

Analysing and Identifying Business Model of Reality Show and its Impact on Mankind Behaviour

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Abstract--This paper focuses on reality shows and its impact on the society. Both negative and positive impacts have been discussed and analysed in this paper. The other objective is which gender is having more impact and of what kind. Structured questionnaire is prepared to collect data from the society which is further used to analyse human behaviour and responses impacting on Business model, IBM SPSS software has been used for analysis of data. Review of various research articles is used to define different parameters and comparisons to understand the behaviour and trend.

Keywords--Reality shows, positive and negative impact, gender.

I. INTRODUCTION

Television as changed a lot over the years in terms of content, concept and quality. People have shifted to reality shows like big boss, roadies, India's got talent etc. Western culture has influenced the popularity of reality shows in India. Every channel today shows 1 or more reality shows to increase their channels TRP. People prefer to spend time watching TV, social media through electronic gadgets like computer, smart phones and tablets plays vital role for publicity of programs to be watched on Television.

Reality show is shoot in such a manner which is unscripted and shows ordinary people act in daily life and situations. It focuses on real event like: Big boss, Indian idol, Dance India Dance, Kaun Banega Crorepati, MTV Roadies, Sa Re Ga Ma Pa, Nach Baliye, MTV Splitsvilla, Crime Patrol, India's Next Top Model, MasterChef India, Coffee with Karan. It can be categories into crime, cooking, fashion, entertainment etc. Crime shows enact the real crime stories of murder, robbery, and dowry etc. Reality television has both positive and negative impact on the society. Television provides people with knowledge of different cultures. Talent shows provide a stage to different people to show the talent they have whereas few people think it to be an idiot box. The young children spend their entire time watching TV and do not do any physical activities. Reality show portray people doing drugs, drinking, smoking etc. Reality shows may influence behaviour like using abusive languages, aggressiveness, feelings of vengeance etc.

Figure 1 represents different parameters beyond watching reality shows. They are because of- drama, entertainment, talk to their friends about the shows, as they are shocking, they distract the audience, they are unscripted, they are a distraction from the daily life, and they get to watch their favourite characters or celebrity achieve fame and money.



Fig. 1.

II. LITERATURE REVIEW

Literature survey is done to identify the reason of watching reality shows along with the impact on human brain. Table 1 below represents the comparative study used for the same along with the methodology used in the survey.

Study is done to discuss the positive/negative impact of reality TV in the society. Also, to identify on which gender the impact of reality shows is more. Study is descriptive in nature. Self-administered questionnaire was developed and shared with persons. Sampling technique can be best described as Convenient cum purposive sampling, close ended questionnaire was used. T test, and Manova was used to analysis the data with the help of IBM SPSS research tool.

TABLE I. \$Q9 FREQUENCIES

		Responses		Percent of Cases
		N	Percent	
Q9a	Big Boss	37	19.10%	57.80%
	Indian Idol	7	3.60%	10.90%
	Dance India Dance	13	6.70%	20.30%
	Kaun Banega Crorepati	17	8.80%	26.60%
	MTV Roadies	19	9.80%	29.70%
	Sa Re Ga Ma Pa	5	2.60%	7.80%
	India's Got Talent	6	3.10%	9.40%
	Nach Baliye	5	2.60%	7.80%

MTV Splitwala	14	7.20%	21.90%
Crime Petrol	10	5.20%	15.60%
India's next top model	14	7.20%	21.90%
Masterchef India	15	7.70%	23.40%
Coffee with Karan	32	16.50%	50.00%
Total	194	100.00%	303.10%

As the Cronbach's Alpha greater than 0.7 the data collected is reliable.

Hypothesis 1

H₀: There is no significant difference between gender and hours spent watching reality shows.

H₁: There is significant difference between gender and hours spent watching reality shows.

a. Dichotomy group tabulated at value 1.

Above table shows that 58% of the respondents watch Big Boss, followed by Coffee with Karan.

III. HYPOTHESIS TESTING

TABLE II. RELIABILITY STATISTICS

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.717	0.71	16

TABLE III. GROUP STATISTICS

	1. Gender	N	Mean	Std. Deviation	Std. Error Mean
8. How often do you watch reality shows?	Female	60	1.53	0.947	0.122
	Male	50	1	0.756	0.107

There are 75 males and 42 females in the sample and the mean for males is slightly less than the females. Their S.D is about the same.

TABLE IV. INDEPENDENT SAMPLES TEST

		Statistics								
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
8. How often do you watch reality shows?	Equal variances assumed	9.571	0.003	3.217	108	0.002	0.533	0.166	0.205	0.862
	Equal variances not assumed			3.284	107.817	0.001	0.533	0.162	0.211	0.855

There are two lines here-top and bottom and one of them has to be read. This is done with Levene's test for equality of variance. The sig level is 0.003 which is less than the 0.05 value. The 2nd line is read i.e. equal variance not assumed. In the 2nd line out t value is 3.284 and DF is 107.817 and our significance value is 0.001, it is compared again with 0.05. 0.001 is lower than 0.05 so the null hypothesis is rejected.

This means that there is significant difference between gender and hours spent watching reality shows.

Hypotheses 2

H₀: There is no significant difference between gender and negative impact of reality shows on them.

H₁: There is significant difference between gender and negative impact of reality shows on them.

TABLE V. BOX'S TEST OF EQUALITY OF COVARIANCE MATRICES

Box's M	15.482
F	0.98
df1	15
df2	43708.346
Sig.	0.473

This is Box's Test for Equality of Covariance Matrices. Now this test tests an assumption of the MANOVA which is that the variance-covariance matrices, also referred to as the covariance matrices are equal for the two groups. It's testing the corresponding variances and covariances are equal for the two groups. The p value is seen if it is greater than .05 or 0.001. The significance value of 0.473 is greater than 0.05 or 0.001 so it is not significant. This provides us with evidence that the variance-covariance matrices are equal for the two groups.

TABLE VI. MULTIVARIATE TESTS

	Effect	Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	0.89	175.986 ^b	5.000	104.000	0.000	0.894
	Wilks' Lambda	0.11	175.986 ^b	5.000	104.000	0.000	0.894
	Hotelling's Trace	8.46	175.986 ^b	5.000	104.000	0.000	0.894
	Roy's Largest Root	8.46	175.986 ^b	5.000	104.000	0.000	0.894
@1. Gender	Pillai's Trace	0.03	.579b	5.000	104.000	0.716	0.027
	Wilks' Lambda	0.97	.579b	5.000	104.000	0.716	0.027
	Hotelling's Trace	0.03	.579b	5.000	104.000	0.716	0.027
	Roy's Largest Root	0.03	.579b	5.000	104.000	0.716	0.027

There was no significant difference between males and females when considered jointly on the variables, Wilk's Lambda = 0.973, $F(5,104) = 0.579$, $p = 0.716$, partial $\eta^2 = 0.027$. So here the p value is greater than 0.05 which means null hypotheses was accepted i.e. there is no significant difference between gender and negative impact of reality shows on them.

Hypotheses 3

H₀: There is no significant difference between gender and positive impact of reality shows on them.

H₁: There is significant difference between gender and positive impact of reality shows on them.

We have Box's Test for Equality of Covariance Matrices. Now this test tests an assumption of the MANOVA which is that the variance-covariance matrices, also referred to as the

covariance matrices, as you see here, are equal for the two groups.

TABLE VII. BOX'S TEST OF EQUALITY OF COVARIANCE MATRICES

Box's M	43.371
F	1.941
df1	21
df2	39994.772
Sig.	0.006

It's testing the corresponding variances and covariances are equal for the two groups. We look at our p value here and see if it is greater than .05 or 0.001. The significance value of 0.006 is greater than 0.05 or 0.001 so it is not significant. This provides us with evidence that the variance-covariance matrices are equal for the two groups.

TABLE VIII. MULTIVARIATE TESTS

	Effect	Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	0.899	152.161b	6.000	103.000	0.000	0.899
	Wilks' Lambda	0.101	152.161b	6.000	103.000	0.000	0.899
	Hotelling's Trace	8.864	152.161b	6.000	103.000	0.000	0.899
	Roy's Largest Root	8.864	152.161b	6.000	103.000	0.000	0.899
@1. Gender	Pillai's Trace	0.053	.962b	6.000	103.000	0.455	0.053
	Wilks' Lambda	0.947	.962b	6.000	103.000	0.455	0.053
	Hotelling's Trace	0.056	.962b	6.000	103.000	0.455	0.053
	Roy's Largest Root	0.056	.962b	6.000	103.000	0.455	0.053

There was no significant difference between males and females when considered jointly on the variables, Wilk's Lambda = 0.947, $F(6,103) = 0.962$, $p = 0.455$, partial $\eta^2 = 0.053$. So here the p value is greater than 0.05 which means null hypotheses was accepted i.e. there is no significant difference between gender and positive impact of reality shows on them.

IV. FINDINGS

- There is significant difference between gender and hours spent watching reality shows.
- There is no significant difference between gender and negative impact of reality shows on them.
- There is no significant difference between gender and positive impact of reality shows on them.
- The results show that most of the respondents feel neutral towards negative impact of reality shows and

some disagree that reality have negative impact like exploit children, insinuated vulgarity, increase crime and violence and are wastage of time.

- The results show that most of the respondents agree that reality shows have a positive impact like provide platform for talent, give knowledge, create awareness on current topics, improve their skills, awareness about fashion trends and platform for fame and prosperity.

The result shows that positive impact is more.

V. CONCLUSION

The paper discusses the negative and positive effects of reality TV in society. The reason for watching reality shows are- drama, entertainment, talk to their friends about the shows, as they are shocking, they distract the audience, they are unscripted, they are a distraction from the daily life and

they get to watch their favourite characters or celebrity achieve fame and money. The positive impact is more according to the data collected. There was found to be no difference in both the genders for both positive and negative impacts of reality shows. There was found a difference in genders and the amount of duration they both watch reality shows. Positive impacts include motivation to improve skills, platform for talent, fame, knowledge, awareness on current topics and awareness about fashion trends. Western culture has influenced the popularity of reality shows in India.

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