

WHY SHOULD THEY COMMENT? UNDERSTANDING LOCAL TELEVISION  
NEWS VIEWERS' MOTIVATION FOR COMMENTING ON STATIONS'  
FACEBOOK PAGES

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**ABSTRACT**

171 participants, recruited from a large Midwestern university, viewed a mock Facebook post from a local television news station. The four conditions each featured the same news story, but some treatments had a statement that said viewers' comments would appear on air during the television newscast, and some treatments had comments showing engagement between the viewers and the news personality who posted the story. Participants rated how motivated they were to comment on the Facebook post themselves, along with their status-seeking motivation, connectedness motivation, and how much they felt the station cared about its viewers.

The results revealed engagement from the news personality with viewers on the Facebook post made participants feel connected, like they could achieve social-status, and cared for, but not motivated to comment on the Facebook post. The statement saying viewers' comments would appear on television did not make participants feel connected, like they could achieve social-status, or cared for, nor did it motivate them to comment on the Facebook post.