Just One More Episode: Procrastination on Online Media Streaming Services
The Influence of Gender Traits, Passion, and Motivation

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ABSTRACT

Procrastination on online media streaming services is a form of problematic media use which a lot of people struggle with – therefore it is relevant to research this phenomenon. This study followed a recent transition in focus from biological sex as a predictor of media behaviour, to gender traits. In addition to gender traits, other possible predictors for procrastination behaviour were thought to be: passion for media streaming, motivation, and ego depletion. The central question in this research was: to what extent do gender traits, passion, motivations, and ego depletion influence procrastination behaviour on media streaming services? The influence of gender traits, passion, motivation and ego depletion on procrastination behaviour were tested using data from this survey based quantitative study (N = 243). The findings showed that gender traits, passion, motivation, ego depletion and procrastination are closely related concepts with a lot of interplay. Gender traits were found to directly influence all other variables within the study, which substantiated the value of existing theoretical claims that personality attributes impact media behaviour. Negative feminine gender traits were expected to predict obsessive passion, ego depletion, and procrastination, as they describe an anxious, self-doubting personality. In contrast, negative masculine attributes were expected to protect individuals from obsessive passion, ego depletion and procrastinatory behaviour, as they describe a controlling personality. However, this study found both negative feminine as well as negative masculine gender traits to be direct predictors of obsessive passion, ego depletion and procrastination behaviour. Interestingly, both harmonious as well as obsessive passion did not directly predict procrastination behaviour on online media streaming services. Instead, they were found to influence content preference and motivational choices. Additionally, harmonious passion was found to protect individuals from ego depletion, whilst entertainment motivation was found to influence the loss of self-regulatory resources. Motivations' influence on procrastination showed duality, with information motivation found to protect individuals from problematic media usage, whereas companionship motivation predicted procrastinatory behaviour. Ego depletion was found to directly influence procrastination. Results suggest that because gender traits, motivation, and ego depletion are direct predictors of procrastination behaviour on online media streaming services, they influence this form of problematic media use to a great extent. Passion influences procrastination to a certain extent, as it is an indirect predictor.

KEYWORDS: *Gender traits, motivation, ego depletion, procrastination, online media streaming platforms*

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Chapter 1: Introduction

The traditional medium of television is slowly disappearing. Although a lot of people still watch television, it is not in the conventional manner of sitting down and watching whatever is programmed to air at that particular moment. TV watching has become less passive, through the invention of replay TV, but also through online platforms which offer users a large array of media content to stream whenever and wherever they want. These online media streaming services are provided by Netflix, Hulu, HBO and Amazon Prime, for example. According to the market and consumer data website Statista, Netflix had over 130 million subscribers in 2018. Compared to only 23 million subscribers in 2011, there has been a massive increase in the amount of Netflix users (Number of Netflix streaming subscribers, n.d.). This movement from passive, traditional consumption of televised media to a more active, innovative consumption of entertainment media is ongoing.

The arrival of streaming media platforms has changed TV consumers' behaviour and the choices they make when consuming content. An example of this is the phenomenon "binge-watching", which Merriam-Webster defines as 'to watch many or all episodes (of a TV series) in rapid succession'. Online media streaming platforms often provide users with entire series – instead of just one episode at a time . The risk of binge-watching is therefore high for users of streaming services. It can be very difficult to stop watching online entertainment media, especially because the content is so readily available on the platforms. In addition to providing users with entire series, streaming services can also increase the amount of time users spend on their platform by incorporating features which automatically keeps playing content if the user does not actively stop watching. Pittman and Sheehan argue that features like this affect users of streaming media services, saying: '[w]hen one program is nearing the nearing the end of its running time, Netflix will automatically cue up the next episode in that series for you. The user has to opt out when he or she wants to stop. It requires very little effort to binge on Netflix; in fact, it takes more effort to stop than to keep going' (2015). To sum up, streaming services can provide users with entire series in one go, and continuously play episode after episode unless the user actively stops streaming content.

Usage of online streaming media services can be very tempting to people because of the aforementioned features of the platforms. Especially when stressed or overwhelmed by real-life tasks or events, it might be difficult for a user to actively stop watching a TV series. When individuals give in to the desire to consume entertainment streaming media on any of the previously mentioned platforms, this can lead to procrastination. Procrastination is the key concept of this study, and all other used concepts are theorised to influence procrastination behaviour. According to Steel (2007), 'to procrastinate is to voluntarily delay an intended course of action despite expecting to be worse off for the delay" (p. 66). Although procrastination is not a 21st century invention, procrastination on online media streaming services is a very real problem which a lot of people struggle with nowadays

(Tussey, 2018). Therefore, it is worth researching what influences this sort of behaviour on media streaming platforms and leads to this specific problem of procrastination.

In the past, when researching media consumers' behaviour and usage choices, scholars have often focussed mostly on gender differences (Banerjee, Greene, Krcmar, Bagdasarov, & Ruginyte, 2008; Brown & Pardun, 2004; Hartmann, Möller, & Krause, 2015; Hunter, Schellenberg, & Stalinski, 2011; Knobloch-Westerick, 2007; Oliver, Sargent, & Weaver, 1998; Ratnasingam & Ellis, 2011). However, recent research into media behaviour – mostly for gaming – has instigated a shift in focus, from biological gender as a predictor of media behaviour to the influence of gender traits (Kneer, Franken, & Reich, 2019). Gender traits are personality attributes, categorised as positive or negative, as well as feminine or masculine (Berger & Krahé, 2013). This study has followed this transition of focus. Whether a person's biological sex is male or female might influence their media behaviour in some way, but this research aimed to show that gender traits (or: personality attributes) can predict media usage and behaviour more accurately.

Besides gender and gender traits, passion for streaming media was also expected to influence media users' behaviour. This research followed theory by Vallerand, Blanchard, Mageau, Koestner, Ratelle, Léonard, Gagné, and Marsolais (2003), who argue that there are two types of passion: harmonious and obsessive passion. Both forms of passion influence the way in which users interact with streaming media. Previous research on passion has argued that harmonious passion predicts a healthy interaction with media, whereas obsessive passion leads to a more unhealthy interaction (Briki, 2017; Kneer et al., 2019; Philippe, Vallerand, & Lavigne, 2009; Vallerand, et al., 2003). Harmonious passion for streaming media could help users' to have a positive and healthy experience whilst streaming content, whereas obsessive passion for streaming media could be related to a more negative streaming experience, where the user has lost control and is prone to procrastination. Therefore, the concept of passion was used as a predictor for procrastination behaviour in this research.

Another theorised predictor of behaviour in relation to usage of streaming media was motivation. This this study aimed to create an understanding of what predicts hedonic as well as eudaimonic motivations for entertainment media consumption. Hedonic content preference is theorised to satisfy a need for amusement and pleasure, whereas eudaimonic content preference indicates a need for a more intense experience which raises questions and makes the user contemplate life (Bartsch, 2012B; Bartsch & Viehoff, 2010; Oliver & Bartsch, 2010; Oliver & Bartsch, 2011; Oliver & Raney, 2011; Philippe et al., 2009). These motivations come from different needs; therefore they lead to different usage choices to accomplish particular gratifications. Previous research on entertainment media usage indicates that users often consume media content to alter or regulate their mood state (Pittman & Sheehan, 2015; Reinecke et al., 2012; Zillmann, 1988). The strong mood restorative potential of entertainment media is therefore theorised to be an important motivational factor for usage of online media streaming services. This study has utilised previous research on uses

and gratifications theory (Bondad-Brown, Rice, & Pearce, 2012; LaRose & Eastin, 2004; Rubin, 1983; Shao, 2009) as well as mood management theory (Knobloch-Westerick, 2007; Pittman & Sheehan, 2015; Reinecke et al., 2012; Zillmann, 1988) to further explore predictors of motivations for streaming media usage, and how these motivations then influence users' behaviour.

This study focussed on psychological predictors of behaviour on online media streaming services. In addition to personality attributes and motivational aspects, the state of ego depletion was also theorised to be a predictor of procrastination behaviour. According to previous research, ego depletion is a psychological state of mind where an individual has lost control over one's actions and needs (Baumeister, Gailliot, DeWall, & Oaten, 2006; Baumeister & Vohs, 2007; Hoffmann et al., 2012; Imhoff et al., 2014; Janssen et al., 2007; Reinecke, Hartmann & Eden, 2014). Ego depletion is a psychological state caused by the draining of physical and mental self-control, therefore it was expected to be influenced by the previously mentioned concepts of personality attributes, passion, and uses and gratifications as well as mood management theory. As stated before, online media streaming services have implemented features into their platforms which allow users to consume entertainment content continuously if they don't actively stop streaming. When in a state of ego depletion, features like this would make it easy to give in to temptation of watching another episode, even if there are other pressing tasks which need to be attended to. Therefore, streaming media when ego depleted is theorised to influence procrastination behaviour.

The aim of this research was to investigate the possible predictors of procrastination behaviour on online media streaming services. Chapter two provides an overview of previous research on uses and gratifications theory as well as mood management theory, and includes hypotheses about how the theorised predictors are related to each other and to procrastination behaviour. Based on existing literature, as briefly discussed in this introduction, this research project focussed on the following concepts as predictors: gender traits, passion, motivations, and ego depletion. All of these concepts were studied and interpreted in relation to procrastination on media streaming platforms. To understand the predictive implications of gender traits, passion, motivations, and ego depletion on procrastination, it is also important to investigate the interplay of the predictors in the context of media use. This focus led to the following research question:

To what extent do gender traits, passion, motivations, and ego depletion influence procrastination behaviour on media streaming services?

Previously, scholars have mostly researched procrastination on streaming media in an academic context (Bridge, Jackson, & Robinson, 2009; Hensley, 2016; Merrill, 2018). However, the actual predictors of this phenomenon have not really been identified or researched in the past. Also, as stated before, previous research on users' behaviour in the context of media use often relies on biological gender categorisation, but this is transitioning to a focus on personality attributes. After

identifying this research gap, this thesis aimed to develop an argument about the predictors of procrastination behaviour on online media streaming services, with one of the key predictors being gender traits instead of biological sex. By choosing this particular focus, the study is scientifically relevant as it adds a different insight to the existing body of literature on procrastination behaviour in the context of media usage.

Procrastination is a problem which seems to occur frequently in 21st century's society, so it is relevant to look into the psychological predictors. By investigating how personality attributes, passion, motivations, and ego depletion influence the phenomenon, this study aimed to create more awareness and a deeper understanding of procrastination behaviour on online media streaming services. When individuals understand what motivational choices of media use lead to procrastination, and whether or not they are prone to procrastination due to their inherent gender traits, their passion for streaming media, or the experience of ego depletion, they will be more conscious of their behaviour on online media streaming platforms. More societal awareness about procrastination behaviour could alter the way in which individuals stream entertainment content, and prevent people from giving into desire to stream when they should be doing something else.

This survey based quantitative study investigated the influence of gender traits, passion, motivations, and ego depletion on procrastination behaviour on online media streaming services. Chapter three provides a detailed description of the research design, sample, and measurements, and explains the methodological choices made in this study. Chapter four reports the results of the statistical analyses which were conducted to test the hypotheses. Lastly, chapter five interprets the results in relation to the research question, theory, and hypotheses, provides an answer to the central question, highlights the study's limitations, and concludes the study.

Chapter 2: Theory

This thesis researched the influence of gender traits, passion, motivations, and ego depletion on procrastination behaviour on online media streaming services. To investigate if, and how these concepts influence procrastination, previous literature on mood management theory and uses and gratification theory were used. This research used literature on the key concepts which were studied: gender, gender traits, passion, motivations, ego depletion, and procrastination. These theories and concepts from existing literature were used to develop hypotheses, to create the theoretical framework in which the survey data was analysed, and ultimately to answer the research question: to what extent do gender traits, passion, motivations and ego depletion influence procrastination behaviour on media streaming services?

2.1 Gender

As stated before, previous research into media related behaviour often includes demographics as predictors. Gender is frequently described as a factor which influences motivations for media use as well as usage choices such as content preference (Banerjee et al., 2008; Bartsch, 2012A; Brown & Pardun, 2004; Hartmann et al., 2015; Hunter et al., 2010; Oliver et al., 1998; Ratnasingam & Ellis, 2011). This research used the concept of gender traits, which are measures of personality and psychological sex, rather than exclusively utilising biological sex as a measure of gender and predictor of procrastination. Whilst biological sex was taken into account, the usage of gender traits as measurements of analysis was expected to give a more accurate and specific insight into how gender and personality influence behaviour on media streaming services. Therefore, a combination of biological gender and gender traits was used.

Existing literature has shown that men and women use media to deal with their emotions in different ways. Knobloch-Westerwick calls this phenomenon 'gender-split patterns of media-based mood regulation' (2007, p. 74). An example of this is that when experiencing a bad mood, men seek distraction whereas women's attention is focussed on the bad mood and the related feelings and triggers. Similarly, women avoid feeling angry by distracting themselves, whereas men allow themselves to feel angry. Knobloch-Westerick argues that this different way of dealing with emotions can be explained by 'gender-specific emotion socialization and emotion-related gender stereotypes' (2007, p. 75). Although she discussed gender differences in media selections, she only used biological gender as a predictor. Other variables in her study were moods (e.g. stressed, angry) and desired media use outcomes (e.g. calming, distracting, mood enhancing). The predictor in this study was biological gender; therefore the results of her analysis were very general and only superficially described why men and women make certain choices when it comes to media usage. Skikta and Maslach (1990) refer to this phenomenon of gender categorisation as 'sorting attributes and behaviour into categories related to sex, despite availability of viable alternative categories' (p. 134). To create a more

meaningful understanding of the psychology behind media use decisions, this research looked further than just biological sex, and examined users' personality traits.

This research used gender traits to conceptualise the measurement of personality characteristics. Gender traits can be either differentiated as feminine or masculine, as well as positive attributes or negative attributes (Cowan & Warren, 1994; Berger & Krahé, 2013). For example, having a low self-esteem would be a negative female gender trait (Cowan & Warren, 1994), whereas being rational would be a positive masculine gender trait (Berger & Krahé, 2013). According to Berger and Krahé (2013), 'both positive and negative aspects of masculinity and femininity… were associated with distinct psychological constructs' (p. 43). Therefore, all four types of gender traits can potentially be found in an individual's personality. Any unique combination of traits could influence the way in which an individual makes use of media streaming services.

This study investigated how specific gender traits, whether those were positive/negative and feminine/masculine, influence users' behaviour on streaming services. Taking into account all of these different possible personality characteristics is important because it allows a more accurate predictive value than only measuring biological gender.

2.2 Passion

This study aimed to investigate how individuals use online media streaming services to procrastinate, and to what extent this behaviour is influenced by personality attributes and motivational aspects. Therefore, it is important to take passion for streaming media use into account. Although passion can lead to (or function as) motivation toward an activity, it signifies a broader attitude towards the activity. Vallerand et al. (2003) define passion as 'a strong inclination toward an activity that people like, that they find important, and in which they invest time and energy' (p. 756). Users of online media streaming services are expected to like the activity, and they might find it important for various motivational reasons (e.g. to relax, to be up to date on the newest series and films, to be informed about a certain topic). Additionally, especially when watching a TV series on streaming services, an individual would have to invest time in the activity. Therefore, another concept within this research was passion for entertainment consumption.

As theorised by Vallerand et al. (2003), two different types of passion were used to analyse streaming media use: obsessive passion and harmonious passion. 'Obsessive passion describes an irrepressible urge to engage in an activity, whereas harmonious passion describes the voluntary engagement in an activity' (Utz, Jonas, & Tonkens, 2012, p. 2012). The distinction between the two types of passion is therefore made by the level of internalisation of online media streaming consumption into users' identity, and the level of harmony found between the activity and other activities. In this research, harmonious passion for media streaming services implicates motivation for use in a healthy manner. Briki (2017) argues that 'self-initiation, volition, and willingness drive harmoniously passionate individuals' behaviors' (p. 2). Although a harmoniously passionate

individual could be strongly inclined to stream entertainment media, there is no loss of control. Obsessive passion, on the other hand, implicates a lack of control experienced by an individual. In this case, Briki (2017) argues, 'internal and external pressure and contingencies drive obsessively passionate individuals' behaviors' (p. 2). An obsessively passionate user has an irresistible, problematic urge to consume online entertainment media, because the activity is highly internalised as part of the individual's identity.

Passion for media usage has frequently been researched in the context of digital gaming (Kneer & Rieger, 2015; Kneer et al., 2019; Mills, Milyavskaya, Mettler, Heath, & Derevensky, 2018; Utz, Jonas, & Tonkens, 2012; Wang, Khoo, Liu, & Divaharan, 2008). Research mostly focussed on the negative effects of passion for playing games, which often means unhealthy media use and addictive tendencies. This study follows previous literature in the assumption that passion for media can affect users in a negative way, by theorising that passionate consumption of online streaming media can predict procrastination behaviour.

A recurring theme in literature is the predictive value of personality traits on harmonious and obsessive passion (Balon, Lecoq, & Rimé, 2016; Briki, 2017; Mageau, Carpentier, & Vallerand, 2011; Philippe et al., 2009). A multitude of possible personality attributes are suggested as influences for developing a passion for an activity, such as conscientiousness, extraversion, and neuroticism (Balon et al., 2016). Balon et al. (2016) have researched whether passion is a function of personality. They argue that, although research results show a relationship between passion and personality, contextual factors should also be taken into account. Therefore, in this study, the two types of passion were not viewed as personality traits themselves, but rather as consequences of certain personality traits, or predictors of motivational usage choices.

The theoretical framework for this research is built around a study by Kneer et al. (2019), which indicated that gender traits are important predictors for motivations, passion, addiction, and problematic media use in a gaming context. One of the main arguments they make about gender traits and passion is that positive masculine traits predict harmonious passion (for games), and protect against problematic gameplay. Kneer et al. (2019) explain this by stating 'being rational, analytical, strategical etc. is the strongest protector against the development of behaviour that are linked to being out of control' (p. 55). The other main finding of the study is that negative feminine gender traits predict obsessive passion as well as problematic gameplay. This can also be explained, as multiple scholars have argued that personality traits related to self-worth are especially relevant when examining passion towards an activity, particularly in relation to obsessive passion (Kneer et al., 2019; Mageau, Carpentier, & Vallerand, 2011; Philippe, Vallerand, & Lavigne, 2009). Research has shown that individuals with low scores for self-esteem are more likely to depend on passionate behaviour to maintain their self-worth (Mageau et al., 2011). Similarly, Philippe, Vallerand and Lavigne (2009) have found a negative relationship between obsessive passion and well-being, whereas harmonious

passion and well-being had a positive relationship. Both studies therefore reiterate the conception that harmonious passion is healthy, whereas obsessive passion is unhealthy.

The concepts harmonious and obsessive passion are important to this study because existing literature has conceptualised a strong connection between passion and media usage, as well as gender traits and passion. This study focussed on procrastination on online media streaming services, which is problematic and unhealthy media consumption behaviour. Based on previous scholarly work, passion is expected to be a predictor of procrastination behaviour.

2.3 Mood Management Theory

According to Pittman and Sheehan (2015), online streaming media services have introduced an innovative media consumption method. The services offer their users a lot of flexibility, as Video-on-Demand (VoD) allows individuals to decide for themselves how, where, and when they want to consume TV streaming content. Compared to linear television, this amounts to a very different consumption experience. This degree of control over viewing activities has led to the increasingly popular phenomenon binge-watching: the act of watching two or more episodes of the same series consecutively. Pittman and Sheehan (2015) argue that a motivation to binge-watch is that it can serve as a restorative experience, meaning individuals find that they can be mentally recharged from this viewing method. This restorative experience can also be called recovery through media use (Reinecke, Klatt, & Krämer, 2011), which is related to mood management theory.

Mood management theory is one of the two theories around which this theoretical framework is built. In this research, MMT was used to connect key concepts and interpret media usage behaviour. Mood management theory, as theorised by Zillmann (1988), assumes that individuals consume and select messages to alter and regulate their mood states. This thesis research focussed on entertainment streaming media, therefore this is the context in which mood management theory was applied. Thus, it is assumed that individuals choose media content based on the mood state that they are currently in, with the aim to either sustain this mood, or change it. Zillman's theory is built around the assumption that, when in a bad mood, people aim to improve their mood or weaken the negativity. When in a good mood, people aim to preserve their mood and the positivity.

A particularly relevant characteristic of selective exposure for mood management via media consumption is the hedonic valence of the media content (Reinecke et al., 2012; Zillmann, 1988). Hedonic valence is the positive or negative nature of the media content. Based on what mood state an individual is in and whether they want to sustain or alter this, they will make certain choices. Therefore, using entertainment media to regulate one's mood is sometimes called hedonic self-regulation. According to Reinecke, Klatt, and Krämer (2011), 'selection of media content is driven by a desire to regulate affective states and describes media users as hedonic agents that strive for pleasurable experiential states' (p. 193). Individuals select and consume media according to their current mood state (positive or negative), their desired mood state, and the intensity level of the mood.

Hedonic valence of entertainment media content is the most straight-forward characteristic to effectively make a mood-altering media decision.

Mood management theory provides an explanation for why individuals make certain entertainment media choices (selective exposure); by highlighting the human tendency to choose and control environmental factors which could affect their mood state (Zillmann, 1988). The content selection process in mood management theory is not always deliberate. Individuals select media based on their mood; therefore it is usually a more intuitive decision. In the context of online media streaming services, mood management theory is therefore very relevant. Individuals are highly flexible in their choice of entertainment content, and if the selected TV series or film does not influence their mood state in the anticipated extent, they can easily switch to another entertainment product. Users of media streaming platforms are in full control of their media environment. Following Zillmann's (1988) theory, this thesis aimed to measure motivations for media usage. When an individual uses online media streaming services to satisfy needs related to mood management, this motivates their content preference and also their viewing behaviour. For example, when a user is feeling upset and wants to lift this mood state, the preferred media content of choice would have a positive hedonic valence, (e.g. a sit-com). When a user is feeling inspired and wants to intensify this mood and learn more about a specific topic, the preferred media content of choice would have a negative affective valence (e.g. a documentary).

Mood management theory is related to motivational aspects of media consumption. As stated before, it theorises that individuals use media to gratify certain needs, specifically related to mood termination or alleviation. Although mood management media selection processes are mostly intuitive as they are based on mood states, there are motivations at play. Relevant in the context of mood management theory and selective media exposure is the previously discussed research done by Knobloch-Westerick (2007), which states that there are gender-split patterns of media-based mood regulation. Following this study, this research assumed that gender traits would predict choices made on online media streaming services.

Mood management theory proposes that individuals make decisions when selecting media content for consumption, in such a way that it allows maximum need gratification (Knobloch-Westerick, 2007; Reinecke et al., 2012). Building on Zillmann's (1988) theory, Reinecke et al. (2012) argue that individuals not only manage their mood by distracting themselves from negative feelings, but they also consume entertainment media to address the cause of the negative mood. In the latter case, an individual would stream online media to repair their mood. According to Reinecke et al. (2012), 'for negative moods caused by high levels of arousal, exposure to less arousing media may result in the repair of the negative mood' (p. 438). In some cases, distracting oneself from negative moods using streaming entertaining content would be enough. However, when in need of mood repair, a simple distraction might not do the trick. Therefore, motivations for media usage are often related to mood states as well as intrinsic needs. Media usage based on a mood state alone leads to the intuitive

selection of content to distract the individual from a negative mood. Media usage based on mood combined with a consciousness of intrinsic needs leads to a more deliberate selection of content to directly address the source of the negative mood, so that the mood can be repaired.

Mood management is also related to recovery through media use, like the previously mentioned restorative potential users experience from binge-watching. Recovery is a form of need satisfaction, and can be defined as 'the process of replenishing depleted sources or rebalancing suboptimal systems' (Sonnentag & Zijlstra, 2006, p. 331). Recovery potential through the consumption of media is related to need satisfaction, and therefore to particular motivational choices. Existing literature has shown that individuals' psychological state when being exposed to media content affects their need satisfaction and recovery potential (Reinecke & Hofmann, 2016; Reinecke et al., 2011; Reinecke, Hartmann, & Eden, 2014).

A particularly relevant characteristic of selective exposure for mood management via media consumption is the hedonic valence of the media content (Reinecke et al., 2012; Zillmann, 1988). Hedonic valence is the positive or negative nature of the media content. Based on what mood state an individual is in and whether they want to sustain or alter this, they will make certain choices. Therefore, using entertainment media to regulate one's mood is sometimes called hedonic self-regulation. Hedonic valence of entertainment media content is the most straight-forward characteristic to effectively make a mood-altering media decision, as it can be divided up into content categories. For example, content with positive hedonic valence would be comedy series and romantic films, and content with negative affective valence, would be dramatic series and documentaries. According to Reinecke, Klatt, and Krämer (2011), 'selection of media content is driven by a desire to regulate affective states and describes media users as hedonic agents that strive for pleasurable experiential states' (p. 193). Individuals select and consume media according to their current mood state (positive or negative), their desired mood state, and the intensity level of the mood. As stated before, users of online media streaming services are in full control over their entertainment media exposure, which is why motivations related to mood management are expected to influence behaviour on the platforms.

Mood management theory is related to motivational choices in media consumption, which is one of the key concepts of this study. It is therefore an important theory in the theoretical framework, because it explains how individuals make media choices related to mood-altering.

2.4 Motivations

To investigate motivations for usage of online media streaming services and their potential implications for users' behaviour, this research focussed on media content preferences. To understand how and why individuals make use of streaming media, it is relevant to identify their content preferences for entertainment consumption. According to Wirth, Hofer, and Schramm (2012), entertainment consumption can be pleasant and enjoyable, but also has potential to be more meaningful, deep, or emotional. Therefore, this study used the concepts of hedonic and eudaimonic

motivations (Oliver & Bartsch, 2010; Oliver & Raney, 2011; Rieger, Reinecke, Frischlich, & Bente, 2014; Vorderer & Reinecke, 2015; Wirth et al., 2012). Existing literature has shown that individuals use entertainment media for hedonic purposes – to find pleasure and amusement – or eudaimonic purposes – to search for and think about the meaning of life. According to Rieger et al. (2014), hedonic entertainment consumption has recovery potential because it offers viewers a positive experience and a relaxing distraction. Eudaimonic entertainment consumption offers a different kind of recovery potential because it mixes positive and negative valence, and therefore it challenges or inspires viewers. Both forms of motivations lead to different choices of entertainment consumption. For example, an individual with hedonic motivation would prefer to consume something purely for pleasure, and watches a sit-com. A user with eudaimonic motivation, however, would prefer to consume something meaningful, and watches a documentary.

Media streaming services offer users a large variety of content, which means that both hedonic and eudaimonic needs can be satisfied. This means that both forms of content preferences and motivation were relevant to this research. Hedonic preference allows a more passive interaction with the consumed media, as it is only focussed on pleasure and amusement. Hedonic motivations are related to the previously discussed mood management theory, as positive hedonic media content has mood-altering restorative potential (Reinecke et al., 2011; Rieger et al., 2014). Eudaimonic motivations predict media entertainment use to create a more meaningful experience, as it demands a different kind engagement with the content. Eudaimonic content preference allows a more thorough interaction with the consumed media, as the individual specifically uses the content to inform themselves on a topic or to ponder questions about (a certain aspect of) life (Bartsch, 2012B; Bartsch & Viehoff, 2010; Oliver & Bartsch, 2010; Rieger et al., 2014).

According to existing literature biological gender plays a part when it comes to content preference (Oliver, Sargent, & Weaver, 1998; Oliver, Weaver, & Sargent, 2010; Ratnasingnam & Ellis, 2011). Knobloch-Westerwick (2007) argues that 'women are more likely to watch tragedies, daily soaps, and romance, as they express greater appreciation for these genres than men. Men, on the other hand, tend to like horror, sports, and action movies more than women do' (p. 90). Similarly, Ratnasingnam and Ellis (2011) found that women watched TV dramas more than men, and Bartsch and Viehoff (2010) argued that women are more likely to enjoy emotional media content such as tearjerkers. Following this theory would mean that women prefer to consume eudaimonic content, whereas men tend to favour hedonic content. However, categorising media content as preferred by either men or women would be too strong of a distinction, as biological gender is not the only predictor for content preference. As stated before, this research aimed to analyse gender traits as well as biological sex. According to Kraaykamp & van Eijk (2004), personality attributes influence media preferences and motivations as well as selection and use of media, as they contribute to cultural taste and openness to experience. Therefore, to create more accurate insight into what influences media motivations, it made

more sense to measure eudaimonic and hedonic motivations in relation to gender traits as well as biological gender.

Eudaimonic and hedonic motivations are important to this study because they determine behaviour on online media streaming services in terms of the content choices users' make, as well as the gratifications they experience.

2.5 Uses and Gratifications

This study used the uses and gratifications framework to analyse motivations for entertainment media streaming consumption. Uses and gratifications theory 'stresses individual use and choice in communication behaviours and helps explain how the media and their content can be a source of influence within the context of other competing influences' (Bondad-Brown et al. 2012, p. 473). The theory explains media use as need satisfaction of the user, and builds on the assumption that individuals make conscious and active decisions when consuming media to fulfil their particular needs (Bondad-Brown et al., 2012; LaRose & Eastin, 2004; Shao, 2009). Therefore, motivations for media consumption play a large role in U&G theory. This study has used of three different uses and gratifications motivations for online TV and film streaming: information, entertainment, and companionship (Bondad-Brown et al., 2012). These different forms of gratifications relate to either hedonistic needs – e.g. to overcome loneliness, to escape from problems, to pass time – or eudaimonic needs – for information, for status-enhancement, for social interaction (Oliver & Bartsch 2010). Existing literature shows that gratification motivations often come from social and cognitive needs, and an intrinsic desire to experience emotions (Bartsch, 2012B; Bartsch & Viehoff, 2010; Vorderer & Reinecke, 2015). By taking into account these motivations for media use, it became more feasible to analyse individuals' motivations for use of online media streaming services within this research.

Although being an older study compared to other literature used to build the theoretical framework, Rubin (1983) contains some relevant insights into TV viewing motivations and how they predict media consumption behaviour. For example, his study shows that the entertainment motivation for TV viewing is related to boredom relief and therefore to mood management and hedonic needs. According to Rubin (1983), this form of viewing behaviour can lead to feeling dependent on watching television. This therefore relates back to the previously mentioned concept of obsessive passion, where individuals experience an unhealthy relationship with media use as they have internalised the need to engage with the activity and become dependent of it.

Uses and gratifications theory is strongly related to individual differences and motivations (Bondad-Brown et al., 2012; Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018). This is especially relevant in the context of media consumption on online streaming services, 'which creates a more interactive and personalized experience' (Bondad-Brown et al., 2012, p. 472). Because online streaming platforms offer such a large selection of entertainment content, the individual's characteristics, preferences, and motivations predict their media choices and behaviour. Usage of

online media streaming services is an individual activity; therefore the user has a lot of personal control over media consumption. This makes the interplay between the predictors of behaviour very interesting, as a combination of certain gender traits, passion, and motivations could make the individual prone to problematic media, like procrastination behaviour.

Motivations for media usage are predictors for behaviour on online media streaming services. Therefore, uses and gratifications theory is important in to this study, because it explains how motivations and preferences for media usage arise from users' individual needs and desires.

2.6 Ego Depletion

In addition to specific gender traits, passions, and motivations which influence the user's behaviour on online media streaming services, the psychological state of the individual should also be taken into account. Baumeister and Vohs define ego depletion as 'a state in which the self does not have all the resources it has normally' (2007, p. 116). This means that, when an individual is in a state of ego depletion, they are unable to control themselves and their desires. However, ego depletion is not the same as lack of motivation. It is a physiological state where one is temporarily depleted of self-regulatory strength or energy, because one draws on a limited resource of physical and mental energy (Baumeister et al., 2006; Baumeister & Vohs, 2007; Imhoff, Schmidt, & Gerstenberg, 2014; Janssen et al., 2007; Tyler & Burns, 2007). Therefore, exerting self-control can result in depletion. When an individual experiences this state of ego depletion, it is important to replenish the self-regulatory strength. The depleted sources will become replenished after rest, relaxation and the experience of positive emotions, so one could wait for the depleted state to pass (Tyler & Burns, 2007). It is also possible to speed up this replenishment by converting goal achievement motivation into self-regulatory resources. The possibility of overcoming obstacles when depleted from willpower is a motivational aspect of personality, rather than a self-regulatory trait (Baumeister et al., 2006; Baumeister & Vohs, 2007). However, there are certain personality traits which seem to be related to ego depletion, like for example anxiety. Highly anxious individuals are more likely to experience ego depletion than low-anxious individuals. (Baumeister et al., 2006).

Experiencing a loss of self-regulatory resources influences individuals' media usage and potential recovery processes in a negative way. The state of ego depletion decreases control over the desire to use entertainment media, and can tempt the user to give in to temptation (Hofmann, Vohs, & Baumeister, 2012). Reinecke, Hartmann and Eden (2014) argue that 'ego-depleted individuals have a particularly high risk of experiencing a conflict between their use of entertaining media and other activities. Thus they may conceive of it primarily as a form of procrastination' (p. 3). Being ego depleted can therefore lead to problematic media usage because the individual is not in control over their media consumption.

An ego depleted user of online media streaming services can experience a similar lack of control as an obsessively passionate user, because both predictors fuel an uncontrollable desire to consume

media. The main difference is that ego depletion is a temporal state, whereas obsessive passion for media use is an internalised feature of users' identity. Therefore, being in a state of ego depletion temporarily heightens an individual's risk of using media as a form of procrastination, whereas being obsessively passionate is more of a permanent struggle.

Not only does ego depletion make individuals more prone to procrastinatory behaviour, it also influences their motivations for media use and the content choices they make. For example, ego depleted individuals could consume entertainment media whilst they wait for the self-regulatory resources to replenish. As stated before, the replenishing of these resources happens when individuals are relaxed and exposed to positive moods. Ego depleted individuals are therefore expected to favour easy and entertaining content over challenging content, and channel hedonic motivation for media exposure. Therefore, there is interplay between traits, ego depletion, motivation, and media usage.

Ego depletion is important in this research because it is a feeling every individual can experience when running out of self-regulatory resources. Ego depleted individuals are at risk of using online media streaming services as a form of procrastination, because of the lack of control they have over their media consumption.

2.7 Procrastination

A key concept in this research is procrastination, which can be defined as 'to voluntarily delay an intended course of action despite expecting to be worse off for the delay" (Steel, 2007, p. 66). Procrastinatory behaviour exists in six different life-domains: academic and work, everyday routines and obligations, health, leisure, family and partnership, and social contacts (Effert & Ferrari, 1989; Klingsieck, 2013). Steel and Klinsieck argue that '[s]ince procrastination appears to require some sort of impulsive weakness of the will, where we act against our own best interests, it is facilitated by proximity to temptations or environmental cues' (2015, p.74). Procrastination is such a widely spread phenomenon, even though it is essentially negative behaviour and self-control failure. Thus, it is relevant to create an understanding of the predictors of procrastination behaviour.

 Research by Effert and Ferrari (1989), as well as a study by Gohil (2014) show no significant gender difference in decisional procrastination behaviour. Rather than biological sex predicting procrastination, character traits seem to have predictive value (Effert & Ferrari, 1989; Gohil, 2014). According to Steel (2007), procrastination reflects an individual's personality. He argues that there are personality attributes which have a theoretical association with procrastination. For example, neuroticism can be a source of procrastination, as this often accompanies traits of anxiety, self-doubting, and being emotion-oriented rather than task oriented. Steel (2007) argues that these traits can all be a source of procrastination, as they have a negative effect on getting tasks done efficiently. These are negative feminine gender traits, which are expected to predict procrastination behaviour. Similarly, he mentions extraversion as a source of procrastination, due to the related personality trait impulsiveness. An impulsive individual could be tempted to focus their attention on desires of the

moment, rather than the task at hand. This is related to mood management theory as well, as procrastination then becomes a form of escapism, an attempt to lift the mood. Procrastination is a way of avoiding difficult, tedious, or intimidating tasks (Klinsieck, 2013; Nordby, Klingsieck, & Svartdal, 2017). Although procrastination works as a temporary distraction, the delay does not make the task less daunting and therefore, in the long run, procrastination does not elevate an individual's mood. Another personality attribute Steel (2007) mentions which can function as a source of procrastination is self-regulatory failure. Accompanying traits could be distractibility and being non-organised (not ordering, structuring, and planning one's life. Again, these are negative feminine gender traits. This lack of self-regulatory resources can also be seen in obsessive passion and ego depletion, which led to think that, in addition to gender traits, obsessive passion and ego depletion might be predictors which reinforce procrastination behaviour.

Although personality traits do seem to have a relationship with procrastinations, motivations can also be predictors to behaviour of self-defeating delay. According to Orellana-Damacela, Tindale, and Suárez-Balcázar (2000), there are different motivational factors related to procrastination. Their study focussed on a combination of behavioural-avoidant and decisional procrastination, also known as 'dysfunctional procrastination, which is defined as the chronic delay of tasks' (Orellana-Damacela et al., 2000, p. 226). A recurring theme in existing literature was that decisional procrastination is related to different personality attributes, particularly to facets of a low self-esteem, self-consciousness, social anxiety, and self-handicapping (Effert & Ferrari, 1989; Ferrari, 1991; Gohil, 2014; Orellana-Damacela et al., 2000; Steel, 2007).

Media use as a form of procrastinatory behaviour has previously been researched by scholars like Schnauber-Stockman, Meier, and Reinecke (2018), Meier, Reinecke, and Meltzer (2016), and Reinecke et al. (2018). These studies investigated the relationship between procrastination and different forms of media, respectively: TV, computer, and smartphone; Facebook; and Internet. It is relevant to study media choices in procrastination context, because users of media are faced with challenges for self-control daily as there is such an immense array of media consumption options available (Schnauber-Stockman et al., 2018). Similar to previously mentioned work on procrastination, Meier, Reinecke, and Meltzer (2016) also identify trait low self-control as a predictor of increased procrastinatory behaviour in the form of media use.

As stated before, an individual is more at risk to demonstrate procrastinatory behaviour on online media streaming services when in a state of ego depletion. The temporal loss of self-regulatory resources leads to an increase in desire to use entertainment media, and influences users' choices related to media consumption. As the individual temporarily has less control over their actions, it is tempting to let go of boundaries and give in to the desire to consume more content than one usually would in one go.

The impact of ego depletion on procrastination can be explained by mood management theory, and specifically the recovery potential of entertainment media use. When ego depleted, the individual

has no willpower and needs to recover and regain the self-regulatory resources. Ego depletion is a temporal state, and affects individuals' needs and motivations. The individual wants to experience recovery from the ego depleted state, and therefore gives in to the desire to watch positive hedonic content to alter their state of mind. However, consuming media whilst ego depleted can make it more difficult to stop streaming. When the ego depleted individual has given in to desire to use online media streaming services to alter their mood state, and then loses control over how much media they consume, it becomes problematic media usage in the form of procrastination behaviour.

2.8 Hypotheses

Research by Knobloch-Westerick (2007) demonstrates that there are biological gender-specific ways of using media to deal with emotions. Following Kneer et al. (2019), this study aimed to investigate to what extent gender traits influence media behaviour. Berger and Krahé (2013) argue that individuals' personality can exhibit a combination of positive and negative personality attributes of masculinity and femininity. As theorised by Vallerand et al (2013), there are two types of passion for media use: obsessive and harmonious passion. They can be differentiated by the level of internalisation of media use into users' identity. Research by Mageau, Carpentier, and Vallerand (2011) demonstrates that users with low self-esteem are more likely to depend on passionate behaviour, especially in relation to obsessive passion. In the context of gaming, Kneer et al. (2019) found positive masculine gender traits to predict harmonious passion, and negative feminine gender traits to predict obsessive passion. This study assumed to find similar influences of gender traits on passion for online media streaming services, because they describe either a rational and controlling personality, or a self-doubting and emotional personality. Therefore, biological gender and gender traits were expected to be significant predictors of two types of passion for online media streaming services:

H1: Harmonious passion is positively influenced by (a) biological gender (male sex), as well as (b) positive masculine and (c) negative masculine gender traits;

H2: Obsessive passion is positively influenced by (a) biological gender (female sex), as well as (b) positive feminine and (c) negative feminine gender traits.

As argued by Oliver and Raney (2011), individuals use entertainment media for hedonic or eudaimonic purposes. Both purposes of media use amount to different content preferences, and different levels of interaction with the content. According to existing literature, biological gender is a significant predictor of media content preference (Knobloch-Westerwick, 2007; Oliver, Weaver & Sargent, 2010; Ratnasingam & Ellis, 2011). To improve predictive value of gender, this research expected gender traits to influence individuals' behaviour related to media use. Positive feminine

attributes were assumed to explain eudaimonic content preference as they describe an empathic and emotional personality. Hedonic content preference was expected to be predicted by positive masculine gender traits, as they describe an objective and practical personality. Additionally, harmonious and obsessive passion were assumed to explain media usage for eudaimonic and hedonic purposes. Therefore, biological gender, gender traits, and passion were expected to be significant predictors of content preference on online media streaming services:

H3: Eudaimonic content preference is positively influenced by (a) biological gender (female sex) as well as (b) positive feminine gender traits, and (c) harmonious passion, and negatively influenced by (d) obsessive passion;

H4: Hedonic content preference is positively influenced by (a) biological gender (male sex), as well as (b) positive masculine gender traits and (c) obsessive passion.

Research by Bondad-Brown, Rice, and Pearce (2012) has shown that individuals make use of media to satisfy their needs. Therefore, there are three possible motivations, which are connected to uses and gratification theory. Additionally, Zillmann's (1988) mood management theory explains how users can utilise media to alter or maintain their mood. The motivational aspect of media consumption is a conscious decision, influenced by multiple different factors. There is no empirical evidence that suggests a relationship between biological gender and motivations of media use. Instead, gender traits were assumed to predict motivations. Positive feminine and masculine gender traits were assumed to explain companionship motivation, as they describe a loving and practical personality. Entertainment motivation was expected to be predicted by positive as well as negative feminine gender traits, as they describe an emotional and over-sensitive personality. Positive and negative masculine gender traits were assumed to explain information motivation, as they describe an analytical and power-hungry personality. Passion was also expected to influence motivational choices. Therefore, gender traits and passion were expected to be significant predictors of motivation for online media streaming services:

H5: Companionship motivation is positively influenced by (a) positive feminine gender traits, as well as (b) positive masculine gender traits, and (c) harmonious passion;

H6: Entertainment motivation is positively influenced by (a) positive feminine gender traits, as well as (b) negative feminine gender traits, and (c) obsessive passion;

H7: Information motivation is positively influenced by (a) positive masculine gender traits, as well as (b) negative masculine gender traits, and (c) harmonious passion.

Research by Baumeister et al (2006) demonstrates that individuals with high levels of anxiety are more likely to experience ego depletion than individuals with low levels of anxiety. Therefore, negative feminine attributes were expected to predict the loss of self-regulatory resources. Negative masculine gender traits describe a rational and controlling personality, which was assumed to negatively influence ego depletion. Whereas certain gender traits increase the likelihood of an individual experiencing ego depletion, individuals with long-term motivations can regain control of the self and overrule the obstacle of ego depletion, unless they are prohibited by obsessive passion. Gender traits, passion, and motivation were expected to be significant predictors of ego depletion:

H8: Ego depletion is positively influenced by (a) negative feminine gender traits, (b) obsessive passion, and (c) entertainment motivation, and negatively influenced by (d) negative masculine gender traits.

Steel and Klinsieck (2015) argue that procrastination requires a loss of willpower, and the needless delay of these tasks. Research by Gohil (2014) demonstrates that biological sex does not predict procrastination, but personality traits can have predictive value. Similarly, Steel (2007) argues that personality traits such as anxiety, self-doubting and emotion-oriented rather than task-oriented can be a source of procrastination. These traits are related to obsessive passion, another expected predictor of procrastination. It was assumed that negative feminine attributes influence procrastination behaviour, as they describe a self-doubting and anxious personality. Negative masculine attributes were expected to protect individuals from procrastinatory behaviour, as they describe a controlling personality. Because ego depletion and procrastination are both related to self-control failure, ego depletion was expected to be a significant predictor of procrastination. Motivations were also expected to be predictors, as they influence behaviour. Gender traits, passion, motivation, and ego depletion were expected to be significant predictors of procrastination behaviour on online media streaming services:

H9: Procrastination is positively influenced by (a) negative feminine gender traits, (b) obsessive passion, (c) entertainment motivation, and (d) ego depletion, and negatively influenced by (e) negative masculine gender traits, (f) harmonious passion, and (g) information motivation.

In summary, the theoretical framework of this study was built around the following concepts: gender, gender traits, passion, motivations, ego depletion, and procrastination. These concepts were investigated in the context of mood management theory and uses and gratifications theory. Using existing literature, hypotheses about the interplay between the concepts were developed. This theory chapter has therefore laid the foundation for creating an understanding of the predictors of procrastination behaviour on online media steaming services.

Chapter 3: Method

After building the study's theoretical framework, the research was operationalised and conducted. This chapter contains an explanation and justification for the chosen research method that was deployed, a description and argumentation of the type of data analysis that was used. It explains the decisions made with regards to the research sample and data collection, and presents the measurement instruments that were used to measure the studied concepts.

3.1 Research design and method

This research project investigated to what extent biological gender, character traits, passion, motivation, and ego depletion are predictors of procrastination behaviour on TV streaming services. Quantitative survey research was used to answer the research question, because this method is an efficient way to collect information on large populations (Nardi, 2006). This study aimed to create an insight into the extent in which gender traits, passion, motivations, and ego depletion influence procrastination behaviour on online media streaming services, therefore the main criteria for respondents was that they are users of these services. Online media streaming is popular amongst a wide range of countries in the world, therefore this study aimed for an international population and sample. Having an international sample generated holistic results – more so than a research conducted with people from only one cultural background would, because it can be presumed that they will have similar experiences. Therefore, using an international sample created a more relevant insight into the actual influence of the procrastination predictors, and also allowed inferences to be made from the sample to the population.

The research question was answered by means of a survey, used to collect quantitative data from an international sample. The survey contained questions about usage of media streaming services over the past week, to create an insight into the frequency and intensity of use. Additionally, the questionnaire was designed to explore concepts like character traits, motivations, content preference, ego depletion, and procrastination. The study relied on validated scales from other scholars, which increased the validity. All respondents participated voluntarily, were informed about the nature of the study, and indicated electronic consent before the study continued.

When using a representative sample, surveys can provide rigorous information about a population, because they generate objective numeric results. In this research, the survey was designed in the format of a structured questionnaire with closed answering categories. This means that all participants were asked the same questions, in the same order, and with the same set of answers (Fowler, 2012). The questionnaire aimed to generate facts (e.g. demographics), behaviour (e.g. time spent on media streaming services over the past week), and attitudes and opinions (e.g. motivations for using online media streaming services).

The collected data from the surveys was processed and analysed using SPSS. To measure to what extent biological gender, character traits, passions, motivations, and ego depletion are predictors

of each other and, ultimately, of procrastination, hierarchical regression analyses were conducted. This analysis technique indicated whether there were significant relationships to be found between the dependent and independent variables, and whether these relationships were positive or negative. Therefore, the data analysis showed which variables were correlated and to what extent they influence procrastination, and were used to test the hypotheses and answer the research question.

3.2 Sample

The units of analysis (e.g. survey respondents) had to be users of online media streaming services, because only then their responses would generate valuable and relevant data. To avoid ethical issues, the respondents had to be at least 18 years old. The respondents were informed about the nature of the research before participation, and their responses were anonymous and kept confidential (Fowler, 2012). The survey did not target a vulnerable group; therefore, as long as the participants were legal adults, there would be no ethical concerns. The research project aimed to investigate predictors of procrastination on media streaming services within an international population, which means that it was important to collect data from a representative sample. By surveying users of online media streaming services from variant socio-cultural backgrounds, measuring their nationality, gender, age, and educational level, the representativeness of the sample was increased.

The sampling method was non-selective. This sampling method was used to avoid bias towards a particular socio-cultural background, and to attract different types of participants. After creating the questionnaire in Qualtrics, the survey was distributed via the Internet, using Amazon Mechanical Turk. Using the Internet to conduct survey research ensured independent data collection, and lead to a random sample. Amazon Mechanical Turk contacted respondents from their panel, who were compensated after completing the questionnaire. Using an online panel to distribute the survey helped to find respondents more easily (Wright, 2005), and also increased the likelihood that the units of analysis have differences in nationalities, age, gender, and educational background. Although the sample did include 31 different nationalities, the Mechanical Turk platform generated a large number of participants with the Indian nationality. Therefore, although using Mechanical Turk to avoid a bias towards a particular background, this has not been avoided completely.

A total of 331 responses were recorded. After data cleaning, $N = 243$ were included in further analyses. In the final sample 52.9% of the participants identified as male and 47.1% as female. Participants' average age was 28.33 ($SD = 8.02$), ranging from 18 to 68. The sample consisted of participants with 31 different nationalities, the most frequently recorded nationalities being Indian (44.7%), American (19.7%), Dutch (12.7%), and Canadian (4.1%). The most named highest education level was university Bachelor's degree (57.0%), followed by university Master's degree (25.0%), and high school (10.2%). The respondents were users of Netflix (72.1%), Amazon Prime Video (52.1%), HBO (30.7%), Hulu (17.1%), and other services such as Videoland or Sky GO (9.8%). Participants' mean time spent using TV streaming services over the past week was 10.69 hours ($SD = 9.80$). An

independent samples T-test showed no significant difference in media usage time between males and females. The varying demographics of gender, age, education level, and nationality show that the data set is diverse, which increases the representativeness of the sample.

3.3 Measurements

Gender variable. Participants were asked about their biological gender within the demographical questions. This question was formulated as a multiple-choice question, (1 = male, 2 = female, 3 = other).

Gender traits. Participants were asked to what extent specific character traits described their personality. Questions were formulated on a 5-point Likert scale (1 = does not describe me at all, 5 = describes me extremely well). Participants' responded towards positive feminine traits (Cronbach's α = .77), negative feminine traits (Cronbach's α = .90), positive masculine traits (Cronbach's α = .63), and negative masculine traits (Cronbach's α = .93). Each of the four subscales included six statements taken from Berger and Krahé (2013).

Passion. Participants' passion for TV streaming was measured using seven items for both harmonious passion (Cronbach's α = .88) and obsessive passion (Cronbach's α = .96). Questions were formulated on a 7-point Likert scale that asked participants to what extent they agreed with the statements about streaming usage (1 = do not agree at all, 7 = completely agree, adapted from Vallerand et al., 2003).

Content preference. Participants' content preference for TV streaming was measured using six items for both eudaimonic preference (Cronbach's α = .89) and hedonic preference (Cronbach's α = .84). Questions were formulated on a 7-point Likert scale that asked participants to what extent they agreed with the statements about content preference (1 = strongly disagree, 7 = strongly agree, adapted from Oliver & Raney, 2011).

Streaming motivation. TV watching motivation was adapted from Bondad-Brown, Rice and Pearce (2011) and included eleven items which group into three overarching watching motives components: companionship (Cronbach's α = .58), entertainment (Cronbach's α = .78), and information (Cronbach's α = .72). Questions were formulated on a 5-point Likert scale that asked participants to what extent they agreed with the statements about their motivations for TV streaming (1 = strongly disagree, 5 = strongly agree).

Ego depletion. Ego depletion was measured from Deng, Wu, Leung and Guan (2016) and included five items that measured participants' emotional state (Cronbach's α = .92). Questions were formulated on a 7-point Likert scale that asked participants how often they experience the mentioned emotional states (1 = never, 7 = always).

Procrastination. Procrastination was assessed using included sixteen items that measured participants' emotional state (Cronbach's α = .93, taken from Tuckman, 1991). Questions were

formulated on a 5-point Likert scale that asked participants how often they experience the mentioned emotional states (1 = does not describe me at all, 5 = describes me extremely well).

Demographics. Participants were asked to state their biological gender, age, nationality, highest educational degree, and the TV streaming services they use.

In summary, the quantitative survey research was designed around the concepts the study aimed to measure: gender, gender traits, passion, motivations, ego depletion, and procrastination. After creating the questionnaire, the survey was distributed on the Internet. The collected data was then processed and analysed using SPSS. This method chapter has explained and justified the choices that were made during the operationalisation period of the study.

Chapter 4: Results

This chapter presents the results of the conducted data analyses, and states whether the developed hypotheses have been accepted or rejected.

4.1 Impact of gender and gender traits on harmonious passion

In order to test H1, a hierarchical regression analysis was conducted. The harmonious passion score was the criterion. Biological gender was entered in the first block. In the next block, the positive feminine, negative feminine, positive masculine and negative masculine gender traits score were entered (see Table 1 for beta weights and values for explained variance).

When biological gender (H1a) was used as single predictor, the model became significant, $F(1, 241) = 20.96$. Male participants scored higher than female participants (= H1a).The second block showed that positive feminine traits together with negative masculine traits (H1c) improved the predictive value of the model, $F_{change}(4, 237) = 37.97$. Both predictors had a positive relationship with harmonious passion (= H1c).

This hierarchical regression analysis showed that biological gender, positive feminine traits, and negative masculine traits are predictors of harmonious passion. Therefore, H1: harmonious passion is positively influenced by (a) biological gender (male sex), as well as (b) positive masculine and (c) negative masculine gender traits, was accepted after rejecting H1b.

Table 1. Standardised beta weights and R^2 of the hierarchical regression analyses with ratings on the harmonious passion scale as criterion.

	Model 1	**Model 2**
Predictor		
Biological gender	**-.28***	**-.18****
Positive feminine traits		**.13***
Negative feminine traits		-.05
Positive masculine traits		.10
Negative masculine traits		**.53***
	$R^2 = .08$	**$\Delta R^2 = .36$**
	p < .001	***p < .001***

Note: *$p < .05$, **$p < .01$, ***$p < .001$

4.2 Impact of gender and gender traits on obsessive passion

In order to test H2, a hierarchical regression analysis was conducted. The obsessive passion score was the criterion. Biological gender was entered in the first block. In the next block, the positive feminine, negative feminine, positive masculine and negative masculine gender traits score were entered (see Table 2 for beta weights and values for explained variance).

When biological gender (H2a) was used as single predictor, the model became significant, $F(1, 241) = 13.42$. Male participants scored higher than female participants. The second block showed

that negative feminine traits (H2c) together with negative masculine traits improved the predictive value of the model, $F_{change}(4, 237) = 78.10$. Both predictors had a positive relationship with obsessive passion (= H2c).

This hierarchical regression analysis showed that biological gender, negative feminine traits, and negative masculine traits are predictors of obsessive passion. Therefore, H2: obsessive passion is positively influenced by (a) biological gender (female sex), as well as (b) positive feminine and (c) negative feminine gender traits, was rejected apart from H2c.

Table 2. Standardised beta weights and R^2 of the hierarchical regression analyses with ratings on the obsessive passion scale as criterion.

	Model 1	Model 2
Predictor		
Biological gender	**-.23***	**-.11***
Positive feminine traits		-.02
Negative feminine traits		**.20***
Positive masculine traits		-.04
Negative masculine traits		**.59***
	$R^2 = .05$	$\Delta R^2 = .54$
	$p < .001$	$p < .001$

Note: *$p < .05$, **$p < .01$, ***$p < .001$

4.3 Impact of gender, gender traits, and passions on eudaimonic content preference

To test H3, a hierarchical regression analysis was conducted. The eudaimonic content preference score was the criterion. Biological gender was entered in the first block. In the next block, the positive feminine, negative feminine, positive masculine and negative masculine gender traits score were entered. The third and final block included the scores for harmonious and obsessive passion (see Table 3 for beta weights and values for explained variance).

When biological gender (H3a) was used as single predictor, the model became significant, $F(1, 241) = 6.23$. Male participants scored higher than female participants. The second block showed that positive feminine traits (H3b) together with positive masculine traits improved the predictive value of the model, $F_{change}(4, 237) = 13.18$. Both predictors had a positive relationship with eudaimonic content preference (= H3b). Adding harmonious (H3c) and obsessive passion (H3d) added a significant predictive value. The third block showed that biological gender and positive masculine traits no longer predicted eudaimonic preference. Harmonious and obsessive passion improved the predictive value of the model, $F_{change}(2, 235) = 25.51$. Harmonious passion had a positive relationship with eudaimonic preference (= H3c), whereas obsessive passion showed a negative relationship (= H3d).

This hierarchical regression analysis showed that positive feminine traits, harmonious passion, and obsessive passion are predictors of eudaimonic content preference. Therefore, H3: eudaimonic content preference is positively influenced by (a) biological gender (female sex) as well as (b) positive feminine gender traits, and (c) harmonious passion, and negatively influenced by (d) obsessive passion, was accepted after rejecting H3a.

Table 3. Standardised beta weights and R^2 of the hierarchical regression analyses with ratings on the eudaimonic content preference scale as criterion.

	Model 1	**Model 2**	**Model 3**
Predictor			
Biological gender	-.16*	-.13*	-.05
Positive feminine traits		.30***	.20**
Negative feminine traits		.02	.13
Positive masculine traits		.14*	.06
Negative masculine traits		.08	-.06
Harmonious passion			.70***
Obsessive passion			-.40**
	$R^2 = .03$	$\Delta R^2 = .18$	$\Delta R^2 = .14$
	$p = .013$	$p < .001$	$p < .001$

Note: *$p < .05$, **$p < .01$, ***$p < .001$

4.4 Impact of gender, gender traits, and passions on hedonic preference

In order to test H4, a hierarchical regression analysis was conducted. The hedonic content preference score was the criterion. Biological gender was entered in the first block. In the next block, the positive feminine, negative feminine, positive masculine and negative masculine gender traits score were entered. The third and final block included the scores for harmonious and obsessive passion (see Table 4 for beta weights and values for explained variance).

When biological gender (H4a) was used as single predictor, the model became not significant, $F(1, 241) = .06$. The second block showed that positive feminine traits improved the predictive value of the model, $F_{change}(4, 237) = 12.86$. This predictor had a positive relationship with hedonic preference. The third block showed that harmonious passion improved the predictive value of the model, $F_{change}(2, 235) = 15.62$. This predictor had a positive relationship with hedonic preference.

This hierarchical regression analysis showed that positive feminine traits and harmonious passion are predictors of hedonic content preference. Therefore, H4: hedonic content preference is

positively influenced by (a) biological gender (male sex), as well as (b) positive masculine gender traits and (c) obsessive passion, was rejected.

Table 4. Standardised beta weights and R^2 of the hierarchical regression analyses with ratings on the hedonic content preference scale as criterion.

	Model 1	**Model 2**	**Model 3**
Predictor			
Biological gender	-.02	-.01	.07
Positive feminine traits		**.34*****	**.30*****
Negative feminine traits		-.09	-.09
Positive masculine traits		.04	.00
Negative masculine traits		.20	-.04
Harmonious passion			**.38****
Obsessive passion			.06
	$R^2 = .00$	$\Delta R^2 = .18$	$\Delta R^2 = .10$
	$p = .812$	$p < .001$	$p < .001$

Note: *$p < .05$, **$p < .01$, ***$p < .001$

4.5 Impact of gender, gender traits, and passions on motivation of companionship

To test H5, a hierarchical regression analysis was conducted. The companionship motivation score was the criterion. Biological gender was entered in the first block. In the next block, the positive feminine, negative feminine, positive masculine and negative masculine gender traits score were entered. The third and final block included the scores for harmonious and obsessive passion (see Table 5 for beta weights and values for explained variance).

When biological gender was used as single predictor, the model became not significant, $F(1, 241) = 2.47$. The second block showed that positive feminine (H5a) and negative masculine traits improved the predictive value of the model, $F_{change}(4, 237) = 29.06$. Both these predictors had a positive relationship with companionship motivation (= H5a). The third block showed that negative masculine gender traits no longer predicted companionship motivations. Instead, positive masculine gender traits (H5b) became a significant predictor. This predictor had a negative relationship with companionship motivation. Adding harmonious (H5c) and obsessive passion improved the predictive value of the model, $F_{change}(2, 235) = 78.29$. Both passions had a positive relationship with companionship motivation (= H5c).

This hierarchical regression analysis showed that positive feminine traits, positive masculine traits, harmonious passion, and obsessive passion are predictors of companionship motivation. Therefore, H5: companionship motivation is positively influenced by (a) positive feminine gender traits, as well as (b) positive masculine gender traits, and (c) harmonious passion, was accepted after rejecting H5b.

Table 5. Standardised beta weights and R^2 of the hierarchical regression analyses with ratings on the companionship motivation scale as criterion.

	Model 1	Model 2	Model 3
Predictor			
Biological gender	-.10	-.06	.05
Positive feminine traits		**.19****	**.16****
Negative feminine traits		.11	.03
Positive masculine traits		-.10	**-.11***
Negative masculine traits		**.38*****	-.08
Harmonious passion			**.32*****
Obsessive passion			**.49*****
	$R^2 = .01$	$\Delta R^2 = .33$	$\Delta R^2 = .27$
	$p = .118$	**$p < .001$**	**$p < .001$**

Note: *$p < .05$, **$p < .01$, ***$p < .001$

4.6 Impact of gender, gender traits, and passions on motivation of entertainment

In order to test H6, a hierarchical regression analysis was conducted. The entertainment motivation score was the criterion. Biological gender was entered in the first block. In the next block, the positive feminine, negative feminine, positive masculine and negative masculine gender traits score were entered. The third and final block included the scores for harmonious and obsessive passion (see Table 6 for beta weights and values for explained variance).

When biological gender was used as single predictor, the model became not significant, $F(1, 241) = 2.51$. The second block showed that positive feminine traits (H6a) improved the predictive value of the model, $F_{change}(4, 237) = 3.02$. This predictor had a positive relationship with entertainment motivation (= H6a). The third block showed that harmonious and obsessive passion (H6c) did not improve the predictive value of the model, $F_{change}(2, 235) = 2.12$. This model became not significant.

This hierarchical regression analysis showed that positive feminine traits are predictors of entertainment motivation. Therefore, H6: entertainment motivation is positively influenced by (a) positive feminine gender traits, as well as(b) negative feminine gender traits, and (c) obsessive passion, was rejected apart from H6a.

Table 6. Standardised beta weights and R^2 of the hierarchical regression analyses with ratings on the entertainment motivation scale as criterion.

Predictor	Model 1	Model 2	Model 3
Biological gender	.10	.07	.09
Positive feminine traits		**.22****	**.18***
Negative feminine traits		.00	.07
Positive masculine traits		.09	.06
Negative masculine traits		-.19	-.16
Harmonious passion			.25
Obsessive passion			-.26
	$R^2 = .01$	$\Delta R^2 = .05$	$\Delta R^2 = .02$
	$p = .114$	$p = .019$	$p = .122$

Note: *$p < .05$, **$p < .01$, ***$p < .001$

4.7 Impact of gender, gender traits, and passions on motivation of information

In order to test H7, a hierarchical regression analysis was conducted. The information motivation score was the criterion. Biological gender was entered in the first block. In the next block, the positive feminine, negative feminine, positive masculine and negative masculine gender traits score were entered. The third and final block included the scores for harmonious and obsessive passion (see Table 7 for beta weights and values for explained variance).

When biological gender was used as single predictor, the model became significant, $F(1, 241) = 4.55$. The second block showed that biological gender no longer predicted information motivation. Adding negative masculine traits (H7b) improved the predictive value of the model, $F_{change}(4, 237) = 8.42$. This predictor had a positive relationship with information motivation (= H7b). The third block showed that negative masculine traits no longer predicted information motivation. Adding harmonious passion (H7c) improved the predictive value of the model, $F_{change}(2, 235) = 29.71$. This predictor had a positive relationship with information motivation (= H7c).

This hierarchical regression analysis showed that harmonious passion is a predictor of information motivation. Therefore, H7: information motivation is positively influenced by (a) positive masculine gender traits, as well as (b) negative masculine gender traits, and (c) harmonious passion, was rejected apart from H7c.

Table 7. Standardised beta weights and R^2 of the hierarchical regression analyses with ratings on the information motivation scale as criterion.

	Model 1	**Model 2**	**Model 3**
Predictor			
Biological gender	-.14*	-.08	.02
Positive feminine traits		.13	.06
Negative feminine traits		-.05	-.02
Positive masculine traits		.11	.05
Negative masculine traits		.25*	-.04
Harmonious passion			.56***
Obsessive passion			-.01
	$R^2 = .02$	$\Delta R^2 = .12$	$\Delta R^2 = .17$
	$p = .034$	$p < .001$	$p < .001$

Note: *p < .05, **p < .01, ***p < .001

4.8 Impact of gender, gender traits, passions, and motivations on ego depletion

In order to test H8, a hierarchical regression analysis was conducted. The ego depletion score was the criterion. Biological gender was entered in the first block. In the next block, the positive feminine, negative feminine, positive masculine and negative masculine gender traits score were entered. The third block included the scores for harmonious and obsessive passion. The scores for motivations of companionship, entertainment, and information were entered in the fourth and final block (see Table 8 for beta weights and values for explained variance).

When biological gender was used as single predictor, the model became not significant, $F(1, 241) = 2.60$. Adding negative feminine (H8a) and negative masculine (H8e) traits improved the predictive value of the model, $F_{change}(4, 237) = 144.17$. Both predictors had a positive relationship with ego depletion (= H8a). The third block showed that obsessive passion (H8b) improved the predictive value of the model, $F_{change}(2, 235) = 2.24$. This predictor had a positive relationship with ego depletion (= H8b). The fourth block showed that obsessive passion no longer predicted ego depletion. Adding entertainment motivation (H8c) improved the predictive value of the model, $F_{change}(3, 232) = 4.84$. Harmonious passion and entertainment motivation were predictors for ego depletion. Harmonious passion had a negative relationship with ego depletion, whereas entertainment motivation and ego depletion had a positive relationship (= H8c).

This hierarchical regression analysis showed that negative feminine and masculine traits, harmonious passion, and entertainment motivation are predictors of ego depletion. Therefore, H8: ego depletion is positively influenced by (a) negative feminine gender traits, (b) obsessive passion, and (c)

entertainment motivation, and negatively influenced by (d) negative masculine gender traits, was rejected apart from H8a and H8c.

Table 8. Standardised beta weights and R^2 of the hierarchical regression analyses with ratings on the ego depletion scale as criterion.

	Model 1	Model 2	Model 3	Model 4
Predictor				
Biological gender	-.10	.02	.02	.01
Positive feminine traits		-.04	-.03	-.06
Negative feminine traits		**.64***	**.60***	**.59***
Positive masculine traits		.05	.06	.07
Negative masculine traits		**.25***	**.20**	**.23**
Harmonious passion			-.09	**-.16***
Obsessive passion			**.17***	.15
Companionship motivation				.09
Entertainment motivation				**.11**
Information motivation				.02
	$R^2 = .01$	**$\Delta R^2 = .70$**	$\Delta R^2 = .01$	**$\Delta R^2 = .02$**
	$p = .108$	**$p < .001$**	$p = .109$	**$p = .003$**

Note: *$p < .05$, **$p < .01$, ***$p < .001$

4.9 Impact of gender, gender traits, passions, motivations , and ego depletion on procrastination

  To test H9, a hierarchical regression analysis was conducted. The procrastination score was the criterion. Biological gender was entered in the first block. In the next block, the positive feminine, negative feminine, positive masculine and negative masculine gender traits score were entered. The third block included the scores for harmonious and obsessive passion. The scores for motivations of companionship, entertainment, and information were entered in the fourth block. The fifth and final block included the scores for ego depletion (see Table 9 for beta weights and values for explained variance).

  When biological gender was used as single predictor, the model became not significant, $F(1, 241) = 1.89$. The second block showed that negative feminine (H9a) together with negative masculine traits (H9e) improved the predictive value of the model, $F_{change}(4, 237) = 192.77$. Both predictors had a positive relationship with procrastination (= H9a). The third block showed that harmonious (H9f) and obsessive passion (H9b) did not improve the predictive value of the model, $F_{change}(2, 235) = 3.04$. The fourth block showed that companionship motivation together with information motivation (H9g) improved the predictive value of the model, $F_{change}(3, 232) = 6.40$. Companionship motivation had a positive relationship with procrastination, whereas information motivation had a negative relationship with procrastination (= H9g). The fifth block showed that ego depletion (H9d) improved the predictive

value of the model, $F_{change}(1, 231) = 28.90$. This predictor had a positive relationship with procrastination (= H9d).

This hierarchical regression analysis showed that negative feminine traits, negative masculine traits, compassion motivation, information motivation, and ego depletion are predictors of procrastination. Therefore, H9: Procrastination is positively influenced by (a) negative feminine gender traits, (b) obsessive passion, (c) entertainment motivation, and (d) ego depletion, and negatively influenced by (e) negative masculine gender traits, (f) harmonious passion, and (g) information motivation, was rejected apart from H9a, H9d, and H9g.

Table 9. Standardised beta weights and R^2 of the hierarchical regression analyses with ratings on the procrastination scale as criterion.

	Model 1	Model 2	Model 3	Model 4	Model 5
Predictor					
Biological gender	-.09	.02	.04	.03	.03
Positive feminine traits		.04	.03	.00	.02
Negative feminine traits		**.52***	**.51***	**.50***	**.32***
Positive masculine traits		-.02	-.02	.00	-.02
Negative masculine traits		**.38***	**.32***	**.33***	**.26***
Harmonious passion			.05	.05	.10
Obsessive passion			.07	-.02	-.06
Companionship motivation				**.20***	**.17**
Entertainment motivation				.04	.00
Information motivation				**-.13**	**-.14***
Ego depletion					**.30***
	$R^2 = .01$	$\Delta R^2 = .76$	$\Delta R^2 = .01$	$\Delta R^2 = .02$	$\Delta R^2 = .02$
	$p = .170$	**$p < .001$**	$p = .050$	**$p < .001$**	**$p < .001$**

Note: *$p < .05$, **$p < .01$, ***$p < .001$

In summary, this chapter reported the results of the statistical analyses. All nine developed hypotheses were partially accepted, which signifies that the study has led to unexpected results which are not particularly in line with previous research.

Chapter 5: Conclusion

The aim of this research was to investigate the possible psychological predictors of procrastination behaviour on online media streaming services. Following a theoretical framework designed using existing literature on uses and gratification theory, and mood management theory, the study focussed on the predictive value of gender traits, passion, motivations, and ego depletion on procrastination. The central question posed in the introduction and repeated throughout the research was: to what extent do gender traits, passion, motivations, and ego depletion influence procrastination behaviour on media streaming services?

To answer the research question, the expected predictors of procrastination were connected to each other according to the knowledge taken from previous scholarly work. By breaking the central question up into hypotheses inspired by existing literature, the study aimed to investigate if and how the predictors influence each other. After building the theoretical framework and developing the hypotheses, survey research was conducted to collect quantitative data. Then, the survey data was used to test the hypotheses. After analysis of the survey data, all nine hypotheses turned out to be incomplete or wrong, and were only partially accepted. Therefore, statistical analyses showed that the predictors were related to one another in unexpected ways.

5.1 Discussion

Results showed that biological gender (male), positive feminine, and negative masculine gender traits had positive influence on harmonious passion. Although this research expected positive masculine gender traits (e.g. rational, logical) to be a positive predictor of harmonious passion, no significant relation was found in the data. According to this study, biological gender, positive feminine and negative masculine gender traits are predictors of harmonious passion, and contribute to a healthy way of media use. A male with high scores for these positive feminine personality traits (e.g. tender, sensitive), as well as negative masculine personality traits (e.g. ostentatious, boastful) is likely to not lose control when using online media streaming services, as the activity is not internalised as part of the individual's identity. The results are not in line with Kneer et al. (2019). The difference can be explained by taking the media context into account. Kneer at al. (2019) researched gender traits in relation to passion for gaming, whereas this study focussed on passion for online media streaming services. In a gaming context, positive masculine attributes such as analytical, logical, practical, and solution-focused could describe the personality of an individual who is passionate about gaming, but only to a rational extent. However, in a context of streaming media, these personality attributes are not very relevant, as one does not need to be practical when consuming streaming content. More significant are gender traits related to being in control over the activity (e.g. power-hungry) and being in touch with one's mental health (e.g. sensitive, empathic). A combination of these traits will ensure individuals to keep passion for online media streaming services balanced with other activities.

It was found that biological gender (male), negative feminine, and negative masculine gender traits had positive influences on obsessive passion. Although this research expected positive feminine gender traits (e.g. passionate, emotional) to be a positive predictor of obsessive passion, no significant relation was found in the data. Interestingly, negative masculine gender traits were found to be a predictor of obsessive passion. Negative masculine gender traits describe a confident, controlling personality; therefore it could be assumed that they would protect an individual from experiencing obsessive passion. However, this study has found negative gender traits to be a positive influence on obsessive passion. This might be explained by the boastful and inconsiderate personality attributes that also belong to negative gender traits. These traits can lead to cockiness and over-estimation of one's ability to control passionate media consumption. Without realising, individuals with high scores for negative masculine gender traits are at risk of losing control over passion towards online media streaming services. Negative personality traits, feminine as well as masculine, allow negative thoughts and mood states into an individual's psyche. According to this study, obsessive passion can be predicted by biological gender, and negative personality traits, both feminine and masculine. A male with high scores for negative traits (e.g. anxious, self-doubting, and inconsiderate) is more likely to have an obsessive passion for consuming online streaming media. This is in line with existing literature, where traits related to low self-worth are often described as predictors for obsessive passion (Kneer et al., 2019; Mageau et al., 2011; Philippe et al., 2009).

Results showed that positive feminine gender traits and harmonious passion had positive influence on eudaimonic content preference, whereas obsessive passion had negative influence on this preference. Although this research expected biological gender to be a positive predictor of eudaimonic content preference, no significant relation was found in the data. This is not in line with existing literature, as scholars have often argued that men and women have different media content preferences (Oliver et al., 1998; Oliver et al., 2010; Ratnasingnam & Ellis, 2011; Bartsch & Viehoff, 2010). The results are, however, in line with Kraaykamp & Van Eijk (2004) who argue that personality attributes influence media preferences and motivations as well as selection and use of media. The analysis showed that gender traits are more significant predictors of media motivations than biological sex. According to this study, positive feminine gender traits, and harmonious and obsessive passion, are predictors of eudaimonic content preference. An individual with high scores for positive feminine traits (e.g. empathic, emotional) and harmonious passion, as well as lower scores for obsessive passion, is likely to have eudaimonic purposes for online media streaming use.

It was found that positive feminine gender traits and harmonious passion had positive influence on hedonic content preference. Although this research expected biological gender, positive masculine gender traits, and obsessive passion to be predictors of hedonic preference, no significant relations were found in the data. Again, this is not in line with previous research, where gender was used as a predictor of media content preference (Oliver et al., 1998; Oliver et al., 2010; Ratnasingnam & Ellis, 2011; Bartsch & Viehoff, 2010). According to this research, hedonic content preference can

be predicted by positive feminine gender traits and harmonious passion. An individual with high scores for positive feminine traits (e.g. emotional, loving) and harmonious passion is likely to use online media streaming services for hedonic purposes.

Results showed that positive feminine gender traits and harmonious and obsessive passion had positive influences on companionship motivation, whereas positive masculine gender traits had negative influence on companionship motivation. Positive masculine gender traits were assumed to be a positive influence on companionship motivation, therefore the results were unexpected. The negative influence can be explained by the traits themselves. Positive masculine attributes describe a rational, objective, and logical personality. As the companionship motivation scale included statements such as 'because it makes me feel less lonely' (Bondad-Brown et al., 2012), this does not pair well with a rational personality. Rational individuals are not very likely to use online media streaming services to decrease their feelings of loneliness, as they are aware media usage does not actually change anything about their situation. The predictive values of positive feminine gender traits and harmonious passion on companionship motivation were as expected, however the positive relation with obsessive passion was not. Obsessive passion as a positive influence of companionship motivation can be explained by the unhealthy tendencies that belong to obsessive passion (Briki, 2017; Kneer et al., 2019; Philippe, Vallerand, & Lavigne, 2009; Vallerand, et al., 2003). Consuming online media streaming content to feel less lonely could be classified as an unhealthy tendency, because it is a form of escapism that does not actually take away the loneliness. For an individual who is experiencing psychological states such as loneliness, the recovery potential of media use can be very tempting and lead to problematic media use (Reinecke & Hofmann, 2016; Reinecke et al., 2011; Reinecke, Hartmann, & Eden, 2014). An individual with high scores for positive feminine traits (e.g. emotional, loving) and harmonious and obsessive passion is likely to use online media streaming services to satisfy companionship needs.

It was found that positive feminine gender traits had positive influence on entertainment motivation. Although this research expected negative feminine gender traits and obsessive passion to be predictors of entertainment motivation, no significant relations were found in the data. An individual with high scores for positive feminine traits (e.g. emphatic, sensitive) is likely to use online media streaming services to satisfy entertainment needs. This is in line with existing literature on uses and gratifications, where entertaining media is described as a means to satisfy a hedonistic need for amusement and pleasure (Rubin, 1983 Oliver & Bartsch, 2010 Reinecke et al., 2011). An individual with high scores for positive feminine traits (e.g. emotional, loving) is likely to use online media streaming services to satisfy entertainment needs.

Results showed that harmonious passion had positive influence on information motivation. Although this research expected positive and negative masculine gender traits to influence information motivation, no significant relation was found in the data. This is not in line with Kraaykamp & Van Eijk (2004) who argue that personality attributes influence motivations. In the case of information motivation, gender traits do not influence motivates for media use. According to this study, an

individual with high scores for harmonious passion is likely to use online media streaming services to satisfy information needs.

It was found that negative feminine and masculine gender traits and entertainment motivation had positive influence on ego depletion, whereas harmonious passion had negative influence. Although this research expected obsessive passion to influence ego depletion, no significant relation was found in the data. Interestingly, negative masculine gender traits were found to be predictors of ego depletion. As negative masculine attributes describe a rational and controlling personality, this was assumed to protect from the loss of self-regulatory resources. Similar to the relation between negative gender traits and passion, the predictive value for ego depletion can be explained by the arrogant and harsh personality attributes. As stated before, negative masculine gender traits can either predict controlling and rational behaviour, or lead to cockiness and over-estimation of one's ability to control media consumption. Negative personality traits, both feminine and masculine, allow negativity and loss of control to happen. The predictive value of negative feminine attributes is in line with the assumptions based on existing literature (Baumeister et al. 2006). Personality attributes related to anxiety and self-doubting are influential in the loss of self-regulatory resources, and predict ego depletion. According to this study, an individual with high scores for negative gender traits and entertainment motivation, and low scores for harmonious passion is likely to experience ego depletion.

Result showed that negative feminine and masculine gender traits, companionship motivation, and ego depletion had positive influences on procrastination, whereas information motivation had negative influence. Although this research expected obsessive passion and entertainment motivation to influence procrastination, no significant relation was found. Similar to the influence negative masculine gender traits had on the other concepts related to loss of control (obsessive passion and ego depletion), masculine attributes have a positive influence on procrastination. The expected level of control that comes with negative masculine gender traits has been rejected three times within this study. Other than the surprising outcomes related to masculine attributes, the influence of gender traits on procrastination is in line with existing literature (Gohil, 2014; Steel, 2007). Negative female attributes which describe a self-doubting and anxious personality are proven to have predictive value on procrastinatory behaviour. The assumed predictive value of ego depletion has also been found in the data. This is in line with existing literature, where ego depleted individuals are warned to be at high risk to experience procrastinatory behaviour (Hofmann et al., 2012; Reinecke et al., 2014). Also, as expected, usage of online media streaming services for information needs increases the likeliness to experience procrastination. This motivation for media usage is healthy and harmonious, and does not lead to problematic behaviour. According to this study, an individual with high scores for negative gender traits, companionship motivation, and ego depletion, as well as low scores for information motivation is likely to experience procrastination behaviour on online media streaming services.

5.2 Limitations

This research had several limitations. The study was conducted online, using a Qualtrics questionnaire. Although conducting the survey online led to quick and efficient data collection, it was challenging to reach the desired respondents. The aim of the study was to make inferences about psychological predictors of procrastinatory behaviour on online media streaming services. Therefore, the desired population was international. However, recruiting an international and randomised sample in an online study was very challenging. Distributing the questionnaire through Amazon Mechanical Turk was the best option to obtain international respondents. Utilising the Mechanical Turk platform led to some invalid responses, with some MTurk workers completing the survey in less than 30 seconds or skipping questions. However, after cleaning the data and getting rid of the missing values, the collected data was of good quality.

Although Mechanical Turk did create an international sample for this study, the participants were not as culturally diverse as desired. After the data analysis it became clear that, although the sample contained 31 different nationalities, almost half of the sample was made up of respondents with the Indian nationality. Therefore there was a poor match of the sample to the population. Though the results in this study are valid and reliable, there is a cultural bias. The cultural bias shows opportunity for future research. To create an accurate understanding of the predictors of procrastination behaviour on online media streaming services, it would be relevant to do a cultural comparison. In the case of this research, a little less than half of the sample was made up of Indians, and the other half was made up of mainly Western nationalities. The study relied on concepts such as gender traits, passion, and motivations. It is highly likely that research focussed on gender traits and procrastination behaviour would lead to different results in other cultural contexts, because of the societal perception of femininity and masculinity. Also, what is classified as problematic or unhealthy media use could differ massively from one cultural context to the next.

As the study aimed to create an understanding of psychological predictors for procrastination behaviour, a long-term study would have made sense. The studied form of problematic media use is not very easy to measure in one particular moment in time. A long-term study conducting repeated surveys amongst an international sample would give a more accurate insight into procrastination behaviour on online media streaming services and its predictors than this short-term study can. However, though this study may not definitive, the results are valid and the assumptions made about predictors and procrastination are linked to existing literature.

Although the study's data analysis lead to very interesting results, it is important to note that the Cronbach's α of two scales was below .70. Therefore, the positive masculine gender traits variable as well as the companionship motivation variable were not as reliable as the other measurement instruments used in this study.

5.3 Conclusion

In conclusion, the findings showed that gender traits, passion, motivation, ego depletion and procrastination are closely related concepts with a lot of interplay. Gender traits were found to directly influence all other variables within the study, which substantiated the value of existing theoretical claims that personality attributes impact media behaviour. Negative feminine gender traits were expected to predict obsessive passion, ego depletion, and procrastination, as they describe an anxious, self-doubting personality. In contrast, negative masculine attributes were expected to protect individuals from obsessive passion, ego depletion and procrastinatory behaviour, as they describe a controlling personality. However, this study found both negative feminine as well as negative masculine gender traits to be direct predictors of obsessive passion, ego depletion and procrastinatory behaviour.

Interestingly, both harmonious as well as obsessive passion did not directly predict procrastination behaviour on online media streaming services. Instead, they were found to influence content preference and motivational choices. Additionally, harmonious passion was found to protect individuals from ego depletion, whilst entertainment motivation was found to influence the loss of self-regulatory resources. Motivations' influence on procrastination showed duality, with information motivation found to protect individuals from problematic media usage, whereas companionship motivation predicted procrastinatory behaviour. Ego depletion was found to directly influence procrastination. In conclusion, gender traits, motivation, and ego depletion are direct predictors of procrastination behaviour on online media streaming services, and they influence this form of problematic media use to a great extent. Passion also influence procrastination, but a smaller extent as it is an indirect predictor.

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Appendix 1: Questionnaire

Start of Block: Intro + Consent

Welcome message

Dear participant,
Thank you in advance for filling out this questionnaire.

DESCRIPTION
The purpose of this research is to find out more about procrastination behaviour on TV streaming services. It would be very helpful if you could take **approx. 7 minutes** to complete this survey. Your participation is much appreciated. This study is intended for people aged 18 years and older.

PARTICIPATION
 Your participation in this survey is voluntary. You may refuse to take part in the research or exit the survey at any time. You have the right to refuse to answer particular questions.

 RISKS AND BENEFITS
 There are no foreseeable risks involved in participatin in this study other than those encountered in day-to-day life. The study results will be used exclusively for academic work, and your responses may help us learn more about procrastination on TV streaming services.

 CONFIDENTIALITY
 Your responses are voluntary and will be confidential. Responses will not be identified by individual. All responses will be compiled together and analysed as a group. If you have any questions or concerns, do not hesitate to contact me by email: 508697jh@student.eur.nl

 Thank you for your time,
Master student of Media Studies: Media, Culture & Society
 Erasmus University Rotterdam, the Netherlands

 INFORMED CONSENT
 Please select your choice below.

Clicking on the "Agree" button indicates that

- You have read the above information
- You voluntarily agree to participate
- You are 18 years or older

Consent Electronic Consent

Agree (1)

Disagree (2)

Skip To: End of Survey If Electronic Consent = Disagree

End of Block: Intro + Consent

Start of Block: Usage of media streaming services

Usage Do you use online media streaming services?

Yes (1)

No   (2)

Services Which media streaming services do you use?

☐ Netflix (1)

☐ Hulu   (2)

☐ HBO (3)

☐ Prime Video (4)

☐ None (5)

☐ Other (6) _____

Hours spent How many hours have you spent on media streaming services over the past week?

_____

End of Block: Usage of media streaming services

Start of Block: Gender traits

Gender traits To what extent do the following character traits describe your personality?

	Does not describe me at all (1)	Does not really describe me (2)	Describes me moderately well (3)	Describes me very well (4)	Describes me extremely well (5)
Analytical (1)					
Arrogant (2)					
Emotional (3)					
Anxious (4)					
Empathic (5)					
Disoriented (6)					
Boastful (7)					
Logical (8)					
Objective (9)					
Naïve (10)					
Overcautious (11)					
Loving (12)					
Passionate (13)					
Harsh (14)					
Inconsiderate (15)					
Sensitive (16)					
Self-doubting (17)					
Tender (18)					
Ostentatious (19)					
Power-hungry (20)					
Oversensitive (21)					
Practical (22)					

Rational (23)

Solution-
focused (24)

Procrastination To what extent do the following statements describe you?

	Does not describe me at all (1)	Does not really describe me (2)	Describes me moderately well (3)	Describes me very well (4)	Describes me extremely well (5)
I needlessly delay finishing jobs, even when they're important. (1)					
I postpone starting in on things I don't like to do. (2)					
When I have a deadline, I wait till the last minute. (3)					
I delay making tough decisions. (4)					
I keep putting off improving my work habits. (5)					
I manage to find an excuse for not doing something. (6)					
I put the necessary time into even boring tasks, like studying. (7)					
I am an incurable time waster. (8)					
I'm a time waster now but I can't seem to do anything about it. (9)					
When something's too tough to tackle, I believe in postponing it. (10)					

I promise myself I'll do something and then drag my feet. (11)

Whenever I make a plan of action, I follow it. (12)

Even though I hate myself if I don't get started, it doesn't get me going. (13)

I always finish important jobs with time to spare. (14)

I get stuck in neutral even though I know how important it is to get started. (15)

Putting something off until tomorrow is not the way I do it. (16)

End of Block: Procrastination

Start of Block: Ego depletion

Ego depletion How often do you experience the following emotional states?

	Never (1)	Rarely (2)	Occasionally (3)	Sometimes (4)	Frequently (5)	Usually (6)	Always (7)
I feel drained (1)							
I feel worn out (2)							
I would want to quit any difficult task I was given (3)							
I feel lazy (4)							
I feel like my willpower is gone (5)							

End of Block: Ego depletion

Start of Block: Passion

Passion To what extent do you agree with the following statements about using online media streaming services?

	Do not agree at all (1)	Strongly disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Strongly agree (6)	Completely agree (7)
Streaming allows me to live a variety of experiences. (1)							
The new things that I discover through streaming allow me to appreciate it even more. (2)							
My mood depends on me being able to stream. (3)							
Streaming allows me to live memorable experiences. (4)							
I have difficulty imagining my life without this streaming. (5)							
The urge is so strong, I can't help myself from streaming. (6)							
Streaming reflects the qualities I like about myself. (7)							

I am completely taken with streaming. (8)

I cannot live without streaming. (9)

Streaming is in harmony with the other activities in my life. (10)

I am emotionally dependent on streaming. (11)

For me streaming is a passion, that I still manage to control. (12)

I have an almost obsessive feeling for streaming. (13)

I have a tough time controlling my need to stream. (14)

End of Block: Passion

Start of Block: Motivations

Motivations To what extent do you agree with the following motivations to use online media streaming services?

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
Helps me learn about others (1)					
Learn about how to do things I haven't done before (2)					
I just like to watch (3)					
Learn about things happening in the world (4)					
Get information for free (5)					
It entertains me (6)					
Something to occupy my time (7)					
It's enjoyable (8)					
Passes the time away (9)					
Because it makes me feel less lonely (10)					
With my friends (11)					

End of Block: Motivations

Start of Block: Content preferences

Content preference To what extent do you agree with the following statements about content preference?

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I like movies that challenge my way of seeing the world. (1)							
I like movies that make me more reflective. (2)							
I like movies that focus on meaningful human conditions. (3)							
My favourite kinds of movies are ones that make me think. (4)							
I am very moved by movies that are about people's search for greater understanding in life. (5)							
I like movies that have profound meanings or messages to convey. (6)							
It's important to me that I have fun when watching a movie. (7)							
Movies that make me laugh are							

among my favourites. (8)

I find that even simple movies can be enjoyable as long as they are fun. (9)

I like movies that may be considered silly or shallow, if they can make me laugh and have a good time. (10)

For me, the best movies are ones that are entertaining. (11)

My favourite kinds of movies are happy and positive. (12)

End of Block: Content preferences

Start of Block: Genre preferences

Genre preference To what extent are you interested in the following video entertainment genres?

	Not at all (1)	Moderately uninterested (2)	Slightly uninterested (3)	Neutral (4)	Slightly interested (5)	Moderately interested (6)	Very much (7)
Nonfiction (biographies, documentaries, historical stories) (1)							
Dramas (dramas, sad stories, romances) (2)							
Science fiction (science fictio and fantasy) (3)							
Frightening media (horrors and thrillers) (4)							
Comedies (5)							
Action (6)							

End of Block: Genre preferences

Start of Block: Demographics

Age What is your age?

_____

Gender What is your gender?

    Male (1)

    Female (2)

    I'd rather not say (3)

    Other (4) _____

Nationality What is your nationality?

▼ Afghan (1) ... Zimbabwean (156)

Education level What is the highest level of education you have completed?

    Primary school (1)

    High school (2)

    Vocational or technical school (career education) (3)

    Vocational university (university of applied sciences) (4)

    University Bachelor's degree (BA) (5)

    University Master's degree (MA) (6)

    Doctoral degree (PhD) (7)

End of Block: Demographics

Start of Block: Random ID

Q17 Here is your Completion Code: ${e://Field/Random%20ID}

Copy this value to post into Mturk.

When you have copied this ID, please click the next button to submit your survey.

End of Block: Random ID