

Abstracts

Television Viewing Behaviour, Programme Preference and Individual Differences: The Role of Affect Intensity and Need for Cognition

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In an exploratory sample of 121 Flemish television viewers two individual difference characteristics are measured, i.e. affect intensity and need for cognition, as well as demographic characteristics, programme preference and various aspects of television viewing behaviour. In general, the effect of individual differences is more important than the effects of demographic characteristics. Affect intense individuals prefer commercial television in general and amusement shows in particular. They dislike news programmes. Individuals with a high need for cognition prefer public television and news programmes. The results suggest that programme makers and advertisers should take individual differences and personality characteristics into account when targeting programmes and commercials.

Keywords: television viewing behaviour, programme preference, individual differences, affect intensity, need for cognition

Regional Television in Flanders.

Comparing the actual situation with the stipulations in the decree regarding programming, advertising and sponsoring.

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The aim of this contribution is to give an overall picture of the 10 regional TV-stations in Flanders, to analyze the current legal framework and to reveal the discrepancies between theory and practice and to point out legal bottlenecks and desirable adjustments to the decree on regional television in Flanders.

The findings are not only based on literature, but also on the results of a comparative content analysis concerning the programming, advertising and sponsoring, covering the period 1994-1995.

Keywords: regional television, Flanders, media policy, media law