

Asia-Pacific Nazarene Theological Seminary

An Audience Survey of College Students and Young Adults  
in the Selected Churches of the Nazarene of South Korea  
for Developing Korean Nazarene Internet Broadcasting Programs

A Thesis

Presented to the Faculty of  
Asia-Pacific Nazarene Theological Seminary

A Thesis to be Submitted  
In Partial Fulfillment of the Requirements  
For the Degree of  
Master of Art in Christian Communication  
Asia-Pacific Nazarene Theological Seminary

By

Kwon, Dong Hwan (Bill)

March 2003

Asia-Pacific Nazarene Theological Seminary

We Hereby Approve the Thesis

Submitted by:

Kwon, Dong Hwan (Bill Kwon)

Entitled

An Audience Survey of College Students and Young Adults

in the Selected Churches of the Nazarene of South Korea

for Developing Korean Nazarene Internet Broadcasting Programs

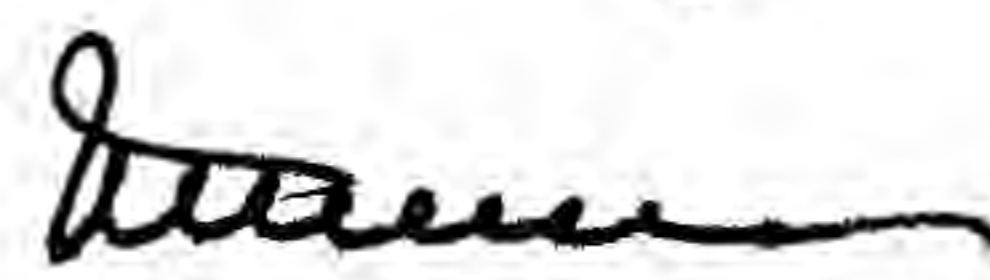
As Partial Fulfillment of the Requirements

For the Degree of

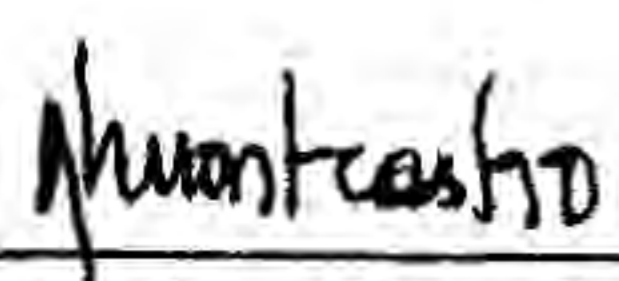
Master of Arts in Christian Communication

  
\_\_\_\_\_  
Thesis Advisor

5/6/03  
Date

  
\_\_\_\_\_  
CHED Reader

5-08-03  
Date

  
\_\_\_\_\_  
Faculty Reader

5/05/03  
Date

  
\_\_\_\_\_  
Academic Dean

5/5/03  
Date

  
\_\_\_\_\_  
Faculty Reader

7/21/03  
Date

  
\_\_\_\_\_  
President

6/26/03  
Date

## ABSTRACT

Internet broadcasting is one of the fast growing industries in Korea with high-speed Internet connection. Internet broadcasting is considered as a convergence between telecommunication and broadcasting. It is predicted to be a new form of mass media. Christian churches, including Korean district of the Church of Nazarene, tried to develop the Internet broadcasting to be a tool to communicate the message of the gospel.

The purpose of the study was to know the conception of the audience of the "Nazarene Internet TV" especially the program "MY STORY" which the researcher produced. Since the target audience of the program was the groups of college students and young adults in the Church of the Nazarene, the research limited the research to those two groups. The research results provided a cornerstone to produce relevant Internet broadcasting programs for the audience.

The researcher employed uses and gratification theory to test the present conception of the audience. The preferences of the audience, for music, religion, and movie, were also defined toward Internet broadcasting stations and programs. In the test, the demographic and environmental data of the respondents were collected as a part of the media planning data.

Summarizing the research findings, the gratifications sought before

media use of the respondents had generally positive and high expectations on the information, and praise and worship music. The factor analysis was tested based on the data. Five factors resulted, diverse programs, fun, helps complication problems, relaxing, and academic factors. Therefore, the producers targeting the audience needed to consider those factors as their expectations in Internet broadcasting.

In contrast to the expectations, the gratifications obtained were negative. Most of attributes being asked were negatively gratified. It was interesting that all religious attributes were not gratified. That means the present Internet broadcasting including religious stations did not meet the needs and expectations of the audience.

Based on the findings, the thesis suggested to those producers of Internet broadcasting that audience preferred music, especially praise and worship, and information. The audience expected religious Internet broadcasting to have positive gratifications, but the present Internet broadcasting, including religious stations, have not yet fulfilled their needs and gratifications. It indicated that the religious media producers in Internet broadcasting need to evaluate the present Internet programs and sites and develop future programs relevant to the audiences.

## TABLE OF CONTENTS

Table of Contents .....	v
List of Tables .....	viii
List of Figures.....	xi
Acknowledgements .....	xii
Chapter One – The Problem and Its Setting .....	1
Introduction .....	1
Conceptual Framework .....	4
Statement of the Problem .....	12
Sub Problems	
Null Hypothesis	
Assumptions	
Definitions	
Significance of Study	
Scope and Delimitation of Study	
Chapter Two – Review of Related Literature and Studies .....	25
Introduction.....	25
Summary .....	26
1 Audience Study: Based on Uses and Gratifications Research .....	26
1.1. Audience Study in Mass Communication	
1.2. Uses and Gratifications Theory in Audience Study	
2. Audience Emphasis on-the Christian Communication Studies .....	34
2.1. Understanding Audience in Christian Ministry	
2.2. Understanding Christian Media Ministry in Evangelism	
3. Internet, Broadcasting, and its Audience .....	39

4. Internet Broadcasting and its Studies .....	42
4.1. Internet Broadcasting Studies Focused on Analysis of Present Situations and Future Development	
4.2. Internet Broadcasting Studies Focused on Content	
4.3. Internet Broadcasting Studies Focused on Audience	
Critical Evaluation .....	50
Chapter Three – Research Design and Procedure .....	52
Research Design and Procedure .....	52
Method of Research	
Research Instrument	
Data Gathering Procedure	
Research Locale	
Nature of Sample	
Treatment of Data	
Research Procedure	
Chapter Four – Presentation, Analysis, and Interpretation of Data .....	58
1. What are Their Demographic and Environmental Information?.....	59
2. What Expectations or Gratifications Sought Do They Have Before They Connect to “Listen to” or “Watch” Internet Broadcasting?...	72
3. What are the Preference in the Internet Broadcasting Stations?...	79
4. What are Their Gratifications Obtained after Watching Internet Broadcasting? .....	83
Chapter Five – Summary, Conclusion, and Recommendations .....	90
Summary .....	90
Conclusions .....	97
Recommendations .....	98
Recommendations for Further Study .....	100

Bibliography .....	101
<b>Appendix</b>	
A. Questionnaire (Korean Version) .....	109
B. Questionnaire (English Version) .....	111
C. Information and Instruction for testing the Questionnaire (Korean) .....	113
D. Information and Instruction for testing the Questionnaire (English).....	115
E. Crosstabulation Test Results .....	117
Curriculum Vitae .....	121

## LIST OF TABLES

1.	Table 1.	Age .....	59
2.	Table 2.	Gender .....	60
3.	Table 3.	Nazarene Membership .....	61
4.	Table 4.	Present Occupation .....	62
5.	Table 5.	Place to Live .....	63
6.	Table 6.	Length of Time Surfing Internet per Day .....	65
7.	Table 7.	Internet Broadcasting Experience .....	66
8.	Table 8.	Place to Surf for Internet Broadcasting .....	67
9.	Table 9.	Length of Time Surfing Internet Broadcasting per Day .....	68
10.	Table 10.	Period of Experiencing Internet Broadcasting .....	70
11.	Table 11.	Comparing the Period of Experiencing Internet Broadcasting Use by Years .....	70
12.	Table 12.	Gratifications Sought before Using Internet Broadcasting .....	73
13.	Table 13.	Factor Analysis for Expectations and Gratifications Sought ...	76
14.	Table 14.	Comparing Factors between Religious and Secular Group ...	77
15.	Table 15.	Crosstabulation: Provide Useful Religious Information .....	78
16.	Table 16.	Preferences of Internet Broadcasting .....	80
17.	Table 17.	Comparing Preferences of Internet Broadcasting Station Between Secular and Religious Group .....	82
18.	Table 18.	Gratifications Obtained Using Internet Broadcasting .....	84



19.	Table 19.	Comparing Gratifications Sought and Obtained .....	86
20	Table 20.	Crosstabulation for College Students and Young Adults Group .....	117
21.	Table 21.	Crosstabulation: Provide Me Things for Fun .....	117
22.	Table 22.	Crosstabulation: provide me various contents .....	117
23.	Table 23.	Crosstabulation: Different from Traditional Broadcasting Programs .....	117
24.	Table 24.	Crosstabulation: Provide Me Refreshment .....	118
25.	Table 25.	Crosstabulation: Filled with Indigenous Internet Broadcasting Programs .....	118
26.	Table 26.	Crosstabulation: Provide Me Useful Information .....	118
27.	Table 27.	Crosstabulation: Entertain Me .....	118
28.	Table 28.	Crosstabulation: Good for Killing Time .....	119
29.	Table 29.	Crosstabulation: Fulfill Sexual Curiosity .....	119
30.	Table 30.	Crosstabulation: Release from Complicated Problems .....	119
31.	Table 31.	Crosstabulation: Useful for Academic Research .....	119
32.	Table 32.	Crosstabulation: Good for Relaxation .....	119
33	Table 33.	Crosstabulation: Provide Down Loadable Religious Content..	120
34.	Table 34.	Crosstabulation: Provide Famous Pastors' Sermons .....	120
35.	Table 35.	Crosstabulation: Provide Content for Daily Devotions .....	120
36.	Table 36.	Crosstabulation: Provide Praise and Worship Music or Concert .....	120

37. Table 37. Crosstabulation: Provide Pastoral Counseling ... 120

## LIST OF FIGURES

1.	Figure 1.	Sogaard's Circular Planning Model .....	6
2.	Figure 2.	The Elements of Uses and Gratifications Model .....	7
3.	Figure 3.	An Expectancy-Value Model of Media Gratifications Sought and Obtained .....	8
4.	Figure 4.	Conceptual Framework for the Audience Survey of Korean Nazarene College Students and Young Adults .....	10
5.	Figure 5.	Area of Living .....	64
6.	Figure 6.	Top Box Scores for the Expectations Before Internet Broadcasting Use .....	74
7.	Figure 7.	Top Box Scores for the Gratifications Obtained after Internet Broadcasting Use .....	85
8.	Figure 7.	Comparing Gratifications Sought and Obtained .....	88

## ACKNOWLEDGEMENTS

This thesis would not have been possible without many contributions around me. I thank Rev. Doug M. Flemming who is my friend, supervisor of my work, pastor of my church, as well as the advisor of my thesis. His encouragement was the best source of my output. I thank Dr. Floyd T. Cunningham who took the responsibility of my thesis proposal. I thank those thesis advisors who read my thesis and gave comments on it. I also thank sister Wawa Ponce, working at GCF, who tested statistical procedures of my raw data.

I thank my wife, Kim, Yun Bum, who supported me in many ways and my two children, Kwon, Yi Hyun and Kwon, Min Ki who have sacrificed the joyful days with their father for the thesis.

There is a list of names which overflow my mind that inspired, encouraged, and supported my work of thesis writing. Most of all I would like to give thanks the Lord who called me and led me to the end of the thesis.

# CHAPTER ONE

## The Research Problem

### Introduction

The goal of Christian communication is to share the message of God to whom He creates. Christian disciples who follow the teaching of Jesus are to communicate with human beings, both Christians and non-Christians, as Jesus demonstrated. Jesus commanded us, “*you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth.*”<sup>1</sup> The Christian communication goal, thus, is to explicitly communicate to all the people on the earth the message of God.

There are means of communication by which the message can be conveyed. The Internet is one of the latest means of communication. In Korea, the Internet is the most fascinating tool of communicating. This does not mean that the present infrastructure of the Internet is complete. The Internet will surely be one of the major means of communications in Korea. The Korean government is committed to revive the Korean economy by building strong telecommunication and information network through the Internet in five years.<sup>2</sup>

---

<sup>1</sup> Acts 1:8 NIV.

<sup>2</sup> “초고속 정보 통신망 고도화 계획 2001-2005년(정보 통신부), [A Master Plan for Building Infrastructure of High Speed Information and Communication Network 2001-2005].

The Internet has changed the communication pattern in Korean society. Don Kirk, a *New York Times* reporter, interviewed a Korean middle class family, quoting the father of the family, "I pay at least half my bills through the Internet." Then, said the eldest daughter, "I spend 10 hours a day online at home and at the office, using five e-mail addresses. I guess my home is fairly typical. Koreans like to talk to each other."<sup>3</sup> If the daughter of the family is correct that her family is typical, the communication pattern has already been changed through the Internet.

If this is the case, then Christian communicators need to be concerned about how Jesus communicated with peoples around Him. Jesus himself demonstrated receiver-centered communication. He contextualized his message for different contexts and people.<sup>4</sup> He exemplified his message with drinking water to a Samaritan woman who came to a well.<sup>5</sup> Paul in Ephesus also demonstrated receiver-centered communication, referring to "an unknown god." To understand the audience enhances the effectiveness of communication. Although the message does not change, the audience is

---

Seoul: Department of Information and Telecommunication, 2001, <http://www.stat.nic.or.kr>, 19 September 2002.

<sup>3</sup> Don Kirk, "In Korea, Broadband Is Part of the Culture," *New York Times*, 31 October 2001, <http://www.stat.nic.or.kr>, 19 September 2002.

<sup>4</sup> Shri Santosh Gnanakan, "An Audience Survey of High School and PreUniversity Students in Bangalore, India As a First Step Towards Magazine Production" (M.A. Thesis, Asia Pacific Nazarene Theological Seminary, 1996), 4-5.

<sup>5</sup> John 4: 13-14, (NIV).

changing continually. Therefore it will be important to understand the present audience for the purpose of communicating the message of God. Charles Kraft emphasized this concept as “dynamically equivalent communication in our day.”<sup>6</sup>

The researcher noticed that contemporary Korean Christian communicators have faced the rapid change in communication infrastructure and its influence upon contemporary audiences. In order to effectively and successfully convey God’s message, understanding the medium and audience of the communication is crucial. God’s communication process will be accomplished when the message is well defined and the channel is well used to meet the need of receivers. Communication is not static but dynamic.

The researcher believes that the audience survey for the Nazarene Internet TV is one of the important keys for success in producing radio and video programs in the Regional Communication Center. It is necessary to know how the Korean Nazarene audiences perceive Internet broadcasting and their level of interest in it. The researcher assumes that the Internet broadcasting is different from the traditional mass media such as radio and TV. The data gathered by surveying and evaluating present Internet broadcasting stations will give crucial factors to determine future production for Korean Nazarene Internet TV.

---

<sup>6</sup> Charles H. Kraft, *Communication Theory for Christian Witness*, rev. ed. (New York Orbis Books, 1994), 139.

## Conceptual Framework

Understanding the audience is considered an important factor in Christian communications. Biblical foundations for an audience-oriented theology are seen in the attitude of Jesus toward the Samaritan woman. Jesus said, *“Everyone who drinks this water will be thirsty again, but whoever drinks the water I give him will never thirst. Indeed, the water I give him will become in him a spring of water welling up an eternal life”* (John 4:13–15 NIV).<sup>7</sup> Jesus himself was aware of the particular audience in the communication process. He communicated his message to the woman who came to the well, saying “living water,” which allegorized eternal life. He understood the context of the woman and this affected better communication with her.

The apostle Paul also emphasized understanding the audience in communication.

*Though I am free and belong to no man, I make myself a slave to everyone, to win as many as possible. To the Jews I became like a Jew, to win the Jews. To those under the law I became like one under the law (though I myself am not under the law), so as to win those under the law. To those not having the law I became like one not having the law (though I am not free from God’s law but am under Christ’s law), so as to win those not having the law. To the weak I became weak, to win the weak. I have become all things to all men so that by all possible means I might save some. I do all this for the sake of the gospel. That I may share in this blessing.<sup>7</sup>*

---

<sup>7</sup> 1 Cor. 9:19–23 (NIV).



This clearly showed the strong consideration of the audience to communicate the message. Paul contextualized his message to those different audiences such as those Jews, those under the law, those not having the law, and those who were weak. He thought that the effective way of communication was to understand the audience and to be in empathy with them. These biblical foundations of receptor emphasis give an understanding of the importance of audience in the communication process.

With the understanding of biblical foundation of the audience-centered theology, Viggo Sogaard's "Circular Planning Model" was useful to conceptualize the audience survey for the effective preparation of the Internet broadcasting ministry.<sup>8</sup> Sogaard suggested "describing the audience" as the second step to media ministry development. Understanding the audience is crucial throughout the entire circular planning model. Sogaard explained four categories to ask who the audience is: demographic, environmental, knowledge and attitudes towards the Gospel and the church, and media information.<sup>9</sup> Yet, in this particular research, the audience is already members of the Church of the Nazarene so it was not necessary to

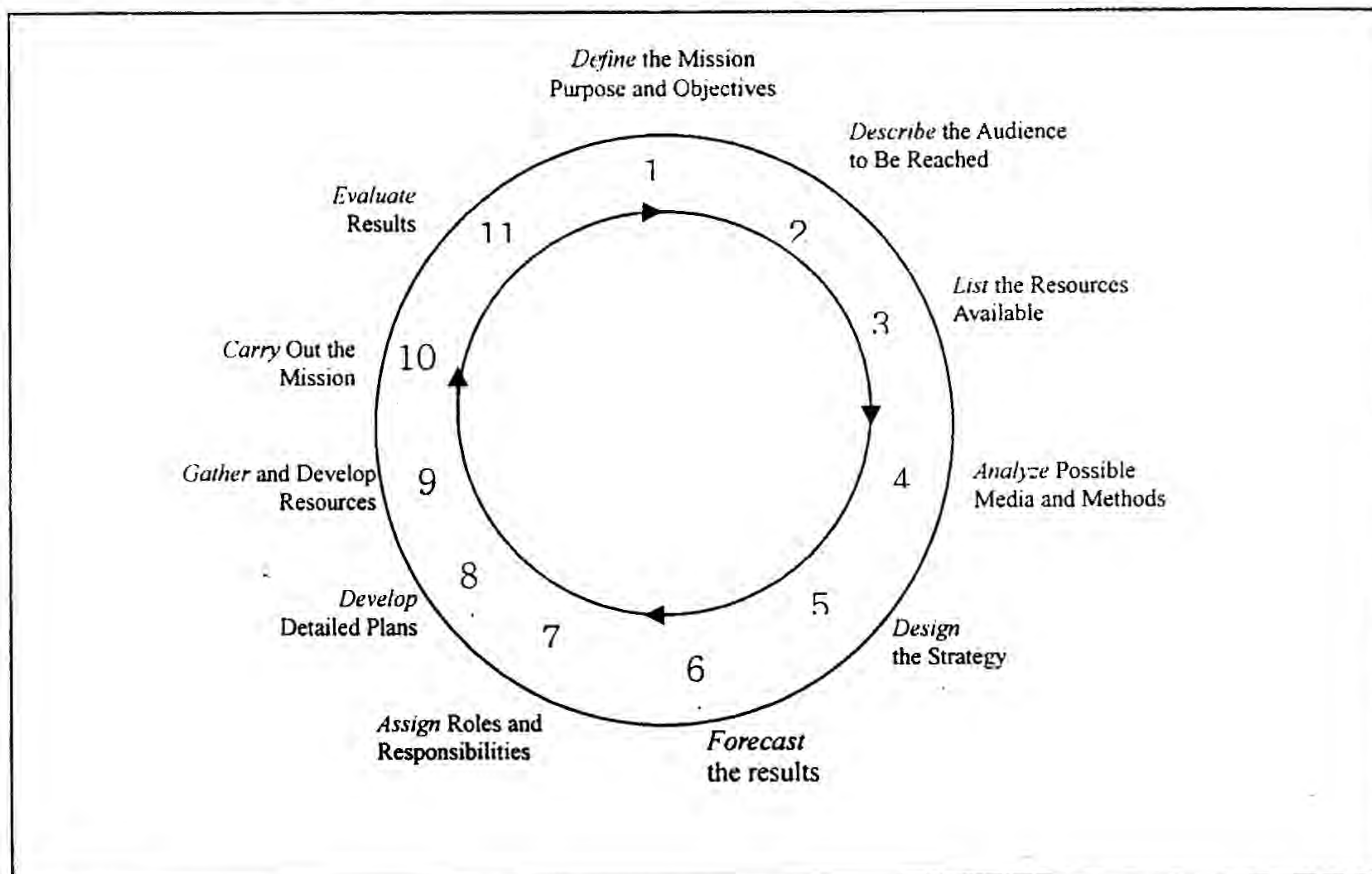
---

<sup>8</sup> Viggo Sogaard, *Research in Church and Mission* (Pasadena, CA: William Carry Library, 1996), 51; see also Viggo Sogaard, *Media in Church and Mission: Communicating the Gospel* (Pasadena, CA: William Carry Library, 1993), 232: He mentioned that the "Circular Planning Model" was adapted from Edward R. Dayton and David A. Fraser, *Planning Strategies for World Evangelization*, 2<sup>nd</sup> ed.

<sup>9</sup> Viggo Sogaard, *Media in Church and Mission: Communicating the Gospel* (Pasadena, CA: William Carry Library), 233-234.

ask about their knowledge and attitudes towards the Gospel and the church. Therefore the other three questions would be surveyed in this research for the Internet broadcasting programs.

Figure 1. Sogaard's Circular Planning Model

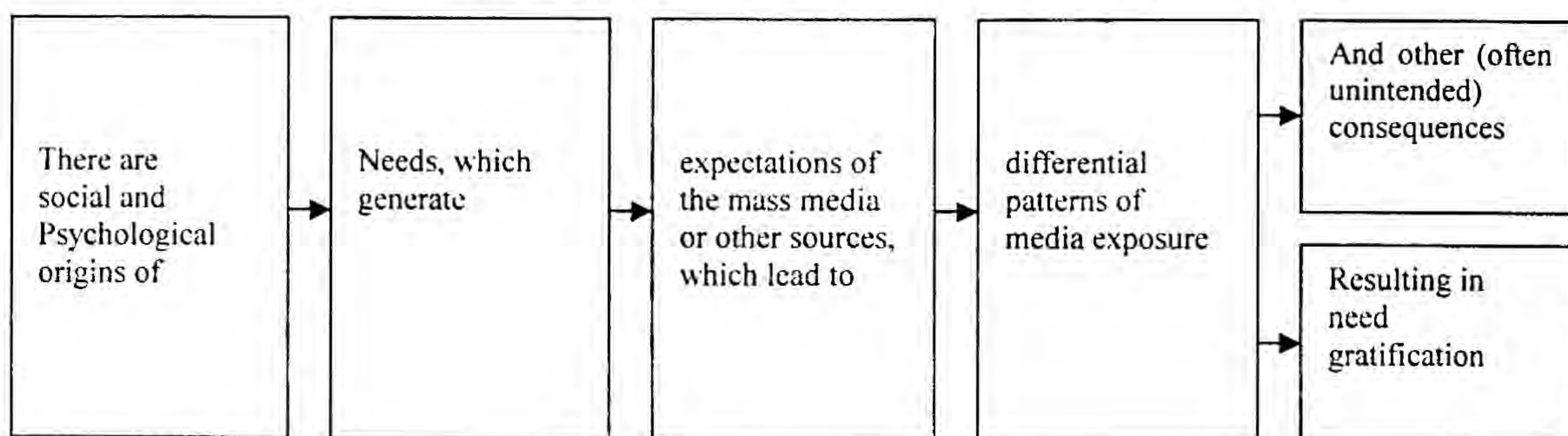


The last theoretical model for the audience survey came from the uses and gratifications theory. The theory is consumer-centered, not content-centered, and considers the audience as “active,” not passive.<sup>10</sup> Elihu Katz and others added the assumption that audiences are seeking

<sup>10</sup> Elihu Katz, J G Blumler and M Gurevitch, *Utilization of Mass Communication by the Individual* (Stockholm: Veriges Radio Audience and Programme Research Department Hulfen, 1973, photocopied), 77.

gratification in the media for fulfilling their needs.<sup>11</sup> Blumler and Katz presented the uses and gratifications theory in 1974.<sup>12</sup>

Figure 2. The Elements of Uses and Gratifications Model



Yet a little variation came from the theory. Palmgreen and Rayburn argued that there were two kinds of gratifications which were “gratifications sought and gratifications obtained.”<sup>13</sup> It resulted in one more diagram from the uses and gratifications theory in Figure 3. The diagram showed that the media users have a certain level of expectancy before the using the media for the various needs. After audiences used the media, they might also have different levels of gratifications whether the gratification sought was fulfilled

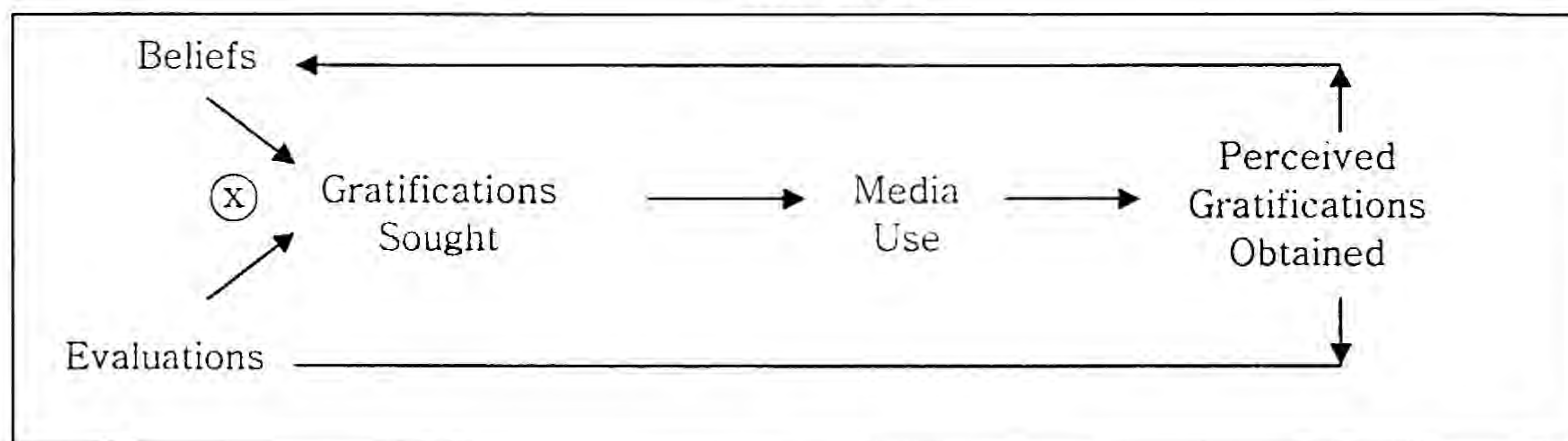
<sup>11</sup> Katz and others, *Utilization of mass communications by the individual*, 1973.

<sup>12</sup> Denis McQuail and Sven Windahl, *Communication Models: For the Study of Mass Communication*, 2<sup>nd</sup> ed. (New York: Longman, 1993), 134.

<sup>13</sup> P. Palmgreen and J.D. Rayburn, “An Expectancy-Value Approach to Media Gratifications,” in *Media Gratification Research*, ed. Karl Erik Rosengren, Palmgreen, P, and Wenner, L (Harmondsworth: Penguin, 1985), 61-73, quoted in Denis McQuail and Sven Windahl, *Communication Models: For the Study of Mass Communication*, 2<sup>nd</sup> (New York: Longman, 1993), 137.

or was not. The two gratifications could be different. The gratifications sought was evaluated and finalized through the media use as a symbol (x).

Figure 3. An Expectancy-Value Model of Media Gratifications Sought and Obtained



Synthesizing those biblical and theoretical frameworks, the researcher formulated a conceptual framework for the audience survey in Figure 4. The media planning circular model, on the left side in the diagram, explained the way to prepare for the Internet broadcasting ministry. Defining mission purposes and objectives and ending up with the evaluation step, the model articulated and concluded for better communication for Christ, the final goal of process.

The second step of the model was focused on the research. This part combined two frameworks, the basic information for the audience which Sogaard explained, and the uses and gratifications theories varied with gratifications sought and obtained. Through the five procedures, the

researcher could determine the perception of the audiences on the Internet broadcasting. It would contribute to the effective communication for Christ.

The procedure in the box started with asking who the audiences are, demographic and environmental information, This research did not ask about the knowledge and attitudes towards the Gospel and the church what Sogaard explained, because the audiences are already members of the Korean Church of Nazarene so the question was assumed to have positive attitudes towards the Gospel and the church, and so these are not too valuable in the research. The media information obtained by doing was asked including questions within the procedure [4].

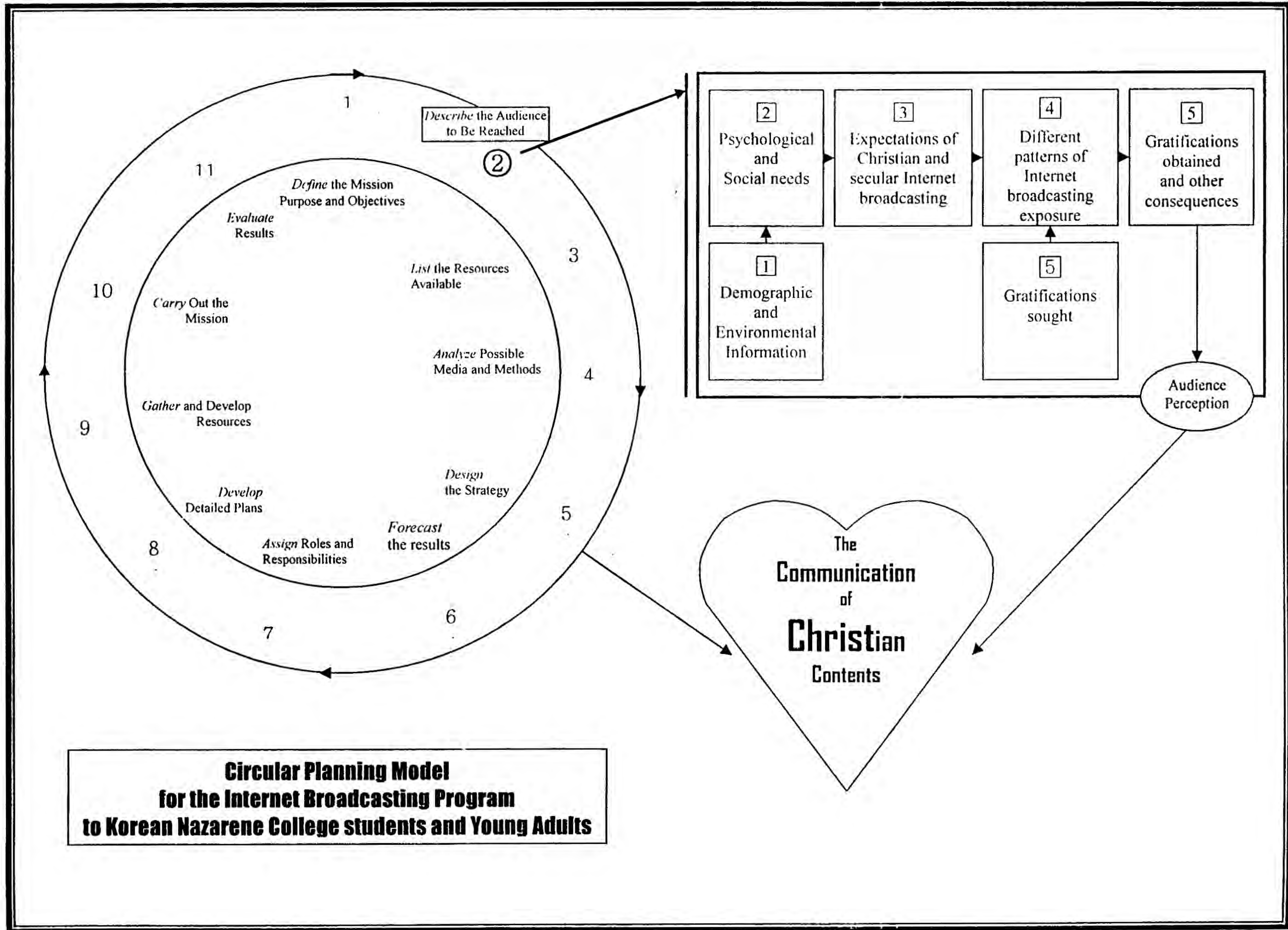
The uses and gratification theory started with the procedure [2] though [5]. According to Abraham Maslow, human beings have hierarchical needs.<sup>14</sup> In order to fulfill these needs, human beings use media. In the research, the particular needs and reasons why the audiences use Internet broadcasting were asked at procedure [2].

In procedure [3], the expectations on the new media were examined.

---

<sup>14</sup> Elihu Katz and others, *Utilization of Mass Communication by the Individual*, 72. This hierarchical concept of human needs was presented by Maslow and others attempting that human beings have certain levels of needs to be fulfilled.

Figure 4. Conceptual Framework for the Audience Survey of Korean Nazarene College Students and Young Adults



**Circular Planning Model  
for the Internet Broadcasting Program  
to Korean Nazarene College students and Young Adults**

The expectations would have an effect on the media use and the gratifications as well. Those were also considered as a crucial part of audience survey to produce programs for the Internet broadcasting.

Procedure [4] aimed for finding out the various uses of Internet broadcastings by audiences. This procedure showed the preference of the Internet broadcasting stations and programs at present. It would give a crucial clue to conceive the preference of Internet broadcasting programming.

Procedure [5] had two sections which were gratification sought and obtained with other sequences. The gratification was divided before and after the media use. The users might have certain expectations on the media use such as expecting to find excitement, information or the escaping from boredom. After the media use, the audience might have the result of the use whether the expectations were fulfilled or not for various reasons. The two gratifications were also crucial to decide as to what were the conceptions of the audiences toward the Internet broadcasting as a new media. This would contribute to the preparation in producing programs for the audiences.

In the conceptual framework, the heart of the model and describing audiences were focused on communication for Christ. The goal was the

center of the communication process and all the procedures on audience survey and media planning circular. It was symbolized as a heart, the Love of God. Internet broadcasting is the new mass media in getting closer to the audience. It could be an effective tool to communicate to achieve the goal. Through the audience survey conducted based on the framework, the conception of the audiences toward Internet broadcasting would be determined.

### Statement of the Problem

What are the conceptions of Korean Nazarene college students and young adults toward Internet broadcasting? If we can answer this, the way of producing Korea Nazarene Internet broadcasting programs in the Asia Pacific Regional Communication Center becomes clear.

### Sub Problems

1. What are their demographic and environmental data of sample respondents?
  - 1) Age
  - 2) Gender
  - 3) Nazarene membership
  - 4) Occupation



- 5) Area of living
  - 6) Length of time surfing Internet per day
  - 7) Internet broadcasting experience
  - 8) Place to surf Internet broadcasting
  - 9) Length of time surfing Internet broadcasting per day
  - 10) Period of experiencing Internet broadcasting
2. What expectations or gratifications sought do they have before they connect to “listen to” or “watch” Internet broadcasting? <sup>15</sup>
  3. What are their preferences in the Internet broadcasting station?
  4. What are their gratifications obtained after using Internet broadcasting compared to the problem 1?

#### Null Hypothesis

1. Korean Nazarene college students and young adults have no clear conceptions to Internet broadcasting.
2. The respondents do not have expectations or gratifications sought before they connect to “listen to” or “watch” Internet broadcasting.
3. The respondents do not have their preference on Internet broadcasting stations.
4. The respondents have no gratifications obtained after using Internet

---

<sup>15</sup> The question was adopted and modified from the questionnaire of Choi, Yong Sang. “A Study on the Uses and Gratification of Webcasting.” M.A. Thesis, Hankuk University of Foreign Studies, 2001.

broadcasting compared to the problem 1.

## Assumptions

The researcher assumed that:

Audiences are active in surfing the Internet broadcasting sites.

Audiences seek to find Internet broadcasting sites for the fulfilling their need.

Internet programs Korean college and young adults used are Korean programs.

Different geographic zones in the Korea District of Church of the Nazarene have different perspectives and opinions on programs of Korean Nazarene Internet TV.

Participants are familiar with Internet broadcasting.

College and young adult groups in Korea Nazarene district are active in using the Internet.

## Definitions

**Internet broadcasting:** This is an on-line multi-media type service which provides either down loaded or simultaneous transferring of audio or video programs. It is a digital broadcasting service which serves when the users click the play button on the Window Media Player or Real Player without additional down loading. It is often called Webcasting. In this

research, however, the term is determined by the character of the programs which are similar to that of traditional broadcasting programs. Therefore the term Internet broadcasting refers to broadcasting programs that use Internet as one of the medium for sending.

**Cable Television Internet (CATV Internet):** This is a type of Internet service which uses cable TV lines. It is faster than a standard dial-up connection, with speeds up to 10Mbps. CATV Internet can be able to send and receive various multimedia services.<sup>16</sup>

**College Students and Young Adults:** These are members who are generally age of 20-29, and categorized by Korean Church tradition as *Dae Hak, Chung Nyun Bu* (college and young adult group). After high school graduation, all the graduates are to be members of either college or young adult group.

**Contemporary Christian Music (CCM):** This is a type of Christian music which is widely accepted by Christian youth. It contains Christian themes and messages. It is differentiated from worship and praise songs in terms of reflecting contemporary genre of popular music such as Rhythm and Blues, Rap, Pop and Rock Roll.

**Digital Subscriber Line (DSL):** This is a kind of Internet service that offers a high speed Internet connection than a standard dial-up connection.

---

<sup>16</sup> <http://www.stat.nic.or.kr>, 18 September 2002.

It uses the existing phone line but does not tie up to the phone line which gives 24 hours connection available without extra charge. The speed of DSL ranging from 133 Kbps to 1.5Mbps varies from different types of DSL, such as ADSL (Asymmetric Digital Subscriber Line), CDSL (Consumer DSL), G.DSL or DSL Lite, HDSL, IDSL, RDSL, SDSL, UDSL, VDSL, X2DSL. This digital service delivers intensive applications like Audio/Video, Online games, application programs, telephone calling, video conferencing and other high-bandwidth services.<sup>17</sup>

**Nazarene Internet TV:** An Internet broadcasting service owned by Korea District of Church of the Nazarene for the purpose of evangelization, discipleship, and effective communication within the denomination in Korea.

**Regional Communication Center (RCC):** It functions as a multi-purpose communication center serving the entire Asia Pacific region under World Mission Communication for the Church of the Nazarene. RCC has been producing various types of mass media communication materials and resources such as printed, radio, and video productions for the Asia Pacific region.

### **Significance of Study**

The Digital industry has rapidly been changing Korea. Digital

---

<sup>17</sup> <http://www.everythingdsl.com>; <http://www.stat.nic.or.kr>, 18 September 2002.

telecommunication and Internet are rapidly developing pioneering fields that make Korea one of the leading countries in the world. Evaluating 26 factors in the Info-telecommunication industry and technology development, such as the number of landline and mobile telephone users, Internet users, personal computer users, Internet service providers, rates of telephone, Internet charges, and others, International Telecommunication Union (ITU) placed Korea as 7th most advanced country in the world.<sup>18</sup> OECE as well as ITU reported that Korea was the most advanced country of the world in developing high speed Internet (which mainly represent various DSL services and CATV internet) in 2001.<sup>19</sup> The DSL and CATV Internet connection changes Korea into a digital media city.

As of July 2002, the Korea government statistics department showed that 7 out of 10 Koreans have computers and 9 out of 10 computer users are surfing the Internet, furthermore, 97 percent of Internet users are using high speed Internet such as DSL and CATV Internet in Korea.<sup>20</sup> Most of Internet

---

<sup>18</sup>Yonhap News, “한국 이동 통신, 인터넷 지수 세계 7위 <ITU 보고서>,” [Korea, Mobile, Internet indication 7th in the world <ITU Report>] (Seoul), 17 September 2002, <http://news.daum.net/PrintPage/daily/foreign/200209/17/yonhap/v3076516.html>, 18 September 2002.

<sup>19</sup> Jung Ang Il Bo, “한국 초고속 인터넷 보급 1위 공인(ITU),” [Korea received the official recognition as the number one country of high speed Internet connection] (Seoul), 26 September 2001, <http://stat.nic.or.kr>, 18 September 2002.

<sup>20</sup> “A Survey on the Number of Internet Users and Internet Behavior in Korea (Summary)” (Seoul: Korea Network Information Center, 2002), <http://stat.nic.or.kr>, 30 July 2002.

users frequently connected to the Internet to get life related information. Nielson Ratings Inc, a world market research firm, reported that South Korea is the fourth largest Internet population in the world and South Koreans spend the most time surfing per month and the most time online per surfing session, with “a surprising 16 hours and 17 minutes per month and 46 minutes and 25 seconds per session.”<sup>21</sup> The vice president of NetRatings, Allen Weiner said, “Interestingly, online communications are the most popular category among Korean home surfers, illustrating the fact that Koreans are dispersed around the globe and relish the Web as a means of bringing people together.”<sup>22</sup>

As Weiner mentioned, Internet network has been and will really bond Koreans together. The Korean government is emphasizing a faster and stronger Internet network in near future. The department of Information and Telecommunication has made “A Master Plan for Building Infrastructure of High Speed Information and Communication Network” in order to enhance information exchange with speed up to 259Tbts (enhanced four times every year) before 2005.<sup>23</sup> It will enable anyone to send and receive high quality

---

<sup>21</sup> Nielson//NetRatings, <http://stat.nic.or.kr>, 18 September 2002.

<sup>22</sup> Nielson//NetRatings, <http://stat.nic.or.kr>, 18 September 2002.

<sup>23</sup> “초고속 정보 통신망 고도화 계획 2001-2005년(정보 통신부), [A Master Plan for building infrastructure of High Speed Information and Communication Network 2001-2005], Seoul: Department of Information and Telecommunication, 2001, <http://stat.nic.or.kr>, 19 September 2002.

A/V digital source being used for cyber business.

Internet Industry also changes Christian ministry paradigm as the life style of people has changed. The *New York Times* reported that millions of Koreans have used Internet as a part of their “culture” to get life related information.<sup>24</sup> Students and young adults are especially trying to find interesting and valuable sources from the Internet world.<sup>25</sup>

With the Internet infrastructure, Internet broadcasting has rapidly developed. From 1995, Korea Broadcasting System (KBS) started its first radio casting on the web and the number of Internet broadcasting stations in Korea reached to 991 stations in 2001.<sup>26</sup> Another research showed that Internet broadcasting stations grew up to 1,300 in 2002.<sup>27</sup>

The development of Internet and telecommunication superhighway was enabled to accelerate the growth of the numbers. The president of BBC World Wide predicted when he visited in Korea that the audience population

---

<sup>24</sup> Don Kirk, “In Korea, Broadband Is Part of the Culture,” *New York Times*, 31 October 2001, <http://www.stat.nic.or.kr>, 19 September 2002.

<sup>25</sup> “A Survey on the Number of Internet Users and Internet Behavior in Korea” (Seoul: Korea Network Information Center, 2002), 6,12, <http://www.stat.nic.or.kr>, 30 July 2002. The report indicates that 94.5 percent of students are using Internet and get mainly the information of education and leisure/hobby.

<sup>26</sup> Digital Times. “인터넷 방송국 모두 911개로 조사 [Internet Broadcasting stations are 911 stations],” (Seoul), 02 March 2001, <http://www.dt.co.kr>, 25 December 2002.

<sup>27</sup> <http://www.eyeclick.co.kr>. But the numbers of the Internet broadcasting stations cannot estimate exact numbers because the station is not required to be registered and independent personal can start with a simple recording voice.

of Internet broadcasting would reach that of TV in 2015.<sup>28</sup> It reflected on the potentiality of Internet broadcasting as a mass media.

The Internet especially Internet broadcasting can be an effective tool of communication in churches. [www.c3tv.com](http://www.c3tv.com) started a potential Christian ministry in 1999. It was not dependent on any traditional broadcasting systems but was purely an independent Christian Internet broadcasting station. By 2002, the researcher found 24 Christian Internet TV station, and 66 Christian Internet radio stations based on U.S.A Internet information searching engine "<http://www.google.com>."<sup>29</sup> Furthermore, the researcher found 40 Korean Christian Internet Broadcasting stations searching Korean Internet searching engine "<http://yahoo.co.kr>."<sup>30</sup> The number of 40 Christian Internet broadcasting stations is a relatively great number compared to those of the U.S.A. based on population and economic status. It is because Korea is well developed in the Internet industry and the churches are looking into its importance for ministry.

Despite the rapid growth of Internet traffic and the popularity of Christian Internet broadcasting in Korea, the content, in terms of regular

---

<sup>28</sup> Jung Ang Il Bo "BBC 월드와이드 루퍼트 가빈 사장 인터뷰," [The Interview with the president of BBC World wide] (Seoul), 30 October 1999.

<sup>29</sup> [http://dmoz.org/Society/Religion\\_and\\_Spirituality/Christianity/Broadcasting/Internet/](http://dmoz.org/Society/Religion_and_Spirituality/Christianity/Broadcasting/Internet/), 19 September 2002

<sup>30</sup> [http://kr.dir.yahoo.com/Society\\_and\\_Culture/Religion\\_and\\_Spirituality/Faiths\\_and\\_Practices/Christianity/Internet\\_Broadcasts/](http://kr.dir.yahoo.com/Society_and_Culture/Religion_and_Spirituality/Faiths_and_Practices/Christianity/Internet_Broadcasts/), 19 September 2002



indigenous and relevant programs, is relatively meager compared to the U.S.A. Internet broadcasting system. Most programs being produced in those Internet broadcasting stations are delivering programs developed by Christian Radio and TV stations, to which Internet stations provide space on the site as program providers. C3TV had only two self-producing programs on July 2002.<sup>31</sup> It is also a great challenge for the Korean Church of the Nazarene to pioneer this great ministry opportunity.

Through the effort of a Korean Nazarene pastor, Rev. Yoo, Ki Sung, the Korea “Nazarene Internet TV” began in 2001. It was the first Nazarene Internet broadcasting system in Korea. Yoo, Ki Sung had been working for the media ministry in Korea for many years alone and finally Korean Nazarene District supported him with an office to begin an official media ministry. Yet he is also working for his church as a senior pastor and does not have enough time to produce effective ministry materials. Both facilities and production crews are needed.

The Asia-Pacific Nazarene Regional Communication Center (RCC) is serving the region to support and develop various media ministries such as visual and audio as well as printed media. The center has been airing several radio and video programs for this ministry. Furthermore, this ministry to Asia-Pacific region will expand and be enhanced after the

---

<sup>31</sup> [http://c3tv.com/culture/culture\\_clcm\\_bbs.asp](http://c3tv.com/culture/culture_clcm_bbs.asp), 19 September 2002.

completion of the new regional “Center for Education and Evangelism” being built at Asia-Pacific Nazarene Theological Seminary in the Philippines by 2003. There will be a medium sized radio and TV recording studio in which lots of programs can be produced for the Korean Nazarene Internet broadcasting station, “Nazarene Internet TV.” It will be a great facility in which to produce creative Christian radio and video programs.

Besides the enhanced Regional Communication Center facility, RCC is closely related with Asia-Pacific Nazarene Theological Seminary (APNTS) which “exists to prepare men and women for excellence in the task of Christian ministries in Asia Pacific region.”<sup>32</sup> APNTS provides M.A and M. div Christian Communication degree for preparing media professional ministries in the region. The M.A course is the only one accredited as a graduate level Christian communication course in the region.<sup>33</sup> Although both Internet Technology and Christianity have flourished in Korea, there is no a single seminary which offers an M.A in Christian communication degree. With the new studio facility, RCC and APNTS have great potential to teach more Korean ministers who wish to learn practically and academically for their future ministries. Therefore, in the near future, there will be more

---

<sup>32</sup> Asia Pacific Nazarene Theological Seminary Catalogue 1999-2003 (Manila: APNTS, n.d.), 19.

<sup>33</sup> Douglas Flemming, “Asia-Pacific Nazarene Theological Seminary Master of Arts in Christian Communication: Draft of Plan of Expanded Services” (Manila: Regional Communication Center, 2002), 3.

possibilities to produce both radio and video programs for “Nazarene Internet TV.” With the new RCC facilities, talented future Korean media students will raise the positive synergy effect to use super highway in the Internet network for the Christian ministry in Korea.

For this reason, the research is valuable for the future RCC ministry and for the Korea District of the Church of Nazarene as well. RCC already has been producing a five-minute devotional radio program produced by an APNTS Korean student, Lee, Young Sub (Joshua). RCC is trying to find a way to continually support in providing radio and video programs to Korea, but there has not been a systematic survey for the Korean target audiences. Since the research will be the first official survey of the Korean audience for “Nazarene Internet TV,” it will be a significant stepping-stone toward producing more effective video and radio programs. It, then, will guide further Korean program production in RCC.

The researcher already proposed a “Draft for Developing a Dynamic Working Relationship between the Regional Communication Center and the Korean District” under the request of RCC in 2002. This will be the second official project with RCC developing the media relationship with Korea district in media ministry. It will suggest what kinds of programs are needed for Korean audiences and how RCC can develop Korean programs based on the research.

## Scope and Delimitation of the Study

The research will be limited to those who are college students, young adults, and youth pastors in Church of the Nazarene in Korea, who are the most appropriate to appreciate and participate of the Internet media ministry, are in the middle between teens and adults so that the result of research can predict programs with the results for both teens and adults, are relatively easy to access and get the questionnaire in various ways, who can understand the importance of the research so that they can help the research process, and also who are subject to the Korean Internet broadcasting programs produced by RCC.

The research covers only the population of Nazarene college students and young adults of the conceptions on the Internet broadcasting.

The research tests the conceptions not only of religious sites and programs but also of general Internet broadcasting stations and programs.

The geographical scope of the research is limited to those selected and responded churches in Korea.

## CHAPTER 2

### Review of Related Literature and Studies

#### Introduction

This review of related literature and studies was divided into four categories to identify the problem “What are the conceptions of Korean Nazarene college students and young adults toward preparing for the production of Internet broadcasting?” The first part began with the overall concept of audience analysis based on uses and gratifications theory. This theory is one of the aspects of audience analysis in mass communication. In the second part, Christian communication studies were examined. The emphasis was on “receptor-oriented” communication in the Christian context. Third, the researcher summarized how the Internet, as a relatively new broadcasting medium, affects the audience or user. Finally, in the fourth part, Internet broadcasting studies was the center of the reviews with various topics. It was interesting that the most research findings on the Internet broadcasting came from the Korean context, including the topics of analysis and future development, content, and audience studies.

This research focused on the mass communication theories, especially uses and gratifications, as related to the field of Christian communication. There were several similar researches and studies on the

Internet broadcasting focused on the media uses and gratifications on college students in Korea. Yet this research was the first attempt to discover what are the conceptions of Nazarene young people regarding the preparation of Internet broadcasting programs in Korea. It was also the first attempt to survey the Christian audience of Internet broadcasting.

Most of all, this audience analysis contributed to the development of Nazarene Internet TV. This research was also directly related to the audience of present and future Christian Internet broadcasting stations because research subjects are present or potential users of those Internet broadcastings. Therefore it has contributed to the future program planning of Internet broadcasting as well as mass communication research in the Christian context.

## Summary

### 1 Audience Study: Based on Uses and Gratifications Research

#### 1.1. Audience Study in Mass Communication

The audience study has been one of the research topics in mass communication. The paradigm of mass communication theory developed and varied from the content to the audience. James Webster considered three perspectives to study the audience in mass communication. In his diagram,

audience was considered as “mass,” “outcome,” and “agent.”<sup>34</sup> The audience was first considered to be passive like the mass and outcome of media, then, active like the agent. These perspectives explained well the characteristics of audience in mass media.

Considering the audience as mass, media producers were curious to learn what kind of programs interest the audience. In other words, “what media do people consume?”<sup>35</sup> The audience was considered as a large mob to be acted upon by the different programs. There were certain programs people liked or disliked. The interest of the producer was to find out their passive response to the program.

Once media researchers knew that the audience acted on the different programs, they were, also, interested in the effects that media have on the audience. The effects differentiated as the program varied and filled in mass media. It was proven that the audience is affected and influenced by different media use. Effects theory, propaganda of election broadcasting, and attitude change theory have been developed from the perspective, then, the audience was considered as an outcome or product of mass media with the emphasis on the media effect.<sup>36</sup> The audience was considered as the

---

<sup>34</sup> James, G. Webster, “The Audience,” *Journal of Broadcasting & Electronic Media* 42 (Spring 1998), 191.

<sup>35</sup> James G. Webster, “The Audience,” 192.

<sup>36</sup> James G. Webster, “The Audience,” 193.

passive receiver of the effect.

Yet the last paradigm in the audience research was different from those two. The consideration of the mass as agent made the audience “active” rather than “passive.”<sup>37</sup> The audience was not only acted on by the program but chose what they wanted. In this perspective, the audience was no longer a little bird in the net waiting for the feed. The audience thought, decided, and chose what they wanted. They did not wait until the program started but tried to find out the programs that gave gratification to them. The uses and gratifications theory came out of this perspective and it drew the interests of media researchers whenever new media were developed in the field of mass communication.

## 1.2. Uses and Gratifications Theory in Audience Study

In the lineage of the development of an active audience, the uses and gratifications theory came to mass communication. The theory was not developed until Paul Lazarsfeld started the radio audience research in 1937 in New York with a purpose, “to study what radio means in the lives of listeners.”<sup>38</sup> Under Lazarsfeld, Herta Herzog then proved that the audiences

---

<sup>37</sup> Elihu Katz, Jay. G. Blumler, and Michael Gurevitch, “Utilization of Mass Communication by the Individual” (Stockholm: Veriges Radio Audience and Programme Research Department Hulfen, 1973, photocopied), 72.

<sup>38</sup> Berelson Lazarsfeld and Gaudet, *Radio Research 1942-1943* (New York: Duel, Sloan, and Pears, 1944), vii, quoted in Shearon Lowery A. and Melvin L. DeFleur,



of *daytime serials*, called soap operas, had certain tastes in listening to the programs. The two research studies explained that media use was the product of audiences' gratification with media like radio.

The second major milestone in the uses and gratification theory came from Europe and Israel. The concept of the active participation of the audience in mass media faded when the powerful media influence theory impacted in media research. Yet with the effort of groups from the University of Leeds, the University of Jerusalem, and others, the uses and gratification theory came up to the mass media theories again. Katz and others presented the uses and gratifications theory in Stockholm sponsored with Veriges Radio in the title of "Utilization of Mass Communication by the Individual" in 1973. The following year, the collections of the presentation and a few other empirical and theoretical studies came to the world under the name of "The Uses and Mass Communication: Current Perspectives on Gratifications Research." The 1970s were the golden age of the theory.

The revival of uses and gratifications theory was due to the support of psychological and sociological endeavors to find the motives of human needs. Although media researchers found the media uses and their gratifications, the basic needs of the media uses and gratifications were not proven in the first stage of uses and gratifications in the 1940s. Abraham H.

Maslow, one of the psychologists who tried to find out the human needs, proposed the hypothesis of human needs with five stages. 1. Physiological needs, 2. Safety needs, 3. Belongingness and love needs, 4. Esteem needs, 5. A need for self-actualization.<sup>39</sup> Although the hypothesis was not proven as a theory, it was enough to raise the interests in the uses and gratification theory based on the basic human needs. Katz and others proposed the premises of the theory, that the audience was actively seeking gratifications which were to satisfy certain needs in its exposure to the media.<sup>40</sup>

The emphasis on the audience's activity from uses and gratification research has been shifted to the interest of the active audience to the social action especially in Europe. The audience was considered as active enough to choose the program as an action for participating in society. It was called "Media Use as Social Action."<sup>41</sup> In this approach the audience was not only the subject of mass media but also the active participants in social activity. They were active citizens, able to use media with critical eyes and use them for social change.

---

<sup>39</sup> Abraham H. Maslow, *Motivation and Personality* (New York: Harper & Row, 1954), quoted in Karl Erik Rosengren, "Uses and Gratifications: A Paradigm Outlined," in *the Uses and Mass Communication: Current Perspectives on Gratifications Research*, ed. Jay G. Blumler and Elihu Katz (Beverly Hills: SAGE, 1974), 270.

<sup>40</sup> Elihu Katz, J. G. Blumler, and M. Gurevitch, "Utilization of Mass Communication by the Individual," 72.

<sup>41</sup> Karsten Renckstorf and Denis McQuail, "Social Action Perspectives in Mass Communication Research: An Introduction," in *Media Use as Social Action: A European Approach to Audience Studies*, ed. Karsten Renckstorf, Denis McQuail, and Nicholas Jankoswki (London: John Libbey & Company Ltd., 1996), 3.

The uses and gratifications research had several weaknesses in its nature but still made several contributions to the field of mass communications. First of all, the assumption of human needs was not clearly defined.<sup>42</sup> The human need has not yet identified as a truth. Second, the uses and gratifications research mainly relied on the qualitative methods that did not clarify the objective of data. The qualitative data was mainly from diaries and reflections of the audience, so measurement of the data was not objective enough.<sup>43</sup> Third, the theory over emphasized the activity of the audience. In reality, the audience was not all the time active but was sometimes not aware of the media they chose.<sup>44</sup> Therefore the uses of media were not sharply divided by purpose and amusement, for gratifications and for killing time.

Various scholars have proposed second modifications of this theory. P. Palmgreen tried to clarify the concept of gratifications with “gratification sought and obtained.”<sup>45</sup> Choi, Young used the “datamining” and “On Line

---

<sup>42</sup> Philip Elliott, “Uses and Gratifications Research: A Critique and a Sociological Alternative,” in *The Uses of Mass Communications: Current Perspectives on Gratifications Research*, ed. Jay B. Blumler and Elihu Katz (Beverly Hills: SAGE, 1974), 251.

<sup>43</sup> Hyuk Nam Kwon, *전통적 연구관점에서의 수용자 관* [A Traditional Perspectives on the Audience Research] (Seoul: Nanam, 1991), 169, quoted in Yong Sang Choi 인터넷 방송의 이용과 충족에 관한 연구 [A Study of the Internet Broadcasting of the Uses and Gratifications Theory], (M.A. Thesis, Hankuk University of Foreign Studies, 2001), 23.

<sup>44</sup> James Webster, “The Audience,” 202.

<sup>45</sup> P. Palmgreen and J.D. Rayburn, “An Expectancy-Value Approach to Media

Analytical Processing” methods which track digitalized data from each informant.<sup>46</sup> Ha, Jung Pil also used the data that remained from the main server of the website, “NoonNoppi” (Eye Level) English Internet broadcasting.<sup>47</sup> These new methods were especially used in the Internet research by which the researcher could trace the log on and off status and thus were effective to the audience and contents analysis research on the web. Hur, Kyung Ho also tried to specify the boundaries in the audience research.<sup>48</sup> These attempts helped to make up for the weakness of uses and gratifications theory in the audience studies.

The most negative opposition of the theory came against the first premise that was activeness of audience. The activity of the audience was still questionable to choose every single program for their gratifications. So the two poles, passive and active audience, needed to compromise on a way

---

Gratifications.” in *Media Gratification Research*, ed. Karl Erik Rosengren, P. Palmgreen, and L. Wenner (Harmondsworth: Penguin, 1985), 61-73, quoted in Denis McQuail and Sven Windahl, *Communication Models: For the Study of Mass Communication*, 2<sup>nd</sup> ed. (New York: Longman, 1993), 137.

<sup>46</sup> Young Choi, “커뮤니케이션 매체로서의 인터넷 이용동기와 사용에 관한 연구: 인터넷 신문과 인터넷 방송을 중심으로 [A Study on the Internet Motivation and Uses as a Communication Medium: Focused on Internet News Paper and Broadcasting],” *Journal of Cybercommunication* 8 (February 2001), 124-125.

<sup>47</sup> Jung Pil Ha, “인터넷 방송 이용자의 시청행태 연구: 눈높이 영어 인터넷 방송 사례를 중심으로 [A Study for the Pattern of Internet Broadcasting Users: Based on the Case Study of ‘NoonNoppi (Eye Level)’ English Internet Broadcasting],” (M.A Thesis, Seo Gang University, 1999), 26.

<sup>48</sup> Kyeong Ho Hur, “매스 커뮤니케이션 연구에서의 추상 수준과 경계조건: 이용과 충족 연구의 충족 개념을 중심으로 [Levels of Boundary Conditions in Mass Communication Research: A Look at the Gratifications Conception the Uses and Gratifications Perspective],” *방송 연구 [Mass Media Research]* 43 (December 1996), 219.

in the middle. Schroder suggested the need for a new paradigm negotiating between active and passive audience studies. Webster proposed the concept of “structure of agency” for the justification of over emphasizing the activity of the audience.<sup>49</sup> The uses and gratifications theory has been modified and changed in many ways to overcome the criticisms about its weaknesses.

Yet it is obvious that, in the interest, the audience is active in choosing media and channels to fulfill needs of gratification. Eun, Hye Jung and others described the active audience in the Internet as:

“정보의 바다라고 불리 우는 인터넷 안에서 그 무엇을 찾아 계속적으로 클릭을 해나가면서 자신이 원하는 것을 찾아가고, 사이버 공동체를 만들어 그 안에서 하나의 구성원으로서 의견을 나누며 공동체 의식을 느끼게 되고, 때로는 정보원으로서 때로는 정보 검색자로서 끊임 없이 역할을 바꿔가며 지금도 인터넷의 영역을 넓혀가는 수용자들이 있다.

[The audiences (users) exist, who are continuously trying to find what they want, making a cyber community to feel that they belong, exchanging information sometimes as a provider or a receiver, and expanding their territories in the Internet,](Translated by researcher).<sup>50</sup>

These audiences are the ones who are the subject of the media audience research and the Christian ministry to find out what their conceptions are about their own media use. The audience, then, is the center of this

---

<sup>49</sup> James G. Webster, “The Audience,” 203.

<sup>50</sup> Hye Jung Eun, Eun Young Na, Chang Yoon Chu, and Eun Young Jang. *인터넷 시대의 수용자 연구* [A Study on the Audience of the Internet: Focused on the Audience Activity] (Seoul: Korean Broadcasting Institute, 2001), v.

research.

## 2. Audience Emphasis on the Christian Communication Studies

### 2.1. Understanding Audience in Christian Ministry

Since Claude Shannon and Warren Weaver developed the linear communication theory for the need of telecommunication development in 1947, many fields of study have been fascinated with the process of effective communication that sends a message from one side the other. It broadened the field of study from politicians to evangelists for their own purposes. Christian ministries, especially mission fields in which the context is multi-cultural, needed to pay attention to the effective communication process.

In Christian communication, the audience study has been interested in the different purposes. Kosuke Koyama, a missionary in Thailand, has argued that the communication of the gospel in a different culture needed to focus on the context of the people (audience). “I also decided that I have not really understood *Summa Theologia* and *Church Dogmatics* until I am able to use them for the benefit of the farmers. ... This morning, I say to my self, ‘I will try to bring the gospel of Christ through the medium of cock-fighting.’”<sup>51</sup> He emphasized that the goal of communication was to make

---

<sup>51</sup> Kosuke Koyama. *Water Buffalo Theology*, 25<sup>th</sup> anniversary ed. (New York:

audience understood of the message of the sender. Therefore the most effective way to accomplish communication was to understand the receiver (audience) and the context where they live.

Charles Kraft has also applied the emphasis on the audience for the purpose of communicating the gospel effectively within human relations. He emphasized the importance of the receiver in the process of communications. He defined audience as “receptor” or those who receive communication.<sup>52</sup> He argued that the understanding “receptor” enhanced the effective communications of the Christian message.<sup>53</sup> The context of the receptor was also crucial to communicate better Christian message. These missionary attempts in communications were focused on understanding audience for communicating the gospel in different cultures and contexts. Kraft assumed that communication was not static but dynamic. He showed explicitly that Christians needed to concentrate on the dynamic of God’s communication with the people in changing world. Therefore the way to communicate differs from time, space, and people.

For achieving the goal of Christian communication and enhancing the effectiveness of communication theory, Theodore Baehr explained the

---

Orbis Books, 1999), xvi, xv.

<sup>52</sup> Charles H. Kraft, *Communication Theory for Christian Witness* (Nashville: Abingdon Press, 1983), iv.

<sup>53</sup> Charles H. Kraft, *Communication Theory for Christian Witness*, vii, 139.

effective communication is “to ask the right questions” of the audiences to discover what they were interested in.<sup>54</sup> James Engel, the marketing specialist, exaggerated the importance of understanding the audience and the use of mass media. He presented his idea “Audience is sovereign” to illustrate audience-centered communication.<sup>55</sup> He asserted that communication, no matter what the context was, religious or secular, had to evaluate the degree of understanding of the audience.

The communication theory in Christian contexts has been developed in the west, predominantly in the U.S.A. and Europe where there were members of the communication department under the World Council of Christian Churches. The Catholic church sponsored several prominent communication journals such as “Communication Research Trend.”<sup>56</sup> Paul Soukup, a managing Editor of the journal, provides a large amount of bibliographical data on the subject of the media and religion.<sup>57</sup> Both Protestant and Catholic churches were in agreement that the communication

---

<sup>54</sup> Theodore Baehr, *Getting the Word Out: How to Communicate the Gospel in Today's World* (San Francisco: Harper & Row, 1986), xx.

<sup>55</sup> James F. Engel, *Contemporary Christian Communications: Its Theory and Practices* (Nashville: Thomas Nelson, 1979), 47.

<sup>56</sup> See also Franz Josheff Eilers, *Communicating in Community: An Introduction to Social Communication*. 3<sup>rd</sup> ed. (Manila: Logos Publications, Inc., 2002); Moon Soo Park, “사이버 스페이스와 카톨릭 선교: 현황과 전망 [Cyber Space and Catholic Mission: The Present Situation and Prediction for the Future],” *Catholic Social Science Study* 12 (2000): 7- 28.

<sup>57</sup> Paul A. Soukup, “Media and Religion,” *Communication Research Trends* 21 (2002), 30.



process and mass media were effective as a way to evangelize the world.

The focus, on the “receptor-oriented” was remarkable especially to those Christians living in pluralistic and postmodern society. The emphasis of the sender in telephone communication has shifted the opposite way of the “receptor.” The emphasis of the receptor has been utilized for effective communication in the Christian context. If the final goal for the Christian is to “make disciples of all nations” and of all ages, such as people living in the 21<sup>st</sup> century (Matt. 18–20), how would contemporary Christian communicators make it possible? Kraft explicitly answered with “receptor-oriented” communications. The audience study, especially uses and gratifications study gives a clue to solve the difficult problem in the days of Internet broadcasting.

## 2.2. Understanding Christian Media Ministry in Evangelism

Media and evangelism met together with the task of Christian ministry. Viggo Sogaard was the pioneer missionary to develop media as a tool to communicate the gospel to Thailand. He tried to find the most effective media channel to communicate the gospel to the people in Thailand. Then, he chose radio and cassette media.<sup>58</sup> Those media were the most effective tools to achieve the goal of communicating the gospel in Thailand context at

---

<sup>58</sup> Viggo Sogaard, *Media in Church and Mission: Communicating the Gospel* (Pasadena, CA: William Carey Library, 1993), 2.

that time. Time and location was considered as key variables.

One more research example to utilize media for Christian mission came from India. Julian Sundar Singh researched a radio program "Good Morning India (GMI)" produced by FEBC in the Philippines. The researcher discovered an interesting finding which was unexpected. The researcher found a close relationship or network from the largest respondents population of the program.<sup>59</sup> The research supported the importance of understanding the audience for effective communicating the message of the gospel.

The context of contemporary Korea is different from that of Thailand and India. The digital media is rapidly developing and people in the Korean context are absorbed in it. Park, Moon Soo analyzed the cyber space as an active space where people get involved in real life.<sup>60</sup> He proposed to use Internet for the goal of mission in contemporary Korea. Kwon, Nam Ho emphasized the use of Internet broadcasting and multimedia in the Christian ministry.<sup>61</sup> He saw the context of Korean people in the present who are

---

<sup>59</sup> Julian Sundar Singh, "Good Morning India: An Evaluation of an International Short Wave Radio Programming Strategy," in *Case Studies in Christian Communication in an Asian Context*, ed. Ross W. James (Manila: OMF, 1989), 181.

<sup>60</sup> Moon Soo Park, "사이버 스페이스와 카톨릭 선교: 현황과 전망 [Cyber Space and Catholic Mission: The present situation and Future]," *Catholic Social Science Study* 12 (2000), 27-28.

<sup>61</sup> Nam Ho Kwon, "멀티 미디어를 통한 복음 사역에 관한 연구: 인터넷 방송, 영상 예배를 중심으로 [A Studying Evangelical Ministry in Multimedia: Focused on Internet Broadcasting and Multimedia Ministry]." (M.A. Thesis, An Yang University, 2000), 3.

very much interested in Internet and actually are getting used to it. Internet is the fascinating media in which Christian ministry needs to take part.

The present emphasis on the Christian ministry using media was focused on the audience of Christian communication. The effective media channels are varied from different contexts and audiences. Therefore the subject of this research is the present and potential audience of the Nazarene Internet TV, especially contemporary Korean Nazarene college students and young adults. It is important for the Asia Pacific Regional Communication center to know the audience better in producing programs for them.

### 3. Internet, Broadcasting, and its Audience

No one knew that the Internet could be considered as a mass medium like television and radio when it was developed for military purposes to make a network in the case of nuclear war in the 1970s. Yet, now, millions of people around the world are using Internet everyday and it has become a part of their lives. Morris Merrill and Christine Ogan claimed that Internet should be considered as a new medium in mass communications.<sup>62</sup> It is a fast growing medium and no wonder it is considered as a part of mass media communications.

---

<sup>62</sup> Merrill Morris, and Christine Ogan, "The Internet as Mass Medium," *Journal of Communication* 46 (Winter 1996), 39.

Several researches tried to find out the characteristics of Internet broadcasting as a mass media in and outside of Korea. Sheizaf Rafaeli characterized Internet as 1. Multimedia, 2. Hypertextuality, 3. Packet Switching, 4. Synchronicity, and 5. Interactivity.<sup>63</sup> They found that Internet has both distinctives and similarities to other mass media. Choi, Young was a prominent Korean researcher on the characteristics of Internet and Internet broadcasting in Korea.<sup>64</sup> She described the characteristics of Internet broadcasting, 1. Mass media 2. Small media, and 3, Community.<sup>65</sup> Kang, Mi Eun compared the use of Internet media with the traditional mass media. She used the media substitution theory and uses and gratifications theory to test whether Internet was a substitute for the traditional media. She found out that Internet could be developed with the co-relationship with traditional media not substitute for them.<sup>66</sup> Choi, Sung Eun also researched particularly the interactivity in Internet broadcasting. She proved that users who were

---

<sup>63</sup> John E. Newhagen and Sheizaf Rafaeli, "Why Communication Researchers Should Study the Internet: A Dialogue," *Journal of Communication* 46 (Winter 1996), 4.

<sup>64</sup> See also, Choi, Young, "인터넷 방송의 특성과 발전에 관한 연구 [A Study of the Characteristics and the Developmental Strategies of Internet-Based Broadcasting]." *Korean Journal of Broadcasting* 12 (Spring 1999): 299-334; Choi, Young, 인터넷 방송의 매체적 특성에 관한 연구 [A study on the Internet Broadcasting Focused on the Characteristics as Mass Media]." *한국 언론 학보* [Journal of Korean Journalism] 45 (December 2000): 297-348.

<sup>65</sup> Young Choi, "인터넷 방송의 특성과 발전에 관한 연구 [A Study of the Characteristics and the developmental strategies of Internet-based Broadcasting]," 312-313.

<sup>66</sup> Mee Eun Kang, "인터넷과 기존 매체 이용의 상호관계에 관한 연구 [Exploring the Relationship Between the Traditional Media Use and the Internet Use]," *Journal of Broadcasting Research* 49 (Summer 2000), 201.

high in gratification where those who had high interactivity with the program.<sup>67</sup> These studies proved that Internet was a part of mass media and also have their distinctive characteristics.

Audience in the Internet, called users, drew the interest of communication researchers. Users mean the ones who actively participate in the action of consuming. Whenever new media developed, the reaction of the audience was the major interest of mass media because the reaction was the measure of their success. In and outside of Korea, there were some attempts to find out the audience conception on the new media. A few foreign researchers utilized the uses and gratifications theory to test the audience studies in various fields of communications.<sup>68</sup>

In Korea, Eun, Hye Jung and others assumed the characteristics of Internet users as “choice” and “participation.”<sup>69</sup> Song, Jong Gil was also tried to find out the Internet use patterns and motivations of Internet use in

---

<sup>67</sup> Sung Eun Choi, “인터넷 방송의 상호 작용성에 관한 연구 [A Study on the Interactivity of Internet Broadcasting],” (M.A. Thesis, Chun Book University, 2002), 70.

<sup>68</sup> Douglas Ferguson and Elizabeth M. Morse. “The World Wide Web as a Functional Alternative to Television,” *Journal of Broadcasting & Electronic Media* 44 (Spring 2000), 155; Zizi Papacharissi and Alan M. Rubin, “Predictors of Internet Use,” *Journal of Broadcasting & Electronic Media* 44 (Spring 2000), 175; Louis Leung and Ran Wei, “More Than Just Talk on the Move: Uses and Gratifications of the Cellular Phone,” *Journalism & Mass Communication Quarterly* 77 (Summer 2000), 308; Garret O’Keefe J. and Barbara K. Sulanowski, “More Than Just Talk: Uses, Gratifications, and the Telephone,” *Journalism & Mass Communication Quarterly* 72 (Winter 1995): 922.

<sup>69</sup> Hye Jung Eun, Eun Young Na, Chang Yoon Chu, and Eun Young Jang, *인터넷 시대의 수용자 연구* [A Study on the Audience of the Internet: Focused on the Audience Activity], 7.

Korean college students and their dependency on the Internet.<sup>70</sup> All the researches showed that the audience of Internet always was in the center of media use. Internet requires an audience to be involved. The activity of the audience was the focus of the research.

Internet broadcasting research in Korea was divided into three categories. First was the analysis of the present Internet broadcasting situation and prediction of the future development. Second was contents analysis of Internet broadcasting both independent and dependent from traditional media. Third was audience analysis of the uses and gratifications of Internet broadcasting.

#### 4. Internet Broadcasting and its Studies

##### 4.1. Internet Broadcasting Studies Focused on Analysis of Present Situations and Future Development

Because Internet broadcasting was concerned as a new medium in mass communication, several studies attempted to find out the characteristics of Internet broadcasting. Most of all, the research was on the analysis of present situations and future development of Internet broadcasting in Korea. Choi, Young and other researchers proposed that

---

<sup>70</sup> Jong Gil Song and Yong Jun Choi, "Investigating Korean College Students' Internet Use Patterns and Motivations and Exploring Vulnerability of Internet Dependency," 한국 언론 정보 학보 [Korean Association for Communication & Information Studies] 16 (Spring 2001), 83-84.

Internet based broadcasting contained both traditional broadcasting and unique characteristics such as on-demand hypertext, and hyper media.<sup>71</sup>

They suggested that those new technologies and convergence with other traditional media could raise high values in Korean economy which helped to overcome the economic crisis in the late 1990s.<sup>72</sup>

The developing infrastructure of high-speed Internet connections encountered with the time of economy crisis coincidentally in Korea. As it was noted in the Introduction that Korea is one of the most advanced countries in high speed Internet connection. The Internet business was considered as an exit to overcome the economic crisis in Korea. Then, many early-retired salary men got involved in Internet café business.<sup>73</sup> The time of economic crisis and the development of the Internet and broadcasting rose at the same time and successfully drew the attention of Koreans.

In the particular Korean situation, several proposals were developed in Internet broadcastings for the future. Four categories were found in the

---

<sup>71</sup> Young Choi, “인터넷 방송의 매체적 특성에 관한 연구 [A Study of the Characteristics of Internet Broadcasting Media], 320; see also Man Jae Lee, Sung Ho Jo, and Moon Sik Cho, *인터넷 방송 현황 및 육성방안 연구* [The Present Situation of Internet Broadcasting and Plan for the Development] (Seoul: Korean Broadcasting Institute, 1998), 30.

<sup>72</sup> Man Jae Lee, Sung Ho Jo, and Moon Sik Cho, *인터넷 방송 현황 및 육성방안 연구* [The Present Situation of Internet Broadcasting and Plan for the Development], 30.

<sup>73</sup> Man Jae Lee, Sung Ho Jo, and Moon Sik Cho, *인터넷 방송 현황 및 육성방안 연구* [The Present Situation of Internet Broadcasting and Plan for the Development], 6; Yugawa Suraki, “한국의 성공에서 보는 IT 입국으로의 길 [The Future Development Plan of IT Seeing from the Success of Korea],” *Japanese World Weekly*, 14 September 2002. <http://www.marketcast.co.kr>, 24 December 2002.

development plans. First of all, content was one of the most important factors to make Internet broadcasting a success.<sup>74</sup> In the long run, unique and distinctive Internet broadcasting content was considered to ensure success in the business. Second, the audience or users were also important considerations in the production. The endeavor to find out what were the interests of audiences was the concern of the researches.<sup>75</sup> Third, It was also an important consideration to make a profit out of the production and program of Internet broadcasting especially the Internet broadcasting programs were considered as free.<sup>76</sup> Yet if the Internet broadcasting was a business to make a profit, it could be one important factor in the business. The last suggestion was suggested for strong support from the Korea government<sup>77</sup> and indigenous policy for the context of Korea. The

---

<sup>74</sup> Young Choi, 방송과 인터넷의 만남, 전망과 과제 [Broadcast Meets Internet, Perspectives and Problems] *Broadcast Culture* 19 (1999), 18; Kyun NamGoong, “인터넷 방송의 미래 발전 전략 [A Strategy for the Future Internet Broadcasting],” (M.A. Thesis, Hanman University, 2000), 66.

<sup>75</sup> Hyun Ham, “인터넷 방송의 현황 및 특성에 따른 발전 방향에 관한 연구 [A Study on the Strategy of the Future Internet Broadcasting According to the Present Situations and Characters of Internet Broadcasting],” (M.A Thesis, Chung Ang University, 2001), 55.

<sup>76</sup> Hyun Ham, “인터넷 방송의 현황 및 특성에 따른 발전 방향에 관한 연구 [A Study on the Strategy of the Future Internet Broadcasting According to the Present Situations and Characters of Internet Broadcasting],” 70; Jin Sik Park, “한국 인터넷 방송의 발전 방안: 수익 모델과 콘텐츠를 중심으로 [Korea Internet Broadcasting Development Strategy: Focused on Profit Model and Contents],” (M.A. Thesis, Hankuk University of Foreign Studies, 2002), 8.

<sup>77</sup> Man Jae Lee, Sung Ho Jo, and Moon Sik Cho, *인터넷 방송 현황 및 육성방안 연구* [The Present Situation of Internet Broadcasting and Plan for the Development], 6.

<sup>78</sup> Han, Kang Jub. “인터넷 방송의 현황과 전망: 미국의 사례와 한국에의 정보통신



Internet and its broadcasting were considered as a part of a new business opportunity in the future, and the researchers suggested the strong support from the government to make the business a success.

The negative side of Internet broadcasting was suggested. One point was “cultural Imperialism” which has penetrated worldwide.<sup>79</sup> The researcher discovered that Internet and its broadcasting are delivered all over the world and the dominant culture on the web was western, especially English speaking cultures. The penetration of western cultures into Korea might be accelerated without awareness.

It was not easy to find research perspectives of analysis and future plans for Christian ministry in Internet broadcasting. Choi, Young mentioned briefly in her research that the religious Internet broadcasting contents and productions were one of the major partners of Internet broadcastings in 1998 but the portion was decreased gradually.<sup>80</sup> It is predictable that Internet and its broadcasting will rapidly grow up in Korea with the infrastructure and become a part of culture in Korea. It, then, would be

---

측면에서의 시사점 [The Present and Future Perspectives on the Internet Broadcasting: Reflections on the Case of America],” *Journal of Cybercommunication* 6 (2000), 215.

<sup>79</sup> Young Choi, “인터넷 방송의 쟁점과 전망 (The Issues and Perspectives of Internet Broadcasting),” *방송 문화* (Broadcasting Culture), 15 June 2000, 3; Moon Soo Park, “사이버 스페이스와 카톨릭 선교: 현황과 전망 [Cyber Space and Catholic Mission: The Present Situation and Future],” 19.

<sup>80</sup> Young Choi, “인터넷 방송의 매체적 특성에 관한 연구 [A Study of Characteristics of Internet Broadcasting Media],” 309.

important to consider Internet broadcasting as a part of ministry opportunity in Korean churches.

#### 4.2. Internet Broadcasting Studies Focused on Contents

Two distinctions in the content research in Internet broadcastings were found. One was content analysis for Internet broadcasting and the other was the research on the specific genre or site on the Internet broadcasting. The specific genres were generally categorized by radio, TV, and newspaper stations. Specific sites were independent Internet broadcastings sites.

The researches which tried to analyze the overall Internet broadcasting sites in Korea also varied on general and specific in the research. Lee, Eun Mee and others attempted to research overall analysis on the Korean Internet broadcasting sites. Lee, Ki Hyun and others focused on the content which had multi-formation sites and what are the characteristics of each site.<sup>81</sup> They tried to analyze the formation and kinds of programs of Internet broadcasting sites. They stated that there were not many distinctions between independent Internet broadcasting sites and sites

---

<sup>81</sup> Ki Hyun Lee, Yun Sook Sung, Kyun Soo Kim, and Yoo Eun Kyung. *국내 인터넷 방송 콘텐츠 연구* [Contents Analysis on the National Internet Broadcastings] (Seoul: Korean Broadcasting Institute, 2000), 4.

from traditional media stations.<sup>82</sup>

Contents analysis on the particular genre was also differentiated with comparison studies from the Internet broadcasting sites of traditional media and Independent sites only. Shyan Sundar and Sylvia M. Chan-Olmsted and others tried to compare on and offline media characteristics comparing media stations which had both on and off line stations such as newspapers and TV stations. Chan and others stated that the convergence between TV stations and Internet broadcastings was inevitable to separate the different necessity and needs.<sup>83</sup>

On the other hand, Sundar argued that the users of on and off line news had similar perceptions on the two media use.<sup>84</sup> Choi, Young's research investigated the motives of users for Internet newspapers and broadcastings. She stated that the users had similar convenience in using on line broadcastings from off line.<sup>85</sup> It was assumed that the investigation of the on and off line media and motives of users was still in the process of

---

<sup>82</sup> Eun Mee Lee and Dong Hoon Lee, "인터넷 방송 콘텐츠 연구: 편성 분석을 중심으로 [Contents Analysis of the Internet Broadcasting: Focused on Formation Analysis]," *Journal of Broadcasting Research* 49 (Summer 2000), 303.

<sup>83</sup> Chan- Olmsted Sylvia M. and Jung Suk Park, "From On-Air To Online World: Examining The Content and Structures of Broadcasting TV Stations' Web Sites," *Journalism & Mass Communication Quarterly* 77 (Summer 2000), 321.

<sup>84</sup> Sundar, Shyam, "Exploring Receivers' Criteria for Perception of Printing and Online News," *Journalism & Mass Communication Quarterly* 76 (Summer 1999), 382.

<sup>85</sup> Young Choi, "커뮤니케이션 매체로서의 인터넷 이용동기와 사용에 관한 연구: 인터넷 신문과 인터넷 방송을 중심으로 [A Study on the Internet Motivation and Use as a Communication Medium: Focused on Internet News and Broadcasting]," 120.

theorizing so that there were still different perspectives on it. It needs more investigation of the comparing both on and off line media use by users.

Ha, Jung Pil's research on the particular Internet broadcasting station, "NoonNoppi" (Eye Level) English Internet broadcasting, was distinctive investigating the users approach to Internet broadcasting. Ha used the log on file which could be traced to the mail server of the site. She set up the purpose of the study to find out the characteristics of users tracing the patterns of using the site.<sup>86</sup>

A new media has its distinctive features in itself and the research on the new media needs a new tool to investigate. These attempts were considered worthy to try to conceptualize the characteristics and content of the new media.

#### 4.3. Internet Broadcasting Studies Focused on Audience

It was interesting that the researches on Internet broadcasting audience had distinctively utilized the uses and gratifications theory. It was assumed that the researchers tried to test the favors of the audience on the new media. The uses and gratifications theory, then, was adequate to

---

<sup>86</sup> Jung Pil Ha, "인터넷 방송 이용자의 시청행태 연구: 눈높이 영어 인터넷 방송 사례를 중심으로 [A Study for the Patterns of Internet Broadcasting Users: Based on the Case Study of 'NoonNoppi (Eye Level)' English Internet broadcasting]," 3.

investigate their needs and gratifications from the new media use.<sup>87</sup> One more characteristic from those researches was that the audience was mainly college students. It indicated that the main target of the Internet broadcasting was the college student.

The audience studies in Internet broadcasting focused on the uses and gratifications theory to find out what were the motives and gratifications of users. Three main motives were found. 1. To kill time and to make.<sup>88</sup> 2. Users used Internet broadcasting for amusement.<sup>89</sup> 3. Most of Internet broadcasting users answered to use the Internet broadcasting sites of traditional media sites.<sup>90</sup> From the findings above, Internet broadcasting users in Korea considered Internet broadcastings as a substitute or another medium of the traditional media. The audiences did not have clear conception to distinguish Internet broadcasting from traditional media.

The audience focused in the audience analysis was mainly college

---

<sup>87</sup> Yu Hwa Kim, "인터넷 방송의 충족과 불충족에 관한 연구: 이용 동기 및 부정적 경험과의 관계를 중심으로 [A Study of Content and Discontent of Internet Broadcasting: Focused on the Motives of Uses and Negative Experiences]," (M.A. Thesis, Chun Nam University, 2002), 15.

<sup>88</sup> Yong Sang Choi, "인터넷 방송의 이용과 충족에 관한 연구 [A Study of Uses and Gratifications of the Internet Broadcasting]," (M.A. Thesis, Hankuk University of Foreign Studies, 2001), 57-60.

<sup>89</sup> Sang Hee Lee, "인터넷 방송의 특성과 이용자 행태에 관한 연구: 대학생 집단을 중심으로 [A Study on the Characteristics and User Patterns of Internet Broadcasting: Focused on College Students Group]," (M.A. Thesis, Chung Ang University, 2002), 90.

<sup>90</sup> Sang Hee Lee, "인터넷 방송의 특성과 이용자 행태에 관한 연구: 대학생 집단을 중심으로 [A Study on the Characteristics and User Patterns of Internet Broadcasting: Focused on College Students Group]," 91.

students. The audience itself was another characteristic of audience studies in Internet broadcasting in Korea. Most researchers focused on the survey of college students in Internet broadcasting audience studies. Only Choi, Young intended to survey the general Internet users and trace them.<sup>91</sup> It was assumed that the college students were the main audience of Internet broadcasting.

### Critical Evaluation

From the research findings above, Internet broadcasting showed several characteristics. First of all, the researcher could not find studies done specifically on Christian communications. It was due to limited access to sources the U.S.A and Europe where the major studies took place. Furthermore, Internet broadcasting studies in Korean Christian context was none contrast to the various attempts from commercial Internet broadcasting. Many researches indicated that Internet broadcasting is the rapidly developed media especially in Korea. Christians need to make careful investigations of Internet broadcastings on the Christian perspectives and context.<sup>92</sup>

---

<sup>91</sup> Young Choi, "커뮤니케이션 매체로서의 인터넷 이용동기와 사용에 관한 연구: 인터넷 신문과 인터넷 방송을 중심으로 [A Study on the Internet Motivation and Uses as a Communication Medium: Focused on Internet News and Broadcasting]," 126.

<sup>92</sup> Moon Soo Park, "사이버 스페이스와 카톨릭 선교: 현황과 전망 [Cyber Space and Catholic Mission: The Present Situation and Future]," 9.

Since most of research of the audience studies in Internet broadcasting were master's level thesis, the investigation of the audience was not enough to draw the conclusion. The sample population of most researches from master's level was one or several unplanned random samples. It was not enough to generalize the concept of the college students.

The empirical and measurable methods on uses and gratifications were needed to analyze the gratifications of media use in audience studies. There were several research attempts to test uses and gratifications research for proving the audience motives of internet broadcastings, such as datamining methods, log on file study of Choi, Young and Ha Jung Pil.

The success of any media is resulted from use by the audience.<sup>93</sup> For the effective communication in the new media, there should precede a study of the audience of the media. The research methods for the new media needed to develop for the investigation. It applies to Christian communication as well.

---

<sup>93</sup> Hye Jung Eun, Eun Young Na, Chang Yoon Chu, and Eun Young Jang, *인터넷 시대의 수용자 연구* [A Study on the audience of the Internet: Focused on the Audience Activity], 34.

## CHAPTER THREE

### Research Design and Procedure

#### Method of Research

This research project was done according to descriptive research method in order to find out the present interest and concept of selected Nazarene college students and young adults in Korea regarding Internet broadcast production preparation. The research tool was quantitative questionnaires collected from the selected Korean Nazarene local churches. The collection of churches was consulted with a senior pastor of the Church of the Nazarene, Rev. Choi, Seung Shin, and intentionally was chosen by researcher considering college student and young adult group members and accessibility to the youth pastors for research.

#### Research Instrument

The main research instrument was a questionnaire. The target of research was Nazarene college students, young adults and youth pastors of the group.

#### Data Gathering Procedure

The procedure of data gathering was done in two ways. First the researcher had a chance to meet and survey a short term Philippine mission



team, "New Life Mission," which was mainly organized by Korean Nazarene college and young adults come from several Korean Nazarene churches. So the researcher had an opportunity to test the questionnaire with these college students and young adults. Second, the researcher chose 12 different Korean Nazarene churches to send the questionnaires. It was the cluster sampling by convenience. A Korean student, Joshua Lee, delivered the questionnaires to Korea and distributed them on 10 February 2003. Joshua himself tested the questionnaire in his home church, Nam Seoul Church of Nazarene in Seoul and brought back the results to the Philippines.

The youth pastors in each church to which the questionnaires were delivered were assigned to conduct the testing. The information and instruction for test the questionnaire were included in the questionnaire package. Once the youth pastors finished the questionnaire testing, they sent the completed questionnaire to Rev. Choi, Seung Shin in Dawn Dew Community Church in Chun An, Korea. Rev. Choi was the in charge of collecting questionnaire in Korea.

When the testing process was complete, Rev. Choi, Seung Shin delivered the questionnaires to the Philippines. He sent the questionnaire packages from each of the churches to the researcher in the Philippines on February 21, 2003.

## Research Locale

The research locale covered a representation of the Korea Nazarene District (259 churches) in order to obtain the general concept of Nazarene college students and young adults regarding a nationwide Internet program. So the population of the research was the total member of college and young adults group of Church of the Nazarene in Korea.

College student and young adult groups in Korean church are generally categorized under the age of 20 – 29. College students consist of men and women attending college. Young Adults consist of men and women who graduate high school (whether they study at college or not) under the age of 29. Some churches whose membership is small combine to form two groups together. The two groups are called “*Dae Hak, Chung Nyun Bu* (college and young adult group).” College students and young adult groups are generally active in church activities. They are also close to Internet. These two groups are the main groups to use the Internet and therefore reflect their opinions for the research.

Yet according to the Asia Pacific regional mission office of the Church of Nazarene, the exact numbers of those two groups are not known. The statistics of the Nazarene were available only for the Nazarene Youth International (NYI) which includes people between the age of 14-41. The

population of NYI in Korea was 4,386 members in 2002.<sup>94</sup> Assuming from the population of 4,386 of 14-41, the probability of population of college and young adults group between the ages of 20-29 was 37 %. So, from the total population of NYI, the population in the research was the 1,662 came out of the NYI number 4,386 in Korea. Therefore the researcher assumed that the total population of college student and young adults in the Church of the Nazarene in Korea was 1,662 (37% of total NYI membership) members.

### Nature of Sample

For the character of the population distribution, the researcher chose the intentionally selected the sample churches for the considering college student and young adult members of the churches and accessibility to the youth pastor for research. The research sample came out of the population of 1,662 members from 259 Nazarene churches in Korea. The Church of the Nazarene in Korea has 11 different zones and each zone has different number of churches. From the basis of sizes 11 zones, the researcher chose 12 different churches. Since the researcher was not familiar with the Korean district of Church of the Nazarene, it was helpful to consult about the sampling with a Korean senior pastor, Choi Seung Shin who visited

---

<sup>94</sup> The data was received from Rev. Dave Hane, of the Asia Pacific Regional mission office in Church of Nazarene, 5 March 2003.

Philippines. He suggested to those 12 churches based on the distribution of the different zones, accessibility to the youth pastors, and the number of college students and young adults in each churches. The churches are listed below.

1. Seoul East Zone, Nazareth Church of Nazarene  
(서울 동지방회) 나사렛 교회
2. Seoul West Zone, Nam Seoul Church of Nazarene  
(서울 서지방회) 남서울 교회
3. Seoul West Zone, Duk Sung Church of Nazarene  
(서울 서지방회) 덕성 교회
4. Seoul West Zone, Deung Ma Ru church of Nazarene  
(서울 서지방회) 등마루 교회
5. Seoul West Zone, Ju Won Church of Nazarene  
(서울 서지방회) 주원 교회
6. Kyung Gi South Zone, Dae Kwang Church of Nazarene  
(경기 남지방회) 대광교회
7. Kyung Gi South Zone, An Jung church of Nazarene  
(경기 남지방회) 안중 교회
8. Chun An Zone, Chun An Sung Moon Church of Nazarene  
(천안 지방회) 천안 성문교회
9. Chun An Zone, Chun An Goo Sung Church of Nazarene  
(천안 지방회) 천안 구성교회
10. Dea Jun Zone, Dea Jun Bethel Church of Nazarene  
(대전 지방회) 대전 뱌엘 교회
11. Ho Nam Zone, I Li Central Church of Nazarene  
(호남 지방회) 이리 중앙 교회
12. Young Nam Zone, Nam Bu Church of Nazarene  
(영남 지방회) 남부 교회

### Treatment of Data

The researcher sent 300 questionnaires to those selected churches and collected 103 questionnaires. Those 103 questionnaires were the subject of the research and were treated for the results. The researcher

encoded the data collected to Micro Soft Excel and treated the data with SPSS (Statistical Program for the Social Sciences) program. Tables and Charts from the SPSS were re-created by Micro Soft Excel for the convenience of presenting and analyzing data.

Frequency analysis was used for computing demographic and environmental data. To test the hypothesis 1, frequency analysis, factor analysis, crosstabulation methods were used. For testing hypothesis 2, ratings, and for hypothesis 3, performance tests, and correlation analysis were especially utilized for the treatment of data.

### Research Procedure

Youth pastors in each of the selected churches followed the research procedure for the questionnaire testing. Selected churches were approached by mail deliverance. The package contained photocopied questionnaires and an information and instruction sheet. The information and instruction sheet was mainly for the youth pastors who conducted the testing and gathering of the questionnaires. The instruction sheet guided from the beginning to the end of the research and gave instruction on the way to send back those questionnaires. It is attached at the appendix C and D.

## CHAPTER FOUR

### Presentation, Analysis, and Interpretation of Data

In this chapter, the data samples were presented, analyzed and interpreted, providing the conceptions of the audience on gratifications sought and obtained. Tables, pie charts, and bar graphs were utilized for the precise and effective data presentation. Various statistical methods such as, frequency tables, factor analysis, performance test, and crosstabulation, were used to test the conceptions of relationship between gratifications sought and obtained of the Korean Nazarene college students and young adults.

One hundred and three respondents participated in the questionnaire test. The respondents who participated in the test were mainly two groups, college students and young adults. Youth pastors who were in charge of the groups were also included in the young adults. Eighty-three (80.6 %) respondents experienced Internet broadcasting and twenty (19.6 %) respondents answered that they did not experience Internet broadcasting.

The researcher re-formed the tables and charts resulting from the data tables of SPSS for an effective presentation. The title of the table appears above to the table. Each question on the questionnaire was placed at the bottom of the table for convenience.

## 1. What are their Demographic and Environmental Information?

This section of data consisted of several questions asking for environmental information as well as socio-demographic data. This data gives important indicators to determine the audience of the programs in order to prepare for the media production. Therefore the data from 1-10 could be indicators for preparing Internet broadcasting programs especially for the Korean Nazarene college students and young adults.

### 1.1 Age

The age group of sample data is presented in table 1.

Table 1. Age

	<i>Frequency</i>	<i>Percent (%)</i>
<b>Total</b>	103	100.0
<b>20-23 years old</b>	46	44.7
<b>24-26 years old</b>	41	39.8
<b>27-29 years old</b>	9	8.7
<b>30 and above years old</b>	6	5.8
<b>No answer</b>	1	1.0
<b>Mean</b>		23.5 years old
1.1. Age		

Among 103 respondents, the two main groups were identified from the data collected. The majority age group of the sample was 20-23 years old with 46 respondents (44.7%), and the second group was 24-26 years old with 41 respondents (39.8%). The average age of the sample respondents was, then, 23.5 years old. These two age groups covered about 84% of the

total sample population. Therefore the data identified the two groups as the main target age groups of the Korean Nazarene Internet broadcasting station.

The data also showed that the older group members, who are older than 26 years old, were not much involved in the group meeting compared to the younger group. The third age group had 9 respondents (8.7 %) and the last age group, at the age of 30 and above (6 respondents 5.8%), was identified as youth pastors who were in charge of the group. Excluding the youth pastors, only 9 members of the sample respondents were between 27 and 29 years old.

## 1.2. Sex

The table-2 indicated the gender ratio of the respondents.

Table 2. Gender

	Number	Percent (%)
<b>Total</b>	103	100.0
<b>Female</b>	53	51.5
<b>Male</b>	50	48.5
1.2. Sex		

Among 103 respondents, the gender proportion of the sample was quite equally divided although female respondents were slightly more than the males. Female respondents were 53 (51.5%) and male respondents were 50 (48.5%), a difference of only 3 respondents (3 %), so not a large gap.



The data showed that the gender of sample respondents was equally balanced and the data contained the conception of both female and male population on Internet broadcasting in Korea.

### 1.3. Membership of Church of the Nazarene

Table 3 indicated the Nazarene membership of the sample respondents. The membership refers only to the official members of the Church of the Nazarene attendances.

Table 3. Nazarene Membership

	<i>Frequency</i>	<i>Percent (%)</i>
<b>Total</b>	103	100.0
<b>Members</b>	100	97.1
<b>None Members</b>	1	1.0
<b>No Answer</b>	2	1.9
1.3. Member of Church of the Nazarene		

This data indicated that most of the respondents were members of the Church of the Nazarene. One hundred (97.1%) out of 103 respondents answered that they are members. Only one respondent was not a member of the Church of the Nazarene and two respondents did not answer the question. The data explained that this research reflected the conception of the members of the Church of the Nazarene in Korea.

#### 1.4. Present Occupation

Table 4 displayed the present occupation of the respondents.

Table 4. Present Occupation

	Frequency	Percent (%)
<b>Total</b>	103	100.0
<b>Student</b>	68	66.0
<b>Office Worker</b>	13	12.6
<b>Pastor</b>	8	7.8
<b>Teacher</b>	7	6.8
<b>Govt. Officer</b>	3	2.9
<b>Others</b>	3	2.9
<b>No Answer</b>	2	1.9
1.4. Present Occupation		

The major occupation of the sample respondents was students. Sixty-eight respondents (66.0%) were students and the remaining (36 respondents (34%), were considered as young adults. In the young adults group, the office workers (13 respondents, 12.6%) were the largest population, then, pastors were the second (8 respondents, 7.8%), teachers were the third (7 respondents, 6.7%), and government officers (5 respondents, 4.9%) were the fourth. There were three other jobs and two respondents who did not answer the question.

These two major groups were the main target group in this research. The two groups, later (table from 15 to 33), were tested with the

crosstabulation test if they had different perspectives on the expectations and gratifications sought.

### 1.5. Place to Live

Table 5 presented the locations where the sample respondents lived. The focus of the test was the environment of the samples whether they live in urban or rural area.

Table 5. Place to Live

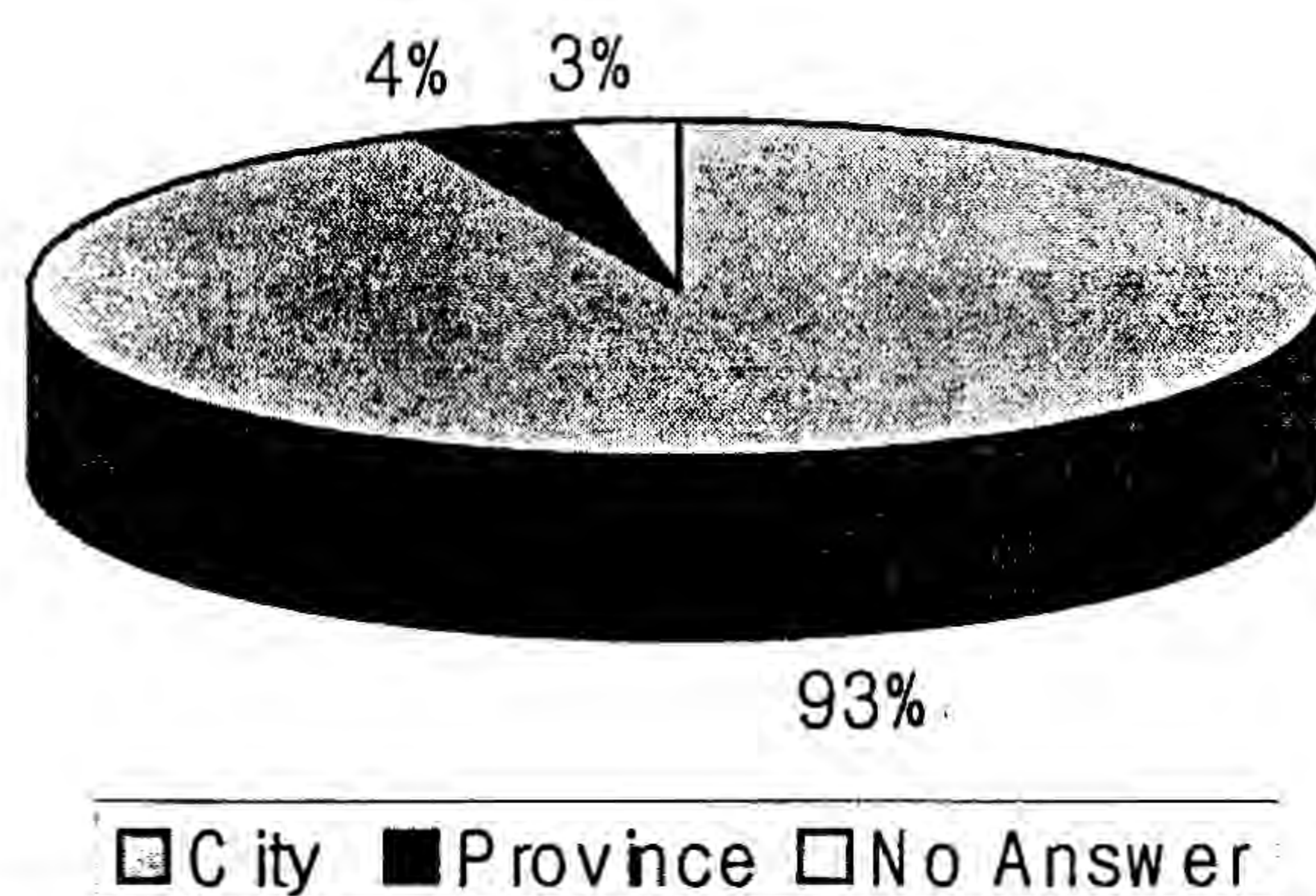
	<i>Frequency</i>	<i>Percent (%)</i>
<b>Total</b>	103	100.0
<b>Chun An City</b>	46	44.7
<b>Seoul City</b>	44	42.7
<b>Other Cities</b>	4	4.0
<b>Kwang Myung City</b>	2	1.9
<b>Kyung Gi Province</b>	2	1.9
<b>Choong Chung South Province</b>	2	1.9
<b>No Answers</b>	3	2.9
1.5. Place to Live		

The result showed that the majority of the sample population live in urban areas. One hundred respondents answered the question and most of respondents lived in cities. Chun An city (46 respondents, 44.7%) was the location where most of the respondents lived. Forty-four respondents (42.7%), then, lived in Seoul city. Two respondents lived in Kwang Myung city and 3 respondents (1.9 %) lived in other cities. Only 4 respondents

(3.8 %) lived in the province. Two of them (1.9 %) were Kyung Gi province and the others (1.9 %) were in Choong Chung South province.

This data determined that more than 90 % of respondents lived in urban area. Therefore the research results reflected the conception of the college and young adults who live in urban area in Korea. The pie chart of figure 5 can show the population of city and province below.

Figure 5. Area of Living



#### 1.6. Length of Time Surfing Internet per Day

The table 6 showed the number of hours of surfing Internet per day. The majority of sample respondents (49 respondents, 47.6%) spent less than 60 minutes (1 hour) per day surfing the Internet. Yet there were still two of the respondents who spent more than 360 minutes (6 hours) per day.

Twenty-five (24.3 %) respondents spent 61-120 minutes (1-2 hours) and 14 respondents (13.6%) spent 121-180 minutes (2-3 hours). Five respondents each (4.9 %) spent 3-4 and 4-5 hours. 3 respondents (2.9%) spent 5-6 hours surfing the Internet per day. In addition, the average time using Internet for the sample respondents was 2 hours and 6 minutes per day.

Table 6. Length of Time Surfing Internet per day

	Frequency	Percent (%)
<b>Total</b>	103	100.0
<b>Less than 60 minutes</b>	49	47.6
<b>61-120 minutes</b>	25	24.3
<b>121-180 minutes</b>	14	13.6
<b>181-240 minutes</b>	5	4.9
<b>241-300 minutes</b>	5	4.9
<b>301-360 minutes</b>	3	2.9
<b>More than 361 minutes</b>	2	2.0
<b>Mean = 123.9/60 = 2 hours 6 minutes</b>		
1.6. Length of time surfing Internet per day		

Regarding their length of Internet use, it was assumed that the longer users (users who use more than 3 hours per day) had a high-speed Internet connection such as DSL, cable Internet and others. It also indicated that the respondents have enough time spent on the Internet to use Internet broadcasting.

## 1.7. Internet Broadcasting Experience

Table 7 explained the experience of Internet broadcasting of the respondents.

Table 7. Internet Broadcasting Experience

Frequency	Percentage	Total
<b>Total</b>		103
<b>Yes</b>	83	80.6
<b>No</b>	20	19.4
1.7. Internet Broadcasting Experience		

Among 103 sample respondents, 83 respondents (80.6%) answered that they have experienced Internet broadcasting. Twenty respondents (19.4 %) have not used Internet broadcasting. The number of Internet broadcasting users is more than three fourths of the total samples. Therefore, the data showed that the sample respondents are familiar with the Internet broadcasting.

According to the data, the questions 1.8, 1.9, 1.10 were answered by those who have experienced Internet broadcasting.

## 1.8. Place to Surf for Internet Broadcasting

Table 8 showed the places that the respondents used Internet broadcasting.

Fifty-three respondents (63.9 %) have experienced Internet broadcasting at home. Thirteen respondents (15.6 %), probably students, used Internet broadcasting at school or the library. Eleven respondents (13.3 %) answered the use of Internet broadcasting at the office, 4 respondents (4.8 %) at church and 2 respondents at Internet cafés.

Table 8. Place to Surf for Internet Broadcasting

	<i>Frequency</i>	<i>Percent (%)</i>
<b>Total</b>	83	100.0
<b>At Home</b>	53	63.9
<b>At School or Library</b>	13	15.7
<b>At Office</b>	11	13.3
<b>At Church</b>	4	4.8
<b>Internet Café</b>	2	2.4
1.8. Place to surf for Internet Broadcasting		

It was interesting that more than half of the respondents (63.9 %), both students and young adult groups, used Internet broadcasting at home. Internet broadcasting normally requires high speed Internet connection due to the need of transferring large audio and video files. If the respondents use Internet broadcasting at home, it is assumed that they have a high-speed Internet connection at home.

The numbers of Internet use at school or the library and at the office are also important findings for media production. According to the table 4,

60 students and 43 young adults were identified. In this case, if 53 respondents (63.9 %) use Internet broadcasting at home, then, there are still 24 respondents who use it at work. In conclusion, home was the main place for them to use Internet broadcasting but the working place is the other consideration for the production planning.

### 1.9. Length of Time Surfing Internet Broadcasting per Day

Table 9 showed the length of time listening to or viewing Internet broadcasting per day.

Table 9. Length of Time Surfing Internet Broadcasting per Day

	<i>Frequency</i>	<i>Percent (%)</i>
<b>Total</b>	<b>83</b>	<b>100.0</b>
<b>Less than 30 minutes</b>	<b>16</b>	<b>19.3</b>
<b>31-60 minutes</b>	<b>36</b>	<b>43.4</b>
<b>61-90 minutes</b>	<b>9</b>	<b>10.8</b>
<b>91-120 minutes</b>	<b>9</b>	<b>10.8</b>
<b>More than 121 minutes</b>	<b>2</b>	<b>2.4</b>
<b>No Answers</b>	<b>11</b>	<b>13.3</b>
<b>Mean = 56.7 minutes</b>		
1.9. Length of time surfing Internet broadcasting per day		

Seventy-two out of 103 of all respondents have experienced Internet broadcasting. Regarding 20 respondents who have not experienced Internet broadcasting, there were still 11 respondents who did not answer the



question. It is relatively large numbers compare to the total samples. It needs to be investigated to determine the reasons. The researcher assumed that they do not regularly use Internet broadcasting to answer the Internet broadcasting per day.

With the average of 56.7 minutes of using Internet broadcasting, the majority group of 36 respondents (43.4 %) answered that they have used Internet broadcasting for 31-60 minutes. The second majority group was 16 respondents (19.3 %) of using less than 30 minutes. Yet 18 respondents (21.6 %) used Internet broadcasting for 60 – 120 minutes (1-2 hours) and 2 respondents (2.4 %) answered to use Internet broadcasting more than 2 hours per day. The two major groups were more than two thirds of the sample and were considered as the main target group of the Nazarene Internet broadcasting.

#### 1.10. Period of Experiencing Internet Broadcasting

Table 10 explained how long the respondents have used Internet broadcasting.

Table 10. Period of Experiencing Internet Broadcasting

	<i>Frequency</i>	<i>Percent (%)</i>
<b>Total</b>	83	100.0
<b>Less than 6 months</b>	26	31.3
<b>6-12 months</b>	13	15.7
<b>13-24 months</b>	17	20.5
<b>25-36 months</b>	16	19.3
<b>More than 37 months</b>	11	13.3
<b>Mean = 17.9 months</b>		
1.10. Period of experiencing Internet broadcasting		

The majority group of respondents (26 respondents, 31.3 %) have used Internet broadcasting for less than 6 months. The second majority group (17 respondents, 20.5 %) was for 1-2 years (13-24 months). The third group (16 respondents, 19.5%) was those who have used it for 2-3 years (25- 26 months). Eleven respondents (13.3 %) have used Internet broadcasting for more than 3 years (37 months).

Table 11. Comparing the Period of Experiencing Internet Broadcasting Use by Years

	<i>Choi, Yong Sang (2001)</i>	<i>Choi, Young Eun (2002)</i>	<i>The researcher (2003)</i>
<b>1- 12 months</b>	60.6	49	47
<b>13- 24 months</b>	34	28.5	20.5
<b>25- 36 months</b>	4.2		19.3
<b>More than 37 months</b>	0.8		13.3

(Scores indicates %)

Compared to the previous research on the same question, the period of Internet broadcasting use has been longer with each preceding years. Choi, Yong Sang in 2001 reported that the users who have used Internet broadcasting less than 6 months were 60.6 %, then, 34.3% (1-2 years), 4.2% (2-3 years), 0.8% (3-4 years).<sup>95</sup> Choi, Sung Eun in 2002 also presented that the group of less than 1 year was 49%, the group of 1- 2 years was 28.5%.<sup>96</sup>

From table 11, a few evaluations can be concluded. First, the numbers of new Internet broadcasting users have been constantly growing with 47 % of sample population this year. This result implied that the users of Internet broadcasting are increasing each year. Second, comparing the numbers of 2003 to 2001, the number of experienced Internet broadcasting users (25 months and above) was also relatively increased from 4.2 to 19.3 (2-3 years), and 0.8 % to 13.3 % (more than 37 months of users). The data also was saying that the number of Internet broadcasting users has constantly increased and the range of users has enlarged. It was positive a phenomenon in terms of the growing present and the potential populations of Internet broadcasting users.

---

<sup>95</sup> Sung Eun Choi, “인터넷과 기존 매체 이용의 상호 관계에 관한 연구 (Exploring the Relationship Between the Traditional Media Use and the Internet Use),” (M.A. Thesis, Chun Book University, 2002), 49.

<sup>96</sup> Yong Sang Choi, “인터넷 방송의 이용과 충족에 관한 연구 (A Study of Uses and Gratifications of the Internet Broadcasting),” 40.

## 2. What Expectations or Gratifications Sought Do They Have before They Connect to “Listen to” or “Watch” Internet Broadcasting?

In order to test problem 1, 18 Internet broadcasting attributes were proposed to the respondents based on the previous research. The respondents chose from 1-5 scales indicating from strongly disagree to strongly agree. The table 12 was presented for the result of the test.

In general, the mean score of the attributes does not clearly identify the expectations of the respondents. Not a single attribute did not reach up on the 4 point and above nor 2 point and below. This result needs more investigations for further study. Yet there were several attributes that could be distinguished with the positive and negative expectations. The average of each attributes placed at the right end of the table.

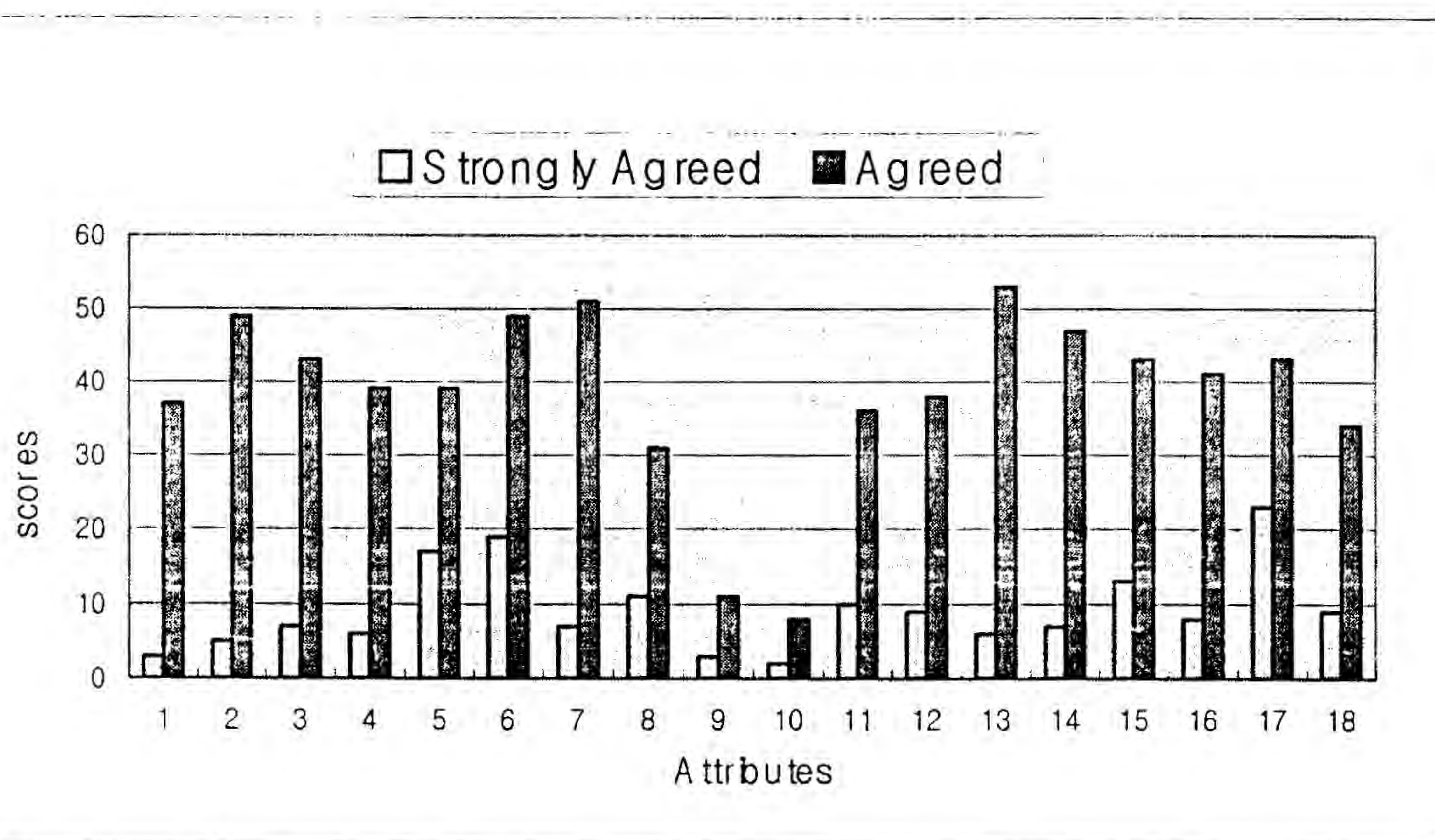
Respondents agreed to the attribute 17 (It will provide me praise and worship music or concerts) as a high expectation with an average 3.9 and 6 (It will provide me useful information) with an average 3.8. The results of high expectation on attribute 17 described that the respondents are interested in music, especially religious content from the Internet broadcasting. The interest of the respondents on attribute 17 also showed that Internet broadcasting was considered as a medium to find information. These two factors were considered as important in the production of programs for Internet broadcasting.

Table 12. Gratifications Sought before Using Internet Broadcasting

	Strongly Agree	Agree	Not Decided	Disagree	Strongly Disagree	Not Answered	Mean
<b>Total</b>							103
1. It will provide me things for fun.	3	37	44	15	3	1	3.2
2. It will provide me various contents.	5	49	39	8	1	1	3.5
3. It will be different from traditional broadcasting programs.	7	43	38	11	4	0	3.4
4. It will provide me refreshment.	6	39	44	10	3	1	3.3
5. It will be filled with indigenous Internet broadcasting programs.	17	39	30	14	3	0	3.5
6. It will provide me useful information.	19	49	28	6	1	0	3.8
7. It will entertain me.	7	51	39	5	0	1	3.6
8. It will be good for killing time.	11	31	32	20	5	4	3.2
9. It will fulfill sexual curiosity.	3	11	34	30	21	4	2.4
10. It will make me released from complicated problems.	2	8	41	29	19	4	2.4
11. It will be useful for academic research.	10	36	41	10	1	5	3.4
12. It will be good for relaxation.	9	38	43	8	0	5	3.5
13. It will provide me useful religious information.	6	53	36	3	1	4	3.6
14. It will provide me down loadable religious contents.	7	47	37	6	1	5	3.5
15. It will provide me famous pastors' sermons.	13	43	37	3	2	5	3.6
16. It will provide me contents for daily devotions.	8	41	41	8	1	4	3.5
17. It will provide me praise and worship music or concerts.	23	43	27	4	0	6	3.9
18. It will provide me a chance to have pastoral counseling.	9	34	38	14	3	5	3.3
2. What expectations or gratifications sought do you have (Internet broadcasting users) or expect to have (non Internet broadcasting users) before they connect to the Internet broadcasting?							

For better understanding of table 12, the top box scores were provided. This top box was only presented the two both strongly agree and agree scores.

Figure 6. Top Box Scores for the Expectations Before Internet Broadcasting Use



The second interesting result was the expectations for the religious attributes. Attributes from 13-18 were religious ones. Respondents were expected highly to all the religious attributes with different degrees except 18 (It will provide me a chance to have pastoral counseling). Without attribute 17 which was mentioned, attribute 13 (It will provide me useful religious information), and 15 (It will provide me famous pastors sermons) were agreed with the mean of 3.6. The rest of others, attribute 14 (It will provide me downloadable religious content) and 16 (It will provide me content for daily devotions), had averages of 3.5 which was not strongly indicative of their favors. The only attribute 18 (It will provide me a chance

to have pastoral counseling) was not expected from Internet broadcasting. From the result of the religious attributes, the Internet broadcasting producers needed to consider those attributes, information, pastors' sermon, and praise and worship, for the strategies of the program.

This general Internet broadcasting attributes, like Attributes 7 (it will entertain me), was also agreed as positive side with average of 3.6. Attributes 2 (It will provide me various contents), and 5 (It will be filled with indigenous Internet broadcasting programs) were also considered as agreed. These attributes showed that the respondents were interested in indigenous and distinctive Internet broadcasting programs which met the entertainment factor.

The respondents did not agree with the attributes 9 (It will fulfill sexual curiosity, and 10 (It will make me released from complicated problems). The result meant that the respondents did not consider the use of Internet broadcasting for the purpose of tools to find sexual information and content and avoid present situation.

The factor analysis method was utilized to find out what kinds of motives were involved in the expectations and gratifications sought of the respondents. Table 13 showed the result of the factor analysis.

Table 13. Factor Analysis for Expectations and Gratifications Sought

Component		
Factors	Attributes	Scores
1. Diverse Programming	18. It will provide me a chance to have pastoral counseling.	0.703
	5. It will be filled with indigenous Internet broadcasting programs.	0.675
	3. It will be different from traditional broadcasting programs.	0.647
	15. It will provide me famous pastors' sermons.	0.626
	6. It will provide me useful information.	0.618
	13. It will provide me useful religious information.	0.596
	16. It will provide me contents for daily devotions.	0.589
	4. It will provide me refreshment.	0.565
	14. It will provide me down loadable religious contents.	0.541
	7. It will entertain me.	0.513
	2. It will provide me various contents.	0.481
2. Fun	17. It will provide me praise and worship music or concerts.	0.451
	1. It will provide me things for fun.	0.582
3. Helps complicated problem	8. It will be good for killing time.	0.56
	9. It will fulfill sexual curiosity.	0.748
4. Relaxing	10. It will make me released from complicated problems.	0.538
	12. It will be good for relaxation.	0.576
5. Academic	11. It will provide me useful academic research.	0.739
2. What expectations or gratifications sought do you have (Internet broadcasting users) or expect to have (non Internet broadcasting users) before they connect to the Internet broadcasting?		

The five factors such as diverse programming, fun, helps complicated problem, relaxing, academic, were found in the factor analysis test of the expectations and gratifications sought. These five factors explained the expectations of the sample respondents in Internet broadcasting program.

It was also interesting that the religious factors were not identified but included in the first factor that was diverse programming. The fact meant that the respondents considered religious attributes as just one of the content not distinguished as "religious" ones. This finding was considered as an important factor for religious media producers. The diverse content factors were prior to the religious content factors.



Comparing factors of the respondents on the Internet broadcasting were presented table 14.

Table 14. Comparing Factors between Religious and Secular Group

	<i>Choi, Yong Sang (2001)</i>	<i>The researcher (2003)</i>
<b>Factor 1.</b>	Habits/Killing time	Diverse program
<b>Factor 2.</b>	Entertain/change feeling	Fun
<b>Factor 3.</b>	Information/academic	Helps complicated problem
<b>Factor 4.</b>	Avoiding present situation	Relaxing
<b>Factor 5.</b>	Distinctive/indigenous program	Academic

Choi, Yong Sang had researched the expectation factors to the college students in 2001. In his research, five factors were 1. Habit/ killing time, 2. Entertain/ change feeling, 3. Information/ academic, 4. Avoiding present situation, and 5. Distinctive/ indigenous program.<sup>97</sup>

These factors had similarities and differences from the religious factors from the researcher. In Choi's research, the college students had emphasis on habit and killing time factors on using Internet broadcasting.<sup>98</sup>

But in the Nazarene college and young adults group, considered as religious

<sup>97</sup> Yong Sang Choi, "인터넷 방송의 이용과 충족에 관한 연구 [A Study of Uses and Gratifications of the Internet Broadcasting]," (M.A Thesis, Hankuk University of Foreign Studies, 2001), 48.

<sup>98</sup> Yong Sang Choi, "인터넷 방송의 이용과 충족에 관한 연구 [A Study of Uses and Gratifications of the Internet Broadcasting]," (M.A Thesis, Hankuk University of Foreign Studies, 2001), 48-49.

group, the diverse programs factor was strong with entertainment and with fun factor. From the comparison, it can be concluded that the expectations of Internet broadcasting in religious youth was more focused on diverse and indigenous Internet programs which provided both fun and information while secular youth had more expectations on for habits and killing time.

The last test on the problem one was crosstabulation of students and young adults. The data consists of the top scores of the strongly agree and agree. As previously explained, the expectation and gratification sought attributes did not clearly indicate their favors. The researcher, then, tried to see the different perspectives of college student and young adult groups.

Table 15. Crosstabulation: Provide Useful Religious Information

	1	2	3	4	5	Total
<b>Total</b>	1	3	36	53	6	99
<b>College students</b>	0	1	17	23	2	43
<b>Young adults</b>	1	2	19	30	4	56
2.13. It will provide me useful religious information.						

The crosstabulation table presented below did also not show the different perspectives on the problem. Attribute 13 (It will provide me useful religious information) of young adults reached the score of 30 that were the minimal score to distinguish the different perspectives on the attribute. Therefore the result of the crosstabulation test has no statistically significant difference between the gratifications sought by students and

young adults.

It was assumed that the youth pastors had a favor on the attribute for their vocational characters. Therefore the distinctive perspectives of the college group and young adults group were not indicated but the same in their expectation. The tables from 15 to 32 indicated each crosstabulation of the attributes. Rest crosstabulation test results were placed at Appendix 5-A to S.

### 3. What are the Preferences in the Internet Broadcasting Stations?

Seventeen different Internet broadcasting stations were tested to see what were the preferences of the respondent group based on the previous research. The researcher intended to provide more freedom to choose three items without order to see the overall preferences of their Internet broadcasting stations. Table 33 showed the preferences of Internet broadcasting of respondents.

In the data, the respondents had their preferences on the top three, music (51 respondents 23%), religion (34 respondents 15.4 %), and movie (24 respondents 10.9 %) stations. Assuming from the problem 2 indicating that the attribute 18 (the praise and worship music) was the most high-expected attribute, it was natural that the music was the most preferred station in the Internet broadcasting.

Table 16. Preferences of Internet Broadcasting

	Count	Percent (%)
<b>Total</b>	221	100.0
<b>Music</b>	51	23.1
<b>Religion</b>	34	15.4
<b>Movie</b>	24	10.9
<b>Education</b>	19	8.6
<b>Games</b>	18	8.1
<b>Sports</b>	17	7.7
<b>Soap Opera</b>	14	6.3
<b>Culture/ Art</b>	9	4.1
<b>News</b>	8	3.6
<b>Travel</b>	7	3.2
<b>Fashion</b>	6	2.7
<b>Home Shopping</b>	5	2.3
<b>Others</b>	3	1.4
<b>Comics</b>	3	1.4
<b>Stock</b>	2	0.9
<b>Events</b>	1	0.5
<b>Theatre</b>	0	0.0

3. What are your preferences and use of Internet broadcasting stations?

The religious station (34, 15.4 %) was also highly preferred among the religious youth group. It was a very much positive aspect that the youth in the religious group had a preference on the religious programs. It can be inferred that Nazarene Internet broadcasting has present and potential audience from the group.

It was also interesting that the three most preferred Internet broadcasting stations were the attribute of entertainment rather than information. The education site was the fourth station with 19 respondents

(8.6%) but others were far behind on the top list.

It was concluded that the college and young adults in the Church of the Nazarene in Korea preferred the Internet broadcasting stations which provided entertainment with music and movie as well as religion. Therefore, the religious Internet broadcasting stations focused on those groups need to fulfill those preferences.

Choi, Yong Sang researched on the preferences of the secular college student group. The table 35 showed the comparing preferences between Choi's group and the one of researcher.

This data showed the similarities and differences between the two groups. The two groups had similarities in the music (religious group 23.1 %, secular group 23.9 %), and movie (religious group 10.9 %, secular group 19.1 %) stations in their preferences for Internet broadcasting stations. Yet it was different from the religious group preference of religion (15.4%) and secular group preference of soap opera (12.1 %).

Table 17. Comparing Preferences of Internet Broadcasting Stations between  
Secular and Religious Group

	Religious group	Choi, Yong Sang's Secular group
<b>Total</b>	100.0	100.0
<b>Music</b>	23.1	(1) 23.8
<b>Religion</b>	15.4	0.7
<b>Movie</b>	10.9	(2) 19.1
<b>Education</b>	8.6	1.3
<b>Games</b>	8.1	4.4
<b>Sports</b>	7.7	5.2
<b>Soap Opera</b>	6.3	(3) 12.1
<b>Culture/ Art</b>	4.1	5.2
<b>News</b>	3.6	3.2
<b>Travel</b>	3.2	Documentary (1.5)
<b>Fashion</b>	2.7	3.2
<b>Home Shopping</b>	2.3	2.0
<b>Others</b>	1.4	Medical (0,1)
<b>Comics</b>	1.4	7.0
<b>Stock</b>	0.9	0.5
<b>Events</b>	0.5	0.8
<b>Theatre</b>	0.0	Adults (7,1)
3. What are your preferences and use of Internet broadcasting stations between religious and secular group?		

(Score indicates %)

The data explained that the religious group had strong preference on the religious program. The fact was also clear that the religious youth have different preferences from the secular college students. For instance, the religious group preferred religious stations rather than soap opera while the secular group had similar preferences on the music and movie. From these results, it can be inferred that religious Internet broadcasting stations,

focused on youth, needs more emphasis on the developing distinctive religious sites which are filled with music and movies.

#### 4. What are Their Gratifications Obtained after Watching Internet Broadcasting?

In order to test problem three, the attributes from problem one were given to the respondents to compare the gratifications sought and obtained. Five scales were given from strongly agree to strongly disagree as 5 – 1. Table 36 was the result of the problem.

Among the 18 attributes, only four attributes (6, 7, 13, 17) have met the gratifications obtained with the different levels. Yet the average score was not high compared to the expectations and gratifications obtained scores. In general, the expectations were not accomplished from the Internet broadcasting use.

In the religious attributes from 13 to 18, only two attributes reached up to the point 3.5. Attribute 17 (It provided me praise and worship music or concerts) was the highest point of all with 3.9. It was proven that the music attribute was also highly expected and gratified. Attribute 13 (It provided me useful religious information) was also agreed with the mean of 3.6. Since the divers program was the first factor of the expectations and gratifications sought in Internet broadcasting, the sample respondents were gratified with

the information factor in Internet broadcasting. Those two attributes were religious ones.

Table 18. Gratifications obtained Using Internet Broadcasting

Gratifications obtained Using Internet Broadcasting							
<b>Total</b>							<b>83</b>
1. It provided me things for fun.	4	27	39	13	0	20	3.3
2. It provided me various contents.	5	36	31	10	0	21	3.4
3. It was be different traditional broadcasting programs.	3	27	40	7	5	21	3.2
4. It provided me refreshment.	3	31	38	10	1	20	3.3
5. It was filled with indigenous Internet broadcasting programs.	5	38	27	12	0	21	3.4
6. It provided me useful information.	6	36	36	4	0	21	3.5
7. It entertained me.	4	39	36	4	0	20	3.5
8. It was good for killing time.	9	24	39	10	1	20	3.4
9. It fulfilled sexual curiosity.	4	5	24	24	24	22	2.3
10. It made me released from complicated problems.	1	9	33	23	15	22	2.5
11. It was useful for academic research.	6	30	33	8	4	22	3.3
12. It was good for relaxation.	5	36	30	9	1	22	3.4
13. It provided me useful religious information.	5	32	22	3	1	40	3.6
14. It provided me down loadable religious contents.	5	26	23	8	1	40	3.4
15. It provided me famous pastors' sermons.	5	24	26	7	1	40	3.4
16. It provided me contents for daily devotions.	4	22	24	10	2	41	3.3
17. It provided me praise and worship music or concerts.	13	35	11	4	1	39	3.9
18. It provided me a chance to have pastoral counseling.	4	21	20	12	6	40	3.1
3. What are their gratifications after watching Internet broadcasting?							

In general, attributes toward Internet broadcasting from 1-12, two attributes (6,7) also met the agreed level of 3.5. Attribute 6 (It provided me useful information) and attribute 7 (It entertained me) were reached up the



mean of 3.5 levels. These attributes told also that the information and fun factors were gratified. From the data findings regarding Internet broadcasting gratification obtained, the respondents were gratified with those factors of entertainment from religious music and the information with religious contents.

For the better understanding of table 36, the top box chart was provided below. The top box chart showed the scores of strongly agree and agree.

Figure 7. Top Box Scores for the Gratifications Obtained after Internet Broadcasting Use

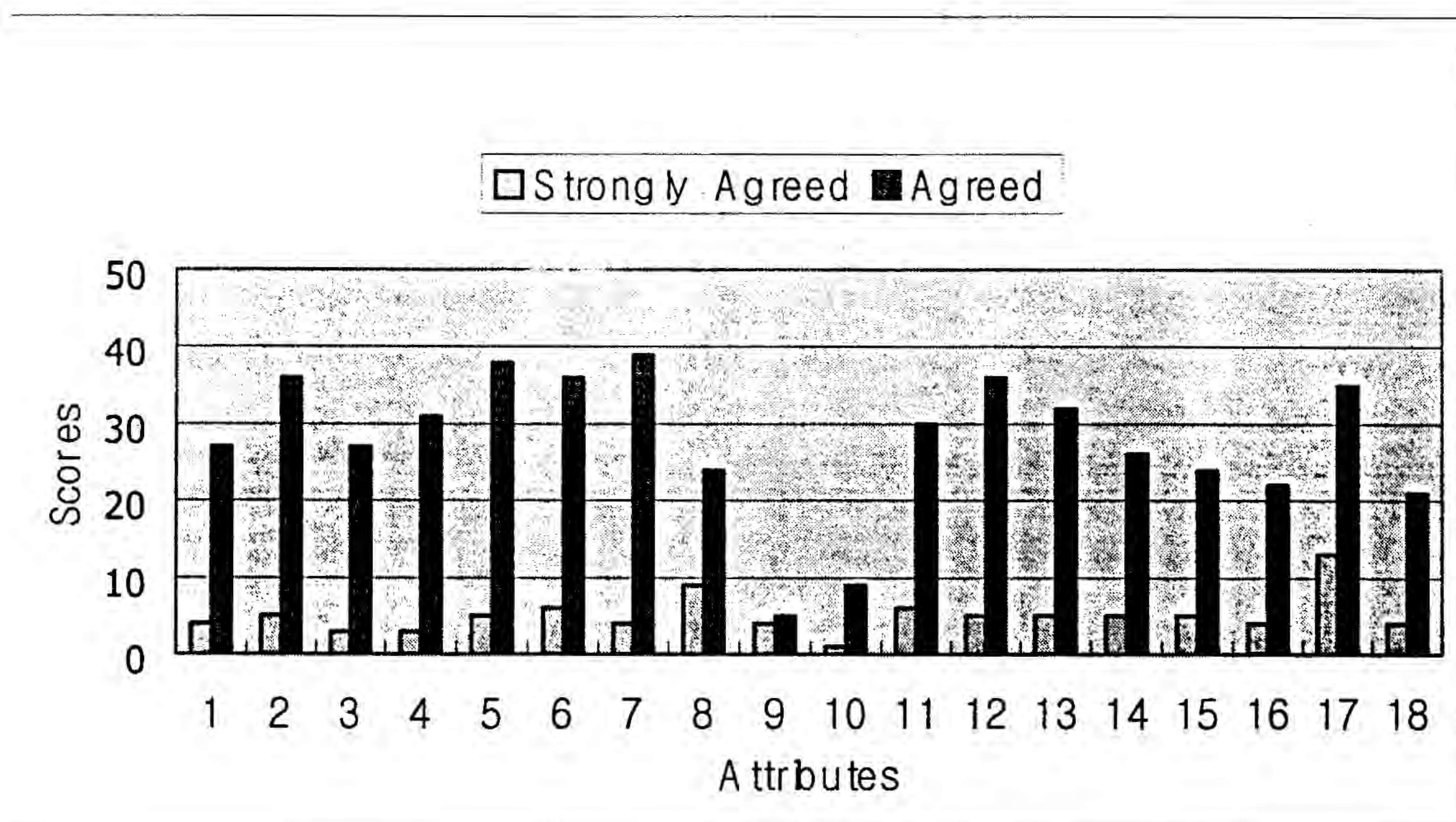


Table 37 presented a comparison of the conceptions of respondents regarding the gratification sought and obtained. The scores of the box provided from the sum of scores of agree and strongly agree of the two problems 1 and 3. For the precise comparison, only the 83 respondents who have experienced Internet broadcasting were computed.

Table 19. Comparing Gratifications Sought and Obtained

1	40	31	-9
2	54	41	-13
3	50	30	-20
4	45	34	-11
5	56	43	-13
6	68	42	-26
7	58	43	-15
8	42	33	-9
9	14	9	-5
10	10	10	0
11	46	36	-10
12	47	41	-6
13	59	37	-22
14	54	31	-23
15	56	29	-27
16	49	26	-23
17	66	48	-18
18	43	25	-18

(Scores)

It was interesting that all 18 attributes were not satisfied from the expectations except attribute 8 (good for killing time). Attribute 13 (providing famous pastors sermons) was the most unfulfilled expectation (-

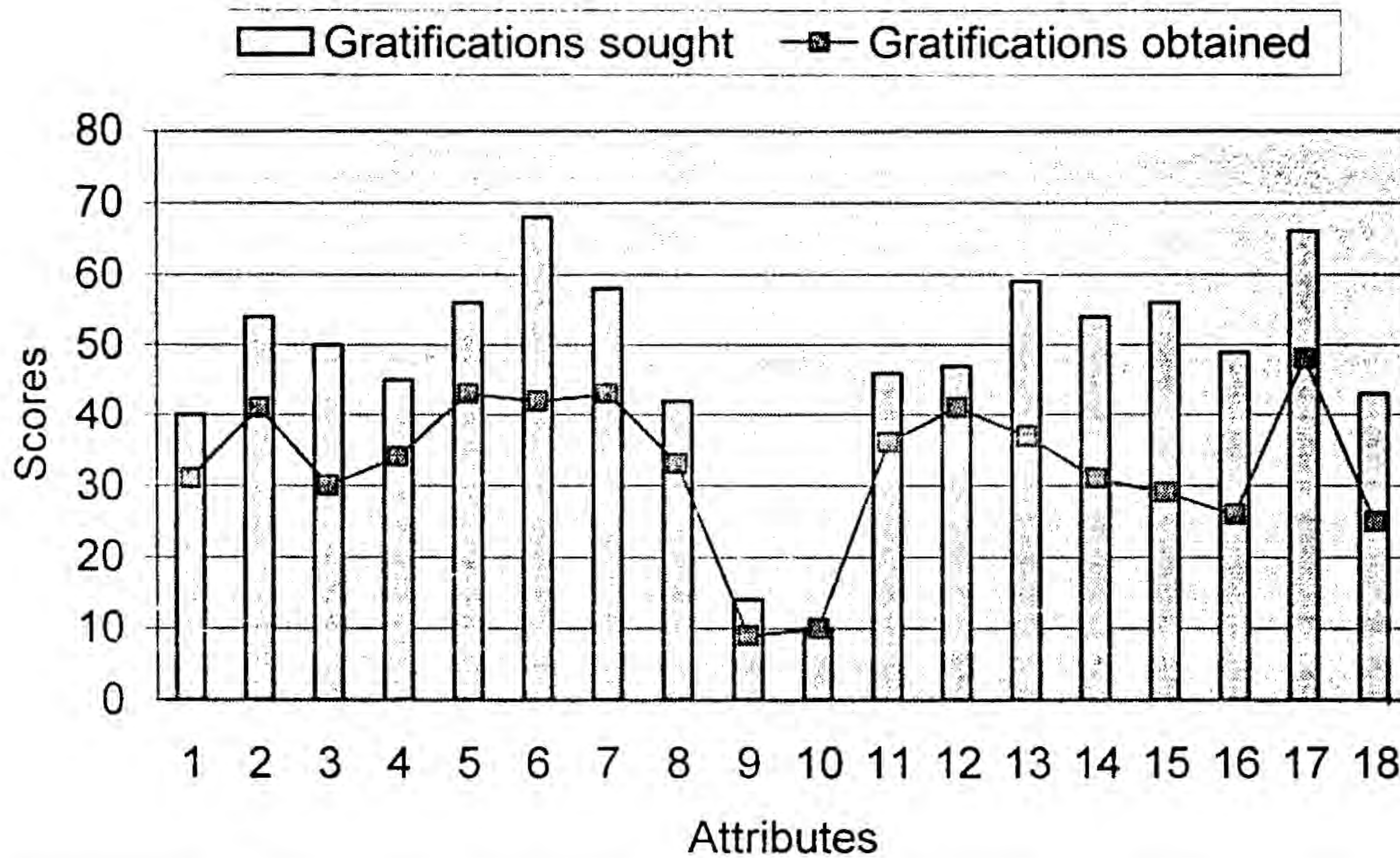
27), and attribute 6 (providing useful information) was also negatively high in the scores (-26).

Religious attributes also were not gratified from the expectations of respondents. Attributes 13 (useful religious information), 14 (providing downloadable religious contents), and 16 (providing contents for daily devotions) were lower than negative 20 which were indications of distinction. It was assumed that the respondents in the religious group had high expectations but the use of Internet broadcasting did not meet the expectations.

In general attributes, the respondents were also not satisfied with the attribute 3 (different from traditional media, -20). In the previous research the Internet broadcasting was considered as a new mass media. Yet the gratifications after using Internet broadcasting as different media from traditional one did not meet the expectations.

In order to compare to the two differences between gratifications sought and obtained, figure 7 was provided with the bar graph. The bar shows the top box scores of gratifications sought and the linear graph shows the top box scores of gratifications obtained.

Figure 7. Comparing Gratifications Sought and Obtained



The graph clearly showed that the gratifications sought were not fulfilled with the gratifications obtained. The data reflected that Internet broadcasting does not fulfill the expectations and gratifications sought. The expectations of the respondents were high but the gratifications were lower than expectations.

The result is significant to see the conception on the present Internet broadcasting although there are a few reasons for the result unclear conceptions. The respondents have negative conceptions on the Internet broadcastings in terms of the expectations and gratifications on the media use. That means the present Internet broadcasting does not meet the need of audiences especially religious groups such as Nazarene college and

young adults.

From the data presented, analyzed, and evaluated, the researcher can conclude testing the null hypothesis. Chapter 5 will be provided to summarize, conclude, and make recommendation for the conception of the audience based on the research findings.

## CHAPTER FIVE

### Summary, Conclusion, and Recommendation

#### Summary

#### 1. What are their Demographic and Environmental Data of Sample Respondents?

##### 1) Age

Average age of respondents was 23.5 years old. The age group of 20-23 was the largest group with 46 respondents (44.7%). The second group was the ages between 24-26 years old with 41 respondents. These two groups are the main targets of the Internet broadcasting programs.

##### 2) Gender

The gender of respondents was quite equally divided. 53 (51.4 %) were female and 50 (48.5 %) were male respondents. Therefore the result of the test can tell the balanced perception of Korean Nazarene college and young adults in terms of gender.

##### 3) Nazarene Membership

Most of respondents had membership in the Church of the Nazarene. One hundred respondents (97.1 %) out of 103 answered that they were member of the Church of the Nazarene in Korea. Only 1 respondent was not a member and two respondents did not answer the question.

##### 4) Occupation

The main occupation of the respondents was student and rest of the occupations represented various jobs among the young adults group. Sixty respondents (66 %) were students and that was more than half of the total respondents. The young adult group had various occupations such as office workers (13 respondents, 12.6 %), and pastors (8 respondents, 7.8 %), and others.

This research intended to find out the conception of the college and young adults group in Internet broadcasting. Occupations of the respondents also indicated the sample population of college group was 66 % and young adults was 34 %. College student group was slightly larger than young adults.

#### 5) Area of Living

Most respondents lived in urban area. Chun An city (46 respondents 44.7 %) was the largest population in the survey and Seoul was the second (44 respondents 42.7%). A few other cities were indicated with small numbers (6 respondents 5.9 %) only 4 respondents (3.8 %) lived in the province. From the result, the survey contains the concept of urban dwellers about Internet broadcasting which is the general population of Internet broadcasting.

#### 6) Length of Time Surfing Internet per Day

All the respondents have used Internet with the average 2 hours and 6 minutes. The majority of users spent less than 1 hour (49 respondents,

47.6 %) but there were still respondents (52.4 %) who spent more than 1 hour. 25 respondents (24.3 %) spent between 1-2 hours, 14 respondents (13.6 %) spent 2-3 hours, and the rest (15 respondents, 13.9 %) spent more than 3 hours. General Internet use was generally longer than Internet broadcasting use.

#### 7) Internet broadcasting Experience

Among the Internet users, 83 respondents (80.6 %) answered that they have experienced Internet broadcasting. The rest of 20 respondents (19.4 %) answered they had not. The number of Internet broadcasting users exceeds non-users and the results can tell the concept of the Internet users.

#### 8) Place to Surf for Internet Broadcasting

More than half of Internet broadcasting users surfs for the programs at home (53 respondents, 63.9 %). Some college students used Internet broadcasting at school (13 respondents, 15.7 %) while young adults spent time with Internet broadcasting at office (11 respondents, 13.3%).

The finding showed that Internet broadcasting was mostly surfed at home but the working places such as office and school where computers were connected to the Internet also possible places to surf for Internet broadcasting.

#### 9) Length of Time Surfing Internet Broadcasting per Day

Generally speaking the length of Internet broadcasting use was



shorter than Internet use with the average of 56.7 minutes. It was less than half compared to Internet use (2 hours and 6 minutes). Most of respondents (52 respondents, 62.7 %) spent less than 1 hour in Internet broadcasting although majority users were 31- 60 minutes (36 respondents, 43.4 %). Eighteen respondents (21.6 %) spent 1 to 2 hours surfing Internet broadcasting and there were 2 respondents answered to use Internet broadcasting more than 2 hours.

#### 10) Period of Experiencing Internet Broadcasting

The majority of Internet broadcasting users had only begun to experiment with Internet broadcasting for less than 6 months (26 respondents, 31.3 %) which was relatively recent and not most were very not much acquainted with Internet broadcasting. 13 respondents (15.7 %) answered the period of 6 to 12 months.

Yet, the populations who have been using Internet broadcasting for more than one year has grown up compared to the previous research. 20.5 % (17 respondents) answered to have used Internet broadcasting between 13-24 months which was far more than the population of Choi's research (4.2 %) on 2001. The number of users, who experienced Internet broadcasting more than four years, was also showed the difference. 13.3 % (11 respondents) were found in the research while only 0.8 % of population was found in 2001. This data can tell that the population of Internet

broadcasting has continually increased.

## 2. What Expectations or Gratifications Sought do They Have before They Connect to “Listen to” or “Watch” Internet Broadcasting?

The respondents had various expectations and gratifications sought before they use Internet broadcasting. They agreed to have expectations on information and praise and worship music. Entertainment factor was expected in Internet broadcasting with distinctive diverse programs. They, also, disagreed to fulfill sexual curiosity and avoid complicated problems from the present situation.

Due to the religious background, the respondents generally agreed to have expectations on the religious content except pastoral counseling. Praise and worship music and concerts were expected and religious information and content, such as sermons and devotions, were also expected. The respondents expected devotions not counseling.

Five factors were drawn from the expectations of Internet broadcasting programs from the respondents. These are important factors to produce programs for the target population. The respondents expected 1. Diverse programs, 2. Fun, 3. Helps complicated problems, 4. Relaxing, 5. Academic factors in Internet broadcasting. Religious content also included in the diverse programs and distinctive, indigenous Internet programs have to be developed from the expectations of the audience. The entertainment

factors were also considered as important element for fun, relax, as well as free from complicated problems. Research for information factor was expected in Internet broadcasting.

The respondents who are religious had similarities and difference from secular college students. Comparing Choi's research, the secular group expected the habits and entertainment factors highly whereas diverse and fun factors were considered as important expectations from religious group. Therefore, religious group uses Internet broadcasting for diverse programs while secular group uses it for habits and killing time but both groups consider entertainment factor important. In addition, there was not a distinctive different perspective on Internet broadcasting between college and young adults in the survey.

### 3. What are Their Preferences in the Internet Broadcasting Station?

The survey indicated that the respondents had preferences in Internet broadcasting station. Music stations were the most preferred stations (23.1 %) and religious (15.4 %), movie (10.9 %) sites were also chosen for their preferences. Comparing the result from the secular group of college students, music and movie were the same preferences. Yet religious stations were one of the lowest stations (0.7 %) in the secular group while they were the second most preferred stations (15.4 %) in the religious group.

#### 4. What are Their Gratifications Obtained after Using Internet Broadcasting Compared to the Problem 1?

Only 4 attributes among 18 were agreed to fulfill the gratifications of the respondents in Internet broadcasting. The numbers were fewer than the agreeing numbers of attributes on the expectations. It indicated generally that the present Internet broadcasting experience does not fulfill their expectations. Respondents were only gratified with entertainment and information factors both in religious and general Internet broadcasting programs. Praise and worship that was considered as entertainment factor was agreed and information both religious and general factor also considered needing the expectations.

It was interesting that the respondents did not claim to fulfill the gratifications in the three religious factors (14. It provided me down loadable religious contents, 15. It provided me famous pastors' sermons, 16. It provided me content for daily devotions). It can be interpreted that the respondents were not satisfied with those three the religious factors. In the preparation of the religious Internet broadcasting programs, those three factors will be important factors to consider their gratifications. Therefore, the gratifications obtained after using Internet broadcasting programs were negative and it was not satisfied with the gratifications sought.

## Conclusions

Based on the findings of this study, the conclusions are presented below

1. What are their Demographic and Environmental Data of Sample Respondents?

The target audience of Nazarene Internet broadcasting programs is those who are between 20-26 years old, who are equally balanced gender, who are members of the Nazarene Church in Korea, who live in urban areas, who are using Internet for 2 hours and 6 minutes per day in average, who have experienced Internet broadcasting, who are using Internet broadcasting at home, who are using Internet broadcasting for 56.7 minutes per day in average, who have experienced Internet broadcasting for 17.9 months.

2. What Expectations or Gratifications Sought do They Have before They Connect to "Listen to" or "Watch" Internet Broadcasting?

The null hypothesis is rejected. The respondents have expectations or gratifications sought before using Internet broadcasting.

3. What are Their Preferences in the Internet Broadcasting Station?

The null hypothesis is rejected. The respondents have preferences in Internet broadcasting stations.

4. What are Their Gratifications Obtained after Using Internet Broadcasting Compared to the Problem 1?

The null hypothesis is rejected. The respondents have their negative gratifications obtained after watching Internet broadcasting compared to the problem 1.

## Recommendations

These recommendations are presented to the Nazarene Internet broadcasting station and Regional Communication Center for the better preparation of the Internet broadcasting program to the target audience of college and young adults between the ages of 20 - 29. All the recommendations were based on the research findings.

1. What are their Demographic and Environmental Data of Sample Respondents?
  - A. The programs for Nazarene Internet TV need to consider to programs which fit into the age level between 20-26.
  - B. The programs should consider the both genders.
  - C. The programs need to be focused on edification and discipleship not on the evangelical purposes.
  - D. The program needs to consider the formats and content on the basis.
  - E. Based on the factors of preference of Internet broadcasting, fun, and information factors were indicated, audiences are trying to surf the Internet to fulfill this need. On this basis, the producers

need to investigate to promote the site to those potential Internet surfers.

- F. The producers do not need to promote the Internet programs but need to be focused on the developing content of the programs.
- G. The producers need to consider that the audiences are using Internet broadcasting mainly at home as well as work places.
- H. The producers need to be conscious about the variety of the program format.
- I. The producers need to investigate the preferences on the Internet programs of the audience.

## 2. What Expectations or Gratifications Sought do They Have before They Connect to “Listen to” or “Watch” Internet Broadcasting?

The producers need to consider the contents focused on entertainment and information. Most of all, the various religious contents are prior to the production.

## 3. What are Their Preferences in the Internet Broadcasting Station?

The programs should contain praise and worship for entertainment as well as content for religious information.

## 4. What are Their Gratifications Obtained after Using Internet Broadcasting Compared to the Problem 1?

The producers need to evaluate the present programs and site and

develop the new program strategy based on the recommendations above. It is important to remember that the audience is the one who actually use the program not the producer.

### Recommendations for Further Study

The two research topics, such as audience study on Christian context, Internet broadcasting are needed to investigate for further study.

1. Audience analysis on mass media communication especially in Christian context.
2. Audience analysis on the Internet broadcasting especially in Christian context.
3. Contents analysis on the Christian Internet broadcasting sites.
4. Effective Christian communication on the media communication.
5. Christian Communication theory.



## BIBLIOGRAPHY

### Foreign Books and Journals

- APNTS. *Asia Pacific Nazarene Theological Seminary Catalogue 1999-2003*. Manila: APNTS, n.d.
- Baehr, Theodore. *Getting the Word Out*. San Francisco: Harper & Row, 1986.
- Claude, Shannon E. and Warren Weaver. *The Mathematical Theory of Communication*. Urbana: University of Illinois Press, 1949.
- Eilers, Franz Josheff. "*Communicating in Community: An Introduction to Social Communication*." 3rd ed. Manila: Logos Publications, Inc., 2002.
- Elliott, Philip. "Uses and Gratifications Research: A Critique and a Sociological Alternative." In *The Uses of Mass Communications: Current Perspectives on Gratifications Research*, ed. Jay G. Blumler and Elihu Katz, 249-268. Beverly Hills, CA: SAGE, 1974.
- Engel, James F. *Contemporary Christian Communication*. Nashville: Thomas Nelson, 1979.
- Ferguson, Douglas, and Elizabeth M. Perse. "The World Wide Web as a Functional Alternative to Television." *Journal of Broadcasting and Electronic Media* 44 (Spring 2000): 155-174.
- Flemming, Douglas. "Asia Pacific Nazarene Theological Seminary Master of Arts in Christian Communication: Draft of Plan for Expanded Services." Manila, Regional Communication Center, 2002. Photocopied.
- Gnanakan, Shri Santosh. "An Audience Survey of High School and PreUniversity Students in Bangalore, India, As a First Step Towards Magazine Production." M.A. Thesis, Asia Pacific Nazarene Theological Seminary, 1996.
- Katz, Elihu, Jay G. Blumler, and Michael Gurevitch. "Utilization of Mass Communication by the Individual." Stockholm: Veriges Radio Audience and Programme Research Department Hulfen, 1973.

Photocopied.

- , "Utilization of Mass Communication by the Individual." In *The Uses of Mass Communications: Current Perspectives on Gratifications Research*, ed. Jay G Blumler and Elihu Katz, 19-34. Beverly Hills, CA: SAGE, 1974.
- Koyama, Kosuke. *Water Buffalo Theology*. 25th anniversary ed. New York: Orbis Books, 1999.
- Kraft, H. Charles. *Communication Theory for Christian Witness*. Nashville: Abingdon Press, 1983.
- Leung, Louis, and Ran Wei. "More Than Just Talk on the Move: Uses and Gratifications of the Cellular Phone." *Journalism and Mass Communication Quarterly* 77 (Summer 2000): 308-320.
- Lowery, Shearon A. and Melvin L. DeFleur, *Milestones in Mass Communication research: Media Effects*, 3<sup>rd</sup> ed. 95. New York: Longman, 1995.
- Rosengren, Karl Erik. "Uses and Gratifications: A Paradigm Outlined." In *The Uses and Mass Communication: Current Perspectives on Gratifications Research*, 270, ed. Jay G. Blumler and Elihu Katz, 269-286. Beverly Hills: SAGE, 1974.
- Massey, Kimberly B. "Analyzing the Uses and Gratifications Concept of Audience Activity with a Qualitative Approach: Media Encounters During the 1989 Loma Prieta Earthquake Disaster." *Journal of Broadcasting and Electronic Media* 39 (Summer 1995): 328-349.
- McQuail, Denis and Sven Windahl. *Communication Models for the Study of Mass Communication*. New York: Longman, 1993.
- Morris, Merrill, and Christine Ogan. "The Internet as Mass Medium." *Journal of Communication* 46 (Winter 1996): 39-50.
- Newhagen, John E., and Sheirizaf Rafaeli. "Why communication Researchers Should Study the Internet: A Dialogue." *Journal of Communication* 46 (Winter 1996): 4-13.
- O'Keefe, Garret J., and Barbara K. Sulanowski. "More Than Just Talk: Uses,

Gratifications, and the Telephone.” *Journalism and Mass Communication Quarterly* 72 (Winter 1995): 922-933.

Papacharissi, Zizi, and Alan M. Robin. “Predictors of Internet Use.” *Journal of Broadcasting and Electronic Media* 44 (Spring 2000): 175-196.

Rosengren, Karl Erik. “Uses and Gratifications: A Paradigm Outlined.” In *The Uses of Mass Communications: Current Perspectives on Gratifications Research*, ed. Jay G. Blumler and Elihu Katz, 269-286. Beverly Hills, CA: SAGE, 1974.

Schroder, Kim Christian. “The Best of Both Worlds? Media Audience Research between Rival Paradigms. In *Rethinking the Media Audience*, ed. Pertti Alasuutari, 38-67. London: SAGE, 1999.

Severon, Wemer Joseph and James W. Tankard, Jr. *Communication Theories: Origins, Methods and Uses in the Mass Media*. 3<sup>rd</sup> ed. New York. Longman, 1992.

Singh, Julian Sundar. “Good Morning India: An Evaluation of an International Short-Wave Radio Programming Strategy.” In *Case Studies in Christian Communication in an Asian Context*, ed. Ross W. James, 175-200. Manila: OMF Literature, 1989.

Sogaard, Viggo. *Research in Church and Mission*. Pasadena, CA: William Carry Library, 1996.

-----, *Media in Church and Mission: Communicating the Gospel*. Pasadena: William Carey Library, 1993.

Soukup, Paul A. “Media and Religion.” *Communication Research Trends* 21 (2002): 2-30.

Sundar, Shyam. “Exploring Receiver’s Criteria for Perception of Print and Online News.” *Journalism and Mass Communication Quarterly* 76 (Summer 1999): 373-386.

Suraki, Yugawa. “한국의 성공에서 보는 IT 입국에의 길 [The Future Development Plan for IT Seen from the Success of Korea].” *Japanese World Weekly*, 14 September 2002. <http://www.marketcast.co.kr> 24 December 2002.

Sylvia Chan-Olmsted M., and Jung Suk Park. "From On-Air Online World: Examining The Content and Structures of Broadcasting TV Stations' Web Sites." *Journalism and Mass Communication Quarterly* 76 (Summer 1999): 373-386.

Webster, James G. "The Audience." *Journal of Broadcasting and Electronic Media* 42 (Spring 1998): 190-207.

#### Korean Books and Journals

Choi, Sung Eun. "인터넷과 기존 매체 이용의 상호 관계에 관한 연구 [Exploring the Relationship Between the Traditional Media Use and the Internet Use]." M.A. Thesis, Chun Book University, 2002.

Choi, Yong Sang. "인터넷 방송의 이용과 충족에 관한 연구 [A Study of Uses and Gratifications of the Internet Broadcasting]." M.A Thesis, Hankuk University of Foreign Studies, 2001.

Choi, Young. "인터넷 방송의 특성과 발전에 관한 연구 [A Study of the Characteristics and the Developmental Strategies of Internet-Based-Broadcasting]." *Korean Journal of Broadcasting* 12 (Spring 1999): 299-334.

-----, "방송과 인터넷의 만남, 전망과 과제 [Broadcast Meets Internet, Perspectives and Problems]." *방송 문화* [Broadcast Culture] 19 (1999): 16-19.

-----, "인터넷 방송의 쟁점과 전망 [The Issues and Perspectives of Internet Broadcasting] *방송 문화* [Broadcasting Culture] 15 June 2000.

-----, "인터넷 방송의 매체적 특성에 관한 연구 [A study on the Internet Broadcasting focused on the Characteristics of Mass Media]." *한국 언론 학보* [Journal of Korean Journalism] 45 (December 2000): 297-348.

-----, "커뮤니케이션 매체로서의 인터넷 이용동기와 사용에 관한 연구: 인터넷 신문과 인터넷 방송을 중심으로 [A Study on the Internet Motivation and Uses as a Communication Medium: Focused on Internet News Paper and Broadcasting]." *Journal of Cybercommunication* 8 (February 2001): 116-154.

- Eun, Hye Jung, Eun Young Na, Chang Yoon Chu, and Eun Yong Jang. *인터넷 시대의 수용자 연구: 수용자 능동성을 중심으로* [A Audience Study of the Internet: Focused on the Audience Activity]. Seoul: Korean Broadcasting Institute, 2001.
- Ha, Jung Pil. “인터넷 방송 이용자의 시청행태 연구: 눈높이 영어 인터넷 방송 사례를 중심으로 [A Study for the Pattern of Internet Broadcasting Users: Based on the Case Study of ‘NoonNoppi (Eye Level)’ English Internet broadcasting].” M.A Thesis, Seo Gang University, 1999.
- Ham, Hyun. “인터넷 방송의 현황 및 특성에 따른 발전 방향에 관한 연구 [A Study on the Strategy of the Future Internet Broadcasting According to the Present Situations and Characters of Internet Broadcasting].” M.A Thesis, Chung Ang University, 2001.
- Han, Kang Jub. “인터넷 방송의 현황과 전망: 미국의 사례와 한국에의 정보통신 측면에서의 시사점 [The Present and Future Perspectives on the Internet Broadcasting: Reflections on the Case of America].” *Journal of Cybercommunication* 6 (2000): 147-225.
- Hur, Kyeong Ho. “매스 커뮤니케이션 연구에서의 추상 수준과 경계조건: 이용과 충족 연구의 충족 개념을 중심으로 [Levels of Boundary Conditions in Mass Communication Research: A Look at the Gratifications Conception of the Uses and Gratifications Perspective].” *방송 연구* [Broadcasting Research] 43 (December 1996): 196-229.
- Kang, Mee Eun. “인터넷과 기존 매체 이용의 상호관계에 관한 연구 [Exploring the Relationship Between the Traditional Media Use and the Internet Use].” *Journal of Broadcasting Research* 49 (Summer 2000): 179-208.
- Kang Yong Eun. “인터넷 방송의 이용과 만족도에 관한 연구 [A Study for Use and Satisfaction of Internet Broadcasting].” M.A. Thesis, Seo Kang University, 2000.
- Kim, Hee Kyung. “대학생들의 인터넷(Internet) 방송 이용 실태에 관한 연구 [A Study on the Use of Internet Broadcasting: Focusing on College Students].” M.A. Thesis, Gyun Kuk University, 1999.
- Kim, Yu Hwa. “인터넷 방송의 충족과 불충족에 관한 연구: 이용 동기 및 부정

적 경험과의 관계를 중심으로 [A Study of Content and Discontent of Internet Broadcasting: Focused on the Motives of Uses and Negative Experiences].” M.A. Thesis, Chun Nam University, 2002.

Kwon, Nam Ho. “멀티 미디어를 통한 복음 사역에 관한 연구: 인터넷 방송과 멀티미디어 사역을 중심으로 [A Studying Evangelical Ministry in Multimedia: Focused on Internet Broadcasting and Multimedia Ministry].” M.A. Thesis, An Yang University, 2000.

Lee, Eun Mee and Dong Hun Lee. “인터넷 방송 콘텐츠 연구: 편성 분석을 중심으로 [A Contents Analysis in Internet Broadcasting: Focused on Formation Analysis].” *Journal of Broadcasting Research* 49 (Summer 2000): 299-330.

Lee, Ki Hyun, Yun Sook Sung, Kyun Soo Kim, and Yoo Eun Kyung. *국내 인터넷 방송 콘텐츠 연구* [Contents Analysis on the National Internet Broadcastings]. Seoul: Korean Broadcasting Institute, 2000.

Lee, Man Jae, Sung Ho Jo, and Moon Sik Cho. *인터넷 방송 현황 및 육성방안 연구* [The Present Situation of Internet Broadcasting and Plan for the Development]. Seoul: Korean Broadcasting Institute, 1998.

Lee, Sang Hee. “인터넷 방송의 특성과 이용자 행태에 관한 연구: 대학생 집단을 중심으로 [A Study on the Characteristics and User Patterns of Internet Broadcasting: Focused on College Students' Group].” M.A. Thesis, Chung Ang University, 2002.

NamGoong, Kyun. “인터넷 방송의 미래 발전 전략 [A Strategy for the Future Internet Broadcasting].” M.A. Thesis, Hanman University, 2000.

Park, Jin Sik. “한국 인터넷 방송의 발전 방안: 수익 모델과 콘텐츠를 중심으로 [Korea Internet Broadcasting development Strategy: Focused on Profit model and Contents].” M.A. Thesis, Hankuk University of Foreign Studies, 2002.

Park, Moon Soo. “사이버 스페이스와 카톨릭 선교: 현황과 전망 [Cyber Space and Catholic Mission: The Present Situation and Prediction for the Future].” *Catholic Social Science Study* 12 (2000): 7-28.

Park, Sung Ho. “차세대 방송 매체로서 인터넷 방송의 의미와 전망 [A Study on the Significance and Prospects of Webcasting as a Next Generation Broadcasting System].” *Journal of Broadcasting*

penetration].” (Seoul). 26 September 2001. <http://stat.nic.or.kr>. 18 September 2002.

Korea Network Information Center. *A Survey on the Number of Internet Users and Internet Behavior in Korea (Summary)*. Seoul: NANIC. <http://stat.nic.or.kr> 19. September 2002.

Kim, Sueng Young. “인터넷 방송국 모두 911개로 조사 [Internet Broadcasting stations are 911 stations].” *Digital Times*, 02 March 2001. <http://www.dt.co.kr>. 25 December 2002.

Kirk, Don. “In Korea, Broadband Is Part of the Culture.” *New York Times*, 31 October 2001. <http://stat.nic.or.kr>. 19 September 2002.

Nielson//NetRatings. <http://stat.nic.or.kr>. 18 September 2002.

Oh, Jae Suk. “한국, 이동 통신, 인터넷 지수 세계 7위<ITU 보고서> [Korea, Mobile, Internet indication 7th in the world].” *Yonhap News* (Seoul), 17 September 2002. <http://news.daum.net/PrintPage/daily/foreign/200209/17/yonhap/v3076516.html>. 18 September 2002.

## Appendix 1. Questionnaire (Korean version)

한국 나사렛 대학, 청년부 인터넷 사용자님께

이 설문지는 한국 나사렛 대학 청년부를 대상으로 하는 인터넷 방송 프로그램의 개발을 위해 시청자의 성향을 조사하기 위함입니다. 여러분의 성실한 답변은 앞으로 제작하게 될 인터넷 방송의 프로그램에 크게 기여할 것입니다. 본 연구자의 의도가 아닌 응답자의 성실하고 솔직한 답변을 해 주십시오. 주님의 축복이 함께하시길 기원합니다. 감사합니다.

**인터넷 방송**이란 인터넷을 통하여 음향이나 영상을 실시간 또는 이미 제작된 형식으로 제공하는 멀티 미디어형 서비스입니다. 클릭과 동시에 별도의 다운로드 없이 리얼 플레이어나 윈도우 플레이어 등을 통해 이용이 가능한 디지털 방송 서비스입니다. (예. crezio.com, imbc.com, sbsi.co.kr, kmtv.co.kr, ngtv.net, bananatv.co.kr, c3tv.co.kr, onnurity.com hosanna.net, nazarenes.org/tv 등)

각각의 질문에 대한 답변을  표로 각 항목에 표시해 주십시오.

1. 인구학적, 환경적인 정보에 관한 질문입니다..  
(밑줄 친 칸에  표 해 주십시오. 필요한 경우 여러분의 의견을 적어 주십시오.)
  - 1.1. 나이 \_\_\_\_\_ 1.2. 성별 \_\_\_\_\_
  - 1.3. 나사렛 교인 예 \_\_\_\_\_, 아니오 \_\_\_\_\_
  - 1.4. 현재 직업 \_\_\_\_\_
  - 1.5. 현재 사는 곳 \_\_\_\_\_ (시) 또는 \_\_\_\_\_ (도)
  - 1.6. 하루 인터넷 사용 시간 \_\_\_\_\_ 시간 \_\_\_\_\_ 분 (인터넷을 사용해본 적이 없는 분들은 설문을 중단해 주십시오.)
  - 1.7. 인터넷 방송 시청 유무 (위의 인터넷 방송의 정의나 예를 참조해서 답변해 주십시오.)  
유 \_\_\_\_\_, 무 \_\_\_\_\_
  - 1.8. 인터넷 방송 이용 장소
    - 1.8.1. \_\_\_\_\_ 집에서 1.8.2. \_\_\_\_\_ 사무실에서 1.8.3. \_\_\_\_\_ 학교나 도서관에서
    - 1.8.4. \_\_\_\_\_ 피시방에서 1.8.5. \_\_\_\_\_ 교회에서
  - 1.9. 하루 인터넷 방송 이용 시간 \_\_\_\_\_ 시간 \_\_\_\_\_ 분
  - 1.10. 인터넷 방송 이용 기간
    - 1.10.1. \_\_\_\_\_ 6 개월 미만 1.10.2. \_\_\_\_\_ 6개월에서 1년 미만
    - 1.10.3. \_\_\_\_\_ 1년에서 2년 사이 1.10.4. \_\_\_\_\_ 2년에서 3년 사이
    - 1.10.5. \_\_\_\_\_ 3년 이상

(중요 메모: 만약 예라고 답변하였으면 아래 모든 질문에 답해 주시고, 아니오라고 답변하였으면 2번에만 답변해 주십시오.)

인터넷 방송을 듣기 전에 기대되는 혹은 되었던 기대되었던 만족은 어떻습니까? (인터넷 방송을 아직 접하지 못한 응답자는 기대되는 만족에 대해 응답해 주십시오.)

(원하는 번호 동그라미 안에  표시해 주십시오. ①- 전혀 그렇지 않다 ②- 그렇지 않다 ③- 그저 그렇다 ④- 그렇다 ⑤- 매우 그렇다)

- |                                    |                   |
|------------------------------------|-------------------|
| 2.1. 재미있는 오락거리를 제공해 줄 것이다.         | ①---②---③---④---⑤ |
| 2.2. 콘텐츠가 풍부할 것이다.                 | ①---②---③---④---⑤ |
| 2.3. 기존 방송과 차별성이 있을 것이다.           | ①---②---③---④---⑤ |
| 2.4. 기분전환을 줄 것이다.                  | ①---②---③---④---⑤ |
| 2.5. 인터넷 방송만이 가지는 전문적인 정보가 많을 것이다. | ①---②---③---④---⑤ |
| 2.6. 유익한 정보가 많을 것이다.               | ①---②---③---④---⑤ |
| 2.7. 즐거움을 줄 것이다.                   | ①---②---③---④---⑤ |



- 2.8. 시간을 보내는데 좋을 것이다. ①---②---③---④---⑤
- 2.9. 성적 호기심을 충족시켜 줄 것이다. ①---②---③---④---⑤
- 2.10. 복잡한 문제에서 벗어나게 해 줄 것이다. ①---②---③---④---⑤
- 2.11. 학술적인 목적에 도움이 될 것이다. ①---②---③---④---⑤
- 2.12. 여가 생활의 수단이 된다. ①---②---③---④---⑤
- 2.13. 유익한 종교적인 정보가 많을 것이다. ①---②---③---④---⑤
- 2.14. 다운 로드 받을 수 있는 종교적인 콘텐츠가 많을 것이다. ①---②---③---④---⑤
- 2.15. 유명한 목사님들의 설교를 제공할 것이다. ①---②---③---④---⑤
- 2.16. 매일의 묵상 콘텐츠를 제공할 것이다. ①---②---③---④---⑤
- 2.17. 경배와 찬양 음악이나 공연을 제공할 것이다. ①---②---③---④---⑤
- 2.18. 목회 상담의 기회를 제공할 것이다. ①---②---③---④---⑤

인터넷 방송국과 프로그램에 대한 선호도는 무엇입니까?

(밑줄 친 칸에  질문에 대한 답을 체크해 주십시오. 필요하면 각자의 답을 빈칸에 적어 주십시오.)

- 3.1. 선호하는 인터넷 방송 사이트는? (선호하는 순으로 3가지만 선택)
- |                                 |                                 |                                   |                                 |
|---------------------------------|---------------------------------|-----------------------------------|---------------------------------|
| 1) <input type="checkbox"/> 연속극 | 2) <input type="checkbox"/> 음악  | 3) <input type="checkbox"/> 스포츠   | 4) <input type="checkbox"/> 증권  |
| 5) <input type="checkbox"/> 영화  | 6) <input type="checkbox"/> 뉴스  | 7) <input type="checkbox"/> 문화/예술 | 8) <input type="checkbox"/> 행사  |
| 9) <input type="checkbox"/> 홈쇼핑 | 10) <input type="checkbox"/> 패션 | 11) <input type="checkbox"/> 종교   | 12) <input type="checkbox"/> 만화 |
| 13) <input type="checkbox"/> 게임 | 14) <input type="checkbox"/> 교육 | 15) <input type="checkbox"/> 여행   | 16) <input type="checkbox"/> 연극 |
| 17) <input type="checkbox"/> 기타 |                                 |                                   |                                 |

인터넷 방송을 시청한 후에 만족도는 어떻습니까?

- 4.1. 재미있는 오락거리를 제공해 주었다. ①---②---③---④---⑤
  - 4.2. 콘텐츠가 풍부했다. ①---②---③---④---⑤
  - 4.3. 기존 방송과 차별성이 있었다. ①---②---③---④---⑤
  - 4.4. 기분전환에 도움이 되었다. ①---②---③---④---⑤
  - 4.5. 인터넷 방송만이 가지는 전문적인 정보가 많았다. ①---②---③---④---⑤
  - 4.6. 유익한 정보가 많았다. ①---②---③---④---⑤
  - 4.7. 즐거움을 주었다. ①---②---③---④---⑤
  - 4.8. 시간을 보내는데 좋았다. ①---②---③---④---⑤
  - 4.9. 성적 호기심을 충족시켜 주었다. ①---②---③---④---⑤
  - 4.10. 복잡한 문제에서 벗어나게 해 주었다. ①---②---③---④---⑤
  - 4.11. 학술적인 목적에 도움이 되었다. ①---②---③---④---⑤
  - 4.12. 여가 생활의 수단이 되었다. ①---②---③---④---⑤
- 기독교 인터넷 사이트를 방문해 본 경험이 있는 분들만 아래의 질문에 응답해 주십시오.
- 4.13. 유익한 종교적인 정보가 많았다. ①---②---③---④---⑤
  - 4.14. 다운 로드 받을 수 있는 종교적인 콘텐츠가 많았다. ①---②---③---④---⑤
  - 4.15. 유명한 목사님들의 설교를 제공했다. ①---②---③---④---⑤
  - 4.16. 매일의 묵상 콘텐츠를 제공했다. ①---②---③---④---⑤
  - 4.17. 경배와 찬양 음악이나 공연을 제공했다. ①---②---③---④---⑤
  - 4.18. 목회 상담의 기회를 제공했다. ①---②---③---④---⑤

설문에 참여해 주셔서 감사합니다.

## Appendix 2. Questionnaire

Dear Korean Nazarene College Students and Young Adults Internet Users

This questionnaire is an audience survey of College students and young adults group in Korean Nazarene District for developing Internet broadcasting programs. Your participation will greatly contribute to producing effective Nazarene Internet broadcasting programs in the future. Please answer every item with honesty that shows what you think, not what the researcher wants to hear. Thank you and God bless you.

**Internet Broadcasting** is an on-line multi-media type service which provides either ready made or simultaneous transferring audio or video programs. It is a digital broadcasting service which serves when the users click the play button on the Window Media Player or Real player without additional down loading. (Example stations: crezio.com, imbc.com, sbsi.co.kr, kmtv.co.kr, ngtv.net, bananatv.co.kr, c3tv.co.kr, onnuritv.com hosanna.net, nazarenes.org/tv and others)

CHOOSE AND CHECK ✓ FOR ONLY ONE IN EACH QUESTION OR STATEMENT

(Check your answer on the underline ✓. If necessary, fill out the blank line with your own answer)

1. What are your demographic and environmental information?

1.1. Age \_\_\_\_ 1.2. Sex \_\_\_\_

1.3. Member of Church of the Nazarene Yes \_\_\_\_ No \_\_\_\_

1.4. Present occupation \_\_\_\_\_

1.5. Place to live \_\_\_\_\_ (city) \_\_\_\_\_ (province)

1.6. Length of time surfing Internet per day \_\_\_\_ Hour(s). \_\_\_\_ Minute(s).

1.7 Internet broadcasting experience (according to the definition and examples of Internet broadcasting described above) Yes \_\_\_\_ No \_\_\_\_

1.8. Place to surf for Internet Broadcasting

1.8.1. \_\_\_ At home 1.8.2. \_\_\_ At office 1.8.3. \_\_\_ At school or library

1.8.4. \_\_\_ Internet Café' 1.8.5. \_\_\_ At church 1.8.6. \_\_\_ Others ( )

1.9. Length of time surfing Internet broadcasting per day

( ) Hour(s) ( ) Minute(s)

1.10. Period of Experiencing Internet Broadcasting

1.10.1. \_\_\_ Less than 6 months 1.10.2. \_\_\_ Between 6 months and 1 year

1.10.3. \_\_\_ Between more than 1 year and 2 years

1.10.4. \_\_\_ Between more than 2 years and 3years 1.10.5. \_\_\_ More than 4 years

(Important Note: If you answer Yes, please answer All the questions. If you answer No, please answer ONLY 2 questions)

2. What expectations or gratifications sought do you have (Internet broadcasting users) or expect to have (non Internet broadcasting users) before they connect to the Internet broadcasting?

(Check ✓ your answers in the number of circle ①- Strongly disagree ②- Disagree ③- Not decided ④- Agree ⑤- Strongly agree)

2.1. It will provide me things for fun. ①---②---③---④---⑤

2.2. It will provide me various contents. ①---②---③---④---⑤

2.3. It will be different present broadcasting programs from TV or radio. ①---②---③---④---⑤

2.4. It will provide me a refreshment. ①---②---③---④---⑤

2.5. It will be filled with indigenous internet broadcasting programs. ①---②---③---④---⑤

- 2.6. It will provide me useful information. ①---②---③---④---⑤
- 2.7. It will entertain me. ①---②---③---④---⑤
- 2.8. It will be good for killing time. ①---②---③---④---⑤
- 2.9. It will fulfill sexual curiosity. ①---②---③---④---⑤
- 2.10. It will make me released from complicated problems. ①---②---③---④---⑤
- 2.11. It will be useful for academic research. ①---②---③---④---⑤
- 2.12. It will be good for relaxation. ①---②---③---④---⑤
- 2.13. It will provide me useful religious information. ①---②---③---④---⑤
- 2.14. It will provide me down loadable religious contents. ①---②---③---④---⑤
- 2.15. It will provide me famous pastors' sermons. ①---②---③---④---⑤
- 2.16. It will provide me contents for daily devotions. ①---②---③---④---⑤
- 2.17. It will provide me praise and worship music or concerts. ①---②---③---④---⑤
- 2.18. It will provide me a chance to have pastoral counseling. ①---②---③---④---⑤

3. What are your preferences and use of Internet broadcasting stations? (Choose three items as you prefer)

- |                   |                   |                     |                 |
|-------------------|-------------------|---------------------|-----------------|
| 1) ___ Soup opera | 2) ___ Music      | 3) ___ Sports       | 4) ___ Stocks   |
| 5) ___ Movie      | 6) ___ News       | 7) ___ culture/ art | 8) ___ events   |
| 9) ___ Shopping   | 10) ___ Fashion   | 11) ___ religion    | 12) ___ Comics  |
| 13) ___ Games     | 14) ___ Education | 15) ___ Travel      | 16) ___ Theatre |
| 17) ___ Others    |                   |                     |                 |

4. What are their gratifications after watching Internet broadcasting?

(Check ✓ your answers in the number of circle ①- Strongly disagree ②- Disagree (- Not decided (- Agree (- Strongly agree)

- 5.1. It provided me things for fun. ①---②---③---④---⑤
- 5.2. It provided me various contents. ①---②---③---④---⑤
- 5.3. It was different present broadcasting programs from TV or radio. ①---②---③---④---⑤
- 5.4. It provided me refreshment. ①---②---③---④---⑤
- 5.5. It was filled with indigenious internet broadcasting programs. ①---②---③---④---⑤
- 5.6. It provided me useful information. ①---②---③---④---⑤
- 5.7. It entertained me. ①---②---③---④---⑤
- 5.8. It was good for killing time. ①---②---③---④---⑤
- 5.9. It fulfilled my sexual curiosity. ①---②---③---④---⑤
- 5.10. It made me released from complicated problems. ①---②---③---④---⑤
- 5.11. It was useful for the academic research. ①---②---③---④---⑤
- 5.12. It was good for the relaxation. ①---②---③---④---⑤

Please answer the questions down below only those who have experienced religious Internet broadcasting sites.

- 5.13. It provided me useful religious information. ①---②---③---④---⑤
- 5.14. It provided me useful religious contents to down load. ①---②---③---④---⑤
- 5.15. It provided me famous pastors sermons. ①---②---③---④---⑤
- 5.16. It provided me contents for daily devotions. ①---②---③---④---⑤
- 5.17. It provided me praise and worship music or concerts. ①---②---③---④---⑤
- 5.18. It provided me a chance to have pastoral counseling. ①---②---③---④---⑤

**Thank You Very Much for your Participation!!!**

## Appendix 3. ( Korean Version) The Information and Instruction for Testing

Page 1

한국 나사렛 교회 대학 청년부 담당 교역자님께

주님의 이름으로 문안 드립니다.

본 설문은 필리핀에 위치한 나사렛 아시아 태평양 미디어 선교 방송국에서 한국 나사렛 대학 청년들의 인터넷 방송에 대한 인식과 성향을 조사하기 위한 설문이며 연구자의 논문에 자료로 쓰입니다. 위의 두 가지 용도 외에는 어떠한 용도에도 사용하지 않을 것임을 밝히며 앞으로 나사렛 인터넷 방송국을 통해 나사렛 대학 청년들을 위한 선교 방송 제작에 중요한 제작 자료로 사용될 것입니다.

설문 조사자의 지역적 위치가 필리핀에 있어 설문의 편의를 위해 한국 나사렛 새벽 이슬 교회 최승식 목사님께서 한국에서의 설문을 거두는데 도움을 주실 것입니다. 수고스러우시더라도 나사렛 교단의 미디어 선교 사역의 위하시는 마음으로 아래의 방법대로 개교회에서 설문을 해주시고 하단에 만들어진 주소로 설문지를 보내주시면 감사하겠습니다. 주님의 은혜가 모시는 교회에 함께하기를 기도합니다.

### 설문 요령

#### 설문 전

1. 설문을 주관할 대학 청년부 전도사님께서서는 모이는 인원과 설문지의 양이 맞는지 확인합니다. (부족한 경우 설문을 하기 전에 부족한 부분을 복사해 준비합니다.)
2. 설문의 대상자는 20-29살까지의 대학, 청년부와 대학, 청년부를 담당하고 있는 교역자들에 한합니다.
3. 설문을 할 시간과 장소를 결정합니다. (2월 15, 16일 중에 선택해 설문을 해 주십시오.)

#### 설문장에서

1. 설문하기 전 설문에 응할 당사자들이 필기도구를 가지고 있는지 확인합니다. (약간의 필기도구를 여분으로 준비해 주시는 것이 바람직 합니다.)
3. 설문의 용도와 설문이 쓰이는 곳을 위에 적인 내용을 요약해 설명해 줍니다.
4. 설문에 대해 당사자들이 이해했으면 설문을 시작합니다. (약 10분 소요)
5. 설문을 다 마치면 거둡니다.

#### 설문 후

1. 설문을 모두 거두었으면 매수를 확인하고 교회 서류 봉투에 넣어 아래에 적힌 주소 (새벽 이슬 교회 최승신 목사님 앞) 를 잘라 봉투에 붙인 다음 우체국에서 소포로 붙입니다. (설문 조사를 하는 기간이 정해져 있으므로 2월 17, 18일 사이에 보내 주시면 감사하겠습니다.)

설문에 궁금하신 점이 있으시면 아래의 연락처로 연락 주십시오.

연구 조사자: 권동환 ([billmill@daum.net](mailto:billmill@daum.net))

한국 설문 협조: 최승신 목사 (새벽 이슬 교회)

041-578-3070, 041-578-4070

아래의 주소를 잘라 교회  
봉투에 붙여 조사된  
설문지를 발송해  
주십시오.

330-950 충남 천안시 쌍용동 1420번지 새벽이슬 교회 최승식 목사 귀하
---------------------------------------------------

아래의 내용은 설문 응답시 설문 참여자들이 해 올 수 있는 질문들입니다. 설문 조사자가 현장에 없는 관계로 질문에 참여하는 응답자들의 질문에 설문장을 담당하시는 교역자 분들에게 안내를 드리고자 사전 조사를 통해 질문 되어진 내용들을 정리해 봤습니다. 아래의 내용을 설문시 참조하시고 더욱 궁금하신 내용이 있으시면 연구자에게 직접 연락해 주십시오. (e-mail: billmill@daum.net)

- 1.1. 나이는 한국 나이 즉 세는 나이로 적어 주세요.
- 1.3. 교인의 의미는 나사렛으로 교적에 등록된 교인을 말합니다.
- 1.6. 사는 곳은 시 나 혹은 도만 적어 주십시오.
- 1.7. 본 설문은 인터넷을 사용해본 분들에 한해 유효한 설문입니다. 인터넷을 사용해 보지 않은 분들은 설문을 중단해 주십시오.
- 1.8. 인터넷은 사용해 봤으나 인터넷 방송을 사용해 보지 않은 분들은 2,3번의 질문에만 답변해 주시고 인터넷 방송을 사용해 본 분들은 2,3,4,5 모두에 답해 주십시오.
- 인터넷 방송을 사용한다는 의미는 인터넷을 통해 방송을 청취한다는 의미입니다. 인터넷 방송의 정의는 설문지 상단을 참조해 주십시오.
2. 인터넷을 사용하는 동기(목적)에 대해 질문하는 것입니다. 아래의 질문에는 가급적 모두 다 답해 주십시오.
3. 인터넷 방송을 사용하기 전에 가졌던 느낌들이나 기대치에 대한 질문입니다. 인터넷 방송을 사용하지 않은 분들은 사용을 전제 하에서 어떤 느낌이나 기대가 있을 지에 대해 답변해 주십시오.
- 4.1. 인터넷 방송을 청취하는 기간을 말합니다.
- 4.2. 인터넷 방송을 주로 이용하는 장소를 의미합니다. 비록 여러 장소에서 사용하더라도 가장 빈번하게 사용하는 장소를 하나만 적어 주십시오.
- 4.3. 인터넷 방송을 사용하는 하루의 시간을 의미합니다. 앞의 1.7.의 인터넷 사용시간과 별개로 인터넷 방송에 대한 시청 시간을 의미합니다.
- 4.4. 인터넷 방송 사이트 중에서 좋아하는 사이트의 종류를 묻는 질문입니다. 순서에 관계없이 3가지만 골라 주십시오.
5. 3번의 문항과 흡사하나 본 질문은 인터넷 방송을 사용한 후의 만족도에 관한 질문입니다.
5. 3번의 질문과 흡사하나 본 질문은 인터넷 방송을 이용한 후에 사용전과 그 만족도에 대한 비교입니다. 인터넷 방송을 시청해 본 결과로 사용하기 전의 기대치에 비해 어떤 만족을 주었습니까?

## Appendix 4.

### The Information and Instruction for Testing Questionnaire

Page 1

To: Youth Pastors who are in charge of the Korean Nazarene College and Young Adults Groups

Greetings in the Name of the Lord.

This questionnaire has two purposes. One is for the audience analysis of the Korean Nazarene College and Young adults for preparing Internet broadcasting programs from Regional Communication Center in the Philippines. The other is the empirical studies for the Master's thesis of the researcher. This questionnaire will not be used any other purposes except the two indicated above and it will be contributed as important data for the purposes.

For the convenience of the research, because the researcher stays in the Philippines, Rev. Choi, Seung Sik in Dawn Dew Community Church of Church of Nazarene will be in charge of the distribution of the questionnaire in Korea. It would be appreciated if you send those questionnaires done to the address indicated below. Your support will be highly appreciated for the media ministry in Korean Church of Nazarene in near future.

I pray that God's grace lights upon all your churches.

#### Instructions for the Testing Questionnaire

##### Before the test

The Youth pastors who are in charge of the test check the numbers of the questionnaire send and embers of College and Young adults. (if the number of questionnaires is not sufficient, please photocopy the number of questionnaires lacking.)

The Participants of the testing questionnaire are the range of 20-29 College and Young adults group and youth pastors who are in charge of the group.

The pastors will set up the time and place for the test in mind. (Please choose either 15 or 16 of February 2003)

##### On the test

Please check if the respondents have a ball pen or pencil to write with (It would be preferable if a few pens or pencils prepared before the test.)

Youth pastors will explain the purpose and use of the questionnaire with the information above.

If the participants understands what they do, they can will begin. (It will take approximately 10 minutes)

If the test is done, youth pastors will collect the questionnaires.

##### After the test

Once the questionnaire collected, the pastor will send those questionnaires to the address designated below (To: Rev. Chol, Seung Shin, Dawn Dew Community Church) (The period of the questionnaire testing is for two weeks from 15-23 February 2003. It would be appreciated if the questionnaires can be mailed either 17 or 18 of February 2003)

If you have any questions on the questionnaire, please contact with the numbers below.

Researcher: Kwon, Dong Hwan ([billmill@daum.net](mailto:billmill@daum.net))

Korea Research Assistant: Rev. Choi, Seung Shin (041-578-3070, 041-578-4070)

330-950  
 1420 SSang Yong Dong Chun An City Chung  
 Chung Nam Do Korea  
 Dawn Dew Community Church  
 Rev. Choi, Seung Shin

Respondents may have questions on the questionnaire test. Those explanations below are the answers of the questions from the respondents. Because the researcher is not in the test, place, the youth pastors are supposed to face those questions of the test and need to answer to those questions.

The researcher received several questions from the pre-test and the test which the researcher conducted in the Philippines. These explanations are based on the questions made with the pre-test and test done by researcher. It will be helpful for youth pastors to answer the questions. If you have any further questions on the test, please feel free to contact to the researcher. (e-mail: billmill@daum.net)

1.1. Age is considered by year of the birth which is called Korean age.

1.3. Membership of the Nazarene indicates the official membership not attendance.

1.6. Please write only City or Province of your place.

1.7. This questionnaire is only available to those who have used Internet. Those who have not yet used Internet do not continue the test.

1.8. Those participants

Who have not used Internet Broadcasting can answer only 2,3

Who have used Internet Broadcasting can answer the whole 2,3,4,5 questions

Internet User means to watch those programs.

The definition of Internet Broadcasting is explained in the questionnaire.

2. Questions for the motives (purposes) of Internet Use. Please answer all the questions.

3. The expectations or gratifications are sought before using the Internet broadcasting programs. Those who have not yet used Internet broadcastings will answer the expectations or gratifications sought in present.

4.1. It means the months of the use of Internet broadcasting

4.2. The main place to use Internet Broadcasting. Please check the one main place to use the Internet broadcasting although there are several.

4.3. It means the minutes of the use of Internet broadcasting. It is different from the question 1.7 which asks the minutes of the internet use.

4.4. It means your favorite internet sites. Please choose 3 without order.

5. Those questions are similar to the questions in 3. but it asks the comparison gratification sought and obtained. With the experience of the Internet broadcasting, did you obtained the expectations and gratifications sought?

## Appendix 5. Crosstabulation Test Results

Table 20. Crosstabulation for College Student and Young Adult Group

	<i>Frequency</i>	<i>Percent (%)</i>
<b>Total</b>	103	100.0
<b>College Students</b>	60	58.3
<b>Young adults</b>	43	41.7

Table 21. Crosstabulation: Provide Me Things for Fun

	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>Total</i>
<b>Total</b>	3	15	44	37	3	102
<b>College students</b>	2	3	16	20	1	42
<b>Young adults</b>	1	12	28	17	2	60
2.1. It will provide me for fun.						

Table 22. Crosstabulation: Provide Me Various Contents

	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>Total</i>
<b>Total</b>	1	8	39	49	5	102
<b>College students</b>	0	2	15	23	2	42
<b>Young adults</b>	1	6	24	26	3	60
2.2. It will provide me various contents.						

Table 23. Crosstabulation: Different from Traditional Broadcasting Programs

	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>Total</i>
<b>Total</b>	4	11	38	43	7	103
<b>College students</b>	3	3	17	18	2	43
<b>Young adults</b>	1	8	21	25	5	60
2.3. It will be different from traditional broadcasting programs.						



Table 24. Crosstabulation: Provide Me Refreshment

	1	2	3	4	5	Total
<b>Total</b>	3	10	44	39	6	102
<b>College students</b>	3	3	18	17	1	42
<b>Young adults</b>	0	7	26	22	5	60
2.4. It will provide me various contents.						

Table 25. Crosstabulation: Filled with Indigenous Internet Broadcasting Programs

	1	2	3	4	5	Total
<b>Total</b>	3	14	30	39	17	103
<b>College students</b>	2	7	10	17	7	43
<b>Young adults</b>	1	7	20	22	10	60
2.5. It will be filled with indigenous Internet broadcasting programs.						

Table 26. Crosstabulation: Provide Me Useful Information

	1	2	3	4	5	Total
<b>Total</b>	1	6	28	49	19	103
<b>College students</b>	0	2	9	26	6	43
<b>Young adults</b>	1	4	19	23	13	60
2.6. It will provide me useful Information.						

Table 27. Crosstabulation: Entertain Me

	1	2	3	4	5	Total
<b>Total</b>	0	5	39	51	7	102
<b>College students</b>	0	2	15	24	1	42
<b>Young adults</b>	0	3	24	27	6	60
2.7. It will entertain me.						

Table 28. Crosstabulation: Good for Killing Time

	1	2	3	4	5	Total
<b>Total</b>	5	20	32	31	11	99
<b>College students</b>	2	8	13	16	4	43
<b>Young adults</b>	3	12	19	15	7	56
2.8. It will be good for killing time.						

Table 29. Crosstabulation: Fulfill Sexual Curiosity

	1	2	3	4	5	Total
<b>Total</b>	21	30	34	11	3	99
<b>College students</b>	10	12	18	2	1	43
<b>Young adults</b>	11	18	16	9	2	56
2.9. It will fulfill sexual curiosity.						

Table 30. Crosstabulation: Release from Complicated Problems

	1	2	3	4	5	Total
<b>Total</b>	19	29	41	8	2	99
<b>College students</b>	9	9	21	4	0	43
<b>Young adults</b>	10	20	20	4	2	56
2.10. It will make me released from complicated problems.						

Table 31. Crosstabulation: Useful for Academic Research

	1	2	3	4	5	Total
<b>Total</b>	1	10	41	36	10	98
<b>College students</b>	0	4	16	17	5	42
<b>Young adults</b>	1	6	25	19	5	56
2.11. It will be useful for academic research.						

Table 32. Crosstabulation: Good for Relaxation

	1	2	3	4	5	Total
<b>Total</b>	0	8	43	38	9	98
<b>College students</b>	0	2	18	20	2	42
<b>Young adults</b>	0	6	25	18	7	56
2.12. It will be good for relaxation.						

Table 33. Crosstabulation: Provide Down Loadable Religious Content

	1	2	3	4	5	Total
<b>Total</b>	1	6	37	47	7	98
<b>College students</b>	0	2	20	19	1	42
<b>Young adults</b>	1	4	17	28	6	56

2.14. It will provide me down loadable religious contents.

Table 34. Crosstabulation: Provide Famous Pastors' Sermons

	1	2	3	4	5	Total
<b>Total</b>	2	3	37	43	13	98
<b>College students</b>	1	1	18	17	5	42
<b>Young adults</b>	1	2	19	26	8	56

2.15. It will provide me famous pastors' sermons.

Table 35. Crosstabulation: Provide Content for Daily Devotions

	1	2	3	4	5	Total
<b>Total</b>	1	8	41	41	8	99
<b>College students</b>	0	4	21	14	4	43
<b>Young adults</b>	1	4	20	27	4	56

2.16. It will provide me contents of daily devotions.

Table 36. Crosstabulation: Provide Praise and Worship Music or Concert

	1	2	3	4	5	Total
<b>Total</b>	0	4	27	43	23	97
<b>College students</b>	0	1	11	19	11	42
<b>Young adults</b>	0	3	16	24	12	55

2.17. It will provide me praise and worship music or concerts.

Table 37. Crosstabulation: Provide Pastoral Counseling

	1	2	3	4	5	Total
<b>Total</b>	3	14	38	34	9	98
<b>College students</b>	1	9	15	13	4	42
<b>Young adults</b>	2	5	23	21	5	56

2.18. It will provide me a chance to have pastoral counseling.

# CURRICULUM VITAE

## Personal Information

Name: Kwon, Dong Hwan (Bill Kwon)  
 Date of Birth: May 21, 1971  
 Place of Birth: Seoul, South Korea  
 Spouse: Kim, Yun Bum (Mill Kwon)  
 Daughter: Kwon, Yi Hyun (Andrea Kwon)  
 Son: Kwon, Min Ki (Micah Kwon)

## Educational Qualification

(2001-present) --- M.A candidate in Christian Communication  
 Asia Pacific Nazarene Theological Seminary Metro Manila, Philippines  
 (1999-2001) --- B A degree in English Language and Literature Korean National Open  
 University Seoul, South Korea  
 (1991-1993) --- Diploma in Theatre Arts, Seoul Institute of the Arts Seoul, South Korea

## Experience

1993 - 1995 --- Assistant Director, Actor in Theatre Company Wagon Stage Seoul, Korea  
 1995 - 1997 --- Assistant Producer in Cable TV Company G.TV Seoul, Korea  
 2001 - 2002 --- Teacher and Academic supervisor of So Gang English Institution, Korea  
 2002- Present --- A Crew of A/V Production department in Regional Communication Center and a  
 participant for the Korea Media ministry development program

## Ministry Preparing

Directing several church dramas both in the Philippines and Korea  
 Participating a project to build a dynamic relationship with Korea Nazarene District and RCC  
 Participating developing programs for Nazarene Internet TV in Korea  
 Participating as an assistant researcher for "Strengthening Christian Families in an Asian Setting" by Dr.  
 Carol Hermann  
 Producing a Internet Radio Program "나의 이야기 (My Story)" for Korea Nazarene Internet TV

## Future Plan

I will pursue to research on the mass communication in Christian context.  
 I will pursue for the Ph.D in Communication