

# Impact of Reality Shows on Society with reference to Kumbakonam

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**ABSTRACT-** This Paper examines the Television shows are getting more popularity among the society. Now-a-days all age group members are becoming the fans for the reality show actors due to many causes. Reality television shows are so attractive to people because TV producers choose carefully special characters for the programs. The major objective of the study is to analyze whether the reality shows creates a negative impact or positive impact on the society with the sample size 50 by using the statistical tools of chi-square and one-way ANOVA in SPSS. The major of the study regarding the impact of the next generation society.

**Key words:** Reality show, Television, Society, Program, Popularity.

## I. INTRODUCTION

### Meaning of Reality show:

A Television program me in which ordinary people are continuously filmed, designed to be entertaining rather than informative. A reality show following young people who are trying to become professional athletes.

### What is Structures reality TV?

Structured reality also scripted reality a type of television series featuring real people who talk naturally but are put in situations which are pre-arranged by the production company.

Scripted reality in television and entertained is a subgenre of reality television with major or typically all parts of the contents being scripted, i.e. pre-arranged by the production company and thus fictional.

## II. REVIEW OF LITERATURE

Gunjan Sharma, (2016)., she says that the reality TV programmes are gaining popularity among students. Effects of these reality TV programmes is a matter of concern. Objective of the study is to analysis the change in personality throw viewing reality TV programme. The reality TV programme have great effect on our society & social values.

Prashanth G Malur, Nandini Lakshmikantha and Prashanth V (2014)., that they denoted every general entertained television channel irrespective of its geographical presence appears to be largely depending on reality shows to capture and retain the eyeballs of the audience for their survival. As both teleserials and reality shows appear to be

locking their horns not only from business perspective of channel but also on emotional quotient of their audience.

## III. RESEARCH METHODOLOGY

### 3.1. Objectives of the study:

- To identify the positive or negative impact on the society.
- To know the behavioral changes of the people.
- To know which reality show they preferred to watch regularly.

**3.2 Method of data collection:** Primary data has been collected through Questionnaire, and Secondary data has been collected from Journals, Magazines.

## IV. REALITY TV SHOWS IN INDIA

Reality TV shows are in India gained so much popularity over the last few years. It will not been exaggeration if we say, reality shows offer so much entertainment in comparision to box office movies.

**1.Jhalak Dikhlaja:** Judged by the Dhak Dhak Girl Madhuri Dixit, Jhalak Dikhlaja become a very popular dance reality show on television. In 2018 we saw 8<sup>th</sup> edition of this show on color Tv.

**2. KBC** – Sony entrainment’s very popular reality tv show booked space in heart of every Indian. Amitabh Bachchan host this show, it is a game show based upon popular English reality show who wants to be a millionaire.

**3. Bigg Boss** – Reality show telecasted on colors tv broke all TRP records on television. We swathe 10<sup>th</sup> edition of

this show this year hosted by superstar Salman khan. In Tamil it is going on in Vijay tv successfully 2 seasons were goes which is hosted by Padmashri Kamal Hassan.

**4. Nacc Baliye** - A celebrity dance reality show on star plus encouraged many celebrity couples to come and show there dance talent on television. This reality TV show made a good emotional connection with the audience.

**5. Master chef India** - Again one more reality show of star television gain popularity on TRP, based upon various Master Chef edition across the world this was the 3<sup>rd</sup> season this year of Master Chef India.

## V. DATA ANALYSIS AND INTERPRETATION

### 5.1. Gender and Kind of reality show likes to watch

The association between designation of the Gender and Kind of reality show likes to watch was analyzed by applying Chi-Square test and the results are presented in Table-1.

**Null Hypothesis (H<sub>0</sub>):** There is no significant association between Gender and Kind of reality show likes to watch.

**Alternative Hypothesis (H<sub>a</sub>):** There is a significant association between Gender and Kind of reality show likes to watch.

**Table 1. Association between Gender and Kind of reality show likes to watch**

#### Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.702 <sup>a</sup>	6	.000
Likelihood Ratio	18.198	6	.006
Linear-by-Linear Association	7.489	1	.006
N of Valid Cases	50		

#### Inference:

The Chi-Square value of 5.348 is significant at one per cent level indicating there is significant association between designation of the employee and their level of work stress. Hence, the null hypothesis of there is no

significant association between Gender and Kind of reality show likes to watch is rejected.

### 5.2. Age and Kind of reality show likes to watch

The association between designation of the Age and Kind of reality show likes to watch was analyzed by applying Chi-Square test and the results are presented in Table-2.

**Null Hypothesis (H<sub>0</sub>):** There is no significant association between Age and Kind of reality show likes to watch.

**Alternative Hypothesis (H<sub>a</sub>):** There is a significant association between Age and Kind of reality show likes to watch.

**Table 2. Association between Age and Kind of reality show likes to watch**

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.830 <sup>a</sup>	24	.108
Likelihood Ratio	28.004	24	.260
Linear-by-Linear Association	.135	1	.713
N of Valid Cases	50		

a. 33 cells (94.3%) have expected count less than 5. The minimum expected count is .02.

#### Inference:

The Chi-Square value of 23.337 is significant at one per cent level indicating there is significant association between Age and Kind of reality show likes to watch.. Hence, the null hypothesis of there is no significant association between Age and Kind of reality show likes to watch..

### 5.3. Status of Education and Behavioral change

The difference between Status of Education and Behavioral change was analyzed by employing ANOVA test and the results are presented in Table-2.

**Null Hypothesis (H<sub>0</sub>):** There is no significant difference between Status of Education and Behavioral change.

**Alternative Hypothesis (H<sub>a</sub>):** There is no significant difference between Status of Education and Behavioral change.

#### ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
I enjoy while watching reality tv show	Between Groups	5.364	2	2.682	5.306	.008
	Within Groups	23.756	47	.505		
	Total	29.120	49			
I get irritation when i miss an	Between Groups	2.710	2	1.355	.979	.383

episode which i watch regularly	Within Groups	65.070	47	1.384		
	Total	67.780	49			
I like reality tv shows because it puts me in a positive thoughts	Between Groups	.694	2	.347	.364	.697
	Within Groups	44.826	47	.954		
	Total	45.520	49			
I used to share about the reality show with people I know	Between Groups	4.345	2	2.172	3.443	.040
	Within Groups	29.655	47	.631		
	Total	34.000	49			
Sometimes I feel myself as like a character which I had seen in the show	Between Groups	4.025	2	2.013	1.260	.293
	Within Groups	75.095	47	1.598		
	Total	79.120	49			
I think appearance is often more important than intelligence	Between Groups	1.235	2	.618	.457	.636
	Within Groups	63.485	47	1.351		
	Total	64.720	49			
Reality show is purposely aimed towards a specific audience	Between Groups	3.250	2	1.625	1.387	.260
	Within Groups	55.070	47	1.172		
	Total	58.320	49			

#### Inference:

The F-values are significant at one per cent level indicating that there is no significant difference between Status of Education and Behavioral change. Hence, the alternative hypothesis of there is significant difference between Status of Education and Behavioral change is rejected.

### VI. CONCLUSION

This paper is to present the impact of the reality television shows on the society. Through the results based there is very less positive impact and high negative impact among the society regarding the reality television show? Most of the students were addicted to watching the show without missing a single episode. Most of the respondents were said that the reality show creates a Negative impact by spoiling the culture and imagine they themselves as a character which they seeing in their favorite show that may cause and affect their originality and spoils their behavior and some said less positivity through knowledge wise in

some of the shows are based on Knowledge and historical oriented which creates interesting and that may cause as a platform to know our history by seeing visually. So finally, I conclude Now-a-days the Reality show were creating and spreading some negativity in the society especially to the Teenagers.

### VII. REFERENCES

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