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Capturing Attention:
Advertising in the Internet Age
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Introduction

The television is on, but muted. The laptop is on the table, playing a two-week old episode of *Castle*. Emily, a 20 year old college student, is engrossed. She is a bit behind, and is working extra hard to catch up so she can watch this week's episode on time. She looks up from her computer and un-mutes the television. She starts sending messages to her friends on Facebook and checks her email. It seems as if *Castle* has lost all of her attention, barely 15 minutes in. Suddenly, the television is muted, Facebook is closed, and *Castle* is back on the laptop. Emily was just passing the time, waiting for the one 30-second video advertisement on Hulu to end. Her response to advertisements is a product of the Internet age, where attention spans are shortened and multi-tasking is king.

As technology reaches further into every facet of people's lives, the advertising industry is struggling to keep up. One of the new techniques used to reach the desired demographics is online advertising and commercials. This seems like a smart move because the amount of time spent watching internet video has increased more than twice the amount of time spent watching TV (Nielson Ratings, 2011). However, it is unclear as to whether this type of advertising is actually effective or not.

It is crucial for the advertisement industry to know whether or not their commercials work. According to ComScore.com, 45 percent of Americans see video ads online, for a total of more than 1.7 billion minutes in January alone. Hulu.com accounts for 26 percent of video advertisement views, with 1.1 billion views in January (2011). Companies spent $72 billion in online advertising in 2010, according to ZenithOptimedia.com. That number is projected to increase 8 percent in the next two years. Therefore positive results are critical for business and financial success. This study will attempt to analyze data collected from the generation who

watches more internet videos than television to determine whether these internet advertisements are effective.

In order to execute this study, two to three focus groups will be held consisting of seven people each. The focus group participants will be students of different majors ranging from graphic design to marine science at Coastal Carolina University. These students will be exposed one 30 minute Hulu show derived from an actual television network. After watching the show, a survey will be administered and a discussion will be held. The survey will ask the participants to recall information about the advertisements in order to assess their knowledge retention of the advertisements. In the discussion portion of this study the different groups will be revealing what they normally do when viewing TV programing online. The participants viewing habits and Internet attention span will also be discussed and applied to the results. In doing this, our goal is to determine how efficient these advertisements are for companies. If this study shows that internet advertising is inefficient, then advertising companies can find better ways of spending their time and money.

<div align="center">**Literature Review**</div>

Evolution of Television Advertising

The Internet began as simple pages on a computer screen and has gradually become richly sophisticated, with new features, advanced applications, and various functions (Li, 2011). One of these functions is advertising. Companies are currently spending more and more money on internet advertising which is helping it to grow faster than any other form of advertising. Spending is expected to grow from 23.4 billion in 2008 to 34 billion in 2014 (Agarwal, Hosanagar, & Smith, 2011). It is believed that Internet advertising is highly cost-effective especially when taking into account its ability for more precise targeting and its

potential two-way dialogue with customers (Pergelova, Prior, &Rialp, 2010). "Academic research in Internet advertising has grown exponentially the past decade in search of the role of the Internet as a marketing tool," (Pergelova, Prior, &Rialp, 2010). Television advertising and its effects on the human populace has been extensively studied in the fifty years televisions have graced the living rooms of most Americans. It would be beneficial to understand the results of these studies to better understand the potential results of internet advertising.

Researchers found that television ads seen across a multitude of channels greatly increased the effectiveness and customer appreciation for the advertisement (Wang, 2011). In a similar study, researchers found that advertisements and video marketing strategies increase consumer cynicism towards advertisements and their feelings about how ethical the advertising industry is (Newel, Blevins, & Bugeja, 2009). With the advertising industry trying harder than ever to reach audiences, they keep trying different strategies to make an impact. A study conducted on science students showed that the primacy effect worked beyond simplistic numbers and lists; it indicates that more complex ideas easily learned and remembered when taught first (Robertson, 2011). This suggests that even commercials shown first are more effective towards retention than subsequent commercials. Rather than favoring these different approaches, people are instead turned off by them (2009). It is important that consumers recognize and understand what a brand sells. Consumers are much more likely to buy a product if they recognize the brand (Baker, Hutcheson, Burke, & Nedungadi, 1986). With consumers using various media to get their news and entertainment, advertising companies are stretching beyond television and spending much more of their time and money on internet advertising (Yang & Ghose, 2010). One of the newest crazes to hit the advertising community is the use of 'viral video' marketing campaigns. They are surprisingly effective when paired with positive emotions as that

is what compels people to share them (Eckler and Boles, 2011). The only problem is that people end up feeling betrayed by the videos when it comes to light that these are actually advertisements, and not just neat videos. However, people are much less likely to watch them if it is clear these 'viral videos' are advertisements (2011).

Creative Detriments of Viral Video Viewing found that US Internet users watched more than 25 billion online videos in August 2009 (Southgate, Westoby, & Page, 2010). "In 2011, because of the escalating costs and decelerating reach of TV advertisers are beginning to search for other advertising resources. About 85 percent of U.S. Internet users choose to watch online videos" (Logan, 2011). As the percentage of consumer online video viewing has risen, the search for ways to engage audiences with branded videos has done the same (Southgate, Westoby, & Page, 2010). "It was found that Internet users avoided looking at ads while online, and hypothesized that Internet users might perceive banner ads in their peripheral vision"(Robinson, Wyscoka, & Hand, 2007). People, especially older adolescents, being 15-20 years old, are unaware of just how much internet they use on a daily basis. If they are unaware of their internet usage, it can be said that they do not realize how many advertisements they see, which makes it much more important that advertisers create a particularly memorable advertisement that will stick long after a person gets offline (Moreno et al., 2012).

This being said, online advertising can affect and influence the attitude of a product and equity of a brand just like traditional media. Animated ads are thought to result in a quick response time and a better recall than non-animated ads which influence marketing strategies (Li, 2011).

Consumers and Internet Advertisements

Internet advertising has attracted the attention of today's advertisers because of their need

to achieve maximum response from selected target groups instead of maximum exposure to many unknown audience groups (Pergelova, Prior, & Rialp, 2010). Spending on Internet advertising has subsequently increased exponentially in the past ten years (Comscore, 2010). In the beginning of 2006, marketing chief officers of Fortune 500 companies announced that they planned to increase online advertising spending up to 32 percent compared to the previous year. In doing this they helped make YouTube the largest individual site, accounting for more than 10 billion views (Southgate, Westoby, & Page, 2010). Continuing this growth Hulu.com, Fancast.com, and TV.com were created so that consumers could access current television programing from networks such as ABC, CBS, CWTV, and Fox (Logan, 2011). According to a survey conducted by Hulu, people do not enjoy watching television commercials on their Internet shows (Stelter, 2008). The study's results indicated that at least 76 percent of users thought that the amount of advertisements were acceptable given the cost of use, which is to say one to two commercial per break for a free service (2008). The studies seem to show that the less advertising there is on television, the more likely people will pay attention to those commercials that are there (Kelley, et al, 2010). One could make the assumption that the same would apply to Internet commercials. Hulu is used as a free alternative to TiVo or other DVR device that "frees the audience from the tyranny of schedule" (2008, p. 3). Current research shows that the targeted group of young adults was more likely to see advertisements when viewing online television than when viewing tradition television (Logan, 2011). Research suggests that it is more effective to have "fresh and innovative message tactics" in order to stimulate the target audience's interest as opposed to the usual, more conventional design tactics (Robinson, Wyscoka, & Hand, 2007). It is important to note, though, that the advertisements shown on Hulu are very similar, and sometimes identical, to those shown on regular TV

channels. Advertisers are starting to design video campaigns with an eye to their viral scope, and are incorporating interactive elements to give consumers a way of getting involved and engaged with their brand. The results shown from "Creative Detriments of Viral Video Viewing" are that the power of creativity accounts for over half of the variation we see in viral performance. The power of creativity is, to advertiser's delight, the element in which in the marketer has total control (Southgate, Westoby, & Page, 2010).

Agenda Setting Theory

Agenda Setting Theory is a theory based on how news media present information to an audience in a specific way in order to sway that audience either to understand or view the information in a certain way. Agenda setting usually focuses on public or political issues in news media (McCombs, 1996). While the focus of this theory is mainly political, it can also work for superficial advertising dealing with things such as products and services. In this instance agenda setting theory is used to examine messages marketers and advertisers send to consumers and how those messages sway the thoughts and opinions of those consumers. Studies suggest that the opinions of the public coincide with the issues presented in during the same time period (McCombs, 1996).

Common thought is that the attention span of the masses has decreased drastically since the widespread use of the internet (Cowen, 2009). The ability to immediately shift from one task to another makes it seem as if internet video advertising is not as effective as it is on television (Wallsten, 2011). Cowen makes the argument that people are actually just finding different ways to streamline all of the information available to them in a way specifically suited to each individual (2009). An individual now has the ability to follow a story for years and this can also be applied to products (2009). The question changes from, "how effective are video

advertisements?" to "how do video advertisements enhance a product's selling points?" As

Virginia Heffernan said, society claims that technology stunted attention spans. It is common

belief that "good scholars, good citizens, and good children have long attention spans," (2010, p

1). She makes the argument that only recently has society frowned upon distractibility, citing

such works as Tom Sawyer and Moby Dick. As such, perhaps the attention-span of the modern

day young-adult is not so much diminished as much as it has been demonized. Others make the

case that Google and other internet applications are taking away the brain's capacity to focus on

one thing for a long period of time (Carr, 2008). The internet is changing the way people think,

but internet advertisements are still tied to the old television advertising methods.

Research Questions

In order to measure the effectiveness of online commercials two to three focus groups are

going to be completed. During the focus groups, we will attempt to answer research questions to

gain a better knowledge of how people relate to this type of advertising. The research questions

will be: "What factors influence whether or not participants pay attention to commercials" and

"What makes some commercials more effective than others?" These questions will focus mostly

on Hulu commercials because that is the website being used for research. The participants will

have an opportunity not only to answer these questions in a survey but to also discuss why they

answered the way they did during the focus group.

<div align="center">

Methods

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Research Design

In order to conduct this study, the qualitative route has been chosen. Qualitative research

does not rely on numbers and empirical data. Rather, it relies on the researchers' observations

and the specific situation the researchers and participants are in. For this particular study, focus

groups seemed most appropriate for the type of information sought. Focus groups are most effective with a shared experience; in this case, watching an episode of *Community* on Hulu. The participants were encouraged to discuss the experience and what they most remembered. The participants were in the same room, but each had his or her own computer on which to watch the episode.

Participants

There were two focus groups; one had four members while the other had three. The participants' ages ranged from 19 to 23 years of age, with all of them being Coastal Carolina students. The focus groups contained a range of different majors such as psychology, communication, and Spanish with a relatively equal mixture of male and female participants, the majority being female. The race of this focus group was mainly causation. College students and young adults are major targets for advertisers everywhere; therefore the study is based on the actions and opinions of local college students. This diverse group of participants represents the Coastal Carolina population due to their different majors and experiences throughout Coastal Carolina University. In representing the University, the groups aided in understanding how College age people around the United States react to and understand the world of internet advertising.

Instruments

The researchers had the sole role in choosing the show that will be seen by participants. A script was produced in order to give both the participants and the researchers a clear direction in which to take the discussion. The researchers monitored the participants during the watching portion of the survey, making notes as to if or when they check other websites or text or just look around. They were also involved in creating a short post-show survey in order to assess what

aspects of the advertisements that participants could recall. Once the show has been viewed and the survey has been completed, the researchers began a discussion and recorded all aspects of it through video as well as type. The goal is to figure out if internet advertising during online TV is effective. The discussion contained questions that deal with online TV advertisements as well as online TV preferences and questions as to how much online TV the participants actually view.

Process

The instrument for this project comes in three parts: the pre- and post- video script as well as a survey. The scripts helped the researchers convey the exact message they want the participants to receive. They also helped to keep the conversations on track and get the necessary questions answered. One of the questions that was asked during the discussion is, "How long does it normally take you to watch a show online?" If people are multitasking or constantly flipping from one task to another, the time it takes to watch a show should increase. If this is the case, it would be interesting to find out why and what the watchers are doing differently than the traditional 'sit-and-watch' approach. The survey took place immediately after the participants viewed the show. Its content begins with demographics so the researchers may better understand if a certain characteristic influences specific viewing habits. The researchers used the funnel method to transition from very general to very specific questions. The latter part of the survey consists of questions that are used to measure the advertisement retention of the participants.

In order to collect data efficiently two focus groups were held containing seven different people who were all given aliases as opposed to their actual names in order to keep the participants anonymous. The focus groups lasted approximately one hour: thirty minutes for viewing time and thirty minutes for discussion and survey time. Elise typed all questions and answers as the discussion took place while Tara led the discussion. To begin the discussion,

Tara first asked what a specific participant thought of the show and then she will ask for other opinions. Once the participants were engaged in conversation Tara then brought up the advertisements by asking what each person thought about the presence of such advertisements on internet TV. That question led into the important discussion of internet advertising and helped receive opinions and ideas on the topic.

For finding which themes are most prevalent within the discussion, both Tara and Elise had a copy of the transcript from the focus groups. They each came up with their own themes and then compared them. The overlap gave the researchers a good idea of what to focus on. The themes were then analyzed more thoroughly by applying them to previous research and determining whether or not these themes were expected. It is also important to analyze the post-show survey to determine what, exactly, the participants remembered about the advertisements. This will hopefully give some conclusive answers to the research questions posed at the beginning of this research.

Results

Retention of the First Commercial

The first theme found was the extraordinary retention of the first commercial. When watching the first commercial, the participants seemed to pay particular attention to what was on the screen. They were able to recall this information later, when asked in written and in oral form. The other commercials viewed subsequent to this particular one did not enjoy the same amount of information recall.

In the first focus group, Participant Fran audibly exclaimed when the first commercial, which was a Lexus advertisement, came on the screen. When she saw Fran start exclaiming, Theresa also began to exclaim.

In the second focus group, the two boys, Frank and Seth, were also excited about that commercial. They elbowed each other and pointed at the car on their screens, seemingly entranced by the advertisement.

Later, when asked, all members of both focus groups were able to name the brand and the product advertised in the commercial. During the discussion, participants were able to discuss, in detail, what was shown on screen. Fran and Theresa were even able to compare the merits of this particular commercial to that of a Jaguar commercial that aired a few months ago.

When asked about the other commercials, retention was almost non-existent. Serena, from the second focus group, said she thought she remembered a cruise commercial, but could not recall what company it was advertising for. The only reason she had it in her memory was because she liked the music.

Television Programming as a Peripheral Activity

The second theme revolves around the actual amount of television being watched and processed. It seems students do like to have some sort of television on, but they do not process it in any sort of meaningful way. Often times, students are busy texting, checking Facebook, or even doing homework. Because of this, the amount of television programming actually consumed is greatly underestimated.

As part of the discussion, the researchers asked the participants how much television they watched and how long it takes them to get through an episode. Many of the participants claimed that they did not watch any television whatsoever. Many of the reasons given were because of time constraints or disinterest. When reminded that even just having the television on in the background counts as television consumption, four members seemed chagrined. Ford admitted

that perhaps he did watch television, but as it is on in the background, he never paid attention to how much he watched.

The show of multitasking being an important and accepted part of television viewing was apparent from the very beginning of the first focus group. During each commercial, three of the four participants were texting. One member was on Facebook for the duration of the commercials. When asked, that participant said, "Commercials are a good time to get other stuff done. I don't want to just sit and watch commercials."

Members of the second focus group were even more distractible. Since that group took place in a busy library study room, there were more opportunities for the participants to multitask. They talked to different students and were much more likely to send text messages during the show. The participants were more impatient with the commercials, often skipping and fast-forwarding through them entirely. Other than the first Lexus commercial, these particular participants had no clue what was being advertised and during discussion they said they did not care to know.

Commercials Versus Viewing Habits

It is quite clear that watching television today involves a great deal of multitasking on the part of the viewer. The viewer has an inability to sit down and just watch a whole episode of television programming. The logical thought would be that commercials are a welcome respite in the program. It could be a time for regrouping and a chance to have something different to focus on. Yet the participants were vehemently against commercials, though they did not have any suggestions on how to improve the commercial experience.

During discussion in the first focus group, the group was asked how they felt about commercials. The general consensus was that commercials were annoying. Lorraine said that she

really liked when Hulu had the two-minute commercials at the beginning with no more interruptions later. Theresa interjected and said that the commercials allowed her to get up and use the bathroom. Ford agreed, saying that although he did not watch television, when he did, he would use the commercials for the opportunity to do other things. Though participants did not approve of commercials and would rather circumvent them if they could, they could not fathom a different viewing experience.

Discussion

Summary

Internet advertising is a complex research topic due to the fact that no person thinks the exact same way. The previous results tie in with literature reviewed in this paper dealing with primacy effect, multitasking, and confusion of just how much TV each person watches. It is clear that the participants found it difficult to stay solely focused on a television show for even a half hour. The first commercial left the greatest impact on their memories while the subsequent commercials had little to no effect. When asked how to improve their commercial experience, the participants did not have any suggestions. They did not like commercials but were unwilling to change their familiar patterns of television programming.

Implications

The study solidified the idea that the primacy theory is in effect. Each participant remembered the brand and product of the very first commercial. However, their memory did not hold up for any other commercial. A study conducted by Robertson found that a commercial shown first is "more effective towards retention than subsequent commercials." This suggests that the majority of people will almost always remember the first commercial shown before each

video and this study coincides with that theory; the first commercial will have a better and longer lasting impact than the following commercials.

With the invention of the; internet, cell phone, iPod, and many other distractions multitasking has become a serious component of the average American life. It has been stated in other studies and shown in this one that the majority of people are not only watching TV or not simply surfing the web but are usually doing some sort of combination. As previously stated by Cowen and Wallsten, "The attention span of the masses has decreased drastically since the widespread use of the internet" (2009). The ability to immediately shift from one task to another makes it seem as if internet video advertising is not as effective as it is on television (Wallsten, 2011). Participants in this study mirrored the idea of multitasking perfectly by eating, texting, and surfing other websites. With all of these distractions being so easy to access it makes perfect sense that multitasking hinders the absorption of advertisement information.

It is true that "people do not enjoy watching television commercials on their Internet shows" (Stelter, 2008). Selena made this very clear in her rant about "how annoying advertisements are as Frank tried to find ways to skip advertisements. Many of the participants were not fond of advertisements which could have been the reason why retention rate was so low and the rate of multitasking was so high. Contradictory to the findings of this study previous findings indicated that at least 76 percent of users thought that the amount of advertisements were acceptable given the cost of use, which is to say one to two commercial per break for a free service (2008). It could be that most people understand and accept the need for advertisements in that it helps to pay for the websites they use but understanding does not equal fondness.

Due to the fact that previous research coincides well with the conducted study it would seem as though no matter how advertisements are portrayed people are going to get annoyed,

bored, or simply busy with other more "excited or important" things. While people accept the presence of advertisements they simply find other things to occupy their time during those brief showings.   These advertisements are not wanted nor sought after therefore they are of no use to the person exposed are all but completely ignored.

Agenda Setting Theory is based on the idea that people perceive advertisements in such a way because that is how the message sender intends to for the message to be understood. With the prevalence of distractions this theory is being all but wiped out. Simply because the viewers let the commercials play does not mean they paid attention to the advertisements. Those messages were not perceived in any way including in the way that they were meant to be perceived. It was shown that unless the advertisement or message was first that message was not received. "Studies suggest that the opinions of the public coincide with the issues presented in during the same time period (McCombs, 1996)." If the issues presented are not being seen, and the study suggests that they are not, then the opinions needed to promote and the product will never be formed. The research findings as well as the conducted study suggests that unless an advertisement is first than it has no effect on the viewer. Therefore it is of no use to the advertiser and is a waste of advertising dollars.

Limitations

The study conducted only consisted of seven people total. This is not an adequate number of participants so the study cannot confidently be generalized for the entire 18-23 age group. Due to the lack of commitment on the participants' side, focus group coordination was nearly impossible. The researchers were forced to create two mini-focus groups as opposed to one normal group. This made it harder for a good discussion flow to take place, which resulted in less feedback and more silence. In any study involving people honesty is a problem. Because

college age participants were used in a social setting, their honesty was compromised more so due to the fact that many of them are still trying to "fit in." This led to possible rushed answers as well as potential answers that were not volunteered. The first focus group was in a calm and quiet location resulting in better feedback and more willing participants. The second focused group was forced to be held in a busier area with more distractions creating less cooperation from the participants and well as compromised answers. Due to the busier area it is possible that the researchers influenced the participants because of the increased difficulty of keeping the discussion on track.

Directions for Future Research

The researchers gained interesting results from the focus groups indicating that further research would be beneficial. The next logical step would be to conduct a full experiment using a larger sample that would represent the entire United States. Primacy effect and multitasking are two suggested paths of research. A full blown study on how Primacy affects commercial retention could bring about some well-needed changes to the way advertising is perceived and used. A second, separate study should be conducted on multitasking due to the way the participants used it during their viewing experience. It would be helpful to find out how multimedia usage changes the way people consume advertisements. Future researchers should schedule their research earlier in a semester as college students are particularly busy near the end. Each study should be completed in a quiet to minimize uncontrollable distractions.

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Appendix I

Pre-Show Script

TARA: Hi, everyone! Thank you so much for coming. We really appreciate it. My name is Tara and this is Elise. I will be doing most of the talking while Elise takes the notes. We're doing this focus group as part of our final thesis so the results will
be published. Your identities will not be revealed, but if you have any problem with this being published, please speak up. [Wait a few seconds].
Great! Okay, if everyone has their computers open and ready, please pull up the link we sent you. This is super casual, so just watch this like you'd normally watch any Hulu show.
Alright is everyone set? [Wait for affirmatives].
Okay, press play and enjoy.

Appendix II

Post-Show Script

TARA: Okay we are passing out a survey. If you could please complete this and give it to Elise before we start talking, that'd be great. Pens and pencils are available on the table.
[Wait for all surveys to be completed and handed in]
Alright, so what'd you all think? How well do you think you paid attention to the ads shown?
[Discuss]
What was your favorite ad and why?
[Discuss]
How do you normally watch television shows?
[Discuss]
How long does it normally take you to watch a show online?
[Discuss]
Do you think there should a different way to advertise for online television shows?
[Discuss]
Do you have any other observations or thoughts about today's activity?
[Discuss]
Well thank you all for coming. Again, both Elise and I really appreciate you making the time to be here.

Appendix III

SURVEY (Post-show)

Please answer these questions as succinctly as possible.
Age:
Gender:
Major:
Ethnicity:
How many advertisements do you remember seeing? Please list a number:
Why types of products do you remember being advertised?

What brands do you remember viewing?

Appendix IV

Notes for the Focus Group (1) Starting at 3:55pm on April 13, 2012

    4 participants

    3 females, 1 male

Relaxed atmosphere

Chuckles all around

    Person One commented about "wanting that car" – commercial at the beginning?

Person 2 texting during commercial

Attention wandering from Person 4 during commercial – looking around, bored expression.

Person 1 eating snacks from purse

Person 3 playing with blanket during commercial, attention completely gone from screen.

Person 3 also plays with hair during commercial

Person 1 texting during commercial

Person 2 appears to be typing something. Gaze has wandered.

During show, expressions are animated from all four participants.

Person 1 is now picking at eyes.

Tara is being a bit distracting, but nobody appears to be paying any attention to her

Person 3 laughed and made eye contact during the show.

Person 3 shifted positions

Person 2 is watching person 3

Alright, so what'd you all think? How well do you think you paid attention to the ads shown?

Person 4- really well

1 I did horrible I can't remember

2 I wasn't really paying attention

3 can't remember- Persuit of perfection I really like car commercials

1 I can remember the car commercial!

What was your favorite ad and why?

2 I liked the Disney world ad because of the song

3 breaks out into the song

I like the car

Not as amazing as Benedict Cumberbatch's Jaguar commercials

It's amazing

2 sexy

Persons 1 and 2- nothing to say

How do you normally watch television shows?

2 on the internet

1 I don't really watch TV

3 Internet

4 I only watch it with other people, never by myself

1 Same with me

4 It's kind of depressing to watch it by myself

1 If I have downtime I would rather sleep

3 I can't watch my favorite show to sleep. Sherlock makes me cry. Reichenbach!

How long does it normally take you to watch a show online?

2 I just watch it all over

3 Depends on if it's a show that I actually care about and if I have other stuff to do

2 Yeah sometimes I give up at commercials

4 Potty breaks

1 I guess I could watch shows online. Normally I'm not committed enough to watch a show every week. But it would be okay to watch it online.

Do you think there should be a different way to advertise for online television shows?

1 no I don't really think so

4 it gives me a chance to go to the bathroom

2 I don't know how they would advertisements differently. I mean, I liked it when they did the really long commercials at the beginning on Hulu

3 Me too! And if I have to go to the bathroom, I pause it.

2 I can make my own commercial breaks.

Do you have any other observations or thoughts about today's activity?

1,2,3 I really like community

4 Bit random commercials for the demographics

2 Oh yeah! I remember about the lowes one. It was just sitting there

1 There was a Lowes one? Literally the only one I remember is the car commercial.

Discussion degenerates into losing cars in parking lots and not recognizing new cars.

Well thank you all for coming. Again, both Elise and I really appreciate you making the time to be here.

Appendix V

Notes for Focus group (2)

Livestream.com/elisethought

6- "it's a nice car"

5 doodling on the desk

7 seems entranced

6 was surprised that it was community, texting during show

5 checked phone, didn't answer text

6 checked phone

5 is writing on the desk during opening titles

5 stopped writing, is now erasing doodles on desk

6 is reading the notes on the computer, not really paying attention

5 is watching 6 read the notes

6 seems enraptured by Tara. Now he's texting. Oooh. Better not be Tara.

Tara did get a text, 7 looked up for a second, but went straight back to the show

6 would rather watch Tara than the show. This could affect our results.

6 and Tara are flirting. Commercial has started

5 is playing with eraser

7 seems bored

5 has stopped all activities and is now in a sort of trance, watching the show

7 is texting, but not taking her eyes off the screen

6 is still texting

5 is staring off into space

6 is playing with the cords and the gum in his mouth

5 and 7 are laughing at the screen

6 isn't watching. Has moved on to a different website (bankofamarica) and is texting. Clearly multitasking.

5's commercial has started? Shifting, trying to find comfort.

7's commercial has started… bored

6 has taken to wearing the earphones as a type of hat. "I do not want to watch commercials. Why didn't you dvr forward them?"

All of them are acting up. The commercials are clearly annoying participants.

Figured out they can skip the commercials.

Commercials are over, the participants have settled down

6 has finished. So has 5. Pretty sure they skipped to the end.

7 is paying attention.

Alright, so what'd you all think? How well do you think you paid attention to the ads shown?

6 I didn't pay attention

7 no not really

5 could care less.

7 Yeah you skipped them

6 That's why people watch things online, to skip the commercials

What was your favorite ad and why?

7 I liked the carnival one because it had music

5 and 6 [silent]

5 Lexus because you have a million different choices for your vehicle

7 There were more options?

5 Yeah

7 I thought it was going to be like "what type of shirts were the people in the lexus wearing"

How do you normally watch television shows?

5 Don't

7 Don't have a tv in my room. Mom likes to put it on mute at home

6I walk around in the buck nude.

How long does it normally take you to watch a show online?

6 I don't! I don't have internet.

7 Depends on what movie it is, if I chose to watch it or not.

5 I usually don't finish something. If it doesn't have substance. I don't like American television so I prefer not to watch it.

Do you think there should a different way to advertise for online television shows?

Unanimous yes.

6 because you should make every user get constant advertisement through email.

Tara- spam?

6 no because you signed up for it

5 you could get carrier pidgeons

6 it's like AIDS, once you get it you can't get rid of it.

5 Hulu was good before.

6 Who would pay for Hulu?

5 What if you have dial up.

7 Make advertising optional

Do you have any other observations or thoughts about today's activity?

7 I like the show

6 Joe… what's the main character? Joel is a sell out. Community is n't that funny. He should keep his day job. If he can't keep his house on the salary he makes, he should move to Myrtle Beach.

7 I watched the first ads, but after that, I got bored and I wanted to skip it so I could find out what happens.

Well thank you all for coming. Again, both Elise and I really appreciate you making the time to be here.