

Predicting the Future of Television: Traditional Cable or On Demand Streaming

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Hypothesis

I expect to find that students at Bowie State University prefer using streaming services over traditional cable services because it is more innovative and cost-effective.



Participants

54 Students at Bowie State University

Gender- Female 49 (90.7%) Male 5 (9.3%)

Race- African-American 51 (94.4%) Latino/Hispanic 1 (1.9%), Asian/Pacific Islander 1 (1.9%), Middle Eastern 1 (1.9%)



Measures

Only On Demand Streaming (N= 34)
Cheaper (N= 3), Convenient (N= 19), Diversity (N=10), OTHER (N=2)

Only Cable TV (N= 0)

Both (N= 18) Cheaper (N=2), Convenient (N= 10), Diversity (N= 5), OTHER (N=1)

Neither (N= 2)

		WHYSTREAM				Total
		CHEAPER	CONVENIENT	DIVERSITY	OTHER	
PROGRAM	STREAMING	3	19	10	2	34
	BOTH	2	10	5	1	18
Total		5	29	15	3	52

Discussion

-This study is significant because examining the television viewing habits of a newer generation of students at a Historically Black University can help predict the television industry's future

-No participants in the survey preferred only Cable TV

-Convenience was the most selected reason on television viewing preferences

The results of this survey suggest that **On-demand streaming** is the preferred way to watch television by college students

Results

Program and Why Stream $r = .077$
 $p = .994$ not significant

