

Sociological Research of TV Audience Behaviour

Factors Determining The Time Spent Watching TV

ABSTRACT

The thesis deals with the phenomenon of TV viewing and with TV audience behaviour research. The theoretical part demarcates watching TV within leisure activities and deals with the question of motivation for watching TV as well. It also mentions the approach of people who intentionally try to exclude TV from their life. The text does not omit even the important contemporary determinants of watching TV - Internet and digitization of TV broadcasting. Subsequently, the main methods of TV audience behaviour research in the Czech Republic are introduced. In the empirical part, the main factors that most affect the time spent watching TV are being identified - first through separate elementary analyses and afterwards through searching for a regression model that would best predict the time spent watching TV for individuals and groups based on their socio-demographic and other characteristics.

Keywords: television, time spent watching TV, watching TV, ATS, Peplemeter, TVmeter, TV viewer, TV audience behaviour research