STRESS AND TELEVISION VIEWING IN FEMALE COLLEGE STUDENTS: MEDIATING ROLE OF TV VIEWING MOTIVES AND TV AFFINITY

Jadranka Pavić
University of Applied Health Studies
Mlinarska cesta 38, 10000 Zagreb
jadranka.pavic@zg.t-com.hr

Majda Rijavec
Faculty of Teacher Education
Savska cesta 77, 10000 Zagreb
majda.rijavec@ufzg.hr

Abstract

This study was conducted in order to explore the relationship between the level of perceived stress and amount of television viewing and to clarify the role of television viewing motives and television affinity as mediators of the relationship between afore-mentioned variables. The structural equations modelling was used to analyse data from a sample of 216 female college students. The results suggested that perceived stress was not directly linked to the amount of television viewing but indirectly through two mediating variables – ritual motives and television affinity. Instrumental motives did not play any mediating role in the relationship between stress, affinity and amount of television viewing. Television affinity depended directly only on ritual motives and was positively related to the amount of television viewing. Finally, implication of the results for mental health and well-being of students were discussed.

Key words: perceived stress, ritual TV viewing motives, instrumental TV viewing, TV affinity, TV viewing

INTRODUCTION

Stress and amount of television viewing

Stress is omnipresent in every phase of college students lives and they have to cope with it in a certain way. Research findings showed that students with low or moderate stress levels exhibit constructive coping strategies whereas high stress levels can lead to less constructive avoidant coping (Oláh, 1995). One of the most

frequent avoidant coping strategies can be excessive television viewing. A number of studies showed that television viewing is frequently used as a coping strategy both by children and adults (APS, 2011; Chen and Kennedy, 2005; Kennedy, Strzempko, Danford and Kools, 2002). Television offers an opportunity to withdraw for some time from unpleasant thoughts and emotions, producing relief from stress. This is rewarding for the stressed individual and often leads to an increased amount of television viewing (Anderson, Collins, Schmitt and Jacobvitz, 1996).

Television viewing motives

In communication studies, uses and gratifications approach have been used to seek out motives for using specific media, including television. This approach was first formally outlined by Katz (1959). He suggested that communication research should reverse the traditional question of what the media do to people, and ask instead what people do with the media. A central concern of uses and gratifications research is people's motivation for using mass media and how different motives lead people to select different content (Perse, 1990). According to this approach, people's reasons for using television are important because they directly influence how much television people watch as well as the content they select.

Within this approach Rubin (1983) categorized television viewing motives as either ritualized or instrumental. Instrumental viewers are highly goal-oriented in their use of television. They regard television as a tool that serves a distinct purpose and watch it "to learn about people, places and events and to use this information in interpersonal interaction" (p. 50). These individuals select certain programs to satisfy their desires and are highly involved with them in order to fulfil their goals (Rubin, 1984; Rubin and Perse, 1987). Briefly, instrumental viewers tend to use television for information gain (Rubin, 1983, 1984) and tend to be selective in their viewing habits. Instrumental viewing includes motives as information seeking or social interaction (e.g. talking with friends or relatives about the programs). Ritualistic viewers are habitual viewers. They watch TV frequently, use TV as a diversion and are characterized as nonselective and less active TV users. Ritualistic viewers are much less involved with media content. Their viewing tends to be done more out of habit, passing time (having nothing else interesting to do), escaping problems or seeking companionship (avoiding loneliness).

It can be expected that stressed people will watch TV more for ritual motives than instrumental ones. Previous research has mainly supported that stressed people prefer to watch relaxing programs (Zillmann, 1988; Zillmann and Bryant, 1985) and that they favour entertainment (Anderson, et al., 1996; Brosius, Rossmann and El-nain, 1999). Also, the perceived stress level was positively and significantly related to television viewing as a means of escape from reality (Vas, 2009).

Television affinity

Affinity, or perceived attraction and affection, people have for television has also attracted media researchers. Television affinity is usually defined as the level of importance that viewers attach to television viewing (Conway and Rubin, 1991). More accurately it is a person's dependency upon television (Rubin, 1983).

Past research has found affinity to be related to the amount of television exposure and television viewing motives (Conway and Rubin, 1991; Rubin, 1979). It has also been shown that an individual's affinity for television is positively related to viewing for habit (Rubin, 2002), escape (Rubin, 1979) and companionship (Auter and Palmgreen, 2000; Perse, 1990).

Previous studies have explored factors such as stress, television viewing motives and television affinity, but there were no attempts to examine these factors together to explore how they may work together to influence the amount of television viewing. It can be expected that stressed students view television mainly for ritual motives because this kind of viewing immediately provides relief from negative emotions. This can lead to greater television affinity (or dependency on television) which, in turn, can influence the amount of television viewing. On the other hand, stressed individuals can also sometimes watch TV for instrumental reasons, e.g. to find information that would help them with the stressful situation but it probably does not happen often because the necessary information is not always immediately available. That is why we expect a weak or a lack of relationship between stress and instrumental TV viewing. In addition, instrumental TV viewing would lead to less strong television affinity because individuals watch only certain programs and are selective in their viewing.

In line with these ideas, the current study aims to explore the relationship between perceived stress and the amount of television viewing, using structural equation modelling. In addition, the study attempts to clarify the role of TV viewing motives and television affinity as mediators of the relationship between perceived stress and amount of television viewing.

H1: Perceived stress will be positively linked and have both a direct and indirect effects on the amount of television viewing.

H2: Perceived stress will be positively linked to ritual motives for viewing TV.

H3: Perceived stress will be linked to instrumental motives for viewing TV but the relationship will be less strong than for ritual motives.

H4: Ritual motives will be positively linked to affinity and, in turn, to a higher amount of television viewing.

H5: Instrumental motives will be linked to affinity and, in turn, to a higher amount of television viewing but less than ritual motives.

H6: Affinity will be positively linked to amount of television viewing.

H7: Ritual TV viewing motives and affinity will mediate the relationships between perceived stress and amount of television viewing.
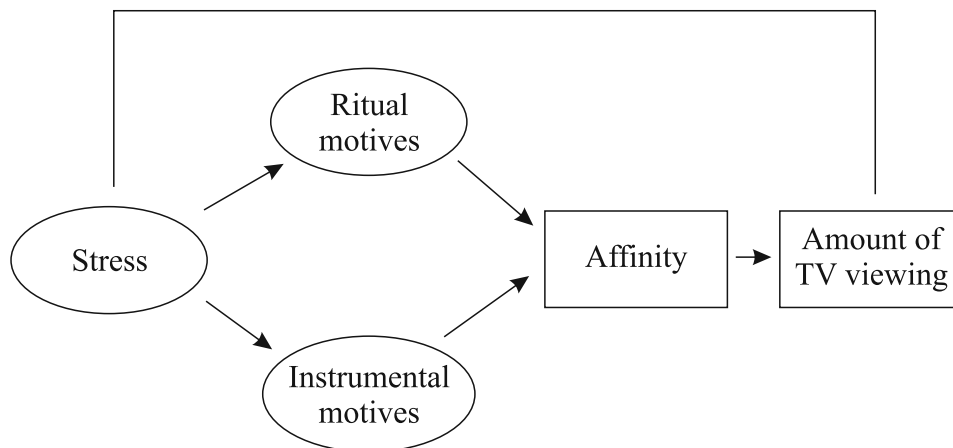
Figure 1. Proposed mediational model

Proposed Model

Figure 1 presents the hypothesized model linking perceived stress and amount of television viewing through TV viewing motives and television affinity.

METHOD

Participants

Data were gathered from a sample of 216 female students ranging in age from 18 to 45 (M = 26.51, SD = 7.63). All participants were students at University of Applied Health Studies in Zagreb, 105 as full time and 111 as part time students.

Procedure

Instruments were administered to participants by trained research assistant. They all voluntarily participated during their regular lectures. Questionnaires were distributed at the start of a lecture.

Instruments

Television viewing motives scale (Kim and Rubin, 1997)

A revised version of the *Television viewing motives scale* was chosen for the current study. It consists of 30 items measuring 10 types of ritualistic and instrumen-

tal viewing motives as identified in previous research (Kim and Rubin, 1997) including habit, pass time, relaxation, arousal, entertainment, companionship, escape, information-seeking, social interaction and voyeurism. Participants had to indicate

Tablica 1. Factor analysis of the television viewing motives scale

Factors and items	Factor loadings
FAKTOR 1. Relaxation and Entertainment	
Because it's pleasant rest.	0.84
Because its enjoyable.	0.83
Because it amuses me.	0.82
Because it allows me to unwind.	0.80
Because I just like to watch.	0.78
Because it relaxes me.	0.74
Because it entertains me.	0.72
Because it's peps me up.	0.69
% of total variance	20.12
FAKTOR 2. Information seeking	
So I can learn how to do things which I haven't done before.	0.84
So I could learn about what could happen to me.	0.84
Because it helps me learn things about myself and others.	0.81
% of total variance	9.77
FAKTOR 3. Voyeurism	
Because I find it sexually arousing.	0.89
Because of the sex appeal in the program.	0.86
Because the characters are sexually attractive.	0.80
% of total variance	9.37
FAKTOR 4. Passing Time	
Because it passes the time away, particularly when I'm bored.	0.87
When I have nothing better to do.	0.86
Because it gives me something to do to occupy my time	0.67
% of total variance	*8.73*
FAKTOR 5. Companionship	
Because it makes me feel lees lonely.	0.85
So I won't have to be alone.	0.84
When there's no one else to talk to or be with.	0.74
% of total variance	8.66
FAKTOR 6. Escape	
So I can get away from what I'm doing.	0.84
So I forget about school, work or other things.	0.75
So I can get away from the rest of the family or others.	0.71
% of total variance	8.54
FAKTOR 7. Social interaction	
Because it's something to do when friends come over.	0.78
So I can talk with friends about what's on the TV.	0.77
So I can be with other members of the family or friends who are watching.	0.62
% of total variance	7.82

their level of agreement with each statement on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

As with previous research in which items were factor analysed to reveal motive structure (e.g., Rubin, 1983; Rubin, Haridakis and Eyal, 2003), a principle components factor analysis with varimax rotation was conducted on the 30 motive items to extract the television viewing motive factors. The analysis yielded 7 factors with eigenvalues exceeding 1, accounting for 69.60% of the total variance. Four items with loadings lower than 0.40 on these factors, or with loadings on several factors, were discarded. Final factor analyses on the remaining 26 items yielded 7 factors with eigenvalues exceeding 1, accounting for 73.02% of the total variance. These factors were named relaxation/entertainment, companionship, passing time, social interaction, information seeking, escape and voyeurism. Items, Factor Loadings and Cronbach's alphas for these factors are presented in Table 1.

The second order factor analysis was performed resulting in two factors with eigenvalues exceeding 1, accounting for 52.62% of the total variance. The first factor included relaxation/entertainment, social interaction and information seeking. The second factor was comprised of companionship, passing time, escape and voyeurism. The first factor was named instrumental motives and the second ritualistic motives. Responses were averaged to create ritualistic and instrumental television viewing motive scales.

In most studies, only viewing for information seeking and social interaction were considered as being instrumental motives. But in our sample the combined relaxation/entertainment scale was grouped with these two instrumental motives. One of the possible explanations of these results is that all three scales reflect clear intent for watching TV for specific content, while in scales that comprise ritual motives this content seems not to be important.

Perceived stress scale (PSS, Cohen and Williamson, 1988)

A shorter 10 item version of the original PSS was used in this study. The PSS assesses the global measure of perceived stress in a person's life. Items are designed to tap how unpredictable, uncontrollable and overloaded respondents find their lives. The PSS items ask the respondents specifically about his/her feelings and thoughts during the last month. The 10-items scale includes a 5-point Likert scale ranging from 1 (never) to 5 (very often).

A principle components factor analysis with varimax rotation was conducted on 10 items. The analysis yielded 2 factors with eigenvalues exceeding 1 accounting for 52.75% of total variance. The first factor consisted of 5 items reflecting various negative emotions (e.g. feeling nervous and "stressed") and was named *Negative emotions*. The second factor consisted of 5 items dealing with the individual's problems to control things in his/her life (e.g. feeling angry because of things that were outside of his/her control) and was named *Lack of control*. Responses were averaged to create *Negative emotions scale* score and *Lack of control scale* score.

The television affinity scale (Rubin, 1981)

The television affinity scale is a five-item scale and has been used in several studies to measure television affinity of people in general (Abelman, 1987; Perse, 1994). The TV affinity scale asked respondents to indicate their level of agreement on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) that expresses their feelings of affinity while watching TV programs. A principle components factor analysis was conducted on 5 items resulting in one factor explaining 56.62% of the total variance. Responses were averaged to create an affinity scale score.

Amount of weekly television viewing was measured using a modified version of Shrum's (1996) measure, in which respondents reported the number of hours spent watching television on weekdays and on Saturdays and Sundays. An individual's amount of weekly television viewing was obtained by calculating the responses. Respondents reported an average of 2.09 hours of daily television viewing.

RESULTS

Descriptive statistics

Since our subjects differed in various demographic characteristics, we first examined differences in their stress level as a function of these differences. Students were divided into groups according to type of study (full or part time students), age (younger or older group), marital status (married or single). Although we expected to find differences in level of perceived stress between these groups, no significant differences were found. Hence we proceeded with analysis on the whole sample.

Descriptive statistics and intercorrelations of all measured variables are presented in Table 2.

As expected, the correlations between perceived stress and ritual motives and affinity as mediating variables were positive ($r = 0.24$ for ritual motives and 0.22 for affinity, $p < 0.01$), as well as the association between perceived stress and amount of TV viewing ($r = 0.18$, $p < 0.01$). On the other hand, there were no positive correlations between perceived stress and instrumental motives although it was expected (but to a lesser degree than the association with ritual motives).

As predicted, the correlation between ritual motives and affinity was positive ($r = 0.34$, $p < 0.01$) as was the correlation between instrumental motives and affinity but, as expected, the strength of the relationship was weaker ($r = 27$, $p < 0.01$).

Finally, all three mediating variables also yielded positive associations with amount of TV viewing) for ritual motives ($r = 0.24$, $p < 0.01$), viewing for instrumental motives ($r = 0.17$, $p < 0.05$) and affinity ($r = 0.41$, $p < 0.01$).

Table 2. Descriptive statistics and intercorrelations of measured variables

	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.
1. Perceived stress		0.93**	0.87**	0.24**	0.23**	0.14*	0.16*	0.11	0.11	0.02	0.08	0.14*	0.22**	0.18**
2. Negative emotions		-	0.63**	0.18**	0.18**	0.10	0.13	0.07	0.10	0.03	0.08	0.11	0.17*	0.15*
3. Lack of control			-	0.27**	0.24***	0.16*	0.18**	0.13	0.09	0.01	0.06	0.14*	0.24***	0.18**
4. Ritual motives				-	0.74**	0.68**	0.75**	0.51**	0.38**	0.17*	0.38**	0.33**	0.34**	0.24**
5. Companionship					-	0.41**	0.36**	0.11	0.24**	0.08	0.27**	0.20**	0.19**	0.18**
6. Passing time						-	0.29**	0.05	0.23**	0.15*	0.22**	0.17*	0.19**	0.17*
7. Escape							-	0.39**	0.38**	0.16*	0.37**	0.34**	0.29***	0.14*
8. Voyeurism								-	0.18**	0.05	0.17*	0.18**	0.27**	0.17*
9. Instrumental mot.									-	0.70**	0.78**	0.83**	0.35**	0.17*
10. Relax/enter.										-	0.32**	0.37**	0.41**	0.24**
11. Social interaction											-	0.49**	0.16*	0.12
12. Information seeking												-	0.25**	0.05
13. **Affinity**													-	0.41**
14. **Amount of TV viewing**														-
M	2.88	2.95	2.80	2.25	2.41	2.87	2.24	1.49	2.73	3.25	2.24	2.71	2.20	2.09.
SD	0.49	0.52	0.59	0.61	10.00	0.95	0.91	0.71	0.69	0.81	0.87	0.98	0.64	1.04
Cronbach α	0.75	0.61	0.60	0.60	0.82	0.80	0.80	0.84	0.66	0.92	0.74	0.87	0.51	-

Structural Equations Modelling

In order to evaluate how closely a theoretical model fits an actual data set, Structural Equation Modelling (SEM) techniques were used to test the proposed model (see Figure 2). For this analysis IBM SPSS Amos Version 19 was used.

Multiple indices of model fit were used including Chi-Square statistic (χ^2)/df (CMIN/df), the Comparative fit index (CFI) and Root mean square error of approximation (RMSEA). The results indicated adequate fit by all indices (CMIN/df = 2.17; CFI = 0.90; RMSEA = 0.07).

In line with the proposed hypotheses, the standardised parameters of the model supported the positive influence of perceived stress on ritual TV viewing ($\beta = 0.36$, $p < 0.01$), which was positively linked to affinity ($\beta = 0.44$, $p < 0.01$), and in turn, also with the amount of TV viewing ($\beta = 0.39$, $p < 0.001$). Unlike the correlation matrix the model suggested the statistically insignificant direct effect of perceived stress to amount of TV viewing. These findings partially support H1.

Perceived stress was positively linked to ritual television viewing models while there was no significant influence of stress on instrumental viewing motives. These findings partially support H2 and H3.

Finally, ritual motives positively influenced affinity ($\beta = 0.41$, $p < 0.001$), which in turn positively influenced the amount of TV viewing. ($\beta = 0.19$, $p < 0.001$). Instrumental motives were not linked to affinity. These last findings give support to H4 and H6. H5 was not supported.

Mediation effects

Based on research and theory on stress, television viewing motives and television affinity, we also proposed that television viewing motives and television affinity would mediate the relationship between perceived stress and affinity.

In order to assess the significance of a mediation effect, a Monte-Carlo (bootstrapping) approximation was obtained by constructing bias-corrected percentile method (1000 samples; confidence interval of 95).

There was a direct significant effect from stress to affinity ($\beta = 0.29$, $p > 0.01$) so we could examine whether ritual and instrumental motives mediate between stress and affinity. It was found that the relationship between stress and affinity was completely mediated by ritual motives ($\beta = 0.14$, $p < 0.01$). Contrary to this, the relationship between stress and affinity was not mediated by instrumental motives ($\beta = 0.06$, $p <$ ns).

The mediation between TV viewing motives and amount of television viewing through affinity was also tested since there was a significant direct effect from both ritual and instrumental motives and amount of TV viewing ($\beta = 0.29$, $p > 0.01$ for ritual and $\beta = 0.17$, $p > 0.05$ for instrumental motives). It was found that the rela-
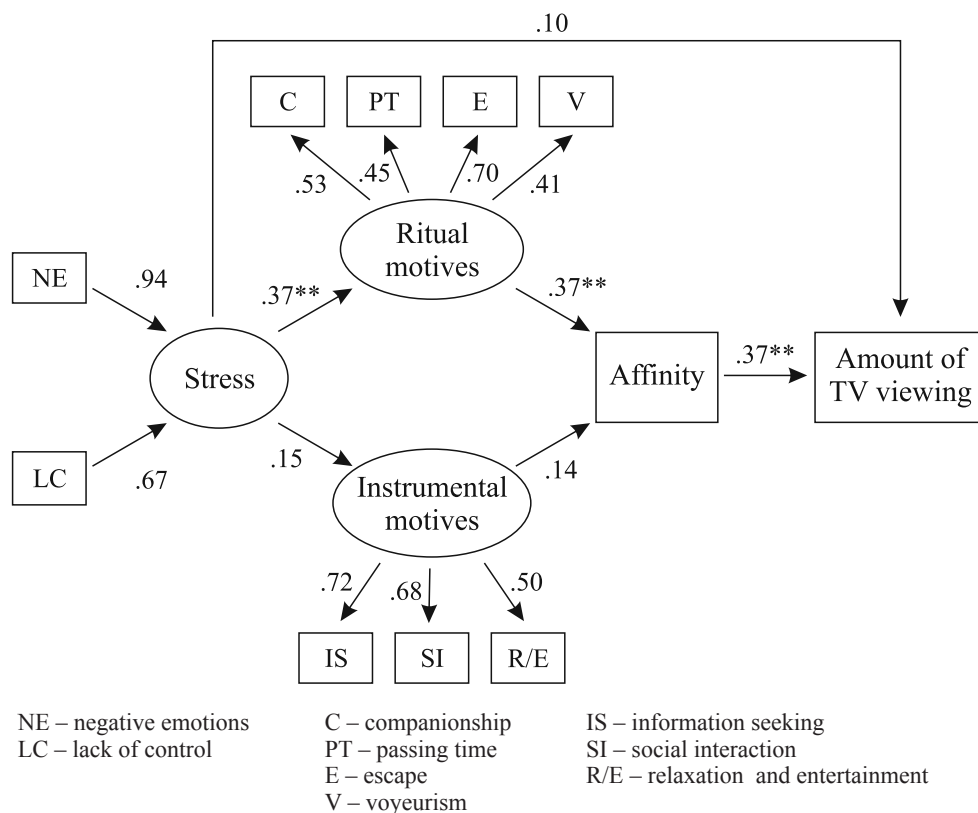
Figure 2. TV viewing motives and TV affinity as mediators of the relationship between perceived stress and amount of television viewing

tionship between both ritual and instrumental motives and amount of TV viewing was completely mediated by affinity ($\beta = 0.15$, *p* < 0.01 for ritual and $\beta = 0.16$, *p* < 0.01 for instrumental motives).

Finally, the mediation between stress and amount of TV viewing through ritual television viewing motives and affinity was tested. It was found that stress positively influenced the amount of ritual TV viewing through television motives and affinity ($\beta = 0.08$, *p* < 0.01). These findings partly support H7.

The theoretical and practical implications of these findings are discussed below.

DISCUSSION

In this study a model linking perceived stress with the amount of TV viewing was proposed and tested. Perceived stress was not directly linked to the amount of

television viewing but indirectly through two mediating variables – ritual motives and television affinity. It means that stress itself does not influence the amount of television viewing directly. Instead, it has a positive influence on ritual television viewing which leads to greater television affinity (or dependency on TV). Television affinity then, in turn, increases the amount of television viewing.

Ritual motives in our study included viewing TV for companionship (avoiding loneliness), passing time (having nothing else to do), escape (from problems and people) and voyeurism. Stressed students view television mainly for these motives, while there was no relationship between stress and instrumental TV viewing. We expected that there would be a weak relationship between instrumental TV viewing and stress, because sometimes individuals can watch TV in order to find information that could help them with stressful problems. This expectation is supported by a weak positive Pearson coefficient between perceived stress and information seeking as TV viewing motive ($r = 0.14$, $p < 0.01$). But, overall, the effect of stress on instrumental TV viewing was not found. This finding is in line with the results of previous research showing that stressed individuals watch TV unselectively, mainly for escape purposes, while specific content is not important to them (Vas, 2009).

In addition to this, a positive relationship between stress and TV affinity was also found. It looks like stressed individuals exhibit greater affinity for television. Television viewing is very important and it is difficult for them to imagine not watching. This relationship is fully mediated by ritual viewing motives.

Ritual motives were related to greater television affinity, while (unlike in correlation matrix) no significant relationship was found between instrumental motives and affinity. Previous studies showed inconsistent results regarding television viewing motives and television affinity. In some studies, habitual viewing led to a greater affinity with the medium (Rubin, 1979; 2002) while in others a positive relationship was found between instrumental motives such as information seeking and social interaction and affinity (Rubin and Perse, 1987; Vas, 2009). It seems that in our sample, students formed a sort of dependency on television viewing only if viewing was motivated by ritual motives. It is possible that satisfaction of these motives produced less negative and more positive feelings leading to greater television affinity. Because TV can substitute negative affect with positive affect, it displaces anxious thoughts and finally, this kind of short-term social withdrawal allows the negative affect to return to baseline level (Zillmann, 2000). Contrary to this, satisfaction of instrumental motives (such as information seeking or social interaction) may not be so rewarding as to produce greater levels of television affinity.

Results of this study suggest that stressed students may watch TV because it offers immediate benefits in terms of relieving negative states and emotions. But long term effects of television viewing may be less rewarding. When individuals choose how much TV and what programs they want to watch, they appear to overestimate the short-term benefits and underestimate the long-term costs of their choice. "Many of the costs resulting from such consumption behaviour are not experienced imme-

diately, or not predicted at all. The negative effects of not enough sleep, for example, only arise the next day, and the consequences of underinvestment in social contacts, education or career take much longer to appear" (Frey, Benesch and Stutzer, 2007, p.2). Several studies found negative correlation between heavy TV viewing and life satisfaction (Bruni and Stanca, 2008; Frey et al., 2007). Bruni and Stanca (2008) present empirical evidence that time spent on relational activities (with parents or relatives, friends, colleagues) has a positive effect on life satisfaction and that in turn television viewing has a negative effect on time spent on relational activities.

Excessive TV viewing might have different effects on individual's well-being depending on the amount of time available for television viewing and other activities. Some studies (Frey et al., 2007) suggest that excessive amount of TV viewing does not negatively influence wellbeing if individuals have enough time available (e.g. unemployed or retired people). But negative influence is particularly strong for those individuals who neglect other important areas of their lives by excessively watching TV for immediate relief because of lack of self-regulation skills. Since our sample consisted of full and part time students, excessive television viewing may not be a successful option for coping with stress. They could benefit from educational programs on successful coping strategies. Helping students develop self-regulatory skills may assist them in meeting the demands of their environment while healthily adapting to the stress associated with studying at the university (Palmer and Roger, 2009).

Limitations of the study and future directions

There were several limitations to this study. A convenient sample of college-aged female students was used. Some studies show that men have more instrumental motives for TV viewing than women (Nathanson and Perse, 1997). So future research should include male students as well, to see whether gender differences exist in the relationship between stress and television viewing.

Although the hypothesized path model in this study tried to incorporate mediating variables that are believed to help establish the causal relationship between stress and television viewing, the findings should be interpreted with caution. Stress can lead to an increased amount of TV viewing but TV viewing can also lead to higher levels of stress. Future longitudinal studies should help to address the problem of causality in more details.

REFERENCES

Abelman, R. (1987). Religious television uses and gratifications. *Journal of Broadcasting and Electronic Media, 31,* 93-107.

Anderson, D.R., Collins, P.A., Schmitt, K.L., Jacobvitz, R.S. (1996). Stressful life events and television viewing. *Communication Research, 23*, 243-260.

APS (2011). Stress and wellbeing in Australia in 2011: A state of the nation survey. Australian Psychological Society.

Auter, P.J., Palmgreen, P. (2000). Development and validation of a new parasocial interaction measure: The Audience-Persona Interaction Scale. *Communication Research Reports, 17*, 79-89.

Brosius, H.B., Rossmann, R., Elnain, A. (1999). Alltagsbelastung und Fernsehnutzung. Wie beeinflußt der Tagesablauf von Rezipienten den Umgang mit Fernsehen? In U. Hasebrink, P. Rössler (Eds), *Publikumsbindungen. Medienrezeption zwischen Individualisierung und Integration* (pp.167-186). München, Germany: FischerVerlag.

Bruni, L., Stanca, L. (2008). Watching alone: relational goods, television and happiness. *Journal of Economic Behavior & Organization, 65*, 506-528.

Chen, J.L., Kennedy, C. (2005). Cultural variations in children's coping behavior, TV viewing time, and family functioning. *International Nursing Review, 52*, 186-195.

Cohen, S., Williamson, G. (1988). Perceived stress in a probability sample of the United States. In S. Spacapan, S. Oskamp (Eds.), *The social psychology of health: Claremont Symposium on applied social psychology,* pp 31-67. Thousand Oaks, CA, US: Sage Publications.

Conway, J.C., Rubin, A.M. (1991). Psychological predictors of television viewing motives. *Communication Research, 18*, 442-463.

Frey, B.S., Benesch, C., Stutzer, A. (2007). Does watching TV make us happy? *Journal of Economic Psychology 28*, 283-313.

Katz, E. (1959). Mass Communication Research and the Study of Popular Culture: An Editorial Note on a Possible Future for This Journal. *Studies in Public Communication*, *2*, 1-6.

Kennedy, C.M., Strzempko, F., Danford, C., Kools, S. (2002). Children's perceptions of TV and health behavior effects. *Journal of Nursing Scholarship*, *34*, 289-294.

Kim, J., Rubin, A.M. (1997). The variable influence of audience activity on media effects. *Communication Research, 24*, 107-135.

Nathanson, A.I., Perse, E.M. (1997). Gender differences in television use: An exploration of the instrumental-expressive dichotomy. *Communication Research Reports, 14*, 176-188.

Oláh, A. (1995). Coping strategies among adolescents: A cross cultural study. *Journal of Adolescence, 18*, 491-512.

Palmer, A., Rodger, S. (2009). Mindfulness, Stress, and Coping among University Students. *Canadian Journal of Counselling (Revue canadienne de counseling), 43*, 198-212.

Perse, E.M. (1994). Television viewing motives scale. In R.B. Rubin, P. Palmgreen, H.E. Sypher (Eds.), *Communication research measures: A sourcebook*. New York: Guilford, pp. 371-376.

Perse, E.M. (1990). Audience selectivity and involvement in the newer media environment. *Communication Research, 17*, 675-697.

Rubin, A.M. (1979). Television use by children and adolescents. *Human Communication Research, 5,* 109-120.

Rubin, A.M. (1981). An examination of television viewing motivations. *Communication Research, 8*, 141-165.

Rubin, A.M. (1983). Television uses and gratification: The interactions of viewing patterns and motivations. *Journal of Broadcasting*, *27*, 37-51.

Rubin, A.M. (1984). Ritualized and instrumental television viewing. *Journal of Communication*, *34*, 67-77.

Rubin, A.M. (2002). The uses-and-gratifications perspective of media effects. In J. Bryant, D. Zillmann (Eds.), *Media effects: Advances in theory and research* (pp. 525-548). Mahwah, NJ: Lawrence Erlbaum.

Rubin, A.M., Perse, E.M. (1987). Audience activity and television news gratifications. *Communication Research, 14*, 58-84.

Rubin, A.M., Haridakis, P.M., Eyal, K. (2003). Viewer aggression and attraction to television talk shows. *Media Psychology*, *5*, 331-362.

Shrum, L.J. (1996). Psychological processes underlying cultivation effects: Further tests of construct accessibility. *Human Communication Research, 22*, 482-509.

Vas, L. (2009). Stress, coping & your TV-viewing habits explored: A cross-cultural study about the psychological motives for TV-viewing related to stress, coping strategies & well-being. Doctoral dissertation. Budapest: University of Eötvös Lorand.

Zillmann, D. (1988). Mood management through communication choices. *AmericanBehavioral Scientist, 31*, 327-341.

Zillmann, D. (2000). Mood management in the context of selective exposure theory. In M.F. Roloff (Ed.), *Communication yearbook 23* (pp. 103–123). Thousand Oaks, CA: Sage Publications.

Zillmann, D., Bryant, J. (1985). Affect, mood and emotion. In D. Zillmann, J. Bryant (Eds.), *Selective exposure to communication* (pp.157-190). Hillsdale, NJ: Lawrence Erlbaum Associates.

STRES I UČESTALOST GLEDANJA TELEVIZIJE KOD STUDENTICA: MEDIJACIJSKA ULOGA MOTIVA ZA GLEDANJE TELEVIZIJE I AFINITETA PREMA TELEVIZIJI

Sažetak

Istraživanje je provedeno s ciljem da se ispita odnos između razine opaženog stresa i učestalosti gledanja televizije te da se pojasni uloga motiva za gledanje televizije i afiniteta prema televiziji kao medijatora u odnosu između prethodno navedene dvije varijable. Metoda strukturalnog modeliranja korištena je kako bi se analizirali podaci dobiveni na uzorku od 216 studentica. Rezultati su pokazali da opaženi stres nije direktno povezan s učestalošću gledanja televizije, nego indirektno preko dvije medijacijske varijable – ritualnih motiva i afiniteta prema televiziji. Instrumentalni motivi nisu imali nikakvu medijacijsku ulogu u odnosu između stresa, afiniteta prema televiziji i učestalosti gledanja televizije. Afinitet prema televiziji ovisio je isključivo

o ritualnim motivima i bio je pozitivno povezan s učestalošću gledanja televizije. Na kraju rada navedene su implikacije za mentalno zdravlje i dobrobit studentica.

Ključne riječi: opaženi stres, ritualni motivi za gledanje televizije, instrumentalni motivi za gledanje televizije, afinitet prema televiziji, gledanje televizije