

# IMPACT OF TELEVISION REALITY SHOWS IN YOUTH OF AMBIKAPUR

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**Abstract**— Indian reality shows are the latest buzzword for the television industry. It is the latest mantra of television producers and channel executives. It is the technique to amplify TRP ratings. Most of the television shows which are being telecast nowadays are reality shows specializing in dancing, singing, and acting. To study the opinions of the Youth regarding the influence of Reality Shows in Ambikapur District the research was conducted in 2016 with the objective to assess the impact of reality television shows among the youth and any gender influences in the impact of reality shows among the youth. The youths of study area liked strongly the TV programs and gave high response for statements like television reality shows help participants to showcase their talents, help people to earn quick money, provide awareness on current & social issues and TV show hardly develop the qualities of talented people.

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**Keywords**— Reeling Reality Contemporary Shows Entertainment Genres, Social Realism, New Genre, Psychological Impact, Cultural Hegemony, Cultural Materialism, Impact, Common Man.

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## I. INTRODUCTION

Mass media means of communication that reach and influence large numbers of people. A medium is a 'channel of communication' - a means through which people send and receive information. The printed word, for example, is a medium; reading a newspaper or magazine, something is communicated to receivers in some way. Entertainment factor has proven to be pivotal in visual media, especially in television. The non-fiction programs and the 13 episodes serials and to the present year long running daily soaps, the change in television content is huge in terms of concepts, narration, production qualities as well as the distribution. Western influence has established connection in the Indian minds since globalization the mid 1990's. The perception of looking at teleserials by the Indian audience, changed its dimension after the mid 1990's when mega serials on social concepts like "Kyu Ki Saas Bhi Kabhi Bahu Thi" and "Kahani Ghar Ghar Ki", which continued to be on television for over a decade and half, crossing the broadcast time of earlier mythological mega serial "Ramayan" and "Mahabharath" on Doordarshan in mid 1980's. 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 Banega Crorepati*, *Jhalak Dikhlaja*, *Big Boss*, *Swayamvar*, etc. 'Big Boss' is stereotype of 'Big Brother' which got fame in India; because of presence of Shilpa Shetty the Indian Diva. The show got TRP when she got insisted in a verbal fight with other participant. In many countries including India reality shows surpassed daily soaps as the most watched programmes in the air. These shows also considered as a topic of discussion whether they are beneficial or harmful. Reality TV is the latest mantra of television

producers and channel executives. It is the technique to amplify TRP ratings. Most of the television shows which are being telecast nowadays are reality shows specializing in dancing, singing, and acting. So fierce is the competition in this segment that every channel boasts of at least two to three reality shows. According to [1], 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 programmers may implicate a network of social, economic, and political changes in modern society and hence the present study attempts to determine impact of reality shows on the society with the following objectives:

- To assess the impact of reality television shows among the youth
- To assess whether there is any gender influence in the impact of reality shows among the youth

## II. METHODOLOGY

The study was conducted in Ambikapur District of Chhattisgarh, India. A sample size of 50 youth of age 18-25 years were randomly selected for the study. The study duration was from August 2015 to August 2016. The Primary data was collected using a structured questionnaire. Analysis of data was carried out by rating scale. The levels of impact were found by using the formula mean (+-) standard deviation. Coefficient of variation was used to calculate consistency and reliability of variables.

## III. RESULT AND DISCUSSION

The impact of reality shows on youth television viewers based on gender is analyzed through the

Table .1 The impact is categorized as low, medium and high based on the formula Mean + or – standard deviation. The average for males is 3.24 and the standard deviation is 0.57. Variables with more than 3.74 are categorized as high; less than 2.74 are low and score between 2.74 and 3.74 are classified as

medium. Similarly the average score for females is 3.31 and standard deviation is 0.62. Values above 3.93 are classified as high; less than 2.69 are categorized as low and score between 2.69 and 3.93 are classified as medium.

**Table 1. Level of impact of watching television reality shows**

S.No.	Statements	Male	Female
1	I like television programs.	High	High
2	I like to watch reality television shows.	Medium	Medium
3	I watch reality shows as there is no choice for me.	Low	Medium
4	Reality television shows have a deteriorating effect on me.	Medium	Medium
5	Some of the reality television shows goes against my moral principles.	Medium	Medium
6	Reality television shows push participants to outsmart the competitors	Medium	Medium
7	Reality television shows are a mere waste of time and energy	Medium	Medium
8	Reality Television make us perceive the world around us in a negative way	Medium	Medium
9	Reality television shows makes us insensitive to the pains of others	Medium	Medium
10	Reality television shows help participants to showcase their talent	High	High
11	Reality television shows helps at least some people to earn quick money.	High	High
12	These reality shows have given employment to millions in our country.	Medium	Medium
13	Man hours are getting wasted in watching these reality television shows.	Medium	Medium
14	I watch almost all reality shows regularly.	Low	Medium
15	Reality television shows have become less real.	Medium	Medium
16	Reality television shows hardly develop the qualities of talented people.	High	High
17	Reality television shows focus more on television rating points and revenue through advertisement.	Medium	High
18	Reality television shows does no good for anyone except producers.	Medium	Medium
19	I would grab an opportunity to participate in a reality television show	Medium	Medium
20	Reality shows often fulfills my desire to see humiliation of others publicly and their reaction	Low	Low
21	Reality television shows fulfills my desire to peep into the personal lives of contestants and helps me connect it with my unfiled personal life	Medium	Low
22	I get influenced by the celebrity judges in the reality television shows	Medium	Medium
23	I get influenced by the participants in the reality television shows.	Medium	Medium
24	I seek solutions for my personal problems from television reality shows.	Low	Low
25	Television reality shows creates awareness on current and social issues.	High	High

**Table 2: Coefficient of variation of the impact of reality shows on viewers**

S.No.	Statements	Mean	SD	CV
1	I like television programs.	4.30	1.07	0.25
2	I like to watch reality television shows.	3.72	1.53	0.41
3	I watch reality shows as there is no choice for me.	2.61	1.41	0.54
4	Reality television shows have a deteriorating effect on me.	3.06	1.56	0.51
5	Some of the reality television shows goes against my moral principles.	2.94	1.48	0.50
6	Reality television shows push participants to outsmart the competitors	3.03	1.35	0.45
7	Reality television shows are a mere waste of time and energy	2.84	1.63	0.57
8	Reality Television make us perceive the world around us in a negative way	2.87	1.65	0.57
9	Reality television shows makes us insensitive to the pains of others	2.97	1.17	0.19
10	Reality television shows help participants to showcase their talent	4.21	1.49	0.35
11	Reality television shows helps at least some people to earn quick money.	4.00	1.10	0.27
12	These reality shows have given employment to millions in our country.	3.55	1.23	0.35
13	Man hours are getting wasted in watching these reality television shows.	3.17	1.30	0.41
14	I watch almost all reality shows regularly.	2.63	1.60	0.60
15	Reality television shows have become less real.	3.33	1.36	0.41
16	Reality television shows hardly develop the qualities of talented people.	3.93	1.41	0.36
17	Reality television shows focus more on television rating points and revenue through advertisement.	3.63	1.33	0.36
18	Reality television shows does no good for anyone except producers.	3.23	1.33	0.41
19	I would grab an opportunity to participate in a reality television show	3.15	1.58	0.50
20	Reality shows often fulfills my desire to see humiliation of others publicly and their reaction	2.20	1.35	0.61
21	Reality television shows fulfills my desire to peep into the personal lives of contestants and helps me connect it with my unfiled personal life.	2.94	1.37	0.47
22	I get influenced by the celebrity judges in the reality television shows	3.45	1.39	0.40
23	I get influenced by the participants in the reality television shows.	3.68	1.17	0.32
24	I seek solutions for my personal problems from television reality shows.	3.78	1.66	0.44
25	Television reality shows creates awareness on current and social issues.	4.03	1.45	0.36

The youths of study area liked strongly the TV programs and gave high response for statements like television reality shows help participants to showcase their talents, help people to earn quick money, provide awareness on current & social issues and TV show hardly develop the qualities of talented people (Table 1). However they gave low response to statements like Reality shows often fulfills my desire to see humiliation of others publicly and their reaction and seeks solutions for their personal problems from television reality shows. The consistency and reliability is very high for the statement “*I like television programs*”. Among all the variables stated in Table 2, this is the most consistent variable that impacts the viewers in Ambikapur District. However, consistency and reliability is very low for the parameter “*reality shows often fulfills my desire to see humiliation of others publicly and their reaction*”. Among all the parameters stated in Table 2 this is the least consistent variable that impacts the television viewers. Similar finding were reported by [2] as the study indicates that many reality shows boots our younger generation and bring competitive spirit in them. Statistically it is proven that the Reality TV Shows have influence on the life of the youth as well as society. The television is the most powerful medium of mass communication that can create powerful impressions on the accessible minds of the youth. Thus this study proves that the Reality TV Shows are one of the most influencing medium of

communication by revealing the influence of Reality TV Shows on the Youth and the society as a whole [3].

## CONCLUSIONS

It is observed that youth of the present day are strongly attracted towards TV reality shows and believe that television reality shows help participants to showcase their talents, help people to earn quick money and provide awareness on current & social issues. Hence the study strongly recommended that while conceptualizing reality show programs concepts should be based on information, science, sports and spiritual along with the entertainment and celebrity factor, which do not alter the moral values and sentiments of the viewers but rather gives the knowledge and inculcate their cultural and customary practices.

## REFERENCES

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