

Young People's Use of Internet Videos and Attitude towards Television

- From the Findings of "Survey on the Use of Internet Videos by Junior High and High School Students"-

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(Summary)

Viewing Internet videos has well penetrated into young people's everyday lives just as TV viewing. To understand how teens, the future core viewers, are watching those videos, the author surveyed junior high and high school students, who consist of the majority of teens, on their use and awareness of Internet videos and perception of television by combining various methods such as online questionnaires, in-depth interviews, and home visits .

Junior high and high school students who often watch Internet videos enjoy "music," "animation," and "variety/comedy" videos on YouTube or Nico Nico Douga. Many of these contents are broadcast programs they missed or programs aired in the past. What they benefit from those videos includes: "being able to watch one's favorite contents for free at any time" and, as represented by Nico Nico Douga's "Utatte-mita (I tried out this song)" and "Nama-hoso (live broadcasts)," "appeal of contents unique to video sharing websites" or "communication with other users via posting and reading reviews."

As to television, it is revealed that while the students appreciate television's "high image quality and large screen" and "high quality of contents," they feel frustrated about "being tied down by time" and "too many similar types of programs."

Released from the program scheduling of broadcasters, they actively choose what they want to view from countless contents and most appropriate devices from various platforms such as TV sets, mobile phones, and personal computers. Such viewing style of a new age – content-oriented seamless viewing – has taken hold among junior high and high school students who enjoy Internet videos. In order for broadcasters to secure their presence to a certain degree among these young people, they need not only to maintain, or even improve, the quality of contents and to develop innovative contents but also to incorporate "communication," which is taken for granted in the world of Internet videos, appropriately into the world of television.