

ATINER CONFERENCE PRESENTATION SERIES No: SOS2020-0190

**ATINER's Conference Paper Proceedings Series**

SOS2020-0190

Athens, 11 August 2020

**The Differences between Television Watching and Digital  
Media Using Habits of Y and Z Generations**

Mihalis Kuyucu

Athens Institute for Education and Research

8 Valaoritou Street, Kolonaki, 10683 Athens, Greece

ATINER's conference paper proceedings series are circulated to promote dialogue among academic scholars. All papers of this series have been blind reviewed and accepted for presentation at one of ATINER's annual conferences according to its acceptance policies (<http://www.atiner.gr/acceptance>).

© All rights reserved by authors.

**ATINER's Conference Paper Proceedings Series**

SOS2020-0190

Athens, 11 August 2020

ISSN: 2529-167X

**Mihalis Kuyucu**, Associate Professor, Istanbul Aydın University, Turkey

**The Differences between Television Watching and Digital Media  
Using Habits of Y and Z Generations**

**ABSTRACT**

The aim of this study is to conduct a descriptive research on television watching habits of Y and Z generations living in Turkey. In this context, how two different generations use the media and how media uses differ between the two generations are examined. In the research that developed four hypotheses, the answers were sought for the questions: Do the participants' motivation to watch TV vary according to their gender? Do digital platform watching motivations vary according to their gender? Do television watching motivations vary according to the generation? and Do digital platform watching motivations vary according to the generation? In the first part of the study, a conceptual research has been conducted on the theory of generation concept in a theoretical framework. In the second part, previous research on television watching habits of generation Y and Z has been examined, compiled and analyzed. In the application part of the research, a media usage questionnaire was applied to individuals belonging to generation Y and Z and this questionnaire data was evaluated. In the study, factor analysis was done and the factors affecting the motivation of watching television in both generations were determined. As a result of the research, it was determined that the representatives of Generation Y prefer to watch news programs, foreign cinema films and talk show chat programs respectively on television, while Generation Z prefers to watch foreign movies, music / entertainment programs and news programs mostly on television. The most important TV watching motivation of the members of Generation Y is "rest and fun". In the other hand the factor that affects the motivation of watching TV in generation Z is "friendship".

**Keywords:** Television, Digital Media, Y Generation, Z Generation, Media Research.

## **Introduction: The Generation Theory**

Like every living creature in nature, people are born, grow, live and die. People maintain this lineage by having children after they become adults. Therefore, a new person is born every 20-25 years on average in a human life. In other words, every generation gives life to the next generation. Generation Theory has been put forward with the thought that every generation has similar qualities since they were born in the same period. It would be appropriate to define “generation” before moving on to the Generation Theory.

In the Turkish Language Association Current Turkish Dictionary, the generation is defined as follows “*The group of people who were born in the same years, shared the conditions of the same age, and therefore had similar problems and fates, and were obliged to do similar tasks*” and “*individuals who form the age groups of approximately twenty five, thirty years, lineage, generation*”.

Generations refer to the time intervals created by economic and social movements on a world scale. While every generation is named with the years of birth, events such as music trends, inventions, new interests and wars in these years affect the characteristic of the period and therefore the character of the generations living in that period (Pinzaru, et al., 2016).

Although the issue of time comes to the fore in the definition of Turkish Language Dictionary, there are opinions arguing that the classification of generations based on the birth years would be wrong. Zempke, Raines and Filipczak (2013) who argue that the environment where the individual is born will be more important than the time of birth, express that The thoughts, feelings and experiences of a child born in 2005 in New York's metropolitan area and a child born on a farm in Central America on the same day will be different and so the birthdate does not constitute a certainty in this classification.

Generation Theory has been formed in order to make sense of different generations' perspectives and working types and consequently to build a healthier social life and business life. Thus, the continuity of the business will be ensured in line with the features of the new generation to be hired.

Generation Theory was proposed by Howe and Straus (1992). In this theory which was put forward with a series of books that examine American history over generations, historical events are related to repetitive generation personalities. Each generation has a period of approximately 20-22 years in which a new social, political, and economic climate is experienced, and each period is given a name. These generations are part of a cycle, expressed in 80-90 years. This cycle is called "Saeculum". The theory argues that after each Saeculum, a crisis recurs, and it is followed by an improvement.

The theory is criticized for being overly deterministic, uncriticizable and not based on evidence, as well as being bold and creative in the field of sociology. The focus of these criticisms is that there is no definitive empirical evidence (Wilson & Gerber, 2008).

There are 5 different generations created in the context of the Generation Theory. These are Silent Generation, Baby Boomers, Generation X, Generation Y and Generation Z.

- ⇒ **Silent Generation:** It is the generation born before the end of the Second World War (before 1945). People of this generation adopt a controlling leadership style for reasons such as resisting change and not taking risks (İlic & Yalçın, 2017).
- ⇒ **Baby Boomers:** It is the generation of 1946-1964 period. Unlike the previous generation, people of the period are seen as selfish, unfaithful, who do not accept authority, and who see money as the most important motivation tool (Lissitsa & Kol, 2016).
- ⇒ **Generation X:** It is the generation formed by those born between 1965-1980. This generation witnessed more violence and sexuality with the spread of television. However, due to their acquaintance with financial liability at an early age, they differ from other generations in terms of world view (Anselmo-Witzel, Orshan, Heitner, & Bachand, 2017).
- ⇒ **Generation Y:** It is the generation formed by those born between 1981-2000. It is also called the millennium generation. Generation Y saw the millennium and started to be called digital generation especially with the spread of computers.
- ⇒ **Generation Z:** It is the generation of those born after 2000. The individuals included in the Z Generation are also called as the communication generation since they grow within the internet, computer, mobile phones and social media. It is thought that they may prefer loneliness in the future as they are used to communication over the internet (Somyürek, 2014).

Karatekin (2014) associated the generations in Turkey with technological and political developments and classified the generations as follows:

- ⇒ **Non-Media Generation:** It is the first generation of the Republic born before 1945. It can also be called the foundation generation or the non-media generation.
- ⇒ **Radio Generation:** It is the generation of transition to democracy. It consists of those born in the period of 1946-1964.
- ⇒ **Limbo Generation:** It is colorless TV generation born between 1965-1980.
- ⇒ **Özal Generation:** It is color TV and internet generation born in 1980-1997 period.
- ⇒ **Erdogan Generation:** It is the digital generation born in the period after 2000.

The connection of generations with technology can be seen in Table 1.

**Table 1.** *Technology Uses and Likes of Generations X, Y and Z*

<b>Generation X 1960-1979</b>	<b>Generation Y 1980-1999</b>	<b>Generation Z 2000-2000+</b>
<b><i>Iconic Technology</i></b>		
Video (VHS) Walkman IBM PC	DVD Internet-Email-SMS Gameboy-Xbox Ipod	Google-Facebook Twitter- Instagram Ipad-Iphone Android-PS4-Wii
<b><i>Popular culture</i></b>		
Ripped jeans Extreme colors Piercings	Hat Men's Cosmetics Overhead style	Tight pants V-neck Wearable technology
<b><i>Purchasing Motivations</i></b>		
Inter-brand preference Specializations	No brand loyalty Friend reference	Brand obsession Trends
<b><i>Ideal Leader Feature</i></b>		
Referrer Authoritarian	Strengthening Collaborator	Inspiring Co-creator
<b><i>Marketing Method</i></b>		
Direct marketing Balance	Viral References Electronic marketing	Interactive campaigns Brand interest
<b><i>Training Methods</i></b>		
Spontaneous interactive Comfortable environment Table-Desk	Multiple sensory Image Cafe style Music-multiple model	Student oriented kinesthetic Living room style Multiple Stimuli

*Source:* Tuncer & Tuncer, 2016.

## **The Generation Y**

The generation born between 1980 and 2000 is classified as Generation Y in the Generation Theory. This generation is mostly the children of Baby Boomers and is also known by names such as echo-boomers, millennials, nexters, and the internet generation. All such definitions are those that reveal Generation Y's difference from previous generations. The characteristics of Generation Y vary from region to region and individually. Representatives of this generation experienced their transition from childhood to adolescence and adolescence to adulthood in the Information Age and grew up with social media.

Generation Y is generally defined as an independent, self-confident, collaborative and selfish generation with its interrogatory structures. This generation has grown with technology, computer, mobile phone and internet. He thinks that he can achieve everything and gives high efficiency. Generation Y has created a transformation in social life and business life. The effect of information and communication technologies on business style has increased even more with the inclusion of generation Y in business life. This has deeply affected the organizational culture (Yüksekbilgili, 2013).

Generation Y is generally seen as a technology-dependent, self-confident, arrogant, and disrespectful generation. On the other hand, they have positive qualities such as being flexible, adaptable, well-educated, and having high social status and fearlessness. Representatives of this generation know their rights, question authority, and oppose unjust ones (Kuyucu, 2014).

As the Generation Y grows intimately with technology, they can use their technological skills to take their business further. They want to see the results of their daily work they perform using technology have an impact on the world. Thanks to technology, they can undertake more than one job simultaneously. For this reason, they are not strictly attached to their work, such as the Baby Boomer and X Generations before them. On the contrary, they are a generation having different values and evaluating the opportunities that come before them. (Keleş, 2011).

Unlike members of Generation X, who take responsibility for life at an early age and grow on their own, representatives of Generation Y have teachers and parents who support them to succeed in their chosen pursuits. Therefore, they need role model recommendations more than the representatives of the X generation (Karalar, Çetin, & Vatansever, 2017).

Representatives of Generation Y do not see money as the primary motivation tool, as in previous generations, but rather put more value on issues such as flexible working hours and benefits. For the representatives of this generation, it is important to accept what they do rather than good income. Topics such as entertainment at work, flexible working conditions, having a job that can establish a good balance between work and private life are among the topics that Generation Y most desires in business life (Çetin-Aydın & Başol, 2014).

## **The Generation Z**

Although they are intimate with the technology like Generation Y, their difference from Generation Y is that they were born in the age of internet and they have been in technology and internet since they were born. Representatives of the generation Z, who are always together with the communication opportunities provided by the internet and social media, can establish verbal and visual communication and connect with each other, even if they are far away. It is also regarded as the generation with the highest hand-eye coordination in human history (Keles, 2011).

Generation Z, also known as the Crystal Generation and has a very ambitious and materialistic mindset, is the generation that accesses information the fastest and interprets the information fastest because they were born in the internet compared to previous generations. Speed is important for generation Z and can deal with more than one subject at the same time (Çetin & Karalar, 2016).

Generation Z have never seen a world without internet and social media. For this reason, their characters are shaped together with the internet. They live

connected to the virtual world with their smartphones they met at a very young age. Staying on the internet creates stress. They are more sensitive to social events, the environment, technological developments, injustice and inequality, but they also show their sensibilities over the internet. In short, Z generation representatives are fully digital natives (Taş, Demirdöğmez, & Küçükoğlu, 2017).

Generation Z representatives are integrated with technological tools. Therefore, they see smartphones and tablets not as a tool, but as an integral part for them. Even if they are far from their friends, families and loved ones, they can reach them whenever they want and easily communicate through technology. The activities that they can use their creativity attract their attention. Since technology is an indispensable part of their lives, they are insatiable and undecided due to the technological tools that come out every year. Concentration is an important problem for the representatives of this generation since they can deal with more than one subject at the same time (Altunbay & Bıçak, 2018).

Y and Z Generations have grown intertwined with the internet and social media, but they also have some differences. These differences are seen in Table 2.

**Table 2. Characteristic Differences Between Y and Z Generations**

<i>Generation Y</i>	<i>Generation Z</i>
Using technology well: 2 screens open at the same time and open to sharing	Using advanced technology 5 screens open at the same time and open to sharing
Prefer work by sitting	Activated and volunteer
Multicultural tolerance	Believing in unity and solidarity
Not confident	Self-confident
Communicating in writing	Communicating with videos and images
Sharing materials and topics	Creating materials and topics
Lacking self confidence	Modest
“Moment” oriented	“Future” oriented
Optimistic	Realist
Waiting to be discovered	Working to succeed and win
Suitable for team work	Living the spirit of unity and solidarity

Source: Seymen, 2017.

### **The Concept of Media Consumption**

The concept of media, known today as mass media, has been used since the 1920s. The media play an important role in building society by providing details on issues that concern everyone. Media, which is an important tool of socialization, brings together different communities and social groups at a certain time. At this point, while a section in the whole society prefers to watch

a series, those who prefer that series constitute a certain group in the society. On the other hand, those who prefer not to watch a series and read books, avoid media consumption and form another social group. Therefore, media, which is a mediator in the interaction of people with the outside world, is not consumed at the same rate by each individual (Siibak, Vittadini, & Nimrod, 2014).

The basic concept of media and media consumption is undoubtedly the audience. Anyone who does not physically coexist in the society, but watch that program through television at the same time, is an audience, namely the media consumer.

In the historical process, media consumption researches have been handled within the framework of the Impact Approach centering the impact and the Uses and Satisfaction Approach that puts the satisfaction obtained from consumption to the center. While the impact approach has been accepted almost throughout the 20<sup>th</sup> century, it has been studied chronologically as Strong Effects, Limited Effects and Long Term Effects. The Uses and Satisfaction approach takes the viewer from the passive position and defends that he has an active role. The focus of research conducted in line with this approach determines how the audience uses the media (Severin & Tankard, 1994).

With the spread of the internet and the new media age, the throne of traditional media tools has started to be shaken seriously. People using new media tools meet their news needs from news sites, watching needs from Youtube and social media, and their listening needs from Spotify and its derivatives (Wada, 2019).

The fact that the masses can access the content they want at any time through the new media has caused the consumer culture to explode. At this point, it is useful to say that the media and consumer culture trigger each other. While the consumption culture is becoming widespread through the media, due to the nature of the consumption culture, the media tries to adapt itself to this new situation (Kıskaç, 2018).

The changing consumption approach causes media consumption to change as well. While traditional media consumption is a matter of watching what is broadcast on television with one-way communication, consumers in the new media consume the content they want. Media contents, especially consumed through digital platforms, are an alternative to television, which is a communication tool. Therefore, in the context of media consumption, the content watched through the television device is not the program broadcast on television, but the TV series/movies/content preferred by the consumer.

Media consumption has effects on family life, leisure time and education. First of all, due to media consumption, the time devoted to activities with the whole family decreased, and even the most basic activities such as eating and drinking and sleep began to be negatively affected by this situation. On the other hand, watching programs on the internet later reduced this effect (Aziz, 2013).

Media consumption increases significantly during the times individuals call free time. As entertainment content can be easily accessed via the internet,



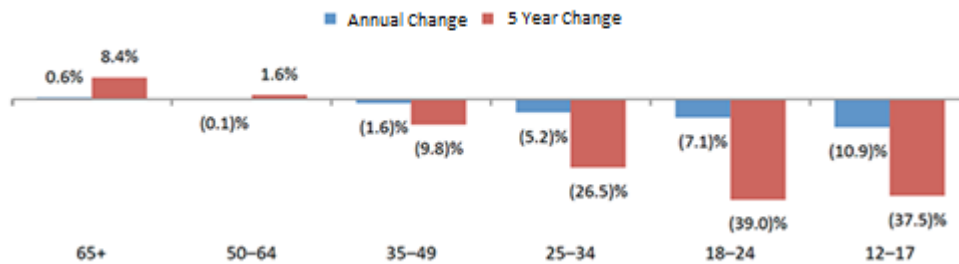
only watching TV shows/movies on the internet has become widespread at free times. This is a situation that can negatively affect social life (Aziz, 2013).

Finally, when the effect of media consumption on education and training is examined, it is observed that the course of this effect has changed. In the first period when mass media became widespread, these tools were used for education and training and had an effect to increase the level of education, but today it is argued that the biggest reason for academic success decline is the increase in media consumption (Aziz, 2013).

### Media Consumption of Generation Y and Z

Sectoral and academic studies are encountered regarding the media consumption of Y and Z generations. For example, the Total Audience Report published by Nielsen in 2016 revealed that Americans over the age of 18 reserve 11 hours and 22 minutes a day in media consumption.

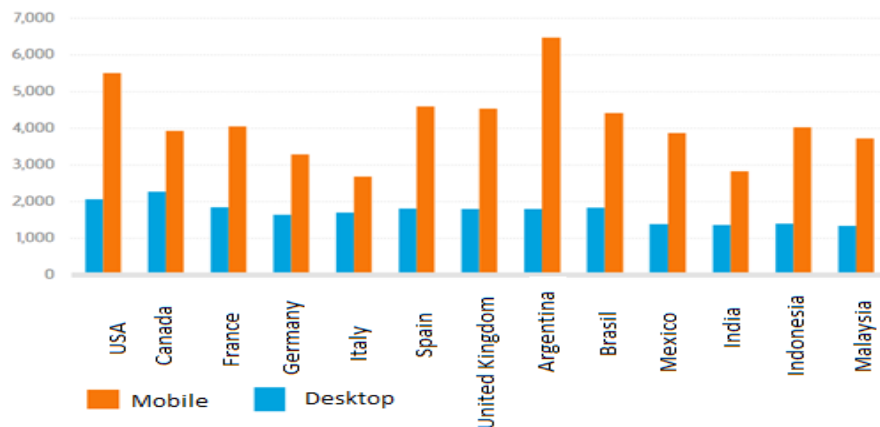
**Figure 1.** *Weekly Average TV Watching Time by Age*



Source: Nielsen, 2016.

Comprehensive research involving 13 countries on media consumption was carried out by comScore. In this report titled *The Global Digital Future in Focus 2018*, topics such as multi-media usage and total media usage are discussed. In the report, it is revealed that the media consumption time on mobile devices is almost 2 times more than the media consumption time on desktop devices. Argentina is the leader in this field with the highest mobile media consumption time. On the other hand, Italy attracts attention as the country with the lowest total time in the field of media consumption from mobile devices.

**Figure 2. Media Consumption Time by Countries**



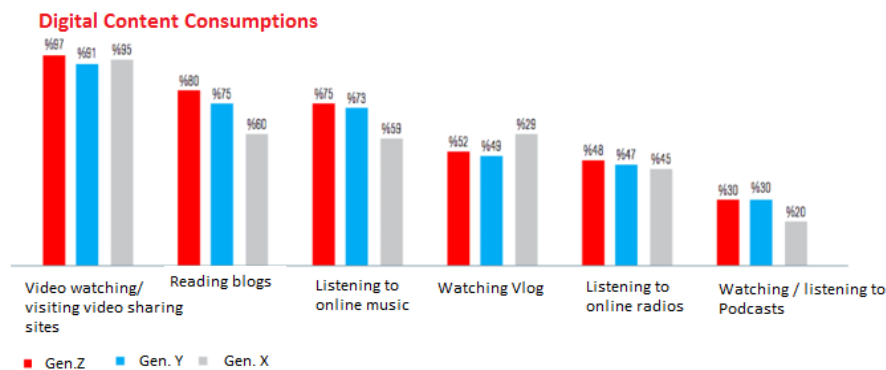
Source: comScore, 2018

Sectoral research is done for media consumption also in Turkey. One of the first studies in this area was carried out in 2012 by Youth Insight. In a study conducted with 4300 young people of high school and university age, it was revealed that young people spend more than 40 hours a week online (Youth Insight, 2012).

In another study conducted by DataWise in Turkey in 2017, the content consumption of the active internet users of Z, Y and X generations in the digital world have been discussed. In this context, digital content consumed and purchased by generations in the digital world has been analyzed comparatively between generations. In addition, the relationship between brands and content is also mentioned.

When we look at the types of content consumed in the report, it is seen that online videos come first. The performance of the generation Z on online video watching is over the average. Then comes blog visits / consumption of blog content and listening to music online. at this point, generations Z and Y are located well above the average of Turkey, and Generation X is below the Turkey average.

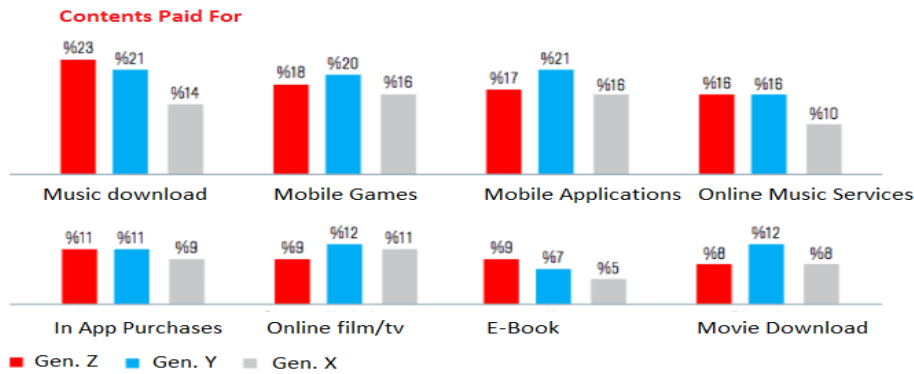
**Figure 3. Digital Content Consumptions by Generations**



Source: DataWise, 2017.

When we look at the content that generations give money in the digital world, it is seen that music occupies an important place in the life of the Z generation. 1 out of every 4 people in the Z generation stated that they paid to download music in the previous month. In addition, when looking at the most important internet usage motivations among generations, it is seen that accessing entertaining content is by far the most prominent for the Z generation. 57% of Generation Z put consumption of fun content among the most important motivations on the internet (Generation Y: 48%, Generation X: 33%).

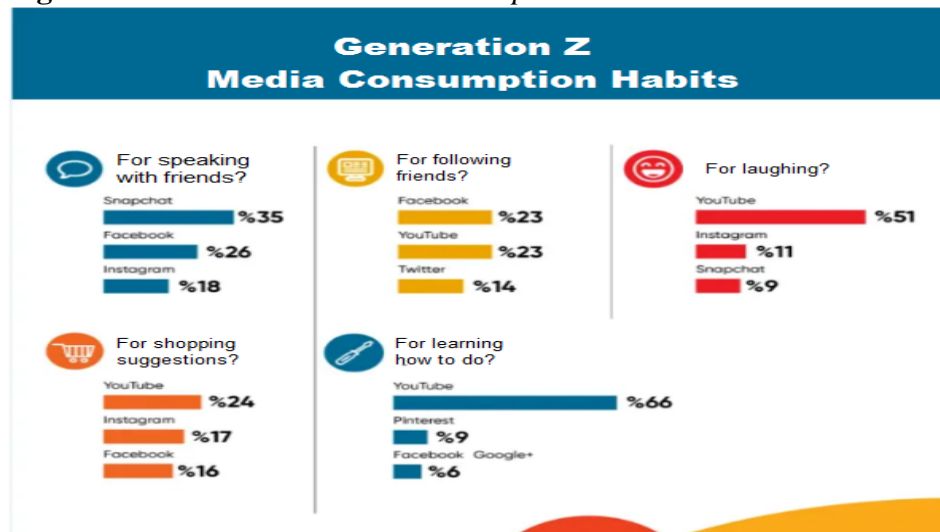
**Figure 4. Contents Paid for by Generations**



Source: DataWise, 2017.

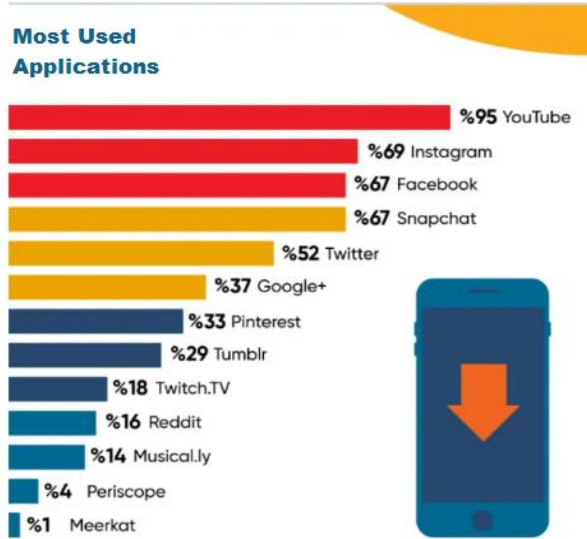
In another study conducted by Adweek and Defy Media in the same year, media consumption habits of Generation Z were investigated. According to the research, Youtube is the most used medium by young people. The research shows that Z Generation women prefer Instagram, Facebook, Snapchat, Pinterest and Tumblr, and Z Generation men prefer Twitch TV and Reddit. Generation Z generally communicates with friends via Snapchat and follows the news from Facebook and YouTube.

**Figure 5. Generation Z Media Consumption Habits-1**



Source: Adweek, 2017

**Figure 6. Generation Z Media Consumption Habits-2**



Source: Adweek, 2017.

There are also many studies in the academic field related to media consumption of Y and Z generations. For example, Şener and Öztürk (2015) conducted a research in which university students examined the program/content type preferences in traditional and digital media with a total of 115 participating university students, aged between 17 and 27. According to this, while the participants stated that they watched an average of 1.4 hours of television daily, this period is up to 6 hours a day for the internet. Frequency of going to the cinema is 2.2 times a month. Participating students stated that they preferred comedy, action adventure, talk show and cinema mostly on television. In cinema, they prefer comedy, action, sci-fi / fantasy movies.

A research carried out to determine the media usage habits and educational internet use of Akdeniz University students was carried out by Sepetçi and Mencet (2017). According to the findings obtained from the research, the quality of the television program types watched by university students, the time they spend on social media, the habits of reading books, newspapers and magazines and the time they spend on the internet are not different from the country average. The use of social media for educational purposes is insufficient in terms of both students and lecturers.

Sarıtaş and Barutçu (2016), in their research that examined media consumption habits among generations, revealed that consumption in social media for research, collaboration, communication and maintaining communication was higher in generation Y than generation Z, as expected.

Sarioğlu and Özgen (2018), on the other hand, designed their research on social media usage habits of the Z generation in the qualitative research model by using in-depth interview technique with 14 participants between the ages of 15-18. Findings obtained from the research reveal that Generation Z uses social media mainly for research and collaboration other than socialization, and this generation does not evaluate social media in a different reality dimension and

does not behave very differently from face to face communication in their social media attitude.

Erten (2019), on the other hand, examined the Z generation attitudes towards digital technology. It has been determined that students have a positive attitude towards digital technology, their attitudes towards digital technology have changed depending on their income levels and education levels, and there is no change according to their gender. Students stated that they mostly use smartphones, tablets, laptops. With these tools, it has been revealed that students perform activities such as listening and downloading music, watching TV, watching and downloading videos from the internet, surfing on social networks, surfing the internet. Students stated that digital technologies can make life easier, but if they are not used for their purposes, they may affect life negatively and cause laziness, atrophy and addiction.

Gök, Kırık and Akşit (2019) examined Youtube usage habits of Y and Z generations. Findings from the research conducted with a total of 308 participants show that there is a significant difference in the channels followed by the Y and Z generations. Generation Y prefer series, movie and program channels, while Generation Z shows more interest in Influencer channels.

### **The Research Part: The Aim, Method and Hypotheses of the Research**

The Internet has entered our lives in the beginning of 2000s and has penetrated every area of life. Generation Y, born between 1980 and 2000, both played games on the street and experienced the development of the internet. Representatives of Generation Z, who were born in the post-2000 period, were born with the internet, grew with the internet, and did not experience the period when there was no internet. Therefore, the internet had an important effect on the characteristics of Y and Z generations. In this context, although these two generations have similar features, the fact that Z generation is a generation that has never experienced the period when there was no internet, these generations differ. The characteristics and media consumption habits of these two generations are separate. Therefore, in this study, it was aimed to examine the media consumption habits of the representatives of the Y and Z generations. For this purpose, the following hypotheses were created:

- H1: Participants' television watching motivations vary according to their gender
- H2: Participants' motivation to watch digital platforms varies according to their gender.
- H3: Participants' television watching motivations vary according to the generation.
- H4: Participants' motivation to watch digital platforms varies according to the generation.

### Data Collection Method

In the study, a questionnaire form created by the researcher was used as a data collection tool. In this survey form, besides the personal characteristics of the participants regarding the gender and which generation they belong to according to the year of birth, there is the Personal Features and Behaviors section with questions about the time of watching television and use of digital platforms. There is a scale with 28 statements prepared in the form of 5-Likert type for the frequency of watching the programs they prefer to watch on television and in the use of digital platforms. Finally to find out the motivations of watching television and use digital platform. Reliability analysis of television and digital platform monitoring motivations scale and its sub-dimensions can be seen in Table 3.

**Table 3. Reliability Analysis**

	Television	Digital Platform
	Cronbach's Alpha	Cronbach's Alpha
Scale	0,920	0,873
Rest and fun	0,881	0,794
Informing	0,824	0,742
Guidance	0,758	0,709
Friendship	0,863	0,752
Socializing	0,661	0,731
Being informed	0,581	0,762

Normality analysis was used to determine what kind of analysis will be applied to the scale. Normality analysis is used to determine which nonparametric or parametric test types to use. If the data meets the assumption of normality, parametric analyzes are used, and if not, nonparametric analyzes are used. One of the most common methods of controlling the normality assumption is the control of the kurtosis and skewness of the distributions. In order for a distribution to meet the assumption of normality, kurtosis and skewness values should be between -1 and +1. Normality analysis of the sub-dimensions of the scale is seen in Table 4. As it can be seen from Table 4, since the kurtosis and skewness values of all sub-dimensions of the scale are among the limit values, the assumption of normality was met, so it was decided to use parametric tests in the analyzes.

**Table 4. Normality Analysis**

	Television		Digital Platform	
	Kurtosis	Skewness	Kurtosis	Skewness
Rest and fun	-0,353	-0,870	-0,810	0,511
Informing	0,170	-0,719	-0,863	1,658
Guidance	0,810	0,533	0,080	-0,673
Friendship	-0,097	-0,737	-0,138	-0,119
Socializing	0,618	-0,049	0,381	-0,532
Being informed	0,454	-0,456	0,697	-0,622

### The Universe and Sample of The Research

The universe of this study is 51 million 483 thousand 188 people in total, including 25 million 543 thousand 939 people (between the ages of 0 and 19) in the Z generation and 25 million 939 thousand 249 people in the Y generation (between the ages 20-39) in Turkey as of 2019. The sample consists of a total of 356 people studying at the University of İstanbul province. The research is limited to the data collected with this sample.

### Analysis of Data

In the study, frequency analyzes were used to reveal the personal characteristics and behaviors of the participants, and descriptive statistics were used to reveal the preferred program types and the television and digital platform monitoring motivations, and finally, the independent sample t test was used among the parametric tests to examine the variations by gender and generation. All analyzes were carried out through SPSS for Windows v26.0 package program.

### The Finding: Personal Features and Behaviors

35.6% of the participants are men and 64.3% are women. While 75% of men are members of Generation Y and 25% are members of Generation Z, the distribution of women is by half. In total, 58.9% of the participants are members of Generation Y and 41.1% are members of Generation Z.

**Table 5. Personal Features of Participants**

Gender / Generation	Generation Y	Generation Z
Men	(%58,0)	(%46,0)
Women	(%42,0)	(%54,0)
Total	(%100)	(%100)

TV watching times of the participants are shown in Table 6. Accordingly, 33.9% of the participants watch TV between 1-3 hours a day and on weekdays, this rate rises to 44.6% at the weekend. The rate of those who stated that they did not watch TV on weekdays decreased from 28.6% to 19.6% at the end of the week.

**Table 6. The TV Watching Times Total Sample (%)**

	Week days	Weekend
I never watch	26,8	19,6
Less than an Hour	28,6	28,6
1-3 Hours	33,9	44,6
4-6 Hours	8,9	5,4
Over 6 Hours	1,8	1,8

Total	100,0	100,0
-------	-------	-------

While 53.6% of the participants stated that they watched digital platform for 1-3 hours a day on weekdays, this rate drops to 37.5% at the end of the week. However, the rate of those who state that they watch the digital platform 4-6 hours a day rises to 32.1% at the end of the week. As an interesting fact, the rate of those who stated that they watched more than 6 hours of digital platforms during the week increased from 8.9% to 19.6% at the end of the week.

**Table 7.** *Digital Platform Using Time Total Sample (%)*

	Week days	Weekend
I never watch	7,1	5,4
Less than an Hour	8,9	5,4
1-3 Hours	53,6	37,5
4-6 Hours	21,4	32,1
Over 6 Hours	8,9	19,6
Total	100,0	100,0

The participants stated that they mostly watch TV with their family on weekdays and at the weekend. However, the rate of watching TV with friends increases from 1.8% to 8.9% at the weekend.

**Table 8.** *The Person accompanied while watching TV (Total Sample) (%)*

	Week days	Weekend
I never watch	19,6	19,6
My family	57,1	50,0
Alone	21,4	21,4
My friends	1,8	8,9
Total	100,0	100,0

Participants stated that they mostly use digital platforms alone on weekdays and at the weekend. However, at the end of the week, the rate of watching digital platforms with friends increases from 7.1% to 12.5%.

**Table 9.** *The Person accompanied While Using The Digital Platforms (Total Sample) (%)*

	Week days	Weekend
I never watch	5,4	3,6
My family	12,5	14,3
Alone	75,0	69,6
My friends	7,1	12,5
Total	100,0	100,0



### Analysis of the Preferred Program Types

The Table 10 shows the types of programs that Generation Y prefers to watch on both television and digital platforms. Accordingly, representatives of generation Y prefer to watch news programs, foreign cinema films and talk show chat programs, respectively. The least preferred program types on television are children's programs, sexual programs and religious programs, respectively.

On digital platforms, foreign series, foreign films and music / entertainment programs take the lead. The least preferred programs are sexual programs, religious programs and children's programs, respectively.

**Table 10.** *Program Types Preferred by Generation Y*

<b>On Television</b>	X	SS	<b>On Digital Platform</b>	X	SS
I watch the news programs	2,94	1,435	I watch foreign series	3,91	1,487
I watch foreign movies	2,88	1,317	I watch foreign movies	3,64	1,558
I watch Talk Show / Chat programs	2,79	1,386	I watch music / entertainment programs	3,09	1,634
I watch the competition programs	2,76	1,275	I watch Talk Show / Chat programs	2,70	1,510
I watch the domestic series	2,67	1,315	I watch domestic movies	2,61	1,413
I watch domestic movies	2,61	1,248	I watch the ads / I watch the trailers	2,55	1,641
I watch magazine programs	2,48	1,439	I watch programs involving tension and violence	2,39	1,499
I watch music / entertainment programs	2,48	1,417	I watch the news programs	2,39	1,368
I watch the programs on the local agenda	2,42	1,275	I watch the domestic series	2,36	1,319
I watch sports programs	2,36	1,674	I watch the documentaries	2,27	1,376
I watch foreign series	2,33	1,429	I watch sports programs	2,03	1,403
I watch the ads / I watch the trailers	2,15	1,349	I watch magazine programs	2,00	1,436
I watch the documentaries	2,09	1,100	I watch the programs on the local agenda	1,97	1,159
I watch programs involving tension and violence	2,06	1,368	I watch the competition programs	1,67	1,051
I watch the Discussion / Open session programs	2,03	1,045	I watch cartoons / animations	1,67	0,816
I watch cartoons / animations	1,73	1,069	I watch the Discussion / Open session programs	1,61	0,864
I watch women's programs	1,70	1,015	I watch the economy programs	1,39	0,747
I watch the economy programs	1,67	1,080	I watch women's programs	1,33	0,692
I watch religious programs	1,67	0,854	I watch children's programs	1,33	0,595
I watch programs that contain sexuality	1,33	0,957	I watch religious programs	1,30	0,585
I watch children's programs	1,30	0,684	I watch programs that contain sexuality	1,27	0,801

The programs preferred by Z generation are shown in Table 11. Accordingly, the representatives of Generation Z prefer to watch foreign cinema films, music / entertainment programs and news programs respectively, while watching foreign series, foreign cinema films and music / entertainment programs respectively on digital platforms.

The types of programs that generation Z prefers to watch at least on television are sexual programs, religious programs and economic programs, respectively. The least preferred programs on the digital platform are competition programs, sexual programs and women's programs.

**Table 11. Program Types Preferred by Generation Z**

<i>On Television</i>	X	SS	<i>On Digital Platforms</i>	X	SS
I watch foreign movies	3,1 3	1,45 6	I watch foreign series	3,7 8	1,65 0
I watch music / entertainment programs	3,1 3	1,39 2	I watch foreign movies	3,7 0	1,63 6
I watch the news programs	2,9 6	1,18 6	I watch music / entertainment programs	3,5 2	1,31 0
I watch Talk Show / Chat programs	2,8 7	1,21 7	I watch the ads / I watch the trailers	2,8 3	1,46 6
I watch foreign series	2,7 8	1,70 4	I watch domestic movies	2,8 3	1,46 6
I watch domestic movies	2,7 4	1,38 9	I watch Talk Show / Chat programs	2,7 8	1,47 6
I watch the competition programs	2,5 7	1,37 6	I watch cartoons / animations	2,5 7	1,61 9
I watch the domestic series	2,5 2	1,23 8	I watch programs involving tension and violence	2,2 2	1,62 2
I watch the documentaries	2,3 9	1,30 5	I watch magazine programs	2,2 2	1,47 6
I watch the ads / I watch the trailers	2,3 9	1,15 8	I watch the domestic series	2,1 3	1,14 0
I watch magazine programs	2,3 0	1,18 5	I watch the programs on the local agenda	1,9 1	1,31 1
I watch cartoons / animations	2,2 6	1,51 4	I watch the news programs	1,8 7	1,10 0
I watch sports programs	2,1 3	1,32 5	I watch children's programs	1,8 3	1,37 0
I watch programs involving tension and violence	2,0 9	1,53 5	I watch the Discussion / Open session programs	1,7 8	1,38 0
I watch children's programs	2,0 0	1,27 9	I watch sports programs	1,7 4	1,01 0
I watch the programs on the local agenda	1,7 4	0,86 4	I watch the documentaries	1,6 1	0,83 9
I watch the Discussion / Open session programs	1,6 1	0,83 9	I watch the economy programs	1,5 7	1,08 0
I watch women's programs	1,6 1	0,78 3	I watch women's programs	1,5 2	0,99 4
I watch the economy programs	1,4 3	0,89 6	I watch programs that contain sexuality	1,4 8	1,08 2
I watch religious programs	1,3 5	0,64 7	I watch the competition programs	1,4 8	0,73 0

I watch programs that contain sexuality	1,1 7	0,49 1	I watch religious programs	1,3 5	1,15 2
-----------------------------------------	----------	-----------	----------------------------	----------	-----------

### The Descriptive Statistics

Descriptive statistics regarding the motivations of watching television and use of digital platforms are shown in Table 12 as a whole. Accordingly, the most important television watching motivation of the participants is “friendship (average 2.8899 and standard deviation 1.07133), while the most important digital platform watching motivation is “rest and fun (mean 3.7372 and standard deviation 0.80848).

**Table 12.** *Descriptive Statistics*

	Television		Digital Platform	
	X	SS	X	SS
Rest and Fun	2,8214	1,00877	3,7372	0,80848
Informing	2,6321	0,90877	3,4429	0,80698
Guidance	2,0759	0,84735	2,8839	1,03019
Friendship	2,8899	1,07133	3,3720	0,89949
Socialization	2,1473	0,85384	2,7946	1,03913
Being Informed	2,3036	1,11876	2,2946	1,29957

Considering the motivations of watching television and use of digital platforms according to the generations, the most important television and digital platform watching motivation of the representatives of the generation Y is “resting and having fun”. Generation Z, on the other hand, watches television with the motivation of “friendship” and the digital platform with the motivation of “resting and having fun”.

**Table 13.** *Descriptive Statistics by Generations*

	Television		Digital Platform	
	X	SS	X	SS
<b>Generation Y</b>				
Rest and Fun	2,7056	1,12085	3,6450	0,88361
Informing	2,6303	0,99010	3,4242	0,83779
Guidance	2,0303	0,90303	2,8712	1,06272
Friendship	2,6869	1,04313	3,2020	0,98404
Socialization	1,9167	0,80687	2,6667	1,09092
Being Informed	1,9848	0,91417	2,1364	1,20073
<b>Generation Z</b>				
Rest and Fun	2,9876	0,81715	3,8696	0,68365
Informing	2,6348	0,79921	3,4696	0,77836
Guidance	2,1413	0,77543	2,9022	1,00493

Friendship	3,1812	1,06590	3,6159	0,71321
Socialization	2,4783	0,82542	2,9783	0,95320
Being Informed	2,7609	1,24197	2,5217	1,42604

### The Statistical Analyses

Independent sample t test was used to determine whether the motivations of the participants to watch television and use of digital platforms vary according to their gender. As a result of the independent sample t test, it was observed that the opinions regarding the “Friendship” dimension, which is one of the sub-dimensions of both television and digital platform watching motivations, differed by gender (Television  $p = 0.046 < 0.05$  and Digital Platform  $p = 0.026 < 0.05$ ). Accordingly, women prefer to watch both media tools with the motivation of “making friends” more than men.

**Table 14.** *Variability of Television and Digital Platform Watching Motivations by Gender*

		N	X	SS	T	p
<b>Television</b>						
Rest and fun	Men	20	2,5929	1,06125	-1,271	0,209
	Women	36	2,9484	0,97020		
Informing	Men	20	2,8700	1,04080	1,475	0,146
	Women	36	2,5000	0,81205		
Guidance	Men	20	2,3000	1,04693	1,492	0,142
	Women	36	1,9514	0,69903		
Friendship	Men	20	2,5083	1,03234	-2,043	<b>0,046</b>
	Women	36	3,1019	1,04675		
Socializing	Men	20	2,0000	0,82318	-0,962	0,340
	Women	36	2,2292	0,87091		
Being informed	Men	20	2,1750	1,02950	-0,638	0,526
	Women	36	2,3750	1,17337		
<b>Digital Platform</b>						
Rest and fun	Men	20	3,4500	1,00618	-1,797	0,083
	Women	36	3,8968	0,63578		
Informing	Men	20	3,5000	0,69130	0,392	0,697
	Women	36	3,4111	0,87236		
Guidance	Men	20	2,8000	1,16303	-0,451	0,654
	Women	36	2,9306	0,96290		
Friendship	Men	20	3,0167	0,91591	-2,287	<b>0,026</b>
	Women	36	3,5694	0,83891		

Socializing	Men	20	2,5250	1,04472	-1,462	0,149
	Women	36	2,9444	1,01965		
Being informed	Men	20	2,2000	1,35141	-0,403	0,688
	Women	36	2,3472	1,28630		

Independent sample t-test was used to determine whether the motivation of the participants to watch television and digital platforms varies according to their generations. As a result of the independent sample t test, it was observed that the motivations related to “socializing” and “being informed” which are the sub-dimensions of television watching motivations differed according to the generation (socialization  $p = 0.015 < 0.05$  and being informed  $p = 0.009 < 0.05$ ). Accordingly, the representatives of Generation Z watch TV more than the representatives of Generation Y with the motivation of both socializing and being informed. On the other hand, digital platform watching motivation does not vary according to the generations.

**Table 15.** *Variability of Television and Digital Platform Watching Motivations by Generation*

		N	X	SS	t	P
<b>Television</b>						
Rest and fun	Gen. Y	33	2,7056	1,12085	-1,088	0,281
	Gen. Z	23	2,9876	0,81715		
Informing	Gen. Y	33	2,6303	0,99010	-0,018	0,986
	Gen. Z	23	2,6348	0,79921		
Guidance	Gen. Y	33	2,0303	0,90303	-0,479	0,634
	Gen. Z	23	2,1413	0,77543		
Friendship	Gen. Y	33	2,6869	1,04313	-1,729	0,090
	Gen. Z	23	3,1812	1,06590		
Socializing	Gen. Y	33	1,9167	0,80687	-2,538	<b>0,014</b>
	Gen. Z	23	2,4783	0,82542		
Being informed	Gen. Y	33	1,9848	0,91417	-2,695	<b>0,009</b>
	Gen. Z	23	2,7609	1,24197		
<b>Digital Platform</b>						
Rest and fun	Gen. Y	33	3,6450	0,88361	-1,023	0,311
	Gen. Z	23	3,8696	0,68365		
Informing	Gen. Y	33	3,4242	0,83779	-0,205	0,838
	Gen. Z	23	3,4696	0,77836		
Guidance	Gen. Y	33	2,8712	1,06272	-0,110	0,913
	Gen. Z	23	2,9022	1,00493		
Friendship	Gen. Y	33	3,2020	0,98404	-1,724	0,090
	Gen. Z	23	3,6159	0,71321		

Socializing	Gen. Y	33	2,6667	1,09092	-1,106	0,274
	Gen. Z	23	2,9783	0,95320		
Being informed	Gen. Y	33	2,1364	1,20073	-1,094	0,279
	Gen. Z	23	2,5217	1,42604		

## Conclusion

In this study we did a descriptive research about the difference of Y and Z generation's use of traditional TV and use of digital media habits. These two generations are very important for the whole world. But it's a little bit more important for Turkey, because almost the half of the population of the country is in Y and Z generation. So this big portion of population is effecting the behaviors of media consumption in Turkey. It's also reflecting the future of media using. So Turkey may be a good case with its huge population of these two generations to see how the media will change in the future and in which way it will change. The study consist of a questionnaire about exploiting the use of traditional tv and digital media of these two generations in Turkey in İstanbul.

According to the study the representatives of generation Y prefer to watch news programs, foreign movies and talk show chat programs, respectively in traditional television. The least preferred programs of Generation Y on television are children's programs, sexual programs and religious programs, respectively. The most preferred programs of Generation Y on digital platforms are foreign series, foreign films and music / entertainment programs. The most preferred program types of Z generation on television are foreign cinema films, music/entertainment programs and news programs, respectively.

The most preferred program types of Z generation on television are foreign cinema films, music/entertainment programs and news programs, respectively. The most preferred programs of the Z generation on the digital platform are foreign series, foreign cinema films and music/entertainment programs, respectively. The least preferred programs that generation Z watch on television are sexual programs, religious programs and economy programs, respectively. The least preferred programs of the Z generation on the digital platform are competition programs, sexual programs and women's programs.

While the most important television watching motivation of the participants in general for both generations is "friendship", the most important digital platform watching motivation is "rest and fun".

The most important television and digital platform watching motivation of the representatives of Generation Y is "rest and fun". Generation Z watches television with the motivation of "friendship" and the digital platform with the motivation of "resting and having fun".

The women watch both media TV and Digital media with the motivation of "friendship" more than men. The representatives of Generation Z watch television with the motivation of both socializing and being informed more

than the representatives of Generation Y. On the other hand, the use of digital platform motivations does not change according to the generation. So both Y and Z generation use digital media with almost the same motivations. This may be summarized as, that Y and Z generation gives importance almost equally to digital media in watching video and digital tv.

## Literature

- Adweek. (2017). <https://www.sosyalmandalina.com/sosyal-medya/z-kusagi-medya-tuketim-aliskanliklari/>
- Altunbay, M., & Bıçak, N. (2018). Use of Technology Based Applications for Z Generation Individuals in Turkish Education Lessons. *ZfWT*, 10(1).
- Anselmo-Witzel, S., Orshan, S. A., Heitner, K. L., & Bachand, J. (2017). Are Generation Y Nurses Satisfied on the Job? Understanding Their Lived Experiences. *Journal of Nursing Administration*, 47(4).
- Aziz, A. (2013). Television and Radio Broadcasting. *Istanbul: Hiperlink Publishing*.
- comScore. (2018). <http://adepa.org.ar/wp-content/uploads/2018/03/Global-Digital-Future-in-Focus-2018.pdf>
- Çetin, C., & Karalar, S. (2016). A Research on Versatile and Unlimited Career Perceptions of X, Y and Z Generation Students. *Journal of Management Sciences*, 14(28).
- Çetin-Aydın, G., & Başol, O. (2014). Generation X and Y: Is There a Change in the Meaning of the Study? *Electronic Journal of Vocational Colleges*, 4(4).
- DataWise. (2017). Intergenerational Content Consumption Culture in Turkey. <https://www.campaigntr.com/arastirma-turkiyede-kusaklararasi-icerik-tuketim-kulturu/>
- Erten, P. (2019). Z Kuşağının Dijital Teknolojiye Yönelik Tutumları . *Gümüşhane Üniversitesi Sosyal Bilimler Enstitüsü Elektronik Dergisi* 10 (1), 190-202.
- Gök, B., Kırık, A. M., & Akşit, M. (2019). Youtube Usage Habits of Y and Z Generation. *Asya Studies*, 4(10).
- Howe, N., & Strauss, W. (1992). *The History of America's Future: 1584 to 2069*. Harper Collins.
- İlic, D. K., & Yalçın, B. (2017). Differentiating Business Values and Leadership Perceptions of Y Generation. *Journal of Yasar University*, 12(46).
- Karalar, S., Çetin, C., & Vatansever, B. (2017). Investigation of Ethical Behavior Perceptions of Generation Y University Students. *Kafkas University Journal of Faculty of Economics and Administrative Sciences*, 8 (16).
- Karatekin, F. (2014). IQ of Generation Z is higher! <http://www.sozcu.com.tr/egitim/z-kusaginin-iqsu-daha-yukse.html>
- Keleş, H. N. (2011). A Study on Determination of Motivation Profiles of Generation Y Employees. *Organization and Management Sciences Journal*, 3(2).
- Kıskaç, A. (2018). Media Consumption and Culture in the Globalization Process. *ArelEysad*, 3(1).
- Kuyucu, M. (2014). Generation Y and Facebook: A Study on Generation Y's Habits of Using Facebook. *Electronic Journal of Social Sciences*, 13.
- Lissitsa, S., & Kol, O. (2016). Generation X vs. Generation Y – A decade of online shopping. *Journal of Retailing and Consumer Services*, 31.
- Nielsen. (2016). *Nielsen Total Audience Report: 4Q 2016*.

- Pinzaru, F., Vatamanescu, E. M., Mitan, A., Savulescu, R., Vitelar, A., Noaghea, C., & Balan, M. (2016). Millennials at Work: Investigating the Specificity of Generation Y versus Other Generations. *Management Dynamics in the Knowledge Economy*, 4(2).
- Sariođlu, E. B., & Özgen, E. (2018). A Study on Social Media Usage Habits of Generation Z. *International Journal of Social Research*, 11(60).
- Sarıtaş, E., & Barutçu, S. (2016). Generations in Analysis of Consumer Behavior. *PJESS*, 3(2).
- Sepetçi, T., & Mencet, M. S. (2017). Media Usage Habits of Akdeniz University Students and Awareness of Internet Usage for Education. *Nevşehir Hacı Bektaş Veli University SBE Journal*, 7 (2).
- Severin, W., & Tankard, J. W. (1994). *Communication Theories: Origins, Methods and Their Use in Mass Media*. Eskişehir: Anadolu University Publishing.
- Seymen, A. F. (2017). Associating Y and Z Generation Human Characteristics with Ministry of National Education 2014-2019 Strategic Program and TÜBİTAK Vision 2023 Projections. *City Academy*, 10(4).
- Siıbak, A., Vittadini, N., & Nimrod, G. (2014). Generations as media audiences: An introduction. *Participations: Journal of Audience & Reception Studies*, 11(2).
- Somyürek, S. (2014). Attracting Generation Z in the Teaching Process: Augmented Reality. *Educational Technology Theory and Practice*, 4(1).
- Şener, G., & Öztürk, E. (2015). An Analysis of University Students' Program / Content Type Preferences in Traditional and Digital Media as a Consumer Segment. *Journal of Academic Social Research*, 3 (13).
- Taş, H. Y., Demirdöğmez, M., & Küçükođlu, M. (2017). Possible Effects of the Z Generation which is Our Future on Working Life. *OPUS*, 7(13).
- Tuncer, A. İ., & Tuncer, M. U. (2016). Viral Applications of Entertainment Ads and An Evaluation Over Generation Z. *TRT Academy*, 1(1).
- Wada, H. I. (2019). Media Consumption Trends: Comparing Millennials and Generation Z. *RAIS*.
- Wilson, M., & Gerber, L. E. (2008). How Generational Theory Can Improve Teaching: Strategies for Working with the Millennials. *Currents in Teaching and Learning*, 1(1).
- Youth Insight. (2012). *Media Consumption Research*. [http://kobitek.com/youth\\_insightin\\_arastirmasina\\_gore\\_gencler\\_klasik\\_medyadan\\_giderek\\_uzaklasiyor](http://kobitek.com/youth_insightin_arastirmasina_gore_gencler_klasik_medyadan_giderek_uzaklasiyor)
- Yüksekbilgili, Z. (2013). Turkish Type Y Generation. *Electronic Journal of Social Sciences*, 12(45).
- Zempke, R., Raines, C., & Filipczak, B. (2013). *Generations at Work: Managing the Clash of Boomers, Gen Xers, and Gen Yers in the Workplace*. Amacom.