

The Influence of Motives for Social TV Engagement and Social TV Enjoyment During the Arab Cup: The Mediating Effect of Social Presence

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Abstract

In light of technological development, Social TV engagement is a common viewing behaviour among youngsters. Therefore, this study examines the motivations underlying Social TV engagement and the relationship between social TV engagement and enjoyment. It also considers social presence as a mediator between the variables. Online questionnaires were distributed to 305 university students using purposive sampling, and SPSS was used to analyse direct and indirect relationships between the variables. The findings revealed that all motives (social interaction, entertainment, convenience, and information-seeking) predicted social TV engagement. Moreover, social TV engagement is directly linked to social presence and enjoyment. Whereas social presence is linked to the enjoyment. Furthermore, social presence is a mediating variable in the effect of social TV engagement on enjoyment. This study contributes to the literature by extending Social Presence Theory, which can provide a theoretical foundation for social TV viewing in developing countries. It offers practical implementations for increasing audience-focused sports events on social TV platforms.

Keywords: social TV engagement, social TV enjoyment, social presence, motivations, Arab Cup

1. Introduction

Social TV refers to virtual human interaction through social media while watching television (TV) (Krämer et al., 2015). Social viewing transcends physical boundaries and enables audiences to discuss television content and communicate their opinions through social media platforms (Larsson & Moe, 2012; Su & Chen, 2020). Through these platforms, viewers can seek information about the programmes they are watching, express their views and perspectives, exchange ideas with others, and engage in interactions that extend beyond passive television consumption (Doughty et al., 2012). For example, individuals watching a sporting event on television may share their opinions and reactions with others through platforms such as WhatsApp and X (formerly Twitter). In this way, Social TV integrates television viewing with social media use, creating a more interactive media experience (Pather, 2022; Kim et al., 2021).

Sports television content remains highly popular, particularly among younger audiences (McElroy & Noonan, 2019). Watching televised sports not only fulfils entertainment needs but also facilitates social interaction, as sports viewers tend to engage more actively with others during and after broadcasts (Gantz et al., 2006; Safori, 2025). Given that entertainment is a primary motivation for television consumption (Akinci Çötök et al., 2025), examining Social TV behaviour in the context of sports events is particularly relevant. Social media platforms have further enhanced audience engagement by enabling users to share emotions, reactions, and experiences in real time, especially during major sporting events such as the World Cup (Babac & Podobnik, 2024). The Social TV phenomenon has also gained increasing attention in the Middle

East, particularly during major sports events, attracting the interest of broadcasters, content creators, and television producers (Alsharu et al., 2025; Wael et al., 2026). Consequently, media organisations and sponsors are becoming increasingly concerned with understanding the potential influence of second-screen activities on television viewing behaviours (Zhang & Liu, 2024).

Although previous studies have examined the influence of personality traits and social viewing motivations on Social TV behaviours (e.g., Krämer et al., 2015; Rachdan et al., 2025), much of the existing research has focused on the outcomes of Social TV usage (Choi, 2022) and its influence on television programme satisfaction (e.g., Sudarmawan et al., 2024). However, limited attention has been given to understanding how Social TV participation contributes to the enjoyment of sports television content. Accordingly, the present study examines the motivations underlying Social TV use during the Arab Cup 2025. Existing research suggests that Social TV participation enhances viewers' perceptions of social presence and increases enjoyment of the viewing experience (Kim et al., 2024). Building on this perspective, the current study investigates the motivations for Social TV engagement during the Arab Cup 2025 and examines how Social TV participation influences enjoyment through the mediating role of social presence. Specifically, the study proposes that Social TV engagement strengthens viewers' perceptions of social presence, which subsequently enhances their enjoyment of Social TV participation.

2. Underpinning Theory Hypothesis Development

2.1 Social Presence Theory

Social Presence Theory provides a valuable framework for understanding the social experiences that emerge within social television environments. As audiences increasingly engage with television content while simultaneously interacting through social media platforms, television viewing has evolved from an individual activity into a more socially connected experience. Even in the absence of physical proximity, viewers can participate in shared viewing experiences and develop a sense of togetherness with others (Nicovich et al., 2005; Wohn & Na, 2011). This phenomenon can be effectively explained using the concept of social presence. Short et al. (1976) defined social presence as "the feeling that other actors are jointly involved in communicative interaction" (p. 65). The theory suggests that communication technologies can create perceptions of human presence, enabling individuals to experience meaningful social connections despite geographical separation. In mediated environments, users may perceive others as psychologically present, even when those individuals are not physically co-located (Biocca et al., 2003). Consequently, social presence extends beyond mere communication and reflects the extent to which a medium facilitates interpersonal connection, involvement, and mutual awareness.

Scholars have conceptualised social presence through three interrelated dimensions: co-presence, psychological involvement, and behavioural engagement (Biocca et al., 2001; Biocca et al., 2003). Co-presence refers to the perception of sharing a communicative space with others, whereas psychological involvement reflects the degree of emotional and cognitive connection experienced during interaction (Biocca & Harms, 2002). In contrast, behavioural engagement concerns the extent to which individuals respond to and interact with others within a mediated environment (Biocca et al., 2003). The development of social presence requires more than simple awareness of other participants' presence. According to Lee (2004), awareness of others' existence is a necessary but insufficient condition for a social presence. Rather, social presence emerges through communicative processes that foster interaction, openness, and reciprocal engagement. Similarly, Biocca et al. (2001) argued that psychological involvement is strengthened when individuals perceive others as active, emotionally invested, and genuinely engaged in the communication process. Lee and Nass (2005) further emphasized that behavioral engagement is reflected in users' perceptions that their actions and experiences are interconnected with those of others within an online environment. The relevance of Social Presence Theory to social television lies in its ability to explain why viewers feel socially connected while consuming media content. Kim and Biocca (1997) argued that understanding the social motivations underlying media consumption requires an examination of social presence. Within social television environments, social media platforms facilitate real-time interactions that enable viewers to exchange opinions, react to content, and engage in collective discussions. Through these interactions, audiences can experience a sense of co-viewing and companionship, creating what may be perceived as a virtual living room experience. Therefore, Social Presence Theory offers a strong theoretical foundation for explaining how social media interactions enhance viewers' perceptions of connectedness and shared experience during television consumption. By focusing on the Arab Cup 2025, this study contributes to the growing Social TV literature by providing empirical evidence from an underexplored Arab sports context, thereby enhancing understanding of the factors that drive viewer engagement and enjoyment in contemporary second-screen environments.

2.2 Social TV

The integration of traditional television with social media platforms has given rise to Social TV, a phenomenon that has fundamentally transformed media consumption and audience participation (Kim et al., 2021). Unlike conventional

television viewing, Social TV enables viewers to engage in real-time interactions through social media while consuming television content, creating a more participatory and socially connected viewing experience. This convergence has shifted audiences from passive content consumers to active contributors who generate, share, and discuss content simultaneously across multiple platforms (Alhusaini & Aljalabneh, 2024; Hall & Liu, 2022). Major live events, including sporting competitions and entertainment programs, increasingly stimulate audience engagement through hashtags, live comments, and online discussions, thereby extending the viewing experience beyond the television screen (Kim et al., 2024).

Social interaction is one of the most prominent motivations for Social TV engagement. The interactive affordances of social media enable viewers to communicate with others, exchange opinions, and participate in collective viewing experiences, regardless of physical location (Van Dijck & Poell, 2015). Online communities established around television content provide opportunities for users to engage in discussions, share perspectives, and shape content narratives (Gumussoy et al., 2022). Such interactions strengthen viewers' sense of belonging and community, which, in turn, enhances their engagement with both television content and associated social media platforms. Prior research has shown that social interaction motivations significantly increase participation in Social TV activities by fostering emotional attachment and community involvement (Kim et al., 2024).

Convenience has also emerged as an important determinant of Social TV engagement. Convenience refers to the ease, accessibility, and flexibility associated with simultaneously using television and social media platforms (Kim et al., 2021). The increasing availability of mobile devices and second-screen technologies allows viewers to access information, participate in discussions, and navigate platforms with minimal effort (Whiting & Williams, 2013). These affordances reduce participation barriers and encourage both active engagement, such as posting and commenting, and passive engagement, such as observing discussions and monitoring audience reactions (Krämer et al., 2015). Empirical evidence suggests that convenience-related features positively influence user satisfaction and online participation behaviours, thereby enhancing engagement within Social TV environments (Guo, 2019).

Information-seeking motivation is another significant driver of social TV engagement. Social media platforms enable viewers to obtain real-time information, explanations, and alternative perspectives related to the television content (Krämer et al., 2015). This motivation becomes particularly salient during live broadcasts, where audiences seek immediate updates, contextual information, and expert commentary to enrich their understanding of unfolding events (Guo, 2019). Previous studies indicate that information-seeking viewers are more likely to engage in second-screen activities, including following hashtags, monitoring discussions, and interacting with knowledgeable users, resulting in higher levels of Social TV participation (Wohn & Na, 2011).

Entertainment motivation remains one of the most frequently cited explanations for audience engagement in Social TV. Entertainment reflects the desire for enjoyment, excitement, emotional stimulation, and immersion during media consumption (Papacharissi & Mendelson, 2007). Social TV enhances entertainment experiences by enabling audiences to share reactions, celebrate memorable moments, and participate in collective emotional experiences with other viewers in real-time (Wang et al., 2025). The ability to engage a broader audience during live broadcasts amplifies emotional responses and contributes to a richer viewing experience. Consequently, entertainment has been consistently identified as a key predictor of Social TV participation and engagement behaviours (Al Saadi et al., 2025; Wohn & Na, 2011).

The significance of these motivations is particularly evident in sports broadcasting. Sports events naturally generate high levels of emotional involvement, uncertainty, and audience interaction, making them well-suited for Social TV engagement (Tamir & Lehman-Wilzig, 2023). Through social media platforms, sports fans can discuss performances, exchange opinions, seek information, and share emotional reactions while watching live events (Lee Ludvigsen & Petersen-Wagner, 2023). The FIFA Arab Cup Qatar 2025 provides a relevant context for examining these behaviours, given its substantial television audience and extensive social media engagement. The tournament generated significant online interactions and digital participation, highlighting the growing integration of social media and live sports consumption within the Arab region (FIFA, 2025).

Despite the growing body of research on Social TV, previous studies have largely examined viewer motivations in Western contexts and across diverse media formats. Limited attention has been devoted to understanding how social interaction, entertainment, convenience, and information-seeking motivations influence Social TV engagement during major sporting events in the Arab region. Therefore, this study proposes that these motivations serve as important antecedents of Social TV engagement among viewers of the FIFA Arab Cup Qatar 2025. Therefore, the following hypotheses are proposed:

H1a: Social interaction motivation positively affects Social TV engagement.

H1b: Entertainment motivation positively affects Social TV engagement.

H1c: Convenience motivation positively affects Social TV engagement.

H1d: Information-seeking motivation positively affects Social TV engagement.

2.3 Social TV Engagement and Enjoyment

The rapid advancement of digital technologies and social media platforms has transformed traditional television viewing into an interactive and participatory experience. This transformation has given rise to social viewing, a practice that combines television consumption with real-time social interaction through digital platforms (Kim et al., 2024; Tahat, 2025). Unlike conventional viewing, social viewing enables audiences to simultaneously consume television content, engage in discussions, share opinions, and exchange information with other viewers. Consequently, television viewing has evolved from an individual activity into a socially connected experience that extends audience interaction beyond geographical and temporal boundaries (Al Saadi et al., 2025).

Media users actively seek pleasurable, entertaining, and emotionally satisfying experiences when engaging with media content (Kim et al., 2021; Song et al., 2019; Tsai & Lin, 2023). However, enjoyment is not solely derived from content characteristics. Social and contextual factors also play a crucial role in shaping audience experiences. Denham (2004) argues that social norms, viewing environments, and interpersonal interactions are as influential as content itself in determining audience enjoyment. This perspective suggests that the social dimension of media consumption can significantly enhance viewers' overall satisfaction and emotional engagement.

Social TV platforms provide opportunities for viewers to express their opinions, share reactions, and participate in real-time conversations while watching television programs. Such interactions contribute to a more immersive and engaging viewing experience by enabling audiences to connect with others who share similar interests and emotional responses. Previous studies have shown that social interactions during media consumption strengthen emotional involvement, increase audience participation, and enhance perceived enjoyment (Kim et al., 2024). The ability to comment on events as they unfold, exchange perspectives, and receive immediate feedback from other viewers creates a sense of collective participation that enriches the overall viewing experience. The relationship between Social TV engagement and enjoyment is particularly evident in sports broadcasts. Sports events naturally evoke strong emotions, suspense, and excitement, making them highly conducive to social interactions. Research indicates that viewers who engage in second-screen activities, such as commenting on social media, participating in discussions, and following audience reactions, report higher levels of enjoyment than those who consume content passively (Kucek, 2025). Through these interactions, audiences become active participants in the viewing experience, increasing emotional stimulation and enhancing entertainment value.

Furthermore, empirical evidence suggests that Social TV engagement contributes to greater audience satisfaction by fostering social connectedness, community participation, and emotional involvement during media consumption (Al Saadi et al., 2025; Kim et al., 2024). As viewers become more engaged in social interactions surrounding television content, they are more likely to experience heightened enjoyment. Therefore, Social TV engagement can be viewed as an important antecedent of Social TV enjoyment.

Based on the preceding discussion, the following hypothesis is proposed:

H2: Social TV engagement positively affects Social TV enjoyment.

2.4 Social TV and Social Presence

One of the defining characteristics of Social TV is its ability to facilitate social interaction among viewers through digital communication technologies. Unlike traditional television viewing, Social TV enables audiences to communicate, exchange opinions, and participate in real-time discussions while consuming media content, thereby creating a shared viewing experience despite geographical separation (Lim et al., 2015). Social presence refers to the degree to which individuals perceive others as psychologically present and accessible within a mediated communication environment (Lee, 2004). When users become deeply involved in mediated interactions, technology increasingly recedes into the background, and the interaction itself becomes the primary focus of attention. Consequently, individuals experience a heightened sense of interpersonal connection and awareness of others within the communication environment (Haddington & Oittinen, 2022). Therefore, social presence represents an important psychological outcome of technology-mediated communication and online engagement.

Within the Social TV context, viewers interact with other audience members through activities such as commenting, sharing reactions, participating in discussions, and responding to user-generated content. These interactions create opportunities for collective viewing experiences that foster feelings of connection and community. Rather than consuming content in isolation, audiences become part of a broader social network where communication and interaction occur simultaneously with the television viewing. Consequently, Social TV engagement extends beyond content consumption and contributes to the development of meaningful social experiences among viewers.

Prior research has consistently demonstrated a positive relationship between media engagement and social presence perceptions. Individuals who actively participate in online discussions and media-related interactions tend to report stronger feelings of social connectedness and awareness of others in virtual environments (Lee & Nass, 2005). In the context of Social TV, engagement behaviours, whether active, such as posting and commenting, or passive, such as

reading discussions and monitoring audience reactions, represent deliberate forms of participation that enhance viewers' psychological involvement in the viewing experience. Through these interactions, audiences are more likely to perceive themselves as part of a shared social environment, thereby strengthening their sense of social presence. Therefore, the following hypothesis is proposed:

H3: Social TV engagement has a positive effect on social presence.

2.5 Social Presence and Social TV Enjoyment

Social presence has emerged as a central concept in understanding user experience within technology-mediated communication environments. Social presence, defined as the extent to which individuals perceive others as psychologically present during mediated interactions, enhances feelings of connectedness, intimacy, and interpersonal involvement among users (Lee, 2004). In social TV environments, social presence is particularly relevant because viewers engage with television content while simultaneously interacting with others through digital platforms, creating a shared viewing experience that transcends physical boundaries.

Previous research suggests that social presence is a significant predictor of positive cognitive, emotional, and psychological outcomes in media consumption. Among these outcomes, enjoyment has received considerable attention. The literature consistently indicates that individuals who experience a stronger sense of social presence report higher levels of satisfaction, immersion, and enjoyment when using media (Wang & Lee, 2020). This relationship is grounded in the notion that social interactions enrich media experiences by creating opportunities for emotional exchange, social support, and collective participation, thereby enhancing the overall value of media consumption.

Empirical evidence across various digital media contexts supports a positive association between social presence and enjoyment (Kim et al., 2021). In Social TV settings, the ability to interact with other viewers in real time contributes to a greater sense of companionship and shared experience, which strengthens emotional engagement with the television content. Rather than consuming content in isolation, viewers become part of a virtual audience in which reactions, opinions, and emotions are exchanged continuously. Such interactions create a more immersive viewing environment and contribute to greater enjoyment of the television experience (Wang & Kim, 2022; Alsharue et al., 2025).

The relationship between social presence and enjoyment is particularly relevant in live viewing contexts, where audiences actively participate in discussions and reactions surrounding television content. Through these interactions, viewers develop a stronger perception of being connected with others, which enhances their emotional involvement and enjoyment of the viewing experience. Although previous studies have demonstrated that engagement with media content contributes to enjoyment (Sago, 2013), emerging evidence suggests that social presence serves as an important psychological mechanism through which these experiences are intensified. Based on the theoretical arguments and empirical evidence discussed above, the following hypothesis is proposed:

H4: Social presence positively affects Social TV enjoyment.

2.6 The Mediating Role of Social Presence

Social presence is widely recognised as a fundamental concept for understanding communication and interaction within technology-mediated environments (Biocca et al., 2003; Kreijns et al., 2022). As digital communication technologies have evolved, the concept of social presence has become increasingly important in explaining how individuals experience social connectedness and interpersonal involvement in virtual settings (Lee, 2004). Social presence refers to the extent to which individuals perceive others as psychologically and socially present during mediated interactions, despite the absence of physical proximity (Biocca et al., 2003). Beyond merely recognising the existence of others, social presence reflects a deeper sense of interpersonal connection, emotional closeness, and shared experience within a communication environment. The importance of social presence has been extensively documented across various digital media contexts, where it has been shown to influence users' attitudes, experiences, and behavioural outcomes (Kim et al., 2021; Wang & Kim, 2022). In Social TV environments, social presence is particularly relevant because viewers simultaneously consume television content and interact with others through social media platforms.

Previous research suggests that social presence serves as a critical psychological mechanism through which Social TV engagement generates positive viewing experiences. For example, Song et al. (2019) found that viewers derive greater enjoyment from Social TV when they perceive virtual co-viewers as similar to themselves, largely because such perceptions strengthen feelings of social presence. Similarly, studies have demonstrated that communication and interaction during Social TV participation enhance viewers' sense of connectedness, which subsequently increases satisfaction and enjoyment (Kim et al., 2021; Wang & Kim, 2022). These findings suggest that the benefits of Social TV engagement are not solely derived from content consumption or interaction frequency, but also from the psychological experience of feeling socially connected to others during the viewing process.

Theoretical and empirical evidence further indicates that Social TV engagement contributes to the development of social

presence by fostering interaction, communication, and collective participation among viewers (Lin & Chiang, 2019). As users actively engage in discussions, exchange opinions, and react to television content in real time, they become more aware of the presence of other viewers and experience a stronger sense of virtual unity. This heightened perception of social presence subsequently enhances the enjoyment derived from Social TV experiences by creating a more immersive, socially rewarding, and emotionally engaging viewing environment (Habes et al., 2022; Wang & Kim, 2022). Therefore, social presence explains how and why Social TV engagement translates into greater enjoyment of the activity. Accordingly, the following hypothesis is proposed:

H5: Social presence mediates the relationship between Social TV engagement and Social TV enjoyment.

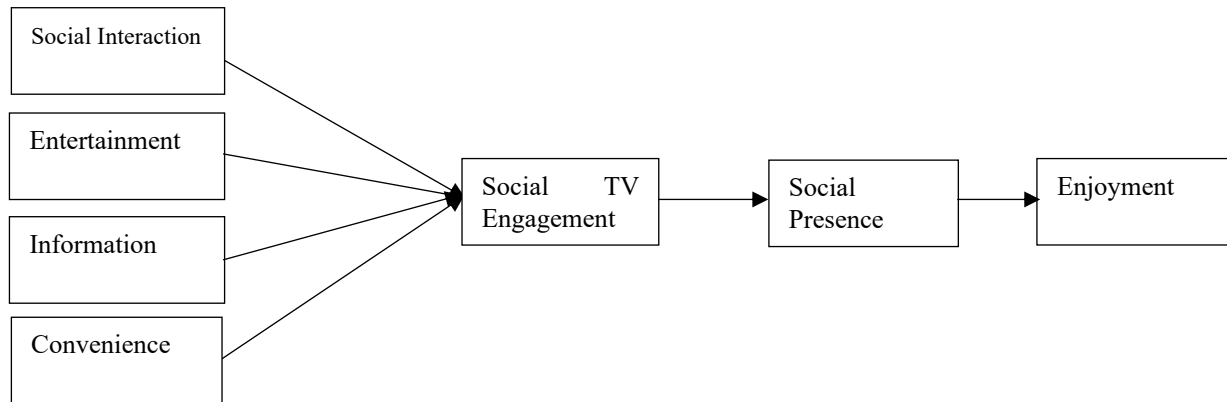


Figure 1. The study conceptual framework/ Own Elaboration

3. Methodology

3.1 Research Design

Quantitative research allows the accomplishment of study objectives in a systematic, objective, and formal manner, thus describing the predicted associations among variables (Bloomfield & Fisher, 2019). The quantitative method was considered the most suitable for this study because it allows the collection of accurate data that increases the accuracy of the answers obtained (Bloomfield & Fisher, 2019). Thus, this study employed a quantitative method to achieve its objectives and test the hypotheses. The study was conducted on students from Zarqa University, Jordan. A purposive sampling technique was applied to identify Zarqa University students for this study. This non-probability method selects individuals with relevant experience or characteristics. Given the nature of the study, selecting a targeted sample of students from Zarqa University allowed for a more truthful inspection of their opinions and experiences regarding the study topic.

Furthermore, surveys were distributed online to respondents to collect data on the study topic. The questionnaire was cautiously designed to confirm the understanding of the items and their relevance to the study's main objective. They were directed electronically to enable admission and increase the response rate. The study data were collected in January 2026. A total of 305 students from Zarqa University participated in this study.

3.2 Measurements and Instrumentations

To ensure the appropriateness of these instruments in the Jordanian context, five academics and media experts reviewed the questionnaire, and a few changes were made to the scales in Arabic. However, the constructs were conceptualised in accordance with the local context and population characteristics. In the current study, Cronbach's alpha for the scale was 0.753-0.912, indicating reliability.

Table 1. Measurements of the study

Variable	Source	No. items	Cronbach's alpha
Social interaction motive	Krämer et al. (2015) and Guo (2019)	4	0.903
Entertainment motive	Papacharissi and Mendelson (2007) and Habes et al. (2022).	5	0.912
Information-seeking motive	Papacharissi and Rubin (2000) and Hwang and Lim (2015)	5	0.753
Convenience motive	(Papacharissi and Rubin, 2000), and Hwang & Lim, 2015 (2015)	6	0.891
Social TV engagement	Wohn and Na (2011) and Kim et al. (2021).	6	0.779
Social presence	Hwang, Y., & Lim, J. S. (2015).	4	0.877
Social TV enjoyment	Tamborini et al. (2010) and Kim et al. (2024)	5	0.821

3.3 Data Analysis

IBM SPSS Statistics was used for data analysis. The Harman single-factor test (factor analysis) was first employed to detect common method bias. Second, descriptive statistics and Pearson's correlation test were employed between

variables. The PROCESS macro for SPSS (Model 4; Hayes, 2012) was used to examine the mediating effect of social presence on the relationship between social TV engagement and enjoyment.

4. Findings

4.1 Participants' Demographics

Based on the demographic data of the respondents, the number of males was 173 (56.7%), compared to 132 females (43.3%). Of the respondents, 41 (13.4%) were aged 18–19 years, 81 (26.6%) were aged 20–21 years, 149 (48.9%) were aged 22–23 years, and 34 (11.1%) were aged 23 years and above.

4.2 Hypothesis Results

4.2.1 Pearson Correlation

The hypotheses of the study were assessed using Pearson's correlation. Table 5 shows that all hypotheses H1a, H1b, H1c, and H1d were supported, with statistically significant beta coefficients and *p*-values indicating positive correlations between independent variables (motives) and Social TV engagement. Table 3 summarises the relationships between the independent variables and Social TV engagement. The analysis shows that social interaction has the most substantial positive influence on engagement ($\beta = 0.865$), followed by entertainment ($\beta = 0.814$). Information seeking ($\beta = 0.624$) positively influenced the outcome, whereas convenience had a moderate yet significant effect ($\beta = 0.612$). The path coefficients were statistically significant at the 0.01 level ($p < 0.01$). These findings highlight the complex nature of social TV engagement, which is influenced by both content-related and interaction-related gratifications

Since the data of the study were obtained through questionnaires, common method bias (CMB) may have affected the results. Before performing data analysis, Harman's single-factor test was used to examine the CMB. The results showed that the principal component explained 22.5% of the variance, which was significantly less than the critical threshold of 40%, although the eigenvalues of 39.4 unpaired factors were above 1. Therefore, no evidence of a CMB was observed.

Table 3. Pearson Correlation

		1	2	3	4	5
Social TV engagement	Pearson Correlation	1				
	Sig. (2-tailed)					
Social interaction	Pearson Correlation	.408**	1			
	Sig. (2-tailed)	.000				
Entertainment	Pearson Correlation	.371**	.844**	1		
	Sig. (2-tailed)	.000	.000			
Information seeking	Pearson Correlation	.318**	.482**	.548**	1	
	Sig. (2-tailed)	.000	.000	.000		
Convenience	Pearson Correlation	.309**	.743**	.809**	.598**	1
	Sig. (2-tailed)	.000	.000	.000	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

Furthermore, hypotheses H2, H3, and H4 were examined using Pearson's correlation test. Table 6 shows that the hypotheses were supported, as evidenced by statistically significant *p*-values representing positive relationships between social TV engagement, social presence, and social TV engagement. Table 4 illustrates the associations between the independent variables and social TV enjoyment.

The data analysis indicates that Social TV engagement has a significant positive effect on TV enjoyment ($r = 0.419$). Social TV engagement positively influenced social presence ($r = .274$), and social presence positively influenced TV enjoyment ($r = .305$). The path coefficients were statistically significant at the 0.01 level ($p < 0.01$).

Table 4. Pearson Correlation

		1	2	3
Social TV engagement	Pearson Correlation	1		
	Sig. (2-tailed)			
Social presence	Pearson Correlation	.274**	1	
	Sig. (2-tailed)	.000		
TV enjoyment	Pearson Correlation	.419**	.305**	1
	Sig. (2-tailed)	.000	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

4.2.2 Mediation Test

The results of the mediation analysis using the PROCESS model were employed to examine H5. Based on the test results, the indirect effect (IE = .501) and zero did not fall within the lower and upper limits of the 95% confidence interval (95%

CI = [.0175, .0980]), which was statistically significant. Thus, H5 was supported, asserting that social presence mediates the relationship between Social TV and Social TV enjoyment. Therefore, social presence played a mediating role in the relationship between social TV and social TV enjoyment. Preacher and Hayes (2008) indicated that the findings depend on five thousand bootstrap samples, including bias correction and a 95% confidence interval.

Table 5. Results of mediation analysis using the PROCESS model

Path	<i>B</i>	SE	T	95% IC
Direct relationship				
Social TV → Social presence	.3780	.0762	4.958***	(.2280, .5281)
Social presence → TV enjoyment	.1326	.0342	3.883***	(.0654, .1998)
Social TV → TV enjoyment	.3226	.0471	6.8449***	(.2298, .4153)
Mediation relationship				
		IE	BootSE	95% IC
Social TV → Social presence → TV enjoyment		.0501	.0199	(.0175, .0958)

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

5. Discussion

This study examined the various motivations for Social TV participation and the mediating effect of social presence on the association between social TV participation and enjoyment. Four reasons for social TV involvement were identified using measurement lists from the U&G framework for TV sports and social media platforms. Convenience, entertainment, social contact, and information seeking were the driving forces. According to Gantz (1981), these four objectives align with the traditional demands of spectators of broadcast athletic events to share feelings, connections, and belonging.

First, the present study found that social interaction, information-seeking, entertainment, and convenience motives predict social TV engagement. The study highlights the social interaction motive as an important predictor of engagement, demonstrating audiences' preference for mobile, real-time, and flexible participation. This is the basis for understanding how different types of gratification influence social TV engagement.

Social interaction and information-seeking were strong predictors of audience engagement among the measured gratifications. This could be because real-time interaction or information retrieval is more shared in news-oriented conditions or those that include live events (Lin & Lu, 2011). However, entertainment and convenience were significant but had relatively smaller influences. According to an investigation of digital streaming and mobile entertainment platforms, users are mainly driven by content enjoyment and ease of access (Habes et al., 2025; Papacharissi & Mendelson, 2007; Sundar & Limperos, 2013).

Another significant effect was social interaction. Interpersonal connectivity increases consumers' cognitive and emotional interactions with media, mainly in digital contexts. This finding is consistent with those of previous studies (Jin & Park, 2009; Lee & Ma, 2012). The engagement that findings from these interactions is notable because it illustrates how users go beyond consuming content to co-constructing sense and community around media texts.

Entertainment and information-seeking have shown impacts on social TV engagement, confirming that viewers seek not only emotional and disruption engagement but also possess a desire to obtain knowledge about the content and its cultural settings. The study results support a more consistent perspective on media use, wherein people transition seamlessly between emotional and cognitive gratification. In this context, people may engage in virtual platforms to gather and seek information about what other people are saying. This also demonstrates that people may engage virtually for information-seeking purposes (Kim et al., 2021).

Moreover, social TV engagement directly affects the enjoyment of social TV. This finding suggests that social TV engagement may influence viewers' enjoyment. That is, the effects of social TV engagement on the enjoyment of social TV during huge televised games, such as the Arab Cup 2025. These results expand the literature that has mostly focused on the direct impact of social viewing by representing the effect mechanism of social TV viewing, especially in the Jordanian context (Habes et al., 2025; Habes et al., 2022).

The results showed that social TV engagement was positively correlated with social TV enjoyment. Social TV engagement is an essential predictor of social TV enjoyment; therefore, this study is consistent with many previous studies, such as those by Tsai and Lin (2023) and Kucek (2025). Similarly, the current study found a correlation between social presence and social TV enjoyment. These results are consistent with those of previous studies (Kim et al., 2024; Wang & Lee, 2020). Furthermore, the results highlight a considerable connection between social TV engagement and social presence. These results align with those of a study showing notable correlations between different forms of social TV engagement and social presence (Kim et al., 2021; Lee & Nass, 2005).

In addition, the mediation analysis revealed that social TV engagement enhances social presence and thus indirectly promotes social TV enjoyment during mega sporting events. According to several studies, social presence increases with social TV engagement and virtual interaction (Kim et al., 2024; Kim et al., 2021; Lim et al., 2015; Wang & Lee, 2020).

Similar to these findings, the results of this study show that social TV engagement positively affects social presence. However, previous research has mostly focused on the direct effect of social TV engagement on social presence and ignored the process through which social TV improves spot event enjoyment through social presence. This study expands on previous studies by showing how social presence mediates the relationship between social TV engagement (i.e., watching social TVs) and social TV enjoyment. As stated by Kim et al. (2024), social presence mediates the connection between social TV viewers and their level of enjoyment from watching social TV programs.

According to this study, social presence has a mediating function between social TV enjoyment and engagement. Engaging in social TV regularly enhances the sense of social presence, thereby increasing the enjoyment of social TV. According to the study, social presence serves as a powerful tool. Current research has generally acknowledged the mediating effects of social presence, namely, in relation to social TV viewing (e.g., Kim et al., 2024; Kim et al., 2021). However, many Jordanian studies on social TV viewing did not concentrate on the mediating function (see Habes et al., 2025). The current study expands the body of literature by discovering that social presence, particularly in Jordan, mediates social TV involvement during the 2025 Arab Cup in Qatar.

6. Conclusion

In conclusion, this study investigated the prevalence of social TV engagement and provided a more thorough understanding of this growing TV viewing activity during the 2025 Arab Cup in Qatar. This study primarily discovered that people's motivations for viewing social media during the 2025 Arab Cup were important but varied. Additionally, social presence was identified as a crucial aspect of social TV enjoyment, and the results demonstrated a positive association between social TV engagement and social presence. Furthermore, in Jordan, the relationship between social TV participation and enjoyment was mediated by social presence.

7. Implications

This study has important implications. This study extends the research on social TV engagement. Although such research has increased in recent years, it remains limited, particularly in developing countries such as Jordan. Regardless of the variety of motives for watching social TV, little is known about how these motives affect social TV engagement during mega sporting events. This study highlights this issue by examining how social TV engagement affects social TV enjoyment and motives for social TV engagement during the Arab Cup 2025. To our knowledge, this study is one of the first to examine social TV engagement and interaction in Jordan. This contributes to a better understanding of social TV, which can take many forms. Moreover, previous research has not completely addressed the motives for watching social TV; however, this study focused on the key motives for social TV engagement and the impact of social TV on TV enjoyment. This study revealed that the motives for watching social TV are varied. This discovery improves U&G works.

Moreover, this study is vital because it clarifies the unique experience of viewing the Arab Cup in 2025. This competition's popularity among Arab audiences makes it a significant form of entertainment and movement, reinforcing Arab cultural norms and identity. This is enhanced by the strong competition between the African and Asian Arab national teams. This combination of Arab identity, culture, sport, and tradition inspires different communication and media consumption patterns than other sports competitions in the region. A report was presented to more than 1,200,000 audiences at the competition. To the best of our knowledge, this is the first study to investigate motives for social TV related to a mega-sports event like the Arab Cup in Jordan. This study improves the understanding of Arab Cup viewing by assessing this unique sporting event via social TV engagement.

8. Limitations and Recommendations

This study has some limitations. The study utilised a convenience sample of Jordanian people employed through an online survey, which may have impacted the generalisability of the results. Future studies should employ likelihood sampling methods and extend the scope to include more diverse groups to improve the representativeness across cultural contexts. Second, the study applied a cross-sectional method, documenting social TV use at a remarkable moment. Longitudinal investigations may yield insightful insights into the development of audience habits and engagement over time. Furthermore, experimental approaches that change the characteristics of social TV platforms could provide stronger evidence for causal links between particular platform affordances and viewer engagement outcomes, as well as between social TV engagement, social presence, and social TV enjoyment. Third, although this study highlighted quantitative analysis, qualitative approaches, such as in-depth interviews, could improve the results by revealing the subjective experiences, meanings, and motives underlying social TV participation. Such methods may reveal refinements that are not discernible through survey data alone.

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Author contributions

Dr. Eneizat, Dr. Aljalabneh, and Dr. Alhmmad were responsible for study design and revising. Prof. Murad and Dr. Raza were responsible for data collection. Prof. Eneizat drafted the manuscript and Dr. Raza revised it. All authors read and approved the final manuscript. In this paragraph, also explain any special agreements concerning authorship, such as if authors contributed equally to the study.

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The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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