
Soap Opera Viewing Motives among College Students in the Republic of Armenia

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Abstract: Soap operas are a popular culture phenomenon around the globe, including the Republic of Armenia (Armenia hereafter), a small ancient and changing society in post-Soviet era. A survey of 292 college students from Yerevan, the capital, as well as the provinces of Armenia was conducted in Yerevan. Employing uses and gratifications theory, this study investigated the students' reported motives in viewing soap operas in relations to their demographics. The survey yielded three motives for viewing soap operas: to pass time, for pleasure, and for stimulation. Analysis showed that provincial students were more likely to watch soap operas to pass time. The study can serve as a foundation for future studies about media use in Armenia and possibly other post-Soviet societies.

Keywords: Armenia, college students, soap operas, survey, uses and gratification, viewing motives

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