ESTUDIOS

Multi-screening: Prácticas emergentes, motivaciones y expectativas

Multi-screening: Emergent practices, motivations and expectations

PATRICIA DIAS, INÊS TEIXEIRA-BOTELHO

ABSTRACT

The proliferation of mobile devices with internet access, along with increasing rates of adoption of smartphones and tablets, are resulting in the emergence of new use practices, among which simultaneous activities in different screened-devices. This paper discusses the concept of "second screening", usually referring to using the mobile phone while watching television and suggesting that the TV is the main focus of attention, advocating "multi-screening" instead, as there are several different binomials of simultaneous activities in screened-media, most of which involve the smartphone as the preponderant medium, and that may be simultaneous, sequential or alternate. Triangulating results from an online survey to multi-screeners, interviews to relevant industry stakeholders, and focus groups with users (teenagers and adults), the research identifies emerging multi-screening practices and the motivations behind them, as well as explores users' expectations and future trends. The results support the notion of "multi-screening" as the smartphone stands out as the most common medium involved in multi-screening behavior. The results identify two practical reasons for multi-screening: making a better use of time and avoiding advertising. However, the most important reason was a constant need — described by some of the participants as urge or even addiction — of feeling connected and keeping up-to-date.

KEYWORDS: MULTI-SCREENING, SMARTPHONE, TABLET, TELEVISION, MEDIATION, USE PRACTICES, PROSUMERS

RESUMEN

La proliferación de dispositivos móviles con acceso a internet, junto con el aumento de las tasas de adopción de *smartphones* y *tablets*, está dando lugar a la aparición de nuevas prácticas, entre las cuales se destacan la utilización simultánea de dispositivos distintos. En este trabajo se analiza el concepto de "*second screen*", generalmente utilizado como referencia al uso del *smartphone* mientras se ve la televisión y en el que se sugiere que la pantalla de la televisión detiene el principal foco de atención. Por otro lado se defiende el uso del concepto de "*multi-screening*" porque existen variados y distintos binomios de actividades en medios con pantalla, aunque la mayoría de ellos implica el uso de un *smartphone* como el medio preponderante, y su utilización puede ser simultánea, secuencial o alternada. Combinando resultados de una encuesta online para *multi-screeners*, de entrevistas con *stakeholders* de la industria y *focus groups* con usuarios (adolescentes y adultos), nuestra investigación identifica prácticas emergentes de *multi-screening* y las motivaciones detrás de ellas, así como explora las expectativas de los usuarios y las tendencias de futuro. Los resultados apoyan el uso del concepto de "*multi-screening*" y demuestran que las motivaciones para su práctica son hacer un mejor uso del tiempo y evitar la publicidad en la televisión. Sin embargo, el motivo más importante es la constante necesidad de sentirse conectado a los demás y al mundo.

Descriptores: *Multi-screening*, *smartphone*, *tablet*, televisión, mediación, prácticas de uso, prosumidores

1. INTRODUCTION

The importance of screens in contemporary society has been highlighted by several authors within Media Studies, such as Marshall McLuhan, Jean Baudrillard and Gilles Lipovetsky. Plus, screened-media are increasingly proliferating, as computers and mobile phones are already widespread, and the penetration rates of smartphones and tablets are increasing at considerable speed.

The concept of second screening, usually referring to the use of laptops or mobile phones during television viewing, puts the digital media in a supporting role. However, the proliferation and penetration of other screened devices with internet connection, such as smartphones and tablets, has resulted in an increase of multitasking, and also in other activities binomials that do not necessarily include the television.

This paper explores the simultaneous use of different screened-media. The

main goal of this research is to identify emergent use practices and the motivations for these behaviors. However, our findings led to a discussion of the concept of "second screening", arguing for "multi-screening" as a more accurate way of describing this phenomenon.

1.1 FROM SECOND SCREENING TO MULTI-SCREENING

The concept of "second screen" was used for the first time to refer to the simultaneous use of two or more computer screens connected to the same laptop/desktop. Later, the same expression was used to describe the emerging practice of using more than one screened media, i.e. a mobile phone, while watching television. This term stresses television viewing as the preponderant activity, absorbing most of the users' attention and engagement.

However, other concepts related to the same phenomena have been suggested such as "multi-screening" (Lin, 2013; Microsoft, 2013; Nielsen, 2014), "dual screening" (Google, 2012; Lee, 2012), "interactive TV" (Chorianopulos & Lekakos, 2008), "social television" (Ducheneaut, Moore, Oelhberg, Thorton & Nickell, 2008; Eriksson Consumer Lab, 2012), "co-viewing" (Haridakis & Hanson, 2009), "connected viewing" (Smith & Boyles, 2012) and even the industry concept of "smart TV" (Chin, Hwang & Choo, 2013), among others. These more recent concepts do not establish a hierarchy between the media being used simultaneously neither limit themselves to a particular binomial —television and mobile phone (Van Cauwenberg, 2014). Furthermore, they even consider the possibility of using more than two screened-media at the same time.

1.2 MULTI-SCREENING EMERGENT PRACTICES

The notion of multi-screening addresses the fact that there are other possible screened-media binomials besides the television and the mobile phone, i.e. mobile phone and desktop, mobile phone and laptop, television and tablet, laptop and television, mobile phone and music player, and others.

Lee (2012) presents the concept of "dual screening" to refer the simultaneous use of two screened-media. The author rejects the preponderance of a medium over the other, arguing that attention tends to be distributed among them in an interactive and dynamic manner, depending on triggers and engagement.

Haridakis and Hanson (2009) suggest "co-viewing" to describe the articulation between watching videos on YouTube and related social interactions on social networks such as Facebook. The authors demonstrated that inputs from uses and gratifications theory are relevant for explaining this type of practice and introduced the notion of a "social layer" being added to the videos.

The concept of "social television" (Ducheneaut *et al.*, 2008; Avendaño, 2011; Eriksson Consumer Lab, 2012) develops this notion, as it emphasizes social networking simultaneously to television viewing. It may occur in social networking sites or instant messaging platforms such as Facebook, Twitter, Instagram, Whatsapp and Viber, or in television-related mobile applications, such as Beambly. This practice is relatively common, as a study from Eriksson Consumer Lab (2012) indicates that 62% of US TV viewers use social media while watching TV. Television-related applications may focus both on a television channel (such as *FoxFan*) or on a particular content (for instance, *Idols* or *Rising Star*). These mobile apps tend to have social features, i.e. allow interaction with other users by commenting the contents, in addition to other functions such as providing information and interacting with TV content.

Also, another relevant concept is "connected viewing" (Smith & Boyles, 2012) that is more focused on consumer behavior and aims to characterize all the different activities that are performed through mobile devices while watching television. A study from Pew Internet Research (2012) showed that the most frequent activity simultaneous to watching television is keeping busy during commercial breaks, followed by non-TV related activities such as checking the email, web browsing and downloading apps. Other TV-related activities that are also frequent included checking whether something they heard on TV is true or not (22%), searching what other people are saying about television content (20%) and commenting online about the content (19%) and, with a less frequent use, voting for a reality show or contest (6%). This study distinguishes between "connected viewing" and "distracted viewing" by arguing that the first concept is more frequent for smartphone users and requires a connection between watching TV and smartphone activities, and the second refers to mobile phone users who use the device to keep busy while the television content is not engaging their attention. Television content is usually the trigger for smartphone activities such as researching or social interactions. To "distracted viewers", the activities performed are unrelated to the television content and usually end up drawing the attention from the TV completely.

On the same issue, it is also relevant the distinction from mobile devices as "companions" or as "enhancers", suggested by Eriksson Consumer Lab's

study (2012). As "companions", people use mobile phones simultaneously with TV viewing but there is no connection between those activities, i.e. playing a game on mobile phone while listening to news on TV. However, as "enhancers", people watch TV while they interact with applications that are related to the channel or content they watching. This enhances the TV experience by adding it a social layer, extra information or allowing participation.

The most recent research is favoring the term "multi-screening" (Lin, 2013; Microsoft, 2013; Nielsen, 2014) thus admitting the possibility of articulation between more than two screened-media (i.e. TV, laptop and smartphone). Two types of "multi-screening" are admitted, simultaneous or sequential. Simultaneous consists on using more than one media at the same time for either related or an unrelated activity, while sequential deals with the phenomena of moving from one media to another different. Research from Google (2012a, 2012b) shows that the smartphone is the device most frequently involved in multi-screening activities (57% of the time spent using a smartphone is simultaneous with other activity and the most common activity performed at the same time than using a mobile phone is watching TV, with 52%). A more recent report from Nielsen (2014) argues that 84% of mobile device's owners use them while watching television, claiming that "digital consumers" need a minimum of two screened-devices to satisfy their needs of simultaneous social interaction, information, entertainment and sense of productivity and accomplishment. This study also shows that multi-screening activities are becoming more frequent and diversified.

Also, in "multi-screening", each media is chosen according to goals and context and is preferred for certain types of activities, i.e. computers for work, television for information, smartphones for connectedness and tablets for entertainment (Google, 2012b). This suggestion is coherent with research from Microsoft (2013) that uses metaphors to describe the most common uses and gratifications related to each medium. Exploring correlations between devices, activities performed, motivations and context, this study from Microsoft (2013) presents four multi-screener profiles: "content grazing" are driven by entertainment, "investigative spider-webbing" need additional information on whatever they are doing, "social spider-webbing" look for a sense of belonging and "quantum" are utilitarian and effective.

Industry reports provide an accurate and updated snapshot of "multi-screening" behavior, and also some insights on the motivations behind them. In addition, academia is further exploring the motivations and the relevant variables related to these emergent practices, focusing mainly on two issues, coherent with previous research on mobile phone mediation

(Katz & Aakhus, 2002; Ling, 2004): a) coordination; and b) connectivity. "Coordination" focuses on the articulation of different media, platforms and content (Phalen, 2012; Giglietto, 2014). Concerning "connectivity", there is an extensive body of literature highlighting social capital and sense of belonging as key drivers for multi-screening (i.e. Xu & Yan, 2011; Riedler, Köbler, Goswami & Krcmar, 2013).

Saxbe, Graesch and Alvik (2011) accompanied the activities of 30 families over 4 days. Multitasking during television viewing was frequent, but while the most common simultaneous activity for parents was face-to-face interaction, only the children engaged in multi-screening, usually in their bedrooms. Thus, the correlation between multi-screening behavior and demographic factors such as age, gender, income and education has been explored (i.e. Medrano, Aierbe & Orejudo, 2009; Saxbe *et al.*, 2011; Mascheroni & Ólafsson, 2014). However, other variables need to be considered, such as media content and contextual elements such as place and time (Voorveld & Viswanathan, 2013).

Summing up, recent research points to: a) an increasing multi-screening behavior, both in frequency and activity diversification; b) smartphones being the device most frequently involved in multi-screening behavior; c) the motivations behind multi-screening behavior being consistent with the previous use of other available media, i.e. users are taking advantage of new technological tools to satisfy the same needs; and d) the need to further explore multi-screeners" needs, motivations and expectations.

1.3 MULTI-SCREENING, BEHAVIOR AND COGNITION

Multi-screening emergent practices are better understood within the framework of previous research on: a) mobile phone use, mediation and effects, as the smartphone is the preponderant medium in multi-screening; b) changes in media consumer behavior; and c) digital technologies' effects on human cognition.

The notion of the mobile phone being a sort of "companion" or "extension" of its user is present from early research on its use and impact. Ling (2004) compares the mobile phone to a "teddy bear" while Vincent (2005) considers it an "affective technology", i.e. the mediator of emotions and thus the object of an affective relation for its user. In addition, Dias (2008) presents the mobile phone as an extension of both the self and others as, on the one hand, it enhances human abilities of communicating and organizing— as the "Swiss

Army knife" that it is (Fortunati, 2002) —and also of expressing identity and group belonging, and on the other hand, it is an extension of perpetual contact with others (Katz & Aakhus, 2002), who seem to be "inside" the mobile phone. Smartphones and multi-screening practices take these roles of the mobile phone − companion and enhancer − one step further by articulating with other media use experiences.

Concerning consumer behavior, the term "prosumer" designates a paradigmatic shift from relatively passive consumption to use practices based on interaction, dialogue, participation and (co)creation (Garcia & Valdivia, 2014). This notion has been further developed, among others, by Tapscott (2008), with his characterization of the net generation as demanding and participating consumers, and by Castells (2009), with his view of networked individualism as new media use practices that are at the same time networked and focused on each individual user, that manages his network and his activity according to his own needs, goals and preferences. The expression "active audiences" is also used to describe these practices (Quintas & González, 2014). In addition, particular attention should be given to youngsters, as they have been pioneers and trendsetters regarding the use practices of the mobile phone and of social networks. The same is reported in mobile apps and social TV (Mendiz, Aguilera & Borges, 2011; Muros, Aragón & Bustos, 2013; Colás, González & Pablos, 2013).

Regarding cognition, research also shows that digital immersion, i.e. the frequent and intense use of digital media, results in cognitive changes (e.g. Jenkins, 2006; Carr, 2010; Shirky, 2010). Shirky (2012) argues that there is a cognitive surplus as a result of a combination of users' intellectual capacities, energy and time that are not fully engaged in one particular activity, such as watching television. This cognitive surplus has always existed but is now used for interacting with new engaging media that enable users to produce content and collaborate with others, resulting in a more connected and innovative society. A research project called "Mobile Economic Times (MET)" (Jayawardhena & Korsah, 2011) estimated that people spend daily an average of 5 hours in leisure time, including 2 hours watching television, and 80 minutes traveling. Annually, we spend about 279 hours on "dead times", and during these periods people are more available and willing to browse application stores and the internet, try new products and services, give feedback and interact with brands and other people.

One important issue related to cognition is advertising effectiveness. Bellman, Rossiter, Schweda and Varan (2012) and Bellman, Robinson, Wooley and Varan (2014) have found that multi-screening reduces the effectiveness of

television commercials. Bellman *et al.* (2014) compared the effects of "multi-tasking" and "social" multi-screening on brand recall. While multi-screening in general increased the time of synchronous television viewing, thus reducing add avoidance, multitasking activities had no effect on brand recall but social activities decreased it. However, "social TV" increased brand reputation.

2. EMPIRICAL RESEARCH

2.1 METHODS

The goal of our empirical work is answering two main questions: 1) What are the most common multi-screening practices? and 2) What are the motivations behind them?

We adopted a research design with two phases and mixed methods. The first stage was an online survey applied to a convenience sample of 200 multi-screeners, dealing with users' needs, behavior and activities most performed, user profiles and drivers of adoption. This option allowed us to get a "snapshot" of the phenomenon we are addressing at this research project, enabling the identification of relevant issues for further stages. Although the convenience sample cannot be considered representative, we selected the participants according to age and media use. Thus, we focused on young adults, with ages ranging from 18 to 35, who own whether a smartphone or a tablet, as this age range registers the highest penetration rate of smartphones and tablets and also the most intense use of m-internet in Portugal (ANACOM, 2013a, 2013b, 2013c).

The second stage was a set of focus groups with multi-screeners. Following findings from previous stages, we intended to further explore family and generational dynamics in multi-screening practices, along with motivations, needs and expectations for the future. Thus, we conducted 4 focus groups, 2 with participants ranging from 18 to 25 years old and 2 with participants ranging from 26 to 35 years old. The average number of participants was 8 and the genders were balanced. The focus groups were performed face-to-face, recorded, transcribed and analyzed by NVIVO software.

3. RESULTS

3.1 FINDINGS FROM THE SURVEY

Our sample of 200 participants is constituted of 52% females and 48% males. In what concerns age, 49% of the sample in between 18 to 25 years old, 36% is between 25 and 35 years old and 17% is older. All the participants live in Lisbon's metropolitan area. Concerning education, 56% have completed a college degree and 28% are pursuing further studies. Thus, 39% of the sample is constituted by students, while 53% are working and 6% are unemployed.

Regarding media use, 86% of our respondents are smartphone users while 50% have tablets. As far as multi-screening is concerned, 81% of the respondents acknowledged using their smartphone or tablet simultaneously to television watching.
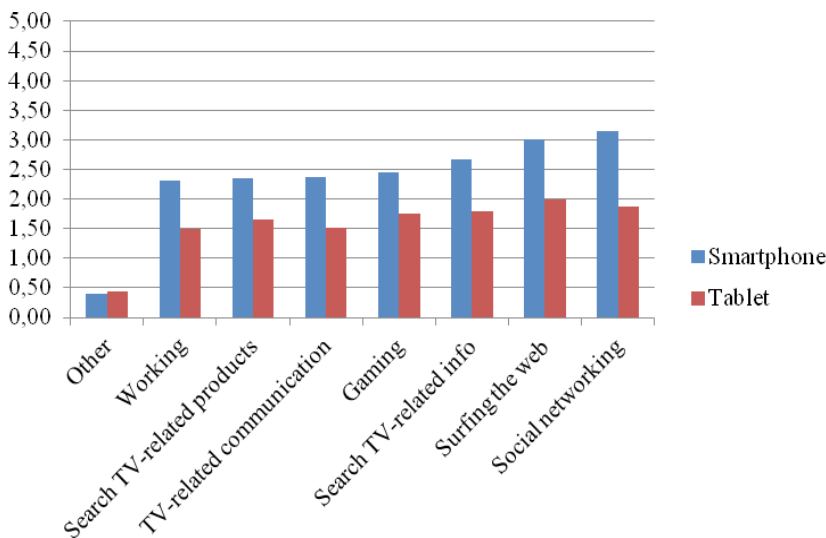
FIGURE 1: MOST FREQUENT ACTIVITIES PERFORMED WHILE USING SMARTPHONES AND TABLETS
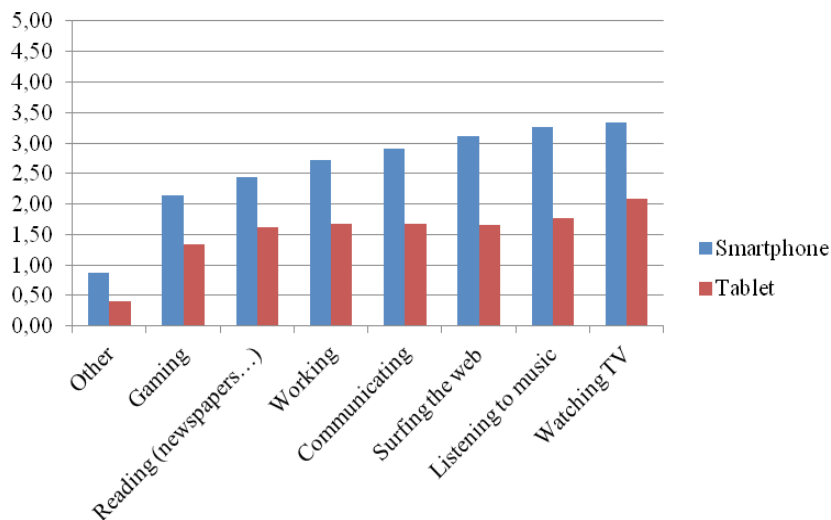
NOTE. THE VERTICAL AXIS REPRESENTS A LIKERT SCALE WHERE "0" CORRESPONDS TO "NEVER" AND "5" CORRESPONDS TO "ALWAYS".

Figure 1 is coherent with previous research, confirming that the most frequent multi-screening activities binomial is using the smartphone or tablet while watching television. However, there are some differences concerning multi-screening behavior with smartphones and with tablets. Smartphones are favorites for quick on-the-go activities, such as surfing the web and communicating, while tablets are chosen for longer activities that demand more concentration, such as working, reading and gaming. In the "other" option, respondents mentioned other simultaneous activities involving only one of these devices. For the smartphone, the most common were during physical exercise and during commutation, as for tablets the most frequent were in the W.C. and while cooking —in fact, this activity was often performed also with the TV on.

FIGURE 2: MOST FREQUENT ACTIVITIES PERFORMED ON SMARTPHONES AND
TABLETS WHILE WATCHING TELEVISION

Note. The vertical axis represents a Likert scale where "0" corresponds to "never" and "5" corresponds to "always".

Figure 2 shows the multi-screening activities performed in combination with watching television. Differences between the use of smartphones and

tablets become more evident, following the same rationale. The smartphone is preferred for sporadic and frequent activities, such as social networking, surfing the web and searching TV-related information, while tablets are used for ongoing activities such as surfing the web, gaming and searching TV-related products (some of the respondents referred "window shopping" in the "others" option). The results also show that "distracted viewing' is more frequent than "connected viewing", i.e. the activities performed on smartphones and tablets are more frequently disconnected from TV content being watched.

FIGURE 3: REASONS FOR MULTI-SCREENING
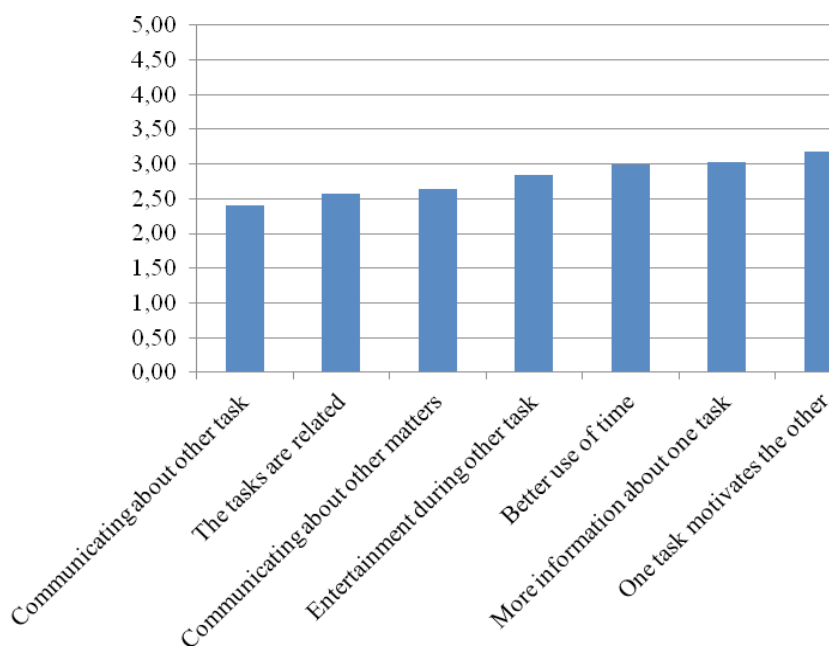
NOTE. THE VERTICAL AXIS REPRESENTS A LIKERT SCALE WHERE "0" CORRESPONDS TO "NOT IMPORTANT AT ALL" AND "5" CORRESPONDS TO "VERY IMPORTANT".

Regarding attention distribution, 58% of the sample agrees that the main focus of its attention is more frequently the activity they are performing on the smartphone or tablet rather than television watching.

Concerning reasons to perform different activities simultaneously in

screened-devices, Figure 3 shows that the strongest reason provided was that the first activity drives the second, followed by performing a second activity in order to obtain additional info about the first one. Also, our results show that respondents believe that nowadays television is not sufficiently exciting and that gaming, for instance, is one of the activities that most frequently fulfills that void while watching TV. One respondent inserted in the "others" option: "Nowadays, it is impossible watching television without doing something else at the same time. TV just isn't sufficiently motivating".

○   In Figure 4, respondents express their high interest in trying "connected viewing" possibilities related with consumption and shopping, although only 18% recognized having bought something motivated by a multi-screening activity. The favorite suggestions were having applications that recognize objects inside content and allow shopping, accessing to extra content, receiving and trying product samples and accessing deals and discounts. Results show less interest in interacting with TV content or playing TV-related games. Among the "others" option, there were references to using the smartphone as a TV remote.

FIGURE 4: APPLICATIONS OF FUNCTIONALITIES THAT USERS WOULD LIKE ON THEIR SMARTPHONES AND TABLETS, RELATED TO TV CONTENT
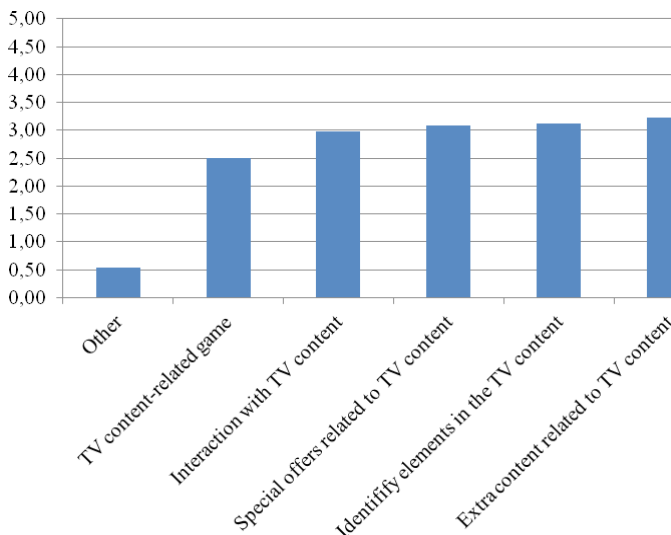
NOTE. THE VERTICAL AXIS REPRESENTS A LIKERT SCALE WHERE "0" CORRESPONDS TO "I WOULDN'T LIKE AT ALL" AND "5" CORRESPONDS TO "I WOULD LIKE VERY MUCH".

In sum, the results from the survey point, contrary to the concept of second screening itself, to a preponderance of the screens of portable devices (such as smartphones and tablets) and of the activities mediated by them, which are highly personalized and affective, thus becoming the main focus of attention. Although users' have described an interchangeable role of the smartphone (or tablet), which can either be the main focus of attention or play a supporting role to another media, the activities performed via smartphone or tablet tend to be more active and social, privileging the expression of opinion and discussion with others, while the activities performed via other media, such as television, tend to be more passive and related to information gathering and content apprehension. The differences of use practices related to smartphones and tablets emerged as a relevant issue to explore in the next stages.

3.2 FINDINGS FROM THE FOCUS GROUPS WITH "MULTI-SCREENERS"

The second stage of our research consisted on a set of four focus groups with multi-screeners. Our results show that all participants have multi-screening behaviors and that the most common binomial is using the smartphone while watching TV. The binomials that do not include the smartphone are occasionally enhanced with this device as a "third screen". Younger participants regard the smartphone as a way of always being connected to their close networks and to the world, and it is difficult for them to fully turn off the attention on that device. Consequently, they developed the ritual of periodically checking their smartphone to consult feeds from social networks or contacts in their communication applications.

Even though the most common multi-screening binomial is using the smartphone while watching TV, this behavior is more frequent in the older participants, as the youngest claim not watching TV at all, they tend to consume audiovisual contents on their laptops and tablets. Participants aged 18 to 25 explain that they prefer the tablet to the TV because it allows them to consume the content they choose when they wish, whether it is downloaded, recorded, in streaming or live. Also, they prefer tablets because they are not forced to watch traditional TV commercials and they do not feel a lack of concentration as strongly as they do when watching TV. Tablets promote a better focus stimulus, as they can use it on an immersive way, with headphones, in isolation from their environment. Older participants mainly use tablets for its ability to replace the PC for simple tasks and its mobility, arguing that it enables them to make a better use of time and to be able to accomplish daily

tasks.

For both younger and older participants, the use of simultaneous devices happens mostly with content and activities that are not related to each other, i.e. "distracted viewing". The main motivations for multi-screening are keeping "perpetual contact" (Katz & Aakhus, 2002) in sociability activities and better use of time. Most of them refer that they keep informed by reading news on social media or mobile applications. Social networks feeds are their source of information both about world events, brands' news or events within their networks of friends and family. Younger participants also multi-screen to solve questions, confirm the veracity of information, obtain additional information, comment and see what others are commenting online.

Regarding related activities on both media, i.e. "connected viewing", it happens mostly when participants want to know what others are saying about something online, to confirm whether information is true or not or to find additional information about some content.

Younger participants emphasize their dislike for TV commercials as one of the main reasons for giving up on this medium. Not only have these participants developed several strategies to skip ads on YouTube and other platforms, they also use ad blockers on their computers. Plus, they express dislike for the brands that they consider intrusive. Older participants keep watching television but have their own strategies for avoiding advertising, namely zapping during commercial breaks or moving recorded contents forward.

Young participants mention the "immediacy addiction" phenomenon, describing it as a need they feel to get and know everything in real time. They compare it to a nervous tic, to always be dealing with stimuli and information and never be quiet or disconnected. This immediacy need also applies to being in touch with close circles and the world. They admit that this behavior reduces their ability of focusing on tasks and devices for a prolonged amount of time. Also, it prevents them from leaving something to do later: they must answer their doubts and questions and also comment and share immediately.

None of the participants, both in young or old groups, have the habit of using apps developed by TV shows or channels to interact with TV content by voting and commenting on it. The TV is mentioned by all participants as a background medium that is turned only because it is a routine or just to make some noise and keep them company. They also state that the TV is becoming obsolete and boring.

Although participants, both young and older, can't describe or give specific suggestions about new types of advertising, they all feel receptive to new formats. When asked, they refer ideas and concepts that coincide with the basics

of content marketing. When we suggested apps that articulate TV content and advertising, as Shazam and Shop with eBay, they all expressed being curious and receptive. Younger participants show more receptivity to branded content, as Ruiz and Belmonte (2014) also report.

4. CONCLUSIONS

With this research, we expect to contribute to a deeper understanding of multi-screening activities and motivations. Our results support our claim for reconsidering the term "second screening" and replacing it with "multi-screening", an expression that recognizes the possibility of varied screened-media binomials and that does not establish a priority of attention among them. Also, there are different ways of multi-screening, i.e. the activities performed can be connected or disconnected, simultaneous or sequential. However, the smartphone stands out as the most common medium involved in multi-screening behavior, being often the focus of attention, but also the focus of distraction. A differentiation in the use practices of smartphones and tablets is also identified in our research —smartphones being preferred for short and frequent activities, while tablets tend to be used for longer and engaging activities.

Our research not only identified the main multi-screening practices, but also the motivations behind them. The activities performed simultaneously in the different media tend to be disconnected, and the activities related to sociability tend to complement other tasks. The discussions with the focus groups identified two very practical reasons for multi-screening: making a better use of time and avoiding advertising. However, the most important reason was affective: a constant need —described by some of the participants as urge or even addiction— of feeling connected, mainly to loved ones but also to the world in general, keeping up-to-date. This "connectedness need" was one of the main significant differences between the two age groups studies, being the other the profound dislike for traditional advertising and the use of multiple strategies to avoid it. If for younger participants, the main motivation for multi-screening behavior is sociability and the need to constantly keep up-to-date with what is happening in the world and within their networks, for older participants it is the use of time and efficiency, as they consider that multi-screening results in better management of daily tasks.

Concerning expectations and future trends, we are in a very initial stage in the adoption process and in the correspondent learning curve. A dialogue

between the industry and the users is essential to minimize adoption and learning costs and to achieve a better match between industry offers and user needs. Advertising, TV content and mobile apps must redefine their formats and models in a more convergent and interactive way. Thus, this study shows the relevance of conducting further research that provides a deeper under-standing of the multi-screening phenomenon in order to provide insights, both for the industry and for users, that allows a better match between offer and demand in terms of platforms, applications, content and articulation.

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