

Patterns of Television Viewing Behavior in Kyrgyzstan: A Perspective of Uses and Gratifications

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ABSTRACT

Television draws attention as a very powerful means of mass communication taking up a very important part in social life. Television, when compared to other mass media, remains as a means that presents information to people in an effective and persuasive way without requiring any training for use. Television comes to the fore among other social media due to its audio and visual elements and its ability to create a false sense of participation. Television informs while entertaining. Especially, it presents people with various alternatives not only to be relieved of the oppressive everyday life but also to recognize a dream world and share others' experiences of life. The aim of this research carried out in Kyrgyzstan is to determine people's motivations and habits of watching television. According to the data obtained from 583 participants, 5 motivations have been determined that are effective in people's watching television. In order of importance, these are: entertainment-relaxation, escape from social interaction, companionship, information seeking and pastime. The gender of the participants, the number of televisions at home, the frequency of watching television, and motivations for watching television are the basic variables that determine the duration of watching television.

Keywords

Kyrgyzstan, television, audience, motivation, uses and gratifications.

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INTRODUCTION

Despite a significant improvement of mass communication technology recently, television still maintains distinction of being popular and continues to influence society through its broadcasting. The factors that increase the effectiveness of television especially in societies whose level of education is low are the messages sent by it can be taken easily by the large masses, the ease of sending posts to far distant and you needn't to effort to do anything to get it. Consequently, due to television, societies have become less speaking, but much watching communities. While informing, this magic box entertains and surprises us. It stimulates our emotions, sometimes goes down to the depths of our intelligence, and sometimes puts a fool of us, but most of the time with us. It always right or wrong shows us the way in the formation of our opinions, the formation of structure of thought and determining our lifestyle. In short, television defines us, gives direction to our life and it has influence in the formation of our culture (Kalpaklıoğlu 2009: 227).

According to McLuhan the television divides the village an infinite number of the world on one hand; it converts the world into artificial village on the other hand. Thus, the idea that they should be responsible for everything that brings people together with different cultures and lifestyles from different parts of the world through television is created (Sartori 2004: 93-95).

Television is relaxing because it keeps our mind far from the things that should be considered quite long and in depth as it doesn't give anything that is to be thought much. This world is a world of fame, fun and enjoyment. The creators of this world don't demand anything mentally but to be in front of it as a viewer (Mutlu 2005: 101-102).

Usually television can be considered as the main actor in people's speech. Beginnings of communication as "Did you watch this program?" is a theme that is known by most of the people. Watching television is as fun as going to the cinema, and it is cheaper as well and it is an easy activity as listening to the radio (Koçak 2001: 1).

The fact that television is a very common and powerful means has caused interest to television to be increased in communication research (Balcı et al. 2011: 49). In the 1960s heart of communication research shifted from the question "*What does mass communication do for people*" to "*What do peo-*

ple do with mass communication?” This change of focus accelerated by the adoption the opinion of the active audience in academic circles contributed development of audience-centered theories, such as usage and gratifications approach. According to the opinion of the active audience who makes up the focus of this approach, the audience is active during communication process. He is consciously decides which media or which content to watch for his own purposes. Therefore, the influences caused by the use of the mass media are quite different from the influences of the source aimed to be realized initially (Çakır & Çakır 2010: 15).

The aim of this research carried out in Bishkek, the capital of Kyrgyzstan, is to identify what are the main variables that affect duration of television viewing and determine people’s television viewing habits, motivations and program preferences on basis of uses and gratifications approach. This research is one of the researches carried out on the television viewers in Kyrgyzstan in accordance with uses and gratifications approach and it is important in understanding the behavior of the audience. In addition, it has great significance that can form the basis for future studies to determine patterns of Kyrgyz people’s television viewing behavior.

1. TELEVISION IN SOCIAL LIFE

Television in social life draws attention as a means of mass communication whose importance and power are growing day by day. Because it serves its viewer for various purposes according to their taste and spiritual needs. Combining audio and video and downsizing the world and the universe we live in perhaps turning them into “village”, television is used as a means of well-known popular art presentation. By means of these features, television transfers symbols and generalizes them, spreads and presents them to public. It transmits certain meanings with these symbols and they are sometimes so complex to be received while they can be so simple (Küçükerdoğan 2009a: 10). In this state, it is clear that the television discourse consists of the images and its conversations are even transmitted to the viewer by means of the images. Television that performs functions such as giving information with fast and short images and sounds, entertaining and educating locates in viewers’ minds only an instant, but only attractive ones are adopted (Küçükerdoğan 2009b: 72).

Television has become such an integral part of everyday life that we call it “*one of us*” the phrases used for our closest friend and even for family members, and it has become a member of our family as well. Moreover, television fulfills so many functions at home that no one in the family could deal with (Mutlu 2008: 17). Therefore, it is undeniable fact that television is an important part of daily life routine around the world. Its importance in daily life isn't restricted with spending time in front of it; its effects are spreading to a wide period of time. Television, a positive and negative effect of which has been under consideration for a long time performs many different functions. It provides a common topic for talking and speaking about in our house and while informing and entertaining us, it places us in local, national, and global relations (Çöloğlu 2010: 10). Besides, television offers a variety of alternatives in order to get rid of an oppressive everyday life, to empty emotionally or to share others' life experiences and the world of dreams (Berger 1991: 50-51, Özsoy 2011: 107). One of the significant factors of television in making people dependent on it may be keeping logic far away (Inextricably) by applying the people's dreams, feelings, and fantasy in television (Karaboğa 2010: 34). It should be said that television as a communication means shapes basic of some families and it gives rise to unpredictable results while affecting cultural and social life (Williams 2003: 11).

Besides, main influential power of television is that it presents the audience more realistic images in comparison with other media fields and evokes feelings like “*to be closer to the truth*” (Shea & Burton 2001:159). Especially, lively broadcast makes the audience to feel themselves in the plot and “to be witness”. Television through the power of the image has opportunity to present others' experiences as though viewers had the same experiences (Burton 1995: 85). Using popular cultural materials in television persistently offers chance to enter the bright world of celebrities and well known keeping viewers far from dull life. The leaders of this world don't want anything mentally from viewers except being in front of it (Mutlu 2005: 102). Moreover, this magic box forces people, from different parts of the world with different cultures, to live in their own geography produced by them. (Morley & Robins 2011: 178-179). Therefore, it will be true to say that television led to a revolution in the development of lifestyle of human beings, culture and social habits (Esslin 1991: 9).

According to some other points, we should remember that television set

condition for social retention that can be considered an artificial. While those who live alone explains that they sit in front of television 'in order to avoid loneliness', viewers in bulk indicate that they get pleasure from sharing their watching experience (Mutlu 2005: 103).

In the light of the above considerations, it wouldn't be wrong to claim that television has enormous power on people nowadays. There are practically no day when people don't watch the television. Television has created such a dependency in people that it is almost impossible not to watch television. At evening time, billions of people participate in the ritual sitting in front of the television screen. While television is considered to be means for killing time and entertainment, because of other long-term effects and dependence created by it, many people are involved in the magical world of television consciously or unconsciously (Karaboğa 2010: 35-36).

2. THEORY OF USES AND GRATIFICATIONS

Uses and gratifications which were told about first in Elihu Katz's article (1959) are top-ranked among the approaches that centers on the viewer. The main claim of the viewer-centered approaches is that the viewer has right to select messages of mass communication and while selecting the message and channels, he prefers them according to their suitability with his taste, ideas and needs individually (McQuail & Windahl 1997: 153-154). The famous two questions, "*What does media do for people?*" and "*What do people do with media ?*" that were promoted when this approach was put forward on the agenda for the first time in communication literature, reveal shape of the change and adventure that mass media had while researching effect (Katz & Foulkes 1962: 379, Klapper 1963: 523).

This communication model brings to the fore not intention of source creating the message but the meaning that viewer gave for it (Fiske 1990: 151). In this respect, the uses and gratifications approach asserting that the viewers are not passive, in contrast, they are information processors who take rather active part (McQuail 1994: 318, Katz et al. 1995: 164, Rosengren 2003: 21) inform communication center about individuals' understanding the situation (Erdoğan & Alemdar 2002: 188-189). Approach in this respect rejects the hypothesis of studies on effects about audience being captivated by the media. On the contrary, it suggests that media is a facility kit that

used by consumers freely to meet their needs (Laughey 2010: 59). There are two main reasons for which active viewers' opinions are perceived as shift of paradigm in the field of communication. The first of them is spectator's transformation from a passive atomized unit to an effective individual. This change has led to changes of theoretical framework in communication as well. The second is a shift of paradigm realized in the methodological sense. The researches in the field of communication has transformed from vehicle-based position into an audience – centered one (Güngör 2011: 107).

Katz, Blumler and Gurevitch (1974: 510) express area of interest of uses and gratifications approach this way: expectations (4) brought about by social and psychological-based (2) needs (3) lead to different media using patterns or other activities in the mass media and other sources (5), they also(6) lead to saturation of needs and (7) unintended other results.

It is clear that uses and gratifications approach raised on two key questions: The first is about that psychological and social conditions in which individual is found will affect his preferences for media / communications. The other is to aim to meet the communication needs that individuals can't meet properly through mass media (Gülner & Balcı 2011: 37). While it is claimed that individuals inclining to channels appropriate to their needs will watch these kinds of programs, they will listen or read, and will be satisfied this way, it is also pointed out that putting through communication or cases such as changing habit could be on the agenda. In this respect, mass media messages aren't accepted by the target that is in a position of receiver and it remains meaningless as long as it isn't interpreted. Therefore, only those individuals who are in a position of receiver decide whether means of communication are effective or not, and these means should be appropriate to expectations, needs and objectives of the individuals in order to be effective (Gökçe 2003: 205). In this approach, it is assumed that there is a functional relationship between content of the media and the audience (Yaylagül 2006: 62).

According to Katz and his colleagues (1973: 165) Uses and Gratifications Approach can't be only explained how individuals have satisfaction through the media and how the media affects them, especially, it tries to reveal how the concepts about satisfaction and influence interact in social institutions. When individuals select specific media or content, a relationship emerg-

es between social and psychological functions; roles such as; a citizen, a consumer, or as a member of a community and real or perceived traits of media. The “needs” directing individuals in election of the media arise being filtrated in the different institutional area such as; politics, family, religion, education and self-identity, self-development and self-satisfied.

On the other hand, when we look at time over the past half-century, there are studies on uses and gratifications dealing with traditional mass media such as newspapers, radio and television and non-traditional mass media such as cable television, e-mail, VCRs, cell phones, internet and social media (Balcı & Ayhan 2007: 177). Especially, there is quite old and extensive literature for uses and gratifications of television among these means. Participants’ television viewing habits and motivations have been on the spotlight in these researches carried out according to uses and gratifications approach. In the Table 1 given below there are some findings carried out in order to determine the television viewing motivation:

Table 1: The Findings of Uses and Gratification Researches on Television

Researcher	Year	Television Viewing Motivations
Grenberg	1974	6 Motivation: Information, habits, arousal, companionship, relaxation, escape
Blumler	1979	4 Motivation: Surveillance, entertainment, curiosity, personal identity
Rubin	1979	6 Motivation: Information, pass time, habits, companionship, oblivion, arousal, relaxation
Palmgreen & Rayburn	1979	7 Motivation: relaxation, information, communicatory utility, to forget, pass time, companionship, entertainment
Becker	1979	5 Motivation: vote guidance, political support, communicatory utility, excitement

Rubin	1981a	9 Motivation: pass time, companionship, arousal, content, relaxation, information, escape, entertainment, social interaction
Rubin	1981b	4 Motivation: compensation, information seeking, entertainment, pass time
Rubin	1981c	5 Motivation: pass time, information seeking, entertainment, companionship, social escape
Bantz	1982	4 Motivation: companionship, surveillance, entertainment, journey
Wenner	1982	4 Motivation: surveillance, entertainment-diversion, interpersonal utility, para-social interaction
Abelman	1988	6 Motivation: retroaction, information seeking, entertainment, religiosity, habits, social escape
Babrow	1989	3 Motivation: social pleasure, learning, romantic fantasy
Conway & Rubin	1991	6 Motivation: pass time, entertainment, information, escape, relaxation, status enhancement
Lin	1993	5 Motivation: informational guidance, interpersonal communication, para-social interaction, entertainment, diversion
Abelman, Atkin & Rand	1997	10 Motivation: relaxation, companionship, habits, pas time, entertainment, social interaction, information seeking, arousal, escape, moral support
Koçak	2001	6 Motivation: entertainment/ relaxation/habits, moral support, information, companionship, economic information, social escape

Çakır	2005	5 Motivation: entertainment/ relaxation, social escape / companionship, moral support, information seeking, habits
Brubaker	2005	4 Motivation: information seeking, entertainment, social utility, civic duty
Papacharissi & Mendelson	2007	4 Motivation: Reality entertainment, relaxation, habitual pass time, companionship, social interaction, voyeurism
Gülнар & Balcı	2010	5 Motivation: acculturation, pass time and escape, entertainment and relaxation, information seeking and guidance, social interaction
Çakır & Çakır	2010	7 Motivation: surveillance / interpersonal utility, entertainment, companionship/escape, pass time/habits, social interaction, relaxation, information seeking
Balcı, Akar & Ayhan	2011	5 Motivation: entertainment/ relaxation, guidance, pass time/ escape, information seeking, habits/ social interaction
Özarslan & Nisan	2011	5 Motivation: entertainment, moral support, pass time, social escape, information seeking
Canöz	2011	3 Motivation: pass time, guidance-social interaction, information seeking

When results of the researches, in the table above and which have been carried out nearly for forty year time period, are examined, it has become clear that many people incline to watch television due to a lot of motivation. Especially fun, relaxation, spending time, friendship, habits and social escape are common motivations in the researches.

3. METHOD

This study has a descriptive identity whose aim is to reveal television viewing habits and motivation of the people living in Kyrgyzstan. However, this study is in the general research model, relational comparative research has been carried out between dependent and independent variables of the study.

3.1. Procedure and Sampling

A field study has been conducted in order to determine participants' television viewing habits in Bishkek, in the capital of Kyrgyzstan. Thus, the people living in Bishkek make up the population of the study. While determining the sample, random sampling technique was based on the capital of Kyrgyzstan. Questionnaire for people has been carried out face to face. 583 questionnaires have been considered to be eligible for analysis in the result of preliminary investigation.

3.2. Measurements

A questionnaire form total consisting of 47 questions in five sections has been prepared in order to measure television viewing habits and motivations of the people participating in the study. The questionnaire has been organized clearly to be understood by the participants and using the researches dealing with the subject and given below (Greenberg 1974, Rubin 1979, Palmgreen & Rayburn, 1979, Rubin 1981a, Rubin 1981b, Rubin 1981c, Rubin 1983, Balcı & Ayhan 2007, Balcı & Tarhan, 2007, Ayhan & Balcı, 2009, Gülnar & Balcı, 2010, Gülnar et al. 2010). Participants' weekly frequency of use of the media has been questioned in the first part of the questionnaire prepared in 4 item scale, in 5 point Likert type (1= never, 2= 1-2 days a week, 3= 3-4 days a week, 4= 5-6 days a week, 5= every day). Participants' motivations for using media has been on the spotlight in the second part of the questionnaire prepared in a 23 item scale, in 5 point Likert type (1= totally disagree, 5= totally agree). Coefficient Cronbach's Alpha is 854 obtained to determine reliability of the scale. In order to determine the frequency of viewing television programs' type, a 11 item scale in 5 point Likert type (1= never, 2= 1-2 days a week, 3= 3-4 days a week, 4= 5-6 days a week, 5= every day) is placed in the third section. Reliability of the scale is counted as Cronbach's Alpha= .758. In the fourth part of the questionnaire, numbers of the televisions at home and state of access to television broad-

casts of the participants have been determined with 2 questions. In the last part of the questionnaire there are 6 questions made to determine the socio-demographic characters of the participants.

3.3. Analytical Procedure

Questionnaires were conducted and were completed in the first half of January of 2013 after being translated into three different languages such as Kyrgyz, Russian and Turkish (before starting the field research, the three different questionnaires form, a total of 50 people were subjected to the pre-test, then it was ready to be applied after final checks were made. The obtained data were analyzed in electronically process using SPSS 17.0 statistical program. When analyzing data, Exploratory Factor Analysis in order to identify television viewing motivations of respondents to the questionnaire, correlation analysis to the strength and direction of the relationship among motivations, One-Way ANOVA (one/ single way analysis of variance) to demonstrate the significance of the among variety of motivations are used. Turkey test has been based on in multiple comparisons. The relationship between gender and the motivations have been presented by means of the Independent Samples T-test. In addition to identify main determinant variables of watching television, the Linear Regression Analyze has been applied to.

3.4. Research Questions

Answers to the following questions are searched for in this study:

RQ1: What is the media most commonly used by participants?

RQ2: What are the motivations of the participants to watch TV?

RQ3: Does the importance of television viewing motivations vary according to demographic variables?

RQ4: What kind of relationship is there among television viewing motivations?

RQ5: What sort of television program is the most preferred by participants?

RQ6: What are the variables that affect participants' daily television viewing duration?

4. FINDINGS

The frequency of participants' weekly media usage under this title, television viewing motivations, frequency of weekly television program viewing and findings of field research whose aim is to reveal the determinants of the duration of daily television viewing are given here. The findings of field research have been started primarily with examining the socio-demographic characteristics of the people participating in the study.

4.1. Socio-Demographic Characteristics of Participants

- ✓ 40.3 % of the respondents participating in the questionnaire are males and 59.7 % are female in terms of gender. Ratios are at the level where comparison can be made with regard to gender. 44.8 % of respondents according to marital status were single, 55.2 % were married.
- ✓ When descriptive statistics of age distribution are examined, the lowest 17 and the highest 75-year-old participants are revealed to be interviewed. The average age of respondents of the survey questions is 33.75; the standard deviation of the distribution is calculated as 13.45.
- ✓ When the results of descriptive statistics the participants' families that are related to the total monthly income are considered, it has been notable that the lowest income is 500 Som, the highest income is 800 000 Som. According to these results, the average of monthly income of 487 participants answering the question about monthly income is 32 971 Som.
- ✓ 2.2 % of respondents in terms of education say that they are illiterate while 29.9 % of them have primary education, 7.2 % of them have gone to high school, 42.9 % of them have graduated from university and 17.8 % of them have had post-graduate education.
- ✓ 13.7 % of the participants according to profession are workers, 1.5 % are civil servants, 4.1% are shopkeeper, 4.8 % are self-employed, 6.3 % are pensioner, 25.4 % are industrialist-merchant, 8.2 % are housewives, 30.4 % are students and 4.6 % are other professional categories. 5 people (0.9%) have not responded when job is asked.

4.2. Participants' Media Usage Frequency

According to Table 2 the most commonly used means of the people participating in the survey is television among the mass media in Kyrgyzstan by arithmetic average. While 68.1 % of respondents such a large part of them say that they watch television every day, the other 6.5 % of them 5-6 days in a week, 8.9 % of them 3-4 days a week, 16.5 % of them 1-2 days a week spend time in front of the television.

Table 2: Descriptive Statistics of Participants' Weekly Media Usage Frequency

	every day	5-6 days a week	3-4 days a week	1-2 days a week	never	\bar{X}	SD
Television	68,1	6,5	8,9	16,5	0,0	4,26	1.16
Internet	50,3	12,7	9,4	9,9	17,6	3,68	1,57
Radio	28,0	17,7	19,1	18,1	17,0	3,21	1,45
Newspaper	18,3	19,3	15,4	31,4	15,6	2,93	1,36

The Internet is the second most commonly used means of participants in the Kyrgyz media. While 50.3% of respondents say that they use the internet regularly every day, other 12.7 % of them have internet access 5-6 days a week, 9.4 % of them have internet access 3-4 days a week, and 9.9 % of them have internet access 1-2 days a week. 17.6 % of those who participated in the study say that they never use the internet. The fact draws attention that 28 % of participants take place mainly in the regular category every day in terms of listening to the radio. Newspaper ($\bar{X}=2.93$) is in the first place among Kyrgyz media rarely used by the people living in Kyrgyzstan.

Table 3: *Participants' Weekly Media Usage Frequency According to Gender*

MEDIA	Gen-der	N	\bar{X}	t-value	df	Sig.
Television	Male	235	4,28	0,38	581	,700
	Fe-male	348	4,24			
Newspaper	Male	224	3,08	2,09	562	,037
	Fe-male	340	2,83			
Radio	Male	225	3,30	1,43	562	,254
	Fe-male	339	3,15			
Internet	Male	232	3,71	0,40	572	,684
	Fe-male	342	3,66			

Frequency of only reading newspaper of participant according to sex does indicate a significant difference ($t= 2.09$; $p<.05$). Among participants male ($\bar{X} = 3.08$) compared to female ($\bar{X} = 2.83$) more often read newspaper weekly. On the other hand, since arithmetic ratio of males and females are very close in term of frequency of weekly watching television and listening radio, the situation doesn't show any considerable difference.

4.3. Television Viewing Time of Participants

When the descriptive statistical results of answers for question about television watching time are studied, the minimum 15 minutes, maximum 780 minutes draws attention to be spent on watching television. Accordingly, the respondents' average daily television viewing duration 212 has been minutes (3 hours 32 minutes) as the standard deviation of the distribution has been 145.4.

Table 4: *Descriptive Statistic of Television Viewing Time of Participants*

	N	Min.	Max.	\bar{X}	SD
Daily TV Viewing Time	518	15	780	212,0	145,4

As it is clearly seen in Table 5, gender of respondents living in Kyrgyzstan causes a significant difference in terms of daily television viewing time ($t=-4.05$; $p<.001$). According to 233 minutes arithmetic average females spend much more time in front of television than males ($\bar{X} = 181,0$).

Table 5: *Difference in Daily TV Viewing Time According to Gender*

	Gen-der	N	\bar{X}	t-value	df	Sig.
Daily TV Viewing Time	Male	209	181,0	-4,05	516	,000
	Female	309	233,0			

However, the daily television viewing duration according to the marital status of respondents differ significantly ($t=-4.09$; $p<.001$). According to 233.9 minutes arithmetic average among participants, the married watch television daily much longer than the singles ($\bar{X} = 181,0$). Especially, when people establish home and have more organized life in marital life, the probability of being together with family members' increases, so all of these can also increase ratio of spending time together watching television.

Table 6: *The Difference in Daily TV Viewing Time According to Marital Status*

	Marital Status	N	\bar{X}	t-value	df	Sig.
Daily TV View- ing Time	Single	217	181,6	-4,09	516	,000
	Married	301	233,9			

On the other hand, when the researchers conducted in order to determine the direction and strength of the relationship between daily television viewing duration and the participants' age, monthly income, number of television at home analyzed, the fact that there are positively significant relationship at low level between the daily television viewing duration and the participants' age ($r=.107$; $p<.01$), monthly income ($r=.095$; $p<.05$) and the number of televisions at home ($r=.167$; $p<.01$) draws attention. According

to this research, as the age of the respondents answering to the question, their monthly income and number of television at their home increase, so is there an increase in daily television viewing duration (see Table 7).

Table 7: *The Relation of Daily TV Viewing Time with Age, Income and TV Numbers at Home (Pearson r).*

	Daily TV Viewing Time
Participants' Age	,107**
Participants' Income	,095*
TV Numbers at Home	,167**
Not: *p< .05; **p< .01	

According to access to television broadcasts of the participants, duration of watching television has a significant difference ($F= 8.25$; $p<.001$) as well. When the results of descriptive statistics, and multiple comparison table are examined, according providers of cable television broadcasts publishing system ($\bar{X} = 252.4$); and the people who obtain terrestrial broadcasting ($\bar{X} = 176.5$), and television broadcasts through satellite system ($\bar{X} = 209.7$), they spend longer time in front of television daily (look at Table 8).

Table8: *The Difference in Daily TV Viewing Time According to Broadcasting System*

		N	\bar{X}	F	df	Sig.
Broadcasting System	Continental System	175	176,5	8,25	3	,000
	System	165	209,7			
	Satellite System	169	252,4			
	Cable System	9	185,5			
	Other					

4.4. Patters of Viewing Television Program Types

A scale of 11 items prepared to determine the frequency of viewing weekly television program types in the type 5 point Likert (1 = never, 2 = 1-2 days a week, 3 = 3-4 days a week, 4 = 5-6 days a week, 5 = every day) has been used. While reliability of the scale is being revealed, Cronbach’s alpha coefficient has been counted as respectively 758.

Table9: *The Descriptive Statistics of Participants’ Viewing Frequency of TV Program Types.*

<i>Types of Television Program</i>	every day	5-6 days a week	3-4 days a week	1-2 days a week	never	\bar{X}	SD
Main News Bulletins	51,4	13,8	17,0	14,0	3,8	3,94	1,25
Foreign-Language Film	45,8	14,7	16,3	16,8	6,4	3,76	1,34
Music/ Entertainment Programs	34,6	17,3	16,9	20,8	10,5	3,44	1,40
Foreign Series	34,4	12,1	13,8	17,0	22,7	3,18	1,59
Documentaries	18,8	17,1	22,3	29,5	12,2	3,00	1,30
Sports Programs	18,5	8,7	16,3	22,7	33,7	2,55	1,48
Competition Programs	13,8	8,9	16,6	27,3	33,7	2,41	1,38
Culture/ Arts Programs	9,4	9,8	18,3	26,9	35,6	2,30	1,29
Domestic Films	4,5	7,7	10,8	21,5	55,4	1,84	1,16
Discussion Program	3,5	4,2	9,6	20,0	62,7	1,65	1,04
Domestic Series	3,5	4,9	7,5	13,9	70,2	1,57	1,05

When arithmetic mean of the answers given to the question directed at people participating in the survey “How often do you watch the following types of television program?” is considered, the main news bulletins are seen to be the most watched television program type of the participants by arithmetic mean of 3.94. Then, 3.76 the foreign-language film, 3.44 ratio music / entertainment programs, 3.18 foreign series and 3.00 documentaries are listed. In addition, domestic series with 1.57 arithmetic mean, discussion

programs with 1.65, and domestic films with 1.84 take place in the last row (look at Table 9).

Table 10: *The Differences in Viewing Frequency of TV Program Type According to Gender*

Types of Television Program	Gender	N	\bar{X}	t	df	Sig.																																																																																																
Main News Bulletins	Male	231	4,00	0,78	576	,435																																																																																																
	Female	347	3,91				Documentaries	Male	229	3,14	2,02	571	,043	Female	344	2,91	Domestic Films	Male	229	1,95	1,80	570	,071	Female	343	1,27	Domestic Series	Male	229	1,65	1,40	572	,160	Female	345	1,52	Discussion Program	Male	227	1,78	2,34	569	,019	Female	344	1,57	Culture/ Arts Programs	Male	228	2,35	0,68	571	,496	Female	345	2,27	Competition Programs	Male	227	2,82	5,83	570	,000	Female	345	2,15	Sports Programs	Male	230	3,04	6,66	570	,000	Female	342	2,22	Music/ Entertainment Programs	Male	229	3,29	-2,08	571	,038	Female	344	3,54	Foreign Series	Male	230	2,67	-6,50	570	,000	Female	342	3,52	Foreign-Language Film	Male	233	3,77	0,12	576
Documentaries	Male	229	3,14	2,02	571	,043																																																																																																
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As it can be seen in Table 10, according to the gender of the people answering survey questions, frequency of weekly documentary ($t= 2.02$; $p<.05$), the discussion program ($t= 2.34$; $p<.05$), the competition program ($t= 5.83$; $p<.001$), sports programs ($t= 6.66$; $p<.001$), music / entertainment program ($t= -2.08$; $p<.05$), and foreign TV series ($t= -6.50$; $p<.001$), has shown significant differences. Among the participants of the study male watch weekly

documentaries, discussion programs, competition program and sports programs more often than female. Female have higher rates than male in terms of watching foreign series and weekly music / entertainment program. On the other hand, arithmetic mean value of females and males in terms of the frequency of watching the main news bulletin weekly, local movies, local series, culture / arts program and foreign films has very close ratio, so it doesn't put forward any significant differences.

4.5. Television Viewing Motivations of Participants

Factor analysis has been conducted in accordance with the answers in Likert type 23 prepared so as to determine television viewing motivations of the people living in Kyrgyzstan; it has become clear that 5 factor groups can be considered in the result of examining eigenvalue and scree plot. Five items don't carry value of load in analysis or because they were far below the size of the installation of the minimum load out of scrutiny. Factor load of the expressions in the scale and arithmetic mean values are shown in Table 11.

Table 11: *The Results of factor Analysis about Television Viewing Motivations (Principal Component Analysis, Varimax Rotation, N= 583)*

<i>Television Viewing Motivations</i>	\bar{X}	Factors Loading
1. Factor: <i>Entertainment / Relaxation</i>		
Because it relaxes me.	3,98	,750
Because it provides me to spent great time	3,60	,731
Because it's enjoyable	3,73	,721
Because it amuses me	3,57	,539
Because it allows me to unwind	3,48	,487
2. Factor: <i>Social Escape and Interaction</i>		
So I can get away from the rest of the family or others	2,86	,753
Because it's something to do when friends come over	2,51	,620
So I can get away from what I'm doing	2,90	,608
So I can forget about school, work, or other things	3,00	,595
So I can be with other members of the family or friends who are watching	3,06	,533
3. Factor: <i>Companionship</i>		
When there's no one else to talk to or be with	3,32	,750
Because it makes me feel less lonely	3,00	,674
Because it passes the time away, particularly when I'm bored	3,29	,668
Because it's a pleasant rest.	3,11	509
4. Factor: <i>Information Seeking</i>		

To get information about events in world	4,01	,864
To keep up with current issues and events	3,94	,856
5. Factor: <i>Pass Time</i>		
Because it gives me something to do to occupy my time	2,71	,780
Spending time with television is a custom for me.	2,79	,723

Varimax rotated table has been taken into consideration during evaluation and classification factor groups. 0.45 criterions have been used as minimum installation size and eigenvalue of substances involved in factor analysis greater than 1. The reliability coefficient (Cronbach's $\alpha = .822$) of the 18 substances included in the factor analysis has been found at generally acceptable level. Five factors that emerged from the analysis account for 56.44 % of the total variance in participants' television viewing motivations (*look at Table 12*). In addition, the dimensions of these factors have been recorded as a variable and relations for demographic variables have been analyzed with the independent samples T test and One-Way Analysis of Variance (ANOVA).

Table 12: *Factor Self-esteems, Variance Reported and Reliability*

MOTIVATIONS	Eigen-value	Variance Explained (%)	Cronbach's (α)
Entertainment / Relaxation	4,69	12,91	,721
Social Escape and Interaction	1,96	12,91	,702
Companionship	1,37	12,15	,712
Information Seeking	1,16	9,37	,740
Pass Time	1,01	9,09	,691
Total		56,44	,822
KMO Measure of Sampling Adequacy: ,831; Barlett's Test of Sphericity: $X^2=2541,7$; $df= 153$; $p= .000$			
930			
100.0			

When factor analysis table is examined, the first and the most important motivation leading people in Kyrgyzstan to watch television is entertainment / relaxing. When the items forming this factor are considered, it has come to light that people watch television so as to relax, have fun, entertain, and at the same time they want to divert their attention away from daily routine works even for a moment. Entertainment / Relaxation motivation alone accounts for 12.91 % of the total variance. Reliability of the factor (Cronbach's $\alpha = .721$) and eigenvalues (= 4.69) are above the acceptable level.

When relationship between demographic variables and entertainment / relaxation factor is considered, gender is observed to fail in exposing a significant difference ($t= -0.29$; $df= 581$; $p>.05$). There is significant differentiation between the profession of the participants and entertainment /relaxation factor ($F= 6.94$; $df= 8$; $p<.001$). When table of descriptive statistics and multiple comparison is analyzed, students ($\bar{X} = 3.37$) and workers ($\bar{X} = 3.70$), retired ($\bar{X} = 3.89$), industrialist-merchant ($\bar{X} = 3.93$) and housewives ($\bar{X} = 3.85$) have come out to have differentiation. According to this students go in front of television to relax and to have fun less than

workers, pensioners, and housewives, industrialist-merchant. Similarly, there is a significant relationship between the participants' level of education and entertainment/relax motivation ($F= 7.62$; $df= 4$; $p<.001$). It is clear that the source of significant differences revealed at level of 5% in the issue of Tukey test is among university educators ($\bar{X} = 3.51$) and primary ($\bar{X} = 3.86$) and high school graduates ($\bar{X} = 4.02$). University graduates watch television with entertainment / relaxation motivation less than primary and high school graduates.

When items forming the second factor named as Social Escape and Interaction are pushed into the foreground, television is revealed to be watched due to its enabling family members to come together with and forget daily life troubles, and be far from friends and family. Motivation of Social Escape and Interaction with 1.96 eigenvalue, it itself accounts for 12.91 % of the total variance. Reliability of the factor has been measured as Cronbach's $\alpha = .702$.

When Social Escape and Interaction Factor are considered in terms of demographic variables, gender is found out not to form any significant difference ($t= 0.74$; $df= 581$; $p>.05$). According to the profession of people living in Kyrgyzstan, Social Escape and Interaction- oriented television viewing situations have a substantial difference ($F= 5.79$; $df= 8$; $p<.001$). Tukey's test results indicate that the differentiation is found between participants who are in the students category ($\bar{X} = 2.58$) and those who are in the workers ($\bar{X} = 3.07$), tradesman ($\bar{X} = 3.19$), self-employed ($\bar{X} = 3.14$), industrialist-merchant ($\bar{X} = 3.03$) and housewives ($\bar{X} = 3.10$) category. In other words, according to this, students compared to laborers, artisans, self-employed, industrialists-traders, housewives rarely seek Social Escape and Interaction-oriented satisfaction and they watch television for this purpose less. However, there is substantial tie between the level of education of the participants and Social Escape and Interaction motivation ($F= 4.16$; $df= 4$; $p<.01$). The source of the substantial differences draws attention to have revealed at significance level of 5% as a result of the Tukey test is found between post-graduate education group ($\bar{X} = 2.67$) and primary graduate participants ($\bar{X} = 3.00$). High school graduates watch television much more than university graduates by reason of Social Escape and Interaction motivation.

The third motivation emerging as a result of analysis is a Companionship Factor. Items forming this factor show that people watch television so as to relieve loneliness, relax and spend time, and they make it friends when there is nobody to talk. While Companionship Factor accounts for 12.15 % of the total variance alone, reliability (Cronbach's $\alpha = .712$) and Eigenvalue(= 1.37) of factor is at a satisfactory level.

According to the gender of participants as companionship, the importance for television viewing motivation doesn't show any difference ($t= 0.72$; $df= 581$; $p>.05$). The fact that there is significant difference between profession of participants and Companionship Factor draws attention ($F= 5.18$; $df= 8$; $p<.001$). When table of descriptive statistics and multiple comparison is analyzed, differentiation is identified to be seen among students ($\bar{X} = 2.87$), workers ($\bar{X} = 3.07$), industrialist-merchant ($\bar{X} = 3.03$) and housewives ($\bar{X} = 3.48$). According to this, the students for the purpose of friendship prefer to watch television less than workers, traders and industrialists, housewives. Similarly, there is a substantial tie between the participants' level of education and Companionship motivation ($F= 7.30$; $df= 4$; $p<.001$). It is clear that the source of significant differences revealed at significance level of 5% as a result of the Tukey test is between university graduates ($\bar{X} = 3.01$) and those who are illiterate ($\bar{X} = 3.84$), primary ($\bar{X} = 3.37$) and high school graduates ($\bar{X} = 3.48$). University graduates seek satisfaction for the purpose of Companionship motivation less than the illiterate, the primary school and high school graduates.

The fourth factor has been called as "Information Seeking". As it is known, the mass media, especially television is the most important source presenting the people information about social life. On the one hand, people in social life sit in front of television in order to get information about the events that happened as routine in the city where they live, in their country, in the world, but on the other hand they watch it to learn about the last-minute developments. It is noteworthy that two items listed in Information Seeking Factor have quite high arithmetical average value. Information Seeking Factor revealed as a result of factor analyze accounts for 9.37 % of total variance alone. The reliability coefficient of the factor is Cronbach's $\alpha = .740$ and the eigenvalue is = 1.16.

There is a significant tie between gender and Information Seeking ($t= -2.10$;

df= 581; $p < .05$). When multiple comparison table is examined, females with 4.04 arithmetic mean value watch television for information more than males ($\bar{X} = 3.87$). Similarly, television viewing for the purpose of Information Seeking motivation does show difference according to profession of the participants ($F = 2.54$; $df = 8$; $p < .01$). Results of Tukey test indicates that variations can be seen between the students ($\bar{X} = 4.19$), tradesman ($\bar{X} = 3.52$) and industrialist-traders ($\bar{X} = 3.81$). Participants in the student category watch television for the purpose of getting information much more than artisans and industrialists-merchants. Similarly, there is substantial tie between the participants' level of education and Information Seeking motivation ($F = 2.53$; $df = 4$; $p < .05$). The source of significant differences revealed at significance level of 5% as a result of the Tukey test is seen to be between the illiterate ($\bar{X} = 3.23$) and university ($\bar{X} = 4.04$) and high school graduates ($\bar{X} = 4.02$). The illiterate for the purpose of Information Seeking motivation watch television less than university and high school graduates.

Pass Time Factor is located in the fifth and last place. When these items are analyzed, people are revealed to watch television seeking satisfaction for the purpose of Pass Time. Pass Time Factor made up by two items having the lowest .723 and the highest .780 ratio in terms of download value accounts for 9.9 % of the total variance alone. The reliability value of factor is Cronbach's $\alpha = .691$, and the eigenvalue is = 1.01.

When tie between Pass Time factor and demographic variable is studied, gender has become clear not to show a substantial differentiation ($t = -0.01$; $sd = 581$; $p > .05$). There is significant differentiation between Pass Time motivation and professions of the participants ($F = 2.58$; $df = 8$; $p < .01$). However, table of descriptive statistics, and multiple comparison is analyzed, the source of the difference emerged between the two groups couldn't be identified. According to level of education of the participants, the importance given for Pass Time motivations hasn't significantly been different ($F = 1.50$; $df = 4$; $p > .05$).

Table 13: *The Findings of Correlation Analysis among TV Viewing Motivations (Pearson r)*

<i>Correlation Analysis among Factors</i>	Entertainment/ Relaxation	Social Escape/ Interaction	Companionship	Information Seeking	Pass Time
Entertainment/ Relaxation	1	,374**	,538**	,148**	,319**
Social Escape/ Interaction	,374**	1	,511**	-,035	,210**
Companionship	,538**	,511**	1	,074	,350**
Information Seeking	,148**	-,035	,074	1	,260**
Pass Time	,319**	,210**	,350**	,260**	1
<i>Mean (\bar{X})</i>	3,67	2,86	3,18	3,98	2,75
<i>Std. Deviation</i>	0,80	0,86	0,94	0,96	1,17

Note: **p< .01

At another point when the result of correlation analysis is studied so as to define the level of ties between factors, it has become clear that the strongest ties are between Entertainment-Relaxation and Companionship factors ($r=.538$, $p<.01$). In other words, people watch television not only for fun and relax, but also they watch it because of their companionship with it. However, a moderate positive correlation ($r=.511$, $p<.01$) has been determined between social escape, motivation of the interaction and motivation of companionship. Relatively low level of positive significant tie can be mentioned between Information Seeking and Entertainment Relaxation motivations ($r=.148$, $p<.01$).

4.6. Determinants of Duration of Television Viewing

Linear regression analyze has been used so as to determine the variables that affect television viewing duration of the people participating in the study. There are socio-demographic variables such as age, gender and monthly income among the first group of independent variables subjected to analysis. The number of the television and frequency of watching television at home are other independent variables. Other independent variables have been included in the analysis of television viewing motivations such as relaxation / entertainment, social escape and interaction, companionship, pass time activities and information seeking. Gender and educational status of the participants have been transformed into “dummy” variable and “female” and “high school graduates” have been referred to in the analysis. The results of the linear regression analysis indicating variables that affect people’s television viewing duration in Kyrgyzstan are shown in *Table 14*.

There are variables such as gender, level of education, age and average monthly income in the first two groups in factors affecting people’s television viewing duration. The only age of the participants contributes the model significantly among the variables. ($\beta = -.183$, $p < .001$). Among the respondents for the question of the study, females watch television longer than males. A substantial tie between the level of education, the average monthly income, age of the people included in this group and their television viewing duration hasn’t been identified.

The number of the television at home in the second group ($\beta = .087$, $p < .05$) and variables of television viewing frequency ($\beta = .140$, $p < .01$) are the two independent variables that positively contribute television viewing duration significantly. As the number of the television at home is growing, so is there an increase in the television viewing duration. Similarly, as weekly television viewing frequency is growing, so is there an increase in the television viewing time.

Among television viewing motivations included in the regression analysis in the third group, the fact that Entertainment / Relaxation ($\beta = .183$, $p < .001$), Companionship ($\beta = .103$, $p < .05$) and the Pass Time ($\beta = .241$, $p < .001$) have a significant tie with television viewing duration draws attention. As the emphasized on the unit Entertainment / Relaxation motivations is growing,

so duration of television viewing duration increases for 34 minutes. As the importance of Companionship motivation increases, so television viewing duration increases about 16 minutes. Especially, the importance for Pass Time increases television viewing duration for 29 minutes.

Table 14: *Linear Regression Analysis of Variables Affecting Television Viewing Time*

	B	Beta	t	Sig.
Constant TV Viewing Time	-49.334		-1.042	,298
Gender ^a	-54,157	-,183	-4,610	,000
Illiterate ^b	-19,780	-,021	-,480	,632
Primary Education ^b	-10,463	-,033	-,460	,646
University ^b	-15,380	-,052	-,679	,497
Master Degree ^b	-30,287	-,080	-1.206	,228
Age	-,025	-,002	-,053	,958
Average Income of Family	.000	,075	1,889	,059
Television Numbers at Home	16,175	,087	2,117	,035
Television Watching Frequency	18,085	,140	2,948	,003
Entertaining/ Relaxation	34,656	,183	3,696	,000
Social Escape and Interaction	-13,977	-,083	-1,830	,068
Companionship	15,959	,103	2,058	,040
Information Seeking	-9,149	-,060	-1,457	,146
Pass Time	29,404	,241	5,573	,000
R² = ,252 Adjusted R² = ,231 F= 12,08; df= 14; p= .000				

^aVariables have been turned into Dummy Variable, “*female*” was got as reference.

^b Variables have been turned into Dummy Variable, “*High School*” was got as reference

As a result, regression analysis is seen to show a substantial tie with the model ($F= 12.08$; $df= 14$; $p<.001$). Model accounts for 25.2 % of the total variance connected with the factor affecting television viewing duration. That's to say; approximately 25 % of the factors affecting television viewing duration can be explained with these variances ($R^2= .252$). 75 % of them can't be explained.

CONCLUSION AND DISCUSSION

Beginning with the approach of uses and gratifications, we have attempted to determine television viewing habits and motivations of the people living in Bishkek, in the capital of Kyrgyzstan, and what are the variances affecting daily television viewing duration and their preferences for television programs.

While television is the most used media mean of people living in Kyrgyzstan, the newspaper comes to the fore as the least used mass means. According to gender, weekly males read newspaper much more than females. The fact that people in Kyrgyzstan daily watch television average of 3 hours 32 minutes has been identified by this study. As according to gender female watch television longer, so do the married in terms of marital status.

Adopting more regular life as well as marriage life and spending more time with their families show their desire to enjoy television. The more number of the television at home and monthly income, ages of the respondents for question of the study is getting, the longer daily television viewing duration is becoming. However, those who follow television broadcast with the cable broadcasting technology watch television longer daily than those who use terrestrial broadcast and satellite system.

The main news bulletin is the most preferred program among the weekly broadcasted programs in television. This result is in the same line with high participations corresponding to the needs of searching information in the statements in television viewing motivations. After the news bulletin, foreign films, music and entertainment programs, soap operas and documentaries are the most preferred by Kyrgyz viewers. Domestic films, series and discussion programs have been evaluated to be watched rarely by people living in Kyrgyzstan. Females are at the higher rates in watching music, entertainment programs and foreign series.

One of the most important results of this research achieved in this study is that people see and use television primarily as a means of entertainment and relaxation. This finding is similar to researches on uses and gratifications conducted both in Western countries and in Turkey. Besides, people use television much when they want to be far from their families, to forget troubles of everyday life, to come together with members of the family.

On the other hand, television is an important atmosphere for Companionship for people living in Kyrgyzstan. Television can be considered as if it were a shelter or a port for people bored of lonesome. Television is an alternative for them that obviate loneliness presenting them different contents and they spend time with it differently. However, demand for information is raising day by day nowadays globalized world and using television so as to get information is intensifying, too. People in Kyrgyzstan watch television in order to learn about events happening in their country or in their region while they watch it so as to keep abreast of current developments.

This research conducted in Bishkek, in the capital of Kyrgyzstan reveals that television is a source of Pass Time. Television is the most crucial media means coming to the fore with rich menu presenting to people for recreation.

Gender, the number of the televisions at home and frequency of viewing television and television viewing motivations are basic determinants among variables affecting television viewing duration. Among the participants of the study, females watch television longer than males daily. As the number of the television at home increases, so does the television viewing duration. Yet, seeking satisfaction such as entertainment-relaxation, Companionship and Pass Time increases the television viewing duration daily.

At another point, the findings put forward by this study reinforces basic propositions of uses and gratifications approach suggesting the usage of media is a satisfaction seeking activity.

Consequently, this research is one of the first attempts to determine motivations and television viewing habits of the people living in Bishkek, in the capital of Kyrgyzstan. No doubt, there is need for new researches to be conducted in other regions of the country. Thus, television viewing habits in different regions and differences of motivations can be revealed and com-

pared. Television viewing-oriented satisfaction seeking of people may vary with the lapse of time. New researches should take this situation into consideration. Data of this study is collected through a face to face questionnaire. Future researches can appropriate different techniques such as online questionnaire while collecting data. When participants fill out questionnaire, automated data entry will be done, thus, there is no need to spend time on such kind of activities.

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Kırgızistan'da Televizyon İzleme Davranışı Örüntüleri:

Bir Kullanımlar ve Doyumlar Perspektifi

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ÖZ

Televizyon toplumsal yaşam içerisinde oldukça güçlü ve zamanla önemi daha da artan bir kitle iletişim aracı olarak dikkat çekmektedir. Televizyon, diğer kitle iletişim araçlarıyla kıyaslandığında, insanlara mesajları etkili ve inandırıcı bir şekilde sunan ve kullanımı için herhangi bir eğitim gerektirmeyen bir araç olma özelliğini korumaktadır. Gerek görsel ve işitsel unsurları birlikte kullanması; gerekse de sahte bir katılım duygusu yaratması onu diğer kitle iletişim araçları arasında ön plana çıkarmaktadır. Televizyon, eğlendirirken bilgilendirmektedir. Ayrıca insanlara günlük hayatın baskıcı temposundan kurtulmak, başkalarının yaşam deneyimlerini paylaşmak ve hayaller dünyasını tanımak adına çeşitli alternatifler sunmaktadır. İşte Kırgızistan'da yürütülen bu araştırmada; insanların televizyon izleme alışkanlıkları ve motivasyonları tespit edilmeye çalışılmıştır. 583 katılımcıdan elde edilen verilere göre; insanların televizyon izlemelerinde etkili olan 5 motivasyon belirlenmiştir. Bunlar önem sırasına göre; eğlence-rahatlama, sosyal kaçış-etkileşim, arkadaşlık, bilgi arama ve boş zamanları değerlendirmedir. Katılımcıların cinsiyeti, evdeki televizyon sayısı, televizyon izleme sıklığı ve televizyon izleme motivasyonları, televizyon izleme süresini belirleyen temel değişkenler konumundadır.

Anahtar Kelimeler

Kırgızistan, televizyon, izleyici, motivasyon, kullanımlar ve doyumlar

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Модели поведения при просмотре телевидения в Кыргызстане: перспектива использования и удовлетворения

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Аннотация

Телевидение привлекает внимание тем, что является мощным инструментом средств массовой информации, значение которого растет с каждым днем в общественной жизни. Телевидение, по сравнению с другими средствами массовой информации, в более эффективной и убедительной форме передает информацию людям и не требует никакой подготовки для его использования. Совместное использование зрительных и слуховых элементов, а также создание ложного чувства участия выводит его на передний план среди других средств массовой информации. Телевидение развлекает обучает. Наряду с этим, телевидение предлагает людям различные альтернативы избавления от гнетущего темпа повседневной жизни, деления опытом жизни и познания мира мечтаний других людей. В этом исследовании, проведенном в Кыргызстане, были изучены привычки и мотивации просмотра телевидения. Согласно данным, полученным от 583 участников, установлено 5 наиболее важных мотиваций просмотра телевидения. По степени их важности, это развлечение/релаксация, социальное отчуждение/взаимодействие, дружба/общение, поиск информации и проведение свободного времени. Половая принадлежность участников, количество телевизоров в доме, частота и мотивация просмотра телевизора являются основными переменными, определяющими продолжительность просмотра телевидения.

Ключевые слова

Кыргызстан, телевидение, зритель, мотивация, использование и удовлетворение

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