

A Study of TV Audience Character Traits on TV Program Genre Preference

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Abstract: The existing and developed trait theories from the 1950s do not reflect the development of psychology and methodologies; instead they point out the immeasurable matter empirically. Therefore, this study aims to survey empirically the measurable character theory of personal traits, specifically regarding personal viewer traits in selecting the motivation of personal action and TV program genre. It surveyed 466 students of Joongbu University from June 8-12, 2015. To start, a primary questionnaire first surveyed a character type of self-analysis; this was followed by a structured self-administrated questionnaire with a random sampling method, about a preference level of watching TV program genres and selection. The research results showed a meaningful difference in TV program preference level according to personal character. In particular, all of the directed character men and women showed a preference for the educational and news program genres. The expression character preferred the genres of drama, shows and comedy and women preferred drama and shows more than men did. This study acknowledges that this analytical data has limits. Accordingly, it needs an expansion of research subject matters with a new region and culture. Nonetheless, regarding the TV watching of general viewers, this study demonstrates that the viewers watch TV programs of a certain genre by their selection of TV program genres and this study empirically surveyed the measurable character theory of the personal trait.

Key words: Genre preference, character trait, TV genre, TV preference, audience type, region

INTRODUCTION

The recent telco and broadcasting convergence, along with the advent of multi-channel have brought rapid changes to the technical environment in the mass media. The progress, diversification and viewing patterns of the audiences watching TV have brought a remarkable evolution (Jin-Sik and Doh-Yeon, 2013). Audiences continuously need a new TV program form and content and sometimes they attempt to influence a TV program by delivering their ideas to the crew. However, the existing production system has many problems when it comes to production and development that fit audience needs. Because a TV production is made by the people involved during the TV program production process, in particular, a producer, writers and a few others, it typically takes a tremendous amount of time and effort to develop creative and distinctive ideas during the pre-production stage. TV program ratings are important because audiences decide to select the determination factor about watching the various programs while they are watching TV. Specifically, the various programs are made by the result index such as a rating. In this context, an audience can watch the various programs that are provided according to the individual characteristics. Consequently, a TV

program is not a fixed rating result but an unpredictable watching motivation (Park, 2016). The market economics perspective emphasizes the economic effectiveness of broadcasting that can achieve a broadcasting development through the free competition for economic effectiveness. In comparison, the social value perspective insists that the free competition should deteriorate broadcasting and the restriction is essential when they consider a tremendous influence of the TV audience with a concept of the passive audience (Entman and Wildman, 1992). On the average, watching TV involves making a decision to select a program according to age, sex and demographic factors of a region; the audience prefers a broadcasting program according to TV genre and type. The programs that lack high ratings cannot be sustainable. It is a universal result that the ratings determine each TV program by the watching attitude of the audience.

Finally, the existing TV programs are not satisfying for an accurate audience measurement. Therefore, the broadcast requires research that is more detailed with viewing patterns and ratings according to a given trait of the individual viewers, rather than lifestyle and demographic variables. This study shows that an audience has any given trait on the selected TV watching,

according to the individual character trait of an audience and the relationship they have with each character. In addition, this study also considered the synthetic relationship regarding determining the differences among the individual character types and expanding the perspective of the individual trait in selecting TV programs.

MATERIALS AND METHODS

Existing relative research: Although, the studies involving a basic trait with blood types vary they could be summarized as follows. Traditionally, the early theories of a trait progressed with typology as the hippocrates’s disposition center. Since, then as statistical methods and factor analytic techniques have developed, many theories have existed including the big five personality traits (Cacioppo and Petty, 1982; Lee, 2012). The concept of a “disposition” first appeared when the ancient Greeks categorized human traits by the characteristics of four body fluids. The disposition is influenced significantly by genetic effects which have a close relationship with physical structure, including the essence of a mood, reaction rate, response intensity and susceptibility to emotional stimulus. Scholars accepted a classification system of a widespread and conflicting character because their opinions differed from each other, Table 1 and investigating the factors of human character is a key point of trait theory (Chang-Yun, 2004). The theories of the various factor-analyses for confirmation of individual traits are show as follows in Table 2.

Therefore, this study examined how a character with a number of related factors (Kim *et al.*, 2015; Pandey *et al.*, 2015) to select the program watching and the audience

has a certain TV viewer characteristic in selecting the inclination according to the characteristics of the individual characters. This study also attempted to determine whether these individuals of a given character type are any different from a comprehensive selection for TV viewing by considering widening the dimension of personal disposition. The research problem was set up as follows:

RP1; Character types (type of lead, expression, friendship and analysis): According to the characteristics what is the difference between program genre preference levels? The hypotheses were set as follows to find the answers to these research questions:

- RH1: the type of lead character will be preferred more in dynamic and information delivery TV genres (sports and culture) than other characters (type of expression, friendship and analysis)
- RH2: the expression character would prefer private lives and interesting entertainment TV genres (drama and comedy) more than other characters (type of lead, friendly and analysis)
- RH3: the friendship-type characters will not favor breaking news, commentary or news about current affairs more than other characters (type of lead, expression and analysis)
- RH4: the analysis character will not prefer the TV genres of active or breaking news or commentary of the purpose of the current affairs more than other characters (type of lead, expression and friendship)
- RP2: what differences in the characters depend on gender?

Table 1: Type of study on disposition

| Name of scholar | Contents |
|-----------------------------------|--|
| Hippocrates (460-377, B.C) | Based on the four elements, this assumes that the human body is one small universe. The humors consisted of black bile (earth), phlegm (water), yellow bile (air) and blood (fire). The proportioned combination of these elements makes a perfect state of body and soul |
| Claudius Galen (130-200, A.D) | The cardinal humors (blood, phlegm, choler and black bile) have been modified as choleric, sanguine, melancholic and phlegmatic for the four dispositions of an individual character trait |
| Immanuel Kant (1724-1804) | Reviewed the four dispositions and this disposition considered psychological tendencies as attributable to the characteristics of the blood by the mode of sensibility |
| Wilhelm Wundt (1832-1920) | Complemented the four dispositions of categorical type levels through <i>grundzüge der physiologischen psychologie</i> . A disposition is decided by the cross point of a strength dimension of the emotional reaction and a speed dimension of emotional change but is not classed as independent nomadic |
| Lee, Jae-ma (1837-1900) | The originator of the constitution theory. Mentioned the physical and metal trait and divided it into the four constitutions of Taeyangin, Soyangin, Taeumin and Soeumin, according to body type and the size of the internal organs |
| Ivan Petrovich Pavlov (1894-1936) | Explained the behavior traits of a dog through a physiological concept as strength of excitement, restraint, movability and balance |
| Carl G. Jung (1875-1961) | Made a concrete type concept in the reverse side of each individual behavior and categorized a combination mental type which is introversion, extraversion, sense and intuition, thoughts of the decision and feelings functions and the psychic function of a different attitude (introversion, extraversion) |
| Isabel Myers (1917-1980) | Measured and categorized the Myers-Briggs type indicator with 16 mental types into four levels by type-watching, Jung’s introversion and extraversion and adding judgment and persuasion |

Table 2: Type of character trait theory

| Theory | Contents |
|--|---|
| Hans J. Eysenck (1916-1997) | Three (psychoticism, extraversion, neuroticism) kinds of individual differences could be explained only by the nature of the core dimensions |
| Cost and McCrae (1999) | The most significant individual differences in the interaction with people are organized into five factors five factors sim-personality traits through the personality traits term analysis in the daily life of common existence that personality traits factors to all individuals over the lexical hypothesis approach that encoded the language in which people who use it may indicate |
| Leary (1957) Circumplex Model (IPC) | The personality is a hypothetical constituent. This could be described as the arrangement of friendship interpersonal and apathy, domination and submission and interpersonal behaviors in a circle by the character and emotion |

RESULTS AND DISCUSSION

In order to determine the individual character types of the study, (Seung-Hwan and Jong-Chul, 2003) used the analysis scale: five main scales and two secondary scales were reset as shown in Table 3. To measure the standard TV genre, the genre classifications for the measurement based on Joo(Chang-Yun, 2004) were re-classified as shown in Table 4.

To determine the differences in the independent variables, a two-way ANOVA was used to compare according to personal character types, gender and a preference level of the TV program genre. According to Tables 5 and 6, an interaction effect was not observed which was a significant difference into a confidence level of 95% ($F = 2.34, df = 3, p > 0.05$). The differences in the character types are shown in Fig. 1. Specifically, a man ($M = 4.50, SD = 0.50$) and a woman ($M = 4.10, SD = 0.73$) of a directed type character were most preferred as a cultural program genre. Figure 1 in contrast, a man ($M = 3.07, SD = 0.89$) and a woman ($M = 3.14, SD = 0.84$) with an expression type character were shown as the lowest preference level, according to a cultural program.

Directed type character: This character type preferred the educational and news TV program genres to the other program genres. In general, men preferred all of the genres without an educational program and they preferred news more than women did. This study supported RH1. There are two reasons for this, one is that this character's conductivity is higher than that of the other characters and this type has a psychological tendency through strong competition and high goals. The main characteristics of direct type characters are that they make fast decisions and deal efficiently with tasks; not only do these directed type characters display sociability and maintain aggressive personal relations according to need but also they are able to abstain from emotion and deal with a task calculatedly. Although, this type has a high level of self-confidence they take a cautious attitude toward other types because they also have a strong work ethic and they are self-conscious about receiving the

attention of other people. There is a high probability of directly showing an appearance because they feel limited to quickly hanging onto a person's words and they make their party good to show that their decision is firm. In particular, a man of this character type has a decided advantage/opportunity to express himself more than a woman does; this is considering the social situation and cultural environment in Korea.

Expression type character: This character has the peculiarity of the most preference for the drama and comedy TV program genres. The data in this analysis supported RH2. The reason for this is that the character type has the advantage of being a people person, a more dramatic, lively and theatrical person. However, in case of need they have a peculiarity of being self-assertive. They are endowed with both a verbal and a non-verbal ability with words that can impress others as well as their loved ones. Because they have intuition and their fervor is very strong, this character type enjoys active human relationships and a freewheeling lifestyle environment. Many people enjoy the company of this character type because they are a character type of great discernment and finding merit in others. Because they have abundant energy and strong sensation seeking traits they have tremendous concern for a creative field and need new ideas. However, this character is vulnerable to completing tasks independently and they take their rest alone because this type has a very active leisure pattern and a central interpersonal orientation for storing energy. Since, they lack logical consistency and self-discipline ability, sometimes they are more likely to be an indiscreet person as compared to other character types.

Friendly character type: This type character prefers comedy and show program genres. They rate educational programs and news lower than other genres. This character trait supports the RH. This character is a highly receptive type and in comparison to the other characters is thoughtful, considerate and not easily visible. This character trait is especially weak with strong desire, rough, in a competitive culture and wishes to live in a natural, friendly and pastoral environment. In addition,

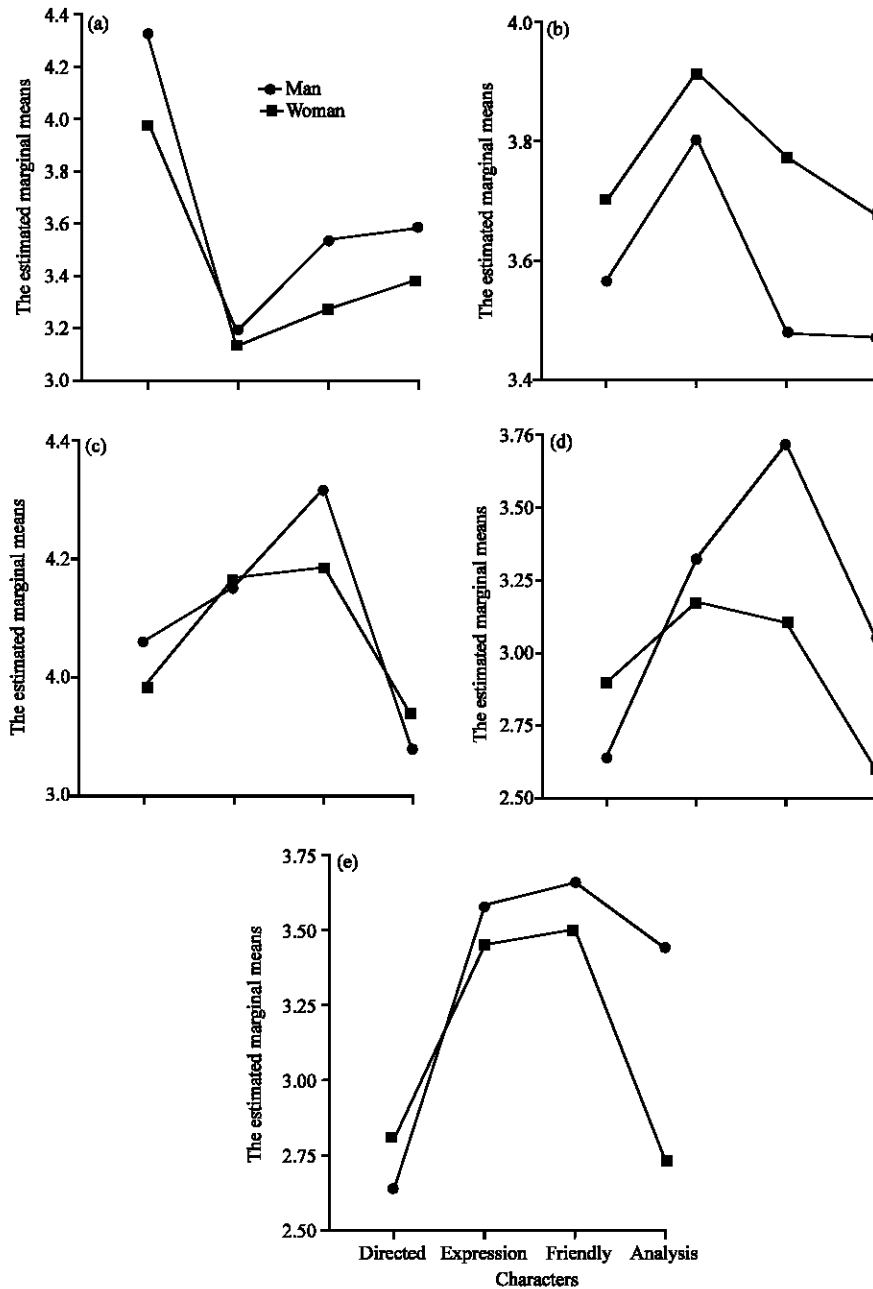


Fig. 1: An educational program genre preference level of character and gender: a) Educational; b) Drama; c) Show; d) Sports and e) Comedy

they are good listeners who do not like conflict and who want peaceful personal relations. They show limitless enthusiasm and infinite ability when they meet their own values in stable conditions. When you meet a person with this characteristic the first time, they are perceived as having a lower energy level; this is a psychological trait with complex interactions. These individuals endure disadvantages because of their soft heart and delayed

judgment; moreover, they are not confident at relieving stress and tend to overreact to their nearest and dearest.

Analysis character type: This character generally has a lower preference level for TV program genres. RP4 supports their character traits because the sociality of this character is lower and more distracted than that of the other characters. Although, these characters are tender

Table 3: Operational definition of character types

| Division | Directed type | Expression type | Friendly type | Analysis type |
|------------------------------|--|---|---|--|
| Conversation patterns | | | | |
| Talk quantity | Talkative in the center of specific subject and untalkative about sociable comment | Talkative for personal relations and a friendly environment | A little talk the first time and starts to talk from the mood of ease | A laconic reply related to the topic and does not talk without a topic |
| Conversation patterns | | | | |
| Talk speed | Speedy and direct | Speedy and extempore | Slowly and gentle | Slowly and stereotypic |
| Body language | | | | |
| Position change | Unchanging regularly but has a large circulation and dynamic | Changing frequently and exaggerated gesture | A small breadth, circulation and too many hand movements | Stable with few posture changes |
| Body language | | | | |
| Intonation speed | High and Monotonous | High and Various | Low and Smooth | Low and Monotonous |
| Focal need | | | | |
| Mottos | Nothing is impossible In the whole universe | Don't worry, be fine This moment | Give me a break Walk in someone's shoes | Think about two times Security is the greatest enemy |
| Focal need | | | | |
| Value of priority ranking | Goal achievement collection of materials human relations | Human relations goal achievement collection of materials | Human relations collection of materials goal achievement | Collection of materials goal achievement human relations |

Table 4: Operational definition of TV program genre

| Division | Definition | Under genre |
|-------------|--|---|
| Educational | TV program for purposes of information fact delivery | Documentary, life information, education/cultural art education |
| Drama | a fictional tv program with a story structure | drama, movie, conte |
| News | TV program for purposes of breaking news, commentary and reports about current affairs news, current affairs/reports | |
| Show | TV program for the sake of arousing interest and entertainment | Variety, music, quiz shows |
| Sports | Live broadcasting program for one game and different sports | Live game/A filmed TV broadcast |
| Comedy | TV program with dramatically characteristic jokes and comedy | Comedy, sitcom |

Table 5: Standard deviation and average of character and gender about an educational genre (n = 466)

| Dependent variable | Character | Gender | Mean | SD | N |
|----------------------|-----------------|--------|------|------|----|
| Preference-education | Directed type | Man | 4.50 | 0.50 | 84 |
| Preference-education | Directed type | Woman | 4.10 | 0.73 | 10 |
| Preference-education | Expression type | Man | 3.07 | 0.89 | 42 |
| Preference-education | Expression type | Woman | 3.14 | 0.84 | 99 |
| Preference-education | Friendly type | Man | 3.24 | 0.93 | 59 |
| Preference-education | Friendly type | Woman | 3.56 | 0.84 | 79 |
| Preference-education | Analysis type | Man | 3.37 | 0.48 | 75 |
| Preference-education | Analysis type | Woman | 3.61 | 0.60 | 18 |

Table 6: The preference level result of an educational program genre of a two-way analysis of variance according to character and gender (n = 466)

| Variables | Sum of squares | df | Mean square | F-values |
|--------------------|----------------|-----|-------------|----------|
| Main effect | | | | |
| Character | 39.59 | 3 | 13.199 | 23.36* |
| Gender | 0.21 | 1 | 0.212 | 0.37 |
| Character*gender | 3.97 | 3 | 1.325 | 2.34 |
| Error | 258.70 | 458 | | |
| Total | 6207.00 | 466 | | |

p<0.05*

and dislike clashing with people they have the best ability at controlling and managing for mental control and perfection in their work. This character is a skeptical intelligent person. They undoubtedly solve problems at work through unlimited patience and ability at detailed thinking. Although, it is difficult to separate them from the friendly analysis type character this character is an independent character who does not easily open up and they are reluctant to share with

other people in a place of their own. They are cynical about invalid arguments and disorganized behavior. The results of RP2 appeared to demonstrate that a woman of this character type more often has a higher preference level than a man of other characters (expression, friendly and directed character type) without a directed character type in an educational program. The analyses showed that a woman of this character type is higher more often for the drama genre than for a man and among other characters and genres as well. A woman of expression character type and analysis character types is higher more often than a man without a woman. A man of this character type had a higher preference level more often than a woman of other characters (expression, friendly and analysis type) without a directed character type in the sports genre. In the news genre a man and woman of directed character have a higher preference level than that of other

characters (expression, friendly and analysis type) while a woman of expression and analysis character preferred it more so than a man. Men and women of expression and friendly character preferred the comedy genre without a man and woman of directed and analysis character. Looking closely at the results, first, all of the characters can identify with the relationship about a dependent variable item of the TV program genre. Second, as to the TV program genre for each character, specifically, it found significant differences between a drama, news, show, sports, comedy and educational program and the preference level of equivalent variability. Third, the drama, comedy and show genres also showed a difference between the character groups. Therefore, when all of the analyses were combined, officials of broadcasting programming must do more to support the programming as broadcast programming for the target audience and they need to have another type of programming strategy. Finally, broadcasters have to find some way to overcome the secure data of the ratings and appeal to the character for each genre.

CONCLUSION

This study examined TV program genre preference according to the personal traits of the character types. An overall research category identified the diverse characteristics of TV program genres and the implications through the differences in the character traits and not confined to gender, man or woman. To accomplish this goal, this study uses both a primary (character analysis) and a secondary (TV program preference) questionnaire survey.

The research results showed a meaningful difference in TV program preference level according to personal character. In particular, all of the directed character men and women showed a preference for the educational and news program genres. The expression character preferred the genres of drama, shows and comedy and women preferred drama and shows more than men did. A woman of friendly character was analogous to the pattern in expression character, a man with this character type showed a higher preference level for the sports, shows and comedy genres. Finally, the analysis character generally did not show a higher preference level. This is because the analysis type character did not generally give their opinion on the questionnaire survey. The researcher not only enhances gender, each area and a demographic factor but also has a grasp of audience needs to discern the audience's preference of TV program. To do so, this should be sublated into the variable selections of simple TV program preferences and an exquisite

analysis must be maintained according to character traits. Each broadcast should be done by an analysis of the competitive audience through TV service and its content. In addition, the development and measure of an appeal point for each character needs to be reinforced. Moreover, the programming must reflect enough to provide the ability to analyze the need of each character. Because existing viewer ratings can never be replaced with audience needs, periodic analyses of audience character are conducted to confront the realities of audience demand. This means that broadcasters must consider the character traits from watching TV. To do so, the traits of the audience's character should consider a preference of TV watching more than the simple variable of gender. Future expanded study that focuses on the TV programs that the audience watches is especially needed.

LIMITATIONS

This study acknowledges that this analytical data has limits. Accordingly, it needs an expansion of research subject matters with a new region and culture.

RECOMENDATIONS

Nonetheless, regarding the TV watching of general viewers this study demonstrates that the viewers watch TV programs of a certain genre by their selection of TV program genres and this study empirically surveyed the measurable character theory of the personal trait. Therefore, this study is tremendously significant for the broadcasts and researchers in Asia.

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