

3I Framework Of Second Screen: Involvement As Major Driver For Intensified Usage

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Aim of the project

The paper aims to provide a framework to apply the topic of Second Screen within sport marketing practices. This framework is intended to answer two specific research questions, to what extent different TV programs are connected to whether Second Screen usage or parallel usage and which level of acceptance has Second Screen among sports fans.

Theoretical background

Second Screen is defined as the “use of handheld devices such as smartphones and tablets in close connection with TV watching” (Klein, Freeman, Harding, & Teffahi, 2014). Second Screen has become popular for many people while watching TV, especially in context of sport broadcastings (Pfeffel, Kexel, Kexel, & Ratz, 2016). Additionally, this topic has brought the attention of researches from several disciplines, such as advertising (Nagy & Midha, 2015) or psychology (Van Cauwenberge, Schaap, & Van Roy, 2014). Due to these aspects, marketers and media broadcasters are starting to focus on those services recently as they may provide opportunities for enhancing the users’ loyalty as well as increasing sales (Lim, Hwang, Kim, & Biocca, 2015). The technological advancements and digitalisation have increased parallel as well as Second Screen usage of multiple media devices such as tablets, smartphones or laptops.

Methodology, research design and data analysis

The paper summarizes results from three quantitative empirical studies done by the authors. Extensive online surveys on the Second Screen behaviour of football fans were conducted in 2015 and 2016 ($n = 1.766$). 85 per cent of the football fans have been male, what is typical for that target group. The surveys have been conducted with two clubs, the major survey in club A ($n = 1.434$) and a smaller one in club B ($n = 332$). Some characteristics are different, for example in group A most participants are between 14 and 39 (56 per cent) whereas in group B, 56 per cent are older than 50 years. For both group the same sampling (random) has been used as the link was distributed via the club’s online newsletter. The hypothesis was tested whether the affinity of football fans to use Second Screen differs in the context of sport broadcasting and if yes, to which extent. Additionally, in 2016, a comprehensive online survey about Second Screen and parallel usage behaviour focussing on selected media programmes was conducted ($n = 240$) to compare the data from football fans to a more general target group and to develop a framework about Second Screen usage patterns. Data was analysed with SPSS calculating various correlations as well as comparing results from the different programme types in a cluster analysis.

Results, discussions and implications

Although Second Screen opportunities become increasingly important the results showed that the majority still does not use online services with a direct connection to the TV programme, however the disconnected, thus purely parallel usage is very common (76% of the people reported that they use other devices parallel to their TV programme on a weekly or daily basis). Often this behaviour is caused by boring programme parts and advertising slots. Otherwise, in the context of football broadcastings the results indicate a different picture. With those findings, a cluster analysis was used to develop a matrix developed with the different programme types, identifying three major groups. The first one was defined as *Interaction* as it can be described as the average kind of TV programme. Spectators can and regularly (but not intensively) do interact on second devices. This cluster ranged from 15 to 30 per cent Second Screen usage and around 40 per cent parallel usage. Another cluster, called *Irrigation*, shows significantly different characteristics. A higher share of parallel usage, from 50 to 70 per cent approximately without an increase in relative Second Screen usage. Those are apparently the programmes (e.g. serials and especially advertisement), for that spectators use parallel media activities to distract themselves from the programme. Finally, there are programme types — especially sport broadcastings — that people apparently are very involved in. A comparably low or medium share of parallel usage meets a comparably high share of real Second Screen usage, showing that a bigger share of consumers only makes use of a second device if there is a connection of the digital offering to the current TV cast. Thus, it is the cluster of *Involvement*. It seems that they are more involved in what they watch on the screen, thus parallel usage in this case is more to intensify the TV experience than to distract from it and therefore more Second Screen services are used.

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