

Holger Ihle · Michael Meyen
Jürgen Mittag · Jörg-Uwe Nieland *Hrsg.*

Globales Mega-Event und nationaler Konfliktherd

Die Fußball-WM 2014
in Medien und Politik

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ISBN 978-3-658-16196-5

ISBN 978-3-658-16197-2 (eBook)

DOI 10.1007/978-3-658-16197-2

Die Deutsche Nationalbibliothek verzeichnet diese Publikation in der Deutschen Nationalbibliografie; detaillierte bibliografische Daten sind im Internet über <http://dnb.d-nb.de> abrufbar.

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Lektorat: Barbara Emig-Roller

Gedruckt auf säurefreiem und chlorfrei gebleichtem Papier

Springer VS ist Teil von Springer Nature

Die eingetragene Gesellschaft ist Springer Fachmedien Wiesbaden GmbH

Die Anschrift der Gesellschaft ist: Abraham-Lincoln-Str. 46, 65189 Wiesbaden, Germany

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The 12th Player Online: Second Screen Usage and Social TV Behavior during the 2014 FIFA World Cup

Matthias Bixler and Thomas N. Friemel

1 Introduction

Traditionally, international football events were received by the audience exclusively via radio and TV. Recent developments in technology, however, resulted in fundamental changes of the media landscape. With the advent of cheap broadband internet connections and live streaming services, today, viewers have a wide diversity of devices to choose from, when watching football. In 2010 TV stations in some countries started to livestream games of international football tournaments like the FIFA World Cup and the UEFA EURO officially over the internet as an additional service for their audience. Thus, on the one hand live reception of World Cup games is no longer exclusively tied to access to a TV, but extended on a fast and stable internet connection. On the other hand there are new forms of media usage complementary to watching football on TV, including various forms of online media and computer mediated communication (CMC). Moreover, internet enabled mobile devices and mobile applications make all of these media services easily accessible on the go.

One recent innovation in media usage is currently discussed under the catchword *second screen*. Second screen behavior refers to the usage of an

Submitted for publication on February 2, 2015.

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© Springer Fachmedien Wiesbaden GmbH 2017
H. Ihle et al. (Hrsg.), *Globales Mega-Event und nationaler Konflikttherde*,
DOI 10.1007/978-3-658-16197-2_13

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internet enabled device, such as a PC, a laptop, a tablet PC or a smartphone parallel to watching a program on TV. The use of social media and communication services on second screens is also referred to as *social TV* (Buschow and Schneider 2015a).

Broadcasters and app developers start to become aware of the potential benefits that come from second screen applications specifically designed for simultaneous use with sports broadcasting. For the 2014 FIFA World Cup the German public-service TV station ZDF provided a wide range of additional live content on their website including access to match statistics, instant replays from various angles of view, a social media monitor where user comments from Twitter and Facebook were displayed and a bird's eye perspective on the pitch (called tactics view), among others. There was also an app associated with the website providing the same content for mobile devices. It was downloaded about 1.5 million times during the World Cup (Busemann and Tippelt 2014).

Media sports has long been identified as a great potential for follow-up communication among viewers (Gantz 1981; Gantz and Wenner 1991). In recent years important TV events also turned out to become great social TV events. Compared to former tournaments the 2014 FIFA World Cup saw a massive increase of attention on social media sites. According to Facebook it was the most discussed event on the social network site so far. 350 million people all over the world joined in World Cup related conversations on Facebook, thereby generating about 3 billion interactions (posts, comments and likes). 88 million people generated more than 280 million Facebook interactions during the finale alone (Facebook 2014).

Most TV events are rather punctual occasions for second screen usage and social TV. International football tournaments like World Cups, however, are events with a constantly high amount of interest among viewers and intensive media coverage over the weeks of its lasting. Yet, little research has been done on the topic so far. Therefore we conducted an exploratory case study on usage of second screens and social TV behavior during the 2014 FIFA World Cup.

2 Related Work

2.1 Social TV and 2nd Screen Usage

Early research on social TV focused on particular social TV systems designed to enable communication with people in different locations parallel to watching TV, also referred to as interactive TV or iTV. Depending on the type of iTV system communication happened in form of voice chatting, text messaging or a combination of both. Sometimes additional features like emoticons were provided (Coppens et al. 2004;

Nathan et al. (2008). Those systems usually needed additional hardware attached to the regular TV set such as set top boxes and headsets for voice chatting or keyboards for texting. Research questions centered on how iTV systems could be improved to fit viewer's requirements and to enhance their TV experience.

Comparing voice chatting and texting Geerts (2006) found that communication in whatever form distracts viewers from content seen on TV. Voice chat was found to be more natural and to make it easier to follow TV content. In this study text messaging was preferred by younger people. Distraction was lower for them, because they were already familiar with text applications and more capable of (media) multitasking. However, texting seemed problematic when the TV program required viewers' attention.

Weisz et al. (2007) conducted a controlled laboratory study to further examine effects of texting while watching video content. They found that people who texted while watching a video were entertained not only by the content but also by the chat itself. They also found positive effects of texting on social relations. Friends and strangers alike rated their conversation partners higher after chatting than without chatting. However, in their study too, texting was a substantial source of distraction from the video content.

In their field study Harboe et al. (2008) set up a social TV prototype enabling audio chat in participants' homes. They found that social TV systems can add substantially to the viewing experience. Moreover, their system was able to arouse a feeling of copresence with physically distant people. Interestingly, communication was able to provide a distraction during commercial breaks, but also resulted in less switching of channels.

Until now, no specifically designed system for social TV became accepted by the audiences. Instead, in the last couple of years we witnessed the widespread pervasiveness of easy to use internet enabled mobile devices like laptops, smartphones or tablet PCs. Research on their usage as second screens was mainly conducted in the context of consumer research or non-academic audience research. It can be stated, however, that second screens already are an important part of television consumption. According to Nielsen Media Research 75% of smartphone and tablet users in the US use them as second screen devices while watching TV at least once a month, while about 50% use them daily (Nielsen Media Research 2013). In a world wide survey 58% of onliners indicated that they browse the internet while watching TV on a regular basis. Compared to other regions, Europe showed the lowest percentage (44%) (Nielsen Media Research 2015). A German study found that 56.6% of German onliners use the internet parallel to watching TV at least on an occasional basis (ARD and ZDF 2014).

Most second screen usage like checking e-mails, browsing the web for information or online shopping is not related to the TV program. However, content

related online activities already make a significant proportion of second screen usage. Busemann and Tippelt (2014) found that 34% of second screen users in Germany browse for information complementary to the content seen on TV. This number is rising to 47% for users aged 14 to 29.

Ainasoja et al. (2014) point out that content related second screen usage very often goes along with interpersonal communication. Based on their findings from a qualitative study with a multi-method approach they illustrated four types of user roles for content related second screen behavior during live broadcasts of entertainment shows: (1) Analyzers look for additional information on the web that help them predict the success of actors on TV. (2) Active followers are more interested in background information about the actors to get a grasp of their lives and careers in detail. (3) For home gamers additional benefits come from playful competition between viewers. (4) Commentators like to comment spontaneously on various aspects of TV shows. For them using second screens often is a social event.

Han and Lee (2014) examined motivations for text-based communication via instant messengers (IM) and Facebook while watching TV. They identified five major motivations: (1) communication about impressions of a broadcast, (2) feelings of coviewing, (3) information sharing and seeking (4) curiosity about others opinions and (5) program recommendation. They also concluded that different program genres are associated with different motivations for texting with others.

Comparing social TV users with non-users with respect to gratifications obtained from watching football games alone Fellechner (2015) found that for social TV users experiencing the atmosphere, cheering for their team, social contact, and self-expression/self-esteem were more important than for non-users. All in all he found that social TV usage had more negative effects on viewing experience than positive, especially for those who indicated that they were big fans of their team. Social TV users scored lower on excitement, entertainment, and escapism. This might be attributed to distraction from the game. When watching alone, social TV users missed company more than non-users. This indicates that the need for social contact cannot be fully compensated by social media. On the other hand, social TV users were better able to gratify their need to cheer for their team.

2.2 Second Screens, Social TV and Media Sports

Several studies agree that sport as a TV genre seems to be especially well suited for second screen usage and social TV behavior. Sports was found to be among the genres during which people talk most while watching TV (Geerts et al. 2008). Findings by Harboe et al. (2008) suggest that men think of social TV systems as

useful almost exclusively for sports broadcasts. Buschow and Schneider (2015b) noted that TV programs that are highly topical and emotional - like sports broadcasts and casting shows - have the biggest potential for social TV. To date, however, little research has been done on the topic in particular, yet. So, in a first step, we thought it useful to identify the amount of second screen usage during the World Cup tournament and thus the potential for social TV behavior. Accordingly, we formulated our first research question as such:

RQ1: Which devices have been used as 1st and 2nd screens during broadcasts of World Cup matches?

Although research by Ainasoja et al. (2014) was done on an entertainment show format, the categories they found also might well apply for media usage during FIFA World Cups. Second screens can be used to retrieve additional statistics for matches and the tournament's course (analyzers) as well as background information about players and teams (active followers). They can also be used for participating in and checking live results of private betting communities or commercial sports betting (home gamers). Finally, there are various possibilities for interpersonal communication with individuals or groups of people by means of messaging services or on social media sites (commentators). The typology suggests that different types of second screen usage also fulfill different (social) needs in terms of Uses and Gratifications research (Katz et al. 1973; Lull 1980).

The study conducted by Han and Lee (2014) further specifies the social uses of interpersonal communication while watching sports. In their study on motivations for text-based communication simultaneously to watching TV 'feelings of covieing' were mentioned as a strong motivation for texting while watching sports. They concluded that text-messaging has the ability to arouse a social presence even though conversational partners are not physically in the same location, thereby corroborating similar results by (Harboe et al. 2008).

So far, research focused on identification of the potential of and motivations for computer mediated communication during sports with qualitative approaches. Until now, there is a lack of quantitative data on the prevalence of different types of CMC in a larger sample. The 2014 FIFA World Cup seemed to be an ideal environment to conduct this kind of research. Thus, we formulated our research question on social TV as such:

RQ2: Which types of text-based communication have been used for social TV complementary to watching World Cup matches?

3 Methods and Sample

To answer our research questions on second screen behavior and social TV behavior during the 2014 FIFA World Cup, we conducted a standardized online survey. To gain the attention of potential participants, we announced the questionnaire combined with a drawing to win a prize. Two teasers were placed in the editorial section of the sports pages of two major news portals in Switzerland. The first was published on blick.ch – the most frequently visited website for news in Switzerland. The second was published on 20min.ch, the website of the largest tabloid newspaper in Switzerland with an extensive coverage of the 2014 FIFA World Cup. To gain maximum attention among football fans in Switzerland the teasers were placed shortly before the round of sixteen match Argentina vs. Switzerland on 01-07-2014. Respondents were invited to answer an online questionnaire. In the end they could leave an e-mail address to take part in a drawing to win an official jersey of their favorite national team.

1510 respondents completed the questionnaire including 994 males (67.9%) and 469 females (32.1%, 47 no answer). Age ranged from 13 to 83 ($n = 1459$, $M_{age} = 33.8$, $SD_{age} = 13.7$), with half of the respondents ranging from their early twenties to their early forties ($IQR_{age} = 21$). The teasers were placed on German speaking websites and the questionnaire was constructed in German language thus addressing a large majority of the Swiss population. Accordingly, 93.2% responded that they feel most strongly associated with the German speaking part of Switzerland, 2.4% to the Italian or French speaking part and 4.4% to none of the aforementioned ($n = 1453$). Online accessibility allowed people from outside Switzerland or people from abroad to take part in the survey. We assume that they do not make a critical proportion of the respondents. Most respondents were Swiss (81.9%), followed by German (9.1%) and Austrian (2.9%), whose national team did not qualify for the 2014 FIFA World Cup (others = 6.0%, $n = 1461$). Although taking part in the survey was possible until the last day of the tournament, 69.8% of the data were conducted in the two days before Switzerland's knockout match vs. Argentina. To answer our research questions we used frequency analyses and cross tabulation.

4 Results & Discussion

For decades World Cup live broadcasts were almost exclusively received by the audiences via TV or radio. Recent developments in technology, however, changed the media landscape for following international football events. We conducted a study to explore how this change affected media usage during the 2014 FIFA World Cup with a focus on usage of second screens and social TV behavior.

4.1 Prevalence of First and Second Screen Devices

Our first research question referred to the devices used as first and second screens during World Cup matches (RQ1). We asked our respondents for the devices they used, thereby distinguishing five different types: (a) traditional TV, (b) PC or Laptop, (c) smartphone, (d) tablet PC, and (e) video projectors. Note that traditional TVs and video projectors are mere display devices, while all others can be used to retrieve broadcasts as well as for browsing the web or for interpersonal communication.

Our data on first screen usage show that traditional TV was still predominantly used for receiving broadcasts of FIFA World Cup games (95.4%, cf. Table 1), but other devices are on the advance. Almost half of our respondents (49.9%) used a PC or Laptop for reception at least on an occasional basis. A bit surprisingly, 42.2% reported that they used a smartphone as a first screen to watch World Cup games. Slightly less than a third used a tablet PC (28.2%) and almost a fifth (17.5%) used a video projector.

Although traditional TV lost its exclusiveness, it is still predominantly used for following live broadcasts of football matches. Other devices are on the rise and though they are not (yet) able to substitute TV, they seem to complement its use. Most mobile devices are designed for use by single persons and are also not well suited for video consumption for a longer time. Thus, we may assume that they are used rather occasionally for watching games or parts of games that are not so much of interest for the viewer or in situations when a TV is not easily accessible. This might also be a possible explanation for the relatively high percentage of respondents reporting that they used a smartphone as a first screen during the World Cup.

The type of second screen heavily determines what it can be used for additionally to the TV program. The typical definition of second screen behavior involves usage of an internet-enabled computer-like device. For our study we extended our understanding of the term to display devices to be able to cover the

Table 1 Devices for watching World Cup matches. *Source:* Own calculations

	1st screen	2nd screen
	in %	
TV	95.4	11.2
PC/Laptop	49.9	40.3
Smartphone	42.2	69.2
Tablet PC	28.2	30.6
Projector	17.5	1.8
Total	99.2	78.4

phenomenon more fully. 78.4% of our respondents reported that they used at least one of the aforementioned devices as a second screen at least on an occasional basis. Almost all of our respondents who reported second screen usage made use of their smartphones during World Cup live broadcasts (69.2% of respondents in total, cf. Table 1, column 2). PCs and Laptops were used by 40.3%. Tablet PCs were slightly less popular (30.6%) and even additional TVs (11.2%) and video projectors (1.8%) were used as second screens.

Second screen usage was very widespread among our participants. Almost 4 in 5 people reported at least occasional usage of one of the second screen devices in question. Among the people who used second screen devices at least occasionally smartphones were most prevalent as second screens. Given their wide distribution and almost constant availability this is not surprising, although Busemann and Tiptelt (2014) found a more frequent use of tablet PCs in their study. By now, smartphones have the capacity to retrieve most online services in a mobile version and at the same time offer high usability. Thus, they offer the possibility to use a second screen even in situations where no other devices are available, for example at public viewing events. PCs and Laptops are still more frequently used as second screens than tablet PCs, probably because of their still much higher pervasiveness. It also seems that some people put considerable effort in enhancing their football experience by using additional TVs and even additional video projectors as second screens at least on an occasional basis. This might be a special feature of media usage during sports broadcasts, but indicates the importance that is assigned to second screen usage already.

4.2 Social TV

Results from Table 1 reflect the potential for text-based interpersonal communication that lies in second screen usage. Our second research question addressed the types of text-based interpersonal communication used for social TV parallel to broadcasts of World Cup games (RQ2). In general, interpersonal communication parallel to watching TV can be both on-topic or unrelated to the content seen on TV. We distinguished five different types of text-based communication that can take place on second screen devices: (a) texting with one other person, (b) texting with a group of persons, (c) posting, commenting and liking content on social network sites, (d) microblogging on Twitter, (e) communication in chatrooms and (f) on message boards.

Texting usually is done by means of instant messengers (IM) and short message services (SMS). It can be further specified by the number of people taking part in a conversation. We distinguished in texting with one other person and group-based texting with more than one person as it is possible with most instant messengers available. Posting, commenting and liking content on social network

sites like Facebook is another important form of computer mediated communication (CMC). In our study we specifically asked for participants' communication activities on Facebook, because in Switzerland, like in many other countries all over the world, it is the most commonly used social network site. Microblogging on Twitter is to be distinguished from TV related activities on social network sites, because unlike posts on Facebook tweets are viewed as more short-lived and used with a different intention (Schirra et al. 2014). Finally, we asked for communication in chatrooms and on message boards. Although, there are similarities to other types of text-based communication, like group-based texting or usage of social network sites, usually a Laptop or a stationary PC is used for usage of these two types of communication service, while all others can be comfortably used with a mobile device.

82.8% of our respondents said, that they used any of these communication services for social TV during the World Cup. In our data there is a clear hierarchy of types of text-based CMC. Texting with a single person was most prevalent among our respondents (78.8%, cf. Table 2), followed by group-based texting (59.0%). 35.6% posted, liked and commented content on Facebook. 7.1% of our respondents used Twitter, 5.9% took part in chatroom discussions and 7.9% were active on message boards.

Both forms of texting are associated with sex, but in opposite directions. Women texted significantly more with a single person than men ($n = 1456$, $\chi^2(1) = 7.861$, $p < .01$), although the effect size is low ($\varphi = .073$). In contrast, male respondents rather used group-based texting ($n = 1431$, $\chi^2(1) = 11.800$, $p < .001$), again with

Table 2 Devices for watching World Cup matches. *Source:* Own calculations

	Total	Male	Female	13 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 and older
	in %								
Texting	78.8	76.9	83.3	94.0	90.3	77.0	63.2	66.7	51.2
Group texting	59.0	61.8	52.2	88.8	73.4	53.6	34.8	38.2	23.6
Facebook	35.6	34.0	38.2	28.5	44.9	37.9	27.1	28.7	18.3
Twitter	7.1	7.5	5.5	8.3	7.0	9.7	3.6	5.9	2.8
Chatroom	5.9	6.2	4.8	12.8	5.7	4.2	1.3	7.4	4.3
Message boards	7.9	8.9	5.7	8.9	7.8	9.1	4.1	9.0	7.1
Total	82.8	81.5	85.7	99.4	93.2	81.7	67.1	71.2	50.0

a similarly low effect size ($\varphi = -.091$). Both forms of texting are associated with age. The younger our respondents, the more they were prone to text during World Cup games (single person: $n = 1454$, $\chi^2(5) = 147.735$, $p < .001$, $V = .319$; group-based: $n = 1430$, $\chi^2(5) = 227.205$, $p < .001$, $V = .399$). Persons under thirty years of age were especially apt to text, whereupon group-based texting is stronger associated with age than texting with a single person. Using Facebook is as well associated with age ($n = 1431$, $\chi^2(5) = 42.359$, $p < .001$, $V = .172$).

Social TV was very popular among our respondents during the World Cup. More than 4 in 5 persons used CMC services to communicate with others during game broadcasts. This is in line with findings from earlier studies that suggest that sports is especially well suited for social TV (Han and Lee 2014; Harboe et al. 2008). Some communication services, however, seem to be more appropriate than others.

Harboe et al. (2008) concluded from their field study that social TV is apt to arouse feelings of coviewing and that men think of social TV as most useful for sports broadcasts. Subsequent qualitative studies found that feelings of coviewing are a strong motivation for text-based communication during sports. Although texting and Facebook differ in that communication via IM is viewed as more private than interactions on Facebook they do not differ in their ability to arouse feelings of coviewing (Han and Lee 2014; Quan-Haase and Young 2010). Our data support findings from those earlier studies with a larger sample.

Texting via instant messengers and activities on Facebook were by far the most popular types of communication. Moreover, men were significantly more engaged in group-based texting, which enables physically distant viewers to express their feelings and cheer together. Schirra et al. (2014) suggest that live-tweeting is also highly motivated by feelings of coviewing. However, they stress that people are much more inclined to live-tweet when watching alone. This might account at least in part for the low number of Twitter users in our sample. Chatrooms and message boards were among the least used communication services. This most likely reflects the fact that text-based communication is a substantial source from distraction from the content seen on TV (Geerts 2006; Weisz et al. 2007). Although chatrooms and message boards might be able to arouse and maintain feelings of coviewing and provide opportunities to cheer together in a larger crowd, a lot of attention is needed to be able to follow or to participate in real-time conversation(s) between a multitude of people.

Texting as well as using Facebook for social TV shows a clear association with age. Under-thirty-year-olds show a much higher engagement in texting. Facebook interaction is most prevalent among people in their twenties. In terms of diffusion of innovations theory our data suggest that digital natives can be seen as early adopters of social TV (Rogers 2003). More than 9 out of 10 people in

this cohort were engaged in any kind of CMC during World Cup games. This exceeds results reported from a representative study on general second screen usage by Busemann and Tippelt (2014) by far.

4.3 Limitations

Of course, our study is not free from limitations. As the aim of our study was to explore usage of media technologies during the 2014 FIFA World Cup, we saw fit to conduct an online survey. Taking part in our survey depended on awareness of the study and self-motivation on the part of our respondents. Although we included a drawing in our survey to incentivize potential respondents, our sample cannot be considered representative for a clearly identifiable population. This could have affected our results in several ways. First of all, since the teasers that led to our survey were placed on sports pages, they were more likely to gain the attention of people interested in World Cup related news or background information about the tournament. This might have resulted in an overrepresentation of people with a high interest in football in general or the World Cup in particular. Second, our sample consists of onliners only. Thus, usage of computer mediated communication might be overestimated in our data to a certain degree, because they do not reach beyond the digital divide (Pearce and Rice 2013). Furthermore, our data have been gathered during an international football tournament and should not be generalized to reception of regular football games or sports events carelessly.

5 Conclusion

We conducted a case study to explore prevalence and usage of first and second screens and social TV during the 2014 FIFA World Cup. Earlier studies focused on identification of motivations for social TV in general with qualitative approaches from the point of view of research on media use. Although most of them have not been conducted on media sports in particular, they suggest that sports as a TV genre is especially well suited for second screen usage and social TV behavior. We found that TVs are still predominantly used as first screens, but other devices complement them. Second screen usage as well as social TV behavior was very widespread during the 2014 FIFA World Cup. Smartphones were most popular as second screens. Texting and Facebook interactions were the most prevalent forms of social TV. Both are clearly associated with age showing that digital natives are more involved in social TV.

Social TV is apparently on the rise and further research is needed to examine the phenomenon more fully. It seems evident that sports in mass media is a rich resource for interpersonal communication. Future studies could address the relationship between TV content and content of conversations between viewers or the use of online media other than CMC services on second screens. From the point of view of uses and gratifications theory social TV can be seen as a new means to fulfill important personal and social needs (Fellechner 2015). The popularity of group-based texting we found among others suggests that the latter are to be analyzed as processes in social groups rather than in dyads (Friemel 2009).

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