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Research Article

IMPACT OF POPULAR MTV REALITY SHOWS - SPLITSVILLE, BIG BOSS AND ROADIES ON YOUTH IN BANGALORE

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ABSTRACT

Popular MTV reality shows - Splitsvilla, Big Boss, Roadies revolve around competitions or celebrities lives. The main objective of this study is to examine the Impact of popular MTV reality shows of 2017 "Big Boss", "Splitsvilla", and "Roadies" and to study Gender differences and Behavioral changes physically and emotionally on youth (15-29 years). The data is collected through Primary sources such as Questionnaire and Interviews in Bangalore and Secondary Sources such as books, newspaper, journals, thesis, dailies and reports on the related issues. To satisfy the objective, the study critically analyses as to what is the impact on the present day viewers exceptions and preferences in watching the above MTV reality shows. The study concludes by stating that popular MTV reality shows has a negative impact on youth physically and emotionally and should be made less controversial and drama based.

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INTRODUCTION

MTV Splitsvilla is an Indian television reality show that airs on MTV India. The show is presented by Rannvijay Singh and Sunny Leone. The reality show revolves around young boys and girls trying to secure a place in "Splitsvilla", a villa. It is a "hunt for love" show where boys and girls compete in tasks to stay in the competition and mingle with the contestants to find love. In the end, one boy and one girl are crowned the winners of Splitsvilla, as a couple. There are a lot of fights, jealousy, hatred, friendship, backstabbing, and love when all these wild contestants get together. There are also a King and Queen who have dumping powers (Wikipedia, n.d.).

Big Boss is the Indian reality series which was telecasted on Colors TV. This is one of the most viewed and popular TV reality show in India, the format of the show is based on Big Brother a TV reality show from Netherlands. The concept of the show is totally different from other reality shows like singing and dancing. In this reality show there is a one house where popular or controversial celebrities stay for a limited time and compete with each other by following the rules of the house. (Wikipedia, n.d.).

MTV Roadies is a youth-based popular reality television show on MTV India. The show first aired in 2003. In the show, a group of contestants travel to different destinations and

participate in various tasks that seemingly challenge their physical and mental strength. During the course of the journey, there are vote outs, vote ins, eliminations and game changing twists. Eventually the contestant who manages to survive vote outs and succeed in the final task is chosen as the winner. Raghu Ram and Rajiv Lakshman, the creators of Roadies left the show in 2014. (Wikipedia, n.d.). It is - A place where raw, sheer passion was recognized for the first time, It hasn't mattered who your daddy is since Roadies changed the game, Thrashing sexism and misogyny left, right and center, Showing no mercy to homophobia and honor killing, Letting gym rats know that muscles aren't all that make you strong, Roadies told the youth that there are no short cuts unless it's a short cut to hell (MTV India, n.d.).

REVIEW OF LITERATURE

The earliest research Reality Television: Understanding the Genre and Viewer Motivations and Effects by Matthew Lombard, Mahdee T. Ali, Min - Ju Chung, Matthew Dissinger, Amanda Scheiner, Kendra Todd in 2003. This paper examines that a significant motivation for viewing reality television is the opportunity to see something unexpected, unscripted, and "natural," rather than to feel superior to or identify with the program participants (Lombard, 2003).

The following research, When is Reality Real?: Youth

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perceptions of MTV reality programs by Rachel M. Potratz in 2007. The study made a unclear whether or not the drama that many students found to be entertaining was also perceived to be born out of genuine problems and relationships. (Potratz, 2007).

The following research, An Exploratory Study of Reality Appeal: Uses and Gratifications of reality TV shows. by Zizi Papacharissi and Andrew L. Mendelson in 2007. The paper explores possibility of identifying predictors of amount of reality TV watching, perceived realism, and affinity with reality TV (Papacharissi, 2007)

The following research, The Mean World Effects of Reality Television: Perceptions of Antisocial Behaviors Resulting from Exposure to Competition- Based Reality Programming by Kristin Michael Barton in 2007. This Paper examines Reality-based television programming has become a dominant force in television over the past seven years and a staple of most networks' primetime lineups (Barton, 2007).

The following research, Perceptions of the Authenticity of reality programs and their relationships to audience involvement, enjoyment and perceived learning by Alice Hall. This paper studied the influence that of the roles that perceived authenticity and viewer involvement can have in audience enjoyment of the leading program types within the reality programming genre (Hall A. , 2009).

The following research, The Effects of Reality Television Exposure on Adolescents by Danielle McEwen. This study investigates a connection between the amounts of exposure to reality television programs and the level of promiscuity existent in a young girls' life. The Study concludes through findings that relationships between television viewing and social beliefs (McEwen, 2010).

The following research, Reality television and its impact on women's body image by Ayarza Manwaring in 2011. The Paper examined the effects of viewing this new genre and its impact on women's body image. The study was concluded that there was no relationship between television viewing and body image (Manwaring, 2011).

The following research, Impact of Reality Shows On Society by Vijay Kumar in 2012 in India. The study indicates that, people are intrigued who watch which lead their normal lives in the vicinity of an enclosure over a period of time which brings to light emotions, but the portrayal of drama and emotional aspects may create negative influence (Vijaykumar, 2012).

The following research, Reality television and its effect on the academic achievement of inner-city high school students by Natifa Mullings in 2012. This study explores George Gerbner's Cultivation Theory (1998), which assumes that television has the ability to influence the attitudes and perceptions of its viewers (Mullings, 2012).

The following research, A Study on contemporary Reality Shows and their Influence on other Entertainment Program Genres by Prashanth G, Malur, Nandini Lakshmikantha and Prashanth V in 2014 in India. The paper studied the reason behind viewer's preference on watching reality shows and to analyze the influence of reality shows on teleserials. (Prashanth, 2014).

The following research, Impact of reality shows on common man and its sustainability by Subramaniam and Himanshu Tiwari in 2014 in India. The paper aims to study the awareness of reality shows, and to analyze the impact of reality show on male and female audience. The reality shows creates entertainment value and the respondent feel relaxed after watching these shows. It is also concluded that most of the respondents watches reality shows on colors channel (Subramaniam S. , 2014).

The following research, Reality Show and its Impact by Isha Sapra in 2014 in India aims a new genre reality shows, its impact on youth and parent's views are considered with the help of survey method. In a way, we built our ego according to the snazzy and saucy life presented in the reality shows but it is not necessary that our real life situations and people will digest our ego that is basically a product of reality shows. So it can affect in real life (Sapra, 2014).

The following research, Viewership of Big Brother Africa Reality TV show and its influence on the moral conduct of Undergraduate students in Ebonyl State University, Abakalika, Nigeria by Ezike, Michael Onyekachi in Nigeria. From the findings, the study concludes that reality TV show has the propensity of sloping the moral views and sense of judgement and attitude of young people (Ezike, 2015).

The following research, The Impact of reality television drama on the dating expectations of college students of Kibra constituency: A case study of Tujuane by Fredrick Ogutu Oiyee in 2015. The study attempted to assess the any increase in conflict, aggression, poor use of language and skewed perception of partner attributes, can create a distortion in the dating world of the college youths. (Oiyee, 2015).

The following research, Impact of Reality Television Shows on Expatriate Indians in Sultanate of Oman by Radhakrishnan Subramaniam & Renjith Kumar R in 2015 in Oman. 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. The study concludes that 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 well-being (Subramaniam R. , 2015).

The following research, Impact of Reality Shows on Adolescent's Personality by Sharma Ayushi and Agarwal Shalini in 2015. The study's main objective of the study was to see the positive and negative impact of reality shows on adolescent's personality. Reality shows displays matter in a holistic way and its upon individual how he takes it, what he/she learner from there shows (Ayushi, 2015).

The following research, Influence of Reality Television Shows On Society by Prof. Anjali Pahad, Nidita Karkare, Mimansha Bhatt in 2015, India. The study the 'Opinions of the Youth regarding the influence of Reality Shows on society, "Reality Show creates awareness of fashion trends in clothes, hairstyle, make- up and footwear"(Pahad, 2015).

The following research, Impact of Television Reality Shows in Youth of Ambikapur by Naveen Tiwari in the year 2016 in India studies the opinions of the Youth regarding the influence of Reality. The Study observed that youth of the present day

are strongly attracted towards TV reality shows and believe that television reality shows help participants to showcase their talents, help people to earn quick money and provide awareness on current & social issues (Tiwari N. , 2016).

The following research, Influence of reality T.V. shows on behavior of College going Girls Divya Sachan, Minakshi Kothiyal and Nishi Sethi in 2016. The study explored the various trends and impact of Indian reality shows on college going girls. Impact on the participants and more on viewers in most of the aspects like the lifestyle, attitude, behavior and being interested in knowing more fantasies are being observed. Thus it was found to be a strong medium forempowering young girls (Sanchan, 2016)

The following research, Impact of Television Reality Shows on the youth of Bangalore, Karnataka by Sivakumar R, P.S.N Mehfisha, Pavithra in 2017 in India. The main objective of this study was to identify the various types of television programmes watched by the respondents and to study the impact of reality shows on the youth. Hence it was found that there is a good viewership for Reality shows amongst the youth but they should be made less controversial and drama based and should focus on real talent hunt (Sivakumar, 2017).

METHODOLOGY

The data was collected through qualitative and quantitative method of data collection.

The target population for this study include youth (15-29yrs) in Bangalore City. The researcher chose to integrate simple random sampling, enabling the researcher to collect the primary data from diverse community to understand the impact of popular MTV reality shows. The researcher aims at using quantitative method to collect data. A questionnaire The survey was administered online to 100 respondents and a interview with three reality show professionals which will be audio recorded and will be transcribed through coding method, is the best suited of data collection for this study respectively.

Theoretical Framework: Audience Reception Theory has been adopted in this study which observes how messages are received, perceived and interpreted by viewers, keeping in mind the text of the media as well. (Hall, 2006) discussed the production of “meaning” in terms of “decoding”, a process by which individuals create their own interpretations of the messages put forth by media. This is therefore relevant to the study, to identify and evaluate the perceptions of each individual on MTV reality shows and the influence that has on the youth. Thus, also emphasizes the diversity of responses and understand the use of these reality shows on the audience.

FINDINGS AND DISCUSSIONS

The total sample size selected for the study is 100. From which 53 females and 47 males gave their consent to be a part of the study. Regarding the age group of the respondents, it is observed from the tale that the highest age group is 25 and lowest being 17.

The posed question on amount of time spent on television, the youth who watch television often is just above half i.e. 51%, while it is quite surprise to see that 26% of the youth watch television rarely than those who watch very often which is 23%.To study the kind of reality shows the youth prefer to

watch, majority of the respondents i.e. 36% prefer to watch Talent hunt shows compared to any other kind of reality shows, whereas 34% of the respondents watch Celebrity shows.

The posed question whether reality shows has a new ideas and concepts while producing raw talents. Most of the respondents i.e. 53% remained neutral, while 29% agreed, 12% disagreed, 4% strongly agreed and the least number of respondents i.e. 2% strongly disagreed and Whether the respondents who watch MTV reality shows, majority of the respondents i.e. 73% do watch MTV reality shows whereas only 23% of respondents do not watch MTV reality shows.

Number of hour’s respondents watch MTV reality shows per day/week as in, Most respondents i.e. 58% spend watching MTV reality shows 1 hour per day/week, while 25% of respondents watch MTV reality shows for 2 hours, 14% of respondents spend watching. MTV reality shows for 3 hours and the least number of respondents i.e. 3% watch MTV reality shows for than 4 hours.

Based on the question posed by the researcher whether which show the respondents watch the most. Popular MTV reality shows the respondents watch, There is an equal number of respondents i.e. 35% watch both Big Boss and Roadies, whereas only 30% respondents watch Splitsvilla. The respondents enjoy watching Roadies the most compared to Big Boss and Splitsvilla. 23% of respondents are Very Interested in watching MTV Roadies, while 19% respondents are Somewhat Interested, 46% respondents are Neutral and 13% of respondents are Not very Interested.

Based on the question posed by the researcher whether the content of MTV reality shows representation of reality, as in, 51% of respondents responded maybe, while 41% of respondents disagreed and only 8% of respondents agreed. Whether they relate to the characters on the shows. 52% of respondents disagreed that they relate to the characters on the shows they watch, while 33% responded maybe and only 15% respondents agreed that they relate to the characters they watch on these shows.

Interpretation of open ended question- about the Reality shows that respondents watch on MTV. According to the opinion of the respondents, most of them responded that MTV reality shows are interesting, entertaining, fun and over rated, also mentioning that truth are held back and only specific things are shown to audience. Whether these reality shows attract due to the presence of celebrity and fraternities. 63% of respondents agreed that the reality shows attract due to presence of celebrity and fraternities, while 23% responded maybe and 14% disagreed that reality shows attract due to presence of celebrity and fraternities.

Based on the question posed, whether these shows connect with the audience and participant, 42% of the respondents agreed that MTV reality shows connect between the audience and participant, while 38% responded maybe and 20% of the respondents disagreed. Interpretation of open ended questions- on preference watching MTV reality shows Most of the respondents prefer watching MTV reality shows for time pass and entertainment and drama, violence and romance. They also prefer to watch due to celebrity appearance and their dressing style, new faces which attracts attention.

Based on the question MTV reality shows motivate and enhance their skills and knowledge, 45% of respondents disagreed, while 32% responded maybe and 23% agreed. Interpretation of open ended question- on the effects of MTV reality shows on respondents have mentioned that it has a negative effect on them, which influence them to behave in a certain way which helps in dealing situations and tackling conversations.

Based on the question whether MTV reality shows promotes abusive language which may leave undesirable impact on respondents, 50% of respondents agreed, while 31% disagreed and 19% responded maybe. Whether MTV reality shows promotes physical body imagerial pressure to look good, as in, 55% of the respondents agreed, while 30% of the respondent completely disagreed and 15% responded maybe.

Based on the question, whether MTV reality shows makes insensitive to the pains of others, as in, 51% of respondents completely disagreed, while 25% of respondents agreed and the least i.e. 24% responded maybe and whether MTV reality shows fulfill desire to see humiliation of others and their reaction, as in, it was alarming to see that 51% of the respondents disagreed, while 27% of the responded maybe and only 22% of the respondents agreed that it fulfills their desire to see humiliation of others and their reaction.

Interpretation of open ended questions - on specific aspects of MTV reality shows needed improvement, Respondents mentioned several aspects of MTV reality shows that needed improvement on content, language, behavior, also focusing on content in Big Boss to keep it realistic.

The researcher has coded qualitative approach of interview which was audio recorded of Reality show professionals. The researcher has found eleven themes in chronological order. The negative impact on youth is a outcome of those who are not mature enough to distinguish between reality television and real world. Sensationalism in reality shows is a vital factor in boosting TRP (Target Rating Point). Creating good content helps reaping revenue for the channel. MTV reality shows are being deluged with foul language. These shows are explicitly promoting abusive language. Psychological Impact, Human emotions like sentiments play a vital role. Content of MTV reality shows are most of the times scripted word to word, often depends on the show. MTV reality shows are one of the earliest and most effective of finding Raw vis-à-vis best talents. Ethics and Morality are not taken care of. Popular MTV reality shows right from the beginning has a good viewership, through the influence they have set in the minds of viewers. Image of the show depends on the host, brand, credibility whether the person is a celebrity and the person must abide by the rules of the show, irrespective of his shows liking. Identity is the most important aspect of a reality show as the name itself suggests 'real', wherein reality shows are not projecting the real identity. These shows are violent enough to physically injure the audience if they are weak minded and whose values are grounded.

CONCLUSION

From the data analysis and interpretation, it can be concluded that, Popular MTV reality shows are interesting, fun, brings in raw talents and increases the skills and knowledge in the minds

of youth, but these shows are reached to an extent to appeal the viewers not just to increase TRP's but also to keep in pace with the lifestyle of the youth.

MTV reality shows have gained increasing viewership and many young adults and youth enjoy watching reality shows and get addicted to it but at the same time many feel that reality shows are scripted thus not true. Few watch MTV reality shows just for discussion and often get into arguments to deal with situations. A majority of youth relate to the participants and are motivated to improve on their skills and knowledge to get a chance on the huge platform. Hence it is found that there is an impact on youth physically and emotionally and should be made less controversial and drama based.

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