


Chapter 9

Transformation of Content Consumption in the Context of Digitalization: A Comparative Analysis on Traditional Television Broadcasting and Online Platforms

Aslı Yurdigül

 <https://orcid.org/0000-0001-5333-9751>

Atatürk University, Turkey

Yusuf Ayaz

Artvin Çoruh University, Turkey

ABSTRACT

This study examines the transformative effects of digitalization on content consumption through traditional television broadcasting and online video platforms. To this end, interviews were conducted with 22 participants with different socio-demographic characteristics to understand the changes in media usage practices. The research findings reveal that traditional television viewing is based on habits and socialization. In contrast, it is understood that the diversity of content, ease of access, time-space flexibility, and personalization of digital platforms form the basis of new viewing habits. In conclusion, although television and digital platforms reveal a hybrid media consumption that complements each other, it is understood that digitization is the cause of change in viewing habits. This study reveals that the

DOI: 10.4018/979-8-3373-1967-4.ch009

transformation in media consumption is not only technological but also has cultural and social dimensions; it contributes to the development of user-oriented strategies in the digitization process of the broadcasting sector.

INTRODUCTION

As in many other areas, digitalization has brought significant changes in the field of content consumption. Television, one of the most traditional ways of content consumption, has gradually lost its former importance and online platforms, which have emerged as a product of new communication technologies, have become more and more widespread. Digitalization factors such as access, interactivity and personalization have played a major role in this. Based on this, the main purpose of this study is to reveal the content consumption experiences of users shifting from a traditional medium such as television to online platforms from a user perspective. For this purpose, 22 users with different demographic characteristics, who were determined by purposive sampling method, were interviewed and data were collected through semi-structured interview forms. The data obtained were evaluated within the framework of certain themes using thematic analysis method. As a result of the evaluation, it was observed that users' video consumption has undergone a transformation on the axis of content, technology and cost.

THE TRANSITION FROM TELEVISION TO ONLINE PLATFORMS IN THE DIGITALIZATION PROCESS

The superiority, quality, and usability of a new technology are generally determined by the standards set by existing technologies. This comparison also reveals how the features offered by the new technology improve the previous technology in terms of form and function. When the evolution of communication tools is examined in this context, a similar process is evident. Each new communication tool tends to offer a superior experience in terms of usability and functionality compared to its predecessor. This evolutionary process in communication tools spans from the camera to cinema and then to television, continuing to evolve with each new step.

In this sense, the invention of the camera made it possible to record details, while the discovery of cinema took the camera a step further by presenting moving images in an impressive way. Television continued this technological advancement by bringing the cinema experience into homes, making it more accessible and continuous. (Başer, 2010, p.46-47). Postman (Postman, 2020, p.108) also emphasizes this evolutionary process, stating that television is a continuation of the tradition

32 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/transformation-of-content-consumption-in-the-context-of-digitalization/389634

Related Content

3D Model-Based Semantic Categorization of Still Image 2D Objects

Raluca-Diana Petreand Titus Zaharia (2013). *Multimedia Data Engineering Applications and Processing* (pp. 151-169).

www.irma-international.org/chapter/model-based-semantic-categorization-still/74943

Authorship Detection and Encoding for eBay Images

Liping Zhou, Wei-Bang Chenand Chengcui Zhang (2013). *Multimedia Data Engineering Applications and Processing* (pp. 20-34).

www.irma-international.org/chapter/authorship-detection-encoding-ebay-images/74937

Unified Architecture for DVB-H Electronic Service Guide

Carlos Varela (2009). *Encyclopedia of Multimedia Technology and Networking, Second Edition* (pp. 1464-1472).

www.irma-international.org/chapter/unified-architecture-dvb-electronic-service/17571

Event Detection in Wireless Sensor Networks

Sohail Anwarand Chongming Zhang (2011). *Handbook of Research on Mobility and Computing: Evolving Technologies and Ubiquitous Impacts* (pp. 237-249).

www.irma-international.org/chapter/event-detection-wireless-sensor-networks/50590

Affective Computing

Maja Pantic (2009). *Encyclopedia of Multimedia Technology and Networking, Second Edition* (pp. 15-21).

www.irma-international.org/chapter/affective-computing/17377