

# IMPACT OF INDIAN REALITY TELEVISION ON THE YOUTH OF BANGALORE

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## ABSTRACT

*Television has been the integral part of our daily lives. Though television was introduced in India for educational purpose, it later emerged into a popularly known infotainment medium. The television program makers have always introduced new genres of programs to retain the interest of audiences. One of the emerging trends in television has been the Reality shows. Reality Television is a category of the entertainment programs which involves the real people and not actors in a surreal environment. These shows in the International Television channels are widely desired especially amongst the youth which inspired the Indian Regional channels to adapt the same method and has remained successful in drawing the viewership of the youth. The main purpose of this research paper is to examine whether or not the reality shows have an impact on the youth and also the behavioral changes physically and emotionally on the youth (15-29 years of age) who view these reality programs. As well as to understand if the viewers believe that the reality programs do portray a significant amount of drama and controversy.*

**Keywords:** *Behaviour, Beliefs, Indian Television, Perception, Reality Shows, Reality Television, Television programs, Youth.*

## 1. INTRODUCTION

Reality Television is a category of the entertainment programs telecasted through the various television channels. Reality shows was launched in order to provide audiences with real, unedited, unrehearsed and non- scripted programs that portray ordinary people as participants. The participants on the show are put in certain situations which are often encountered by human beings in the course of life. The producers of these reality show often claim that they provide real time programming to their viewers, which forms the crux of the reality shows. The participants involved in these shows are observed to quarrel, fight, abuse, cry, laugh and compete at others failure. They also plan, argue and conspire amongst one another. The Reality Shows are considered to be an USP of the Television channel in order to earn more revenue.

They as a concept and style emerged heavily from the documentary. (Murray & Ouellette, 2004) have spotted the six categories or sub- genres of reality television that include, dating, makeover/lifestyle, court, docu-soaps, reality sitcoms and game -docs. The game-docs is the most popular category of reality television in India. Shows such as “Fear Factor: Khatron Ke Khiladi” and “Big Boss” are its prominent examples. They are presented in the documentary style, wherein the participants are given challenging tasks and compete among their fellow contestants in order to win a prize money. There is a tendency among people

to form perceptions after viewing these reality programs and sometimes it is unclear to understand the factuality and realism in the content.

### **1.1. History of Reality Television**

Reality programs have a history that spans approximately more than sixty years. Reality Television shows have been in India for more than a decade now. Despite all the competition it yet stands stronger than ever before. The program genre, began in a quiz format on Indian television. Today it appears in various formats with the sole purpose of entertainment.

### **1.2. Defining Reality Television**

According to Smith and Wood (2003), “As a genre, reality television involves placing ‘ordinary’ people before the camera and deriving some entertainment value from the perception of their activities being unscripted”. This above definition intends to reflect on the fact that reality television as an aspect is sold and is believed to be unscripted amongst the ordinary people.

### **1.3. Viewership and Perception of Reality Television**

The majority of Reality Television is catered towards individuals under twenty-five years of age. It suggests that younger viewers are drawn towards these shows because they depict characters and situations that are relevant to their everyday lives. Most of the youngsters are seen to have a strong affiliation with the reality shows. They even show interest to be part of the show. A major fundamental feature of reality television show is the “see it happen” style of shoot. It fulfills the voyeuristic tendencies of all the viewers that enable to attract them to a certain extent. The participation and viewership aspects of these shows must be placed in the right path that will enable to support the viewer’s life rather than destroying it. As every concept has two faces, the reality shows, as well has two faces including the positive and the negative effects on the society. The viewers have been accustomed to accept voyeurism as a way of life as well as entertainment. They have tuned their mindsets in a manner where they have begun to derive guilty pleasure after watching it.

Henceforth, all these factors contribute towards the existence and developments of the reality shows. It is essential to discover how far reality shows are unscripted and real as per the stated scholarly definitions. Whether it has further impacted upon the behavioral patterns of the youth, in terms of viewing the emotional content and what is the feedback they want to mainly draw by viewing the reality show content is understood in the further study.

## **2. REVIEW OF LITERATURE**

**2.1.** Roger Silverstone (1994) in his book “*Television and Everyday Life*” Routledge: Explored the radical new approaches to television as a medium. He also constructed a theory that he mentions to co-relate and provide example on television that he locates it to be on the central lines. Surrounding it with multiple realities and discourses of everyday life. He states that television is an object and a medium within the domesticity. How the audience incorporate it into their private lives, spaces and practices in their homes run parallelly with the choices of programs they make and the work they do on both inside and outside of their domestic space is all that matters. The book reflects and argues on the original stance and view of the television in our daily lives.

2.2. Mathew Lombard, Mahadee. T. Ali, Min-Ju Ching, Mathew Dissinger, Amanda Scheiner and Kendra Todd (2003) in their thesis *“Reality Television-Understanding the genre and viewer Motivations and effects”*: Finds out that a significant motivation for viewing reality television is the opportunity to see something unexpected, unscripted, and “natural”, rather than to feel superior or to identify with the program participants. The research determines what may be the effects in the growth of reality television programs. Its main focus lies in characterizing the ‘genre’ of Reality TV. It states reality television to have emerged into a huge ‘genre’, and is said to be dominating the television landscape in the current scenario. The study could have included in-depth interviews and experimental settings to understand the viewer’s influence on watching these television programs.

2.3. Geoff King (2005) in the book he edited *“The spectacle of the road from Hollywood to reality television and beyond”* USA: Intellect Books: States that the reality of the televisual world and the reality of being in love comes down to a matter of feeling. It deals with the aspects of the real love genre, which was all drawn from the Big Brother concept of isolating the stress of expulsion and filming their interactions. He has examined this genre of programs closely to an extent where he asserts the fact that these programs are interesting due to their double structures: digitally and the ideology of required love prevails. The book not only deals with understanding the distinction made between real and unreal representation of shows but, also speaks a lot about the distinctions that arise out of the different camera movements being captured including, “hand held” and “fixed cameras”.

2.4. Rachel. M. Portaz (2007) in her study *“Youth Perceptions of mtv Reality”*. *When is Reality Real*:

Discusses how the study made it unclear Whether or not the drama that mainly students found to be entertaining was also perceived to be born out of genuine problems and relationships. The research specifically focuses on MTV network. Which has been a popular entertainment outlet for nearly thirty years now. And over these years it has defined what it is to be “cool” and “young” to all the teens and college students.

2.5. Kristin Michael Barton (2007) in her research *“. The Mean world effects of reality television: Perceptions of antisocial behaviour resulting from exposure to competition -based reality programming”*: Finds out that reality-based television programming has become a dominant force in television over the past years and a staple to most network prime times. The study focuses on understanding how reality television arose to be one of the most dominant forces of television with the sudden increase in the audiences. The research has found out that even till today most of viewers believe what is shown on television is likely what happens in real world which is meant to be “mean” and “violent. It elaborates on how the competition-based reality programming brings about the worst negative characteristics of their contestants, including, lying, betrayal, manipulation and deceitfulness.

2.6. Alice Hall (2009) in his research *“Perceptions of the authenticity of Reality programs and their Relationships to Audience Involvement, Enjoyment and Perceived Learning”*: Investigates the viewers perception, involvement, enjoyment and learning from the reality programs. He refers to four dimensions of perceived authenticity including, Candidness, cast, eccentricity and representativeness. The study focused on

the factors including; Authenticity, Involvement, enjoyment and learning. The results obtained suggested the viewers who put themselves into the participants position and imagined themselves in those places.

**2.7.**Danielle Mc Ewen (2010) in his study *“The effects of reality television exposure on adolescents”*:

Examined a connection between the amounts of exposure to Reality Television programs and the level of promiscuity existent in a young girl's life. The research studies how increased television viewing can be correlated to the effect of level of promiscuity that may exist in a young girl's life. Leading to affecting the mentality of the young girls. The research concluded, by highlighting the extreme effects it has on female adolescents. As problems occur in the growing age of development.

**2.8.**Robert J Vogel (2012) in his research *“To teach and to please: Reality Tv as an agent of Social Change”*: The thesis aimed to identify two major aspects. One was to identify the effects reality shows had on the audience while, the second enables to understand whether these effects lead to being the agent of social changes. It has divided the reality programs into two parts: the documentary and lifestyle programs. The study included understanding the factors of the reality programs in which “authenticity” tops the table. The paper has also scrutinized the reality television through two lenses; Social Cognitive Theory and Social Construction of Reality in Literature.

**2.9.**Sheetal Kurup, Leena Chellani, Nikunj Gajara, Chandan Pahelwani and Sanni Bhuva (2012) in their study *“Effects of Reality Shows on Youth”*: Specify the reality shows to be the trump cards of the producers who are a part of the television industry. The paper mention about the characters being a part of the shows as real which enables audience to relate with the contestants. These shows precisely move to make more of an emotional quotient with the viewers. The results obtained showed that the highest number of respondents preferred watching the MTV reality shows as it provided both Music and Reality shows. The study concluded by focusing on one point: That the youngsters must know that watching and implementing are two different aspects.

**2.10.**Subramaniam S and Himanshu Tiwari (2014) in their research *“Impact of Reality shows on common man and its sustainability”*: The study analyzed the sustainability of Reality Shows. As one of the main objectives it placed was to understand and identify which is the most viewed channel for watching the reality shows. One of the significant points it rises is the negative and improper practices carried out. Such as involving children of very young age's, the dance and music picks and the impolite costumes worn by the children. They also are platforms to publicize the movie nowadays rather than producing talent which remain anonymous.

**2.11.**Sharma Ayushi and Agarwal Shalini (2015) in their study *“Impact of reality shows on adolescent's Personality”*: It aims to study the positive and negative attributes connected with viewing the television reality shows on the adolescent's personality. The claim here it makes is a complex set of interactions influence on the adolescent's sexual behavior. Be it Individual perceptions, personality, characteristics, biology and genetics, socio-cultural norms & values and media influences. The study could have dug deeper the various problems categorically faced by the adolescents due to the influence.

2.12. Naveen Tiwari (2016) in his research “*Impact of Television Reality Shows on youth of Ambikapur*”: The research placed a saying called “buzzword of the television industry”, indicating it to the reality shows, which is referred to be the mantra of all the producers and channel executives. The concluding section, reflected the positive effects and sidelined the negative ones. While, the researcher’s take on the study was that it would be much more appealing if the reality shows were portrayed through being more informative and catered to sports, spiritual, sciences along with entertainment factors. Because they must not alter the views and moral values of the viewers, but he must inculcate more of knowledge through watching these shows.

### 3. METHODOLOGY

The data in this research is collected through the Quantitative method of data collection. The study is integrated with Non-probability sampling, that enables to collect the primary data from various communities to study the Impact of Reality shows on the Youth, precisely in Bangalore.

#### 3.1. Significance of the study

The study is projected towards understanding the various factors due to which the youth specifically have a significant impact after viewing Reality Shows. The main intention of the study is to understand the Audience perceptions and Interpretations of viewing the Indian Reality Shows. The paper provides an understanding of the unexpected and serious facts of reality shows which will in turn enable the audience to understand the true meaning of Reality shows.

#### 3.2. Objectives

##### 3.2.1. General Objectives

3.2.1.1. To examine the impact of Indian Television Reality Shows specifically on the Youth of Bangalore, India.

3.2.1.2. To examine the portrayal of Indian Television Reality Shows. Whether it involves drama and controversy.

##### 3.2.2. Specific Objectives

3.2.2.1. To study the perceptions of the viewers towards the Indian Television Reality Shows.

3.2.2.2. To study the Physical and emotional behavioral changes of the viewers of Bangalore who watch the Indian Television Reality Shows.

#### 3.3. Hypothesis

##### 3.3.1. Hypothesis of this study

3.3.1.1. The Indian Television Reality Shows have a significant impact in terms of the beliefs, behavior, perceptions and attitudes of the viewers of Reality Television.

3.3.1.2. The Indian Television Reality Shows do portray drama, controversy and feature more provocative material to hold the viewer’s interest.

### **3.4. Research Design**

#### **3.4.1. Sampling**

The Non- probability Sampling technique is used to carry out the study. 100 respondents have been chosen to fill the questionnaire consisting of 30 questions. The youth are the targeted demographics. The study is conducted mainly in the city of Bangalore, Karnataka. Three popular Indian Reality Shows are chosen in order to understand and study the behavioral changes both physically and emotionally on the youth. The shows mainly include:

**3.4.1.1. Big Boss**

**3.4.1.2. Splitsvilla**

**3.4.1.3. Khatron Ke Khiladi**

#### **3.5.3. Data Collection**

The research is based on Quantitative study. Wherein both Primary and Secondary data are collected. For the facilitation of the research the three popular Reality Television Shows are chosen in order to identify which among them are viewed the most and what is the perception drawn after watching these shows.

The various physical and psychological factors attached with behavior of the viewers are taken into consideration while studying on what significant impact it has on the audience.

#### **3.5.1. Scope**

Television Reality Shows are the most popularly watched programs amongst the other programs on television today. Since, its initial programs to the present day, these shows have had a significant rise in terms of the viewership scale. The growth and improvement in the standards of presenting the shows content, creativity and execution remain high. The rapid growth in technology has advanced the television medium to gain the attention of the youngsters. Rising TRP-Television Rating Point, increased competition amongst the shows are the certain factors which enable to draw an understanding of what the future of reality shows could possibly be.

As the researcher has studied Audio-Visual media, and in particular Television. It is important to explore knowledge in the area of Television Programming.

#### **3.5.2. Limitations**

The study is confined towards understanding the impact of Indian Reality Shows on the youth alone, which makes it more restricted to a specific category of the demographics in the society rather than a whole. As children, women and elderly also portray a significant impact by viewing the shows, whose results are shelved in the data collection of the study. Apart from the demographic reach another restriction is in the location of the study. This study is limited to the city of Bangalore.

### **3.6. Proposed Analysis**

The Proposed Analysis of this study, is associated to understanding Indian Television Reality Shows, whether or not they have a significant influence in terms of behavioral changes both emotionally and psychologically on the Youth. Specifically, on the docu-reality shows including Big Boss, Splitsvilla and Khatron Ke Khiladi.

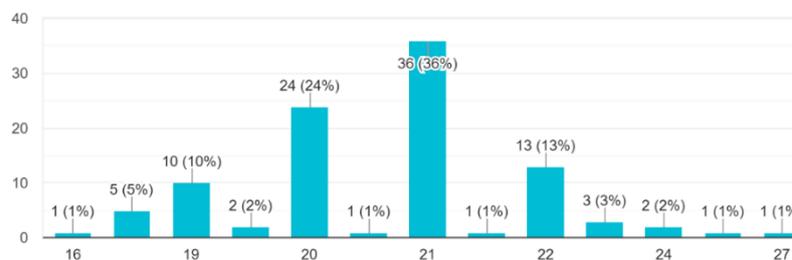
#### 4.DATA ANALYSIS

##### PART-A

##### 4.1. Age

Age	Percentage	Frequency
16	1%	1
17	-	-
18	5%	5
19	12%	12
20	25%	25
21	36%	36
22	13%	13
23	3%	3
24	2%	2
25	1%	1
26	1%	1
27	1%	1

**Table 01**



**Chart 01**

The majority of the respondents belong to the age group of 21 years and include 36% while the rest 43% belong to the age groups of 16-20 years. whereas 21% of them belong to the age groups of 22-27 years.

##### 4.2. Gender

Gender	Percentage	Frequency
Male	25%	25
Female	75%	75

**Table 02**

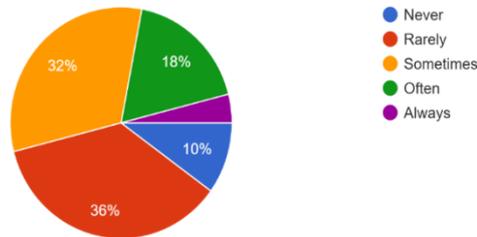


**PART-B**

**4.5. I watch Reality Television Shows on a daily basis.**

Options	Percentage	Frequency
Never	10	10%
Rarely	36	36%
Sometimes	32	32%
Often	18	18%
Always	4	4%

**Table 03**



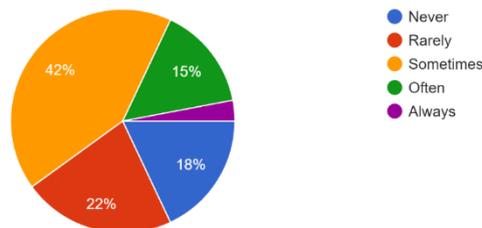
**Chart 05**

36% of them said they watch the shows rarely. Proving that Majority of the respondents watch reality shows Rarely.

**4.6. I get immersed while watching a Reality Television Show.**

Options	Percentage	Frequency
Never	18%	18
Rarely	22%	22
Sometimes	42%	42
Often	15%	15
Always	3%	3

**Table 04**



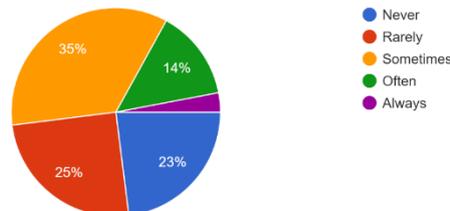
**Chart 06**

The study reveals that Majority of the respondents about 42% said that they Sometimes get immersed while watching the Reality Show. This perhaps, indicates that the respondents do not get immersed while watching the Reality shows.

**4.7. I escape from the pressure and stress obtained from carrying out daily-routine activities when I watch Reality Television Shows.**

Options	Percentage	Frequency
Never	23%	23
Rarely	25%	25
Sometimes	35%	35
Often	14%	14
Always	3%	3

**Table 05**



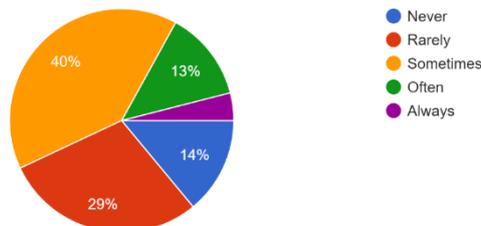
**Chart 07**

Majority of the 35% respondents said that they only ‘Sometimes’ can escape from the pressure and stress obtained from carrying out their daily-routine activities when they watch Reality shows. This indicates that the respondents now and then escape from the received stress and pressure from their daily routine after viewing the reality shows.

**4.8. After watching Television Reality Shows I feel Happy and Elated.**

Options	Percentage	Frequency
Never	14%	14
Rarely	29%	29
Sometimes	40%	40
Often	13%	13
Always	4%	4

**Table 06**



**Chart 08**

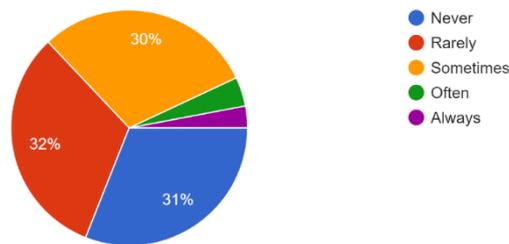
The survey generated a result which involves 40% of the majority respondents, who said that they ‘Sometimes’ feel Happy and Elated after watching the shows. 29% of the respondents supposed that they

‘Rarely’ feel so and 14% said they ‘Never’. In contrast, 13% ‘Often’ felt Happy and elated along with the other 4% who ‘Always’ feel so.

**4.9. The Reality shows persuade my desires.**

Options	Percentage	Frequency
Never	31%	31
Rarely	32%	32
Sometimes	30%	30
Often	4%	4
Always	3%	3

**Table 07**



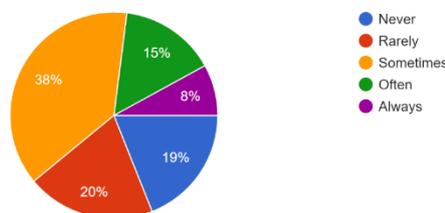
**Chart 09**

The majority of 32% respondents denied by saying that Reality Shows ‘Rarely’ persuade their desires and 31% mentioned they ‘Never’. While, 30% said ‘Sometimes’ the shows do ignite certain aspects of desires. Whereas, only 4% ‘Often’ get and 3% ‘Always’ tend to persuade their desires by viewing the episodes.

**4.10. I think about what I would do If I was in the situation portrayed in the program.**

Options	Percentage	Frequency
Never	19%	19
Rarely	20%	20
Sometimes	38%	38
Often	15%	15
Always	8%	8

**Table 08**



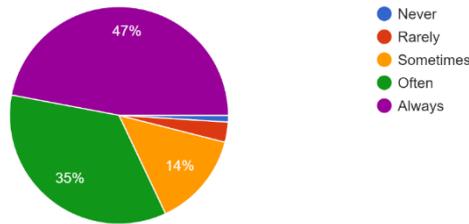
**Chart 10**

Majority of the 38% responded that they ‘Sometimes’ think what they would do if they were being placed in the situations which the contestants of the show are being placed. Proving that there are intensifying situations and challenges displayed on Reality TV.

**4.11. The Reality Shows portray more drama and controversy.**

Options	Percentage	Frequency
Never	1%	1
Rarely	3%	3
Sometimes	14%	14
Often	35%	35
Always	47%	47

**Table 09**



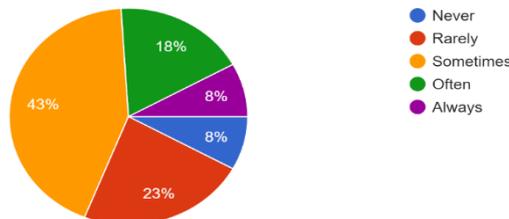
**Chart 11**

Majority of 47% respondents have agreed that Reality shows ‘Always’ portray drama and controversy while 35% said ‘Often’. Proving that Reality TV does project and ignite drama and controversy in the various shows.

**4.12. The Reality shows must be encouraged in India.**

Options	Percentage	Frequency
Never	8%	8
Rarely	23%	23
Sometimes	43%	43
Often	18%	18
Always	8%	8

**Table 10**



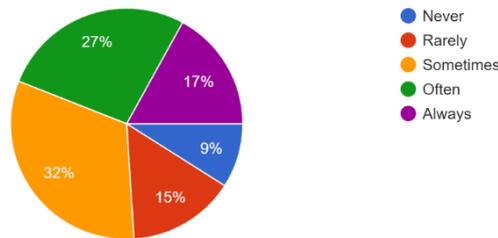
**Chart 12**

The majority 43% of the respondents ‘Agree’ upon encouraging Reality Shows in India. 23% state it ‘Rarely’ must be and 8% completely ‘Disagree’ upon encouraging Reality TV. In contradiction to this 18% responded that it must ‘Often’ remain and 8% said it must ‘Always’ be. Proving that Reality Shows Occasionally can be encouraged in India.

**4.13. I like to watch when something unexpected occurs on the Reality Show.**

Options	Percentage	Frequency
Never	9%	9
Rarely	15%	15
Sometimes	32%	32
Often	27%	27
Always	17%	17

**Table 11**



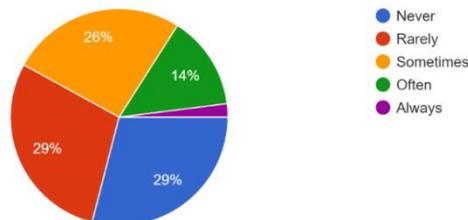
**Chart 13**

The human tendency to watch something unusual and different has proven to be the Majority response to this survey question. As 32% declared that they ‘Sometimes’ might like to watch when something unexpected occurred on the Show. 27% say ‘Often’ and 17% state ‘Always’. Only, 15% said ‘Never’ and 9% thought ‘Rarely’ they would like to watch anything unexpected.

**4.14. I consider Reality Shows to have a negative Influence on me.**

Options	Percentage	Frequency
Never	29%	29
Rarely	29%	29
Sometimes	26%	26
Often	14%	14
Always	2%	2

**Table 12**



**Chart 14**

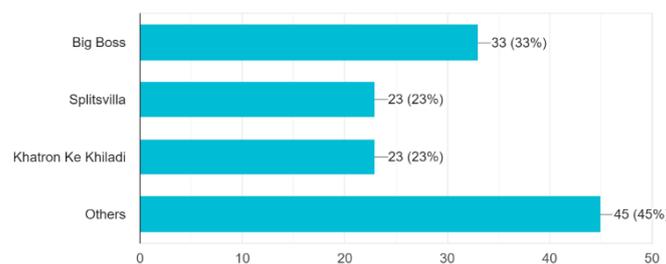
There are two majorities of the same value collected as per the data that says, 29% of the majority have said ‘Never’ and ‘Rarely’ do the Reality Shows have a negative Influence on them.

**PART-C**

**4.15. Among the below mentioned shows which is the Television Reality show, that is most viewed by you?**

Reality Show	Percentage	Frequency
Big Boss	33%	33
Splitsvilla	23%	23
Khatron Ke Khiladi	23%	23
Others	45%	45

**Table 13**



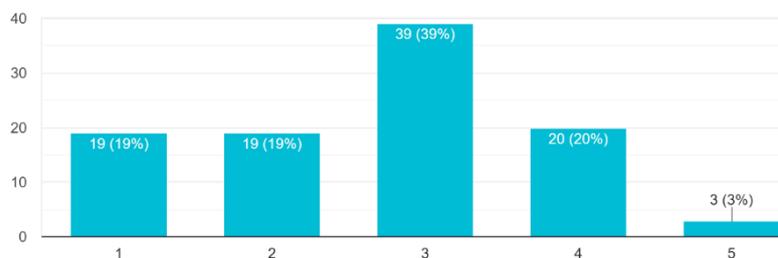
**Chart 15**

The majority of the respondents voted out for ‘Others’. As, Reality Shows are immense in number and a whole separate genre in Television Programming. Big Boss received 33%, highest among the other two shows. The second option: Splitsvilla received 23% standing equal to the third option: Khatron Ke Khiladi which also received 23%.

**4.16. Candidness**

Point Scale	Percentage	Frequency
01	19%	19
02	19%	19
03	39%	39
04	20%	20
05	3%	3

**Table 14**



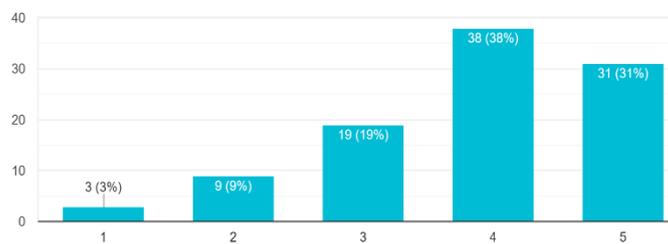
**Chart 16**

On a 5-point scale, wherein, 1 being the least and 5 being the highest. 39% of the majority of respondents chose 3, proving that Candidness is perceived to be an attribute passively incorporated into the portrayal of content along these Reality Programs which the Respondents believe to be Candid.

**4.17. Manipulation**

Point Scale	Percentage	Frequency
01	3%	3
02	9%	9
03	19%	19
04	38%	38
05	31%	31

**Table 15**



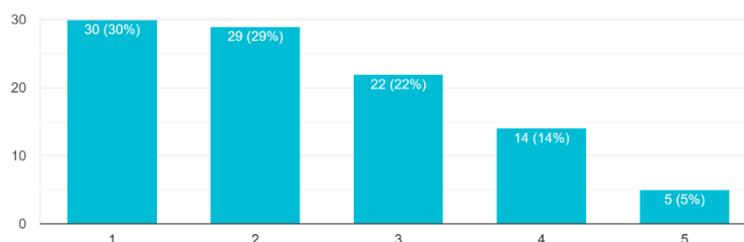
**Chart 17**

38% of the Majority rated it a 4 point while 31% of the next majority marked it a complete 5 point. 19% of the respondents stated Manipulation in the shows to being 3-point. These results prove to point out the fact that the viewers perceive the content projected by the Reality Shows to be manipulated.

**4.18. Learning**

Point Scale	Percentage	Frequency
01	30%	30
02	29%	29
03	22%	22
04	14%	14
05	5%	5

**Table 16**



**Chart 18**

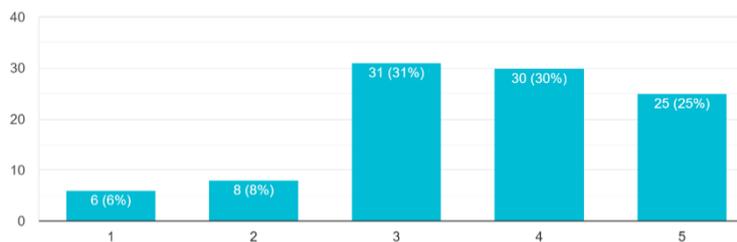
Majority 30% of the respondents chose 1- point and 29% of the respondents chose 2 – point. Other 22% rated 3- point. On the other hand, only 14% marked it to be 4- point and the rest 5% stated it to be 5-

point. The above data clearly indicates the rise in the decrease of learning as an attribute being incorporated into the Reality Shows.

**4.19. Enjoyment**

Point Scale	Percentage	Frequency
01	6%	6
02	8%	8
03	31%	31
04	30%	30
05	25%	25

**Table 17**



**Chart 19**

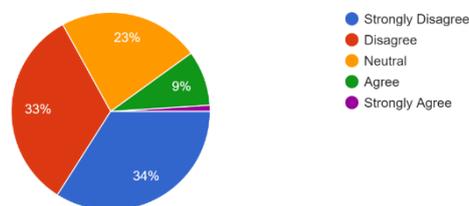
The survey reflects that the Majority 31% of the respondents have rated a 3- point, and are considered to be passive television viewers. While, 30% of the respondents rated a 4- point, 25% respondents have marked 5- point. These results indicate that majority of the respondents view Reality Television for enjoyment purposes only.

**PART-D**

**4.20. I try to imitate the characters shown in the Reality Shows.**

Options	Percentage	Frequency
Strongly Disagree	34%	34
Disagree	33%	33
Neutral	23%	23
Agree	9%	9
Strongly Agree	1%	1

**Table 18**



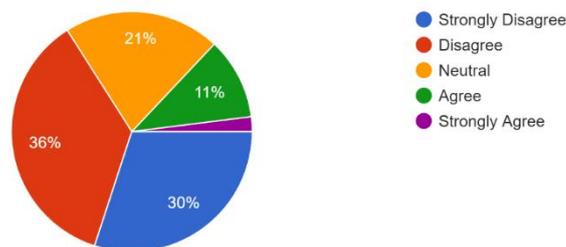
**Chart 20**

The Majority of the respondents, about 34% of them don't imitate the characters being portrayed in the shows, 33% said that they disagree to imitate. While, 23% of the respondents stay Neutral. 9% respondents Agreed to do so and only 1% Strongly Agreed to imitate the character portrayed in the Reality Shows. However, Imitating the Characters is an individual's personal thinking.

**4.21. I share an emotional connection with the actors**

Options	Percentage	Frequency
Strongly Disagree	30%	30
Disagree	36%	36
Neutral	21%	21
Agree	11%	11
Strongly Agree	2%	2

**Table 19**



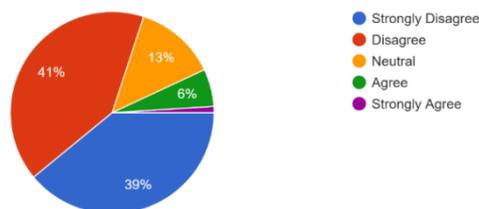
**Chart 21**

The Majority of 36% respondents disagreed to share any form of emotional connect and 30% Strongly Disagreed to the same. 21% remain Neutral. While, 11% Agree to share an emotional connect and 2 % Strongly Agreed to the same. The emotional connect again arises out of the regular- intensifying dedication and commitment to watching the Reality Programs on a regular basis.

**4.22. I imitate the situations or instincts shown in the Reality shows in my real life.**

Options	Percentage	Frequency
Strongly Disagree	39%	39
Disagree	41%	41
Neutral	13%	13
Agree	6%	6
Strongly Agree	1%	1

**Table 20**



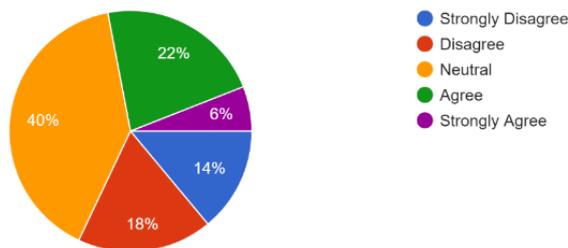
**Chart 22**

The results for this question indicate that 41% of the Majority of the respondents, have Disagreed to imitate the situations and instincts shown in the reality shows in their real life and 39% have strongly disagreed for the same statement. Only, 13% remain Neutral. And, 6% Agree while, 1% Strongly Agree to the same.

**4.23. I believe that the Reality shows feature more provocative material to hold my interest.**

Options	Percentage	Frequency
Strongly Disagree	14%	14
Disagree	18%	18
Neutral	40%	40
Agree	22%	22
Strongly Agree	6%	6

**Table 21**



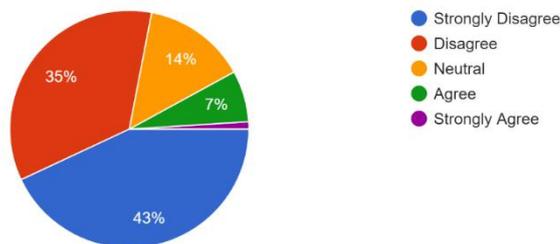
**Chart 23**

The results indicate Majority of 40% of the Passive viewers who have taken a Neutral stance. Apart from which, 22% Agree and 6% Strongly Agree to the same. On the other hand, 18% have disagreed to the statement that Reality shows offer provocative content in order to hold onto their interests. And, 14% have Strongly disagreed to this statement.

**4.24. I find solutions by watching Reality Shows for my Real-life issues.**

Options	Percentage	Frequency
Strongly Disagree	43%	43
Disagree	35%	35
Neutral	14%	14
Agree	7%	7
Strongly Agree	1%	1

**Table 22**



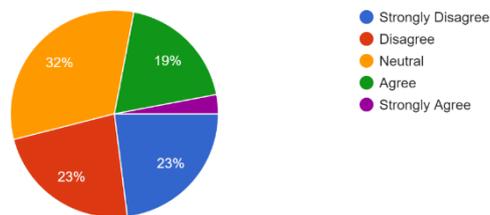
**Chart 24**

The results indicated that the majority of 43% of the Respondents have Strongly Disagreed to the statement, while, 35% disagreed to the same. 14% remain Neutral. Only, 7% Agree to it and 1% Strongly Agrees to it.

**4.25. Reality TV shows influence my dressing style, talking style, food, traditions and customs.**

Options	Percentage	Frequency
Strongly Disagree	23%	23
Disagree	23%	23
Neutral	32%	32
Agree	19%	19
Strongly Agree	3%	3

**Table 23**



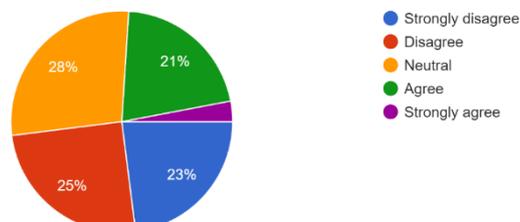
**Chart 25**

32% of the respondents are being Neutral when asked about whether the TV Reality shows influence their dressing style, talking style, food, traditions and customs. 23% Strongly disagree and other 23% as well Disagree to the statement. Hence, the influence occurs only if they are indulged into excessive viewing of the Reality Shows.

**4.26. Watching the Reality Dating shows make me think that there are other factors to consider than love in building a relationship.**

Options	Percentage	Frequency
Strongly Disagree	23%	23
Disagree	25%	25
Neutral	28%	28
Agree	21%	21
Strongly Agree	3%	3

**Table 24**



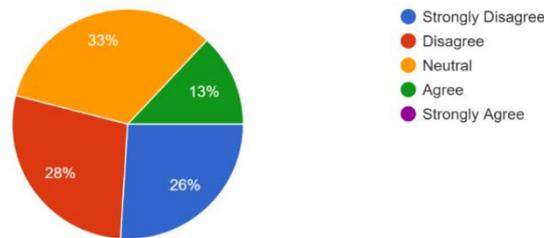
**Chart 26**

28% took a Neutral stance. While, 25% disagree to it, 23% Strongly Disagreed to it. The other 21% Agree to it and 3% Strongly agree. Proving that, they may only sometimes and depending upon the situations consider upon the various other factors, whether it is necessary or not, in building a relationship.

**4.27. I believe that the program provides me a sense of companionship.**

Options	Percentage	Frequency
Strongly Disagree	26%	26
Disagree	28%	28
Neutral	33%	33
Agree	13%	13
Strongly Agree	-	-

**Table 25**



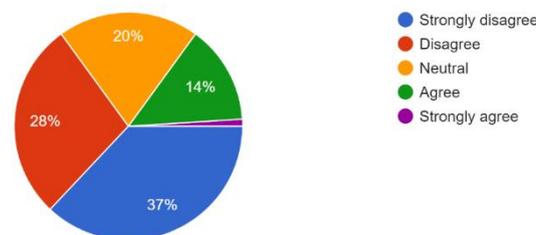
**Chart 27**

33% of the majority of the Respondents have taken a Neutral stance when asked if they believe that the program provides them a sense of companionship. The viewers watch these programs not only to fulfill their voyeuristic needs but also to satisfy the need of companionship. 28% have Disagreed and 26% have strongly disagreed to the above statement. In contrast to which only 13% have Agreed to it.

**4.28. I get upset when people say negative things about my favorite contestant.**

Options	Percentage	Frequency
Strongly Disagree	37%	37
Disagree	28%	28
Neutral	20%	20
Agree	14%	14
Strongly Agree	1%	1

**Table 26**



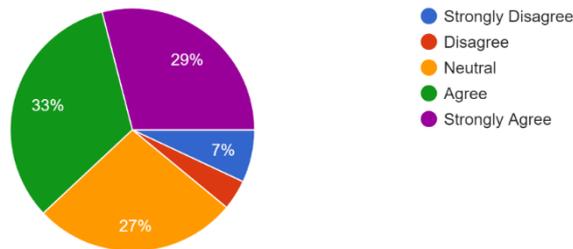
**Chart 28**

In the current study, the data received indicate that Majority of the 37% of the respondents Strongly disagree of getting upset when they hear others say negative comments about their favorite contestant.

**4.29. I believe that the Reality shows portray fake relationships among the contestants in the show.**

Options	Percentage	Frequency
Strongly Disagree	7%	7
Disagree	4%	4
Neutral	27%	27
Agree	33%	33
Strongly Agree	29%	29

**Table 27**



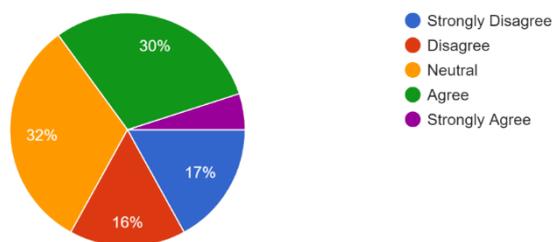
**Chart 29**

Majority of the 33% of the Respondents have Agreed. While, 29% Strongly Agreed to it. Proving that this genre of shows is aired in order to increase the entertainment segment of the channel.

**4.30. When I am watching I try to imagine how the contestant of the program is feeling.**

Options	Percentage	Frequency
Strongly Disagree	17%	17
Disagree	16%	16
Neutral	32%	32
Agree	30%	30
Strongly Agree	5%	5

**Table 28**



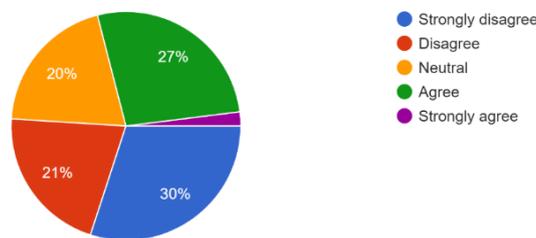
**Chart 30**

The Majority of the 32% of the Respondents are being Neutral. Indicating that only at certain times when the situations are intensified and highlighted, they might tend to imagine how those contestants are feeling.

**4.31. I view the missed episodes through the source of Internet without fail.**

Options	Percentage	Frequency
Strongly Disagree	30%	30
Disagree	21%	21
Neutral	20%	20
Agree	27%	27
Strongly Agree	2%	2

**Table 29**



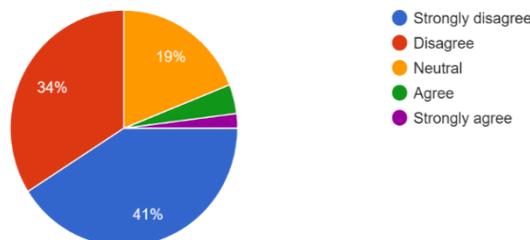
**Chart 31**

30% of the Majority Respondents claim to Strongly Disagree viewing the missed episodes through the source of Internet. The data reflects that as most of the viewers are not regular viewers of the Reality Programs, they do not worry about watching the missed episode immediately on the source of internet.

**4.32. I have the habit of watching the re-telecast of the same episode I watched earlier.**

Options	Percentage	Frequency
Strongly Disagree	41%	41
Disagree	34%	34
Neutral	19%	19
Agree	4%	4
Strongly Agree	2%	2

**Table 30**



**Chart 32**

41% have strongly disagreed upon having the habit of watching the re-telecast of the same episode which was viewed earlier.

**4. CONCLUSION**

The study revolves around Indian Reality Television and employed Quantitative research to prove two hypotheses, the hypothesis are as follows;

The first hypothesis was to prove the significant impact in terms of beliefs, behavior, perceptions and attitudes of the viewers of Reality Television. The results proved that the majority of the youth amongst whom the survey was conducted did not get negatively influenced or affected by the Reality programs. They did not share an emotional connect with the contestants or participants in the program, hence, the sense of companionship was not formed. Eventually, disagreeing upon not imitating the characters nor the situations in their real life. Thus, the hypothesis was proved wrong and is considered as null-hypothesis.

The second hypothesis was proved right as majority of the respondents connoted that the Indian Reality Television does portray drama and controversy. Manipulation tagged along with Candidness, extensive provocative material that would instigate and hold upon the interest of the viewers. Also, it states that the Youth watch it only for entertainment and enjoyment purposes. And by watching these shows they sometimes consider to receive an amount of happiness and feel elated.

The current study can be used as a catalyst for conducting further research to understand the relationship between Reality Television and the influence it has on the youth and their impact and perceptions regarding the same. The recommendations after conducting this research is to encourage Reality Shows in India which are true to its content, unscripted and candid amongst the participants of the show.

Therefore, as Reality Shows are a popular genre amongst the youth, production of truthful, valid and user-interest generated content becomes essential so that there is a positive impact amongst the viewers watching the Indian Reality Television.

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