



International Journal of Home Science

ISSN: 2395-7476
IJHS 2017; 3(1): 155-158
© 2017 IJHS
www.homesciencejournal.com
Received: 25-11-2016
Accepted: 26-12-2016

Divya Sachan
M.Sc., Department of Extension
Education and Communication
Management, CCS. Haryana
Agriculture University, Hisar,
Haryana, India

Minakshi Kothiyal
M.Sc., Department of Extension
Education and Communication
Management, CCS. Haryana
Agriculture University, Hisar,
Haryana, India

Nishi Sethi
Professor, Department of
Extension Education and
Communication Management,
CCS. Haryana Agriculture
University, Hisar, Haryana,
India

Correspondence
Divya Sachan
M.Sc., Department of Extension
Education and Communication
Management, CCS. Haryana
Agriculture University, Hisar,
Haryana, India

Influence of reality T.V. shows on behaviour of College going Girls

Divya Sachan, Minakshi Kothiyal and Nishi Sethi

Abstract

Reality Shows are genre of television shows or programmes which feature common people or celebrities and or both, in real life or scripted situations or a mix of both real and scripted incidents. The purpose of the study was to explore the various trends and impact of Indian reality shows on college going girls. The research participants were 60 female postgraduate students at CCS HAU University who were asked to fill the questionnaire. The result indicated that people were really fond of watching reality shows which range from informative to talent hunt and comedy show types. Majority of the girls felt that Satyamev Jayate is most entertaining, informative and watched programme among all. Many respondents watch reality shows for the celebrities and fraternities who make impact on viewers in most of the aspects like the lifestyle, dressing sense, attitude, behaviour and being interested in knowing more fantasies are being observed. Thus it was found to be a strong medium for empowering young girls.

Keywords: Reality shows, college going girls, behaviour and impact

1. Introduction

Television is a powerful medium that can influence a person's attitude and help to shape their perceptions on a wide variety of topics. Several studies have demonstrated that the information and exposure provided by television can influence a wide range of attitudes and behavior beyond providing entertainment. Reality shows are the trump cards of the producers of the television Industry.

“A reality show is the live telecast of the performance or activity of the persons who may be the expert or non-expert of the respective field in an unpredictable environment & in unscripted manner”. Reality Shows are genre of television shows or programmes which feature common people or celebrities and or both, in real life or scripted situations/environment or a mix of both real and scripted incidents. The genre often highlights personal drama and conflict to a much greater extent than other unscripted television such as documentary shows. It generally, breaks the monotony by creating interesting concepts and innovative ideas that made them stand out from the regular shows. Every day on television, some new reality shows are being introduced, enabling the viewers to choose from a large menu of many shows. Reality shows have become the order of the day, attracting and wooing the audiences in all age-group. Most assumptions about the psychology of reality television viewership are derived from textual analyses of reality-based programs, rather than research involving audiences. Thus, it calls for investigations of reality-based programming based on the assumption that such programmes may implicate a network of social, economic, and political changes in modern society. Reality shows generally include interviews, talk shows, entertainment, documentaries, Comedy shows, horror Shows, educational shows, Talent hunt shows, celebrity shows and live quiz shows. Typically docu-dramas, invented or composite characters and dialogue are excluded from the reality TV category. Therefore, the present study was specifically be under taken with the following objectives:

1. To study viewing pattern of college girls regarding reality programmes and reasons of viewing reality shows.
2. To assess the influence of reality shows on behaviour of college girls.

2. Methodology

2.1 Locale of study: The locale for the study was choosen as Chaudhary Charan Singh Haryana Agriculture University, Hisar.

2.2 Selection of respondents: Amongst all post graduate students of M.Sc. first year and M.Sc. final year 60 students were randomly selected as sample. A questionnaire was prepared for data collection. Questionnaire consists of background information about the respondents and information on different variables chosen for the purpose of the study. After enumeration, the filled data in questionnaire were assigned code for subsequent detailed analysis. Master table and tally sheets and the frequency tables in respect of different variables were prepared.

Based on the finding of the study and conclusions drawn on the basis of statistical analysis results were interpreted and recorded in the report, keeping in view the objectives of the study.

3. Result and Discussion

- Out of the total respondents of M.Sc. 53% were in the age group of 20-22 years and 47% in the group of 23-25 years.
- In M.Sc. out of sample of 60, 53% belongs to general, 22% SC, 10% ST, 7% SBC, 8%BC.
- 50% Students in M.Sc. were hostler and 50% were non-hostler.

- Father of 50% of the respondents were government servant, followed by business(22%), farming(17%), private job(10%) and rest (2%) were agricultural labor.
- Majority of the respondent’s mother were house wives (82%) and rest (18%) were doing job.
- Father of 98% of the respondents were literate i.e. above middle, among them 50% were under-graduate, 30% were post graduate and 12% were 10+2.
- Regarding mother’s education 10% mothers were illiterate as compared to father’s (2%). Whereas 8% mothers were primary, 3% were middle, 10% were matric, 27% were 10+2, 33% were undergraduate and 8% were post graduate.
- Family monthly income of 57% respondents were >25,000-50,000 followed by 10,000-25,000(22%), up to 10,000(2%) and above 50,000 (20%).
- Majority of respondents (67%) families were nuclear and rest (33%) were joint.
- Among all, 32% respondents belongs to urban area, 35% rural and 25% were belongs to semi urban area.

Table 1: Personal Profile of Respondents

S. N	Criteria	Category	Msc.	
			Frequency (N=60)	Percentage
1	Age	20-22	32	53
		23-25	28	47
2	Caste	Gen	32	53
		ST	13	22
		SC	6	10
		OBC	-	-
		SBC	4	7
		BC	5	8
3	Residence	Hostler	30	50
		Non-Hostler	30	50
4	Father occupation	No work	-	-
		Agri. Labour	1	2
		Business	13	22
		Farming	10	17
		Gov. Services	30	50
		Private	6	10
5	Mother occupation	House-wife	49	82
		Agri. Labour	-	-
		Business	-	-
		Farming	-	-
6	Father Education	Service	11	18
		Illiterate	1	2
		Primary	-	-
		Middle	-	-
		10 th	4	7
		10+2	7	12
7	Mother Education	UG	30	50
		PG	18	30
		Illiterate	6	10
		Primary	5	8
		Middle	2	3
		10 th	5	10
8	Family Income	10+2	16	27
		UG	20	33
		PG	5	8
		Up to 10,000	1	2
9	Family Type	10,000-25,000	13	22
		25,000-50,000	34	57
		Above-50,000	12	20
		Nuclear	40	67
10	Place of Residence	Joint	20	33
		Urban	25	42
		Rural	21	35
		Semi-Urban	14	23

Table 2: Frequency and Types of Reality Programmes Watched by Respondents

S. N	Type of reality shows	Category	Frequency (n=60)	Percentage	Weighted Mean
1	Comedy shows	Always	7	12	1.9
		Some time	41	68	
		Never	12	20	
2	Talent hunt shows	Always	3	5	1.7
		Some time	36	60	
		Never	21	35	
3	Horror shows	Always	8	13	1.8
		Some time	32	53	
		Never	20	34	
4	Educational shows	Always	11	18	2.3
		Some time	28	47	
		Never	21	35	
5	Documentaries	Always	5	8	1.8
		Some time	22	37	
		Never	33	55	
6	Celebrity shows	Always	15	25	1.8
		Some time	21	35	
		Never	24	40	
7	Hidden camera show	Always	1	2	1.3
		Some time	20	33	
		Never	39	65	
8	Sports show	Always	5	9	1.7
		Some time	35	58	
		Never	20	33	

It was observed that the majority of respondents watched educational shows followed by comedy shows, horror shows, celebrity shows, talent hunt shows, sport shows documentaries and hidden camera shows.

Table 3: Most Popular and Favourite Reality Shows among college going girls

S.N	Reality Shows	Frequency (N=60)	Percentage
1	Satyamev Jayate	47	75
2	Big Boss	23	38
3	KBC	34	57
4	Comedy Night with Kapil	39	65
5	Jhalak Dikhla Ja	33	55
6	Emotional Atyachar	26	43
7	Boogie Woogie	18	30
8	Khatron Ke Khiladi	26	43
9	India Got Talent	24	40
10	Splits Villa	18	30
11	Gumrah	22	36

Majority of the girls felt that Satyamev Jayate is most entertaining, informative and watched programme among all followed by Comedy Night with Kapil, Kaun Banega Crorepati, Jhalak dhiklaja, Emotional Atyachar etc.

Table 4: Influence of Reality TV Programmes on Personality of College going Girls

S. N	Attributes	Category	Frequency (n=60)	Percentage	Weighted Mean
1	Change the way you think	Always	14	23	2.2
		Some time	46	77	
		Never	-	-	
2	Change behaviour	Always	11	18	1.9
		Some time	36	60	
		Never	13	22	
3	Influence dressing sense	Always	14	23	2.0
		Some time	30	50	
		Never	16	27	
4	Improve knowledge	Always	19	32	2.2
		Some time	35	58	
		Never	6	10	
5	Change attitude	Always	12	21	2.0
		Some time	38	63	
		Never	10	16	
6	Encourage to pursue hobbies	Always	11	18	1.9
		Some time	34	57	
		Never	15	25	

- Table 4 shows that majority of respondents felt that sometimes reality programmes influence their way of thinking (77%), way of behaving(60%), dressing(50%), knowledge(58%), attitude(63%) and hobbies (57%).
- Percentage of respondents who felt that reality shows always influence their personality was found to be quite low.

Table 5: Peer influence on Preference of Reality Programme

S.N	Attributes	z	Category	Frequency (n=60)	Percentage
1	Reality shows liked by friends		Educational	29	48
			Entertainment	26	43
			Information	5	8
2	Choice of Reality shows influenced by		Friends	28	47
			Family	25	42
			Others	7	11

- Regarding peer influence majority of the respondent’s friends like to watch educational programme i.e. 48% followed by Entertainment (43%) and informative programme.
- 47% respondent’s choice of programme was influenced by their friends followed by family (42%) and others.

Table 6: Reasons of watching reality shows

S.N	Attributes	Category	Frequency (n=60)	Percentage
1	Reality Shows are age appropriate	Yes	38	63
		No	22	37
2	Feeling of relatedness with the character	Yes	35	58
		No	25	42
3	Reality Shows better than other shows	Yes	49	82
		No	11	18

- 63% respondents felt that reality shows meant for specific age group and 80% felt that reality shows better than other type of shows.

4. Conclusion

- Reality shows have earned popularity among the viewers, who are working professionals between the age group 20 to 25 years.
- Reality shows has provided a platform for the people to showcase their talent, begin their career and sharpen their ability to have an insight of their own potential.
- It has both positive and negative impact on the participants.
- Reality shows are informative, entertaining and based on reality.
- Reality shows are more popular than other shows because they are age specific, feeling of relatedness with the character of reality shows is there.
- Maximum college girls like reality shows mostly educational and entertaining.
- Many respondents watch reality shows for the celebrities and fraternities who make impact on the participants and more on viewers in most of the aspects like the lifestyle, attitude, behaviour and being interested in knowing more fantasies are being observed.

5. Reference

1. www.articles.timesofindia.indiatimes.com/2013-01-23/news-and_gossip/36485091_1_reality-show-roadies-bigswitch, 2013.
2. www.thenational.ae/business/industry-insights/media/indian-tv-industry-on-a-roll-as-shows-and-revenuesmultiply, 2014.
3. www.wikipedia.org/wiki/Reality_television, 2014.
4. www.reality.co.za/general-reality-programme-faqs/
5. www.tv.com/shows/category/reality/skipm