

Impact of Reality Television Shows on Expatriate Indians in Sultanate of Oman

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Abstract

The aim of this paper is to analyze the impact of reality television shows. The objective is to examine the impact of reality television shows among the expatriate parents and children. A sample of 50 households is taken for the study from Nizwa, Sultanate of Oman. The analysis revealed that mothers are more aware of the negative effects of reality shows than fathers. Parents feel that television reality shows help participants to showcase their talents and also to earn quick money. Among the children boys are highly aware of negative effects of television reality shows than girls. It is also found that there is a difference in the preference of channel, reality shows, viewing time between boys and girls.

Keywords: reality shows, viewing habits, impact, children behavior, parents influence

1. Introduction

A television program that present impulsive, emotional or “humorous” situations and usually features ordinary people instead of professional actors in a contest where a prize is awarded is a reality show. Reality television shows portrays a modified and highly influenced form of day-to-day life and sensationalizes to attract viewers and increase advertising revenue. The success of reality shows and its popularity among the viewers can be attributed to the following:

Illusion of reality: Television reality creates a fabricated world of illusion in which competition/game is played out and filmed and aired. Participants are often placed in exotic locations or abnormal situations, and are often persuaded to act in specific scripted ways by off-screen “story editors” or “segment television producers”.

Humiliation appeal: Viewers derive pleasure from the misfortunes of others. Reality shows satisfies the desire of viewers to peep into the personal lives of the contestants participating in the television reality. It also provides an opportunity to see others humiliated and enable them to connect it to their unfiled personal lives.

Commercial implication: The recent ratings success and the lucrative advertising revenue of reality programming is part of the genre's appeal to viewers. Low costs initially drew networks to reality programming. These programs helped the networks balance out the high cost of producing scripted programming.

Instant name, fame and money: The contestants of these shows are flattered with quick name, fame and money the producers and sponsors of these shows announce before the commencement of the shows (Jim Rendon, 2004).

2. Review of Literature

Children of the modern day watch values portrayed on reality television shows. A study conducted by American Academy of Child & Adolescent Psychiatry (2011) confirms that by the time children graduate from high school they would have spent more time in front of the television than they might have spent in a classroom. It is very unfortunate that the modern day reality television portrays improper and inappropriate values and children absorb it the way it is aired. Children also tend to believe that whatever they see on TV is what actually takes place in reality. It is evident from the warning, “children are advised not to imitate the sequences of events portrayed on the shows”, or “the program aired is with adult content and parental guidance is recommended” (CBC Manual, 2012).

Children require physical activity and opportunities to develop friendship & interact socially, experiential learning activities and reading to equip themselves for a successful adulthood. However, unfortunately the reality television

undermines these values and instead misleads children into violence, sex, smoking, cussing, disrespect for women, multiple sexual partners, premarital sex, fighting and dressing in a revealing style (Josephson, 1995). Children of the modern day take cues from these and apply them in their lives. Age appropriate reality shows are seldom viewed by children. An American child who watches an average of three hours a day of children's television programming will see 4,380 acts of altruism and 15,330 acts of violence each year (Wilson, 2008). "Early exposure to age-appropriate programs designed around an educational curriculum is associated with cognitive and academic enhancement, whereas exposure to pure entertainment and violent content in particular, is associated with poor cognitive development and lower academic achievement" (Kirkorian et al., 2008).

Reality television includes several subgenres, including talent competitions, dating shows, real-life shows, and makeover shows. During the past decade, reality television shows have regularly dominated the top 10 television show ratings. (Coyne et al., 2010). Nonetheless, research on reality television has been sparse. Some investigators have examined the issue of reality television viewing and appearance concerns. In one study, researchers found that watching cosmetic surgery programs increased disordered eating attitudes in women with pre-existing thin-ideal internalization but not other women (Mazzeo et al., 2007). In another study an author considered the impact of cosmetic surgery focused reality programming and found that such shows had little impact on body image but did promote positive beliefs about the benefits of cosmetic surgery (Nabi, 2009). The effects of such shows are probably not alarming but may have some subtle influences. Young adults are more likely to wish to alter their appearance through cosmetic surgery after having seen cosmetic surgery reality programming (Markey & Markey 2010; Markey & Markey, 2012). Other research has suggested that reality television connectedness (ie, feeling as if one relates personally to the show content) correlates with a focus on one's appearance (valuing physical appearance as a major facet of self-esteem), although did not relate to academic performance (Markey & Markey, 2012). Another study indicated that viewing reality dating shows predicted adversarial sexual attitudes, a focus on one's appearance, and sexual double standards, but these correlations were mediated by viewer engagement (Zurbriggen & Morgan, 2006). Negative outcomes were related more to viewers' desires to learn from the shows and beliefs that they were entertaining and valuable rather than from direct exposure. Dating programs did not predict real-life sexual behaviors of viewers. Other research suggested that watching dating shows was related to discussions of sex among teens, but not their expectations for dating relationships (Vandenbosch & Eggermont, 2011). Several recent studies have suggested the uses and gratifications approach is particularly useful in understanding the effects of reality television (Papacharissi & Mendelson, 2007; Nabi et al., 2006).

Table 1. Opinion of technological and social change (values in %)

	Change for the better	No change	Don't Know	Change for the worse
Cell phones	69	11	5	14
Green products	68	22	3	7
Email	65	19	9	7
Internet	65	11	8	16
Increased racial/ ethnic diversity	61	25	5	9
Increased surveillance/security	58	21	3	17
Blackberries/phones	56	12	7	25
Online shopping	54	24	8	15
News and entertainment choices	54	27	3	16
Genetic testing	53	22	13	13
Acceptance of gays and lesbians	38	28	6	28
Social networking sites	35	31	12	21
Cable news talk and opinion shows	34	31	5	30
More people in the stock market	31	26	9	34
Internet blogs	29	36	14	21
Reality TV shows	8	22	7	63
More people getting tattoos	7	45	8	40

Source: Boyse, 2010, University of Michigan.

The study conducted by University of Michigan provides adequate proof that Reality TV shows have resulted in a change for the worse. A serious disadvantage of reality shows is that they do not take into consideration the

emotional wellbeing of the contestants. It lays abnormal levels of stress among contestants and even a single negative comment and score from the jury can demoralize them.

2.1 Statement of the Problem

New age children do not live life their age. The reason for this is mass media and the contents of the programs aired through these media. The modern age has seen a boom in the television industry especially with the onset of reality television shows. These shows basically have pros and cons. The pros are information penetration, enhanced creativity and innovation in entertainment, employment opportunities for the people behind the reality television shows, awareness on social issues and so on. The cons include children imitating vulgar gestures, watching adult content, listening to abusive language, creates rift in the family relationship, resorting to adventurous/dangerous game shows, placing importance on materialistic pleasures than value systems (Josephson, 1995). This is more so on the viewers of Indian channels abroad due to lack of social networking opportunities, lack of familial and cultural orientation in a foreign land, double income groups not able to orient their wards appropriately, insecurity, shift from reading habit to viewing and listening habits, nuclear families, weather conditions, lack of other entertainment avenues. All this has not only widened the scope and reach of reality television shows but also has its own positive and negative effects on the society at large and in particular Indian expatriates living in Oman. There has been enough studies on impact of reality television shows on society but impact of reality television shows on expatriate Indians living in Oman is not been carried out and to that extent this study is relevant.

2.2 Objectives of the Study

- To assess the impact of reality television shows among the expatriate parents.
- To analyze the degree of impact of reality television shows on their children.
- To assess whether there is any gender influence in the impact of reality shows among parents and children.
- To understand the viewing habits of children related to reality shows.
- To evaluate channel and reality television programs influenced by the expatriates.

3. Methodology of the Study

The study was conducted in Nizwa, Sultanate of Oman among the Indian expatriates. A sample size of 50 households is selected for the study at random. 33 parents and 17 children from both the gender were chosen for the study at random. The study duration was from September 2013 to September 2014. 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. Chi-square analysis was used to test the hypothesis.

4. Results and Discussion

4.1 Opinion of Parents

Among the sample respondents from parents 94% were in the age group 31-50. 45% of the respondents were males and 55% of the respondents were females. 85% of the respondents were employed and 15% were home makers. Only 3% of the respondents were educated up till secondary school and the rest of the respondents were either graduates or have acquired higher education. 67% of the respondents were married and 30% of the respondents were married and with kids. 91% of the respondents are with their family staying in Oman.

4.1.1 Television Viewing Habits

31% of the respondents have been viewing television programs for less than 3 years. 51% of the respondents have been viewing television programs for three to 12. However, 18% of the respondents view television programs for more than twelve years. 49% of the respondents watch television programs during leisure hours to pass time. Only 21% of the viewers watch television programs to improve knowledge and 12% of the respondents view for educative content on television. 55% of the respondents view television programs during night hours and 24% of them view television programs in the evening.

4.1.2 Impact of Television Reality Shows

The impact of reality shows on adult television viewers based on gender is analyzed through the Table .1.1. The impact is categorized as low, medium and high based on the formula Mean + or – standard deviation. The average for males is 2.97 and the standard deviation is 0.61. Variables with more than 3.58 are categorized as high; less than 2.36 are low and score between 2.36 and 3.58 are classified as medium. Similarly the average score for females is 2.90 and standard deviation is 0.56. Values above 3.46 are classified as high; less than 2.34 are

categorized as low and score between 2.34 and 3.46 are classified as medium.

Table 1. Level of impact of watching television reality shows

S.No	Statements	Males	Females
1	I like television programs.	Medium	High
2	I like to watch reality television shows.	Medium	High
3	I watch reality shows as there is no choice for me.	Low	Low
4	Reality television shows have a deteriorating effect on me.	Medium	Medium
5	Some of the reality television shows goes against my moral principles.	High	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.	High	Low
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.	High	Medium
14	I watch almost all reality shows regularly.	Low	Low
15	Reality television shows have become less real.	Medium	Medium
16	Reality television shows hardly develop the qualities of talented people.	Medium	Medium
17	Reality television shows focus more on television rating points and revenue through advertisement.	High	Medium
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.	Low	Low
20	Reality shows often fulfills my desire to see humiliation of others publicly and their reaction.	Medium	Medium
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	Medium
22	I get influenced by the celebrity judges in the reality television shows	Low	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.	Medium	Medium

Parents strongly opine that television reality shows help participants to showcase their talents and also to earn quick money. Females like to watch television shows and reality shows more than males who opine that it is waste of time, energy and man hours to watch reality television shows. Male respondents strongly feel that some reality television shows goes against their moral principles and only focus on television rating points and revenue generation through commercials. Celebrity judges appearing on reality shows are less influenced by males.

The consistency and reliability is very high for the variable *“reality television shows help participants to showcase their talent”*. Among all the variables stated in Table 2, this is the most consistent variable that impacts the viewers in Nizwa. 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.

Table 2. Coefficient of variation of the impact of reality shows on viewers

S.No	Statements	Average	SD	CV
1	I like television programs.	3.60	0.89	0.24
2	I like to watch reality television shows.	3.20	1.17	0.36
3	I watch reality shows as there is no choice for me.	2.15	0.87	0.40
4	Reality television shows have a deteriorating effect on me.	2.73	1.13	0.41
5	Some of the reality television shows goes against my moral principles.	3.48	0.93	0.26
6	Reality television shows push participants to outsmart the competitors.	3.30	0.73	0.22
7	Reality television shows are a mere waste of time and energy.	2.97	1.04	0.35
8	Reality Television make us perceive the world around us in a negative way	2.81	0.95	0.33
9	Reality television shows makes us insensitive to the pains of others	2.94	1.08	0.36
10	Reality television shows help participants to showcase their talent	3.97	0.53	0.13
11	Reality television shows helps at least some people to earn quick money.	3.69	0.88	0.23
12	These reality shows have given employment to millions in our country.	3.21	0.78	0.24
13	Man hours are getting wasted in watching these reality television shows.	3.45	0.86	0.25
14	I watch almost all reality shows regularly.	2.06	0.93	0.45
15	Reality television shows have become less real.	3.15	0.87	0.27
16	Reality television shows hardly develop the qualities of talented people.	2.85	0.83	0.29
17	Reality television shows focus more on television rating points and revenue through advertisement.	3.64	0.89	0.24
18	Reality television shows does no good for anyone except producers.	2.75	0.96	0.34
19	I would grab an opportunity to participate in a reality television show.	2.33	1.13	0.48
20	Reality shows often fulfills my desire to see humiliation of others publicly and their reaction.	2.42	1.29	0.53
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.	2.57	1.22	0.47
22	I get influenced by the celebrity judges in the reality television shows	2.55	1.22	0.47
23	I get influenced by the participants in the reality television shows.	2.60	1.12	0.43
24	I seek solutions for my personal problems from television reality shows.	2.18	1.13	0.52
25	Television reality shows creates awareness on current and social issues.	2.76	1.14	0.41

4.1.3 Impact of Watching Television and Reality Shows

The average score for males (2.97) is greater than the female parents (2.90). To test whether there is any gender difference in impact of reality shows the following table is prepared and tested.

Table 3. Gender and impact levels of reality shows

Levels/Gender	Low	Medium	High	Total
Males	2 (13)	11 (74)	2 (13)	15
Females	3 (17)	11 (61)	4 (22)	18
Total	5 (15)	22 (67)	6 (18)	33 (100)

Note. Values in parenthesis shows percentage.

22% of the female parents have high level of awareness on negative impact of reality shows on themselves which is greater than the average (18%) while only 13 % of the male parents have awareness on the negative impact of reality shows. The following hypothesis is thus framed and tested. *Ho: Awareness of negative impact of reality shows is more on mothers than fathers.* The calculated value of χ^2 (0.6) is less than the table value (5.99) at 5% confidence level with 2 degrees of freedom. Hence it is concluded that there is a significant difference between male and female parents on the impact of reality shows. Thus it is proved that male parents are less aware of the negative impact of reality television shows than mothers.

4.1.4 Impact of Reality Shows on Children

The opinion of parents regarding the impact of reality shows on their children is shown in Table 4. The average level of impact for male parents is 3.01 and the standard deviation is 0.42. Variables with more than 3.43 are categorized as high; less than 2.59 are low and score between 2.59 and 3.43 are classified as medium. Similarly the

average level of opinion for female parents is 2.91 and standard deviation is 0.21. Values above 3.12 are classified as high; less than 2.70 are categorized as low and score between 2.70 and 3.12 are classified as medium.

Table 4. Level of reality shows impact on children

S.No	Statements	Males	Females
1	Reality television shows have a deteriorating effect on my children.	Medium	Low
2	My friends also tell me that reality shows have deteriorating effect on children.	Medium	Medium
3	My children imitate the behavior of participants in reality television shows.	Medium	Medium
4	Reality television shows are a mere waste of time and energy.	High	Low
5	Reality television shows makes my children inactive.	Medium	Medium
6	Reality television shows are a cause of obesity in children.	Medium	Medium
7	Parents in the present day are trying to live their lives through their children.	Medium	Medium
8	I would allow my children to participate in a reality television show to showcase their talents and enhance visibility.	Medium	High
9	My children get influenced by the celebrity judges in the reality television shows.	Low	Medium
10	My children get influenced by the participants in the reality television shows.	Medium	Medium
11	Children seek solutions through television reality shows for personal problems	Low	Low
12	Television reality shows creates awareness on current and social issues in my children.	Medium	High

Male parents strongly feel that television reality shows are a mere waste of time and energy and also have a deteriorating effect on their children as is evident from Table 4. In spite of the high level of awareness of the negative impact of television reality shows among the female parents, they would allow their children to participate in reality television shows to showcase their talents and enhance visibility. Female parents strongly feel that these shows enhance the awareness on current and social issues in their children. The female parents feel the influence of celebrity judges on their children is medium while the male parents feel that the influence of celebrity judges on their children is low.

The consistency and reliability is very high for the variable “*reality television shows have a deteriorating effect on my children*”. Among all the variables stated in Table 5, this is the most consistent variable that impacts children according to parents’ opinion. However, consistency and reliability is very low for the parameter “*children seek solution through television reality shows for personal problems*”. Among all the parameters stated in Table 5, this is the least consistent variable that impacts children.

Table 5. Coefficient of variation of the impact of reality shows on children

S.No	Statements	Average	SD	CV
1	Reality television shows have a deteriorating effect on my children.	3.00	0.83	0.27
2	My friends also tell me that reality shows have deteriorating effect on children.	3.16	0.91	0.28
3	My children imitate the behavior of participants in reality television shows.	2.93	0.98	0.33
4	Reality television shows are a mere waste of time and energy.	3.06	1.11	0.36
5	Reality television shows makes my children inactive.	3.00	1.05	0.35
6	Reality television shows are a cause of obesity in children.	3.16	0.91	0.28
7	Parents in the present day are trying to live their lives through their children.	3.16	0.98	0.31
8	I would allow my children to participate in a reality television show to showcase their talents and enhance visibility.	3.16	0.91	0.28
9	My children get influenced by the celebrity judges in the reality television shows.	2.56	0.97	0.37
10	My children get influenced by the participants in the reality television shows.	2.86	0.97	0.34
11	Children seek solutions through television reality shows for personal problems	2.50	0.97	0.38
12	Television reality shows creates awareness on current and social issues in my children.	2.93	0.98	0.33

4.1.5 Effect of Reality Shows on Children

The opinion of parents, whether reality shows had impact on their children is revealed through this analysis. The average score for males (3.01) is greater than the female parents (2.91). To test whether there is any gender difference in impact of reality shows on children the following table is prepared and tested.

Table 6. Gender and impact levels of reality shows on children

Levels/Gender	Low	Medium	High	Total
Males	1 (6.5)	13(87)	1 (6.5)	15
Females	4 (22)	11 (61)	3 (17)	18
Total	5 (15)	24 (73)	4 (12)	33 (100)

Note. Values in parenthesis shows percentage.

17% of the female parents opine that the negative impact of reality shows on children is higher than the average (12%). The opinion of male parents (6.5%) is less than this average. The following hypothesis is thus framed and tested. *Ho: There is a significant difference between male and female parents regarding negative impact of reality shows on children.* The calculated value of χ^2 (2.72) is less than the table value (5.99) at 5% confidence level with 2 degrees of freedom. Hence it is concluded that there is a significant difference in opinion between male and female parents on the impact of reality shows on children. Thus mothers feel that the negative effect of reality shows on children as high.

4.2 Analysis of Responses from Children

There are 17 teenage respondents out of which 9 (53%) are boys and 8 (47%) are girls. Their responses are also analyzed in detail as follows.

Table 7. Frequency of watching television

Gender	Regular	Occasional	Total
Boys	7 (78)	2 (22)	9
Girls	1 (12)	7 (88)	8
Total	8 (47)	9 (53)	17

Note. Values in parenthesis shows percentage.

From the Table 7 it is revealed that 78% of the males are regular viewers which are greater than the average (47%). Similarly 88% of the girls are occasional viewers which are greater than the average (53%). Hence the following hypothesis is tested. *Ho: There is no difference between gender and frequency of watching television.* The calculated value of χ^2 (7.24) is greater than the table value (3.84) at 5% confidence level with 1 degree of freedom. Hence the null hypothesis is rejected and it is concluded that males are regular viewers and females are occasional viewers.

Table 8. Restriction by parents to watch television

Gender	Sometimes	Not at all	Total
Boys	7 (78)	2 (22)	9
Girls	6 (75)	2 (25)	8
	13(76)	4 (24)	17

Note. Values in parenthesis shows percentage.

Out of the sample respondents 24% opined that there are no restrictions by parents when they watch television. 76% of them stated that there are restrictions in watching television sometimes from their parents. 78% of the boys are restricted sometimes whereas only 75% of the females are restricted sometimes which is less than the average (76%). Similarly 25% of the girls are not at all restricted to watch whereas 22% of the boys not restricted which is less than the average (24%). Therefore the hypothesis is tested. *Ho: Boys are more restricted in watching television than the girls.* The calculated value (0.018) is less than the table value (3.84) at 5% confidence level with 1 degree of freedom. Hence the null hypothesis is accepted and it is confirmed that boys are more restricted by parents in watching television than girls.

Table 9. Watching reality television shows

Gender	Alone	With parents	With friends	Total
Boys	5 (56)	4 (44)	0	9
Girls	4 (50)	3 (37)	1 (13)	8
Total	9 (53)	7 (41)	1 (6)	17

Note. Values in parenthesis shows percentage.

53% of the teenagers prefer to watch reality and television programs alone. It is clear that 56% of boys and 50% of girls prefer to watch their program alone. 41% of them opined that they watch with their parents. 13% of the girls prefer to watch with their friends. Thus the following hypothesis is tested. *Ho: There is a difference in gender in watching television.* The calculated value of χ^2 (1.2) is less than the table value (5.99) at 5% confidence level with 2 degrees of freedom. Thus it is concluded that boys and girls have their own preferences to watch television alone, with parents and friends.

Table 10. Television viewing time

Gender	Evening	Night	Total
Boys	4 (44)	5 (56)	9
Girls	3 (37)	5 (67)	8
Total	7 (41)	10 (59)	17

Note. Values in parenthesis shows percentage.

Table 10 reveals that the prime time for watching television programs is in the evening and night. 59 % of children prefer to watch the program in the night. 44% of the boys prefer to watch television in the evening which is greater than the average (41%) and only 37% of the girls prefer to watch in the evening. 67% of the girls prefer to watch in the night which is greater than the average (59%) and only 56% of the boys prefer to watch in the night which is less than the average. *Ho: There is a significant difference between gender and television viewing time.* The calculated value (0.084) is less than the table value (3.84) at 5% confidence level with 1 degree of freedom. Hence the null hypothesis is accepted and it is confirmed that boys prefer to watch in the evening and girls prefer to watch in the night.

Table 11. Favorite channel

	Sports	Entertainment	Fashion	Music	Food	Carton/comedy	Discovery	Total
Boys	3 (33)	2 (23)	1 (11)	1(11)	1 (11)	1 (11)	0	9
Girls	0	1 (12.5)	1 (12.5)	2 (25)	2 (25)	1 (12.5)	1(12.5)	8
Total	3 (17.5)	3 (17.5)	2 (12)	3 (17.5)	3 (17.5)	2 (12)	1 (6)	17

Note. Values in parenthesis shows percentage.

From the table 11 it is clear that 33% of the boys watch sports channel. 12.5% of the girls watch discovery channel compared with boys. 25% of girls watch music channel and food channel than the males. Boys watch entertainment channel more than girls. This analysis shows the various channels watched by children.

Table 12. Favourite reality show

	MTV	Masterchef	Katron ki khiladi	Dance	Music	Debate	Bigboss	Total
Boys	1 (11)	3 (33.5)	1 (11)	0	1 (11)	0	3 (33.5)	9
Girls	0	3 (37.5)	0	2 (25)	1 (12.5)	2 (25)	0	8
Total	1 (6)	6 (35)	1 (6)	2 (12)	2 (12)	2 (12)	3 (17)	17

Note. Values in parenthesis shows percentage.

The various reality shows children are exposed are revealed through Table 12. 37.5% of the girls watch Masterchef and 33.5% of the boys watch the same. It is found that boys (33.5%) watch Bigboss than the girls. None of the boys are interested in dance reality shows, whereas 25% of the girls are interested in dance reality shows. But both genders show equal preference in watching music shows. This analysis thus revealed their inclination towards watching their favorite reality shows.

Table 13. Level of impact

Levels/gender	Low (< 2.04)	Medium (2.04 – 2.64)	High (> 2.64)	Total
Boys	1 (11)	7 (78)	1 (11)	9
Girls	1 (12)	7 (88)	0	8
Total	2 (12)	14 (82)	1 (6)	17

Note. Values in parenthesis shows percentage.

This analysis is calculated based on a rating scale where the negative effects of television and reality shows are rated by children. 11% of boys state that the negative effect of television and reality shows is high. 88% of girls stated that the negative effect is medium. 12% of girls state that the negative effect is low. None of the girls mentioned that the negative effect as high level. *Ho: Boys are more opinionated about the negative effects of reality shows than girls.* The calculated value of χ^2 (0.94) is lesser than the table value (5.99) at 5% confidence level with 2 degrees of freedom. Hence the null hypothesis is accepted and it is concluded that boys are highly aware of negative effects of television reality shows than girls.

Table 14. Impact of reality shows based on responses from children

S.No	Statements	Males	Females
1	Reality television shows have a deteriorating effect on me.	Medium	Low
2	My friends also tell me that reality shows have deteriorating effect on them.	Medium	Low
3	I discuss with my friends and seek advice to watch a particular reality show.	Medium	Medium
4	I imitate the behavior of participants in reality television shows.	Medium	High
5	Reality television shows are a mere waste of time and energy.	Medium	Medium
6	Reality television shows makes me inactive.	Medium	Medium
7	Reality television shows are a cause of obesity in me.	High	Medium
8	Parents in the present day are trying to live their lives through me.	Medium	Low
9	I would participate in a reality television show to showcase my talents.	High	Medium
10	I get influenced by the celebrity judges in the reality television shows.	Medium	Medium
11	I get influenced by the participants in the reality television shows.	Medium	Low
12	I seek solutions through television reality shows for personal problems	Low	Medium
13	Television reality shows creates awareness on current and social issues in me.	High	High
14	Reality television shows makes us insensitive to the pains of others	Medium	Medium
15	Reality television shows helps at least some people to earn quick money.	High	High
16	Reality shows fulfills my desire to see humiliation of others and their reaction	Medium	Medium
17	Reality television shows fulfills my desire to see the personal lives of participants.	High	Medium

The impact of reality shows on viewed by children based on gender is analyzed through the Table 14. The average for males is 2.39 and the standard deviation is 0.39. Variables with more than 2.78 are categorized as high; less than 2 are low and score between 2 and 2.78 are classified as medium. Similarly the average score for females is 2.34 and standard deviation is 0.38. Values above 2.72 are classified as high; less than 1.96 are categorized as low and score between 1.96 and 2.72 are classified as medium.

Female children opined that television reality shows do not have deteriorating effect on them or their friends. However it tends to imitate the behavior of participants in reality television shows, while on the contrary they responded that they do not get influenced by the participants in the reality television shows. Female children do not subscribe to the view that reality television shows are a cause of obesity or that the parents try living their lives through them, they moderately seek solutions from reality television shows for personal problems, and it fulfills their desire to see the personal lives of participants. Male children opine that the television reality shows are the cause for moderately deteriorating them and their friends, imitating the behavior of participants in reality

television shows, making their parents to try living their lives through their children, get influenced by the participants in the shows. Male children strongly feel that reality television shows; are a cause of obesity in them, would help showcase their talents and also fulfills their desire to see the personal lives of participants in the shows. However, the male children do not seek solutions for personal problems from the reality television shows.

Table 15. Coefficient of variation of the impact of reality shows based on responses of children

S.No	Statements	Mean	SD	CV
1	Reality television shows have a deteriorating effect on me.	2.23	1.03	0.46
2	My friends also tell me that reality shows have deteriorating effect on them.	2.11	0.6	0.28
3	I discuss with my friends and seek advice to watch a particular reality show.	2.29	0.47	0.20
4	I imitate the behavior of participants in reality television shows.	2.41	1	0.41
5	Reality television shows are a mere waste of time and energy.	2.35	0.86	0.36
6	Reality television shows makes me inactive.	2.41	0.79	0.32
7	Reality television shows are a cause of obesity in me.	2.53	0.87	0.34
8	Parents in the present day are trying to live their lives through me.	2.11	1.31	0.62
9	I would participate in a reality television show to showcase my talents.	2.58	1.12	0.43
10	I get influenced by the celebrity judges in the reality television shows.	2.05	0.55	0.26
11	I get influenced by the participants in the reality television shows.	1.94	0.82	0.42
12	I seek solutions through television reality shows for personal problems	1.82	0.72	0.39
13	Television reality shows creates awareness on current and social issues in me.	2.94	0.89	0.30
14	Reality television shows makes us insensitive to the pains of others	2.05	0.89	0.43
15	Reality television shows helps at least some people to earn quick money.	3.35	1	0.29
16	Reality shows fulfills my desire to see humiliation of others and their reaction	2	0.86	0.43
17	Reality television shows fulfills my desire to see the personal lives of participants.	2.64	1.11	0.42

The consistency and reliability is very high for the variable “*I discuss with my friends and seek advice to watch a particular reality show*”. Among all the variables stated in Table 15, this is the most consistent variable in the responses given by children. However, consistency and reliability is very low for the parameter “*Parents in the present day are trying to live their lives through me*”. Among all the parameters stated in Table 15, this is the least consistent variable according to the responses given by children.

5. Findings of the Study

Parents strongly opine that television reality shows help participants to showcase their talents and also to earn quick money. Mothers like to watch television shows and reality shows more than fathers who opine that it is waste of time, energy and man hours to watch reality television shows. Male respondents strongly feel that some reality television shows goes against their moral principles and only focus on television rating points and revenue generation through commercials.

17% of the female parents opine that the negative impact of reality shows on children is higher than the average (12%). The opinion of male parents (6.5%) is less than this average. It is proved that there is a significant difference in opinion between male and female parents on the impact of reality shows on children.

The awareness of negative impact of reality shows is more on mothers than fathers. Mothers are fully aware of the negative affect on their children participating in the televisions reality show. 11% of boys state that the negative effect of television and reality shows is high. 88% of girls stated that the negative effect is medium. It is concluded that among the children boys are highly aware of negative effects of television reality shows than girls.

Among the children, boys are regular viewers of reality shows and females are occasional viewers. Boys are more restricted by parents in watching television than girls. Boys and girls have their own preferences to watch television alone, with parents and friends. Boys prefer to watch more in the evening and girls prefer to watch more in the night.

33% of the boys watch sports channel. 12.5% of the girls watch discovery channel compared with boys. 25% of girls watch music channel and food channel than the males. 37.5% of the girls watch Masterchef and 33.5% of the boys watch the same. It is found that boys (33.5%) watch Bigboss than the girls. None of the boys are interested in dance reality shows, whereas 25% of the girls are interested in dance reality shows.

6. Conclusion

It is very obvious that the younger generations of the present day are fed with values that are contrary to their physical, emotional and social wellbeing. They are exposed to deteriorating demonstrations and displays in the mass media and internet. The modern day parents are the most cursed lots as all their efforts to facilitate their wards go in vain by the excessive and extreme penetration of inappropriate content into fragile minds.

7. Recommendations

- Mothers are well aware of the negative effects of television reality shows. In spite of that if they want their wards to participate in it then the motivation is only the prize money offered by the television reality shows. Therefore, the prize money offered by television reality shows will have to be banned at least for participants who fall under the category of children.
- Viewers intending to participate in television reality shows will have to be subject to thorough medical checkup and fitness certificate from a competent medical body will have to be obtained in accordance with the nature of the television reality.
- The age limit for the participants will have to be mandatory.
- School going children will have to be barred entry into television reality shows as it has deteriorating effect on the mental, emotional and physical wellbeing of children.
- Parents of the participants and potential participants will have to be educated/oriented with regard to the long term consequences of the negative effects of reality television shows.
- If the intention of the parents of the participants and potential participants is to showcase talents of their children, then such parents will have to mandatorily sign in the disclaimer form stating that they will not expect any monetary benefits for the same.
- Children should be given awareness regarding the impact of reality shows. Parents can play a major role in providing adequate information to their wards.
- Extracurricular activities should be encouraged at school level and by parents to sharpen their psychological minds.
- Cultural competitions, sports events are to be organized for the children by social bodies and organisations to give more external exposure to the children.

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