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# Impact of Reality Shows on Delhi-NCR Youth

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***Abstract:*** ***With the evolving generation, the world of television has taken over our lives. More than reading newspapers and magazines, people watch television in their free time. Reality shows have become the mantra of Television producers to amplify TRP as people are bored of watching the same melodrama. As the Indian serials are viewed by most of the adults, so is the reality shows loved by the today's youth. If people give a thought over the rising impact of Reality Shows on youth, the image can be horrifying. Entertainment along with twist in plot in reality shows is gaining the attention of youth. But the impact of these shows can either be positive or negative or both. The perception of youth can change drastically if they follow the reality shows. The purpose of the television producers is to make Reality Shows to entertain the audience. But along with the purpose, arises the impacts of these shows created in the minds of the youth. The main motive of this research paper is to study the impact of reality shows on youth and whether the show leads to behavioural changes in their life. The youth of today are mostly influenced by the content they watch on television or social media. They spend most of their free time in front of screens thus, the research paper includes an analysis of the responds collected by the youth (15-24 age group) of Delhi-NCR through the questionnaire method which included questions related to reality shows and its effect in their life.***

***Keyword: Entertainment, Behavioural changes, Audience, Content, Impact***

## I. INTRODUCTION

People are fond of Reality Shows. No wonder, the reality shows can make the audience cry, laugh etc at the same time. These shows comprising of talented people across the world can target the emotions of the viewers easily. In simple words, Reality Show is a platform where an individual gets a chance to showcase their talents. The world of reality shows is emerging and we can see how one can get an opportunity to perform in various fields like singing, dancing, modelling etc. It is not limited to just one talent. Reality Shows are accepted all over the world and they are not scripted. The individual has to perform instantly in front of the judge. They are not aware of what can happen at any moment in the show and this is what makes the reality shows unique and gains the attention of the audience at the same time. No doubt, there are so many debates claiming that the show is scripted. One thing that the reality show does is that they give the opportunity to the common people so that they can come forward and participate in the show. The viewers feel more connected when they see the common people performing and it gives them a confidence to step forward and give it a try if they have that talent. To make it more interesting, the concept of online voting is also available where one can vote for their respective favourite participant. The reason why reality shows are shown on Television is to entertain the audience and to find out the best performer rewarding them with a winning amount. If a person gets a chance to audition for the show and if they selected, it is a big opportunity for the person to strengthen his talent and also learn a lot through other participants. The platform is such where everybody leaves the show with growth and lessons. The judges are often seen motivating the participants and helping them to boost their confidence. The common people are recognized and loved by the audience.

The youths specially look forward for new actions and talents. This behaviour is observed in most of the families where the youth (15-24 age group) watches the reality show with utmost dedication and start loving what the show portrays. They often follow the participants on social media so as to know more about their life history. After all, reality show is all about publicity. With the rise in popularity, comes criticism. Everything has its own good and bad. The factor of moderation comes to play. Bringing into light, the world of reality shows has not only done good because the world of youth is affected when they watch these shows. The age of 15-24 is the age where a child observes many things which tends to bring a change in their behaviour and thinking. The impact of reality shows on youth is a rising problem as some children do not watch these shows for entertainment. They want to become like the participants and believe that whatever is shown in the Television can be copied. The impact is greater on the youth as the adults have a better reasoning and maturity. The success of the Indian shows started from the establishment of "Kaun Banega Crorepati" which is hosted by popular superstar, Mr. Amitabh Bachchan. The show has the winning prize amount of Rs 1 crore. This amount is a lot for people who are struggling in their life. This show brought the real time success and opened the doors for reality television on small screens. On one hand, we see how "Kaun Banega Crorepati" helps to increase the general knowledge of the people and on the other hand, the reality show like "Big Boss" and "Roadies" are hyped leaving a negative impact on youth. The reason is the viewers get to see plotting against each other in the show.

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The use of words is not always appropriate and the participants often stoop down to win the game. When a youth watches such drama, they do not understand that the people are performing such acts for publicity therefore leading to a negative impact on them as they try to imitate what is shown in the show. The result can be so harsh as the child starts to live in an imaginary world where he/she is copying the lifestyle which may not be acceptable. It is accepted if the participants fight among themselves in show like Big Boss but in real world, the youth cannot follow their footsteps. There is a line between the life shown in reality shows and the life of the youth which is not maintained and crossed at times. Shows like "Khatron ke Khiladi" and "Fear Factor" are known for action stunts. These stunts are not safe to be performed at home without guidance but the youths fail to understand. They feel proud if they can perform the stunt by risking their life. Even the companies give sponsorship to these shows because of the increasing number of viewers. The reality shows because of its concept and innovation is ruling the hearts of the audience and they are different from the daily soap drama.

## II. REVIEW OF LITERATURE

"Reality TV, faking it And Transformation of Personal Identity"- Morreale (2005)- The paper studies the reality show Faking It as a cultural form. It examines how performance can lead to change in personal identity. The show gives them a platform to perform better helping in bringing a better version of oneself. Faking It is the process where self is created. It's not only about watching the content of reality shows as there is a link between the viewers culture and the identity that is achieved by learning that fulfilment comes from becoming. The study states that having a commodity is not important.

"When Is Reality Real? Youth Perceptions of MTV Reality Programs" - Potrartz (2007) The paper examines how the freshers of college relate to the personalities of MTV reality programs. It studies the relationship between young viewers and the emerging casts and content of MTV shows.

It finds that realism comes to play a role when they watch the reality shows as they felt that watching homosexuals on a reality show would not have the same effect otherwise. One becomes open minded and view things differently. They are exposed to the reality of life which is complex.

"Reality TV And Interpersonal Relationship Perception" – Cherry (2008) This research was conducted to know the motive behind watching reality show and also to study the relationship between viewer's motive, reality show exposure and interpersonal relationship perceptions. It shows that with the increase in demand for reality shows, one cannot escape from it as there are discussions about these shows all over the social media.

Even the newspapers and magazine have content about the happenings of the reality shows. In some way or the other, it changes our perception in handling relationships.

"The Appeal of Reality Television for Teen and Pre-Teen Audiences" –A. Patino (2011) This paper identifies teen and pre-teen audience who not only watch reality show but also in some way or the other feels connected to it. The study finds out that besides viewing the show, there is engagement from their side like posting on social media, online voting etc and the teenagers who want to get popular and have physical beauty feel more connected to the reality shows. The teenagers have a special love for the reality shows as their lifestyle is appealing to them.

"The Resonating Effects of The Reality Shows- How They Influence Kids" – Divya Narang (2012) This research paper studies that the increase in the number of reality shows has brought up many controversies as there are scenes/episodes which abuses the cultural and traditional values of the country. The study finds out that the children are misled due to the scenes shown in TV and their behaviour is changed. The religious sentiment of the people is hurt and the children tend to forget their culture and values in the process of consuming too much content of reality shows.

"The Content of Reality Dating Shows and Viewer Perceptions of Dating-Amber L. Ferris" (2007) The research paper analysed 64 hours of reality dating shows. It showed how the content on reality dating shows was related to actual dating attitudes and behaviour of viewers. The study finds out that the male viewers with realism are more likely to adapt themselves to the attitudes depicted in the show. The characteristics of dating were portrayed infrequently as there was no relationship found between viewing the reality dating shows and grasping those characteristics.

"Psychology & TV: How Reality Programming Impacts our Brains" – Megan Logan (2016) Donald Trump's presidential campaign throws light on the reality of television and its consumption. The research paper studied the change in the viewers brain and behaviour due to the consumption of reality shows. It finds that it's not only TV's fault but ours too as we fail to consume the content for our good. The more we indulge in these shows, more will be the changes in our brains as our brain is constantly working and analysing our thoughts.

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"Reality Television and Its Impact on Women's Body Image"- Ayarza Manwaring (2011) Through the survey comprising of 12 highest rated scripted TV shows and 12 highest rated reality television show, it was found that even if the women have a habit of watching shows, it didn't affect their body image. Though, there are papers who claim that television can affect the body image of women. There is no relationship between the two aspects i.e. watching show and body image.

"Developing a Multi-Item Measurement Scale for Developing Country Teenagers' Consumption Related Cognition through Involvement in Reality Television"- M.R. Haq (2013) The research paper confirmed a six-item measurement scale for the rise in teenagers' consumption related cognition by reality TV show.

"Celebrity Endorsed Reality Tv Shows: A New Marketing Tool- Manali Bhattacharya (2009) There is a tough competition in the marketing of brands and having celebrities in the reality shows adds more value in the promotion of the brand. This research paper studies how the reality shows are allowed to promote the product within the show. The celebrities shown in the reality shows through their social media account easily market the products and the viewers are attracted to it.

"Reality TV and Body Image: The not so real world" -Mark Flynn (2015) There was an analysis of the reality shows from the year 2004-2011 and it was found that most of the performers have a fit image. 74 percent men had low fat and 69 percent women had low fat. The ideal figure shown in the reality shows leads to disturbance among teenagers regarding their body image. The world of reality show is not real.

"Impact of Reality Shows on Adolescent's Personality"- Sharma Ayushi (2015) The research paper aimed to find out the positive and negative impact on the students of private and government schools. The finding of the research was that the students of private schools were affected positively by the reality shows than the students of government schools. Not all the students go through the same impact.

"Impact of Reality Shows on Society"- Vijaykumar (2012) This research paper finds out the rationale for watching reality shows. It studies the opinion of the homemaker, research scholar, students and teachers.

It finds out the most watched reality shows and their impact on the minds of the society which were a combination of both positive and negative response.

"Reality Television Shows: Entertaining, Money minting & or Tantalizing"- Anaghe Shukre (2010) The reason why people are switching to reality shows is that they are bored of the same family drama serials. They want to watch something new and relevant. The research paper finds out that there are five reasons that people are more attracted towards reality shows. The factors are Entertainment, Concept, Emotional Connect, Celebrity and Social Relatedness.

"Cartoon violence and aggression in Youth"- Steven J. Kirsh (2005) Children are the major targets of cartoon channels and they are exposed to violence and aggression through cartoon.

It is more than what is shown in other shows. The study finds out that the impact of watching cartoons is negative in case of children. It's as simple as making an active mediation statement during viewing.

### *A. Objectives*

*1)* The research paper aims to find out whether the reality shows leads to behavioural changes in the life of youth.

*2)* The second objective is to find out the perception of youth towards reality shows whether it's a positive or negative impact.

### *B. Hypothesis*

*1)* Reality Shows impact youths which leads to their behavioural changes.

*2)* There is increase in the number of viewers of Reality Shows who are mostly the youth.

### *C. Research Method*

The sample size for the research paper was 100. The responds were collected from the age group (15-24) who are the frequent viewers of reality shows.

The research method targeted only the youths of Delhi-NCR which comprised of both male and female. The sampling method is Non-Probability Convenience Sampling.

This method means that with the help of questionnaire tool, one can collect data from people who are within our reach and can be contacted easily. The questionnaire comprises of simple questions with appropriate options to select and answer within no time.

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## III. DATA ANALYSIS AND INTERPRETATION

*1)* Approximately, 80 percent of people watch Reality Shows on a daily basis depicting its importance. 17 percent of people responded that they do not watch these shows on a daily basis whereas only 3 percent of people weren't sure that if they watch Reality Shows frequently and responded - Maybe.

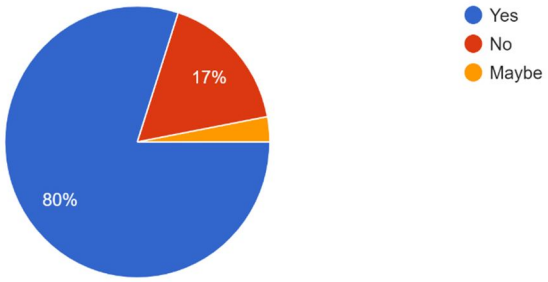


Figure 1- People who watch Reality Shows

*2)* Approximately 79 percent of people consider that whatever is shown in Reality Television is not real. 11 percent of people believe that the Reality Television is real. Only 10 percent of people were not sure that whether the Reality Television is real or not and they responded with Maybe.

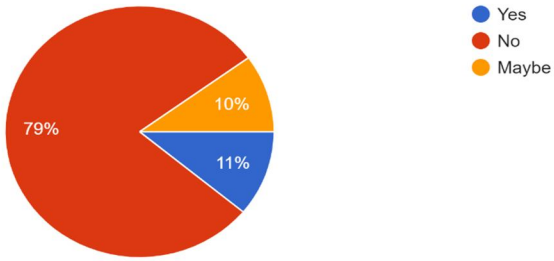


Figure 2- To find out whether Reality Shows are real or not

*3)* Approximately 52 percent of people feel that the Reality Shows have a positive influence on the participants. 32 percent of people feel that the Reality Shows lead to a negative influence on the participants whereas only 16 percent of people responded with the option- Neutral.

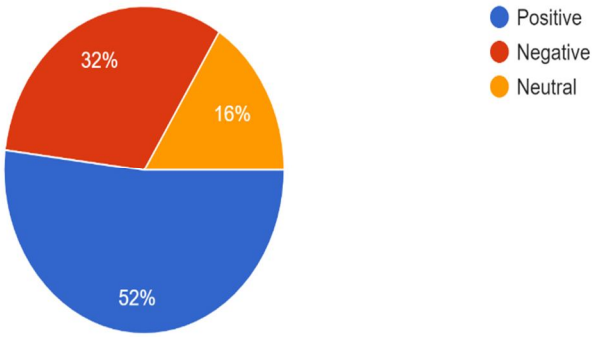


Figure 3- Influence of Reality Shows on Participants

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*4)* Approximately 73 percent of people have not tried to copy the scenes shown on the Reality Shows. 20 percent of people have tried to copy the scenes shown on Reality Shows whereas only 7 percent of people have tried sometimes to copy the scenes whichever they liked in the show.

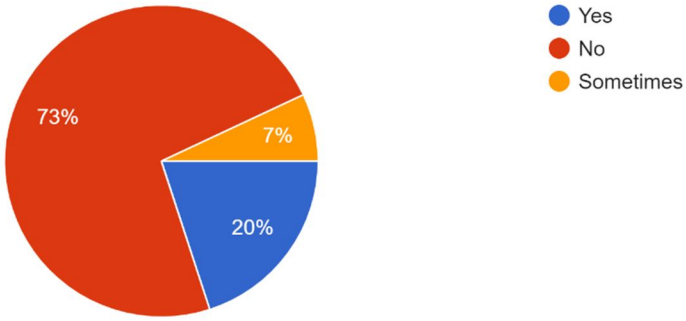


Figure 4- To know if the Youth have tried to copy the Stunts or not

*5)* Approximately 61 percent of people think that the Reality Shows have taken over other Television Programs. 25 percent of people believe that the Reality Shows are not taking over the Television Programs whereas 14 percent of people are not sure whether the shows have taken over Television Programs and they responded with the option- Maybe.

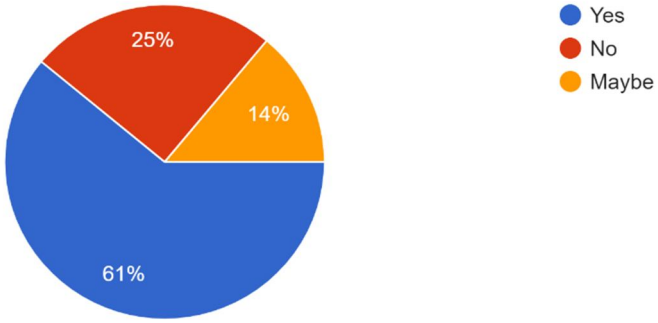


Figure 5- Take of Reality Shows over Television Programmes

*6)* Approximately 45 percent of people believe that the Reality Show is scripted. 33 percent of people do not believe that the show is scripted whereas 22 percent of the people feel that maybe the show can be scripted.

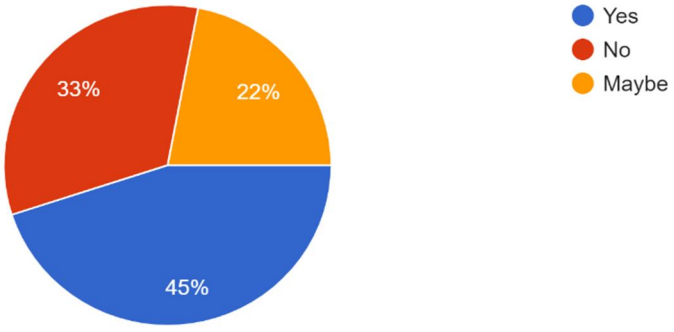


Figure 6- Approach of Youth towards Reality Shows

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*7)* Approximately 47 percent of people responded that their behaviour has changed after watching any of the Reality Shows. 41 percent of people responded that their behaviour did not change after watching any of the Reality Shows whereas only 12 percent of people responded with the option that maybe their behaviour might have changed.

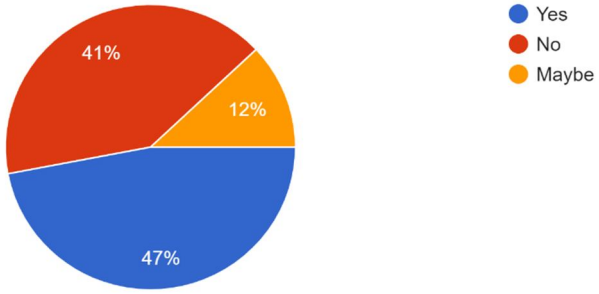


Figure 7- Behavioural changes after watching Reality Shows

*8)* Approximately 60 percent of people responded that they would not consider going on a Reality Show if they are given a chance. 27 percent of people wants to go on a Reality Show whereas only 13 percent of people responded that maybe they would consider going on a Reality Show.

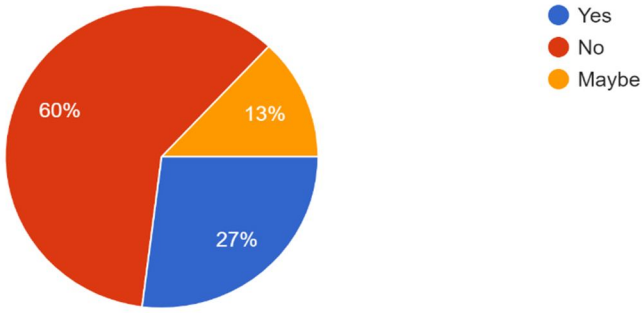


Figure 8- Response on getting a chance to be on Reality Show

*9)* Approximately 61 percent of people think that the Reality Television is purposely aimed towards a specific audience. 22 percent of people think that the Reality Television is not purposely aimed towards a specific audience whereas only 17 percent of people responded that maybe the shows aimed towards a specific audience.

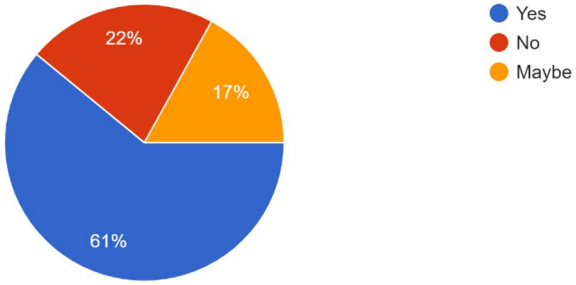


Figure 9- Target of Reality Television

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*10)* Approximately 49 percent of people responded that they are influenced by the lifestyle of the people shown in Reality Show. 40 percent of people are not influenced by the lifestyle of the people shown in Reality Show whereas 11 percent of people responded that maybe they would have got influenced by the lifestyle of the people shown in Reality Show.

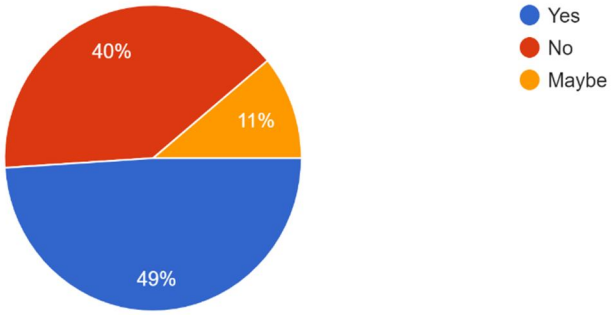


Figure 10- Influence of Reality Shows on Lifestyle

## IV. STUDY OF OBJECTIVES

The first objective was to find out whether the reality shows leads to behavioural changes in the life of youth. After collecting the responds from 100 youths of Delhi-NCR, it can be easily analysed from the data that that the behaviour of youth is changing after watching the Reality Shows which is definitely a sign that the reality shows is leaving a negative impact on the minds of the people. Through the study, one gets to know that the lifestyle of youth is getting influenced after seeing the lifestyle portrayed in the Reality Shows.

The second objective is to find out the perception of youth towards reality shows whether it's a positive or negative impact. The youth of today believe that the Reality Shows is aimed towards a specific audience and they have become the easy target of these show. Though, most of the targeted audience do not want to be a part of the Reality Television. Majority of the youth are watching Reality Shows on a daily basis. The perception of the youth towards Reality Shows is such that even after believing that the show is scripted and unreal, they do enjoy watching it and they are negatively affected. The impact of Reality Shows is found to be negative after interpreting the data collected.

## V. TESTING OF HYPOTHESIS

Most of the youth of India are spending a lot of time in front of screens only because they are addicted to watching reality shows on a daily basis. This was found by doing the research study on the youth through the questionnaire analysis. This is leading to their own loss because addiction of anything in life is harmful. Even after knowing that most of the reality show is scripted, they still prefer watching these shows showing the increase in the number of viewers of reality shows. It's the youth who are spending lot of time on consuming these shows. Considering the fact that the purpose of watching the show is entertainment or just to pass time, the youth forget that excessive consumption of reality shows brings changes in their lifestyle. These are leading to behavioural changes and this was also found by doing the study and by analysing the responses received from the youth.

## VI. CONCLUSION

If we look back to the history of Television, we will find that the television producers were focused more on simple entertainment. There were limited serials with pure entertainment. Though the target audience were mostly the adults who enjoyed watching the daily soap drama. There was no existence of Reality Shows. With time, Reality Show have taken over other TV programs. The reason that the reality shows are trending is that the viewers are always looking forward to new content, drama and entertainment. It's human psychology that cannot be ignored. Every human being looks for change and learning from different aspects of life. But are we actually benefitting from the reality shows, this is highly doubtful? The life of youth is such that they get easily convinced by anything they watch or see as they are yet to reach the maturity stage. It's the role of parents that they should try their best that their children do not watch any wrong content. They should be aware of what their children are watching and keep guiding them so that they do not get carried away by the reality shows. The parents should be extra careful because these small observations can help in the growth of their child. Obviously, there is no harm if a youth spends some time by watching reality shows but the aftermath can be dangerous.

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One cannot just blame the producers of Reality Shows because it's the viewers who create hype and give them a chance to keep coming up with such plots because the viewers love them. Reality Show is definitely a good platform to make the best use of the talents but one needs to know that after watching it, one should feel more positive and happier. Comparing yourself to the life of the participant is what should be avoided. Not everything shown on the platform is real but what is more important is how we use the content to our own benefit. Balance of everything is required in life for success; so is in the case of watching Reality Shows. It's not always the youth who get affected and harm themselves in the process, but sometimes even the adults fall for this trap. On the other hand, we also see through the findings of research that the Reality Shows are leaving a positive impact on the participants and the youth needs to understand that they should also be positively affected. Comparing yourself or copying the scenes can be so risky that it can even take your life. One can go in depression and the uniqueness of an individual is lost. So, the next time if anyone (be it an adult or a youth) is watching Reality Shows, it should be kept in mind that watch it till the time you are benefitting from it in any way. It should only bring smiles and laughter rather than tears or depression. Everything we watch is sometimes not just limited to entertainment because one does not know how the brain may process the content later on. Therefore, the youth of today should choose the content wisely and watch the Reality Shows in a balance amount.

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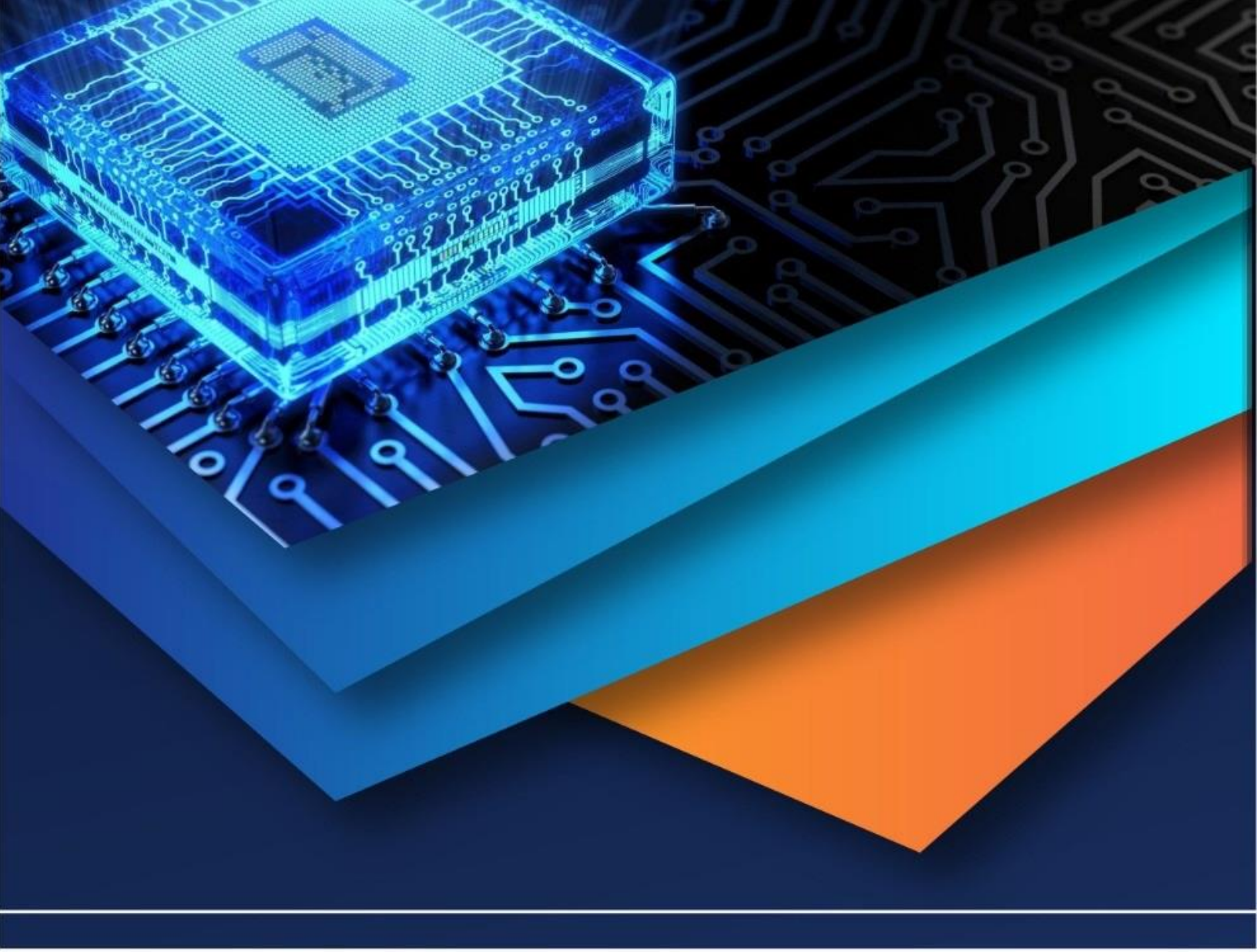

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