

## **ABSTRACT**

**RESEARCH PAPER:** TV turns 80: Still dumb after all these years

**STUDENT:** Richard Heupel

**DEGREE:** Master of Arts

**COLLEGE:** Communication, Information, and Media

**DATE:** May, 2013

**PAGES:** 164

This study examines interactive television (iTV) from its earliest conceptualization in the late 1800s to its most recent iterations: a technology that remains largely undefined yet today. Evidence suggests U.S. home television viewers continue to favor their TVs for entertainment, relaxation, pastime, and escape uses: consistent with long-held common findings from research in the field of media uses and gratifications (U&G). The rapid penetration of smartphones, tablets, and similar devices further enables movement away from the home TV for interactive purposes.

The study identifies decades of rich iTV features employed in education, healthcare and business uses. Gaming and asynchronous programming appear to constitute the majority of home interactive uses. It also found potential opportunities for further research into Millennials' media uses and gratifications.