Abstract

The research survey and analysis contributed to the body of knowledge of the motivations for watching television and using Twitter. The results identified the motivations of relaxation and escape, companionship and social interaction, and entertainment and enjoyment as similar for television and Twitter. The motivations for insight and information and collecting knowledge or learning were not similar for television and Twitter.

Since the three passive motivations were shown to be similar it makes sense that when people are using Twitter while watching television, they are most likely looking to pass the time, while being entertained and sharing with friends. These genre of shows tend to be sports, award shows and news shows, which this study found to be the shows most often watched while tweeting.