

Kind TV: Interactive and Personalized Television News and Credibility

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1. Introduction

Since the advent of television, the media environment has changed drastically. For a long time, television has wielded the mighty power to influence the audience's view of the world (Gerber & Gross, 1976). However, today's media diversification which brought about the channel proliferation and selective exposure weakened the power. Moreover, fast evolving information technology enables the audience to enjoy interactive and personalized media. Although the personalized Internet news services have been researched (Beam & Kosicki, 2014), the assessment of credibility in news from personalized television has been scarcely studied. Thus, this research will test whether the interactive and personalized television news has higher credibility.

2. Literature Review

2.1. Selective Exposure

People are apt to receive the information which is congruent with pre-established attitude while rejecting the information which is not consistent with the attitude and creates cognitive dissonance (Festinger, 1957). As too much information inundates the audience, such information overload accelerates the selective exposure to accept what they think useful and filter useless information. Besides, the constant evolution of technology enables the audience to consume media contents selectively.

2.2. Personalized News Portals

Developed to gratify the desire of selective exposure, personalized news portal sites had a positive relationship with attitudes toward the medium (Kalyanaraman & Sundar, 2006). Furthermore, customizing homepage to include favorite news sources or topics increased news exposure (Beam & Kosicki, 2014). The personalized Internet news has been extensively researched whereas there are few studies on personalized television.

2.3. Technology for Personalized Television

Smart TV has rapidly grown up due to many functions which facilitate watching for viewers. The key tool is a remote control that enables users to navigate TV programs with voice (Safi, 2015). Equipped with the semantic remote control, smart TV provides the sense of interactivity, thus influencing the users' positive attitudes and high enjoyment (Shin, Hwang,

& Choo, 2013). Our study will utilize the remote control to have interactivity with the smart TV which provides tailored news based on the viewers' age, a level of education, and preferred category.

3. Research questions and hypotheses

3.1. H1: Personalized television news increases news credibility.

3.2. H2: Personalized television news increases user's satisfaction.

3.3. H3: The level of understanding news content in personalized television is higher than that in traditional television.

3.4. R1: What influences most to establish personalized television news?

4. Proposed Method

There are two groups: the control group will watch randomly selected television news passively and the experiment group will watch television news which is fit for age, the level of education, a preferred category. They will use the smart remote control to input their demographic information.

5. Expected results

Compared to the control group, such kind television will be expected to increase news credibility and satisfaction. This study will suggest the mechanism of kind TV can be utilized not only for news but also for entertainment, advertising, and education.

Reference

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