



Veronika Karnowski (Ludwig-Maximilians-Universität München),  
Thilo von Pape (Université Paul Verlaine Metz) &  
Werner Wirth (Universität Zürich)

## **“Lonely adopters”?**

**An exploratory study of early adopters of mobile television and their mobile phone appropriation**

ICA-Preconference 2009  
“Mobile 2.0: Beyond voice?”  
May 20th/21st 2009, Chicago





- **Introduction: MobileTV - Status quo**
- **Theoretical Background: MPA-model**
- **Methodology: Quantitative Survey**
- **Results: Lonely Adopters?**
- **Resume**

## Status quo

- **3G-Standards (UMTS, HSDPA)**

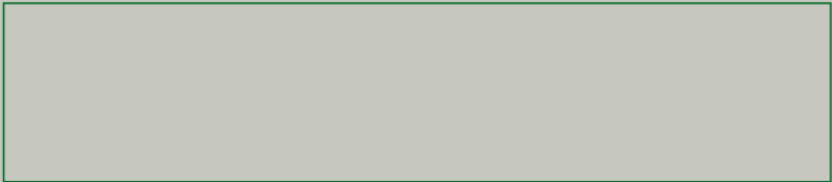
- mostly embedded in WAP-portals of the service providers
- only available in metropolitan areas



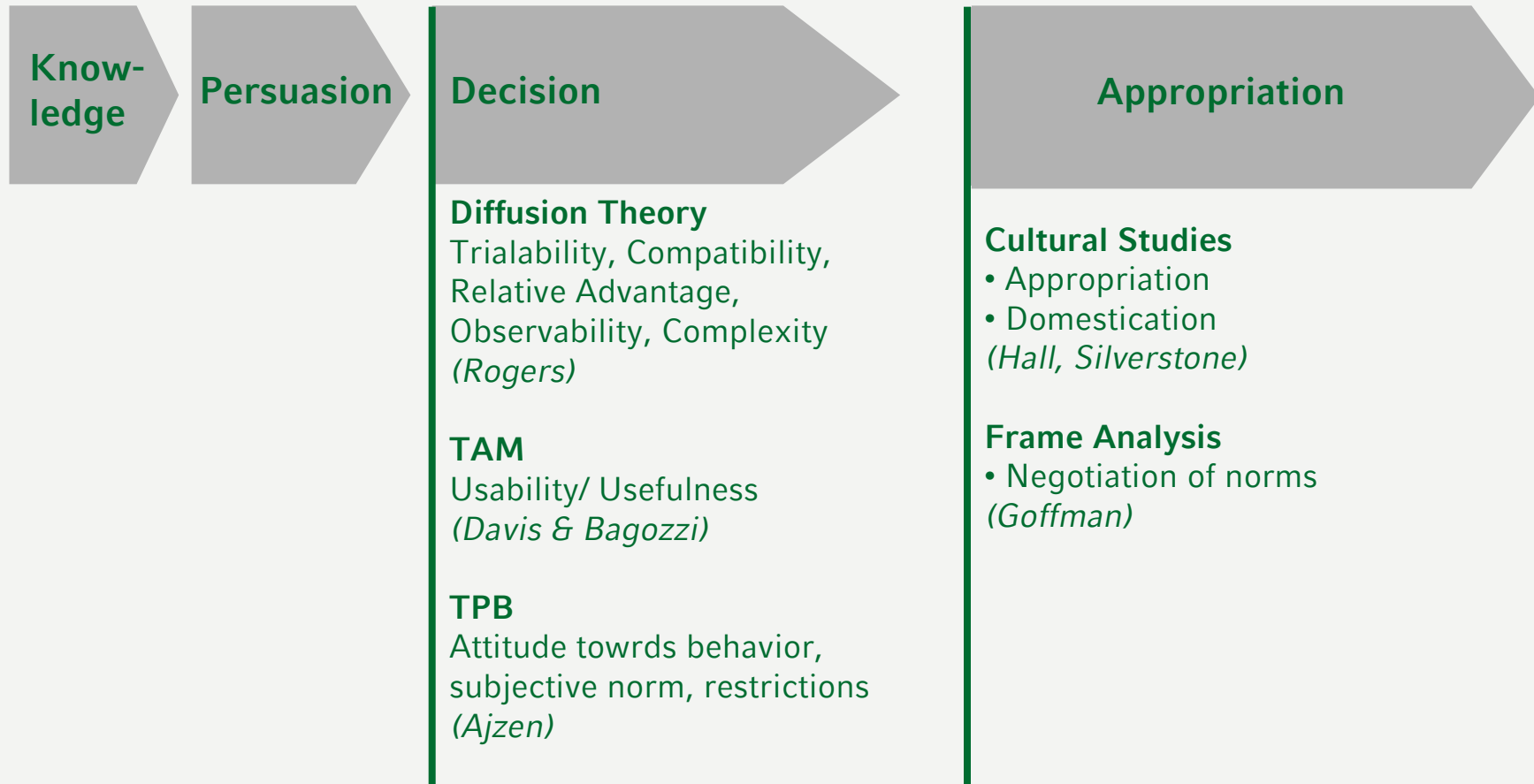
- **Broadcast-Standards**

Country	Start	Standard	Users
South Korea	May 2005	DMB	~ 9 Mio subscribers
Japan	April 2006	ISDB	~ 20 Mio (for free)
Italy	May 2006	DVB-H	~ 1 Mio subscribers
Germany	May 2006 <i>discontinued</i>	DMB/ DVB-H	?
Netherlands	Mai 2008	DVB-H	?
USA	Mai 2008	MediaFlo	?
Switzerland, Austria	Juni 2008	DVB-H	?

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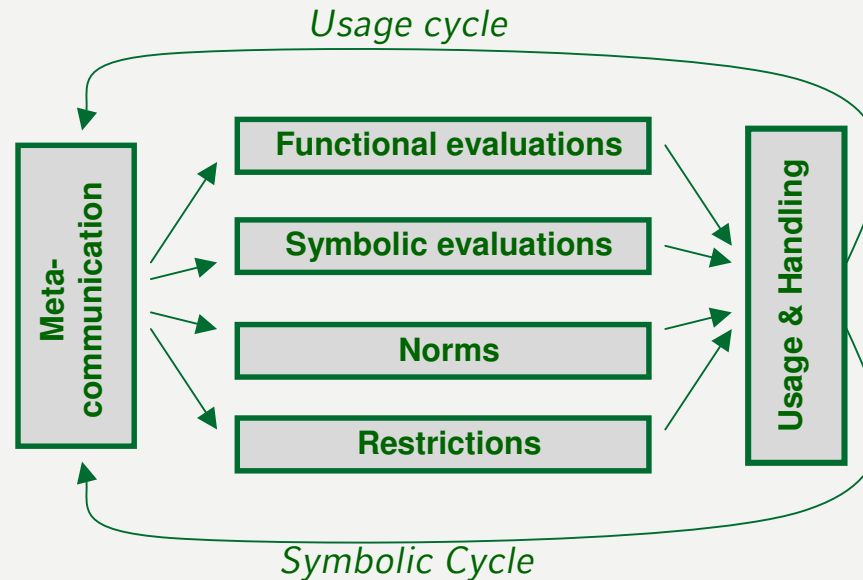


## Going beyond adoption



Innovation decision process; Rogers, 2003

## MPA-Model



Wirth, von Pape & Karnowski, 2008; reduced version

- Usage cycle: Negotiation of usage & handling
- Symbolic cycle: Negotiation of prestige & social identity
- Negotiation via meta-communication
- Resulting in stabilization of usage forms and prestige
- Influence of additional variables

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## Methodology

- **Quantitative survey of vodafone live!-subscribers**
- **Questionnaire on**
  - MobileTV
    - Usage & Handling
    - Prestige & Social Identity
    - Meta-communication
    - Norms & Restrictions
  - Sociodemographics
- **Conducted in summer 2007**





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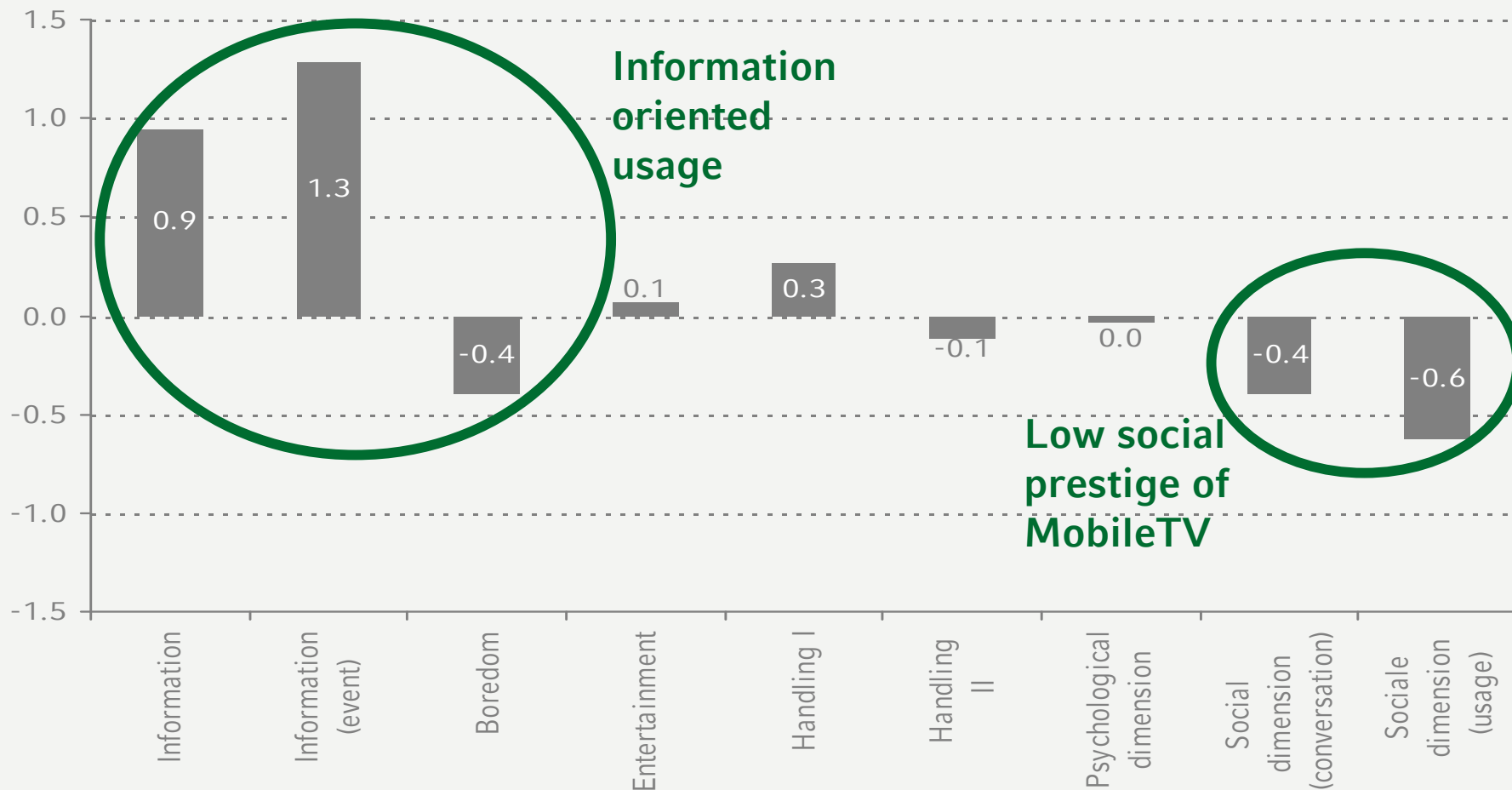


## Sample

- **Representative random sample of 1001 subscribers**
- **Mostly men: 87.5% male, 12.5% female**
- **Average age 24.7 years**
- **Mainly lower educational levels:**
  - 73.4% Secondary school level
  - 15.8% High school graduation
  - 7.9% University degree

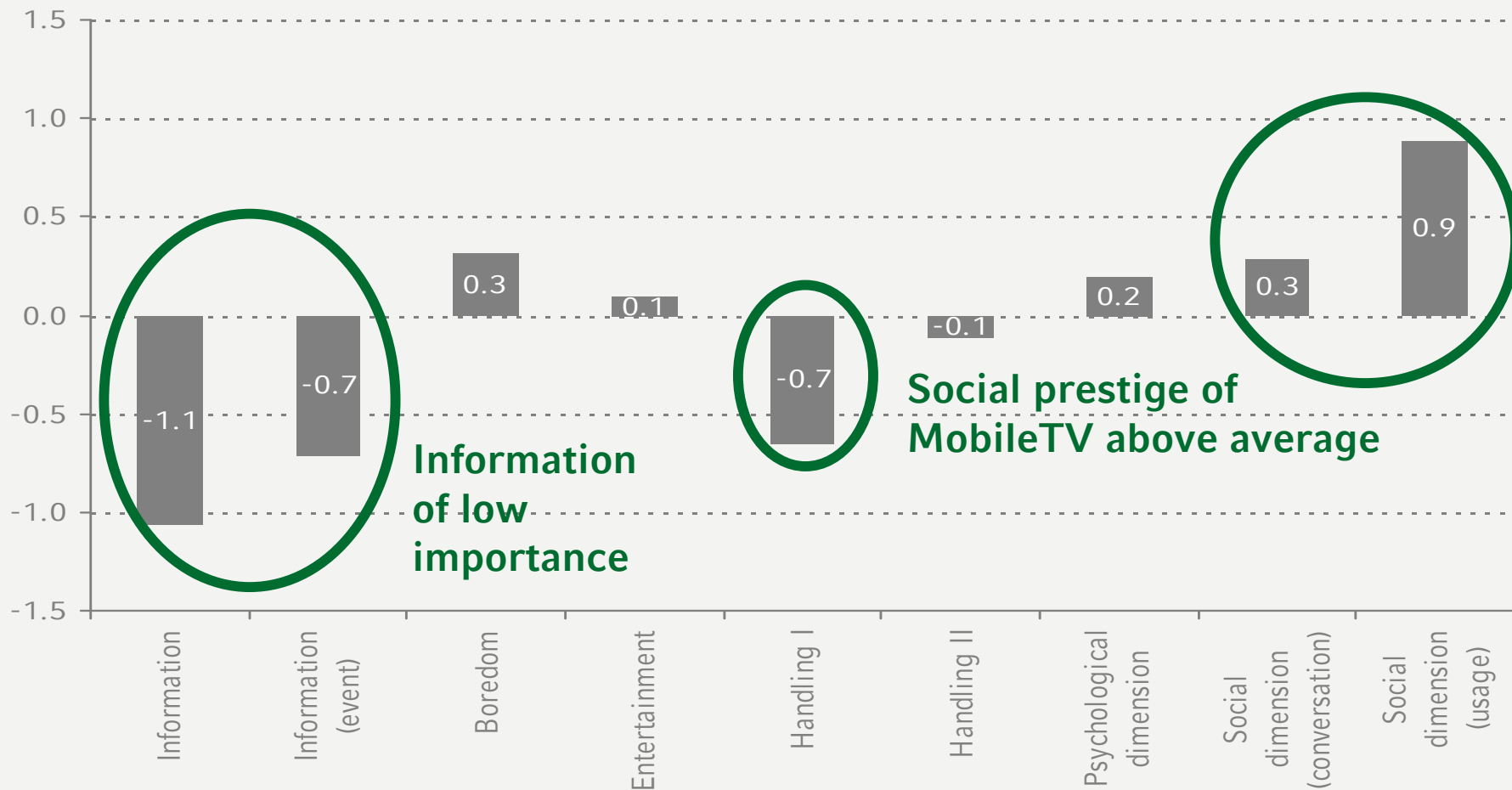
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## Reserved well-informed (n=192)



Difference to mean on a five-point-scale, >0 above average, <0 below average

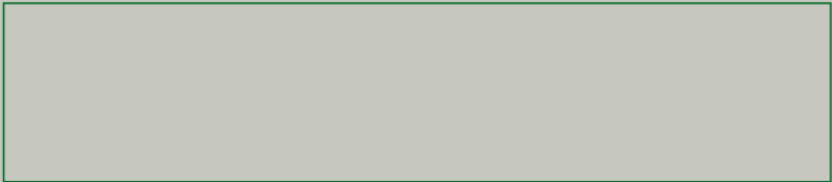
## Show-offs (n=179)



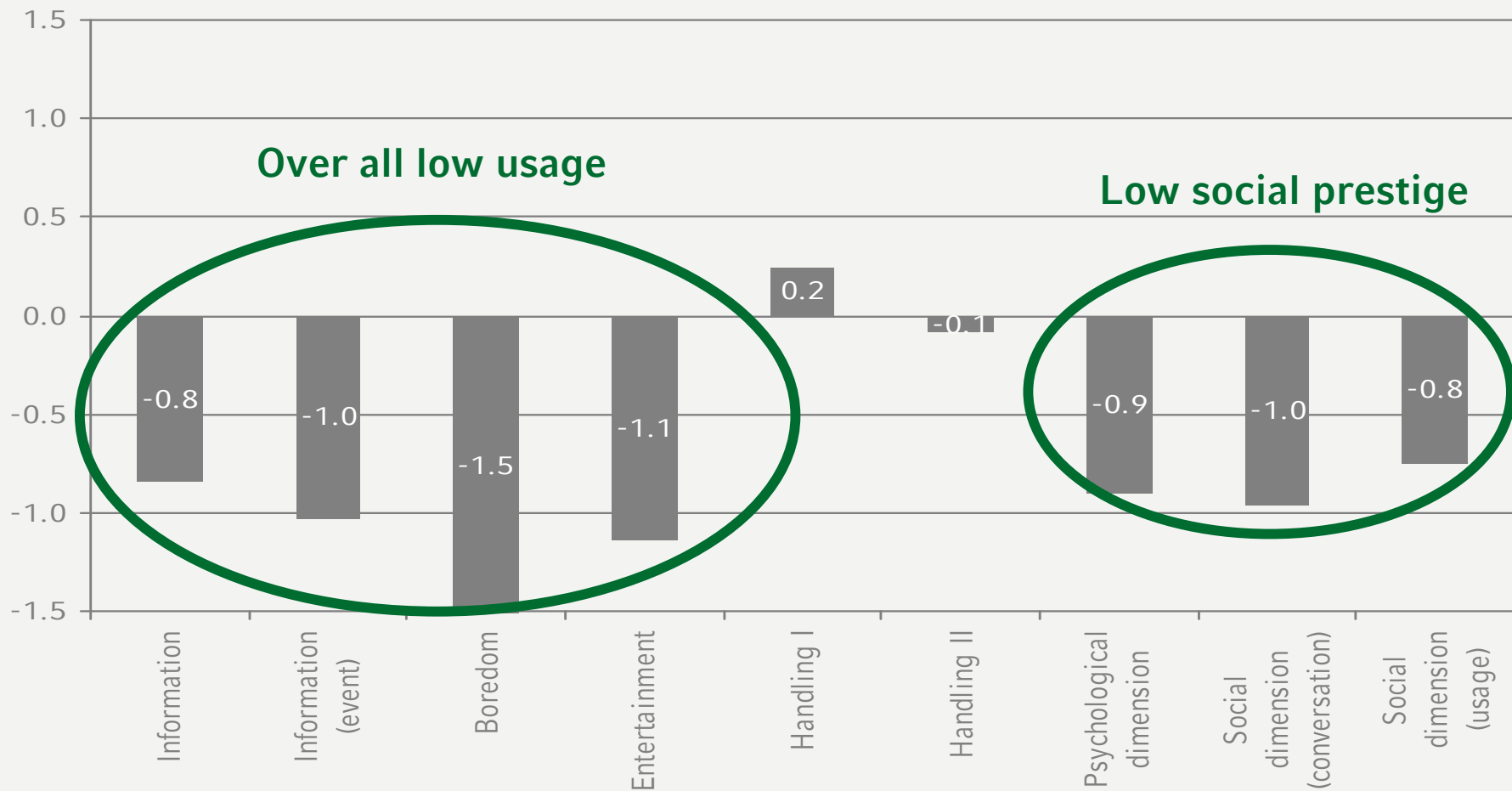
Information of low importance

Social prestige of MobileTV above average

Difference to mean on a five-point-scale, >0 above average, <0 below average

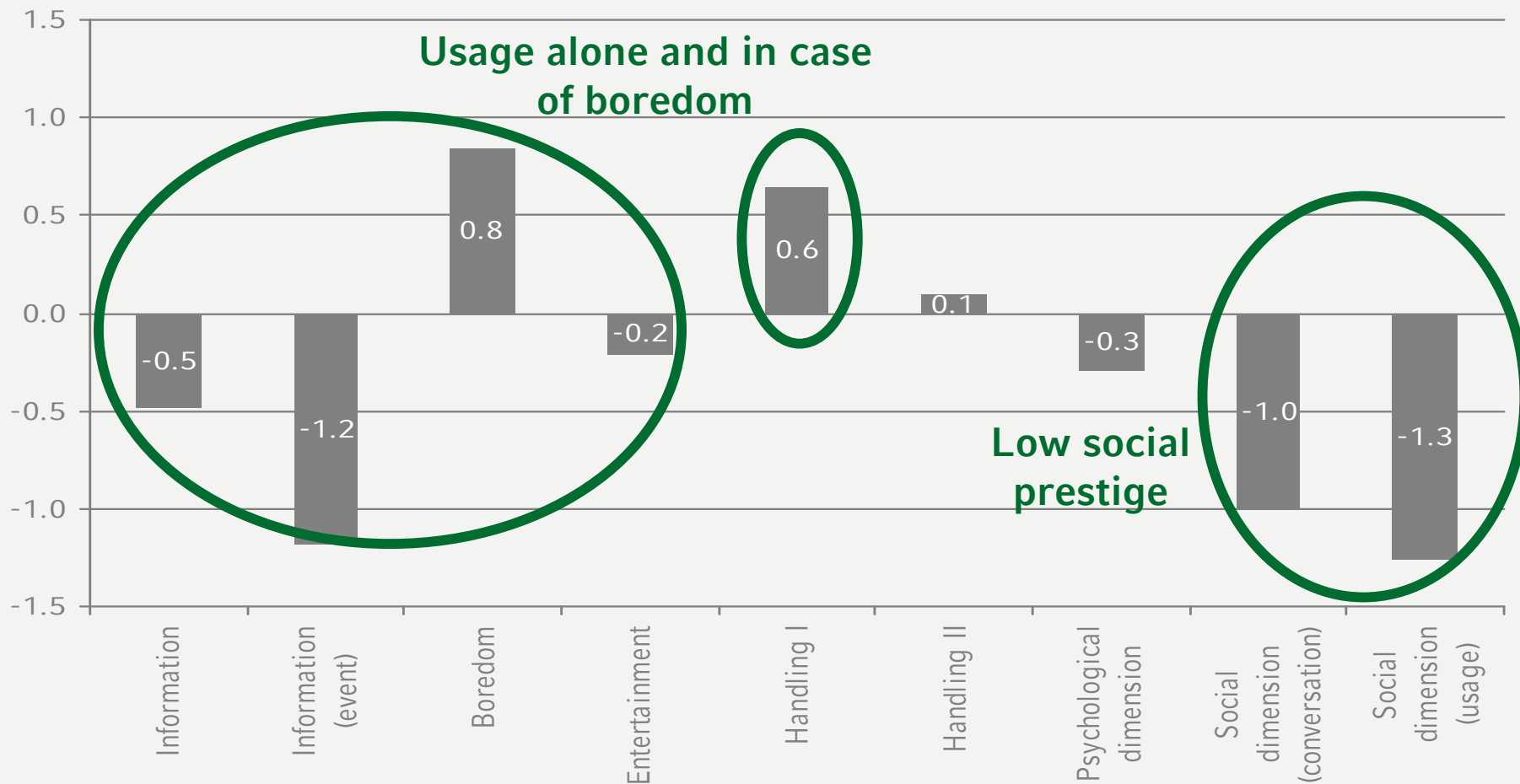


## Reserved sparse-users (n=133)



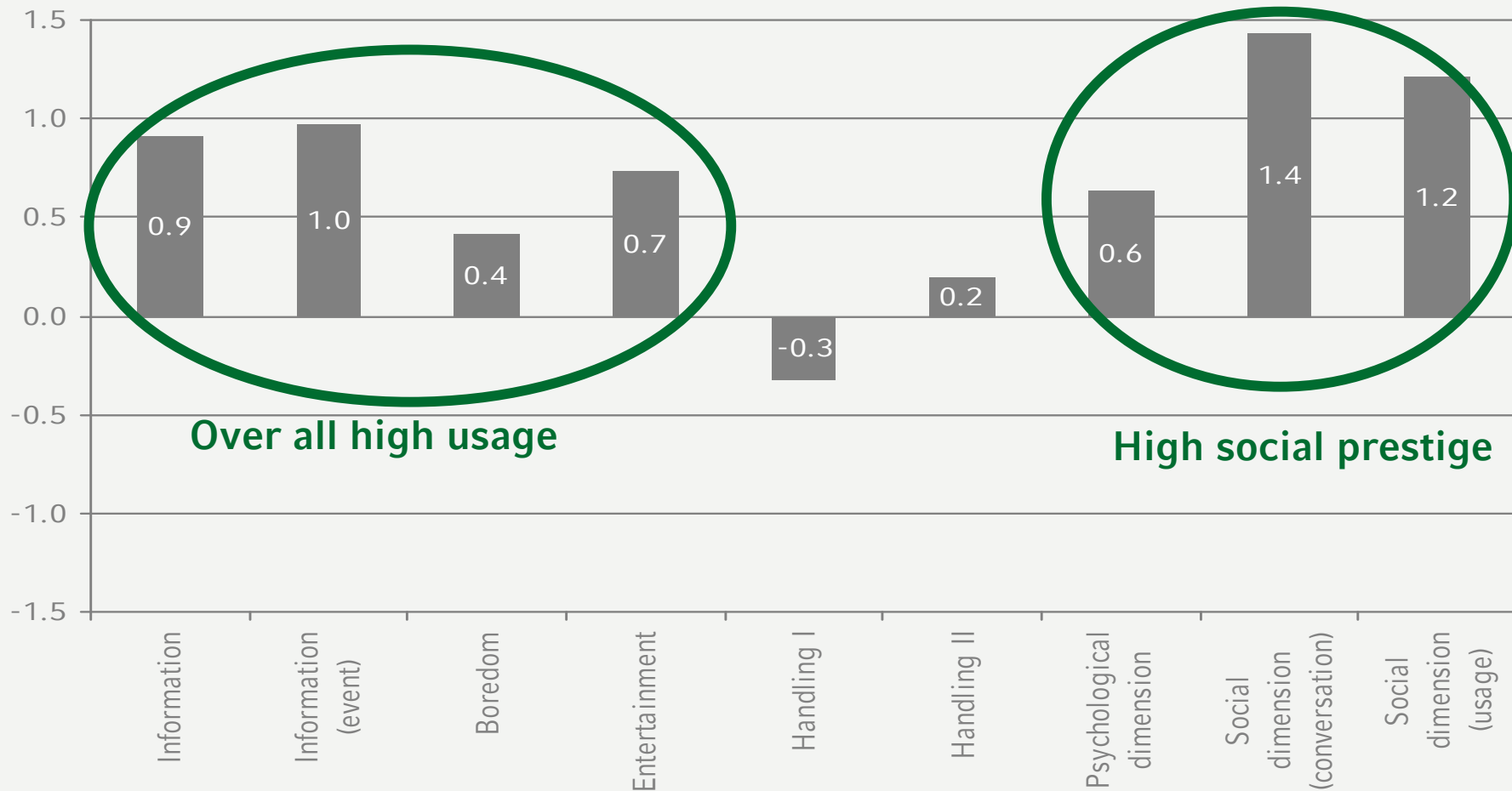
Difference to mean on a five-point-scale, >0 above average, <0 below average

## Self-rewarders (n=159)



Difference to mean on a five-point-scale, >0 above average, <0 below average

## Convinced all-round-users (n=215)



Difference to mean on a five-point-scale, >0 above average, <0 below average

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## Lonely adopters? – No for

### ▪ Show-offs

- Nearly no usage for information
- High social prestige of MobileTV-usage
- Youngest user group
- Proportion of women above average
- Lowest educational level

### ▪ Convinced all-round-users

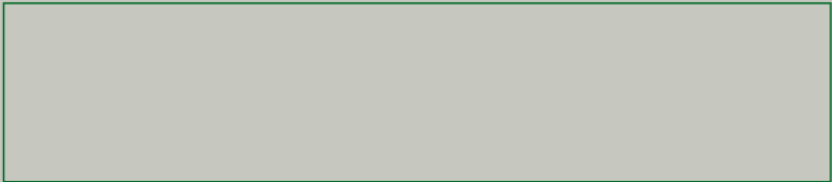
- High usage in all dimensions
- Amount of usage above average
- Social prestige of MobileTV-usage above average
- Positive social norms towards MobileTV in the peer group
- High amount of meta-communication on MobileTV

## Lonely adopters? – Yes for

- **Reserved well-informed**
  - Usage only for information
  - Low social prestige
  - Eldest user group with highest educational level
- **Reserved sparse-users**
  - Low amount of usage in general
  - Low social prestige
  - Nearly no meta-communication on MobileTV
- **Self-rewarders**
  - Usage mostly in case of boredom
  - Low social prestige
  - Nearly no meta-communication on MobileTV
  - Negative social norms towards MobileTV in the peer group
  - Educational level above average



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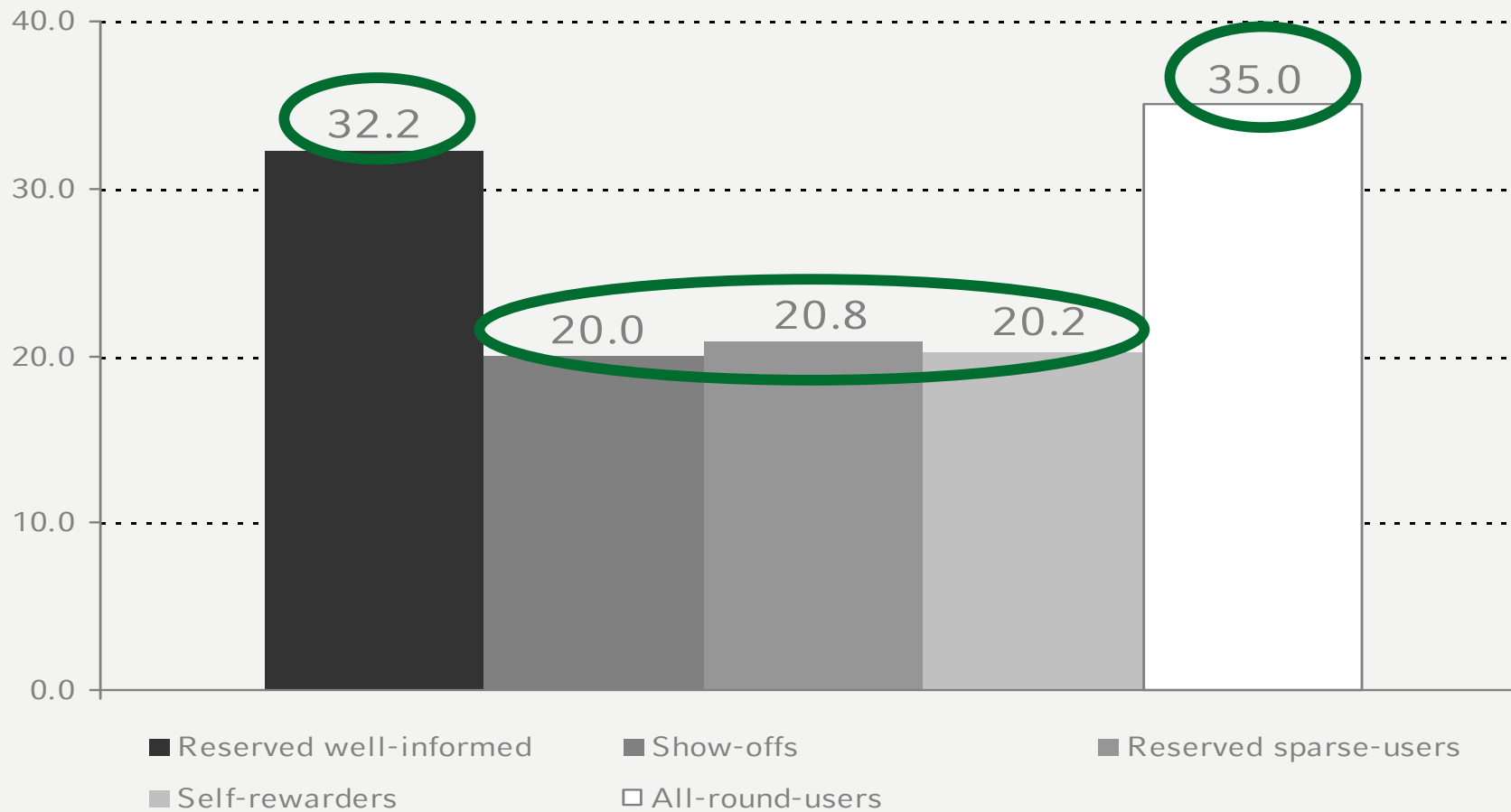
## Contact

**Dr. Veronika Karnowski**  
**Ludwig-Maximilians-Universität München**  
Institut für Kommunikationswissenschaft  
und Medienforschung  
Oettingenstr. 67  
80538 München  
Germany  
Phone: +49 (0)89 / 2180 - 9495  
Fax: +49 (0)89 / 2180 - 9429  
Mail: [karnowski@ifkw.lmu.de](mailto:karnowski@ifkw.lmu.de)  
Web: <http://www.ifkw.lmu.de>

**Prof. Dr. Werner Wirth**  
**Universität Zürich**  
Institut für Publizistikwissenschaft und  
Medienforschung  
Andreasstr. 15  
8050 Zürich  
Switzerland  
Phone: +41 (0)44 / 635 20 79  
Fax: +41 (0)44 / 634 49 34  
Mail: [w.wirth@ipmz.unizh.ch](mailto:w.wirth@ipmz.unizh.ch)  
Web: <http://www.ipmz.unizh.ch>

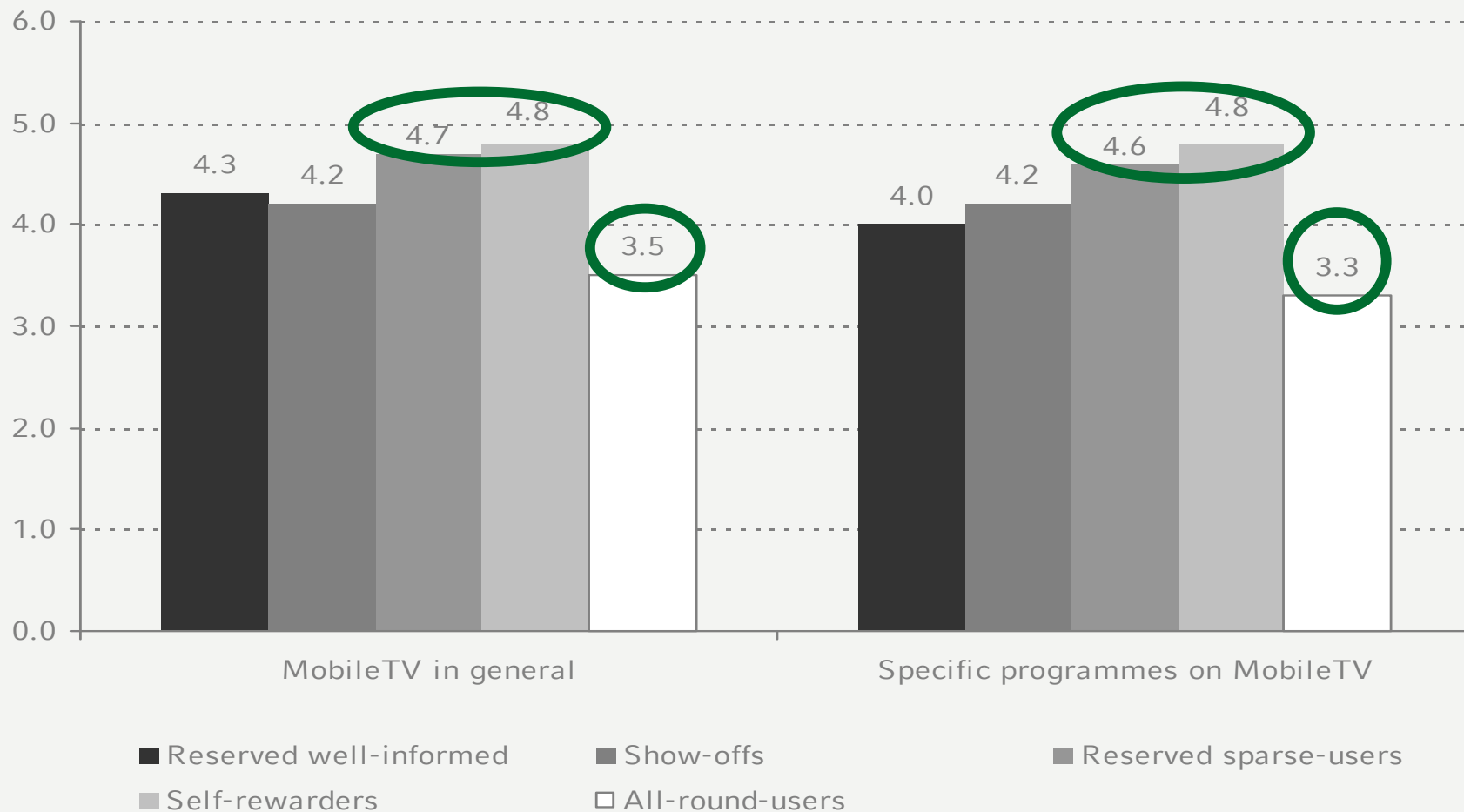
**Dr. Thilo von Pape**  
**Université Paul Verlaine Metz**  
Centre de recherche sur les médiations  
Ile du Saulcy  
BP 30309  
57006 Metz Cedex 1  
France  
Phone: +33 (0)3 87 31 59 65  
Fax: +33 (0)3 87 31 55 06  
Mail: [vonpape@univ-metz.fr](mailto:vonpape@univ-metz.fr)  
Web: <http://www.univ-metz.fr>

## Average duration of a single MobileTV-Session



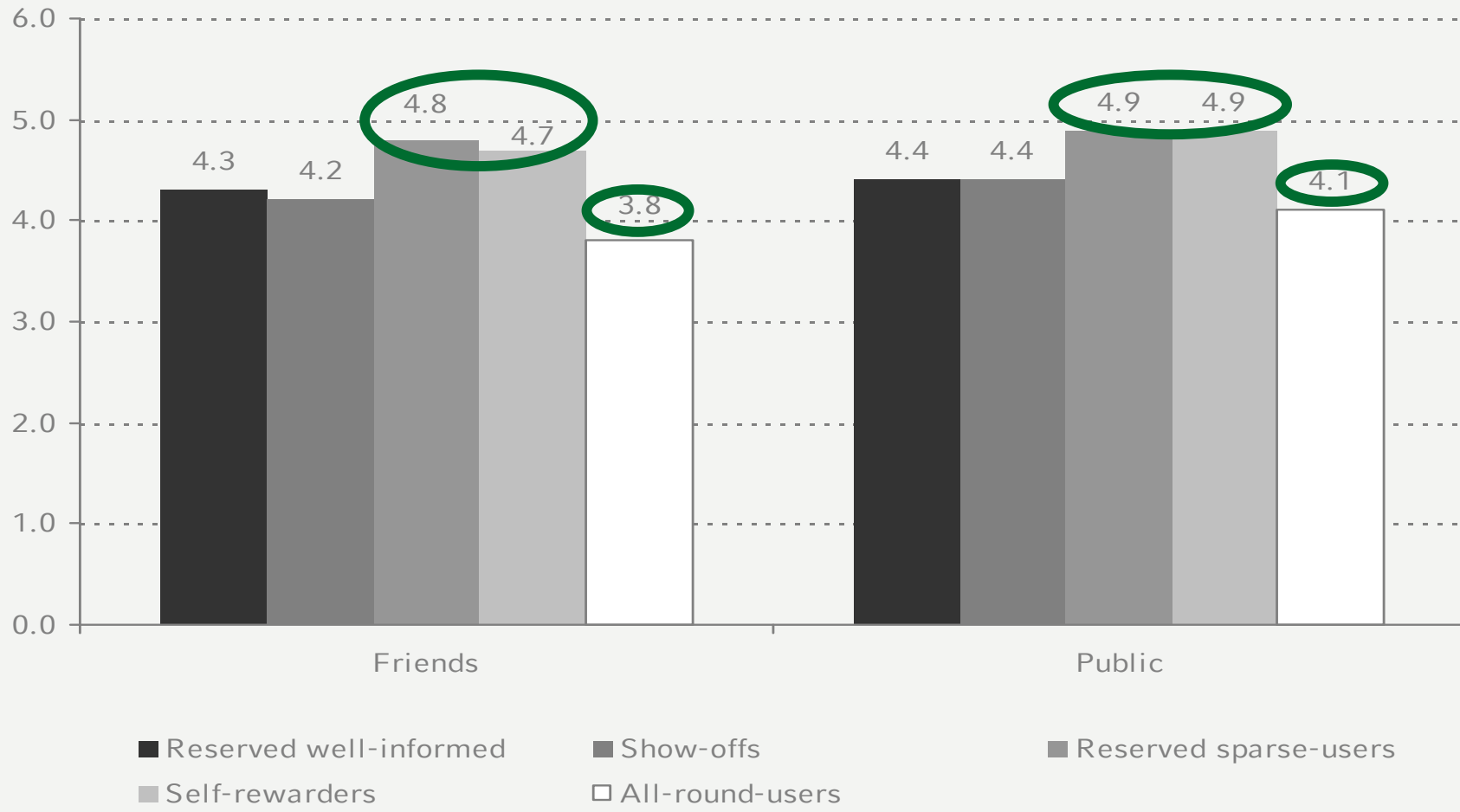
Average duration of a single MobileTV-Session in minutes,  $\eta^2=3,1\%***$

## Interpersonal meta-communication



Means on a scales from 1=very often to 6=never, MobileTV in general  $\eta^2=15.0\%^{***}$ , specific programmes on MobileTV  $\eta^2=15.8\%^{***}$

# Watching



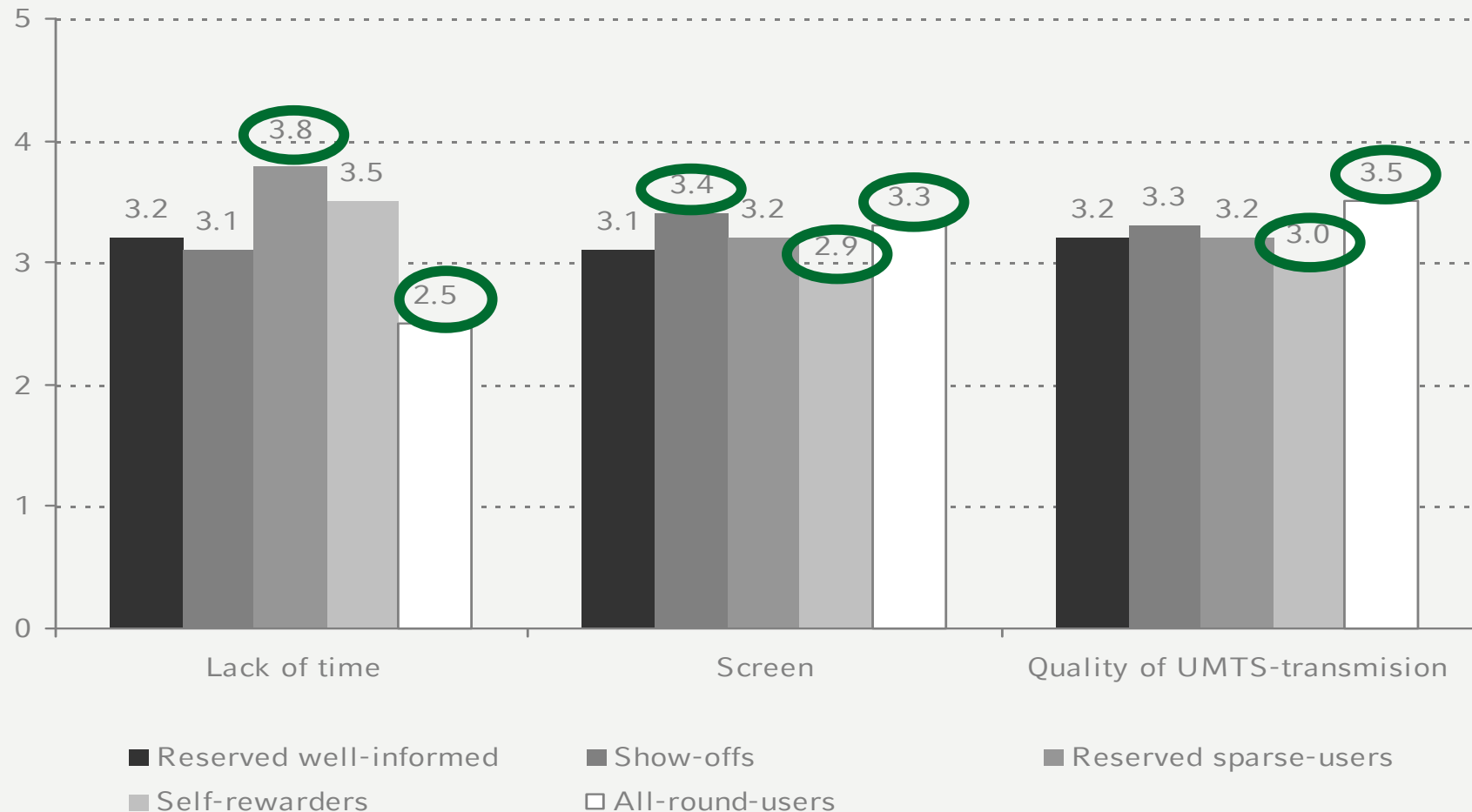
Means on a scales from 1=very often to 6=never, friends  $\eta^2=8.1\%^{***}$ , public  $\eta^2=5.6\%^{***}$

## Social norms



Means on a scales from 1=true to 5=false, gadget:  $\eta^2=1,6\%^{**}$ ; interesting  $\eta^2=13,7\%^{***}$ ; knowledge and usage is expected  $\eta^2=9,8\%^{***}$

## Restrictions



Means on a scales from 1=true to 5=false, lack of time  $\eta^2=9,8\%^{***}$ ; screen  $\eta^2=1,5\%^*$ ; quality of UMTS-transmission  $\eta^2=1,8\%^{**}$