

A STUDY ON VIEWERS ATTITUDE TOWARDS WATCHING REALITY SHOWS

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ABSTRACT: A Reality shows is a type of television program aims to show how ordinary people behave in everyday life, or in situations, often created by the program makers, which are intended to represent everyday life. A Reality show in which members of the public or celebrities are filmed living their lives or undertaking specific challenges. Reality television shows are often called “unscripted shows” in the media. Although they do not use full scripts such as dramas and comedies do, reality shows follow certain agenda. Some reality shows introduce audiences to remote life styles. The main objective of the study is to find the reasons and effects towards watching reality shows. Data was collected through framed questionnaire.

Key Words:

INTRODUCTION

In reality, television, which gives many benefits, is important for daily life. Television is not only for entertaining but also for increasing the feeling of humanity to other people and it gives many knowledge or information to the world. For one thing, by watching television, it can entertain when the viewer get stressful after doing their daily activities. Reality shows edit and manipulate scenes which appear and imitate reality. The situations created or occurred are altered in order to make things interesting. To sustain the interest of the audience, producers of such shows resort to depiction of emotions which incite humans. Thus, conflict, drama, sleaze and humour are added as per the Target Rating Point (TRP). These may not be scripted but depending upon the response of these audiences requirement. Such shows will create an exciting footage from various clips mixed with each other. Sometimes, the producers of the show will involve a celebrity to create hype for the show.

OBJECTIVE OF THE STUDY

- To Study the reasons of the respondents for watching reality shows.

RESEARCH METHODOLOGY

Area of the study

The study area is among the people of Coimbatore city

Source of information

To analyse the objective of the study, both primary and secondary data were collected.

❖ PRIMARY DATA:

The primary data is collected through questionnaire which is designed in a systematic manner covering adequate and relevant questions.

❖ SECONDARY DATA:

The secondary data is collected from various sources which includes books, journals and from internet sources.

Sample size

200 Respondents were surveyed as sample respondents.

Sampling technique

The sampling technique used is Convenient Random Sampling.

Tools and techniques

To analyse the collected data the following tools have been applied Percentage analysis, Descriptive statistics and Chi-Square.

REVIEW OF THE LITERATURE

Kristin Michael Barton (2007) in their study on “The Mean World Effects of Reality Television: Perceptions of Antisocial Behaviours Resulting from Exposure to Competition-Based Reality Programming” This study examines the effects of competition-based reality shows on viewers’ perceptions of society through the application of cultivation effects research methodology. The study consists of 200 respondents and using simple random technique. Findings indicated that increased consumption of competition-based reality programming was positively correlated with increased perceptions of lying and manipulation in society.

Thomas et al (2007) in their study on "Cheapening the struggle:" analysed obese people's attitudes towards The Biggest Loser. The Main objective of the study was that 'obesity' has become ingrained in popular culture. An example is the emergence of a feast of reality television shows about obesity and weight loss. The study consists of 76 respondents using convenient sampling. The main result of the study was the most popular show was The Biggest Loser, where contestants compete to lose weight and win.

ANALYSIS AND INTERPRETATION**1.1 PERCENTAGE ANALYSIS OF VIEWERS TOWARDS WATCHING REALITY SHOWS****TABLE 1.1 PERCENTAGE ANALYSIS OF VIEWERS TOWARDS WATCHING REALITY SHOWS**

DEMOGRAPHIC PROFILE	PARTICULARS	FREQUENCY	PERCENTAGE
Age	Below 20 years	43	21.5
	21-40 years	75	37.5
	41-60 years	44	22.0
	Above 60 years	38	19.0
	Total	200	100
Gender	Male	98	49.0
	Female	102	51.0
	Total	200	100
Educational qualification	No formal education	35	17.5
	Up to school level	60	30.0
	Graduate	83	41.5
	Professional	22	11.0
	Total	200	100
Marital status	Married	109	54.5
	Unmarried	91	45.5
	Total	200	100
Status	Student	41	20.5
	Business	60	30.0
	Employed	55	27.5
	Professional	19	9.5
	Home maker	25	12.5
	Total	200	100
Family Monthly Income	Below 25000	44	22.0
	25001-50000	124	62.0
	Above 50000	32	16.0
	Total	200	100

Source: Primary data

It is observed that most of the respondents (37.5) belong to the age group between 21-40 years, which observed that huge number of viewers is middle ages, because the middle ages are mostly attracted by the reality shows. The survey has observed that percentage of Women (51.0 per cent) than Men (49.0 per cent) which represents the population of viewers, as reality shows are the only powered entertaining element for women. Most of the respondents are Graduate/Degree holder (41.5).This underlines that most of the educatable persons have interest to watching reality shows to get relaxation.Majority of the respondents of the surveyed samples are married, which shows that marital status doesn't limit that habit of

watching reality shows 30.0 per cent of the respondents are of business people which shows that they watch reality shows during their leisure time to reduce their stress level.

1.2 RELATION SHIP BETWEEN DEMOGRAPHIC VARIABLES AND REASONS FOR WATCHING REALITY SHOWS.

TABLE 1.2 RELATION SHIP BETWEEN DEMOGRAPHIC VARIABLES AND REASONS FOR WATCHING REALITY SHOWS- DESCRIPTIVE STATISTICS

PARTICULARS	STATEMENT	MEAN	SD
REASONS	I like it when something unexpected occurs on reality shows	3.65	1.325
	The reality shows are unscripted	3.19	1.104
	I like being able to talk about reality shows with people I know	3.22	1.148
	It provides me an escape from news	3.12	1.826
	Watching reality shows for gaining educational knowledge	3.06	1.284
	I like to watching the shows because it is adventurous	3.08	1.318
	Watching reality show makes me feel smarter than the participants in the show	3.21	1.266
	It provides a social interaction	3.17	1.132
	It provides me an relaxation	3.24	1.131
	I like reality shows because it puts me in good mood	3.10	1.176
	The reality shows provides plat form to display talents	3.05	1.237
	The challenges given are meaningfull	2.90	1.175

Source: Primary data

The table 1.2 depicts that the mean value of the variables, Reasons for watching reality shows of the respondents are measured in a scaling of 1 to 5. The variables “unexpected happening” has the highest mean value 3.65 and the least mean value” provides plat form” has 3.05. The variable “shows make me to escape from the news” has the highest standard deviation (SD= 1.826) and the variable “Shows are unscripted” has the least standard deviation (SD=1.148).

1.3 RELATION SHIP BETWEEN DEMOGRAPHIC VARIABLES AND REASONS FOR WATCHING REALITY SHOWS.

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DEMOGARPIC PROFILE		REASONS		TOTAL	CHI SQUARE VALUE	df	Sig.
		Low	High				
Age	Below 20 years	15	28	43	.648	3	.885
	21 years - 40 years	27	48	75			
	41-60years	13	31	44			
	Above 60 years	14	24	38			
	TOTAL	69	131	200			
Gender	Male	30	68	98	1.285	1	.257
	Female	39	63	102			
	TOTAL	69	131	200			
Marital status	Married	36	73	109	.230	1	.632
	Unmarried	33	58	91			
	TOTAL	69	131	200			
Educational qualification	No formal education	11	24	35	.959	3	.811
	UptoSchool level	21	39	60			
	Graduate	31	52	83			
	Professional	6	16	22			

	TOTAL	69	131	200			
Occupational status	Student	15	26	41	2.887	4	.577
	Business	19	41	60			
	Employed	23	32	55			
	Professional	6	13	19			
	Home maker	6	19	25			
	TOTAL	69	131	200			
Family monthly income	Below 25000	16	28	44	2.695	2	.260
	Rs. 25001-50000	46	78	123			
	Above 50000	7	25	32			
	TOTAL	69	131	200			

Source: Primary data

The table depicts that the category 21-40 years of age has the highest mean value of 48 and the category 41-60 years of age has the lowest mean value of 13. In gender the category male has highest mean value of 68 and least value of 30 as compared to female category. In marital status the married category has highest value of 73 and unmarried category has least value of 33. In educational qualification the category graduate has highest mean value and the professional category has least value of 6. In occupational status the category business has the highest mean value of 41 and the categories home maker and professional both has the least mean value of 6. In family monthly income Rs 25001-50000 has the highest value of 78 and above Rs 50000 has the least value of 7.

2.SUGGESTION AND CONCLUSION

2.1 SUGGESTIONS

- ❖ The most preferred reality shows may be closer to real life of viewers because the organisers attract the viewers to increase their TRP rating.
- ❖ The viewers can watch reality shows during their leisure time to get relief from stress.
- ❖ The reality shows by imitating the traditional activities can create awareness among the viewers.

2.2 CONCLUSION

Watching television is the most common hobby in modern society, majority of the viewers prefers watching reality shows. Shows are unscripted so the viewers prefer to watch more reality shows. The shows are tricky and easily deceive the viewers from believing that it is true reflection of real world. The viewers learn to imitate the participants in their day-today life. Most of the reality shows are watched by women because it helps them to reduce their addiction towards continuous stress so respondents are more attracted to reality shows compared to continuous series. Reality shows give more enthusiasm and it makes the viewers to enjoy from their own place.

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