

## Peculiarities of the motivating needs sphere of TV viewers with different television preferences

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### ABSTRACT

The study explore television influence as one of the most powerful translators of the mankind socio-cultural needs of a personality, in a sample of 1030 participants aged 18 to 35 years. Within the framework of the study five TV programs blocks, which have been allocated according to the audience's interest criterion. Clarification of the differences in the emotional orientation of the defined segments allowed to characterize the peculiarities of their motivating needs. It was determined that the segment of the *entertaining* television programs block is characterized by the desire to feel bodily-emotional comfort, accumulation of material wealth and lack of the desire for communication; the segment of the *contemplative* block is very similar to the first one, but they are different with their latent desire for self-realization in communication; the segment of the *activity-related* block does not want to experience any emotions; the *cognitive* segment, conversely, wants to experience emotions of all kinds, except for hedonistic and acquisition; for the segment of the *informational* block the acquisition emotions are the most desirable, knowledge or information accumulation are unwanted. The results of this study can be used to correct the viewing content and to develop new television projects with a view to their positive impact on the personality formation.

**Key words:** television preferences, emotional orientation, motivating needs, personality.

How to cite this paper: Zazymko O, Skulovatova O, Staryk V, & Tonkonoh, I (2019). Peculiarities of the motivating needs sphere of TV viewers with different television preferences. *International Journal of Psychology & Psychological Therapy*, 19, 2, 217-227.

### Novelty and Significance

*What is already known about the topic?*

- The time for watching television programs has a significant impact on the physical and mental health of the population.
- The content of television programs affects the formation of personality.
- Television implements informative and developing function.

*What this paper adds?*

- On empirical material, blocks of TV shows are selected according to the preferences of social active TV viewers.
- The psychological peculiarities in the emotional orientation and motivational-demand field of viewers are determined and characterized, depending on their preferences in the selection of programs for viewing.
- The problem of the influence of content content of television broadcasts on the emotional state of viewers and the formation of their personality traits is noted.

Television is an integral part of our life and it arouses interdisciplinary interest as it is one of the most powerful contemporary translators of the socio-cultural experience, on the basis of which the personality individual mental picture of the world and the foundations of self-development.

Ukrainian scholars, who study the peculiarities of personality formation in the modern discursive space, recognize the importance of television media influence on the process of understanding and interpreting our reality, in particular, the psychic reality of people, their personal experience as the basis for personality mental development

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and successful socialization (Chepelieva *et alii*, 2016). Therefore, study of thematically different television programs influence on formation of personality motivating needs sphere sheds light on the process of personality self-projection and self-development as a whole.

Determination of the television viewing time influence on population physical and mental health, in particular on increasing body weight, is one of the most widely studied problems. In 1986-1990, American researchers (Gortmaker, Must, Sobol, Peterson, Colditz, & Dietz, 1996) identified television as one of the leading factors influencing the growth of obesity among children in the United States. Must and Tybor (2005) empirically found that increasing physical activity and reducing the time spent sitting, especially in front of the TV screen, helps to avoid weight gain in young people. This problem was further researched in various works by other scholars (Eisenmann, Barteel, Smith, Welk, & Fu, 2008; Heilmann, Rouxel, Fitzsimons, Kelly, & Watt, 2017; Chen & Wang, 2015; Thompson, Matson, & Ellen, 2013). The solution of this problem is to be achieved by reducing the length of television viewing (Raynor, Phelan, Hill, & Wing, 2006), especially at the age of 6-7 (Jago, Baranowski, Baranowski, Thompson, & Greaves, 2005).

On the other hand, television as a marketing tool promotes a healthy lifestyle, in particular, emphasizes the attractiveness of gracefulness. This importance of television is indicated in the large-scale studies by Swinburn and Shelley (2008) who conclude that television is a significant factor in the context of obesity, but its impact is not straightforward.

Studies on formation of food habits, which indicate the indirect effect of television, are gaining ground in solving the problems of overweight in another context. It has been shown that viewing television while eating by children under the age of 4 affects further development of their eating habits (Thimmig *et alii*, 2017). Special attention is paid to the behavior of parents who use the TV as a means of influence on children while they are eating (Domoff, Lumeng, Kaciroti and Miller, 2017).

There are also studies that prove that television viewing in childhood and adolescence is associated not only with overweight but also with poor physical fitness, smoking habits and high blood cholesterol in adults (Hancox, Milne, & Poulton, 2004). That is, a significant amount of time spent watching television in childhood is one of the reasons for the general deterioration of adult health. Study by Fabio *et alii* (2014) shows that television viewing is related to cardiometabolic risk.

It has also been determined that long-term television viewing in childhood and adolescence is associated with an increase in antisocial behavior in early adulthood (Robertson, McAnally and Hancox, 2013). McCarthy (2013) showed in the research that young people who spent much time in front of a television set in their childhood and adolescence, compared with those who spent less time, are more likely to have a criminal conviction, they are diagnosed with antisocial personality disorder and higher propensity to the manifestation of aggression. Connectivity to violence and television viewing has also been investigated by Christakis & Zimmerman (2007), who found that viewing of violent content by preschoolers contributes to the formation of aggressive forms of behavior in school. In addition, it has been determined that the level of aggressiveness of television content and time of watching television increase the risk of injury (Fabio *et alii*, 2015).

Researchers suggest reducing the negative effects of television through formation of parental approaches to upbringing of children (Jago, Edwards, Urbanski & Sebire,

2013). Jago, Sebire, Edwards and Thompson (2013) state that family-based measures to change access to home-based media equipment and enhancement of self-esteem by parents help reduce the time spent by children on television viewing. In particular, it has been established that parental control of children's viewing of television directly depends on the parent's self-esteem and, accordingly, its increase contributes to the strengthening of this control (Jago, Wood, Zahra, Thompson, & Sebire, 2015). O'Connor, Chen, Rodríguez and Hughes (2014) have developed a toolkit (POETV scale) that allows measuring TV educational impacts on children with both positive and negative consequences.

Analysis of studies devoted to research of television influence on physical and mental health of a person indicates that negative effects of such influence: excess weight, increased aggressiveness, occurrence of predisposition to violence, etc. are widely researched and typical. A partial solution to these problems is proposed by increasing the self-esteem of parents, who are becoming more capable of adjusting the time of television programs watching by their children. However, we should not forget about the informative and developing television function and pay attention to content, not to time of television viewing.

The study by Otieno, Spada, and Renkl (2013) shows strong influence of the emotional color of television messages. However, the above study applies only to television news and does not cover the entire diversity of TV programs. The results of the study of thematically different television programs influences on human emotions formation, which lay the foundation for their motivating needs sphere, can be used not only to correct the television viewing content, but also when developing new television projects with a view to their positive impact on the personality formation.

The main goal of the study is to define psychological peculiarities of the motivating needs sphere of viewers, depending on their preferences in the selection of programs for viewing, what involves prior resolution of two interrelated tasks. First, modern television offers spectators a myriad of TV shows, which can be united on a certain subject, content, structure of the material presentation, etc. Organizing television programs in certain blocks we can empirically determine the peculiarities of latent influence on the recipients emotional needs. Consequently, the first task of the study is to determine the blocks of TV shows according to audience interests. Secondly, the definition of the peculiarities of the viewers motivating needs sphere demands prior determination of the differences in the emotional orientation of different groups of viewers who favor certain blocks of television programs.

## METHOD

### *Procedure*

In accordance with the set tasks, a questionnaire was developed and psychodiagnostic methodology was chosen that characterizes the emotional sphere of the examined subjects: *Test-questionnaire for Determining the Emotional Orientation of the Individual* (Dodonov, 1978). The purpose of the questionnaire is to study the viewer's preference as to the content under study. Therefore, the developed questionnaire includes not only a number of generally accepted social and demographic issues, but also questions aimed at achieving the main goal. An additional study was conducted to set the questions that cover all TV programs available today. During the implementation of the study, the most popular TV programs of Ukrainian television in May 2018 were analyzed

and categorized in terms of their content meaningfulness. The data obtained from two authoritative sources has been used for this purpose.

The first source was the research data of the TV audience by the Industrial Television Committee (TIC) (operator of the panel -Nielsen) (Nielsen Holdings plc (NYSE: NLSN) -the market leader in measuring and improving business results [<http://www.nielsen.com.ua>]); monitoring (Communication Alliance; data provided by Company). The resource of television viewing statistics on the service Lanet.TV panel.lanet.tv (<https://panel.lanet.tv/login>) was the second source of information.

50 top ranking TV programs presented on the site of the first source (<http://tampanel.com.ua/rubrics/programms>) and 100 top positions of TV shows by panel.lanet.tv rating were allocated on the basis of share -share of the audience that watched the event/TV channel, from the total number of viewers in the given time period (shr%) and viewers average number of the target group watching the program/event every second (rat%).

As a result of the generalization analysis of the thematic content, TV program were classified into 22 groups: travel-shows, mystical shows, musical shows, talent shows, shows based on relationships, family shows, gender-oriented shows, political shows, information shows, entertainment programs, cooking shows, consumer shows, beauty shows, investigation (scandal) shows, shows showing the worst sides of human nature, humorous shows, body shows, cognitive programs (programs about animals, planets, universe, etc.); intellectual shows, erotic-oriented shows, sports programs, music shows, news.

This classification became the basis of the questionnaire, which is aimed at exploring the audience's preference and was also used for processing the data of the open question form the questionnaire, which proposed to indicate five television programs watched by the respondent lately.

### *Participants*

The sample consists of 1030 respondents aged 18 to 35 years. The age limit of the audience is due to the fact that this audience is socially active and easily exposed to various psychological influences. All categories are represented according to social and demographic characteristics, but not in a uniform distribution. In total there were 67.9% female, 62% are persons aged 30-35, 18.6% 24-29 years old, 11% 18-23 years old; 71.7% of the respondents indicate marital status, 16.5% unmarried, 10.1% living together. As to educational background of the respondents 32.5% have complete higher education, 25.3% incomplete higher education, 24.1% secondary education, and 9.7% secondary special education, other educational levels are represented too but do not reach the overall sample size of 5%. At that, 43.5% of the respondents were characterized by full employment, 28.7% were still in education, and 12.2% had part-time employment, other types do not reach the overall sample size of 5%.

## **RESULTS**

A factor analysis was applied in order to reduce the size of the hypothetically defined categories of television programs, which avoids duplication of the information and excludes non-informal and *noise* variables, and to group the rating television programs into blocks, according to the interests of the viewers. The analysis includes responses of the respondents to the closed question of the questionnaire above. The factor analysis

was performed using the method of the main components with the Equimax rotation under the Kaiser normalization. The Equimax rotation is in line with the goal set as it aims to simplify the interpretation of both factors and variables at the same time. For 11 iterations, 5 factors were selected for interpretation, the total dispersion percentage of which is 72.88. When interpreting the obtained factors, variables that have the loading on the factors below 0.5 were not taken into account.

The first factor, which explains 16.53%, is formed by the following program groups: humorous shows (with the factor load of 0.716), gender-oriented shows (0.654), beauty shows (0.620), investigation show (0.614), body-shows (0.602), shows showing the worst aspects of human nature (0.563), music clips (0.529) and culinary shows (0.524). The factor includes television programs that partly have cognitive and educational functions, but in general their content is entertaining. This factor can be called *block of entertainment programs*. The second factor (16.08) consists of the following shows: talent shows (0.812), music shows (0.693), relationships oriented shows (0.663), family shows (0.613), mystical shows (0.580). We named this factor *block of contemplative television programs*. The third factor (14.91) combines television programs related to repair, construction (0.805), automobiles, engineering (0.778), sports (0.560), erotic-oriented shows (0.503). This factor gives the name of *block activity-related*. The fourth factor (14.91) combines cognitive and educational television programs (0.662), consumer shows (0.634), intellectual shows (0.617), information and entertainment shows (0.595), political shows (0.536) was called *block of cognitive television programs*. The fifth factor (10.45) includes two variables with the load factor of over 0.5. These are travel shows (0.705) and news (0.695). This factor was called *block of information television programs*.

Each respondent was assigned the code number of the corresponding block. Note that the number was assigned mainly according to the program, which the respondent preferred (accordingly gave it the first rank in the questionnaire with the closed question). This was not the only criterion for assigning the corresponding number. The first-rank number was assigned only if the program of the second or third rank also belonged to one of the five blocks of the viewers' interest television programs and one of such programs was indicated in the open question. Taking into account these criteria, 4.4% of the respondents of the general sample were not included in the empirical one, on which the further analysis was applied.

The results of the viewers' division among the indicated blocks were as follows: 22.3% of the respondents prefer entertaining programs, 12.7% contemplative, 9.6% activity-related, 9.1% cognitive and 46.2% informational. Significant preference in choosing informational and almost neglecting activity-related and cognitive can be explained by the individual characteristics of the respondents. The general sample is made up of active social networks users, who participated in the survey on the basis of voluntary participation and active social position. It can be assumed that this kind of activity led to the corresponding distribution into the 5 selected blocks of television programs. In marketing research respondents who favor a particular block of television shows are called segments.

The second task was solved applying Fisher's dispersion analysis. The empirically determined variable *Block of programs* was the factor in the dispersion analysis with the following gradations: 1 entertaining; 2 contemplative; 3 activity-related; 4 cognitive; and 5 informational. Were used as dependent variables scale points according to *Test-questionnaire for Determining the Emotional Orientation of the Individual* (Dodonov, 1978).

According to the results, it has been determined that the segments choosing different TV shows do not differ in their desire to experience only two groups of emotions, namely: praxical ( $F= 1.992, p= .094$ ) and pugnical ( $F= 2.135, p= .075$ ). Praxical emotions accompany and color the need for activity, work, self-actualization. So, the choice of one or another TV program does not affect the desire to realize a certain goal of life. The choice of a thematic block of television programs also does not affect the desire to experience pugnical emotions as well, which reflect the need to overcome difficulties, desire to fight.

According to other scales of the influence methodology the choice of the television programs block is established: Altruistic ( $F= 11.961, p= .000$ ), Communicative ( $F= 6.882, p= .000$ ), Glorific ( $F= 4.260, p= .002$ ) Romantic ( $F= 12.169, p= .000$ ), Gnostic ( $F= 3.216, p= .012$ ), Aesthetic ( $F= 5.708, p= .000$ ), Lyric ( $F= 13.701, p= .000$ ), Hedonic ( $F= 19.263, p= .000$ ), Acquisition ( $F= 7.131, p= .000$ ), and Moral ( $F= 4.476, p= .001$ ).

Determination of the differences in the emotional orientation of the viewers segments was carried out using the posteriori test of Games-Howell. The test was designed for uneven sample sizes and is based on the  $q$ -statistics distribution.

According to the Altruistic emotions Scale among all the segments, the highest values are distinguished by the respondents ( $p \leq .01$ ) who choose the block of cognitive TV shows. They differ from entertaining, contemplative, activity-related, informational. At the other pole, with the smallest values on the scale, there are the respondents who choose the "entertainment" block. At the same time the entertaining segment does not differ significantly from all others, only from the segment that chooses the cognitive and informational ( $p \leq .01$ ). Thus, the segments studied in the order of altruistic emotions significance increase level are as follows: entertaining (mostly they do not want to experience altruistic emotions), "informational, and cognitive.

Similar differences ( $p \leq .05$ ), to the Altruistic Emotions were revealed according to the Communicative Emotions Scale. However, the segment that chooses the cognitive block of television programs significantly differs from only two segments: entertaining and activity-related. The respondents who choose the entertaining also have the smallest values on the scale. Significant differences between entertaining and informational ( $p= .001$ ) segments are found in cognitive and informational segments ( $p \leq .01$ ). Thus, according to communicative emotions, the studied segments are distributed in the following order of their significance increase level: entertaining (mostly not wanting to experience communicative emotions), and cognitive.

According to the Romantic Emotions Scale, the segment that chooses the cognitive block of TV shows has the highest values ( $p \leq .01$ ) and significantly differs from all other segments that choose other blocks. In addition, a significant difference was found between the segment of activity-related TV shows (with the lowest values) from contemplative and informational ( $p \leq .05$ ). So, according to the level of desire to experience romantic emotions, the segments were distributed as follows: activity-related (mostly they do not want to experience them), contemplative, informational (intermediate values), and cognitive (mostly want to experience them).

According to the Gnostic Emotions Scale, a statistically significant difference was determined only between the segments of cognitive and effective blocks ( $p \leq .05$ ). The cognitive has predominantly high values, and the activity-related block has the lowest.

According to the Aesthetic Emotions Scale, the segments studied are in the same order as according to the Gnostic Emotions scale. However, according to this scale, the statistically significant difference is determined between the segment that selects the

activity-related block TV shows with two segments: those that choose cognitive and informational blocks ( $p \leq .05$ ).

According to the Lyrical Emotions Scale, all the segments studied have certain differences ( $p \leq .05$ ). The segment that chooses the entertainment block is different from those segments that choose contemplative, cognitive and information blocks. The segment that chooses the contemplative block of television programs is different from the segments that choose entertaining, activity-related and informational blocks. The same situation is with segment that chooses the activity-related block in front of contemplative, cognitive blocks and almost on the level of significance there is the difference from those who choose the block of intelligent TV shows. And segment that chooses the block of cognitive television programs is different from the segments that choose entertaining, activity-related and informational blocks. The segment that selects the block of intelligent television programs is different from the segments that choose entertainment, contemplative and cognitive blocks, and almost on the level of significance there is the difference from those who choose the block of activity-related television programs. On the whole, three homogeneous groups have been defined according to the scale: the group with the lowest values on a scale entertaining and activity-related blocks; the informational segment makes up the group with predominantly average values; the contemplative and cognitive segments are in the group with predominantly high values.

According to the Hedonic Emotions Scale, all the segments studied also have certain differences ( $p \leq .05$ ). The segment that chooses the block of entertainment programs is different from the segments that choose activity-related and almost at the level of significance there is the difference from those who choose the cognitive ( $p = .057$ ). The segment that chooses the block of contemplative programs is different from activity-related, cognitive and information. The same thing is with segment that chooses the block of activity-related in front of entertaining, contemplative, cognitive and informational blocks. The segment that chooses the block of cognitive television programs is different from the segments that choose contemplative, effective, and almost at the level of significance there is the difference from those who choose the entertainment. The segment that chooses the block of information television programs is different from the segments that choose entertaining, contemplative and activity-related blocks. In general, according to the scale three distinct groups are distinguished, which in the order of the values growth are located as follows: activity-related, cognitive, and contemplative.

According to the Acquisition Emotions Scale only the subjects from the contemplative ( $p \leq .05$ ) segment do not differ from the rest of the subjects. According to the scale, two homogeneous groups have been distinguished: activity-related and cognitive segments make up the first group with lower values; the second group -with predominantly high values- includes the entertaining and informational segments. The contemplative has intermediate values that do not distinguish them from these two homogeneous groups.

According to the Moral Emotions Scale, the subjects from the activity-related segment of the television programs block do not differ from other subjects. Based on the established differences ( $p \leq .01$ ), the other four segments also fell into separate homogeneous subgroups. Consequently, according to the scale, two homogeneous groups have been distinguished: entertaining and informational segments make up the first group with lower values; the second -with predominantly high values- includes contemplative and cognitive segments. The activity-related segment has intermediate values that do not distinguish this segment from the two homogeneous groups.

The results of the conducted dispersion analysis are summarized in the comparative Table 1, which shows the signs of those emotions, which showed statistically significant differences in the results of the dispersion analysis.

Table 1. Emotional orientation of the television viewers segments

	Al	Co	R	G	Ae	L	H	Ac	M
Entertaining	–	–	–			–	++	+	–
Contemplative	–		–+			++	++	+-	+
Activity-related	–	–	–	–	–	–	–	–	
Cognitive	+	+	++	+	+	+-	–	–	+
Informational	+-		–+		+-	+-	+-	++	–

Notes: + = experienced emotions; – = undesirable emotions (when differences were established between all, or almost all, allocated segments, the signs + or – is doubled; in an intermediate value situation, the emotion is marked with +); Al= Altruistic; Co= Communicative; R= Romantic; G= Gnostic; Ae= Aesthetic; L= Lyrical; H= Hedonic; Ac= Acquisition; M= Moral.

## DISCUSSION

Generalization of the results allows us to characterize the psychological peculiarities of the motivating needs sphere of certain viewers segments. The segment of the entertainment block of television programs differs from the rest of the allocated segments with a strong desire to experience hedonic emotions. Unlike the segment of the cognitive block, it also has the desire acquisition emotions. Communicative emotions are not of high priority for it. Consequently, the viewer, focused on such TV shows block, is characterized by a desire to feel physical comfort, to experience different kinds of pleasure and is focused on the accumulation of material wealth. Lyrical emotions, that often indicate a depressed desire for communication, are also undesirable for it. That is, for this segment the desire for communication is not typical in general, either in direct or in the hidden form. It also does not feel the need for experiencing moral emotions that affect the value-ideological aspects of the personality orientation. At the value level, in contrast to the cognitive and contemplative segments, the analyzed segment is unmotivated by the values of communication, creativity, education and professional self-realization.

The segment of contemplative block is different from the entertaining block as it expresses a desire to experience lyrical emotions. Since the entertainment block has a noticeable tendency to decrease the need for communication and emotional closeness, we can assume that the analyzed segment is characterized by such a need that is satisfied with the experiences of lyrical emotions. In addition, lyrical emotions are based on aesthetic feelings, which, according to the author of the technique, characterize the neurotic personality type. Therefore, apart from the programs devoted to the disclosure of interpersonal relationships, this segment also selects mystical content programs and programs devoted to various manifestations of talent, which emphasize the romantic history of defeats and victories. Viewing such TV shows requires sensitivity, suggestiveness and gullibility. And this is why romantic emotions also occupy a significant place in the life of this segment and are satisfied by watching mystical shows, as something mysterious, incomprehensible and at the same time fatal. Unlike the activity-related segment, which is absolutely not interested in experiencing romantic emotions, the contemplative segment needs this kind of emotion, but this need is not as strong as in the cognitive segment. Acquisition emotions are also important for this segment, indicating the need for financial well-being and the accumulation of material wealth.

The segment of activity-related block did not show a high level of aspiration to experience any of the group of emotions. It is significantly different from other segments with its reluctance to experience romantic, lyrical and hedonic emotions. It also differs in the absence of a desire for altruistic, communicative, gnostic, aesthetic and acquisition emotions. Differences from other segments as to the desire to experience moral emotions are not revealed in this segment, and there is no desire to experience these emotions. That is, according to the data, this segment is distinguished by rationality, practical orientation of thinking, prudent behavior.

The segment of the cognitive block is likely to experience romantic emotions. Experiences, given by something unknown and incomprehensible, are important for this segment. The intellectual orientation of their personality seeks discoveries and finds. The television programs of their block help them realize their desire for victory and intellectual advantage. The television viewers of this segment differ the most from others with their desires to experience altruistic emotions that involve developed empathy. The analyzed segment also has significant differences from the entertaining and activity-related segment in the expressive need to experience communicative emotions that are directly related to altruistic ones. That is, there is a clear need for communication, and the desire to experience altruistic emotions makes this need expressed and person-oriented. In the desire to experience gnostic emotions, this segment is statistically significantly different from the activity-related segment. Such a result is expected, since the block of television programs, which are chosen by the viewers of this segment, includes those with intellectual orientation. The viewers included in this segment are statistically significantly different from those who belong to the informational segment, differ from those who are in the activity-related segment in their expressed desire to experience aesthetic emotions and feelings associated with them. This type of emotions is similar to gnostic, and, along with the desire to contemplate the beauty, is aimed at intellectual pleasure. According to the scale of lyrical emotions, the cognitive segment has prerequisites to experience them, but they are not a priority for it. The cognitive segment of viewers, along with the "contemplative" segment, is distinguished from the entertainment and informational segments as to an effort to experience moral feelings. The meanings that this type of emotion carries are significant for it. On the contrary, hedonic and acquisition emotions are not important to it, which indicates seclusion and indifference to the world of material things and bodily pleasures.

The segment of the informational block is inclined to accumulate wealth and material things. Hedonic emotions, not being the leading ones, are important for them. That is, comfort and pleasure are not the prerogative of them. It should be noted, that the desire to get something out of scope, that causes acquisition emotions, can be caused not only by the result of the need for material well-being, but also the accumulation of knowledge, information, or collectibility, which determines the type of intellectual-oriented personality. This segment is distinguished from others by the desire to experience lyrical emotions. In the informational segment the desire to experience romantic, lyrical and altruistic emotions, which can be realized watching programs devoted to travel, have intermediate importance. This segment is also distinguished by its reluctance to experience moral emotions.

The study made it possible to characterize the psychological peculiarities of the motivating needs sphere of viewers depending on their preferences when choosing programs for viewing. Basing on the viewers' interest of the young, active in social networks population segment, available contemporary rating TV shows are empirically

grouped into five blocks, which are conventionally called: entertaining, contemplative, activity-related, cognitive and informational. Individuals who favor a particular block of television programs form a certain segment of viewers, which distinguishes them by the emotional orientation formation peculiarities.

Finding the differences in the emotional orientation of the viewer segments, who favor various blocks of television programs, allowed to characterize psychological peculiarities of their motivating needs sphere. The segment that chooses shows of the entertainment block is characterized by a desire to feel bodily and emotional comfort, is focused on the accumulation of material wealth and does not want emotional intimacy in communication. The segment of the contemplative block of television programs is distinguished from the previous one with the desire to experience lyrical emotions. Having a predominantly neurotic personality and a desire to experience romantic emotions, they choose not only realistic shows but also mystical ones that satisfy their needs and further develop emotional sensitivity, insight and gullibility. They also have a need for financial well-being and the accumulation of material wealth. The segment of the activity-related block of television shows is reluctant to experience a lot of emotions, which indicates rationality, practicality, active direction of thinking, or the desire to conceal emotional stress. The segment that chooses the cognitive block of television programs, unlike the previous one, is characterized by the desire to experience different emotions, and most of all - romantic ones; however, hedonic and acquisition emotions are irrelevant to this segment. For those who choose the informational block, acquisition emotions (mainly accumulation of knowledge or collectibility, which emphasizes the type of intellectual-oriented personality) are the most desirable.

The motivating needs sphere of a person is the determinant of their choice of television programs for viewing. However, the inverse fact of the television programs content influence on formation of this individual property cannot be denied. Therefore, the results of the study can be used, for example, by the parents to correct the television viewing content of their children and by mass media staff when developing new TV projects with a view to their positive impact on the individual formation.

Clarification of the mutual influence of personal characteristics and control locus, which characterizes the person's tendency to attribute responsibility for the events occurring in life, and the results of their activities to external forces or their own abilities and efforts, on television preferences of viewers is supposed to be the prospect of further research.

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Received, March 23, 2019  
Final Acceptance, April 13, 2019