
Influence Of Indian Tv Reality Shows On The Individual Behaviour Of Audience (Students And Faculty Members Of Chandigarh University): A Case Study Of Bigg Boss (Hindi)

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Abstract: Reality shows are very popular amongst Indian Audience these days. Reality show is a television programme in which ordinary people or participants are filmed continuously. These programmes are totally entertainment based. Bigg Boss, KBC, Indian Idol, Splitsvilla and Super Dancer are the popular Indian TV Reality Shows. But our research paper will focus on Bigg Boss only. The major objective of the paper is to identify the influence of Indian TV Reality Shows on the individual behaviour of the Audience. The research tool will be telephonic Interview of the audience. Audience belongs to Chandigarh University only.

Key Words: Bigg Boss, Individual Behaviour, Entertainment, Audience, Reality Show

All television is educational television. The question is: what is it teaching? [1]

1. INTRODUCTION

“A reality show is a type of television program that aims to show how ordinary people behave in everyday life, or in situations, often created by the program makers, which are intended to represent everyday life”. [2] There are various types of reality shows such as Musical, Dancing, Quiz, Dating, Talent Hunt and Adventurous. Reality shows are considered as spicy shows because they add flavour of joy in the life of the audience. The tradition of Reality shows started from 1994 in India with Zee TV’s musical game show ‘Antakshari’. It is considered first reality show of Indian Television. Then Doordarshan also introduced a musical reality show ‘Meri Awaz Suno’ in 1996. These shows were very popular amongst Indian Audience.



Antakshari



Meri Awaz Suno

Glimpses of Few Reality Shows[3]

Audience means all the people who are listening or watching any program on television or live. Television programmes inform, educate and entertain the audience. All the programs affect the audience differently. Some of the programs affect social and individual behaviour also. Individual behaviour means how a person reacts in different situations and how someone expresses different emotions like anger, happiness, love, etc.

Bigg Boss



Logo of Bigg Boss [4]

Bigg Boss is an Indian TV Reality show started in 2006 which has versions in seven Indian languages i.e. Hindi, Kannada, Bangla, Tamil, Telugu, Marathi and Malayalam. Bigg Boss is considered to be the Hindi version of Dutch British show 'Big Brother'. The Hindi language Bigg Boss which is broadcasted on 'Colors' and is available on OTT platforms also has completed 13 seasons and 14th season is on Air from 3rd October 2020. The concept of this show is entirely different from all other Indian TV reality shows. The contestants of this show live in a house for a certain period and they are monitored 24 hours with Cameras and ; not allowed to remove their microphones. In this show, contestants are secluded from the external world and live in an abode together. The exclusion of the participants is based on voting, errands, and the last one left behind in the abode wins a hard cash prize. Bigg Boss (the authority figure) gives the tasks to the participants every day. It is mandatory for the participants to do household works like sweeping, laundry work, food preparation, etc. There is an extra budget given to the house for stuff other than daily requirements. The amount of the budget relies on the performance of the contestants for the given errand. Every week an exclusion-voting round is conducted; in which the contestants vote confidentially in the confession room. The audience can also vote to save a contestant from the abode. Most of the time, the contestants of Bigg Boss are celebrities or famous personalities. Sometimes the contestants behave in gauche manner. These types of contestants becomes popular amongst audience.[5]

Influence of Bigg Boss on the Individual behaviour of Audience

The behaviour of the contestants of Bigg Boss is sometimes clumsy which is not socially acceptable. It is assumed that the regular viewers of Bigg Boss are influenced by the personalities of their favourite contestants and they try to imitate them in their real life intentionally or unintentionally

2. OBJECTIVES

- To Study the influence of Bigg Boss in the real life of Audience.
- To analyze the change in the individual behaviour of audience after watching the show.
- To investigate the level of satisfaction of the audience of Bigg Boss.

3. REVIEW OF LITERATURE

- The study entitled **Impact of Indian Reality Television on the Youth of Bangalore** mentioned that the Youth view the reality shows only to entertain themselves. Because by viewing these shows they feel happy and satisfied. Youth is not sharing any emotional bond with the contestants of the reality shows; Even they do not imitate the characters or the situations in their real life.[6]
- In accordance with **A Study on Impact of Reality TV Programmes on Home Science College Girls**, reality TV programmes are adversely affecting the behaviour of the audience and the audience which is blindly following the characters of reality shows, it is affecting badly to their family life also.[7]
- The research work **Motivation and Impact of Viewing Reality Television Programme: An Audience Study** emphasised that most of the audience are gratified by the reality shows and switching to Reality shows from daily soap operas. The audience find these shows entertaining and amused.[8]
- The research scholars of the research work entitled **Impact of reality shows on common man and its sustainability** analyzed that the audience is affected by reality shows and most of the audience follow colors TV for watching reality shows. The authors have also mentioned that for the sustainability of reality shows in the minds of audience the reality shows should focus on all age groups and vulgarity should be avoided in these types of shows.[9]
- The study **Perceptions of the Authenticity of Reality Programs and Their Relationships to Audience Involvement, Enjoyment, and Perceived Learning** elaborated that the most of the audience watched these programs for entertainment. Further, he mentioned that the reality shows are not providing any learning to the audience but they receive a better understanding of human nature and behaviour because these shows unveil the real nature of the participants.[10]

4. RESEARCH METHODOLOGY

The research methodology of the research paper is Survey. It was conducted with the help of telephonic interviews as students and faculty members are in their hometowns due to Pandemic. The sample size is 100 (50 male+50 female) and is confined to Students and Faculty members of Chandigarh University.

It was a snowball sampling as the students and faculty members who are watching Bigg Boss they have shared the contacts of their friends from various departments who are also the regular viewers of Bigg Boss.

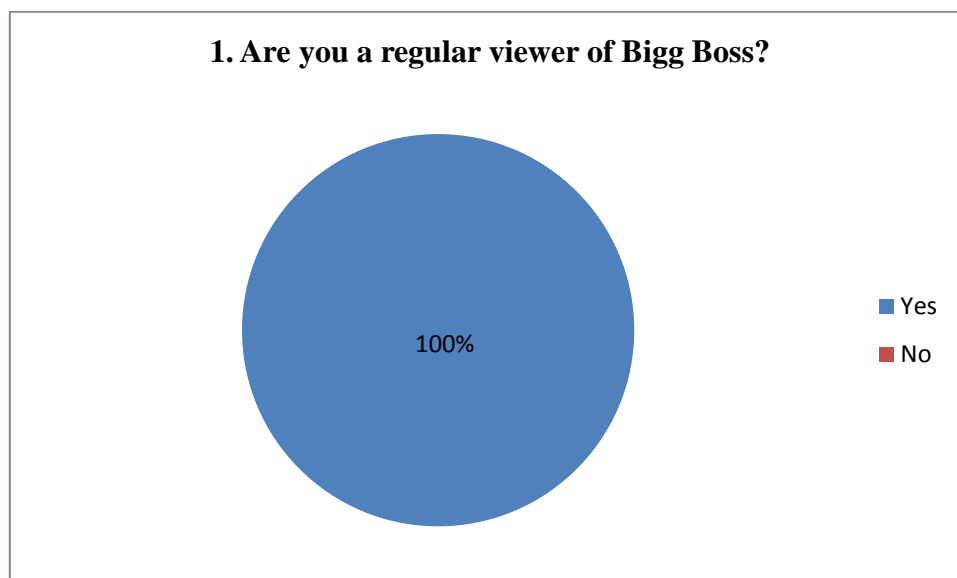
5. THEORETICAL FRAMEWORK

Uses and gratification theory of communication can be applied on this research topic as to investigate the satisfaction level of the audience is also one of the objectives of our research paper. The theory describes that how audience use the media for their own need and get satisfied after the fulfilment of their needs. The theory argues what people do with media rather than what media does to people. The reality shows also cater the entertainment and suspense needs of the viewers. If the regular viewers of Bigg Boss do not miss any episode on Television and if they missed it due to some emergency, they record the programme or watch it on OTT platform. Therefore, if the audience is watching this show for entertainment needs and feels satisfied after watching this show the uses and gratification theory is applicable.

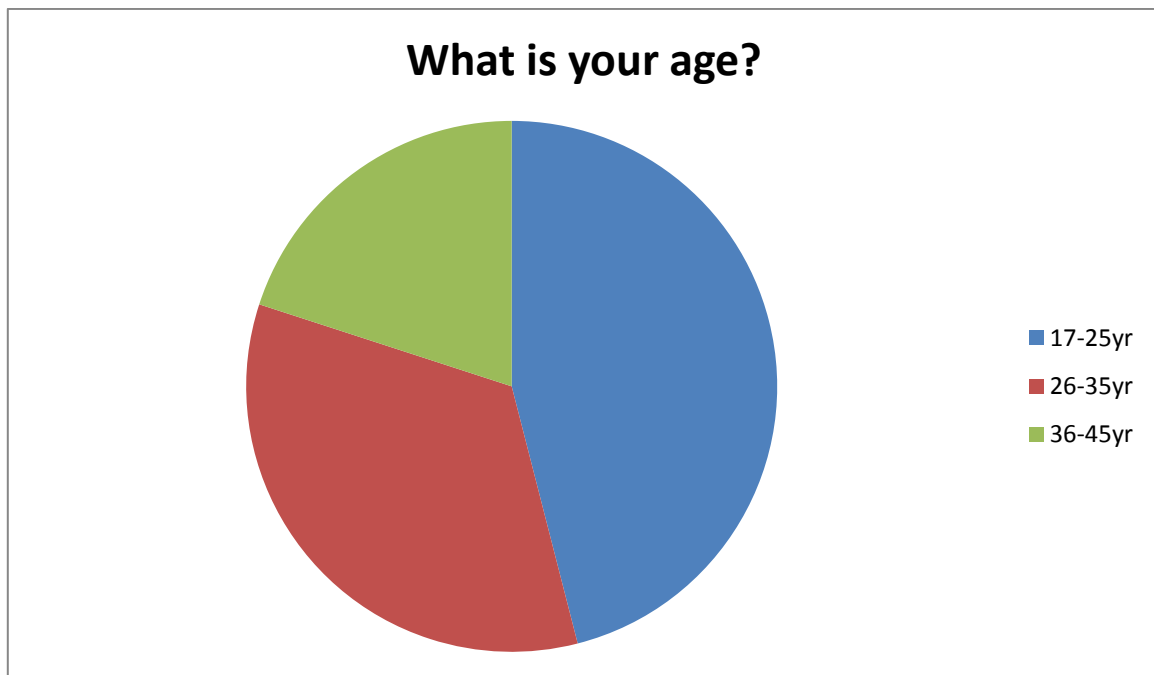
Another communication theory cognitive dissonance is also pertinent with the title of the research paper. The selective exposure part of this theory believes that the audience or viewers select what to listen, watch, or read that fit to the existing frame of mind and viewpoint. Audience select the information, which is consistent with their attitude and avoid the information; which is challenging their attitude. If Bigg Boss attracts the audience, who likes vulgar language, maladroit behaviour and drama it means the cognitive dissonance theory is applicable.

We can also apply cultivation theory on our study. As per cultivation theory, audience who consume media over long periods regularly, they assume the social realities presented on media true which affects the attitudes and behaviours of the audiences. The more time audience spend watching the television, the more they use to believe that whatever social things are portrayed on television that are true.. If the behaviour of audience changed after watching Bigg Boss then Cultivation theory will be the appropriate theory for our research problem.

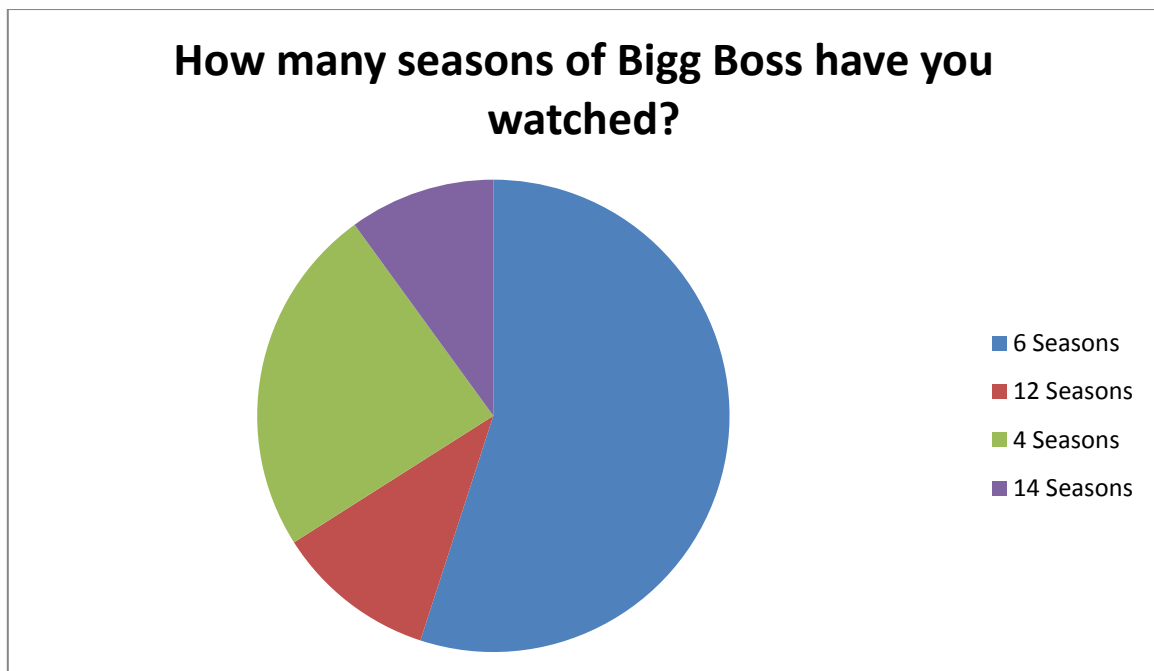
Data Analysis and Interpretation



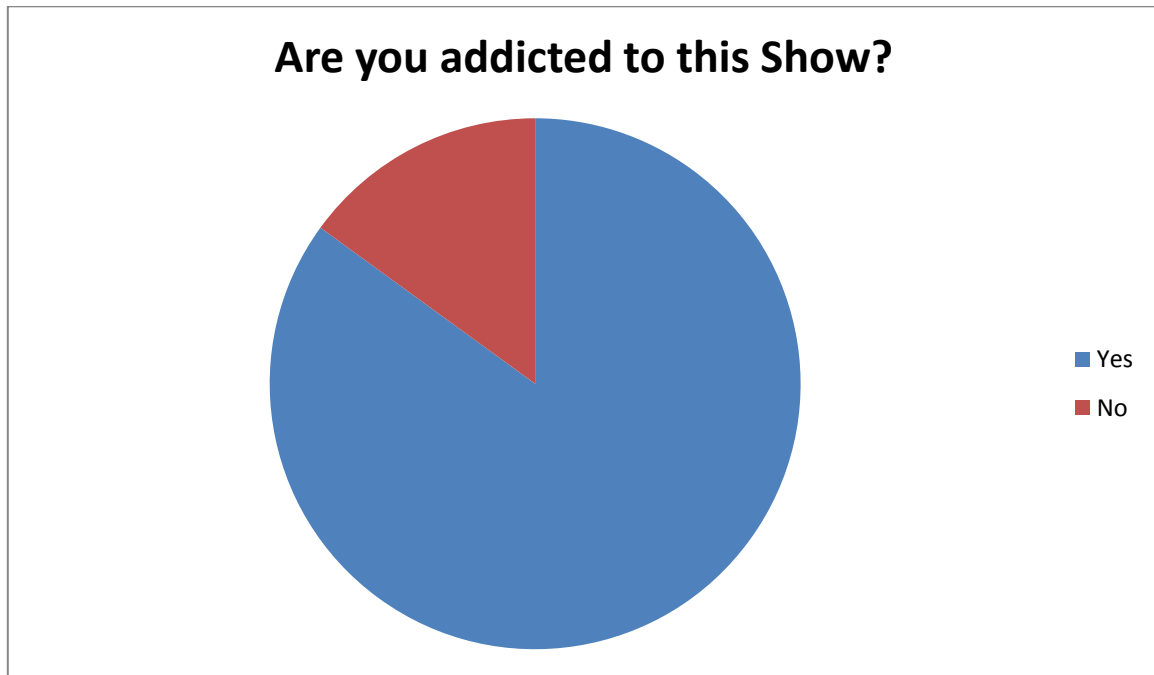
100% means all the 100 respondents are the regular viewers of Bigg Boss.



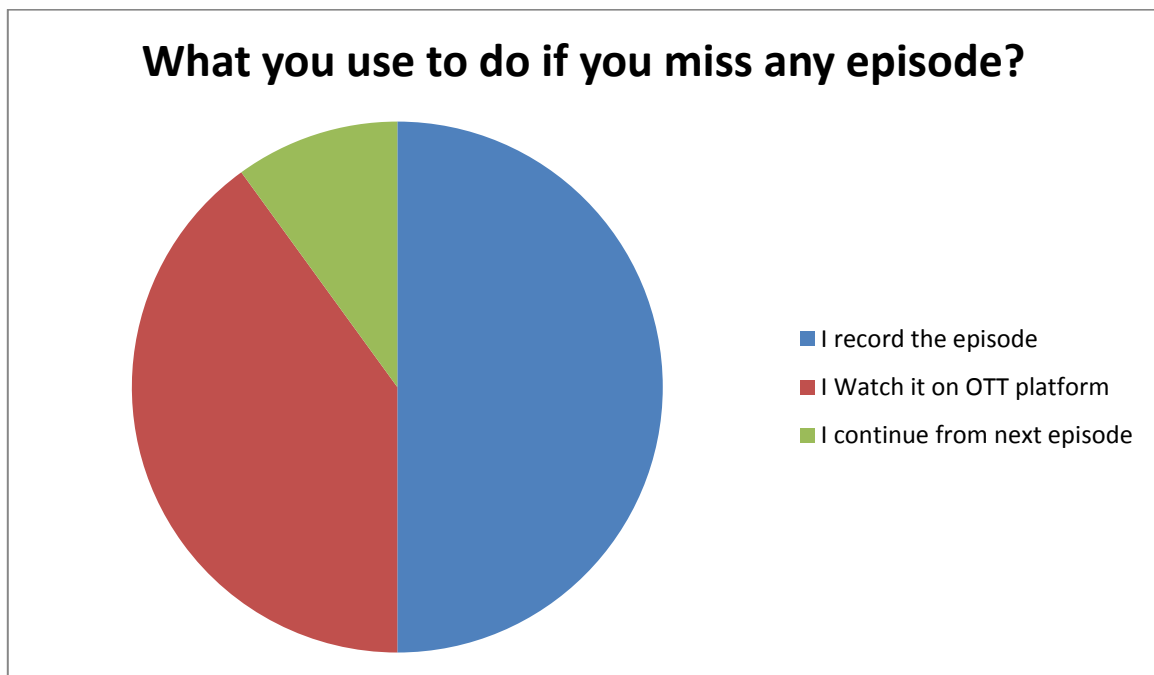
46% respondents belong to the age category of 17-25 yrs, other 34% belong to the age category of 26-35 yrs, 20% belong to age category of 36-45 yrs.



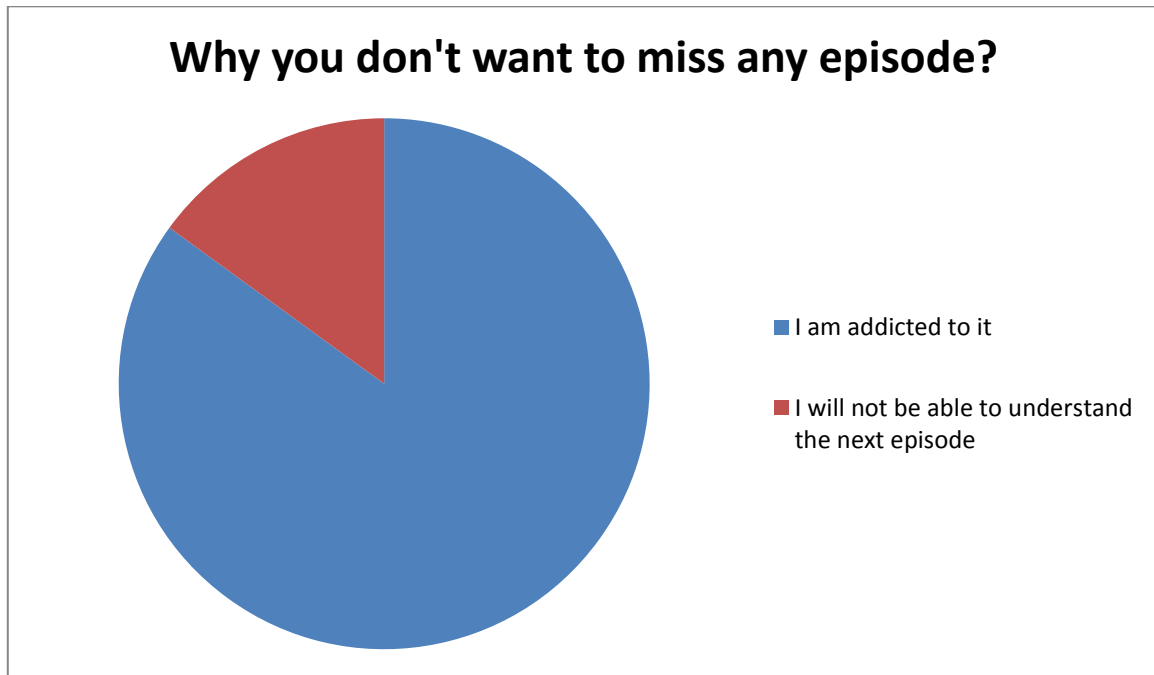
55% respondents have watched 6 seasons, 11% have watched 12 seasons, 24% have watched 4 seasons while 10% have watched 14 seasons.



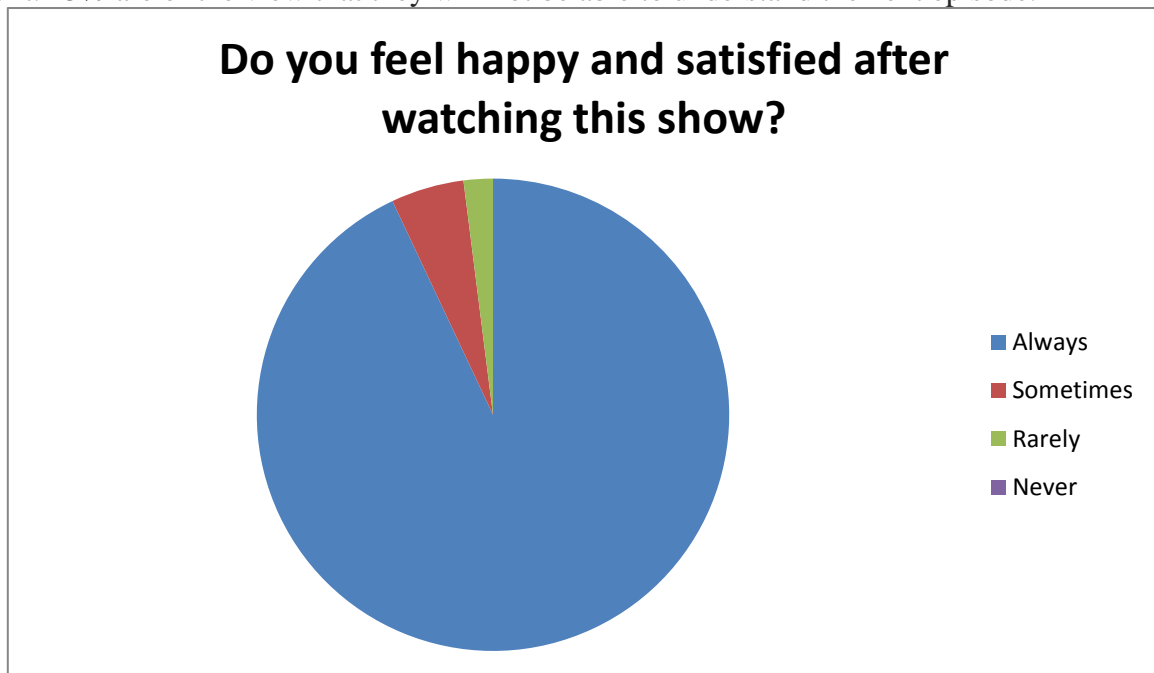
85% respondents are of the view that they are addicted to this show and they do not want to miss any episode. While 15% respondents believe that they are not addicted to it.



50% respondents records the episode, 40% watch it own OTT platform, While 10% continue from the next episode.

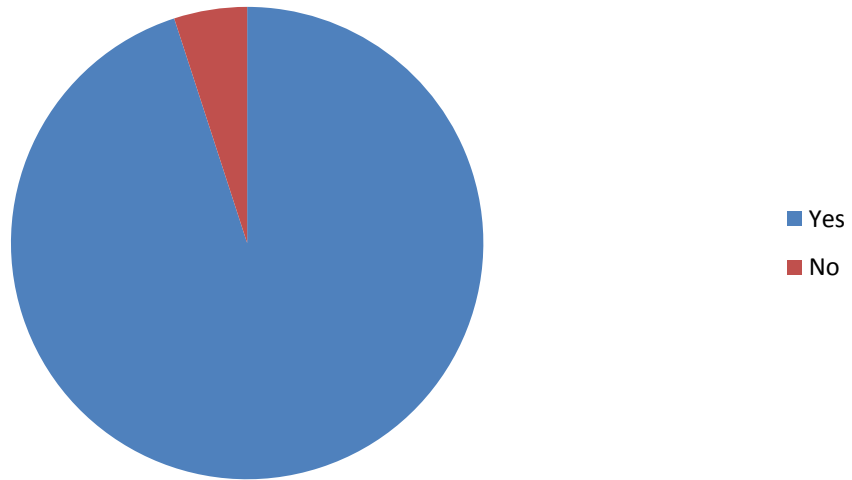


85% audience confessed that they do not want to miss any episode because they are addicted to it. 15% are of the view that they will not be able to understand the next episode.



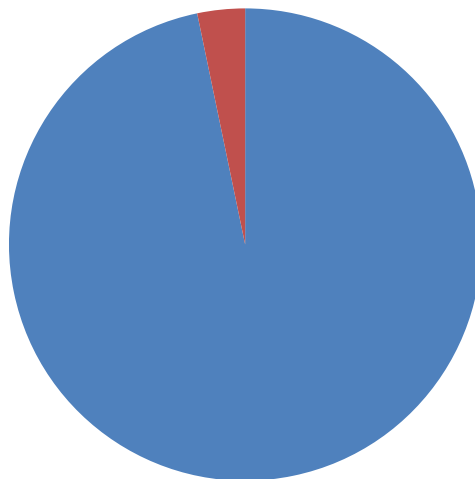
93% audience always feel happy and satisfied after watching this show. 5% sometimes feel happy, 2% rarely feel satisfied while nobody is there who never feels happy and satisfied after watching this show.

Do you share emotional connection with the contestants of Bigg Boss?

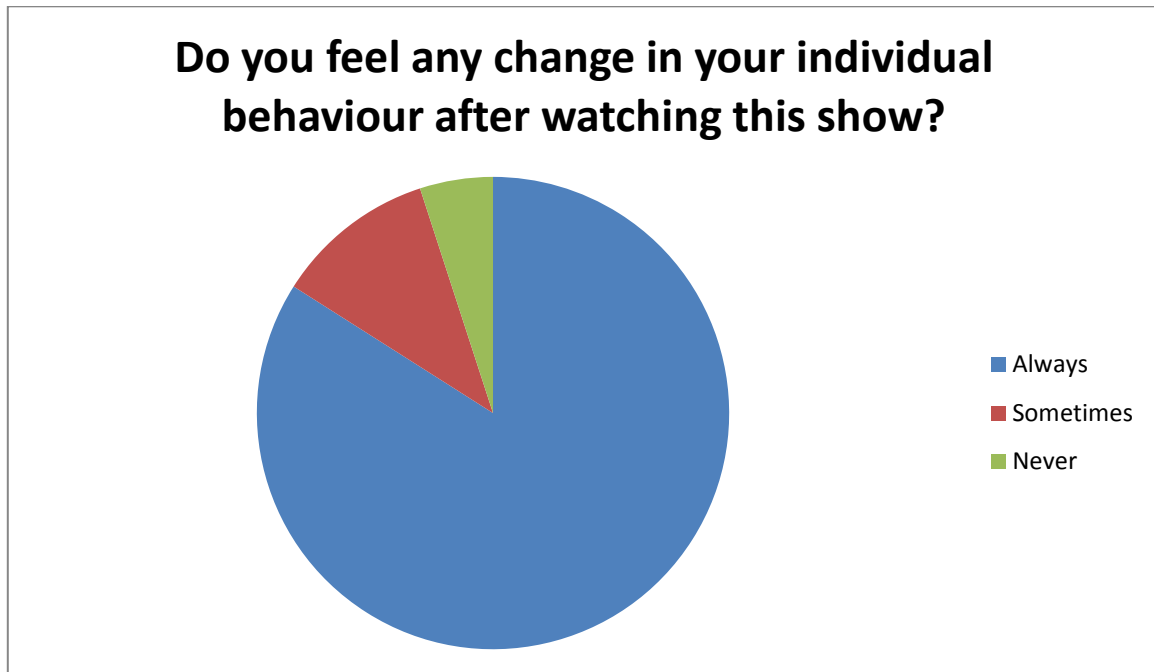


95% viewers feel emotionally connected with the contestants of Bigg Boss. While 5% do not share any emotional connection with the contestants.

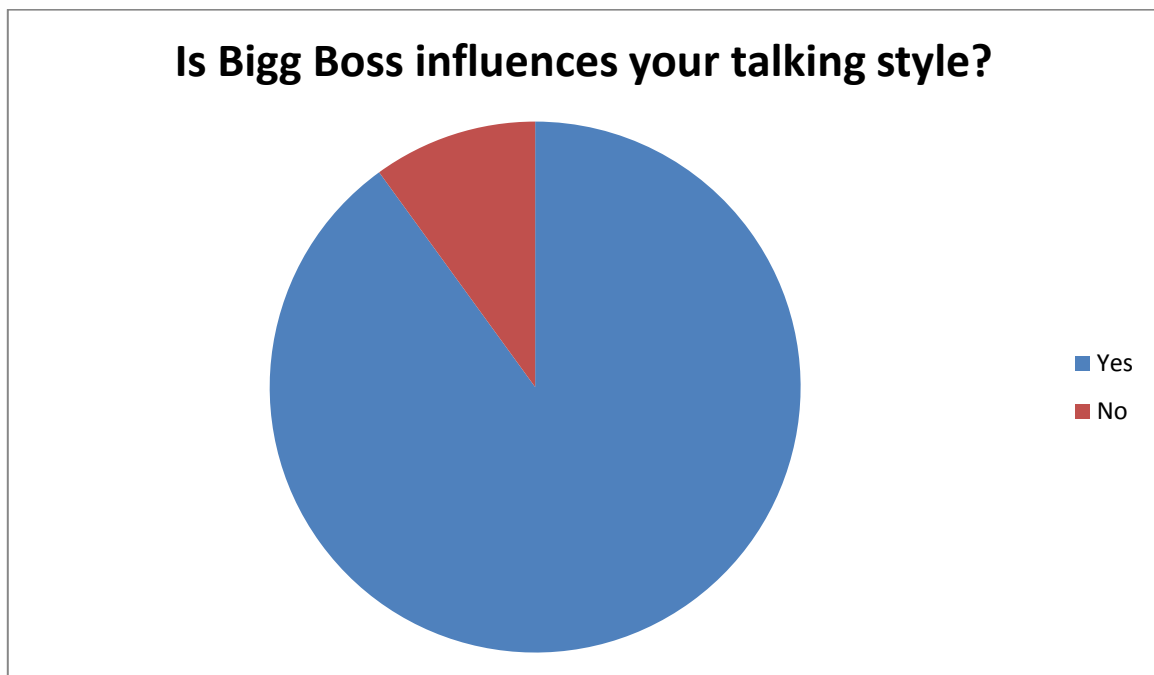
Did you get upset when other contestants misbehave with your favourite contestant.



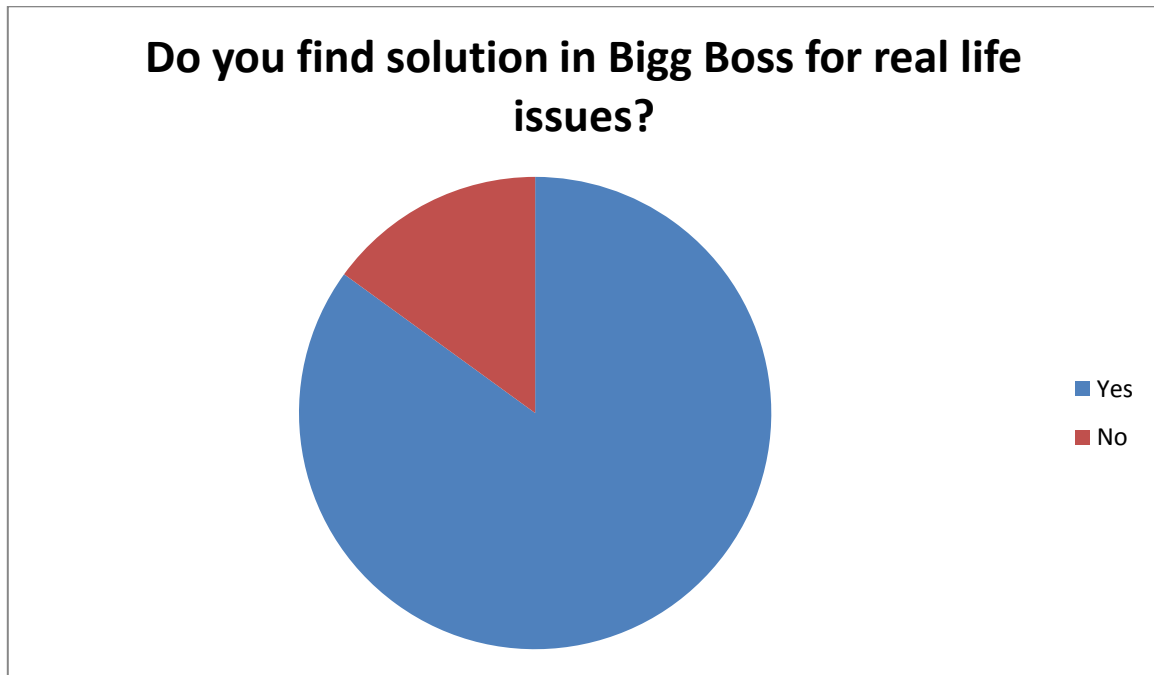
95% viewers feel upset while 5% do not get upset.



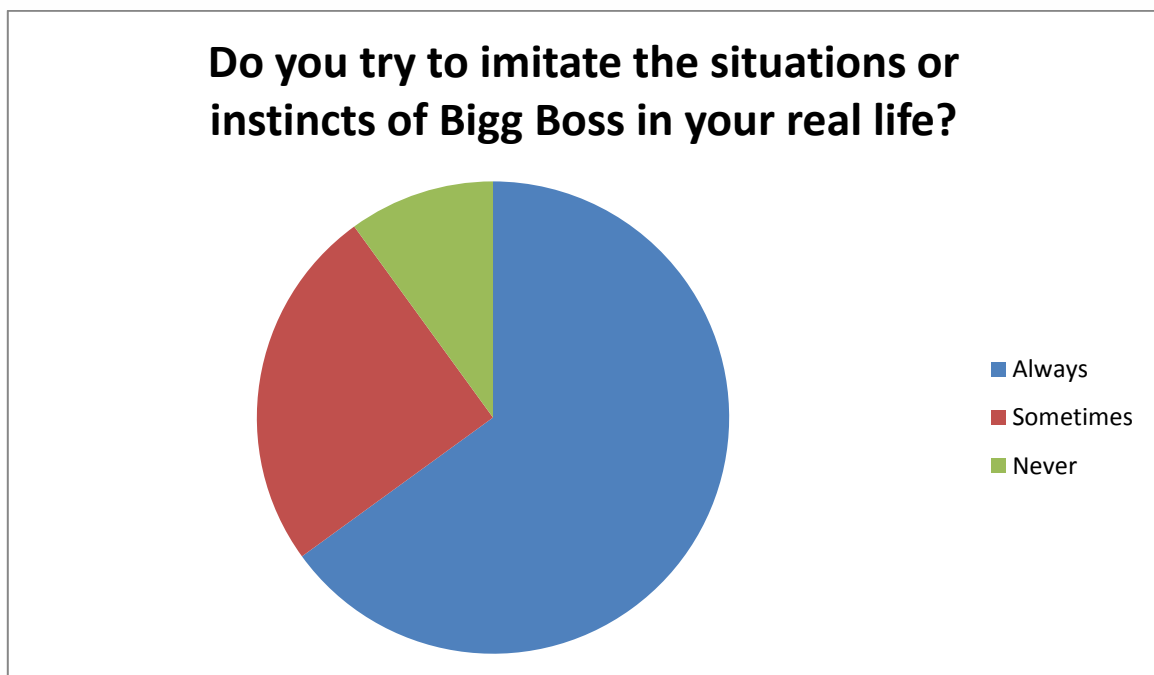
84% always feel changes in their individual behaviour after watching this show. 11% viewers sometimes feel change in their behaviour while only 5% never feel any change in their behaviour after watching this show.



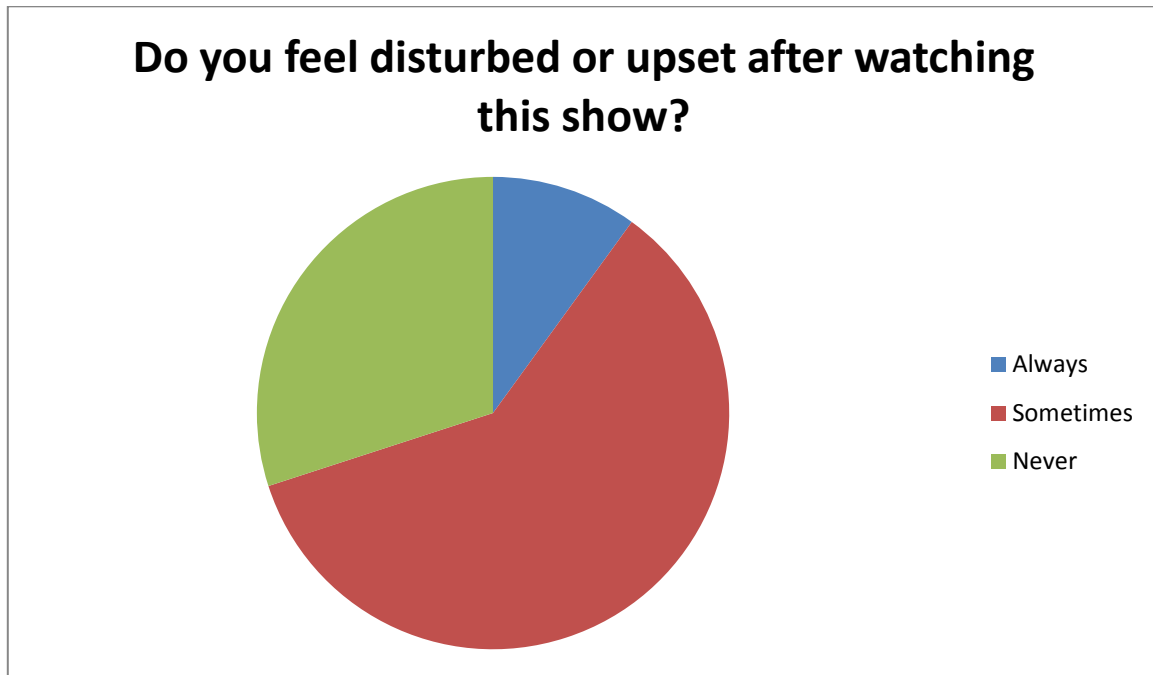
90% audience found change in their talking style while 10% did not find any change.



85% viewers found solution in Bigg Boss for real life issues. 15% do not find any solution for real life issues.



65% viewers confessed that they imitate the situations always, 25% confessed to imitate it sometimes while only 10% said that they never imitated it.



60% audience feel disturbed sometimes, 10% always while 30% never felt disturbed.

Any other Relevant Information you want to share

During telephonic interviews, few of the respondents shared that they learn many things from Bigg Boss, which groom their personality. Few respondents told that they learn to take stand for themselves or for their rights from Bigg Boss. They apply the strategy of Bigg Boss contestants whenever they found themselves in same situation in their real life. Few of the audience told that they are watching this show from the age of 12-13 yr and they never missed any season and episode.

6. CONCLUSION

After analysis of the Survey, we have reached to the conclusion that Bigg Boss is having its own distinct audience who are addicted to this show. The audience watch this show for not only entertainment but it is influencing their personal behaviour also. Bigg Boss is affecting their attitude and individual behaviour towards other people. Uses & Gratification and Cultivation both the theories are applicable on the findings of our survey.

Suggestions

- Vulgarity and foul language should be avoided as Children also watch this show.
- Contestants should portray good examples as audience share emotional connection with them.

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