

Contents

1	Introduction	1
1.1	Research Motivation	1
1.2	The State of Research and Research Gaps	4
1.3	Research Aims	6
1.4	Outline of Chapters	9
2	Theoretical Foundations	13
2.1	Theoretical Foundations of Mass Media Motivations	13
2.1.1	Motivations to Use Media	13
2.1.2	Television Viewing Motivations	29
2.1.3	Theories of Mass Media Motivations	36
2.2	Reality TV	41
2.2.1	Definition and Characteristics of Reality TV	41
2.2.2	Subgenres of Reality TV	44
2.2.3	Reality TV Viewing Motivations	47
2.3	Summarized Implications for Thesis	53
3	Qualitative Study on Reality TV Motivations	63
3.1	Qualitative Research Methodology	64
3.2	Data Collection	67
3.2.1	Data set 1: Qualitative Interviews	67
3.2.2	Data set 2: Online Discussions	69
3.3	Findings	71
3.3.1	Identification	72
3.3.2	Schadenfreude	76
3.3.3	Social Comparison	80

3.3.4 Vicarious Embarrassment	86
3.4 Discussion of Findings Drawing on Existing Literature	90
3.4.1 Identification with Reality TV Characters	90
3.4.2 Schadenfreude in Reality TV	92
3.4.3 Social Comparison to Media Characters	94
3.4.4 Vicarious Embarrassment in Reality TV	97
3.4.5 Interplay of Constructs	99
4 Experimental Studies on Social Motives of Reality TV	103
4.1 Methodology of Experimental Research	104
4.2 General Procedure of the Experiments	105
4.3 Experiment 1: Identification and Vicarious Embarrassment in Reality TV Based on Vignettes	108
4.3.1 Hypotheses	108
4.3.2 Method	112
4.3.3 Descriptive Results	117
4.3.4 Findings and Discussion	124
4.4 Experiment 2: Schadenfreude in Reality TV Based on Vignettes	129
4.4.1 Hypotheses	130
4.4.2 Method	131
4.4.3 Descriptive Results	135
4.4.4 Findings and Discussion	137
4.5 Experiment 3: Vicarious Embarrassment Based on Reality TV Clips ..	139
4.5.1 Hypotheses	140
4.5.2 Method	143
4.5.3 Descriptive Results	148
4.5.4 Findings and Discussion	151
4.6 Experiment 4: Schadenfreude Based on Reality TV Clips	154
4.6.1 Hypotheses	154
4.6.2 Method	157
4.6.3 Descriptive Results	162
4.6.4 Findings and Discussion	170
5 Summary, Conclusions and Outlook	175
5.1 Summary and Contributions	176
5.2 Implications for Research and Media Management	184

5.3 Limitations of This Thesis	187
A Appendix	189
A.1 Materials Used in the Qualitative Study	189
A.2 Materials Used in the Experiments	190
A.2.1 Hypotheses	190
A.2.2 Data Collection	192
A.3 Factor and Reliability Analyses	192
A.3.1 Experiment 1	193
A.3.2 Experiment 2	198
A.3.3 Experiment 3	202
A.3.4 Experiment 4	207
A.4 Analysis of Hypotheses	213
References	215