

The Relationship between Content Selection and the Selection of Infotainment Format Broadcasted on Digital Television among Millennial Viewers in Bangkok, Thailand

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Abstract

This quantitative research aims to study the relationship between content selection and the selection of infotainment format broadcasted on digital television among millennial viewers in Bangkok, Thailand. Strategic sampling was adopted to select 400 millennial generation viewers in Bangkok, with employment status used as the criteria for selection. The statistics used in the analysis includes mean, S.D., t-Test, and Pearson's simple correlation moment product. The research findings were 1) The level of Content Selection of viewers overall and in all its 4 individual aspects were high. 2) The level of selection of Infotainment format among viewers was high in total and in all its 7 individual aspects. 3) The comparison of content selection revealed that the content selection of viewers with an employment status of less than 5 years were higher than viewers who have yet to be employed, with a statistical significance level of .05. 4) The comparison of the selection infotainment format revealed no difference between viewers with an employment status of less than 5 years and viewers who have not yet been employed. 5) The overall relationship between content selection and the selection of infotainment format broadcasted on digital television among millennial viewers in Bangkok, Thailand was moderate, with a statistical significance level of .01 and a correlation coefficient of .754.

Keywords: Content Selection, Infotainment, Digital Television, Millennial Generation

Background Information

Thailand has gone through several changes to keep up with the global competition (Puncreobutr, 2017). One of the significant changes is the evolution of the television industry which occurred in 2015, resulting in the switch from analogue to digital broadcasting system. This change has not only generated more television channels, strengthened the broadcasting signal, sound quality, and improved the definition, but it also contributed to the rapid improvement of the quality of television programs and contents (Puncreobutr and Sawangjirawit, 2016).

Program content is considered an essential element for competition within Digital Television because this dictates which channel the viewers will choose. In fact, Digital Television broadcasters must develop program contents to satisfy the viewers' preferences in terms of Utility, Entertainment, Attention or Audience's Content to be successful (Shanaham & Morgan, 1999; Friedman, 2015; Kulchitjuewong, 2017).

Types of Programs is another significant factor in competition since different viewing behaviours of viewers dictate their choice on the types of programs to watch (Lealaphan and Launglaor, 2015). In addition, Infotainment is broadcasted by every Digital Television channel and is ranked in the top 5 for Thai viewer's favourite (Launglaor and Lealaphan, 2017).

Thai Infotainment was the catalyst for the evolution of the news presentation. It changed the presentation of news from script reading to announcers sharing information with the audience and among each other. It began in 1986, when the announcer Somkiat Onwimon changed the way news were presented, from the announcer's solemn and serious script reading to a more amicable disposition of sharing news, making small talks, and friendly conversations between colleagues (Jiarananon, 2020).

The development of news program was fast tracked by individual television broadcasters. Nowadays, there are several types of infotainment programs, for example, daily news broadcasts covering all news segments, investigative reports, expansion of topics/news, news focus and deep dive, real time live reporting or interviews, multi-dimensional reflections on experts' opinions, analysis and explanation of potential future impacts/events (Phanchaipom & Lim, 2016; Jiarananon, 2020).

Since there are numerous groups of Digital Television viewers, it is extremely difficult to produce the types of programs and contents which are suitable for every one of them. At any rate, the most interesting group of viewers is the millennial generation, since it is the fastest growing group. The group makes up to 14% of the national population and nearly 30% of Bangkok (Launglaor and Lealaphan, 2017). Thus, it is recommended to

conduct a study on content selection and the selection of infotainment format broadcasted on digital television by millennial generation viewers in Bangkok, Thailand to further benefit the fields of Digital Television and Communication Arts.

Research Objectives

1. To study the level of Content Selection broadcasted on Digital Television by Millennial Generation viewers in Bangkok, Thailand.
2. To study the level of the selection of infotainment format by Millennial Generation viewers in Bangkok, Thailand.
3. To compare the Content Selection broadcasted on Digital Television among Millennial Generation viewers in Bangkok, Thailand, categorized by employment status.
4. To compare the selection of infotainment format broadcasted on Digital Television among Millennial viewers in Bangkok, Thailand, categorized by employment status.
5. To study the relationship between Content Selection and the selection of infotainment format broadcasted on Digital Television among Millennial viewers in Bangkok, Thailand.

Research Methodology

This research is quantitative.

The population consists of Millennial Generation Digital Television viewers in Bangkok, Thailand aged between 18-24 years. The sample group, consisting of 400 Millennial Digital Television viewers, was obtained through stratified sampling by employment status.

The variables studied were:

1. The independent variable was the employment status of Millennial Digital Television viewers in Bangkok, which consisted of viewers who have not yet been employed and viewers with the employment status of less than 5 years.
2. There were 2 dependent variables:
 - 2.1. Content selection, which consisted of 4 aspects: 1) Utility, 2) Entertainment, 3) Attention, and 4) Audience’s contents.
 - 2.2. The selection of Infotainment format, which consisted of 7 aspects: 1) daily news broadcasts, 2) investigative reports, 3) expansion of topics/news, 4) news focus and deep dive, 5) real time live reporting or interviews, 6) multi-dimensional reflections on experts’ opinions, and 7) analysis and explanation of potential future impacts/events.

The research instrument used was a survey questionnaire created by the researcher with a discrimination index between .322 - .871, and a reliability index of .84. The data was analysed with Descriptive Statistics (Mean, S.D.), t-Test, and Pearson’s simple correlation moment product.

The research period was between February 2010 – September 2019.

Research Results

The research results are presented in 5 parts as follows:

1. The level of Content Selection broadcasted on Digital Television

The findings of the study for the level of content selection on Digital Television by Millennial viewers in Bangkok, Thailand are shown in table 1.

Table 1. Content Selection on Digital Television by Bangkok viewers (N=400)

Contents	Mean	S.D.	Level
Utility	3.903	.7144	High
Entertainment	4.118	.7169	High
Attention	4.225	.6475	High
Audience’s Content	4.126	.6522	High
Total Content Selection	4.128	.5796	High

According to table 1, the level of Content Selection by Millennial Generation viewers overall was high (4.128). The level of Content Selection by Millennial Generation viewers was also high in all four individual aspects, ranked in their respective order: Attention (4.225). Audience’s Content (4.126). Entertainment (4.118), and Utility (3.903).

2. The level of the selection of Infotainment format

The study findings on the level of the selection of Infotainment format on Digital Television by Millennial Generation viewers in Bangkok, Thailand, are shown in table 2.

Table 2. The level of the selection of Infotainment format broadcasted on Digital Television by Bangkok

viewers (N=400)

Infotainment Format	Mean	S.D.	Level
Daily news broadcasts	4.239	.6931	High
Investigative reports	4.071	.6991	High
Expansion of topics/news	4.322	.6742	High
News focus and deep dive	4.064	.7961	High
Real time live reporting or interviews	3.836	1.0235	High
Multi-dimensional reflections on experts' opinions	3.705	1.0627	High
Analysis and explanation of potential future impacts/events	3.820	1.0632	High
Overall selection of Infotainment format	4.008	.6463	High

From table 2, the level of the selection of Infotainment format by Millennial viewers overall was high (4.008). The selection of Infotainment format by Millennial viewers was also high in all seven individual aspects, ranked in their respective order as follows: Expansion of topics/news (4.332), daily news broadcasts covering all news segments (4.239), investigative reports (4.071), news focus and deep dive (4.064), real time live reporting or interviews (3.836), analysis and explanation of potential future impacts/events (3.820), and multi-dimensional reflections on experts' opinions (3.705).

3. The comparison of Content Selection broadcasted on Digital Television

The comparison of Content Selection by Millennial Generation in Bangkok, Thailand, classified by employment status is displayed in table 3.

Table 3. The comparison of Content Selection level, classified by employment status

Employment Status Contents	Unemployed (N=111)		Employed < 5 Yrs. (N=289)		t	p
	MEAN	S.D.	MEAN	S.D.		
Utility	3.831	.7448	3.931	.7017	-1.262	.208
Entertainment	3.991	.6673	4.167	.7303	-2.219*	.027
Attention	4.247	.6879	4.407	.6269	-2.219*	.027
Audience's Content	4.069	.6751	4.147	.6431	-1.073	.284
Overall Content Selection	4.034	.5898	4.163	.5727	-1.997*	.045

*p < .05 **p < .01

According to table 3, the comparison of Content Selection classified by employment status, it was found that the overall Content Selection of viewers employed less than 5 years is higher than unemployed viewers, with a statistical significance level of .05. Aspect wise, it was found that the Content Selection of Audience's Content and Utility of viewers employed less than 5 years was higher than those of unemployed viewers, with a significance level of .05. For other aspects, Content Selection in Attention and Utility (3.903) of viewers employed less than 5 years are higher than those of unemployed viewers with no statistical significance.

4. The comparison of the selection of Infotainment format

The comparison of the selection of Infotainment format among Millennial viewers in Bangkok, Thailand, classified by employment status is displayed in table 4.

Table 4. The comparison of the selection of Infotainment format by Millennial viewers in Bangkok, Thailand classified by employment status

Employment Status Infotainment format	Unemployed (N=111)		Employed <5 Yrs. (N=289)		t	p
	MEAN	S.D.	MEAN	S.D.		
Daily news broadcasts	4.177	.7383	4.263	.6747	-1.109	.268
Investigative reports	3.991	.7527	4.102	.6763	-1.432	.153
Expansion of topics/news	4.177	.6799	4.378	.6648	-2.692*	.007

News focus and deep dive	3.994	.7520	4.091	.8120	-1.093	.275
Real time live reporting or interviews	3.846	.9627	3.832	1.047	.123	.902
Multi-dimensional reflections on experts' opinions	3.681	1.056	3.715	1.066	-.281	.779
Analysis and explanation of potential future events	3.822	1.037	3.820	1.074	.023	.982
Overall selection of Infotainment format	3.955	.6722	4.029	.6361	-1.014	.311

*p < .05 **p < .01

From table 4, the comparison of the selection of Infotainment format, classified by employment status, it was discovered that the overall selection of infotainment format of viewers employed less than 5 years is higher than unemployed viewers, with no statistical significance. Aspect wise, it was found that the selection of most infotainment formats of viewers employed less than 5 years were higher than those of unemployed viewers, with no significance, except for the expansion of topics/news, where the significance level was .01.

5. The relationship between Content Selection and the selection of Infotainment format broadcasted on Digital Television

The relationship between Content Selection and the selection of Infotainment format broadcasted on Digital Television by Millennial viewers in Bangkok, Thailand is shown in table 5.

Table 5. The relationship between Content Selection and the selection of Infotainment format broadcasted on Digital Television by Millennial Generation viewers in Bangkok, Thailand.

Content Selection	Utility	Entertainment	Attention	Audience's Content	Overall Content Selection
Selection of Infotainment format					
Daily news broadcasts	.449**	.625**	.689**	.677**	.715**
Investigative reports	.565**	.649**	.640**	.680**	.746**
Expansion of topics/news	.571**	.652**	.675**	.663**	.753**
News focus and deep dive	.521**	.599**	.585**	.623**	.685**
Real time live reporting or interviews	.340**	.295**	.308**	.527**	.431**
Multi-dimensional reflections on experts' opinions	.368**	.290**	.298**	.478**	.421**
Analysis and explanation of potential future events	.334**	.286**	.268**	.572**	.428**
Overall selection of Infotainment format	.575**	.600**	.610**	.783**	.754**

**p < .01

According to table 5, the relationship between the overall Content Selection and the selection of Infotainment format was moderate with a statistical significance level of .01, and a correlation coefficient of .754.

Aspect wise, the relationship between the overall Content Selection and each individual aspect of the selection of Infotainment format was moderate, with a significance level of .01, and correlation coefficients between .421 - .754. The said relationship with the Infotainment format ranked respectively by the correlation coefficient values are as follows: Expansion of topics/news (.753), investigative reports (.746), daily news broadcasts covering all news segments (.715), news focus and deep dive (.685), real time live reporting or interviews (.431), analysis and explanation of potential future events (.428), and multi-dimensional reflections on experts' opinions (.421).

The relationship between the overall selection of Infotainment format and each individual aspect of Content Selection was moderate, with a significance level of .01, and a correlation coefficient between .575 - .783. The said relationship with Content Selection ranked respectively by correlation coefficient values are as follows: Audience's Content (.783), Attention (.610), Entertainment (.600), and Utility (.575).

When considering each individual aspects of Content Selection with each aspect of the selection of Infotainment format, it was found that the correlation between each of them was moderate, with correlation coefficient values between .268 - .680.

Conclusion

The results of the study can be summarized as follows:

1. Content Selection broadcasted on Digital Television

The overall level of Content Selection broadcasted on Digital Television by Millennial Generation viewers in Bangkok was high (4.128). It was also found that the level of Content Selection for all 4 individual aspects was high, with Attention being the highest (4.225) and Utility being the lowest (3.903).

2. The selection of Infotainment format

The level of the selection of Infotainment format broadcasted on Digital Television by Millennial Generation viewers in Bangkok overall was high (4.008). The level of selection in every of the 7 individual aspects were also found to be high, with expansion of topics/news (4.332) being the highest followed by daily news broadcasts covering all news segments (4.239). The lowest selected was multi-dimensional reflections on experts' opinions (3.705) followed by analysis and explanation of potential future impacts/events (3.820).

3. The comparison of Content Selection broadcasted on Digital Television of Millennial Generation viewers in Bangkok

The comparison of content selection broadcasted on digital television by millennial generation viewers in Bangkok overall revealed that the selection of viewers employed less than 5 years was higher than unemployed viewers, with a significance level of .05.

Aspect wise, the only 2 aspects to which the level of viewers employed less than 5 years were higher than unemployed viewers were Audience's Contents and Entertainment, with a significance level of .05. No differences were found when making comparisons of Content Selection between the two viewer groups for the aspects of Attention and Utility.

4. The comparison of the selection of Infotainment format on Digital Television of Millennial Generation viewers in Bangkok

No differences were found in the comparison on overall selection of infotainment format broadcasted on Digital Television between the millennial viewers employed less than 5 years and unemployed viewers.

No statistically significant difference was found in 6 individual aspects of the selection of Infotainment format among the 2 viewer groups. The only aspect found to have a significant difference was the expansion of topics/news format, where the selection level of viewers employed less than 5 years was higher than unemployed viewers, with a significance level of .01.

5. The study on the relationship between Content Selection and the selection Infotainment format broadcasted on Digital Television

The overall relationship between content selection and the selection of infotainment format among Millennial viewers in Bangkok was moderate, with a significance level of .01 and a correlation coefficient of .754.

Aspect wise, the relationship between content selection and the selection of infotainment format among all 7 individual aspects were moderate, with a significance level of .01 and correlation coefficients ranging from .421 - .753. The highest level of relationship was between the overall content selection and the infotainment format: expansion of topics/news (.753). The lowest relationship was between the overall content selection and the infotainment format: multi-dimensional reflections on experts' opinions (.421).

The relationship between the overall selection of infotainment format and in all 4 individual aspects of content selection was moderate, with a significance level of .01 and correlation coefficients ranging from .575 - .783. The highest relationship between the overall selection of infotainment format and content selection was the selection of Audience's Contents (.783). The lowest relationship between the overall selection of infotainment format and content selection was the selection of Utility contents (.575).

When considering the relationship between each individual aspects of content selection and the selection of information format, it was found the content selection of Audience's Contents and the selection of the infotainment format: daily news broadcasts had the highest relationship (.689). The pair with the lowest relationship was between the selection of Utility contents and the infotainment format: analysis and explanation of potential future events (.268).

Recommendations

Recommendations for applying the research results:

Based on the findings that the level of Content Selection among millennial generation digital television

viewers in Bangkok was high, with viewers who were employed less than 5 years having higher levels of selecting Audience's Contents and Entertainment content compared to unemployed viewers. Thus, it is recommended that the content producers should consider applying these findings to improve their digital television programs to clearly and consistently meet the demands/preferences of each target group.

According to the findings that the level of the selection of infotainment format was high among millennial generation viewers in Bangkok and that no difference was found in the selection of most infotainment formats, except the expansion of topics/news, among viewers employed less than 5 years and unemployed viewers. This indicates that the existing infotainment formats available are meeting Bangkok viewer's preferences. Thus, it is recommended that the Deans and instructors of Communication Arts and Digital Media should consider applying these findings to elevate the quality of teaching on infotainment production as well as the development of new infotainment formats to better meet the demands/preferences of millennial generation viewers.

The study also suggests that moderate-to-high relationships exists between each aspect of content selection and the viewers' selection of infotainment formats. This indicates that millennial viewers in Bangkok can relate various events to their interest, preferences, entertainment, and benefits. Thus, television executives might consider applying these findings to holistically improve the quality of their infotainment programs, such that they are accurate and trustworthy, as well as contributing to develop good characteristics within new generations in Thailand.

Recommendations for further research:

Since this study has found that the relationship between content selection and the selection of infotainment format among millennial generation viewers in Bangkok was moderate-to-high, it indicates that millennial viewers would match the television contents selected to the type of programs. Nevertheless, in order to verify the findings of this study and for comprehensive data, researchers may want to further explore television contents selection relating to the top 5 favourite programs of Thai viewers.

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