use activity.

ABSTRACT

ASSESSING THE IMPACT OF THE EVOLUTION OF HOME VIDEO CULTURE

The VCR is perhaps foremost among emerging media technologies in terms of shaping a distinctive home viewing culture. This study attempted to profile the typical home video culture in a VCR household.

Three neighboring Midwest-communities were surveyed by phone, yielding a sample of 233 VCR households and 71 VCR renting households. Descriptive information and mean comparisons were used to reflect activities and attitudes in relation to VCR and TV use between viewers who did reallocate their leisure time (due to VCR ownership) and those who did not.

Study findings suggest that, after owning a VCR, the majority of the viewers reallocated their leisure time to spend more time at home watching television or videos with family members, friends or relatives. Furthermore, VCR owners who reallocated their leisure time activities were also likely to make more home recordings, watch more television or pre-recorded videos, and express greater satisfaction with their overall television and VCR use activity.

Based upon these findings, implications for the evolution of a home video culture are discussed.

ASSESSING THE IMPACT OF THE EVOLUTION OF HOME VIDEO CULTURE

BACKGROUND

According to the most recently released statistics on electronic media penetration, a picture of an abundant home media environment becomes apparent. Among American households, 98% are TV homes, 96% have a color television and 60% own two or more TV sets. While VCRs and cable TV are found in 53% and 51% of all TV homes, respectively, 31% can receive 30 or more channels and 27% subscribe to one or more pay cable channels. Moreover, 2% of American homes have a home satellite dish installed (Television Information Office, 1988).

While more than half of the homes reside in what is termed a "multimedia environment," television as an entertainment medium has seemingly altered its role for TV viewers. Provided with the expanded viewing options and technical features inherent to technologies such as cable TV, VCRs and home satellite dishes, the TV viewer has become a more active "participant" (as opposed to a passive receiver) in controlling home viewing processes (Lin, 1988). Owing to this increased viewer ability to actively "control" rather than passively "receive" information from the media source, a new kind of home viewing culture is said to have evolved in American society (New York Times, 1985).

The VCR, among all emerging home video technologies, is perhaps the most influential medium in terms of shaping a distinctive home viewing culture. With a VCR, viewers are able to

select desired programs to be watched at a preferred time and watch prerecorded videos at home. While the latter option is made possible by a great number of entertainment, educational and instructional materials on videotapes, the former option transforms the temporal nature of TV programs and exerts complete control of TV viewing schedules into the viewer's hands.

This study will attempt to profile the typical home video culture in a VCR household. The main questions raised herein are: 1) what types of changes in viewers' leisure-time allocation have occurred as a result of VCR ownership and 2) how do these changes differ among VCR owners in terms of their daily uses of television and the VCR, as well as their perceptions of such uses. Specific areas of investigation will include two basic dimensions--behavioral and attitudinal. For the behavioral dimension, the following factors will be examined: 1) the amount of different types of VCR-use activity, 2) the time spent with different VCR-Use activities, 3) the amount of TV-use Activity, and 4) changes in leisure time allocation due to VCR ownership. With regard to the attitudinal dimension, two phases will be of interest: 1) the perceived importance of different VCR-use purposes and 2) the perceived quality of and satisfaction with TV and VCR uses.

REVIEW OF LITERATURE

VCRs were first brought to the consumer market by Sony Corporation in 1975 with a price tag higher than two thousand dollars (Advertising Age, 1975). Some of the earliest studies

analyzing the potential impact of VCRs on the broadcasting industry never predicted a rapid growth curve (Agostino, Johnson and Terry, 1980; Agostino and Zenaty, 1980). Toward the end of 1983, domestic VCR penetration only reached a ten percent mark, while VCRs had a much stronger market presence in many other nations (Lin, 1987). In four years, that penetration rate rose by a ratio of five (the price for an average VCR set also dropped to between two to three hundred dollars). Such growth records inadvertently made the VCR the most rapidly distributed electronic medium in media history.

Research evidence addressing the role of VCRs in the home revealed a gradual shift in relations between the VCR and its owner. The predominant impression suggests that the VCR is no longer seen as a novelty; rather, it has become a "necessary" item for a household, if affordable. What's more, the family as a whole--adults as well as children, are actively engaged in VCR use. For successful utilization of the VCR, technical competence and interpersonal adjustments to the "transient needs" of each family member have to be developed. As such, a family dialectic eventually needs to be constructed in order to accommodate and control the divergent interests in VCR uses among family members (Lindlof and Shatzer, 1987). On the other hand, new video technology households with two working parents (or a single working parent) tend to mediate their children's television viewing or VCR-use less frequently than their latch-key child counterparts (Lin and Atkin, 1988). In fact, a study in a large

Midwestern city finds that R-rated movies on pay cable are "often" watched by adolescents from VCR homes as compared to "sometimes" watched by non-VCR teens (Lin and Greenberg, 1988).

Industry findings on the amount of VCR use activities, as reported by Levy's one-week diary study, indicated that the average VCR households made 4.1 recordings, played back between three and four tapes (of previously recorded broadcast programs), and watched less than one tape which had been bought, rented or borrowed. In 1983, another study revealed that these households engage in over 5 hours of recording each week, on average (National Association of Broadcasters, 1984). A subsequent Nielsen report (A.C. Nielsen Co., 1984) indicated a 3.3-hour weekly recording time and 17 recordings per month. Moreover, 25% of VCR owners watch programs as they record them, 21% watch different programs while recording and 54% don't watch television while recording. A later Nielsen report (Multichannel News, 1985) further revealed 2 hours and 14 minutes of weekly recording time and 4 hours and 18 minutes playback time (including playbacks of pre-recorded tapes) among VCR users.

In terms of the perceived significance of different VCR-use activities (Donohue and Henke, 1985), the following activities (expressed in percentages) are seen as either "important" or "very important" (by 485 video club members): taping for convenient viewing (55%), building a library (38%), recording special news events (9%), taping programs for children (38%) and taping major sports events (45%). Another study that addresses the

attitudinal aspects of VCR usage (Harvey and Rothe, 1986) indicated that the three most important anticipated utilities of the VCR were: 1) recording programs while not watching television (76%), 2) recording one program while watching another (52%), and 3) watching leased pre-recorded tapes (28%). However, when asked about how their VCR set was actually utilized after first year of ownership, only two of the most anticipated utilities were reported as most important--recording one program while watching another and recording programs while not watching television. Based on these results, it seems that VCR consumer satisfaction might be lower than expected.

With regard to the societal VCR phenomenon, experts predicted that VCR technology will bring profound changes to the home and the marketplace within the next 20 years (San Francisco Chronicle, 1984). It was also suggested that the average TV viewer will be turned into television critic (due to VCR use) and a more discriminating viewing public. Furthermore, as one merchandising expert pointed out, "as technology evolves, it is necessary to humanize;" the VCR will become a home electronic medium that can fully accommodate TV viewers' diverse entertainment and information needs. According to a recent survey of 15,000 by the Harris organization (The Christian Science Monitor, 1988), while there is an overall decrease in the attendance to performing arts, a majority of the sample reported that they would buy or rent videos of hit theatrical productions; almost half of the sample said they would watch symphony concerts on

video. It is therefore predicted that the VCR may become the "arts entertainment venue" of the future.

For the present, the VCR's pivotal role in reshaping certain viewers TV viewing habits appears to be relatively utility-oriented. In some instances, the VCR is utilized to act in the following capacities (San Francisco Chronicle, 1984): 1) a baby-sitter to calm down youngsters who otherwise need to be constantly attended to, 2) a money and time saver to entertain the entire family at home on weekends, and 3) a medium to provide entertainment preferred by children yet unavailable on TV or in theatres. Additional utilities reported by VCR owners also imply a steadily evolving home video culture. For instance, some VCR owners (The New York Times, 1985) suggest the VCR has brought their family closer by providing easy access to feature films that all can enjoy. Others say that they have turned video viewing into a social event by inviting friends over for dinner and showing a film after dessert. A recent Rubin and Bantz study (1987) provides further empirical evidence for these phenomena. They reported that VCR utility seems to parallel some uses of interpersonal communication such as social entertainment, sharing of taped content, or being with children. However, Gunter and Levy's (1987) findings from a British sample alternatively concludes that VCR use doesn't increase the quantity of time spent with others; instead, content preference seems to dictate more individualistic VCR use.

To quantitatively demonstrate the indications of behavioral

changes in how viewers reallocate their leisure time after owning a VCR, Harvey and Rothe (1986) provided the following descriptive statistics. According to their data (gathered from 745 VCR owners), 42% said they had reduced their frequency of going to movies and 49% indicated they had changed the time of day for watching television. While 30% of the respondents revealed they had increased their TV viewing time, over one-third of the respondents reported increased entertainment at home (e.g., inviting other families over to watch videos) and 30% expressed an increase in time spent with family. With respect to how the VCR had impacted its owner's entertainment lifestyles, 64% of the respondents were highly satisfied with their VCR, 68% felt the quality of their TV viewing had been improved, 79% greatly enjoyed owning their VCR, and 45% considered the VCR as a primary source of entertainment. Lastly, these VCR owners suggested that the VCR had increased the quantity of their TV viewing time.

In sum, several observations can be noted from the above reviewed literature. First, the VCR has altered the family dynamics in media-use behavior due to the active participation of family members in making VCR-use decisions. Second, VCR users tend to exhaust the utilities the VCR can offer--be they technical or social in nature--to formulate their home video culture. Third, the average VCR users regard the VCR as a medium capable of enhancing the quality of their home viewing environment. Fourth, the VCR has unquestionably reallocated approximately thirty to fifty percent of their owners' leisure-time activities.

RESEARCH METHOD

A telephone survey was conducted during the month of April in 1987 to collect data for this project. The sample was drawn from three neighboring Midwest cities--two suburbs and one mid-size urban community. Phone numbers were randomly drawn from local phone listings, using a systematic sampling method. Business and institutional phone numbers were excluded from the sampling frame. Data for this particular study was based on 233 VCR households that were part of the 516 valid responses in the survey. For the purpose of realistically profiling a home video culture, the 71 VCR-renting households were not included in the analysis since their VCR uses are more of an irregular nature.

Data Analysis

Data analyses were executed through the use of an IBM mainframe. Descriptive information was provided for each variable. Mean comparisons (through the use of t-tests) of activities and attitudes in relation to VCR and TV use between viewers who did reallocate their leisure time (due to VCR ownership) and those who did not were also computed.

Definitions

This section provides definitions for each main variable studied. Those items that represent each main variable and their associated measurement scales will also be described below.

1. Recording and Replay Activity

a. Weekly Recordings were the combined number of recordings taped from network, basic cable and pay cable channels during a

week's period.

b. Weekly Replays were the combined number of recordings replayed during a week's period. These recordings were the previously taped TV programs.

c. Library Copies Made Within the Past 6 Months were the actual number of recordings made for the home video library during the past six months.

d. Total Library Copies were the total number of recordings accumulated for the home video library thus far.

e. Movie Tapes Bought Within the Past 6 Months were the actual number of pre-recorded feature films purchased from a commercial video outlet during the last six months.

f. Elapsed Days Before Replays were the actual number of days elapsed before a video recording taped for time-shifting purposes was replayed.

2. Percent of Time Spent With Different VCR-Use Activities was assessed by the percent of time a viewer gives to four different types of VCR-use activities, with 100% being the total. These four activities were time-shifting, video-library building, pre-recorded tape viewing and replaying home movies.

3. Behavioral Changes After Owning A VCR was measured by four items which asked whether the viewer spent more time (after having a VCR) with the following activities: 1) watching TV at home, 2) watching TV with the family, 3) having video parties at home, and 4) watching videos instead of going to the movies. Each question was measured with either a "yes" or "no" answer.

4. The Amount of TV Viewing Activity was gauged by two factors:

1) the actual number of hours spent watching TV on a typical weekday and 2) the actual number of hours spent watching TV on a typical day on a weekend.

5. Perceived Importance of Different VCR Use Purposes was re-

flected by responses to four different items, each measured by a five-point scale--"very unimportant," "not important," "some-what important," "important" and "very important"--in an ascending order. These four items include: 1) watch TV at a more convenient, 2) get more utility from my TV channels, 3) build a video library, and 4) watch rented, bought or borrowed tapes.

6. Attitudes Toward TV Use were assessed by two items. One dealt with viewer satisfaction with the medium, as measured by a four-point scale--"very unsatisfied," "unsatisfied," "satisfied" and "very satisfied"--in an ascending order. The other addressed the perceived increase in the quality of TV viewing, as measured by a four-point scale consisting of "not improved," "improved a little," "improved" and "greatly improved" (in an ascending order).

7. Attitudes Toward VCR-Use were reflected by the perceived satisfaction with VCR use in one item. A four-point scale of "very unsatisfied," "not satisfied," "satisfied" and "very satisfied" (in an ascending order) was used to measure the item.

RESEARCH FINDINGS

Although demographic analyses were not the focus of this study, several relevant sociological characteristics of the

respondents will be provided below to profile the socio-cultural background of interest. Furthermore, major findings of this study will be discussed in the order of the two dimensions-- behavioral and attitudinal--for descriptive purposes. These will be followed by comparisons of viewer activities and attitudes between those who reallocated their leisure time due to VCR ownership and those who did not.

Demographic Descriptions

In an average household, there were 2.4 TV sets. About 12% of the respondents owned a video camera, 7% a video-disc player and 41% a personal computer. The average respondent was around 35 years of age, with a college degree and earned about thirty-five thousand dollars annually. While 62% of all respondents were married, the average number of household members was around three, and 54% had an average of one child per family. Approximately 41% of the respondents held a professional career, 17% were not currently employed (e.g., retired, homemakers, unemployed or students). The gender split was half females and half males in the sample. About 51% of the sample belonged to a video club and 68% subscribed to cable TV.

Behavioral Dimension

On average, the number of recordings made by a VCR household within a week's period was 3.3, and 2.2 of those recordings were replayed during the same period. While the average number of library copies made during the last six months was 4.9, the average library contained 14.8 copies. In contrast, 1.1 movie

tapes were purchased from a video outlet within a six month period. The average time delay before time-shifting recordings were replayed was 2.4 days. With 100% being the total, the distribution of time given to each activity by a typical VCR household was 31% for time-shifting, 9% for video-library building, 48% for pre-recorded tape viewing and 4% for home-movie replays.

In terms of the changes that occurred in leisure-time allocation after the VCR entered a home, 57% of all respondents indicated spending more time watching TV at home, 58% spending more time watching TV with the family, 35% spending more time having video parties at home and 68% spending more time watching videos instead of going to the movies. The amount of TV use activity after owning a VCR was 3 hours per day from Monday through Friday and 3.5 hours per day on a typical weekend (the average daily TV use was 3.2 hours).

Attitudinal Dimension

Viewer perceptions of the importance of different VCR-use purposes are described in Table 1. The most important purpose, as pointed out by the largest portion of respondents (72.8% responded as "important" or "very important") was watching rented, bought or borrowed tapes. Other purposes included watching TV at a more convenient time (66.2%), getting more utility from TV channels (39.6%), building a video library (27.2%) and replaying home movies (11%).

[Table 1 about here]

When asked whether the quality of their TV viewing activity had improved after owning a VCR, among all respondents, 20.3% responded "greatly improved," 50.7% "improved," 18.9% "improved a little," and 10.1% "not improved." With regard to the perceived satisfaction with TV use, across the entire sample, 9.1% reported "very satisfied," 77.8% "satisfied," 10% "unsatisfied" and 3% "very unsatisfied." As far as the perceived satisfaction with VCR use is concerned, the breakdowns for different responses from the sample are as follow: 55.7% "very satisfied;" 40.9% "satisfied;" 1.7% "unsatisfied" and 1.7% "very unsatisfied."

TV and VCR Use Activities and Attitudes

The following findings describe the differences found in TV and VCR use attitudes and activities between respondents who reallocated their leisure time and those who did not (after owning a VCR).

With respect to the behavioral dimension, Table 2 indicates that, after owning a VCR, respondents who spent more time at home watching TV also tended to make more weekly recordings, library copies and watch more television throughout the week. With regard to the attitudinal dimension, respondents who spent more time at home watching TV were more inclined to perceive the importance of VCR-use purposes such as getting more utility from TV channels, building a video library and watching pre-recorded tapes as well as improved TV viewing quality and greater TV viewing satisfaction.

[Table 2 about here]

From Table 3, it appears that respondents who spent more time watching TV with their family after owning a VCR were those who made more weekly recordings, library copies and watched more television on weekends. Moreover, these respondents were also more likely to realize the importance of VCR-use purposes such as watching TV at a more convenient time, getting more utility from TV channels and building a video library as well as improved TV viewing quality and greater TV viewing satisfaction.

[Table 3 about here]

According to Table 4, respondents who spent more time having video parties at home (due to VCR ownership) also reported making more weekly recordings and replaying more recordings weekly. Furthermore, these respondents gave more recognition to the importance of VCR-use purposes such as building a video library and replaying home movies as well as improved TV viewing quality and greater satisfaction with TV viewing.

[Table 4 about here]

As indicated in Table 5, respondents who spent more time watching videos instead of going to movies (after owning a VCR) were also engaged in making more weekly recordings and purchasing more pre-recorded movie tapes. On the other hand, these respondents also felt there was a greater level of improvement in their TV viewing experience.

[Table 5 about here]

The comparisons between video-club members and non-video club members are compiled in Table 6. The only difference found

was that respondents who belonged to a video club apparently made more weekly recordings. All of the remaining behavioral and attitudinal factors failed to discriminate between these two groups of VCR owners.

[Table 6 about here]

DISCUSSION AND CONCLUSION

Overall, the average number of recordings (3.3) and replays (2.2) within a week's period were somewhat lower than Levy's 1979 diary data (4.1 recordings, 3.5 replays), though not by much (1980). The discrepancy might have been due to the different research method adopted herein, the fading novelty effect of the VCR, increased program options (due to a much higher cable penetration rate) and increased video titles for rental. With two-thirds of the recordings made being replayed within two to three days, the time-shifting utility of the VCR seems to have been well utilized.

As expected, the VCR was apparently most frequently used for watching pre-recorded tapes that were rented, bought or borrowed. However, time-shifting activity, which requires more mental and physical planning energy, still took up one-third of the VCR-use time. The picture of a rather active audience was clearly discernable. On the whole, pre-recorded tape viewing, time-shifting and making library recording all may involve some form of interpersonal communications within the households, if a smooth taping or replaying schedule is to become possible.

In terms of behavioral changes that occurred after one became a

VCR owner, the dramatic decrease in movie attendance indicates a major shift in the movie-going culture. A "home video theatre" seems to be an attractive option to this group of respondents, which was composed of more than 40% young and busy professionals who have limited time for entertainment. The obvious advantages of a more relaxed atmosphere as well as economical and abundant feature-film titles also provide additional incentives for watching videos home. For households with children, watching movies together as a family in a theater has become a less frequent event, since many recent feature films have been R-rated. Video rentals have proven to be invaluable to families that hope to enjoy an evening or a weekend of good family entertainment together with reasonable costs.

The phenomenon of becoming more home-bound after acquiring a VCR, either to spend more time watching television with the family or holding video parties with social groups, seems to further confirm the enhanced value of "home-entertainment" through VCR ownership. Perhaps, sharing more time with one's significant others is part of the bonus for forming the home video culture. By implication, VCR use, perhaps, is contributing to drawing the families and interpersonal relations closer.

Respondent perceptions of the importance of different VCR-use purposes further defined the nature of VCR use as intended to upgrade the quality of home entertainment through available video technology. The impact of such upgrading practices reflects the winners and losers of intense competition within the infrastruc-

ture of the entertainment industry. Major players in the home video culture--the television, motion picture and video retailing industries--are all battling to achieve the maximum edge of audience loyalty. Temporarily, the losers might be the television network and major movie studios. Although VCR owners tend to be more satisfied with television viewing and are heavier viewers, such activities do not guarantee better ratings for network programs since most VCR homes also have cable TV. The winners appear to be cable television--who increasingly fragments the network audience--and video retailers, who rely primarily on video rentals instead of video sales.

In sum, since the initiation of the television age in the 1950s, television audiences have, by and large, been relatively passive receivers in the mass communication process. The penetration of cable TV systematically gave the audience first opportunity to become more "selective" receivers by offering more diversified programming. It was, however, the introduction of VCRs that emancipated the long standing sender-receiver relation between media sources and their audiences. Although the audience, by nature, is still a receiver for the one-way communication process, it can now control what, when and where to position itself in relation to receiving media offerings.

Gradual social changes have emerged among households residing in a multimedia environment with the progression of time. As demonstrated in the findings of this study, the majority of respondents, after owning a VCR, spend more time with one-another

at home, usually by ways of watching television or videos together. The flourishing of video outlets across the nation, the rapidly multiplied movie titles on videotapes and the declining movie attendance over the past few years were all prominent testimates to the evolution of a home video culture.

As pointed out by Lindlof and Shatzer (1987), the VCR's entry has amplified the "role ambivalence" of both television and VCRs in family configurations. Such ambivalence was exemplified in areas such as changes in the dynamics of interpersonal communications, modes of accommodation, and conflict resolution (due to individual needs to have satisfactory uses of the television and VCR). Different taping and replaying interests, as well as the problem of time division in using these media, has often intensified the family dialogue in certain ways. With regard to the concern related to video content, more diversified programming content (either socially desirable or undesirable in nature), has also found its way into the home. It yet remains to be seen how this content diversification will influence family viewing patterns and the home video culture.

In conclusion, the evolution of a home video culture will continue to reveal itself in many facets of everyday life. With the belief that technological development will promise a better world, the VCR could be utilized in shaping a more productive home video culture. That is, a home video environment where educational and instructional functions of the VCR medium can be increasingly realized and efficiently utilized through a cohesive

family dialectic. With the advent of more home video technologies that are capable of interfacing with various information technologies, an extensive fusion between entertainment and information is foreseeable in the near future.

Table 1 Perceived Importance of Different VCR-Use Activities

	Very Unimpt	Not Impt	Somew't Impt	Impt	Very Impt	\bar{X}
Watch TV at a More Convenient Time	9.6%	14.5%	9.6%	34.6%	31.6%	3.6
Get More Utility from My TV	7.9%	35.2%	17.2%	27.3%	12.3%	3.0
Build a Video Library	19.9%	38.1%	14.6%	21.2%	6.2%	2.6
Watch Rented, Bought or Borrowed Tapes	3.5%	9.7%	15.0%	35.2%	36.6%	3.9
Replay Home Movies	33.5%	32.2%	9.7%	13.7%	11.0%	2.4

Table 2 Activities and Attitudes between Viewers Who Spend More Time Watching TV at Home and Those Who Don't

	Spend More Time At Home		Don't Spend More Time At Home		
<u>Recording and Replaying Activity</u>	\bar{X}	N	\bar{X}	N	\bar{T}
Weekly Recordings	4.1	122	2.4	95	2.3*
Weekly Replays	2.5	122	2.0	96	1.1
Library Copies/Last 6 Months	6.8	131	2.4	98	4.2*
Total Library Copies	21.1	132	6.2	98	4.0*
Movie Tapes Bought Within the Last 6 Months	1.5	132	0.6	95	1.9
Elapsed Days before Replays	2.4	111	2.5	70	0.4
<u>TV-Use Activity</u>	\bar{X}	N	\bar{X}	N	\bar{T}
Hours of TV Viewing/Weekday	3.1	132	2.6	98	2.2*
Hours of TV Viewing/Weekend	3.9	132	3.0	97	3.1*
<u>Importance of Different VCR-use Purposes</u>	\bar{X}	N	\bar{X}	N	\bar{T}
Watch TV at a More Convenient Time	3.8	132	3.5	96	1.6
Get More Utility from TV	3.2	132	2.7	95	3.0*
Build a Video Library	2.8	132	2.2	94	3.6*
Watch Rented, Bought or Borrowed Tapes	4.1	132	3.7	95	2.2*
Replay Home Movies	2.3	132	2.5	95	-0.8
<u>TV and VCR Use Attitudes</u>	\bar{X}	N	\bar{X}	N	\bar{T}
Increase in the Quality of TV Viewing	3.1	132	2.4	95	6.0*
TV Viewing Satisfaction	3.0	130	2.8	98	3.1*
VCR-Use Satisfaction	3.5	132	3.4	98	1.2

Table 3 Activities and Attitudes between Viewers Who Spend More Time watching TV with Family and Those Who Do Not

	Spend More Time With Family		Don't Spend More Time With Family		
<u>Recording and Replaying Activity</u>	<u>X̄</u>	<u>N</u>	<u>X̄</u>	<u>N</u>	<u>T</u>
Weekly Recordings	4.2	124	2.3	91	2.5*
Weekly Replays	2.6	124	1.9	92	1.4
Library Copies/Last 6 Months	6.6	131	2.6	96	3.7*
Total Library Copies	18.5	132	10.3	96	2.0*
Movie Tapes Bought Within the Last 6 Months	1.3	131	0.9	94	0.8
Elapsed Days before Replays	2.3	115	2.7	65	-1.1
<u>TV-Use Activity</u>	<u>X̄</u>	<u>N</u>	<u>X̄</u>	<u>N</u>	<u>T</u>
Hours of TV Viewing/Weekday	3.0	132	2.7	96	1.2
Hours of TV Viewing/Weekend	3.9	131	3.0	95	3.5*
<u>Importance of Different VCR-Use Purposes</u>	<u>X̄</u>	<u>N</u>	<u>X̄</u>	<u>N</u>	<u>T</u>
Watch TV at a More Convenient Time	3.8	132	3.4	94	2.0*
Get More Utility from TV	3.2	132	2.8	93	2.7*
Build a Video Library	2.8	132	2.2	92	3.6*
Watch Rented, Bought or Borrowed Tapes	4.0	132	3.8	93	1.8
Replay Home Movies	2.5	132	2.2	93	1.6
<u>TV and VCR Use Attitudes</u>	<u>X̄</u>	<u>N</u>	<u>X̄</u>	<u>N</u>	<u>T</u>
Increase in the Quality of TV Viewing	3.1	132	2.5	93	5.1*
TV Viewing Satisfaction	3.0	130	2.8	96	2.4*
VCR-Use Satisfaction	3.6	132	3.4	96	2.1*

Table 4 Attitudes between Viewers Who Spend More Time Having Video Parties and Those Who Don Not

	Spend More Time In Video Parties		Don't Spend More Time In Video Parties		
	\bar{X}	N	\bar{X}	N	T
<u>Recording and Replaying Activity</u>					
Weekly Recordings	5.2	71	2.3	145	3.0*
Weekly Replays	3.5	71	1.7	146	2.7*
Library Copies/Last 6 Months	5.1	78	4.8	150	0.3
Total Library Copies	14.8	79	14.9	150	-0.3
Movie Tapes Bought Within the Last 6 Months	1.9	76	0.7	150	1.7
Elapsed Days before Replays	2.1	66	2.6	114	-1.2
<u>TV-Use Activity</u>					
Hours of TV Viewing/Weekday	3.0	79	2.8	150	0.8
Hours of TV Viewing/Weekend	3.7	78	3.4	149	1.0
<u>Importance of Different VCR-Use Purposes</u>					
Watch TV at a More Convenient Time	3.62	79	3.64	148	-0.2
Get More Utility from TV	3.2	79	2.9	147	1.4
Build a Video Library	2.8	79	2.4	147	2.4*
Watch Rented, Bought or Borrowed Tapes	4.0	79	3.9	147	1.0
Replay Home Movies	2.6	79	2.2	147	2.0*
<u>TV and VCR Use Attitudes</u>					
Increase in the Quality of TV Viewing	3.1	79	2.6	147	4.6*
TV Viewing Satisfaction	3.1	79	2.8	148	3.3*
VCR-Use Satisfaction	3.6	79	3.5	150	1.9

Table 5 Activities and Attitudes between Viewers Who Spend More Time with Videos (than Going to Movies) and Those Who Do Not

	Spend More Time With Videos		Don't Spend More Time With Videos		
<u>Recording and Replaying Activity</u>	\bar{X}	<u>N</u>	\bar{X}	<u>N</u>	<u>T</u>
Weekly Recordings	3.9	144	2.3	72	2.1*
Weekly Replays	2.5	145	1.9	72	1.1
Library Copies/Last 6 Months	4.7	155	5.3	73	-0.4
Total Library Copies	14.6	156	15.7	73	-0.2
Movie Tapes Bought Within the Last 6 Months	1.4	154	0.5	72	2.0*
Elapsed Days before Replays	2.44	122	2.38	58	0.2
<u>TV-Use Activity</u>	\bar{X}	<u>N</u>	\bar{X}	<u>N</u>	<u>T</u>
Hours of TV Viewing/Weekday	2.9	156	2.8	73	-0.3
Hours of TV Viewing/Weekend	3.6	155	3.4	72	0.4
<u>Importance of Different VCR-Use Purposes</u>	\bar{X}	<u>N</u>	\bar{X}	<u>N</u>	<u>T</u>
Watch TV at a More Convenient Time	3.7	155	3.4	72	1.6
Get More Utility from TV	3.0	155	3.0	71	0.2
Build a Video Library	2.6	154	2.5	71	0.2
Watch Rented, Bought or Borrowed Tapes	4.1	155	3.7	71	1.8
Replay Home Movies	2.4	155	2.4	71	0.1
<u>TV and VCR Use Attitudes</u>	\bar{X}	<u>N</u>	\bar{X}	<u>N</u>	<u>T</u>
Increase in the Quality of TV Viewing	3.0	155	2.5	71	3.6*
TV Viewing Satisfaction	2.92	154	2.95	73	-0.3
VCR-Use Satisfaction	3.6	156	3.4	73	1.8

Table 6 Activities and Attitudes between Viewers Who Belong to A Video Club and Those Who Do Not

	Belong To A Video Club		Don't Belong To A Video Club		
<u>Recording and Replaying Activity</u>	\bar{X}	N	\bar{X}	N	\bar{T}
Weekly Recordings	4.3	105	2.6	102	2.1*
Weekly Replays	2.8	105	1.9	103	1.7
Library Copies/Last 6 Months	4.4	111	5.6	108	-1.0
Total Library Copies	13.1	112	17.6	108	-1.0
Movie Tapes Bought Within the Last 6 Months	1.5	111	0.7	107	1.3
Elapsed Days before Replays	2.1	89	2.7	88	1.4
<u>TV-Use Activity</u>	\bar{X}	N	\bar{X}	N	\bar{T}
Hours of TV Viewing/Weekday	2.8	112	3.0	108	-0.7
Hours of TV Viewing/Weekend	3.5	110	3.5	108	0.0
<u>Importance of Different VCR-Use Purposes</u>	\bar{X}	N	\bar{X}	N	\bar{T}
Watch TV at a More Convenient Time	3.71	112	3.67	106	0.3
Get More Utility from TV	3.02	112	2.99	105	0.2
Build a Video Library	2.7	112	2.4	105	1.4
Watch Rented, Bought or Borrowed Tapes	3.9	112	3.87	105	0.2
Replay Home Movies	2.4	112	2.3	105	0.6
<u>TV and VCR Use Attitudes</u>	\bar{X}	N	\bar{X}	N	\bar{T}
Increase in the Quality of TV Viewing	2.9	112	2.7	106	1.8
TV Viewing Satisfaction	2.92	111	2.93	107	-0.1
VCR-Use Satisfaction	3.5	112	3.5	108	0.0

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