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Abstract

This study will investigate the phenomenon of second screening and the way in which this interactive phase assists the political engagement of Internet users. The study will comprise two sections. The first section will present and demonstrate what this hybrid media process is. The second section will show – drawing on relevant literature review – how this process can help political engagement and, therefore, online political behaviors. The third part will provide analysis of the research and it will investigate, via quantitative analysis, whether the political engagement of Internet users through the process of second screening can be proven or not. The phenomenon that is described above is interesting, considering the scope of online political engagement and the way second screening helps people interact with politics in a more constant way, by using the Internet and other means simultaneously. Since there seems to be an evident on-going public dissatisfaction due to political failure, the process of second screening can help the reader decide whether a new media aspect like second screening help or motivate users of the Internet to engage and react with politics. The main focus of this essay is to present research findings which will prove or not that second screening is a process that helps political engagement. In other words, is politics still alive through a process such as second screening that the audience is not conscious of?
1. Presentation of Second Screening Phenomenon

1.1 What is second screening?

Second Screen is the use of an additional monitor (e.g. tablet, smartphone) while watching television. It allows the audience to interact with what they’re consuming whether it’s a TV show, video game or movie. (mashable.com, accessed 2/7/2016) This “digital connection” can in a way, unify traditional media and online networks. According to viewers involves watching television and engaging to this experience with supplemental digital media. In other words, viewers-users are seeking additional information or a motive for discussion in a computed-mediated sphere. (Zuniga, Garcia-Perdomo & McGregor, 2015) Second screening technology is the general usage of mobile technologies and other computing devices that provide an additional screen that support the consumption of visually based media. (Weinel & Cunningham, 2015) A theoretical approach could be a bundle of practices that involve integrating, switching across and between broadcast media and social media. (Vaccari, Chadwick & O'Loughlin, 2015)

Second screening is a phenomenon that simply put, is having one eye on TV and another on tablet or smartphone or other kind of device. With the other kind of device you can access to social media, interact, play games or just browse the web. An observer could notice that a huge majority of the users of the web, could have second screened even in they are not aware of it. According to research of Ofcom 56% of UK (19/4/2016) adults claim that have second screened. (techtalk.co.uk, assessed 2/7/2016) According to nielsen.com survey, users are using second screens both for distraction and for engaging deeply with the show that they are watching on TV. (nielsen.com, accessed 8/7/2016) Also the 87% of consumers use more than one device at a time according to Adweek.com in 2015 (Flomenbaum, 2015, Adweek.com, accessed 29/8/2016). Smartphone is the main reason why second screening phenomenon had an outstanding increase the last few years. Globally the most common second screen is smartphone scoring 57% overall. Especially in millennials the 74% of 14 to 17 year olds are using a combination of TV/ smartphones during viewing experience in America. (Flomenbaum, 2015, Adweek.com, accessed 29/8/2016) The activities carried using second screen (mobile phone, tablet) may be either related or unrelated to what the primary screen (TV) is showing or playing. (Weinel & Cunningham, 2015) Second screen can also be characterized by a transmedia consumption experience between Internet and TV. In many cases the mobile devices are used for additional information in order to complement the TV content and exactly this phenomenon can be named second screen. (Lohman & Burlamaqui, 2014) Dual screening is different and not usual as the previous discrete media. Second screening can combine both consumption and commentating during media events. (Vaccari, Chadwick & O'Loughlin, 2015) In other words is a virtual "marriage", that unifies traditional media and online networks. (Zuniga, Garcia-Perdomo & McGregor, 2015) The second screening phenomenon is highly increased over the last years. A proof is that in 2009 the 57% of the Americans declared that they watched TV while simultaneously were browsing the Web at least once a month. On the other hand in 2013 43% of American tablet owners and 43% of American smartphone owners said they had used their second screen device while watching TV every day. ( Gigletto & Selva, 2014) These numbers demonstrate that second
screening is not a "trend" but an actual real phenomenon that can be observed in several cases during the viewing experience.

1.2 Example of second screening in sports viewing

Giving some examples of second screening phenomenon could be: a sports fan that is not satisfied with just viewing a live-score or a commentary about a football match and browsing a site to see player's profiles (techtalk.co.uk, assessed 2/7/2016), latest news about teams or just the history of the clubs and statistics. The new technologies in viewing and communication allow fans to consume live broadcasts of sports events anywhere through personal computers, tablets and smartphones. Users can communicate through social media, access additional content, or multitask in general during television program consumption. (Jensen, Walsh, Cobbs, Turner, 2015) Recent reports showing that 14 to 17 year olds are abandoning the TV screen at the rate of 33% for movies and television shows and 26% for sporting events. (Flomenbaum, 2015, Adweek.com, accessed 29/8/2016) It must be noted that applications were made in order these needs of the users to be fulfilled and all of these aspects of sports could be controlled in one application and the organizations of the sports industry to interact with their public into a different level. Especially in major sports events like the Olympic Games or the World Championship of national teams in football, a huge boost to releases of this kind of applications can be observed.

A powerful example about the phenomenon of second screening in sports industry is that in Winter Olympics of 2014 more than the half of the viewers used computer, tablet, or mobile phone to search for information about the games. (Bauder, 2014) During the World Cup event in 2014, 91% of viewers were second screened during broadcasts in real time whereas non-fans were at 80%. (Mander, 2014) During sports events, consumers are more likely to use second screens to participate in social media during television consumption and this is proven by the 618,725 tweets at the end of the final stage of the World Cup in 2014. (Rogers, 2014) At the same sports event the 65% of the fans said that they have second screened to communicate in real time with other fans. (Mander, 2014) An also very strong example about the second screening phenomenon in sports viewing can be observed in the relationship between Twitter and television. More specific in 2013 Super Bowl the American channel CBS reported that managed to drew an average audience of 108.7 million viewers. During the entire time the game was on, 5.3 million people sent out 26.1 million tweets. During half time a great amount of the viewers turned to Twitter and the tweet-per-minute number was at a rate
of over 200,000, a number that was at the highest rate during the game. This is a proof of positive relationship between broadcast events and Twitter activity. (Gigletto & Selva, 2014) When referring to sports, the live betting industry is also a great example of second screening phenomenon. People who have accounts on live betting sites, have to be in front of two screens in order both to both bet and see what they are betting for. Except from the betting industry, second screening is in higher rate and continues to grow. This is happening partly, because of the increased number of the smartphones. In Beijing in 2008 only 9% of viewers had phones that allowed them to interact with second screen whereas in winter games at Sochi in 2014 over 60% of the viewers had at least one device that allowed them to get second screened. (Bauder, 2014)

1.3 Example of second screening in social media process

Another aspect of second screening could be the act of interacting with social media while watching a TV show or with other words a social media chatterer. Social media is a field that shed light to a lot of interactivity behaviors. For this reason is an excellent field for researchers because social media produce networked public spaces in which people who are habitats of different places around the globe can gather to one unique platform or space and interact each other and communicate for a huge variety of issues. (Gigletto & Selva, 2014) Despite that in previous ages and years people had opinions about TV programs that were shared mostly in confidential areas such as the living room, educational places or work environments (Vergeer & Franses, 2015) The emergence of the digital age (and therefore social media) gave the opportunity, of sharing opinions in higher-crowded environments with more people able to interact each other. People who chatting with friends or sharing opinion through social media are engaged to second screening phenomenon. The Ofcom 2015 study, showed that 22% of people who have both TV device and Internet connection use social media while watching TV. (techtalk.co.uk, assessed 6/7/2016) For different reasons such as boredom during commercials, checking the TV program or exchanging opinions through online mediums, (Pittman & Tefertiller, 2015) second screening phenomenon can be observed. A Nielsen study in 2013, showed that during 59 episodes, 30% of all those who publish a tweet did so during program's commercial time and 70% of that tweet activity coming during program content. (mediapost.com, accessed 8/7/2016) An important fact, that has to be mentioned is that viewers while watching TV shows are becoming second screeners during commercials but study revealed that users are not expecting commercials to interact with their second screen device. They can check their devices during previews, end credits and songs. (emarketer.com, accessed 6/7/2016) This process is not happening because something is wrong with the shows or the commercials. A lot of people regard that commercials are not a part of a second screen phenomenon. This is wrong. Case studies had shown that TV stations are seeing a huge potential as the can use second screen for an alternative kind of market. (Lohman & Burlamaqui, 2014) They can use new models of applications to reach boundaries that they weren't able to catch before. They can advertise themselves with new, interactive ways. They can advertise their organization through second screen because the consumer scale is already there. (theguardian.com, access 10/7/2016) Of course the can gain higher rates of payment through commercials into these applications. They are no longer in need to rely on TV commercials or sponsors. People are just drifting from the programs and do other kind of activities with their second screen devices. According to emarketer.com "This represents a transformation in the role of television from being a focal point to being just one of many screens competing for attention."
1.4. Example of second screening on TV and cinema viewing

1.4.1. A scale for Second Screening and how TV industries are reacting to the phenomenon

Second screening could also be investigated when we are talking about how the audiences are connected. A second screen usage through a smartphone could be an opportunity for better communication process in all the audiovisual contexts enhancing the social experience. (Leite, 2014) TV stations and industries have noticed the contiguous tense of audiences to use their mobile devices when watching a program. For that reason TV stations have begun to invest in their own on tools and solutions that will evolve in a higher rate the relationship between TV and mobile devices. (Lohman & Burlamaqui, 2014) The emergence of Web 2.0. brought several changes on mass TV experience and the TV stations needed new possibilities that will give them the opportunity to evolve into digital age. With these facts there were two possibilities for the TV industry. First the TV product to become just a tool for input to digital area and access to products and services and secondly the TV on the digital age to become a channel for new ways of distribution and an interactive device between the consumer and the final product. This could lead to a generation with new products and services. (Levy, 2007) Of course the TV industries choose to interact in every single level with the audience with the help, among others of the second screening phenomenon. TV stations managed to create a different way of interaction with the audiences by using second screen applications with a variety of interactive characteristics. They are creating interactive features inside these tools (applications) that integrate at the same level with TV content. This can also be named second screen. (Lohman & Burlamaqui, 2014) Second screens can give to TV viewing a higher rate of evolvement between the user and the program. Second screening draws attention of the viewer because there is a variety of things that the viewer can come up with. (Svensson & Hassoun, 2016) New habits to audiovisual consumption are happening because of the second screening phenomenon. A scale that can provide an image of what second screen is providing to the viewers, can be the following: a) Viewers assuming that they have a better control of what they are watching b) Viewers gain a higher level of engagement and to be closer to the media c) Viewers consuming several media at the same time d) Finally the viewers want to share content with the others. (Leite, 2014) After a specific point and as the occupation of mobile devices is increasingly growing the TV audiences have stabilized over their preferences as they combine both experiences (TV viewing and second screening) in order to take the best experience each one has to offer. (Lohman & Burlamaqui, 2014) In other words the second screen, in the TV viewing experience, is used for consumption of additional information which adds to the former experience the elements that were missing in order the viewer to enjoy a complete feeling.

1.4.2. Co-viewing and Connected Viewing

Recent studies had showed that with the emergence of second screening devices families (in UK in particular) are more likely to spend time watching TV together than they have been in more than a decade (techtalk.co.uk, assessed 8/7/2016). This is a phenomenon that may come in natural order of things because nowadays everyone can sit on a sofa and watch his/her favorite show on the tablet when at the same time another person next to him/her can watch
another show on TV, sitting on the same sofa. The place that people are gathered is the same but the viewing experience is different. The thesis in order to segregate co-viewing with connected viewing will demonstrate the differences between these two terms. Co-viewing is a term which refers to a different experience with more than one people. The co-viewing experience (traditionally defined as individuals in the same household watching television together), (Pittman & Tefertiller, 2015) can also be discussed differently in the digital age. The reason is Twitter. Twitter makes co-viewing happen even if the people that are taking part to this experience are in completely different locations. Twitter can be presented as real-time backchannel for thoughts during broadcasting, comments, beliefs and other kind of expressions. (Gigletto & Selva, 2014) Moreover the activity of live-tweeting can persuade viewers to feel connected with a larger online viewing audience while helping to empower social bonds with the real friends. (Shirra, Sun & Bentley, 2014) This procedure creates a space for conversation and expressing common interests. Along with the usage of Twitter, viewers-users are able to have an immediate interaction with other users for a particular topic of interest. Another fact that has to be mentioned is that not all the users are engaging with the platform in the same level. Some users that may have a big number of followers will engage with the platform more often whereas some others that have not the same number of followers will not choose to interact with the platform daily or more often. More specific Twitter users with more than 250 followers are much more active on the platform (posting, comment, retweet etc) than the users that have less than 250 followers. (Pittman & Tefertiller, 2015) Moreover, this kind of engagement allow navigation through TV channels which are used as a kind of remote that acquire additional information about program content. (Vergeer & Franses, 2015) This procedure is important not only for usable results for research exploration but also a backbone procedure that allows the thesis to demonstrate second screening phenomenon. A characteristic example is that the 85% of primetime viewers use Twitter to express their opinion about television and the 72% of them use Twitter while watching live TV programs. (Nagy & Midha, 2014) It must be noted that after the emergence of social media TV shows are expecting in some way, from the viewers to become second screeners. A lot of shows are waiting or asking from viewers to vote or send messages to social media accounts of the current show or the TV channel that is up with the production of the show. Despite that before the observation of second screening phenomenon there was individual audience, now these members of the "on-line community" can invite others viewers by mentioning someone or retweeting another's comment. This procedure develop the audience from a stable state into an audience that is highly engaged and an audience which produce as well consume. (Doughty, Rowland, Lawson, 2012) This makes second screening phenomenon to allow and motivate users to socialize through second screen devices and identify themselves not as individual audience but a part of a community that has common interests and taste. A variety of TV programs, have created applications in order to be installed on a mobile device that can be used during the broadcast of a TV program, while other programs suggest a specific hashtag (#) that can be used on Twitter, an activity that engage the audience in commenting about and on the TV program. (Vergeer & Franses, 2015) In this way, shows can interact with the viewers, can engage the audience and finally to keep track of the flow rate of the public. On the other hand there is a different term that relates to second screening and its components and practices that has a different meaning. Connected viewing is a term that is used or refer to platforms that distribute content and a variety of multiple viewing practices that have been developed or evolved into the digital landscape and it produce many different distributing ways in the viewing consumption. (De Sa, 2014) So, the usage of a smartphone or any other kind of a second screen device to augment television
consumption is known as connected viewing. (Pittman & Tefertiller, 2015) A main characteristic and also a proven reported activity of "connected viewers" is using smartphones, tablets or second screen devices during commercials in order to keep themselves occupied. They were occupied by seeing what other people were saying online about a program they were watching, posting comments about that program using always their mobile phone. Furthermore, report found that 19% of "connected viewers" read conversations about the program on social network sites (Gigletto & Selva, 2014). In some cases it can be observed that the second screeners may prefer the dual networking experience instead the simplicity of television consumption because they creating their own ritual (Pittman & Tefertiller, 2015) and their not just consumers of a shared event in television.


1.4.3. Second Screening and horror films (cinema industries)

An also good example for second screening is the attempt of cinema industry to link horror films with applications of the same type (horror) that will engage the viewer in a higher level with the mood of the movie. It is interesting to examine the link between second screens and horror films because of the aspects of horror films (either physiological either experiential) seems to fit perfectly for the interactive qualities of the additional screens. (Svensson & Hassoun, 2016) The viewer can engage deeply with fright, tension, nervousness and the fear of what is up next which are markers of a horror's success. So in order the viewers to engage and evolve through this kind of feelings, the industries have released specific applications. This kind of applications attempt to create an enhanced experience and also to give the user an immersion that will put him into deeper engagement with the spirit and the mood of the movie. (Svensson & Hassoun, 2016) These applications can offer the viewer an alternative perspective to the story. The users can imagine themselves taking part in the story and allow the experience of sharing scare tactics between the primary screen and the mobile device. These applications also they use a fundamental aspect of second screen the "touch" (Svensson & Hassoun, 2016) and with this way they allow the viewers not only to interact with movie using their vision and their hearing but the put into the equation the sense of touching. In this
way the senses that are used by the users are more and therefore the experience is more complicated and complete. To be more specific when referring to movies there was an attempt of the early '90s to engage the viewer with the movie with some kind of activities. These activities were the second screen initiatives: the DVD supplements. (Dean, 2007) With the supplements the movie makers and producers wanted to achieve an attraction to home viewers and of course a higher level of engagement with the movie and the topic. The viewers are not just engage in a higher level with this kind of technique (supplements) but they can also give them a sense of control over the story. (Bereton, 2007) From the above, it is shown that the movie industries wanted an engagement with the audience much earlier than the emergence of the second screening phenomenon. As a conclusion for cinema industries and the connection with the second screening it must pointed out that industries want the engagement of the public through second screens because the audience would have the opportunity through this procedure to engage in an easy way with the cinema-stars and therefore with the content of the movie and the products that could be sold (DVD supplements, T-shirts etc). That's why studies have revealed that the proportion of the networked audience when cinema-stars are taking part into the procedure of engagement (making interviews with questions from users, talking directly to users, giving clues to audience etc), is higher. This is proved by the connection that the audience has when a celebrity is taking part into the procedure. The connection is shown through re-tweeting messages of celebrities or share opinions about what celebrities did and say according to a specific TV show, TV series or movie. (Doughty, Rowland, Lawson, 2012)

2. Political Engagement, Political Communication and the Connection with Second Screening

2.1. Political communication and engagement in the digital age

With the phenomenon of second screening which is a process that combines watching news and a second screen (tablet, smartphone) connected to the Internet, it is obvious that when referring to politics there is a different dynamic and engagement between the user-viewer with political talk shows, with politicians and the act of politics in general. People can now have different relation with politics. Can now be more active, have a higher level of engagement and therefore participation into politics. The process of second screening can also be a significant predictor of online political participation and also an important connection between TV news and political participation and engagement. (Zuniga, Garcia-Perdomo, McGregor, 2015) In this point it must be noted that the usage of multiple devices is simultaneously growing over the viewer's habits because it allows time compression through multitasking and this is not a behavior that seems bad to the audiences but the opposite as viewers think that second screening improves individual autonomy and critical sense. (Leite, 2014) The viewers think that through this procedure it is possible to reach different sources and media channels and it is very convenient that someone can do that by just sitting comfortable on the couch. Maybe second screening is at some point of view in early stages but the second screen according to engagement gives a new dimension to this digital environment and of course a different level of measurement for audience engagement. (Lohman & Burlamaqui, 2014)

At a first stage the thesis will try to explain with some words what is political communication in order for the reader to understand how politics interact with the citizen or simply to put with the user of the Internet, at second stage the thesis will try to connect political communication and engagement with second screening. Political communication is an extended area between human and mass communication. The scientific procedure which allow both investigators and scientists to explore this almost new area, started 50 years ago. A huge part of the investigators that contribute to his field, prefer quality research in compare to quantity methods as orthodox methods with quantitative tools alone, can provide serious problems in the conclusion of every research concerning the field. (Barnhurst, 2011) The major problem for someone who investigates political communication is that every book referring to political communication it should start from the fact that as a term (political communication) is very fluent and unstable. (McNair, 2008) This is happening because in our times, this quite new field tries to escape from the thoughts that political communications were only about political campaigns. In modern times the fields tends to be stable in specific conditions such as :

1) Political communication is a tool that explores and logs every single phenomenon of expressions during communication.

2) This term covers a variety of techniques, methods which then used to structure a strategic communication plan.
3) Finally the most important clue is that the term "political communication" refers to the observation and different combinations during communication plans and also what tools and methods are used in order these plans to succeed (a combination of tools are new media). (Demertzis, 2002, McNair, 2008)

But how political communication has changed (concerning the users of the Web), in the digital age? How an investigator can connect political communication with the digital age? What changes the emergence of Web 2.0, brought into political communication? The main fact of the affect that new media had to users was interaction: both social and political. Internet users can run application like E-mail, MSN, ICQ, Skype, Facebook, chat forums, Twitter to facilitate different forms of interpersonal communication. (Ekstrom, Ostman, 2015) Social media sites, such as Facebook, Twitter, YouTube, and blogs, have enabled new opportunities for interactive, user-centered political experience. (Yamamoto, Kushkin, Dalisay, 2015) The information kind of uses of the Internet have connected to political communication. People tend to prefer the inexpensive communication technologies not just because they are cheaper but also because they can browse the web and interact with the media, generate their own content and discover different paths of news in order to choose in what news are interesting in. (Gurevitch, Coleman, Blumer, 2009) The users now they can interact directly to politics through specific groups like on-line forums for policy-making. (Van Dijk, 2015) The advent of sophisticated technologies of communications made mass media more easy to access internationally and allow more viewers from different locations to participate in severe situations either passive (viewers, observers) or active (as direct participants). (Negrime, 1996) In the digital age of political communication it is observed that people no longer require the traditional or broadcast media in order to demonstrate their concerns. People are no longer in need of using TV images or radio voices to get upset. This could happen through interpersonal communication (with the use of Facebook), with phone contact, or face to face communication. It is now statically clear that social media tend to significantly increase the odds of a person to attend a protest whereas satellite TV decrease the number. (Tufekci, Wilson, 2012) The emergence of Facebook and Twitter gave citizens the ability to stand for their rights in countries that before the digital age, people didn't have the way or the license to do so because of the elite regimes that had occupied the authority and also the traditional media. These regimes had put the broadcasting media into a situation of censorship. It is fair to say that digital media have changed the nature of political communication especially in depressed countries. The new media acting like pressure groups in order the civilians to have the pondium to express their thoughts. This led to huge changes in political order of things. (Tufekci, Wilson, 2012)

2.2. Is on-line engagement with politics considering a political participation?

Before researching the political communication and the relation with second screening any further, it must be indicated that digitally networked participation can be considered as political participation. Because it is an activity, it is voluntary and deals with state, it is kind of self expressive and of course it can aim towards political actors or targets. All the activities that are taking place in digital environment can be oriented politically because they are done by users in the role of the citizens who voluntarily deal with political issues. (Theocharis, 2015) People using the new media are appreciating the immediateness and have the constant feeling that can provide them with new perspectives and insights. One major fact about people who prefer social media for participation and information was that in this society they could change the tunnel or the channel that was providing them the information in order to
find something more relevant and more reliable by their opinion. (Sveningsson, 2015) The information kind of uses of the Internet have connected to political participation among adolescents and young adults in a variety of different contexts. (Ekstrom, Ostman, 2015) And not only to young people. The young people are no more in need to construct their political beliefs through procedures or opinions inside their families but now they have the opportunity to construct it in a network society by involvement in social groups and interact with citizens around the globe. This is called "networked individualism" (Rainie & Wellman, 2012). This is a fact that is relating with all the ages and all people of every single level of the society structure that engage with politics through the Web and of course, the second screens. Recent studies showed that just seeking information via social networking sites is both positive and significant predictor for engagement with politics and political participation both online and offline. All these procedures not only helping into a participatory behavior but also into the creation of a different, more democratic society. (Zuniga, Jung & Valenzuela, 2012) Besides that, there is the fact that interpersonal informational trust is in a positive relationship with online activities as a political participation. (Himelboim, Lariscy, Tinkham, Sweetser, 2012) This means that if someone asks for information from a friend online or just enter a political forum asking for an answer from the administrator has as an individual positive relationship with politics and political communication. The individual is actually entering to a state of political openness that can have a positive association with the Web-sites that have been created for purposes of political communication. In conclusion, it must be noted that news consumption along socially networked and computer-mediated spaces not only have connections to political and civic participation, but this relationship is also positive. (Zuniga, Garcia-Perdomo & McGregor, 2015)

2.3. Why political action must engage with Internet

Politics needed to transform in order to fit in the digital age and political parties are obligated to change the way they communicate and act in politics because Internet gives the stone basis which on a movement can engage with the production of new political reality (Castells, 2002) that the digital age brought to political communication and therefore to the nature of politics. Internet reduce cost and time of access in political information and participation and can give alternative and more convenient ways to engage in political life. (Boulianne, 2009) As political parties try to behave as social movements for change in every single aspect of the citizen’s life, they found the Internet as their appropriate medium of organization (Castells, 2002) Internet and its components or aspects (like second screening) it is not simply a technology but it can be investigated as a communication medium. So with a direction like the previous one, Internet can be investigated in this particular circumstance like a social tool for expression and engagement in political life. So it must noted that improved access reduce knowledge differences between different socioeconomic categories, gives the opportunity to maximize engagement between diverse populations and finally the convenience that Internet provides may draw people who were previously disappointed with the traditional methods of participation. (Boulianne, 2009) With the emergence of the Internet into political reality studies showed that a huge variety of on-line activities and uses are positively related with several different forms of political participation. (Bakker & de Vreese, 2011) This is an example of why political participation and engagement must be examined also from on-line behaviors and uses. There is an obvious relation between politics and Internet especially from the time that Web 2.0 was established in daily life of the users. Moreover there is a continuous tend of the public to prefer offline and online forms of political participation.
rather than the traditional media. That’s why the relationship between most uses of traditional media and participation are weak whereas online political participation is gain stronger day to day and especially among the Internet generation. (Bakker & de Vreese, 2011) The motivations that surround second screening phenomenon (discussion with other users, gain additional information etc.) helping to explain why the viewers-users who are second screeners are politically engaged even in a virtual public sphere. (Zuniga, Garcia-Perdomo & McGregor, 2015) Also there is a change into the analysis of how audiences and the public experience political media events because nowadays the analysis procedure must incorporate discrete media and also the hybrid articulations and recombinations of the media. (Vaccari, Chadwick & O’Loughlin, 2015) Besides that it must be noted that politicians and political parties have to engage with Internet as the Web is a global world-wide community. In these communities power is increasingly functions in global networks and they just surround and bypass the principles of a nation-state (Castells, 2002). This is happening also because of the main characteristics of Internet: strengthening civic life, increasing access to political information, creating political discussion, developing social networks and the most important offering an alternative and more easy way of political expression and engagement. (Boulianne, 2009) Through an aspect of Web 2.0 like dual screening the importance for media professionals, politicians and nonelites is marked due to the growth of social media. Therefore some partisan behaviors that are conducted for, or on behalf of politicians and political parties could be observed in order political actors to gain higher attention and engagement with the audience and the public. (Vaccari, Chadwick & O’Loughlin, 2015) So in order to protect their interests, political parties and politicians have to engage with digital political communication and gain their place in the modern political world. With other words political parties cannot remain and focus just on local groups or supporters because they are going to lose their capacity to participate upon the real world sources of power. (Castells, 2002)

2.4. Second Screening and the connection with political engagement

The second screening phenomenon while watching political television news content is a positive predictor of online political engagement (Zuniga, Garcia-Perdomo & McGregor, 2015). This fact is a result of a research that shows that information seeking and discussion motivate second screening usage for new experience in participatory behavior. Second screens may motivate individuals who are uninterested in politics and are not choosing to watch a broadcast of a political debate or get informed about political actors on social media, may found motivation to encounter information about a debate while using social media for other purposes such as entertainment. (Vaccari, Chadwick & O’Loughlin, 2015) Despite former opinions that people losing attention and motivation to participate in politics and a lot of researches shows increasing detachment especially among youngsters from politics (Bakker & de Vreese, 2011) the digital age and the emergence of Web 2.0, gave the opportunity to former silent public to engage in politics. According to a research of Pew Research Center in 2015, six-to-ten millenials are informed about political issues through Facebook and only 37% of them are relying on local TV news for engagement and information about political news. Despite the asked people in this particular research had options to choose between 36 specific news outlet, local TV generally and 5 social networking sites the 61% of them stated that likes to inform form Facebook about political issues. (Pew Research Center, 2015, "Social Media-The Local TV for the Next Generation?") This became a reality with an aspect of interactivity like second screening. Second screening
gave the opportunity to citizens to interact, participate and express their opinion through the second screen use. The engagement of citizens into political issues is evolving due to the continuously popularity of dual screening. (Vaccari, Chadwick & O'Loughlin, 2015) It must be noted that the activities of viewing television and interaction of the audience in general through a second screen has become more popular over the recent years as capable second screen devices had become more affordable and pervasive. (Doughty, Rowland, Lawson, 2014) A strong evidence that "second screeners" are part of the politics reality, is coming from the Mitt Romney and Barack Obama debate in 2012. According to Pew Research Center, 56% of the Americans followed the debate live. The 11% of them were "dual screeners" following coverage on a computer or a mobile device at the same time as following television coverage. (Pew Research Center, 2012) Although a clear observation of the second screening phenomenon can be made in 2012 debate it must be noted that the role of the new media in affecting participatory behavior has become interesting since the 2008 elections. (Bakker & de Vreese, 2011) Social media and other on-line communication tools (therefore a usage of other kind of devices in order to engage with politics) was visible from Obama victory in 2008. But America is not the only country and field that the public pulse and the second screening phenomenon can be observed and analyzed. There are plenty of examples and reactions after the global emergence of the Web 2.0. According to Europe, Netherlands on debates of 2012 has been observed and particularly Twitter. More specific a research has been launched in order to observe in detail the tweets produced by the audiences of five different televised debates. (Vergeer & Franses, 2015) The research provide results about opinions for politicians, political parties, political issues and the content of the debates. A very interesting fact in this particular research of Vergeer and Franses that has been published in 2015 is the study and the test of relation between issue salience in debates and issue salience of the audience on Twitter. It must be noted that through second screening phenomenon, observations and researches like the one of Dutch elections can be made which allow observers, politicians and even the public to export results and form opinions about the political pulse of the area at a specific point of time. So, second screening phenomenon provide information that in different times and before the dual usage of devices, researchers wouldn't be able to explore. The debates show through second screening that political communication at an individual level has become strictly a hybrid phenomenon. (Vaccari, Chadwick & O'Loughlin, 2015) The relationship between online and face-to-face behaviors, the number of individuals that are watching a debate only online and not on television, or both online and television indicates this fact for political communication.

2.4.1. Political talk shows

The connection between second screening and political participation can be made and observed through political talk shows for example. This can happen because political talk shows are perfectly placed at the point that politics and audience participation are met. Political talk shows are a hybrid format (like second screening is a hybrid phenomenon), of political communication and are combining politics and entertainment. Thus, the conversations around these shows can demonstrate different relationships between citizens, politicians, mainstream media and the public ( Gigletto & Selva, 2014) Simply to put, a perfect area for observation and recording behaviors, a perfect field to connect political communication with second screening. During the time a political talk show is ongoing television audiences have the opportunity to evaluate party leaders and strategies of political parties based on television performances. (Vergeer & Franses, 2015) A strong example of
why political talk shows are ideal for observing on-line behaviors and second screening is the structure of political talk shows itself. The structure of a political talk show contains an audience (which may represent a wider former silent TV audience) and this audience has now the opportunity to interact with TV hosts, politicians and speakers and express opinion and beliefs. With this way there is a some kind of a peer-to-peer dialogue (Gigletto & Selva, 2014), which can reveal behaviors that are produced of the second screening phenomenon such as jokes, remarks, deep conversations, questions, answers. All these behaviors are not coming from an imaginary audience neither from general thought of what the public may think about the issue played on the show. There is real interaction and engagement with the nature of the talk, therefore the audience and the producers and actors of the show are highly engaged each other. Real conversations about real issues are coming true.

2.4.2 Second Screens as a social television

The transformation of the traditional television into a form of social television can identify how the audience feel to belong somewhere among the cyber space. This may be crucial for any kind of participation into politics. There is a model that can explain the transition of traditional television into a social television. There are four different kinds and meaning of social television: There is the most engaged audience (civic-informative use of social television), then there is the most recreational (the game use) and from the other hand there are the emotions that are expressing out through an outburst and finally a procedure of identity-building and awareness use. (Selva, 2016) All these characteristics and variables weren't able to be spotted, through a traditional TV experience. The emergence of Web 2.0 and the digital age (and an aspect of them like second screening phenomenon) gave the opportunity to investigators to identify the social television experience. More over each one of these various forms, is creating different relationships between civic and political groups and of course news media professionals. (Selva, 2016) Therefore individuals can be investigated into a wider social medium environment. Second screen in some cases can be observed and identified as social TV or sofalizing (Vergeer & Franses, 2015) especially when referring to Twitter because an application in this kind of form can be repurposed both from viewers (for commenting and interacting with other viewers) and from program editors during the broadcasting of a program no matter what is the main theme of the TV program (entertainment, news program, fiction program). At this point, it should be noted that social networking technology (for example Twitter) is allowing the observation of the flows and the connections. Something that is very interesting from the scope of researches because they could reveal audience characteristics and community features which are normally hidden from researches about the surface of TV audience. (Doughty, Rowland, Lawson, 2014) With the understanding of these characteristics there are further opportunities for investigation and demonstration of sub-groups inside the main pool of an audience, filtering and mining data that produced in order to understand and clarify the nature of networked audience itself. Simply put, there are huge opportunities for further investigation into the field of networked audiences, networked communities and the engagement that may possibly these users have, not only with political engagement but with a variety of other aspects of social life in the Web. For some of the above reasons dual screening can also indentify and separate active and passive practices. For example an active practice of the viewing experience could be the information-seeking and also information-production practice whereas a passive practice could be information-reception practices that are associated with broadcast media. With the procedure of second screening there is an option for the user to choose what to watch, read,
post and share even that these actions were previously different and derived from both social media and mainstream media. (Vaccari, Chadwick & O’Loughlin, 2015) At this point the thesis had to add some additional information about social engagement and its aspects. First of all social engagement is a very complex process with a variety of contributing factors like affinity, involvement, genre preferences and finally individuals’ innovativeness trait. (Guo & Chan-Olmsted, 2015) So when a researcher tries to enter into a deeper investigation about social engagement and the connection with social television has to take in mind different variables like the dynamic nature of social media and of course they way these networks, function. In conclusion of this sub-chapter the thesis has to state that social television is a practice of engagement resulting in interaction even more from just participation. (Selva, 2016). Maybe there is a feeling from the audience that they are in some way critics and players through online behavior of social television but all these procedure actually make television stage to be the real front man of politics, simply because all behaviors and reactions are mirrored by television. Yes, social media are alternative ways of participation, are a different way to express opinions more actively but the point is that we just moving toward the investigation of the relationship between citizens and the mediated public sphere. (De Blasio, 2008) By the time, these lines were typed television and its actors are still the real leading roles in politics.

Methodology

1. Literature review and content analysis

In order the thesis to demonstrate and present the second screening phenomenon has focused on the existing literature review about this relatively new hybrid media process. The existing papers provide the thesis the ability to document and state from a scientific scope what the researchers know and realize about the phenomenon. The research provide a variety of comments, beliefs or quotes that were coming straight from the results of multiple researches about second screening. Content analysis is a simple quick method to analyze articles. It relates to the ideas of the article and not in its style or genre. The main characteristic of content analysis is that the research is operating in order to analyze concepts and not just words. Content analysis is one of the better techniques in the social sciences methods when is aiming into objective, systematic description of the real content of communication, both written and oral. (Berelson, 1971) So, with content analysis is declared the standardization between the facts and the subjects that allows investigator to understand and reveal the structure of the article.(Grawitz, 1976) Literature review about this specific topic provide a multi-dimension presentation about what the researchers had found so far about second screening. So it was an ideal tool in order the reader to realize in depth was exactly is the phenomenon and to give the ability to each one of them to create their own aspects and opinion about how the process is working and how it can be found in daily life.

2. Online questionnaire

This kind of method helps the researcher to collect, analyze evaluate and interpret data through online. (Ganesan & Kumar, 2011) The thesis based the research that provided countable results on online surveys and in specific on an online questionnaire. The thesis launched an online self-administrative questionnaire. This means that the questionnaire was completed by each questioned person without any help and without any further explanation. This method of gathering samples (self-administrative questionnaire) secure a high number of
reaction to the public, preciseness to the answers, and limits the danger that the questioned person to get influenced by the researcher. (Siardos, 2005) The online questionnaire was launched in order the thesis to demonstrate and present the second screening phenomenon through the usage of second screen devices by the users, in the digital age. The ultimate goal was the questionnaire to demonstrate that the second screen usage is already a reality in daily life of users of mobile phones, laptops etc. There were 24 questions launched that included demographic facts, questions about the usage of devices, questions about the usage of media, questions about the kind of media the users prefer, questions about the frequency of the usage of both media and devices, questions about the simultaneous usage of television and other kind of devices, questions about political issues and how the users react to them. All of them were close-up answers and some of them with possibility to choose one or more answers. The questionnaire was in air between the time of 30 August and 15 of September. The online questionnaires that answered online were 73. In order the thesis to complete the goal of 100 people the questionnaire was printed and delivered to several coffee-shops in the wider area of Thessaloniki. The next step was to add the result to the already answered questionnaires in order the thesis to present a research of 100 people (97 in particular). The data collected were able to processed through google.docs.form application that gives the user the ability to have a statistical delivery of the answers and the results of the online questionnaire.

3. Results of the Online Questionnaire

3.1 Demographic questions

1. What is your Sex?

From the 100 people answered this questionnaire the 47.5% were females (47 females) whereas the 52.5% were males (52 males).

2. What is your Age?

The most common categories of age that took part in the research were the category of 18-25 year old with 41 people to be included and the category of 26-35 year old that also had 41 people included. In specific the ages of 18-25 had 41.4% (41 people), the ages 26-35 also 41.4% (41 people), the ages 36-45 13.1% (13 people), the ages 46-60 4% (4 people) and finally none of the questioned was above the age of 60.

3. The level of your Education?

According to education level of the people that took part on the questionnaire, the most of them were holders of Master's degree whereas there were 5 that have achieve to get a Doctorate degree. In specific 39.4% (39 people) were Master's degree holders, 29.3% (29 people) were Bachelor's degree holders, 13.1% (13 people) were High school degree holders, another 13.1% (13 people) were Technical school degree holders and finally 5.1% of them were Doctorate degree holders.

4. What is the Geographic Location you currently live in?

In this question the area of habitation have been separated in three classes : Urban, Suburban and Rural. The highest percentage of the questioned people were habitats of urban areas
62.6% (62 people), the second class was suburban with 25.3% (25 people) and lastly rural with 9.1% (9 people).

5. Your Household Income?

In this particular question the amount of income was asked. Almost the half of the people that were asked declared that has an income between 10.000 € - 29.999 € whereas only 2 people declared that they have an income that surpass 50.000 €. A small analysis shows that 51% (50 people) are having a household income between 10.000 € - 29.999 €, 37.8% (37 people) of the people is having a household income less than 10.000 €, 9.2% (9 people) have an income between 30.000€ - 49.999 € and finally 2% (2 people) an income of 50.000 € or more.

3.2 Questions about engagement and frequency of the second device

6. Have you ever used your phone while watching television?

This was an opening question for the section. The ultimate goal was the answer to clarify if the questioned people were or are second screeners in a way of using their mobile phone while watching television. With this answer the thesis can prove if the phenomenon apply to the public in a real time experience or with other words if the phenomenon exists in the audience behavior and reality. The most of the people answered that they have used their phone while watching television in a percentage of 92.9% (92 people) and 7.1% (7 people) that they haven't ever used their phone during the experience of watching television.

7. If YES, how often did you use your phone?

As a continuation of the previous question the questionnaire asked the repliers how often they used their phone while watching television. A goal of this question was not just to clarify if the repliers were second screeners at a specific point of time, but how often they manage to use their second screen device. The frequency is an important fact that contributes to the public's habits and it can prove in what level the audience is engaged with their second screen device. Moreover this question tries to investigate if the usage of the mobile phone while watching television is a daily habit and a reality for the audience. It was a scale question that separated the frequency between the categories of once a month, once a week, twice a week, three or more times a week, daily. The highest percentage was in the Daily choice with 58.1% (50 people) and the lowest once a month 5.8% (5 people). The rest of the answers were: three or more times a week 15.1% (13 people), once a week 14% (12 people), twice a week 7% (6 people).

8. While watching television, have you ever performed one of the following activities?

This was a question with multiple possible answers that the repliers had the opportunity to tick one or more options. This question was launched in order the thesis to observe what exactly the audience is doing along with the second screen device while watching television.
What are the habits or even the most common action while using the second screen device (in this particular question the mobile phone or smartphone). Along with the previous mentioned above, the thesis can observe in which way the questioned people are engaged with their device. They can engage in several ways while watching television and they can for example obtain software (applications), using the second screen device for work (checking mails), expressing their opinion or get in contact and engage with friends (commenting/posting), or just scrolling the Internet for fun, additional information and other kind of activities. The most usual possible suitable answers were drawn from the questionnaire of the research "What Is Second Screening? Exploring Motivations of Second Screen Use and Its Effect on Online Political Participation", Journal of Communication, Vol. 65, p.793-815, International Communication Association (Zuniga, Garcia-Perdomo, McGregor, 2015). These possible answers were Download an application, Use the Internet, Check mail, Comment/Post. The highest number that can be observed is just using the Internet with a percentage of 85.6% (83 people) whereas the minor percentage was at the option of downloading an application with 45.4% (44 people). Also the activity of checking mail included 68% (66 people) and finally more than the half of the repliers were using their second screen device for commenting or posting something online 58.8% (57 people).

9. If YES, have you ever done one or more of the following?

As a continuation of the question number 8, this particular question had as a goal the thesis to explore in depth what are the exact activities that the users are doing with their second screen device while watching television. This question wasn't about the action like the previous one but for the activity and the tendency that users have while using their second device. Moreover tries to explain in some way why the users are doing the actions mentioned in the previous question. This question tries to explore deeper and more specific what the users are doing by the time they experience the dual screen phenomenon. The option with the highest percentage among five choices was "I searched more information about a topic" with 63.9% (62 people) whereas the neutral option "Other" has a percentage of 33% (32 people). The rest of the options available, were pretty close with the choice of seeing what other people say online reaching at a 44.3% (43 people), visiting a website mentioned on television with 38.1% (37 people) and posting comments about a topic gaining a 36.1% (35 people).

10. Have you ever texted a friend while watching television?

With this question the research is trying to discover if there was a different kind of activity that connects the experience of watching television with second screening devices. The simultaneous usage of the phone by texting to someone while watching television is an aspect of second screening and therefore there is another proof that second screening is a common phenomenon while tailing after a TV program. In this particular question the percentage of 89.7% (87 people) answered that has texted to a friend while watching television, whereas only the 7.2% (7 people) haven't texted to a friend during the experience of observing a TV program.
11. If YES, have you ever done one or more of the following?

As a continuation of the previous question, this question tries to explore in depth what actually the users are texting and if they are texting of boredom, of anxiety, because of the feeling for sharing an experience or even just for fun. The observation of this question explains the activity of texting while watching television and gives a general picture of the feelings that the users may have during the activity of texting a friendly person. This question in some way may accomplish to connect texting with the second screening phenomenon into a deeper and more positive way. The repliers had the choice to select all or some or even one of the five proposed categories. The highest proportion among the five selection belong to the option of "I texted a friend to share what I saw on TV" with 56.8% (50 people) and the neutral option of "Other" had the lowest percentage with 31.8% (28 people). Two categories were pretty much close: "I texted a friend who was watching the same TV program" along with the percentage of 50% (44 people) and the choice of "I texted a friend who has seen the same TV program in the past" with the percentage of 47.7% (42 people). Finally the simple choice of just texting a friend who was watching TV at the same time with the repliers completed a percentage of 38.6% (34 people).

12. Have you ever engaged in several different activities (chatting and comment at the same time), with the help of your phone while watching television?

The research with the help of this specific question tries to ask the repliers if they are actually understand the kind of engagement that may have during the experience of watching television. Two types of engagement with the second screen device could be both chatting and commenting. As long the users using their phone or other kind of device for doing these activities while watching television they are actual second screeners. In a more optimistic view they are not just passive dual screeners but users that engaging in depth with the phenomenon and the reality of the hybrid media process. In this question 89.4% (84 people) answered that they have engaged in several different activities like chatting and commenting, while watching television. From the other hand a smaller percentage of 10.6% (10 people) state that they haven't engaged in this particular process.

13. If YES, in what kind of activities did you engage in?

This particular question come as a continuation of the previous question and tries to search in depth the kind of activities that the audience is engaged with the help of the second screen device while watching television. Usual habits of the users were optional choices for the repliers. Some of the activities that someone may involve to while using his phone or laptop or any kind of second screen device. This particular answer is not just prove second screening activity but reveals the actual preferences of the users while using their device and maybe in some kind of way answers why the users using their second screen device while watching television. Moreover the research can observe if the audience is actually interact with the show that actually playing in television and if this connection is helping or not by the second screening phenomenon. The repliers had the option to choose one or more of the possible answers that were given. The most popular reply among the five was "I kept myself occupied during commercials or breaks" with 75% (66 people) whereas the neutral choice of "Other"
was selected by the 27.3% (24 people). The other options were "I found more information about the topic" with 54.5% (48 people), "I checked if the information was valid" with 47.7% of the repliers choose the specific option (42 people) and finally "I took part in a vote or a contest" with 28.4% (25 people).

3.3 Questions about the media usage

14. How often do you use the following media to get information? (Print media, Radio, Television, Online media)

With this question the research tries to explore what kind of media the audience is selecting and choosing to get information and also the frequency that these types of media are used by the users. It is a way to observe how the public is getting information in order to demonstrate in following questions how and when the second screen device is used. Moreover two types of media are explored which are the keystones of the second screening phenomenon. Television and Online media. It was a scale question for all the choices, starting with the daily usage and finished by no actual use at all. The highest numbers for each type of media were Print media : Never 33.3% (31 people), Radio : 2-3 times a week 32.3% (30 people), Television : Daily 25.5% (24 people), Online media : Daily 79.2% (76 people).

- Print media

![Bar chart showing usage frequency of Print media](image)

**Table 3.1 Print media usage frequency**
- Radio

Table 3.2 Radio usage frequency

- Television

Table 3.3 Television usage frequency
14. How often do you use the following media to get information? [Online media]

![Bar chart showing usage frequency of different media](chart.png)

Table 3.4 Online media usage frequency

15. How often do you use the following social media in order to get informed? (Facebook, Twitter, Reddit, Instagram, 9gag)

This question tries to target the way and the frequency that the users using social media in order to get information. By using networking sites the public will engage with second screen devices even if it is not asked by the research the repliers to answer if they are using them while watching television. It is a useful question for exploring the habits that may the audience have with a second screen device. First the thesis must investigate if the repliers are actually using social media and if are keen on using them. The frequency can reveal this fact. Several social media and networking sites were selected and the repliers had to select a choice for 5 sites. It was a scale question for all the choices, starting with the daily usage and finished by no actual use at all. The highest numbers for each type of social media were Facebook: Daily 73.7% (73 people), Twitter: Never 65.2% (58 people), Reddit: Never 73.3% (66 people), Instagram Never 48.9% (45 people), 9gag Never 52.2% (47 people).
Facebook

15. How often do you use the following social media in order to get informed? [Facebook]

![Facebook usage frequency chart]

Table 3.5 Facebook usage frequency

Twitter

15. How often do you use the following social media in order to get informed? [Twitter]

![Twitter usage frequency chart]

Table 3.6 Twitter usage frequency
15. How often do you use the following social media in order to get informed? [Reddit]

Table 3.7 Reddit usage frequency

15. How often do you use the following social media in order to get informed? [Instagram]

Table 3.8 Instagram usage frequency
16. What kind of media do you use except television in order to get informed about political issues?

In this question the thesis tries to explore if the kind of media that are used by the audience is matching with an activity that can be made by using a second screen device. This kind of media could be online media for example. Therefore the repliers have to answer if they are using online media or other kind of media in order to get informed about political issues. The investigation of this question also tries to reveal a possible connection of television with some of the types of media referring always about information for political issues. Four possible choices were available and the replier had the opportunity to answer by selecting one or more of the options provided. Online media had the highest acceptance among repliers with 90.9% (90 people) whereas the "Other" option had 11.1% (11 people). Radio with 27.3% (27 people) and Print media with 27.3% (27 people) had concluded the answer.

3.4 Questions about political issues while watching television

17. What kind of device do you use to get informed about political issues, while watching television?

The thesis by using this question tries to reveal what kind of hardware the audience is using when they become second screeners. It is also targeting the way that the public is getting information about political matters while watching television. This is answer in not just proving the engagement with the second screening phenomenon but also moves forward in order to explore the means that the audience can become dual screeners. In some kind of way the research also can find under which circumstances the audience is getting information about political issues. If they are using their smartphones maybe they are sitting on a sofa but if they are sitting in front of a screen of laptop or a personal computer, that means that maybe
they are working or doing some other kind of activity. The repliers had four available options to choose and they had the opportunity to select one or more answers. Smartphone with 77.2% (71 people) was the first option and the second one was Laptop/Personal Computer with a difference of just one answer 76.1% (70 people). Tablet had a percentage of 19.6% (18 people) and finally the "Other" option had the minor percentage of 2.2% (2 people).

17. What kind of device do you use to get informed about political issues, while watching television?

3.10 A combination of the preferences of devices for getting information about political issues while watching television.

18. How often do you use the following devices while watching political news on television? (Smartphone, Tablet, Laptop/Personal Computer, Other)

As a continuation of the previous question the research is trying to explore in depth what kind of devices the audience is using when watching political news on television and the most important fact the level of frequency of usage for each device. The level of frequency can reveal a deep relationship between political news on television with second screening phenomenon. This relation can provide information about engagement, the appearance of second screening in political informative style and how the audience is reacting with political reality in the digital age. The repliers had the option to select the level of frequency of usage for 3 types of hardware (smartphone, tablet, Laptop/personal computer) and they had the opportunity to state if they are using another kind of device except the mentioned ones (other). The highest rates of usage for each hardware were: Smartphone: Daily 42.6% (40 people), Tablet: Never 62.2% (56 people), Laptop/Personal Computer: 2-3 times a week 25.3% (23 people), Other kind of device: Never 93.2% (68 people)
18. How often do you use the following devices while watching political news on television? [Smartphone]

Table 3.11 Smartphone usage frequency

18. How often do you use the following devices while watching political news on television? [Tablet]

Table 3.12 Tablet usage frequency
• Laptop/Personal Computer

Table 3.13 Laptop/Personal Computer usage frequency

• Other

Table 3.14 Other kind of device, usage frequency
19. Have you ever done one or more of the following activities while watching political news on television?

The thesis with this question tries to investigate in what kind of activities the audience is engaged to while watching political news on television. This reply can explain in some way why the audience is using second screen devices while watching political news and which are the favorite habits of the audience by using their dual screen device. Also it manages to differ in some way the kind of engagement that the viewers may have while watching news about politics. Some of them maybe are trying to avoid to engage with politics (talking on the phone, chatting) and one part of them maybe engaging through the second screen device into politics (post comments on social media, post comments on news websites). The repliers had the option to choose among five selections, one or more answers. The answer with the highest acceptance among the repliers was "Talking on the phone" with 62.2% (61 people), whereas "Post comments on news websites" had a rate of 14.3% (14 people). The rest of the answers were "Chatting" with a percentage of 58.2% (57 people), "Post comments on social media: Facebook, Twitter etc." with a proportion of 43.9% (43 people) and finally doing none of the proposed activities score a rate of 17.3% (17 people).
3.5 Questions about political engagement

20. Do you get information about political issues?

This is an opening question for the last four questions of the online questionnaire which are based on political engagement and politics in general. It is a question in order the thesis to get information whether the repliers are interested in getting political news and therefore help the last questions of the research. Moreover clarifies what is the exact proportion of the repliers that are interested in politics and trying to be aware of political issues and matters. The percentage of 89.8% (88 people) answered that get information about political issues whereas a proportion of 7.1% (7 people) don't get information about political issues.

![Graph showing the percentage of yes and no responses to the question: Do you get information about political issues?](image)

Table 3.15 Getting information about political issues

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>92.6%</td>
</tr>
<tr>
<td>No</td>
<td>7.4%</td>
</tr>
</tbody>
</table>

21. If YES, how do you get informed about political issues?

The thesis by launching this specific question tries to explore the way that repliers are getting information about political news. It is a question that come as a continuity of the previous one and this is happening because the thesis tries to investigate how deep is the engagement level with political news and in some kind of way how serious and detailed is the information that the public getting about political reality. By giving the option to choose between headlines (either on newspapers or on social media) or watching and listening political news on television or radio, the thesis separate in a way the public that is actually interesting to get more information about political news and the public that prefers just to have an idea about what is happening in politics in a general way by choosing reading headlines. The repliers had an option to choose between 5 answers and they had the opportunity to select one or more answers. The option of "Read articles/headlines on Facebook" had a percentage of 72.8% (67 people) and was the first choice of the repliers whereas the neutral option "Other" was the minor percentage with a 20.7% (19 people). The answer included also "Watching political news on television" with 52.2% (48 people), "Read articles/headlines on newspapers" with an
equal value as the previous option, of 52.2% (48 people) and finally the selection of "Paying attention on hourly news while listening to the radio" got a 28.3% (26 people).

22. Do you ever get motivation to speak to a friend after get informed about political issues?

This question tries to find out if there is any level of motivation when the audience is getting information about political issues. The level of motivation after getting engaged with political news is connected with the activity of speaking to friend after the procedure of getting informed. The feeling of sharing a thought with a friend can be investigated as a motivation to speak about political issues. The repliers answered in a percentage of 87.1% (82 people) that they do get motivation to speak to a friend after get informed about political issues whereas the 12.9% (12 people) replied that they don't get any motivation.

Table 3.16 Motivation to speak to a friend after getting informed about political issues

23. If YES, have you ever get motivated to do one or more of the following?

This specific question comes as a kind of sequence of the previous one. This question targets on what kind of activities the audience is engaged to, when get motivated to speak about politics with a friend. Tries to investigate some of the feelings or the action than an individual doing after gets motivation and speaks about politics. Some of the most common actions that have negative effect about politics are mentioned among the options. The thesis by including this question in the online questionnaire tries explore if the word of mouth about political situation of the past years is valid and if the users are actually speaking negatively about political reality. The participants in the questionnaire had the opportunity to select one or more options among five choices. The selections of "Make fun of situations provided" and "Thinking of migrating to another country" with 63.6% (56 people) were the replies with the highest percentage whereas the neutral option "Other" had the minor proportion of 29.5% (26
people). The option of "Protest" had an average of 53.4% (47 people) among the repliers preferences and finally the choice of "Curse the government" had a proportion of 50% (44 people) among the participants that answered the question.

24. Do you think that the simultaneous usage of multiple devices (for example smartphone-television or personal computer-tablet), gives the user a higher level of engagement when referring to politics?

After exploring a little bit the tensions of the repliers about political motivation and in some kind of way engagement the thesis tries to connect in this last question of the online questionnaire the second screening phenomenon with politics. Tries to investigate if there is a positive tendency between the hybrid media process and politics. The question explores the general idea that the public may have for the simultaneous usage of television and smartphone for example, when referring to political news and information. Positive opinion for the repliers that answered the question about the simultaneous usage of dual-screens had the 84.9% (80 people) of the repliers whereas negative opinion is shared among the 15.1% (14 people).

Table 3.17 Opinion about level of engagement by the help of the simultaneous usage of devices when referring to politics

24. Do you think that the simultaneous usage of multiple devices (for example smartphone-television or personal computer-tablet), gives t…

![Pie chart showing opinion about level of engagement by the help of the simultaneous usage of devices when referring to politics. Yes: 84.9%, No: 15.1%]
Discussion

3.1 Demographic questions

There was a relevant balance between the repliers that complete the questionnaire. Half of them were females and the other half were males. The most standard ages that completed the online questionnaire were between the ages of 18-35. That means in a way, that this hybrid media process was a more interesting topic for the young people. The majority of the repliers were Masters' degree holders. Half of the participants had an income between 10,000 € - 29,999 €, so this fact means that the most of the repliers had the opportunity to purchase a second screen device according to their household income. Moreover the highest percentage of the participants were habitants of urban areas.

3.2 Questions about engagement and frequency of the second device

With the opening question of this section the thesis tried to reveal if the phenomenon apply to the public in a real time experience or with other words if the phenomenon exists in the audience behavior and reality. The huge percentage that answered positively in the question if there is usage of the phone while watching television proves in a way that the process of second screening exist in audience behavior. Into the next step the research tried to reveal the frequency of the usage because, the frequency is an important factor that contributes to the public's habits and it can prove in what level the audience is engaged with their second screen device. The findings provide the information that the audience is deeply engaged with the phenomenon of second screening. As a next step the thesis tried to explore in which exact way the public is using the dual screen device and the results gave the neutral information that people is mostly using their device for just surfing the Internet. As a following route a question was launched for investigating the tendency of the simultaneous usage of the dual screen device and the findings proceed to the outcome that the highest proportion of the repliers were using their second screen device in order to get more and deepest information about a topic that they had been viewing on television. Moreover at this second part of the research, the thesis launched question about the activity of sending a message to a friend while watching television in order to observe the familiarity between the second screening and the communication among people while watching television. The most of the repliers responded positively in this question. As a continuation of the previous question the thesis asked the participants what they texted to their friend in order to perform a specification about the issue. The most common habit while texting was to sharing the viewing experience. In the final stage of this part the research tried to explore the kind of engaging activities between the audience and the phenomenon because : as long the users using their phone or other kind of device for doing these activities (chatting and comment was provided as suitable activities in the question) while watching television they are actual second screeners. In a more optimistic view they are not just passive dual screeners but users that engaging in depth with the phenomenon and the reality of the hybrid media process. The nine out of ten repliers responded positively in the question. Finally as a last part of this section the thesis tried to explore in depth the kind of activities that the public was engaged to, while watching television and the favorite selection of the participants was the activity of keeping themselves occupied during commercials.
3.3 Questions about the media usage

In this section the thesis tried to explore what kind of media the audience is using in order to get informed and in what level of frequency, about the latest news. The thesis demonstrate a view about the usage of Print media, Radio, Online media and Television. Print media and Radio weren't used very often whereas the two keystones of the second screen phenomenon Online media and Television were used by the highest percentage of the repliers almost in daily basis. As a next step the research did the same question about the frequency and the usage of social media. Facebook was the first choice of the public in order to get informed through social networking sites, almost in daily basis. As a final stage of this section the thesis asked the participants of the online questionnaire what kind of media, except television, they use in order to get political latest news. This was a first try to connect through the questions the second screening phenomenon with politics. The investigation of this question also tries to reveal a possible connection of television with some of the types of media referring always about information for political issues.

3.4 Questions about political issues while watching television

At this stage of the questionnaire the thesis is trying to connect in a direct way politics with the media process of second screening. As first question of this section the research asks the repliers what kind of device they are using for getting information about political issues while watching television because this is answer in not just proving the engagement with the second screening phenomenon but also moves forward in order to explore the means that the audience can become dual screeners. Smartphones, Laptops and Personal Computers were the favorite answers of the participants. The level of frequency was asked as a next step of the questionnaire. The level of frequency can reveal a deep relationship between political news on television with second screening phenomenon. This relation can provide information about engagement, the appearance of second screening in political informative style and how the audience is reacting with political reality in the digital age. The daily usage of Smartphone and the common usage of computers inside the period of one week proves that the public is reacting in the digital age referring to getting information about political issues. As a final stage of this part of the online questionnaire the thesis launched a question about the kind of activities that repliers are doing while watching political news on television, always with the help of the dual screen device. This reply can explain in some way why the audience is using second screen devices while watching political news and which are the favorite habits of the audience by using their dual screen device. Also it manages to differ in some way the kind of engagement that the viewers may have while watching news about politics. The favorite activity of the asked audience was to talking on the phone.

3.5 Questions about political engagement

As an opening question of this final part the thesis is asking the participants if they do get information about political issues and nine out of ten repliers answered positively in this particular question. Moreover as a continuation of the previous question the research asked them if they find any motivation to speak to a friend after getting informed about politics. The level of motivation after getting engaged with political news is connected with the activity of speaking to friend after the procedure of getting informed and this is proved by the positive answer from the highest proportion of the participants. The thesis also asked the participants if they perform the usual behaviors when referring to political news and the majority select as
a favor activity when talking to a friend after getting informed about political issues, making fun of situations provided and thinking of migrating to another country. The thesis by including this question in the online questionnaire tries explore if the word of mouth about political situation of the past years is valid and if the users are actually speaking negatively about political reality. Finally as a last part of the section and the questionnaire, was selected a question about the direct connection of political communication and information with the second screening phenomenon. A huge majority of the participants replied that the simultaneous usage of multiple devices (for example smartphone - television or personal computer-tablet), gives the user a higher level of engagement when referring to politics.

Limitations of the Investigation of the Second Screening Phenomenon

The hybrid media process of second screening is a relatively new kind of phenomenon. Although the phenomenon is valid and existing (especially after the burst of mobile devices into the markets) the exact affects cannot be studied. This is happening because a new process may have a lot of failures or misleads into the results that provide to the researchers. When referring to the connection of second screening with political communication may a lot of the findings be incorrect. This may happening because a second screen device can be used in order to get engaged with politicians, political parties but there is no real evidence that the viewers-users will remain engaged after a specific point of time. Besides that there aren't a lot of researches which proving that distraction of the simultaneous usage of two devices, two screens isn't a fact that a research can ignore. The distraction level may be in high rates therefore some of the results may be not as valid as they demonstrated. Moreover there is a possibility to engage to politics because they are keen on using their devices. There isn't a research that proves the relation between time of engagement and how new is the model of the second screen device. There are plenty of examples which demonstrate to the public that second screening is a new hybrid process that may helping political participation. Of course it is a method that investigators should take in mind and it will become extremely useful in the near future when the real limits and boundaries of second screening will be observed. According to the theory of the thesis it must be noted that the second screen phenomenon is a relatively new behavior of the audience and it is an aspect of the boost of smartphones and second screen devices. Therefore there aren't satisfying researches before the year of 2012 that can help the structure of a more complicated theoretical framework or the compare in between previous times and the times that we currently live in. Moreover there isn't a high number of papers that refer to the connection of political communication with second screening phenomenon. The existing ones were very helpful but of course in the forth coming years there will be more completely researches that will help to demonstrate and analyze the connection between second screening phenomenon with political communication and politics in general. In order the thesis to offer a complete presentation between the connection of this hybrid media process with political communication a lot of other parties should be asked or interviewed for having a better and more clear picture of what exactly the connection is. Political communication has a variety of different participating actors like politicians, journalists, media industry, lobbies etc. The thesis only explores the connection between the audience-public with the phenomenon and how the public is engaged in some way both with second screen devices and with political communication. When referring to an online questionnaire is good to have a high number of repliers in order the results to be more accurate and to represent a highest number of people and different social groups. The number of the repliers were just one hundred people in order the thesis to give just an idea and a
tendency of how the public becoming second screeners during the digital age. One other significant limitation of this study is that the research took place among Greeks (at least a serious number of the repliers were Greeks because of the Facebook that the questionnaire was launched and also the coffee shops that the questionnaire was delivered were at the wider area of Thessaloniki and questioned people were Greeks also). So this target in a way the audience and it is not a general study that can apply to different circumstances, categories or countries. With fewer words this type of questionnaire in some way generalize the audience and the behaviors.

Proposal for further research

A future research in this specific topic, the connection of second screening with political communication, should focus on observing specific differences and routes that second screen use may lead to a certain political action. (Zuniga, Garcia-Perdomo, McGregor, 2015) As mentioned in previous chapter motivations to participate in political talks and keep up with the latest news can be linked with participatory behaviors. But a future research should mention the exact relation between the usage of a second screen device and the willingness to get informed about political news and participate into political discussions. An interesting investigation could be also the relationship of second screen device during a period of crisis in politics or in a period of high attention (like elections) and a period that politics are not the highest priority of the public interest. Further and deeper investigations and researches can also examine whether the second screen usage, lead to prodemocratic or democratic activities. Is digital democracy a term that can be strengthen or get weaker through the procedure of this hybrid media process? A fact that has to be mentioned is that a qualitative approach of the relationship could give a different view and scope of the tendencies and the reactions. Gives different variables and different principles to a research of this kind. It is not only complete the general idea of a research but also explain deeper and clearer some of the relationships created by the connection of second screening and political communication. A complete research that manage to observe all the interesting parts of political communication along with the simultaneous observation of the second screening phenomenon, would be ideal. If a research can observe the relation between political actors with the phenomenon, journalists along with the phenomenon, media industry managers along with the phenomenon, statistical industries along with the phenomenon, lobbies along with the phenomenon and not just the relationship between the phenomenon with the public a lot of innovative proposal and facts can come up with the research. Political communication is a world that affects everybody and the participants in it have different kind of tendencies and reactions. Therefore a full scale research about the observation of the relationship between this hybrid media process and political communication can reveal different aspects of the digital age that now are brought to political reality. To the reality of us all. To the new reality of our community. A very interesting investigation could also be the factors that lead to disengagement. The thesis tries in a way to focus also to the reaction of the public with politics through second screening but a social engagement viewing experience has three stages. Point of engagement, engagement, disengagement. (Guo & Chan-Olmsted, 2015) So there are more things and reactions for deeper investigation.
Conclusion

The guiding research question and a main objective of this essay was: Does second screening phenomenon motivate the users to interact or engage with politics? According to the extended literature review and analysis and with the help of the questionnaire the hybrid media process of second screening phenomenon do help citizens to interact and engage with politics. It is a process that helps political participation and despite the former false opinion that the public in not interested about political issues an aspect of the digital era and new media, like second screening proves the opposite. In cases of conversations around political talk shows, there are two different powers and dynamics. The first one is the interactive communication between politicians and citizens. The second dynamic is between TV authors and a part of the formerly silent public that is now real active and demands to play a crucial role into the way political shows are communicating the public and the politicians. (Giglietto & Selva, 2014) Both the dynamics mentioned are aspects of second screening. These kind of procedures help and motivate users to become more active, according to literature review and the online questionnaire. Therefore, the public is engaging with politics through second screening. Whereas before using second screening that was an action that it wasn't a priority to them. Including 2016 the procedure of second screening may be popular among the users of the Internet but its definition may evolve as the years will passing by. For the time being involves watching television and engaging with supplemental digital media-viewers who are seeking information in a computer-mediated sphere. (Gil de Zuniga, Garcia-Perdomo, McGregor, 2015) These users find the process of second screening as a tool, according to the research. Moreover they are willing to use it to engage and react with politics. Second screening is a useful tool to use in times of political on-going public dissatisfaction due to political failure. As final words for my thesis and a promise for future deeper investigation I will choose to share some words by Castells (2002, The Politics of the Internet, “Computer Networks and Civil Society” p.164) “The Internet offers extraordinary potential for expression of citizen rights, and for the communication of human values. Certainly, it cannot substitute for social change or political reform. However, by relatively leveling the ground of symbolic manipulation, and by broadening the sources of communication, it does contribute to democratization.”
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