

Publication

## TV Channels, Self Control and Happiness

### Discussion paper / Internet publication

**ID** 4266171

**Digital Object Identifier DOI** 10.2139/ssrn.927226

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**Year** 2006

**Month and day** 07-01

**Title** TV Channels, Self Control and Happiness

**Series title** WWZ Discussion Papers

**Volume** 2006

**Number** 03

**Pages** 23

**Publisher / Institution** WWZ, University of Basel

**Keywords** Self-control, over-consumption, life satisfaction, experienced utility, TV viewing

In many countries, TV viewers have access to more and more TV channels. We study whether people can cope with this and watch the amount of TV they find optimal for themselves or whether they are prone to over-consumption. We find that heavy TV viewers do not benefit, but instead report lower life satisfaction when exposed to more TV channels. This finding runs counter to the standard economic prediction that a larger choice set does not make people worse off. It suggests that an identifiable group of persons experience a self-control problem when it comes to TV viewing.

**edoc-URL** <https://edoc.unibas.ch/61253/>

**Full Text on edoc** Available;

**ISI-Number** WOS:000283285700002