

Societal Perception of Reality Shows

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ABSTRACT

Reality shows are supposed to be real as opposed to that is acted in. These shows are becoming a shortcut to fame and fortune for stars. Today these shows create controversies to garner the support of people, higher TRPs, more SMSs and thereby generating huge cash. In this process, viewers are being used for advantages of channels, however, the viewers never know the reality. Reality—as made perceived—may or may not be the real. Therefore, in the present study, an attempt has been made to know how society perceives the reality shows. The paper will help the policy makers to force the channels to take initiatives to intact the reality of reality shows and regain the confidence of viewers.

Keywords Societal Perception, Reality Shows, TRPs, Celebrities, Judgment of People, Reflection of Society.

1. INTRODUCTION

Reality Shows can be defined as television shows or programmes in which participants are common people and or celebrities or both and have to go through a series of real life or scripted incidents. Reality shows have its genesis in 1940's in line with the creation of television broadcasting. When these shows conceptualized, they were more authentic as the whole idea of reality shows was a novel concept in that era.

Reality shows are getting aired on every TV channel now-a-days. The content of reality shows is changing with changing times as the viewers want to know more about the participants and the participants expose themselves more to the world. Reality TV shows are construed as a quick source of money and higher TRP for TV channels. That is why there is an increasing competition among TV channels to prove their show is better than the others.

In India “Sa Re Ga Ma” can be considered as mother of all reality shows as it was probably the first reality TV show presented on the Indian television and after that reality TV became the new buzzword for Indian television with every TV channel came up with its reality Show. Most popular and latest reality shows in India are Indian Idol, India's Got Talent, MTV Roadies, Kaun Banega Crorepati, Big Boss, Dance India Dance, Jhalak Dikhla Ja, Emotional Atyachar, etc.

2. TYPES OF REALITY SHOWS

Reality TV shows are catering to different genre of viewers according to their viewing needs and preferences. The Reality shows can be broadly classified as:

Celebrity-Reality Shows: Reality shows with celebrities are very popular with the audience. e.g. Jhalak Dikhla Ja.

Talent Shows – Reality talent shows are those shows in which participants showcase their talents and their talents are adjudged by a panel of judges. e.g. India's Got Talent, Indian Idol.

Factual Television Shows - These shows are presented in the style of a documentary, presenting a whole day in 1 hour with the help of editing to showcase daily life of the participants in a sensational way to create interest of the viewers. e.g. Mother's Exchange.

Games Shows – Reality game shows are the shows in which participants (ordinary people or celebrities) compete physically or mentally to prove their superiority over others. e.g. Kaun Banega Crorepati

Hidden Cameras Shows – In these types of shows, hidden cameras are used to capture participant's activities or how people behave when they are presented towards a particular situation with or without the participants' knowledge e.g. MTV Bakra

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Talk Shows – In Reality based talk shows, discussions or an interview of a renowned person is showcased about current and/or controversial topics which are of significant for the common people. e.g. Aapki Adalat.

Original Life Incidents Shows – Real Life Incidents are captured in the camera or showcased in dramatized form to the viewers. e.g. Crime Patrol, Sansani.

Adventure Shows – In these kinds of TV shows participants are challenged to survive/overcome a difficult situation full of adventure or fear. e.g. Khatron Ke Khiladi, Fear factor.

Paranormal Shows – In these shows the participants are placed in frightening situations which is paranormal. e.g. Ghost Hunters.

3. FACTORS AFFECTING POPULARITY OF REALITY SHOWS

The factors that are contributing in the popularity of these Reality TV shows can be discussed as follows:

1. **Novel Concept:** Reality Shows are of a complete different genre than the conventional family based TV shows. Due to their novel and different concept reality shows are becoming popular among viewers.
2. **Aggressive Marketing** - It is one of the major factors of the popularity of reality shows as these shows are marketed very aggressively through on-line and offline modes.
3. **Participation** – In Reality shows viewers are requested to vote to nominate a participant to save or eliminate from the show, which makes viewers feel that through their voting power they are contributing in the show.
4. **Entertainment Value** - Reality shows offers a great entertainment value for the viewers as viewers find themselves actively involved in these shows as compared to just passive observers in other conventional shows.
5. **Viewers' Belief**– In reality shows scripted contents are also presented in a way that viewers start perceiving them as real and start believing these incidents as real.
6. **Socializing Factor** – Due to popularity of these

reality shows they become talk of the town, therefore some people watch these shows to participate in the conversation related to these shows in social gathering.

4. VIEWS ON REALITY SHOWS

Trevor Brookins (Writer in Rockland country) He says that today's reality Television is over scripted. Perhaps the exceptions are those reality programs that are competitive, which are really simply game shows with a different label. But shows like the Bachelor, Jersey Shore, and just about any program aired on VH1 are as choreographed as Broadway finales. And the insult is that we are meant to believe that the conflicts and resolutions are as authentic.

Vinta Nanda (Scriptwriter) The so called reality shows are nothing but a work of fiction for entertainment. Parents also want a platform where their kids can showcase their talents. In today's reality shows youth are ready to strip or have sex just to gain popularity.

Raja Choudhary (T.V. Artist) Nowadays no one is making mythological serials like Ramayana and Mahabharat, the channel puts its money into what sells easily. In India, people are more interested to know about others' personal lives, so reality shows try to cash in on cheap publicity by showcasing others personal lives.

Nandini Desai (Member of the Censor Board) says that it is the responsibility of the parents to have a close look at what their children are viewing. With the availability of internet everything is available to the children, therefore so question of shifting these shows from prime time to late night seems pointless.

Lord Freud (Britain's Welfare Reform Minister) Unemployed citizens are being lured into fifteen minutes fame by reality shows, thereby 'eroding people's responsibility to support them. Hitting out at a survey by the Centre for Social Justice that a poor attitude is a major factor holding back the long-term unemployment, Programmes like The X Factor, Britain's Got Talent and Big Brother, are giving rise to 'cheap temporary celebrities,' who get carried away by the dream of becoming successful overnight.

Christian Siriano (Fashion Designer, the Winner of Runway's Seasons Four) It's really the best business plan. After becoming marketable with the celebrities like

Heldi Klum and Victoria Beckham, he realized to turn his success in reality shows into a business plan.

Bill Rancic (Entrepreneur and Winner of the first season of NBC) Reality TV is big business, a huge tool, and I've gained a lot from these reality shows.

Ananya Borgohain - In India, where population is over 1 Billion, more reality shows are all set to come. But to maintain the novel concept of these shows and interest of the viewers', talent and performance should be the decisive factor. TV channels can contemplate to reduce the number to maintain quality of these shows.

Singer Shaan, who was anchor of one of the shows i.e. The Little Champs, says our show had children who aimed to perform. We performed in front of 300-odd people but unable to make all of them to cry and shed a tear.

Baba Sehgal (Singer who was voted out of a reality show) Most of the reality shows cater emotional drama of the contestants/participants to attach viewers emotionally; however these all emotions are fake and unrealistic.

Pooja Bedi (Actor-anchor), who was part of reality shows like Jhalak Dikhala Ja & Big Boss, opined that the ultimate power is in the hands of channel and their editors. They can create drama out of reality despite of the fact emotions are true on participants' part.

Steve Wozniak (Apple co-founder) on dancing with the Stars, he said in a Face book post: "The producers play games to get viewers and don't disclose the (voting) numbers. If they disclosed the numbers, it would be less of a game, but still suspect. If tomorrow, they claim I'm in the bottom in dance teams, including viewer votes, I believe that's an outright lie".

J. Rupert Thompson (A director and producer including 'Big Brother' and 'Fear Factor') Reality TV is a much manipulated format where real people are put into unreal situations to create a story and to get the attention of viewers.

Mark Burnett (Creator of Survivor and other reality shows) avoids the word 'reality' to describe his shows. It is just like a storytelling enveloped in a great concept, great vicarious travel experience and really good casting. It is really not reality TV but it really is unscripted drama.

Cable News Network (CNN), According to a poll carried out by CNN, 57% of 1016 respondents' adults believe that

Reality TV shows provide a distorted picture of events, whereas 23% respondents say the shows are totally fake.

The Girl Scout Research Institute According to the survey, 'Real to Me: Girls and Reality TV' 68% respondents agree that such shows make them think that they can achieve anything in life. 48 % respondents argue that it help them to realize that there are people like them. 75% girls were of the opinion that people of different backgrounds and beliefs are depicted in reality shows.

Kimberlee Salmond (Senior researcher, Girl Scout Research Institute) Reality shows have some benefits for the girls. Reality shows act as learning and motivational tools. Girls are receiving inspiration and comfort from reality shows. According to 62% of girls, awareness of social issues & causes has also been raised due to reality shows.

Rajeev Kapoor (supplier of viewers) People who've never seen a live shoot would love to attend one anyway. That's not how things work always. Many times, the shoot goes on till the wee hours. In that case you have to lure people with money; otherwise they can quit the shoot midway. That is why channels pay money, which is not huge, to people who act as thrilled fans.

With the help of above viewpoints of well known personalities it can be concluded that there is an element of doubt in the reality of reality shows. Therefore, a comprehensive study is required to know the viewpoint of society about the reality shows.

5. RATIONALE OF THE STUDY

Reality shows are essentially unscripted programme, that are focused on footage of real events or situations. These shows set the stage of events/situations that are about to unfold. Reality shows do not rely on writers and actors but run by producers and editors. It is also said that artists/participants are not guarded and is free to react and various shades of their changing moods are captured. So, even if everything is for real, the channel airs it selectively. A lot of people also say that there is no reality in reality shows, everything is scripted. It is pure fiction for entertainment. In India, people want to know about others' personal lives, so reality shows try to cash in on cheap publicity. As per the reality shows' fraternity, clever acting is replaced by clever editing. Because of these inconclusive views, there is a need to study the perception of society about reality shows.

6. OBJECTIVES

- To study the societal perception of reality shows.
- To study the differences in societal perception on the basis of age, sex, and occupation.

7. RESEARCH METHODOLOGY

In the present study, a sample of 237 respondents (120 from Kurukshetra & 117 from Karnal District of Haryana)

has been taken into consideration, using Convenience Sampling Method. The sample consists of both male and female, respondents of different age group, engaged in different occupation (Table 1). The data has been collected through survey – questionnaire, finalized after pilot survey. The final questionnaire consists of the 22 items, given in Table 2. Data, thus, generated was analyzed with the help of Factor Analysis (for societal perception) and ANOVA (to know differences in societal perception)

Table 1: Distribution of Sample According to Demographic Characteristics

<i>Demographic Characteristics</i>	<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
Age (years)	<20	54	22.77
	20-30	113	47.70
	>30	70	29.53
Sex	Male	111	46.84
	Female	126	53.16
Occupation	Service class	71	29.96
	Housewives	42	17.72
	Students	78	32.91
	Business class	46	19.41

Table 2: Items of Questionnaire

<i>Sr.No.</i>	
1..	Participate in reality shows by casting vote
2..	There is reality in reality shows
3.	To increase TRP (Television Rating Point)
4.	More such programs should be shown
5.	To popularize the channel
6.	A sheer wastage of time
7.	Playing with emotions of people
8.	Befooling the audience
9.	A publicity stunt for participants
10.	Make aware about what is happening in the society
11.	Money plant for producers
12.	A good source of advertisements
13.	Encouraging controversies for publicity
14.	Not a true reality show
15.	Don't believe in these shows
16.	Encourage people to participate in these shows
17.	Winners are taken as role model
18.	Following participants' styles in real life
19.	Highly influenced by the winners
20.	Weakening the state of mind of viewers
21.	Weakening the state of mind of participants
22.	Purchase the products endorsed by winners/celebrities

Table 3: KMO and Bartlett's Test

<i>Kaiser-Meyer-Olkin (KMO)</i>	0.71	
<i>Measure of Sampling Adequacy</i>		
	Approx. Chi-Square	866.68
Bartlett's Test of Sphericity	df	231
	Sig.	0.000
Cronbach's Alpha	0.63	
No. of items	22	

Table 4: Eigen Values with Cumulative Percentage of Variance

<i>Components</i>	<i>Eigen Value</i>	<i>% of Variance</i>	<i>Cumulative % of variance</i>
1	2.67	12.15	12.15
2	2.00	9.10	21.25
3	1.65	7.49	28.74
4	1.55	7.06	35.79
5	1.51	6.87	42.67
6	1.38	6.27	48.93
7	1.35	6.13	55.06

Table 5: Rotated Component Matrix

<i>Variables</i>	<i>Components/Factors</i>							<i>h2</i>
	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	
Participate in reality shows by casting vote	0.06	-0.09	0.12	0.75	0.16	-0.10	0.18	0.65
There is reality in reality shows	-0.39	0.03	0.18	0.48	0.27	0.18	-0.09	0.54
To increase TRP (Television Rating Point)	0.04	0.56	0.07	-0.11	-0.11	-0.21	0.33	0.50
More such programs should be shown	-0.25	-0.04	-0.15	0.21	0.62	0.17	0.11	0.56
To popularize the channel	0.22	0.76	-0.03	0.04	-0.11	0.10	0.05	0.66
Playing with emotions of people	0.61	0.39	0.01	-0.05	0.07	-0.01	-0.05	0.53
Befooling the audience	0.72	0.15	0.02	-0.14	0.01	0.02	0.01	0.57
A publicity stunt for participants	0.18	0.68	-0.03	-0.20	0.10	0.10	-0.19	0.59
Make aware about what is happening in the society	0.07	0.05	0.22	-0.27	0.58	-0.16	0.26	0.55
Money plant for producers	0.11	0.46	0.26	-0.05	-0.19	-0.06	0.30	0.43
A good source of advertisements	0.01	0.20	-0.14	-0.08	0.18	0.12	0.65	0.54
Encouraging controversies for publicity	0.09	0.25	0.13	-0.51	0.12	0.08	0.26	0.44
Not a true reality show	0.58	-0.03	-0.30	0.03	-0.32	0.21	0.29	0.66
Don't believe in these shows	0.60	-0.05	0.27	-0.41	-0.18	-0.11	-0.03	0.65
Encourage people to participate in these shows	-0.15	-0.15	0.38	0.16	0.04	0.09	0.58	0.56
Winners are taken as role model	0.07	-0.10	0.62	-0.15	0.16	0.21	0.05	0.49
Following participants' styles in real life	0.10	0.02	-0.02	-0.01	0.03	0.78	0.07	0.62
Highly influenced by the winners	-0.17	0.01	0.37	-0.08	-0.05	0.67	0.07	0.62
Weakening the state of mind of viewers	0.40	0.12	0.26	0.11	0.15	0.15	0.15	0.32
Weakening the state of mind of participants	0.15	0.19	0.70	0.19	0.01	-0.02	-0.01	0.59
Purchase the products endorsed by winners/celebrities	0.07	-0.13	0.11	0.13	0.61	-0.01	-0.03	0.43

6. RESULTS

Inspection of the Table-3 reveals that the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy for the sample is 0.71 which is greater than 0.5, suggesting thereby that the data is adequate for Factor Analysis. The Bartlett's Test of sphericity has also been conducted with the aim to test the null hypothesis (Ho) that the population correlation matrix of the variables is an identity matrix. The chi-square statistic is 866.68 and p-value is 0.000 which indicates that there is a correlation of variables to each other. Hence, we reject the null hypothesis and conclude that variables are correlated to each other. Thus, it can be inferred that the Factor Analysis as a Model of

data analysis can be accepted. The reliability estimate (Cronbach's Alpha) is 0.63, which indicates acceptable reliability of data.

Here Principal Component Method of Factor analysis has been applied. Factor extraction was stopped when Eigen value came to 1.00, thereby extracting 7 factors. The factor loading of 0.30 or more is significant and retained for further analysis. These factors account for 55.06% of total variance (Table 4). The communalities (h^2) range from 0.32 to 0.66 (Table 5). Each of the factors extracted so far represents the societal perception of reality shows (Table 6). Following is the detailed explanation of all these factors.

Table 6: Details of the Extracted Factors

<i>Sr. No.</i>	<i>Variables</i>	<i>Factor Loadings</i>
Factor 1 Skeptical Viewpoint		
1	Befooling the audience	0.72
2	A sheer wastage of time	0.71
3	Playing with emotions of people	0.61
4	Don't believe in these shows	0.60
5	Not a true reality show	0.58
6	Weakening the state of mind of viewers	0.40
Factor 2 Means of Business		
1	To popularize the channel	0.76
2	A publicity stunt for participants	0.68
3	To increase TRP (Television Rating Point)	0.56
4	Money plant for producers	0.46
Factor 3 Misleading the Participants and Viewers		
1	Weakening the state of mind of participants	0.70
2	Winners are taken as role model	0.62
Factor 4 Judgment of People		
1	Participate in reality shows by casting vote	0.75
2	Encouraging controversies for publicity	-0.51
3	There is reality in reality shows	0.48
Factor 5 Reflection of Society		
1	More such programs should be shown	0.62
2	Purchase the products endorsed by winners/celebrities	0.61
3	Make aware about what is happening in the society	0.58
Factor 6 Influence of Winners in Public Life		
1	Following participants' styles in real life	0.78
2	Highly influenced by the winners	0.67
Factor 7 Revenue Generation		
1	A good source of advertisements	0.65
2	Encourage people to participate in these shows	0.58

6.1 Factor 1 Skeptical Viewpoint

The society has skeptical viewpoint towards reality shows as reflected by the nature of the variables loaded on this factor. People perceive that reality shows are befooling the audience and to see reality show is a sheer wastage of time. These shows are playing with the emotions of people. People don't believe in these shows as according to them these are not a true reality show. Moreover, these reality shows weaken the state of mind of viewers. These revelations create doubt in the mind of people. Thus, people are suspicious about the reality of reality shows.

6.2 Factor 2 Means of Business

All the variables loaded on this factor have positive factor loadings and indicates that how reality shows are taken as a means of business. The main objective behind reality shows seems to popularize the channel. It has become a publicity stunt for the participants. Today all the channels are eager to increase its television rating points (TRP) where reality shows are proven a best mean. These shows are also perceived by the society as a money plant for producers. Thus, the above mentioned variables highlight that society perceives the reality shows as a means of business in which producers earn money as well as popularize the channels among participants and viewers.

6.3 Factor 3 Misleading the Participants and Viewers

Factor-3 highlights that reality shows are not guiding the participants and viewers properly. It seems a publicity stunt for participants. But actually reality shows are weakening the state of mind of most of the participants. It is presented in such a way that winners will be construed as role model, which may mislead many participants, winners, and viewers. Thus, the society perceives the reality shows as misleading the participants and viewers.

6.4 Factor 4 Judgment of People

The variables loaded on this factor have both positive and negative loadings indicating thereby that all the variables do not co-vary to each other. The basic structure of this factor clearly highlights that people participate in reality shows by casting their votes by SMSs or telephone calls. It may be because some people see a reality in these shows. That is why these people do not believe in the fact that reality shows encourage controversies for publicity.

They assume that what is happening in the reality show is a reality.

6.5 Factor 5 Reflection of Society

The reality shows are claiming that these shows are the reflection of society i.e. what is happening in the society is being shown in these shows. That is why there is a demand of such programmes to be shown frequently. It is also seen that many times people purchase the products endorsed by winners or any other celebrities of reality shows. It may encourage the participants to participate in these shows entailing channels to increase their viewers. Thus, reality shows are showing as what is being happening in the society so that society can become aware about latest happening.

6.6 Factor 6 Influence of Winners in Public Life

Following participants' styles in real life and highly influence of the winners are the two variables loaded on factor-6 with positive loadings. The composition of the factor divulges that there is influence of winners in public life. People follow the styles of participants in their real life because they are highly influenced by the winners. They construe winner as role model which may influence their behaviour to a great extent. This influence of winners in public life is significant not only for producers and participants but also for companies, which are ready to pay more for endorsements.

6.7 Factor 7 Revenue Generation

Today reality shows are perceived as a source of revenue generation for the channels. Due to growing popularity of reality shows among viewers, these shows have become a source of attraction for advertisements. Marketers are ready to pay more for their advertisements, to be shown during reality shows. Moreover, channels use various strategies to encourage the people to participate in these shows via SMSs or telephone calls, where people are supposed to pay more than normal rate. Therefore, keeping in mind the nature of variables loaded on this factor, it is named as revenue generation.

7. COMPARATIVE ANALYSIS

The Factor Analysis extracted seven factors which represents the societal perception of reality shows. To see the influence of various demographical variables i.e. age, sex and occupation on societal perception, the extracted factors were further analyzed. The average score of all the

variables comprised by respective factors was calculated to get the overall average score of each factor. Then Analysis of Variance (ANOVA) was applied on these seven factors to see differences in societal perception according to age, sex, and occupation.

(a) Age and Reality Shows

A perusal of the table (7A) makes it amply clear that out of the seven factors, there is a significant difference in societal perception, when age is taken as a base of comparing mean. F-value of skeptical viewpoint is 12.90, significant at 1% level of significance. The mean value (Table 7B) of this factor highlights that age group of less than 20 years have more skepticism about the reality shows as compared to other age groups. There is significant difference among people on misleading the participants and viewers as reflected by significant F- ratio (11.59, $df = 2/234$, $P < .00$). The age groups of less than 20 years strongly perceive that reality shows are misleading the participants and viewers followed by age group of more than 30 years and between 20 to 30 years. The age group

less than 20 years also perceives that reality shows are the reflection of society. What is happening in the society is being shown in these shows.

In the remaining factors i.e. means of business, judgment of people, influence of winners in public life and revenue generation, there is no significant difference among different age groups. Society perceives these factors in the same way, irrespective of age.

(b) Sex and Reality Shows

The ANOVA results (Table 8 A) reveal that on the basis of sex, there is a significant difference in the perception of society on misleading the participants and viewers, its F-value is 11.65 ($df = 2/234$, $P < .00$). The perusal of the table reveals that male are of strong perception that reality shows are misleading the participants and viewers than their counterparts female, their mean score being 2.60 and 2.31 respectively (Table 8 B). For rest of the factors there is no significant difference in the perception of society on the basis of sex.

Table 7A: Summary of ANOVA (On the basis of Age)

<i>Dimensions of Societal Perception</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Skeptical viewpoint	Between Groups	8.08	2	4.04	12.90	0.00
	Within Groups	73.26	234	0.31		
	Total	81.34	236			
Means of business	Between Groups	0.83	2	0.42	1.28	0.28
	Within Groups	76.27	234	0.33		
	Total	77.10	236			
Misleading the participants and viewers	Between Groups	9.44	2	4.72	11.59	0.00
	Within Groups	95.34	234	0.41		
	Total	104.79	236			
Judgment of people	Between Groups	0.24	2	0.12	0.54	0.59
	Within Groups	52.46	234	0.22		
	Total	52.70	236			
Reflection of society	Between Groups	4.53	2	2.26	6.89	0.00
	Within Groups	76.92	234	0.33		
	Total	81.44	236			
Influence of winners in public life	Between Groups	0.81	2	0.41	0.84	0.43
	Within Groups	112.97	234	0.48		
	Total	113.78	236			
Revenue generation	Between Groups	0.03	2	0.02	0.05	0.95
	Within Groups	84.20	234	0.36		
	Total	84.23	236			

Table 7B: Descriptive Statistics on the Basis of Age

<i>Dimensions of Societal Perception</i>	<i>Age (year)</i>	<i>Mean</i>	<i>Standard Deviation</i>
Skeptical viewpoint	<20	2.81	0.48
	20-30	2.34	0.60
	>30	2.48	0.55
Means of business	<20	3.22	0.53
	20-30	3.20	0.57
	>30	3.08	0.60
Misleading the participants and viewers	<20	2.79	0.88
	20-30	2.28	0.55
	>30	2.45	0.53
Judgment of people	<20	2.30	0.54
	20-30	2.24	0.43
	>30	2.21	0.49
Reflection of society	<20	2.65	0.61
	20-30	2.37	0.58
	>30	2.29	0.53
Influence of winner in public life	<20	2.56	0.67
	20-30	2.49	0.73
	>30	2.62	0.65
Revenue generation	<20	3.06	0.60
	20-30	3.03	0.58
	>30	3.03	0.63

(C) Occupation and Reality Shows

When the data was analyzed on the basis of occupation, the summary of ANOVA divulges the significant F- ratio ($F=2.81$, $df=2/234$, $P<.04$) for the factor ‘reflection of society’ indicating thereby that people have different perception on reflection of society on the basis of occupation. The students are of the perception that reality shows are reflecting the society, while others do not have such a strong perception about this factor (Table 9A & 9B). For remaining dimensions of perception/factors, no significant F-ratios are observed. Hence, irrespective of occupation

people perceive skeptical viewpoint, means of business, misleading the participants and audiences, judgment of people, influence of winners in public life, and revenue generation in the same way, without any difference.

8. DISCUSSION

A perusal of the results in the present investigation makes it amply clear that society has seven dimensions of perception towards reality shows. Firstly the society has skeptical viewpoint i.e. society perceive the reality shows in suspicious way as there is fallacious reality in

Table 8A: Summary of ANOVA (On the Basis of Sex)

<i>Dimensions of Societal Perception</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Skeptical viewpoint	Between Groups	0.04	1	0.04	0.13	0.72
	Within Groups	81.30	235	0.35		
	Total	81.34	236			
Means of business	Between Groups	0.01	1	0.01	0.04	0.85
	Within Groups	77.09	235	0.33		

Contd.

<i>Dimensions of Societal Perception</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
	Total	77.10	236			
	Between Groups	4.95	1	4.95		
Misleading the participants and viewers	Within Groups	99.84	235	0.42	11.65	0.00
	Total	104.79	236			
	Between Groups	0.00	1	0.00		
Judgment of people	Within Groups	52.70	235	0.22	0.02	0.89
	Total	52.70	236			
	Between Groups	0.05	1	0.05		
Reflection of society	Within Groups	81.40	235	0.35	0.14	0.71
	Total	81.44	236			
	Between Groups	0.81	1	0.81		
Influence of winners in public life	Within Groups	112.97	235	0.48	1.69	0.20
	Total	113.78	236			
	Between Groups	0.05	1	0.05		
Revenue generation	Within Groups	84.18	235	0.36	0.15	0.70
	Total	84.23	236			

Table 8B: Descriptive Statistics on the Basis of Sex

<i>Dimensions of Societal Perception</i>	<i>Sex</i>	<i>Mean</i>	<i>Standard Deviation</i>
Skeptical viewpoint	Female	2.48	0.57
	Male	2.51	0.61
Means of business	Female	3.18	0.58
	Male	3.16	0.56
Misleading the participants and viewers	Female	2.31	0.57
	Male	2.60	0.74
Judgment of people	Female	2.25	0.47
	Male	2.24	0.48
Reflection of society	Female	2.39	0.62
	Male	2.42	0.55
Influence of winners in public life	Female	2.60	0.70
	Male	2.48	0.68
Revenue generation	Female	3.02	0.63
	Male	3.05	0.56

these shows. This skepticism towards reality shows is perceived differently by different age group people. The skeptical viewpoint is very strong in the age group of less than 20 years than any other age group. However, because of non significant F-ratios, sex and occupation do not have any significant effect on skeptical viewpoint. The channels are leaving no stone unturned to get the attention of the society, to increase the TRP, etc. But society perceives publicity stunts as means of business because reality shows are becoming a money plant for producers. Here age, sex and occupations do not have

any significant impact on this perception as no significant F- ratios are observed. According to society, the reality shows are misleading the participants as well as viewers in one way or other way. This societal perception that reality shows are misleading the participants and viewers is differing according to age and sex. The age groups of less than 20 years are strongly advocating that reality shows are misleading the participants and viewers than other age groups, whereas male respondents are also of the same view than their counterparts females. However, there is no impact of occupation on this viewpoint.

Table 9A: Summary of ANOVA (on the Basis of Occupation)

<i>Dimensions of Societal Perception</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Skeptical viewpoint	Between Groups	0.57	3	0.19	0.54	0.65
	Within Groups	80.78	233	0.35		
	Total	81.34	236			
Means of business	Between Groups	0.86	3	0.29	0.87	0.46
	Within Groups	76.24	233	0.33		
	Total	77.10	236			
Misleading the participants and viewers	Between Groups	0.64	3	0.21	0.47	0.70
	Within Groups	104.15	233	0.45		
	Total	104.79	236			
Judgment of people	Between Groups	0.28	3	0.09	0.42	0.74
	Within Groups	52.42	233	0.22		
	Total	52.70	236			
Reflection of society	Between Groups	2.85	3	0.95	2.81	0.04
	Within Groups	78.60	233	0.34		
	Total	81.44	236			
Influence of winners in public life	Between Groups	1.01	3	0.34	0.69	0.56
	Within Groups	112.78	233	0.48		
	Total	113.78	236			
Revenue generation	Between Groups	0.63	3	0.21	0.59	0.62
	Within Groups	83.60	233	0.36		
	Total	84.23	236			

Table 9B: Descriptive Statistics on the Basis of Occupation

<i>Dimensions of Societal Perception</i>	<i>Occupation</i>	<i>Mean</i>	<i>Standard Deviation</i>
Skeptical viewpoint	Service class	2.50	0.58
	Housewives	2.65	0.40
	Students	2.49	0.59
	Businessman	2.35	0.66
Means of business	Service class	3.13	0.64
	Housewives	3.33	0.58
	Students	3.20	0.54
	Businessman	3.02	0.52
Misleading the participants and viewers	Service class	2.46	0.56
	Housewives	2.20	0.67
	Students	2.46	0.72
	Businessman	2.44	0.60
Judgment of people	Service class	2.19	0.48
	Housewives	2.27	0.49
	Students	2.26	0.47
	Businessman	2.25	0.46
Reflection of society	Service class	2.24	0.52
	Housewives	2.47	0.45
	Students	2.49	0.62

Contd.

<i>Dimensions of Societal Perception</i>	<i>Occupation</i>	<i>Mean</i>	<i>Standard Deviation</i>
Influence of winners in public life	Businessman	2.33	0.54
	Service class	2.55	0.71
	Housewives	2.65	0.82
	Students	2.56	0.67
Revenue generation	Businessman	2.31	0.77
	Service class	3.03	0.64
	Housewives	2.80	0.75
	Students	3.06	0.58
	Businessman	3.00	0.48

Findings of the present study also reveal that reality shows are trying to pose that viewer themselves decides the winners in reality shows. The society also perceives that it is the judgment of people as people participate in these shows by casting their votes via SMSs or telephone calls, though it can be managed through various means. However, the age, sex and occupations do not have any significant impact on this perception as no significant F-ratios are observed. It is claimed that reality shows are making the society aware about what is happening recently. Because of involvement of people in deciding winners, the society also perceives that in reality shows there is a reflection of recent happening in the society. That is why there is increase in the demand of these shows. However, society differs on this dimension of perception according to different age and occupation. The age groups of less than 20 years strongly perceive that the reality shows are the reflection of society than any other age group. In the same way students are having the strong perception that there is reflection of society in these shows than other occupants like service class, business class, and housewives. However, according to sex there is no significant difference in societal perception on this aspect as reflected by non significant F-ratios.

There is influence of winners in public life as revealed by the results of study. That is why people follow participants' styles in their real life. On this perception, demographically there is no significant difference in the society. The society also perceives that reality shows have become a source of revenue generation. Because of demand of reality shows, these have become an attractive medium of advertisements for marketers, which can generate millions of rupees for producers. Here irrespective of age, sex and occupation, societal perception that reality shows are the source of revenue generation will remain same.

9. CONCLUSION

The rising popularity of the reality shows on television channels has added a new dimension to the production of TV programs. These shows give opportunities to the prodigies residing in the interiors of the country to showcase their talent. Though reality shows make for interesting viewing, but become monotonous and unrealistic over a period of time. Today the society has skeptical viewpoint about the reality shows, which may hinder the prospects of growth of these shows in the coming time. Reality shows are also misleading the participants and viewers. The producers construe the reality shows as a means of business and revenue generation. As the effects of reality shows are multi-pronged, far reaching, and unpredictable, therefore, these shows should be aired as such without editing, leaving no scope for any doubts of its authenticity.

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