



T.V REALITY SHOWS: A STUDY IN INDIA

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Abstract:-

An attempt has been made to explore opinion of the students, Businessman, house wife and Professional consumption patterns in regard to reality television, their rationale for watching reality shows, their perceptions of the situations portrayed on these shows, and its impact on the society based on the sample of 150 respondents in India. The results discussed are on types of television programmes viewed, rating of most watched reality shows and its impact on society.

Key Words: TV Shows, TV Reality shows, TRP, Perception

Introduction:-

The media put our environment in perspective by giving its many aspects various meaning and explanations. They help establish our agendas by giving us things to think and talk about; they help us become socialized into our communities and political system and to participate in change when necessary; and they help us cope with or escape from life's realities in a wide variety of ways. In short, the greater our need to belong, to understand, and to cope the greater our reliance on the mass media and hence the media must have some pervasive influence on our thoughts, beliefs, values, and even our behavior. Television is a popular and powerful medium that both imitates and influences culture. For many people, television is a primary source of information and entertainment. It is a window into a different world an opportunity to view people, place, and things that we may not have experienced firsthand. In an increasingly global society, television shapes society's perception of the world. Reality television broke the monotony to create interesting concepts and innovative ideas that made them stand out from the regular shows. With the worldwide small screen sector coming up with new concepts for reality shows, India too is in the race to come up with good concepts. Every day on television, some new reality shows are being



introduced, enabling the viewers to choose to pick one from many shows. Reality television is a genre of television programming that presents purportedly unscripted dramatic or humorous situations, documents actual events, and usually features ordinary people instead of professional actors, sometimes in a contest or other situation where a prize is awarded. Reality shows have been order of the day attracting and wooing the audiences of all ages. With the advent of shows like Antakshri and Sa Re Ga Ma Pa , the music reality shows, Indian television industry saw a new wave generated in the genre of Reality Television shows back in early 1990s and since then there has been all kinds of reality shows and perspectives like MTV Bakra; Nach Baliye, Kaun BanegaCrorpati,Jhalak Dikhlaja,Big Boss, Swayamvar , etc. According to Hight (2001), 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 programs may implicate a network of social, economic, and political changes in modern society and hence the study attempts to determine impact of reality shows on the society

REVIEW OF LITERATURE;-

The debut of Survivor in 2000 has been credited with beginning the infiltration of reality programming in the current television landscape (Rowen, 2000). The majority of reality television programming is geared towards the individuals under twenty five years old (Frank, 2003). Frank (2003) suggests that younger viewers are drawn to these shows because they depict characters and situations that are relevant to their everyday lives. Nabi et al. (2003) found that regular viewers watched because they found it entertaining, for the enjoyment of watching another's life, and the self awareness they receive from these programs. Casual viewers watched because they were bored, or because they enjoyed watching another's life.

Hall A. (2009) investigated whether viewer perceptions of reality programs' authenticity were associated with involvement, enjoyment, and perceived learning. Four dimensions of perceived authenticity



were identified: cast eccentricity, representativeness, candidness, and producer manipulation. Perceptions that the cast was not eccentric, that they were representative of people the respondents could meet, that they were behaving candidly, and that the producers were manipulating the show were associated with cognitive involvement. Cast representativeness was also positively associated with social involvement. Each form of involvement was associated with enjoyment. Perceptions of the cast members' representativeness, candidness, and lack of eccentricity were associated with perceived learning.

Pontius E. S. in his study sought to find the effects of reality television on the viewers' perception of reality. Thirty subjects were used in the study and three different conditions were tested: a reality scale group; a reality television clips and scale group; and a reality television clips, application for reality show, and scale group. A significant difference was found in the scores between the reality scale group (group 1) and the clips and scale group (group 2).

Those who watched the clips of shows before taking the scale rated the events in the scale much higher than those who did not view the clips. There was also a significant finding in the amount of hours of television the subjects view a week and the score of the scales. Those who watch more television scored the scale higher than those who do no watch as much television.

According to Hawkins et. al. (2001) Active" television viewing has meant (among other things) selective exposure to types of content, attention to that content, and several different kinds of other activities during viewing itself. This study argues that such meanings are differently predicted by three types of predictors (individuals' gratifications sought from different television genres, their expertise with these genres, and their need for cognition), and also vary by genre. Two different instrumental reasons for viewing (mood and content preference) both predicted selective viewing and thinking while viewing, but only content preference predicted attentive viewing. Casual reasons for viewing were related to less viewing and more channel surfing behavior. Need for cognition was unrelated to



variation in genre viewing, but it was related in differing but sensible ways to attention to different genres.

Hill, A. (2002) in his article focuses on Big Brother in relation to audience attraction. The author's research, which uses quantitative and qualitative audience studies, indicates that attraction to Big Brother is based on the social and per formative aspects of the program. The focus on the degree of actuality, on real people's improvised performances in the program, leads to a particular viewing practice: audiences look for the moment of authenticity when real people are “really” themselves in an unreal environment.

Lundy et. al. (2008) conducted a research study to explore college students' consumption patterns in regard to reality television, their rationale for watching reality shows, their perceptions of the situations portrayed on these shows, and the role of social affiliation in the students' consumption of reality television. The results of focus groups indicated that while participants perceive a social stigma associated with watching reality television, they continue to watch because of the perceived escapism and social affiliation provided.

Reiss, S., & Wiltz, J. (2004) assessed the appeal of reality TV by asking 239 adults to rate themselves on each of 16 basic motives using the Reiss Profile standardized instrument and to rate how much they watched and enjoyed various reality television shows. The results suggested that the people who watched reality television had above-average trait motivation to feel self-important and, to a lesser extent, vindicated, friendly, free of morality, secure, and romantic, as compared with large normative samples. The results, which were dose-dependent, showed a new method for studying media. This method is based on evidence that people have the potential to experience 16 different joys. People prefer television shows that stimulate the feelings they intrinsically value the most, which depends on individuality.

Meti V. & Jange S. (2012) made attempt to explore opinion of the students, research scholars, house maker and teaching faculty's consumption patterns in regard to reality television, their rationale for



watching reality shows, their perceptions of the situations portrayed on these shows, and its impact on the society based on the sample of 100 respondents in Gulbarga city of Karnataka state. The results discussed are on types of television programmes viewed, rating of most watched reality shows and its impact on society.

OBJECTIVES OF THE STUDY

The objectives of this study are:-

1. To study the perception of respondents regarding the reality shows
2. To know the preferences of the respondents regarding reality shows.
3. To study the effect of reality shows on the society

METHODOLOGY

Sampling Plan:-

Sample Unit: Literate Customers of Inida Sample Size: 150

Respondents – Gender: Males (75); Females (75)

Age Group: 10-20 (38); 20-30 (60); 30-40 (36); 40+ (16)

Occupation: Student (45) Service (24) Professional (12) Business (11) Housewives (58)

Sampling Method: Non- probability sampling

Field area: Inida

Research Tools: The study is of descriptive type and the Tools used to measure the objectives is questionnaire.

DATA ANALYSIS AND RESULTS

Following tables summarizes the analyzed data with respect to information sought in the stud

Table 1: Time of the day when television is watched the most:

Morning	10
Afternoon	12
Evening	46
Late Night	32



Table2: Number of reality shows watched in a week:

Between1-3	76%
Between 3-5	14%
More than -5	10%

Table 3: Preferences for the type of reality shows:

TYPE OF SHOW	PERECNTAGE
Adventure Shows	20%
Talent Shows	25%
Dating Shows	8%
Celeb Shows	13%
Game Shows	13%
Prank Shows	2%
Comedy Shows	13%
Social cause	5%
Other shows	2%

Table 4: Perception whether people enjoy guessing what will happen in reality shows:

PERCEPTION	PERCENTAGE
Yes	84%
No	16%



Table 5: Perception whether reality shows are real:

PERCEPTION	PERCENTAGE
Real	23%
Scripted	42%
Can't say	35%

Table 4: Perception whether reality shows are better means of Entertainment:

ENTERTAINMENT FACTOR	PERCENTAGE
Yes	77%
No	16%
Can't say	7%

Table 5: Perception whether participants are treated as means for achieving financial & commercial success:

SUCCESS	PERCENTAG
Yes	72%
No	12%
Can't say	16%

Table 6: Reasons driving to watch reality shows:

PREFERENCE	PERCENTAGE
Participants	35%
Glamour	15%
Controversies	18%
Break from routine	31%
Others (ENTERTAINMENT)	1%



Table 7: Perception regarding fairness of SMS Voting:

VOTING SYSTEM	PERCENTAGE
Yes	35%
No	45%
Can't say	20%

Table 8: Perception regarding impact of reality shows on society:

IMPACT	PERCENTAGE
Positive	26%
Negative	22%
Can't say	44%
None	10%

Table 9: Perception whether Reality shows are meant to increase

TRP	PERCENTAGE
Yes	87%
No	5%
Can't say	8%

FINDINGS

Some of the major findings of this research study are;

- 1-Majority of the respondents (47%) preferred watching television during evening.
- 2-Majority of the respondents (76%) on an average watches reality shows at least 1-3 times a week, 14% of them watch 3-5 shows per week and rest 10% watches more than 5 shows per week.
- 3-The most preferred type of reality shows are talent hunt, adventure, games, comedy, dating, social cause and prank types in order of merit.



4-Majority (42%) of the respondents found that reality shows are scripted, 35% were unable to judge, and rest 23% found they were real.

5-77% of respondents find reality shows to be entertaining, 16% of them don't find it entertaining and rest 7% were unable to judge.

6-72% of the respondents found participants were treated as means of achieving financial & commercial success.

7-Major drivers for watching reality shows are break from routine, controversies, glamour and entertainment.

8-Respondents had a divided approach for sms being used fairly or unfairly.

9-44% of them were unable to judge about the impact of reality shows on society; 26% of them found positive impact, 22% of them found negative impact on society and rest 10% Found no impact on society.

10-Reality shows are used as a means for increasing TRP. This was felt by 87% of the respondents.

CONCLUSION

Indians are high on the emotional quotient and anything that strikes the emotional chord is an instant hit in India. The success of reality shows in India can be attributed to a great extent to this weakness. The rising popularity of the reality shows on Indian television channels has added a new dimension to the production of TV programs. These shows give opportunities to the prodigies residing in the interiors of the country to showcase their talent. The craze for reality television hit India when channel V came up with Viva, a band of five young singers. When auditions were announced, young dreamers gathered in huge numbers to give their luck a try. They cried when they failed and celebrated when they triumphed. The audience lapped up this overdose of emotions thrown with open hands. The show was a big success and an inspiration for both the shrews' business

Minds and also for the young dreamers waiting for their share of fame. Since then there has been no looking back as reality television proliferated with each passing day. With the registration for each



show surpassing the last one and the audience votes pouring in billions, all doubts over the acceptability of these shows by the Indian audience subsided. Reality shows not only changed the destinies of many television channels but also of many ordinary people. People like Kunal Ganjawala, Sunidhi Chauhan, Shreya Ghosal and Debojit are some of the successful finds of reality television. It was only because of these shows that a teashop owner, Sunil Pal, became a laughter champion and Prashant, a sepoy from Darjeeling, became the third Indian Idol. Celebrity reality shows are another aspect of reality television that has become extremely popular with the audience. Apart from the overwhelming Television Rating Points (TRPs) that these shows command, they also have to their credit revamping images of some celebrities and bringing back to limelight some of the lost stars. Item queen Rakhi Sawant witnessed a change in image after appearing on the reality show Big Boss. Lost names like Rahul Roy and Baba Sehgal rose to limelight again because of shows like these. This study aimed at unplugging the mindset of Indian consumers regarding reality shows. It was found that people are really fond of watching such shows which range from cookery to talent hunt and comedy show types. Majority of the respondents, however, felt that these types of shows are often scripted for increasing TRPs and increasing financial and commercial success. Major drivers for watching reality shows are break from routine, controversies, glamour and entertainment. However, most of the people were not still holding any views whether such types of reality shows make any sort of impact on the society.

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