



THE IMPACT OF REALITY SHOWS OF TELEVISION ON THE YOUTH OF BALLARI

Dr. Poornima*

D. Christopher Raj**

*Professor, CMR College, Bangaluru.

**Research Scholar, Tumkur University & Tumkur Principal, Ballari Business College, Ballari.

Abstract

This paper is an attempt to evaluate the apparent change caused on the viewership of reality television. Understanding the potential influence of the Reality Shows that it can impart of the society cannot be ignored. These reality television programs have phenomenal and penetration in the viewership as well as its growth in reaching to audience bearing far reaching effect.

As part of the review of literature the adequate scholarly research were reviewed, a substantial popular commentary about these programs was considered, and a specific definition that captures the core characteristics of the genre is presented, the key characteristics of reality television programs are highlighted.

A descriptive research was carried out with regard to the objectively. A survey was conducted among the youth of Ballari in different area of the city. The responses 70 samples were analyzed to evaluate the results.

The findings reveal that viewers have enjoyed the Reality show, talent showed on these programs was appreciated, and however the activity engagement by the youth was weak. The study reveals that a moderate degree of activity engagement by the viewers of youth of Ballari was discovered.

Gender viewership regarding this genre was equally balanced in all the different kind of reality television program. But the male were dominant in the activity participation than the females.

Key Words: *Socialization, Entertainment Pleasure, Youth Culture, Leisure Paradigm.*

Introduction

The significance of entertainment as a central cultural experience cannot be overlooked since it serves to portray larger cultural trends. Media is considered to be one of the most influential entertainment instruments effectively utilizing its many genres. It is interesting to note that while particular entertainment preferences guide our choices influenced by modernized cultural world, appeal of some entertainment genre transcend cultural hurdles. Reality television is one such genre of entertainment that has claimed universal appeal in the global media.

Reality television is characterized by programming in which ordinary people are featured encountering dramatic, abstract of relativism, or radical enjoyment, supposedly while performing actual everyday tasks. The genre is not new and has existed of long in the form of game shows, but in the last decade it has been expanded to include a variety of topics, including drama, talent hunt, search for love, adventurous stunts, celebrity lifestyles, highlighting a cause, and crime etc. Reality television is not very 'real' in the sense that it employs sensationalism and personification to attract viewership and boost ratings. Sometimes, they are scripted but an illusion of reality is created through editing. Shows based on lives of showbiz celebrities are mostly popular because of the element of glamour.

In India, the more popular reality shows entice viewers with gossip masala. In some Indian reality shows, a heightened sense of sensational drama is achieved by having the participants behave in an exaggerated manner often considered scandalous and challenging to social etiquette. Some other reality shows are based on contests for the purpose of talent hunt, especially in music-related fields which has a huge market in India. Some programs feature on singing and dancing talents luring audiences to pursue their hidden talent and some to improvise on the talent. Undoubtedly greater insights have to foresighted about the popularity of this genre and development and improvisation of these genres will be the cycle of activities.

Many reality shows in India are inspired by shows from abroad, again highlighting the universal appeal of the topics explored. Big Brother inspired the production of the Indian version, Big Boss; *Kaun Banega Crorepati* is inspired from Who Wants to be a Millionaire; *Sach Ka Saamna* from Moment Of Truth, and Indian Idol and *Chotay Ustaad* – which features child singers – from the UK Pop Idol and American Idol. Among music programs, Indian Idol and SaReGaMa has served as a big platform for many budding singers. India's Got Talent, is the Indian version of the 'Got Talent' series. The Great Indian Laughter Challenge, a competition of standup comedians, is a very successful comedy reality show on Indian television, inspired by the American program, 'Who's Line is it, Anyway'? Another 'hunt for love' show MTV splitvilla, is based on the concept of the American dating game show, The Bachelor in which a rich bachelor finds the ultimate girl of his dreams by



choosing from a group of girls through a process of grueling tests and elimination. *Jhalak Dikhhla Jaa* is the Indian version of BBC's 'Strictly Come Dancing' and ABC's 'Dancing with the Stars' and 'So You Think You Can Dance'; *Kaun Banega Crorepati* is the Indian version of the UK game show 'Who Wants to Be a Millionaire?' This show combines the celebrity aspect of reality genre featuring the legendary star, Amitabh Bachhan. This is also the show on which the 2009 blockbuster film, 'Slumdog Millionaire' was based, creating a unique and highly successful reality film. Another important reality show called *Haath se Haath Mila*, (Let's Join Hands) is an influential show highlighting the importance of community service by creating awareness about HIV/AIDS in India and features celebrities from Bollywood.

A quick glance on reality show format and their focus shows that their popularity stems from their perceived closeness to our own dreams and aspirations. The common thread that runs through most reality shows is their popular appeal in terms of the human aspect of sharing achievements, heartbreak, joys and tears in a quest for success. While the talent-hunt shows provide a useful platform for showcasing unexplored talent and to give them opportunities, their greater appeal also lies in the public's own desire to see ordinary people change their destinies and achieve their dreams. In others, where contestants strive to find their dream partner, heartbreak and high drama entails through much of the series. The concept of making the contestants go through sometimes humiliating experiences to avoid elimination teaches values that the society does not approve of at large. At the same time, the viewers and men in these Indian reality shows have a fun time at the expense of the participants, while the girls end up demeaning themselves through catfights and obscenity. Feminists have been up in arms against reality shows that show women as sex objects, to no avail.

Another important aspect of reality show production is its strong marketing value. Since people tend to identify and relate with participants of reality shows on various levels, there is a greater chance of being influenced by their preferences. Sometimes reality shows feature use of popular brands to boost their own profits. These brands pay high rates for advertisement. This is known as product placement. It is a form of advertisement where branded goods are casually placed in the story line. An advertisement is accepted as having a great impact on minors too, whether it is the decision of purchasing toys or imitating their favorite character's actions. That makes it a big responsibility for the marketing agencies. The negative influence of smoking by lead actors is known to have influenced minors and adults alike.

Reality television is an indispensable tool of entertainment today. Unfortunately, many of these shows focus on profits and don't mind promoting negative messages to boost viewership. What is actually required of them is more focus on creating awareness to improve perceptions of the society at large in a productive manner instead of providing meaningless or detrimental entertainment.

Literature Survey

Anthony Patino, Velitchka D. Kaltcheva, Michael .F. Smith (2011) conducted a study of "The appeal of Reality Television For Teen and Pre-Teen audiences The Power of "Connectedness" and Psycho-Demographics" an online survey was carried out to preteens and teens with a sample size of 1,098 in the united states. It was aimed to identify psycho-demographic groups that are likely to have high connectedness to reality programming. The study considered that the Psychometric variable viz., Popularity, Excitement, Academic Achievement, Physical Attractiveness, and Connectedness for its evaluation. The study reveals that the young people who strove for popularity and physical attractiveness were more likely to feel connected to reality-television programs.¹

Robin L .Nabi (2007) conducted a study of "Determining Dimensions of Reality: A Conceptual mapping of Reality TV Landscape". This research examines the dimensions underlying reality that might exist in viewers' minds and the themes of reality television program that might distinguish them. Two samples lots, one of sample size 170 students and another of 131 city residents-engaged in a sorting task of 33 reality-based programs. Multidimensional scaling (MDS) indicated two underlying dimensions among which audiences think about reality TV (romance and competitiveness), which were supported by subsequent analyses. These findings both help frame future theoretically driven research on reality-based programming and offer insight into how research interested in the effects of programming themes might proceed².

¹ "The appeal of Reality Television For Teen and Pre-Teen audiences The Power of "Connectedness" and Psycho-Demographics" by Anthony Patino, Velitchka D. Kaltcheva, Michael .F. Smith, *Journal of Advertising Research* March 2011 DOI: 10.2501/Jar-51-1-288-297.

² "Determining Dimensions of Reality:A Conceptual mapping of Reality TV Landscape". by Robin L .Nabi, *Journal of Broadcasting & Electronic Media/June 2007*.



Moy Tow Yoon, Romana Garma(2006) conducted a study of “Reality Television Programs in Malaysia: A Dream Come True?”. It was a study to explore the underlying motivational dimensions of the highly popular reality television programs in Malaysia. A structured questionnaire was administered to 720 respondents at Klang Valley, Malaysia. The research data was analyzed by the use of factor analysis, it extracted five motivational factors viz., suspense; personal identity and social interaction; engaging/entertaining; romance or attractiveness of contestants; sensation seeking. Moreover three MANOVA models were used to explore the relationship among the different groups due to gender, age, educational background and the composite of the five motivational factors viz., Suspense, Personal Identity and Social Interaction, Engaging/Entertaining, Romance/Attractiveness of Contestants and Sensation-seeking. It was revealed that the groups had different levels of motivation³.

Kristin L. Cherry (2008) conducted a study on “Reality TV and Interpersonal Relationship Perceptions”. This research used both quantitative surveys and qualitative focus group interviews. A cross-sectional survey carried out among the students and the data was collected by questionnaire to sample size of 406 participants. The study was to examine the relationship among the viewer motives for watching reality TV, reality TV exposure, and interpersonal relationship perceptions viz., attachment styles, love styles, and machiavellianism. It is found that support for reality TV mediating the relationship between motives and effects⁴.

James Chamberlain et.al (2013) conduct a study of “The Reality Television Phenomenon” a survey was conducted with a sample size of 177 undergraduate students of University of South Carolina. A questionnaire structured with a measure of Big Five Inventory (BFI) to determine the different levels of extroversion (the act of directing one's interest to things outside the self.) was administered to the participants. It was determined to identify the relationship between extroversion and the consumption of reality television programming. The data was synthesized to the amount of reality television viewed, motivations for watching reality television and the preferred genre of reality TV show. The finding reveals that a positive relationship between extroversion and a greater amount of reality TV viewing, and also identified the fact that certain genres, such as romance and relationship shows and celebrity reality shows appeal more to extroverts⁵.

Objectives

1. To evaluate interest evolved as the outcome of the Reality Show on the youth.
2. To analyze the change in the leisure time activity of the youth by watching reality shows.
3. To evaluate the personality transformation of the influence of the reality show.
4. To evaluate the entertainment pleasure of watching the Reality Show.

Hypothesis

I. H₀: There is no significant degree of association between the watching the reality television shows and the activity engagement of the youth.

H₁: There is significant degree of association between the watching the reality television shows and the activity engagement of the youth.

II. H₀: The degrees of aspiration level of male and female youth are equal.

H₁: The degrees of aspiration level of male and female youth are not equal.

Research Design

The design was initiated by evolving the research problem, which has been categorized as that cultural paradigm change that could bear the remarks on the cultural society. With the progress of the design objectives of the study was formulated as guiding way to culminate the study. In Pivotal indication of the study it was hypothesized between the variable of activity engagement of the youth, to Aspiration degree between Male and the female youth of Ballari city.

³ “Reality Television Programs in Malaysia: A Dream Come True?” by Moy Tow Yoon, Romana Garma *Sunway Academic Journal* 3, 73–86 (2006).

⁴ “Reality TV and Interpersonal Relationship Perceptions” by Kristin L. Cherry, a dissertation presented to the Faculty of the Graduate School at the University of Missouri- Columbia, ©Copyright by Kristin Cherry 2008.

⁵ “The Reality Television Phenomenon” by James Chamberlain, Stephanie Hill, Renee LeBouef Mary Love, Joanna Meyer, Aimee Murray, University of South Carolina.

An appropriated design was identified by adopting the Descriptive Research which could be characterized by describing the critical element of reality television shows.

Sampling Process

A Sample of 70 youth of Ballari was selected across the city of Ballari by convenient sampling techniques. A structured questionnaire was administered to the respondents the data were tabulated and data were subjected for the analysis.

Sample Characteristics

The Tables below summarize the respondents' characteristics according to their gender, age, qualification, working positions, experience and income. Male respondents made the healthy proportion of the sample size of 62.9%. The occupation of the respondents was students studying in degree courses and about 81.4 % of the respondents were in the age group of 24 to 27. The Data reveals that most watches television program is reality shows it's about 17.2% followed by Sport 11.1%.

Table 1: Respondents Gender

	Frequency	Percent	Cumulative Percent
Male	44	60.3	62.9
female	26	39.7	100.0
Total	70	100.0	

Table 2: Respondent's Age

	Frequency	Percent	Cumulative Percent
16-19	12	16.4	17.1
20-23	22	30.1	48.6
24-27	23	31.5	81.4
27-30	13	17.8	100.0
Total	70	95.9	

Table 3: Qualification

	Frequency	Percent	Cumulative Percent
SSLC	10	13.7	14.3
PUC	14	19.2	34.3
Degree	33	45.2	81.4
PG	11	15.1	97.1
33.00	2	2.7	100.0
Total	70	95.9	

Table 4: Responses of Watching TV Programs

	Watched Programs	Percent	Percent of Cases
News/Documentary	23	5.8%	32.9%
Sports	47	11.9%	67.1%
TV Comedy	39	9.9%	55.7%
TV drama	35	8.9%	50.0%
TV Movies	44	11.1%	62.9%
Soap Opera	36	9.1%	51.4%
Reality Show	68	17.2%	97.1%
Talk Show	28	7.1%	40.0%
Political program	28	7.1%	40.0%
Wild life & History	47	11.9%	67.1%
	395	100.0%	564.3%

General Finding

Table 5: Felling of Enjoyment by the Respondents

	Responses		Percent of Cases
	N	Percent	
No Enjoyment	70	50.0%	100.0%
Moderate Enjoyment	11	7.9%	15.7%
Light Enjoyment	17	12.1%	24.3%
Highly Enjoyment	42	30.0%	60.0%
Total	140	100.0%	200.0%

Table 6: Felling of Enjoyment by the Respondents Gender Based

	Gender		Total	Gender	
	Male	Female		Male In %	Female in %
No Enjoyment	44	26	70	62.85%	37.14%
Moderate Enjoyment	6	5	11	54.45%	45.45%
Light Enjoyment	13	4	17	76.64%	36.36%
Highly Enjoyment	25	17	42	59.52%	40.47%

The above table shows that the reveals that 30% of the respondents enjoy the Reality television program in both genders and 50% of the respondents have no enjoyment in the television program. And 12.1% of the respondents feel the light enjoyment.

Table 7: Dedicated to Watch Reality Television Show

		Responses		Percent of Cases
		N	Percent	
Dedicated time to watch Reality TVShows	Moderately Dedicated	15	21.4%	21.4%
	Lightly Dedicated	22	31.4%	31.4%
	Highly Dedicated	33	47.1%	47.1%
	Less Dedicated	00	00	00
	No Dedication	00	00	00
Total		70	100.0%	100.0%

The above table shows that average level of dedication by the overall respondents, The data revels Highly Dedicated with 47.1%, to watch the reality shows, with 31.4% of Lightly Dedicated dedication to watch the Reality Shows , and 21.4% of moderately dedication to watch the reality.

Table 8: Interested by Reality Shows

	Responses		Percent of Cases
	N	Percent	
Dancing	42	17.1%	60.9%
Singing	59	24.0%	85.5%
Learning Quizzing	47	19.1%	68.1%
Marshal arts	9	3.7%	13.0%
Art/Design	19	7.7%	27.5%
Sport	26	10.6%	37.7%
Learning musical instrument	11	4.5%	15.9%
Body shaping: gym/yoga	33	13.4%	47.8%
	246	100.0%	356.5%

Table 9: Interested by Reality Shows

		Gender		Total
		Male	Female	
Interested by reality TV ^a	Dancing	24	18	42
	Singing	36	23	59
	Learning Quizzing	30	17	47
	Marshal arts	7	2	9
	Art/Design	14	5	19
	Sport	20	6	26
	Learning musical instrument	7	4	11
	Body shaping: gym/yoga	29	4	33
Total		43	26	69

The above data the interested activities in viewing the reality television shows, Singing was the found to be most fascinated activity interested by the respondents with 85.5%. Followed by the quizzing with 68.1%, Dancing with 60.9%. however all respondents show the interest in different activities. Interestingly, male respondents of 41.42%, show typical interest in the body shaping activities. Females' respondents of 32.28% show the interest in the singing activity.

Table 9: Correlations

		Gender	Excitement	Thrilling	Competition	Performance	Skill Admiration	Learn some tips to Practice/ perform	Personality Development
Gender	Pearson Correlation	NA	.149	-.163	.020	.144	.009	-.222	.121
	Sig. (2-tailed)		.217	.177	.872	.236	.942	.064	.319
	N	70	70	70	70	70	70	70	70
Excitement	Pearson Correlation	.149	NA	.051	.043	-.211	-.263*	-.387**	-.286*
	Sig. (2-tailed)	.217		.675	.726	.079	.028	.001	.016
	N	70	70	70	70	70	70	70	70
Thrilling	Pearson Correlation	-.163	.051	NA	-.351**	-.374**	-.206	-.068	-.390**
	Sig. (2-tailed)	.177	.675		.003	.001	.088	.578	.001
	N	70	70	70	70	70	70	70	70
Competition	Pearson Correlation	.020	.043	-.351**	NA	-.209	-.015	-.260*	.051
	Sig. (2-tailed)	.872	.726	.003		.083	.903	.030	.672
	N	70	70	70	70	70	70	70	70
Performance	Pearson Correlation	.144	-.211	-.374**	-.209	NA	-.333**	.045	.011
	Sig. (2-tailed)	.236	.079	.001	.083		.005	.709	.925
	N	70	70	70	70	70	70	70	70
Skill Admiration	Pearson Correlation	.009	-.263*	-.206	-.015	-.333**	NA	-.189	.151
	Sig. (2-tailed)	.942	.028	.088	.903	.005		.117	.212
	N	70	70	70	70	70	70	70	70

Learn some tips to Practice/perform	Pearson Correlation	-.222	-.387**	-.068	-.260*	.045	-.189	NA	-.205
	Sig. (2-tailed)	.064	.001	.578	.030	.709	.117		.089
	N	70	70	70	70	70	70	70	70
Personality Development	Pearson Correlation	.121	-.286*	-.390**	.051	.011	.151	-.205	NA
	Sig. (2-tailed)	.319	.016	.001	.672	.925	.212	.089	
	N	70	70	70	70	70	70	70	70

*Correlation is significant at the 0.05 level (2-tailed). NA-Not Applicable or equal to 1

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

From the above correlation table depicts that there is a strong correlation with the excitement and thrilling variable shows a moderately correlation and learn some tips to practice variable show the negatively correlation. The remaining variable are weakly correlated to each other.

Table10: Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Will to Danceing/Singing * Free Time Engagement	31	42.5%	42	57.5%	73	100.0%
Will to Quizz * Free Time Engagement	46	63.0%	27	37.0%	73	100.0%
Will to learn music Instrument * Free Time Engagement	15	20.5%	58	79.5%	73	100.0%
Will lto Yoga/ Gym * Free Time Engagement	22	30.1%	51	69.9%	73	100.0%
Will to learn Marshall art/Sports * Free Time Engagement	2	2.7%	71	97.3%	73	100.0%
Will to buy article Books/CD/article for talent * Free Time Engagement	22	30.1%	51	69.9%	73	100.0%
Will to try new recipe * Free Time Engagement	33	45.2%	40	54.8%	73	100.0%
Will to develope own talent * Free Time Engagement	12	16.4%	61	83.6%	73	100.0%

Will to Quizz * Free Time Engagement

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.719 ^a	1	.396		
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	1.081	1	.298		
Fisher's Exact Test				1.000	.587
Linear-by-Linear Association	.704	1	.402		
N of Valid Cases	46				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .41.

b. Computed only for a 2x2 table

Conclusion

The findings reveal that viewers have enjoyed the Reality show, talent showed on these programs was appreciated, and however the activity engagement by the youth was weak. The study reveals that a moderate degree of activity engagement by the viewers of youth of Ballari was discovered.

Gender viewership regarding this genre was equally balanced in all the different kind of reality television program. But the male were dominant in the activity participation than the females.