



Methodology

Qualitative approach

We spoke to a sample of 12 individuals from across different life-stages from pre-family couples to older families, asking them to complete a one week video self ethnography task.

We took the best 6 forward for in-home family interviews in London, Newcastle and Manchester to explore more deeply their viewing habits and experiences.

Quantitative approach

Robust sample of 3,000 respondents completing a past 24 hour viewing diary and survey.

Representative of adults aged 16 to 65 in the UK in terms of age, gender and TV region.

Fieldwork completed on 10 selected days...

- Spanning 4th June to 5th July
- Averaging 300 respondents per day
- 7 weekdays, 3 weekend days
- over 10,000 shows

Survey conducted online using nationwide panels.

Semiotics

Alongside talking to viewers and experts we used semiotics to truly understand how content works to help bring us together.

Semiotics is the analysis and interpretation of cultural materials (the things societies make) to answer strategic brand challenges e.g. language, visuals, tone of voice.

In this instance, we analysed 15 shows (from a range of genres and channels) and 9 TV commercials in order to gain a comprehensive understanding of how bonding TV 'works'. We looked at how its component parts help make it suited for bonding – and therefore precisely what is needed to create media that bonds.

Cultural Intelligence Approach:

A three phase process from breadth to depth looking into the cultural context and emergent new behaviours associated with television viewing

mapping

Desk research and internal brainstorm drawing together existing insight along with new and emergent thinking on 'Bonding TV'

theming

In depth interviews with key experts to expand, deepen and sense check themes which emerged from the mapping phase

narrating

Further desk research to expand on themes/new behaviours and mindsets emerging from the interview/ theme phase

We worked with our experts to get to a deeper understanding of why bonding matters to people and in culture. This meant not only including, but going beyond 'individual' psychology.

We interviewed our experts from the three chosen specialisms to place the cultural lens on bonding and its meaning to people.

1. The psychology of individual motivations behind bonding
2. The crowd and herd mentality around bonding in the digital age
3. The cultural content of bonding

Dr. Stephanie Baker: Lecturer at City University London: the sociology of emotions, crowd theory, with a particular focus on mediated embodied experiences.

Dr. Tom Chatfield: Technology Theorist and Philosopher, author, How to Thrive in the Digital Age, Fun Inc, and many more.

Matt Locke: Founder of Storythings, with long history in TV (Channel 4 and BBC) now media theorist.

And two ITV experts: **John Whiston** and **Kieran Roberts**, Creative Directors.

