

Length of DVR ownership effects on ad-skipping

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[As transcribed from handwritten remarks]

A paper with the title listed here was presented at AEJMC in Toronto last August, having been passed over by BEA in 2004. That study of 60 DVR owners found a novelty effect of commercial skipping, $r = -.30$ between length of ownership and professed skipping. For this panel I attempted to replicate the study but only attracted 28 respondents using the same self-selected online survey of DVR owners who subscribe to an online discussion group.

Maybe that group was over-surveyed, or March 2005 was bad timing, but our new data found another negative correlation. Alas, it was miniscule, $r = -.10$, perhaps owing to a tiny sample. I plugged the new information and sample demographics into the old paper but lost interest. If you'd like a copy, I can forward one electronically to your email address.

[open for panel discussion]

References

Ferguson, D. A., & Perse, E. M. (2004, August). Ad skipping and satisfaction among TiVo users by length of ownership. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Toronto.