

A STUDY TO MEASURE PREFERECES OF WATCHING TELEVISION PROGRAMMES TIME SPENT AND ITS EFFECTON EMOTIONAL SATISFACTION

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INTRODUCTION:

In present time, the media has become a major source of communication. Television has evolved as a potential source of entertainment, and important means to get knowledge, information if I say, nowadays television is an, entertainer, and a powerful means to pass-time especially for housewives, children and old aged persons amazingly providing experiences of life to them. Before TV was invented, people used to depend for entertainment and news completely from newspapers and Radio, Then Television emerged in America in the late 1940'. The credit for invention of television cannot be given to any particular inventor who came with the invention of television. It was a combined effort of many inventors, some developed few parts and someone else contributed in some other form of development to make the TV better each time. The appearance of the television was black and white, with only a few channels available. The color varied between black and brown with or without different panels of antennae attached to give signal.

When the television first appeared on display people were only watching a play on screen which had the size of small coin. In 1953 the first colored TV set was introduced. Most people did not purchase one until the 1960's. In 1980 television was not so common household item initially but gradually it gripped its clutches around people and became essential in each one's life. The moment we are at home or free our hand tries to take the remote and immediately start to switches on and off and slowly it becomes a habit of each and every member of family.

Review of Literature

A number of studies have reported that television program affects our intrinsic, extrinsic motives and values. Generally, we always blame our kids, young generation and teenagers for watching excessive television but in recent scenario we cannot deny the fact that even adults like parents or grandparents also spend their most of time in watching television which is equally harmful for all the above mentioned age groups . Some studies have found that we spend much time in viewing television so it interferes with housework of women, studies of children and affects even elderly person because they go to bed late nights which affects total day schedule and the results in poor health, less sleep and difficulty in concentration sometimes only when it becomes an addiction so it causes loneliness. People do not like to read and even do not like to talk become less social (Hommelre et. al. 1958; Schramn et al.

1961). Many researchers also suggested that excessive watching of television reduces access to alternative activities, barriers to viewing can reduce the prolonged engagement. A negative relation has been reported by (Witty, 1967, Scott, 1956, Larblonde, 1966) While Sanidberg (1977) did not found any significant relation but all these studies found this negative effect of T.V. viewing on achievement of children. Psychologists claimed that television has mostly negative impact on our life as television is a passive means of entertainment where ideas and characters are on surface level as its mainly for visual entertainment Their might be some advantages of watching television also as it can give us information about the outside world; there are good programs that help us understand many subjects: science, medicine, the arts, daily happening in and around the world and so on. Moreover, television helps the old and the sick who can't leave the house or the hospital. But many times, it also has a negative influence on our behaviour and socialization. It undermines important aspects of family resulting into reduced communication among family members, if any information-based program is coming then there is a conversation among them and again they are back to television. . Many researchers suggest that undoubtedly it can be said that watching television is an addiction. On an average Americans spend four hours a day while watching television. Condry (1989) used the termed television addiction as it has got acceptance among parents, educators and journalists. Television consumes large amount of people's time according to Mars Wraith. There is a shift in terms of viewing television culture, stating that once-mocked "couch potatoes" are now considered more trendy, due to the nature of shows coming on television, (Eidler, 2011).

Studies show that after around thirty seconds of television a person's brain "relaxes" in a similar way that it does just before the person falls asleep. This is how television affects the brain and makes people unable to concentrate. People very often give up easily important regular activities, social relation with family and occupational related events, this avoidance is just to watch television. Condry (1989) stated that it is unclear to what extent individuals use a drug to change their affects most people use television for relaxation and this is the reason that watching television is rather an addiction.

Singh and Kaur (1997) reported positive impact of television viewing on certain biographical correlates like health, age, income and duration spent in viewing television programs is always important as well as content of television program also act as primary source whether it will have a positive impact or negative. A

Psychological experiment was conducted to know the effect of television viewing on behaviour, this study was based on prime-time Spanish language drama tele novels which has a viewership of around 1.2 found a positive relation between the amount of watching television watching negative personality attributes among white males. The effect of media watching on behaviour is not only the question of interest but also relevant to lay down policies related to public health issues. A number of studies were conducted to evaluate television watching habits and its influence on behaviour and found a positive effect on behaviour of persons.

In a recent study Fancient and Steptoc (2019) tried to find out the effect of television viewing on cognition in older psychologists have been found interested to study on male and female. This study was to explore the association of television viewing with decline of cognitive behaviour and found television viewing creating decline in cognitive behaviour.

In a recent study Takeuchi (2013) found that the more TV children watched the higher level of arousal and higher levels of aggression was found, the frontal lobe also thickened which is also known as lower verbal reasoning ability. According to Social Psychology, older people struggle to avoid potential negative outcomes which are associated with nostalgic early life experience and trying to make less risky decisions those who viewed television with instrumental motives and with companionship motives were also found to have experienced greater prosocial breakup due to distress (Lather & Moyer-Guse, 2011).

It is clear from the above review of the studies that undoubtedly people devote more time in viewing various programs especially female and old aged persons. It is also powerful medium to change attitude and behaviour. Studies suggests that older people experienced TV viewing less enjoyable than younger people. According to the studies television is mainly used to regulate negative emotions. (Dili V.Jeste,2010). Studies also indicates older people reports lower levels of positive emotions while watching TV in comparison to other activities. (Estelle & Edgar Levi 2010) But there is a little research concerning the preference of various television programs, to spend time and its effect on emotional satisfaction, so the present study was designed.

METHODOLOGY

PROBLEMS:

The following problems were selected:

1. To study effect of viewing various television programs and on emotional satisfaction among male and female.
2. To study the effect of time spending in viewing on emotional satisfaction among male and female.
3. To study difference in emotional satisfaction among male and female due to difference in viewing various television programs and time spent.

NULL HYPOTHESES:

1. There will be no difference in emotional satisfaction among male and female subjects viewing various television programs.
2. There will be no difference in emotional satisfaction among male and female subjects due to difference in spending time in viewing the television programs.
3. There will be no difference in emotional satisfaction among male and female subjects due to difference in watching various television programs and to spend time.

DESCRIPTION OF TOOL:

A self-prepared questionnaire was used to study preference in viewing television programs by the subjects, the time spent by them per day for 15 days.

types of the program selected in the study are as follow:

1. Entertainment programs related to music
2. Educational – Quiz, Discovery
3. Health related to Yoga, meditations.
4. Emotional programmes .

SAMPLE / PARTTICIPANTS:

Total one hundred twenty subjects were used to collect data. These subjects were divided into two groups consisting of 60 male and 60 females, ranging from 45-55 years of age group. They were taken at random from Jumeirah Lake Tower (JLT) and Discovery, Dubai, UAE.

VARIABLES:

Dependent variable - Emotional Satisfaction

Independent variables - 1. type of serials viewed (1) entertaining (2) educational (3) emotional (4) health

2 - Total duration spent in viewing per day. 5-6 hrs, 3 -4 hrs and 1-2 hrs

3- Gender - Male and Female

Research Design:2x3x4 Factorial design was used

PROCEDURE:

Researchers contacted the subjects on the basis of age and availability of them according to their convenience and prepared a list of subjects to collect the data. Researcher tried to collect data on five subjects at one time. A nice rapport is built with the subjects before the administration of the test. An overview is given about the objective of the present study. The questionnaire is handed over to the subjects to be attempted. Any doubts about the questions are cleared. First of all, Researcher gave the questionnaire to know the liking for serial and after that they were asked to answer the questions to measure Emotional Satisfaction. After completion researcher collected and thanked the subjects. Similarly, data was collected on all the other subjects.

RESULTS:

Total raw score was calculated of each subject and the obtained data was analysed using t-test.

1. Emotional satisfaction score of male and female subjects viewing various television

programs.

As mentioned earlier the various television programs were taken in the study, i.e., programs related to entertainment, educational, emotional and health on three-point scale viz. always, occasionally and never. Thus, these alternatives were given 3, 2, and 1 score to each item. Total score was calculated for two groups. These total scores are presented in table Mean, S.D. and t-values are calculated to test the significance of difference among mean score and are presented in table – 1

Table – 1: Mean, S.D. and t-values of the weighted score of the programs

Television Programs	Male		Female		't'	'p'
	Mean	S.D.	Mean	S.D.		
Entertainment	25.70	6.30	35.29	7.89	7.38	< 0.01
Educational	11.88	3.71	4.96	2.89	11.39	< 0.01
Emotional	7.88	3.47	3.49	2.51	7.98	< 0.05
Health	3.50	2.78	5.47	1.79	2.86	< 0.01

It is clear from the above table that mean score for entertainment programs for female was 35.29 and 25.70 for male so it's clear that female give much time for entertainment programs than male, while for educational programs the mean score for female is 4.96 and 11.88 for male, which indicates that male devote more time watching educational programs than female subjects. The mean score for health-related programs for male is 3.50 and for female is 5.47, so it indicates that health related programs female viewer is high. For emotional programs the mean score for male is 7.88 and for female is 3.49, it denotes the fact that male person finds much emotional satisfaction than female. To test the significance of difference among various means 't' values were calculated.

The above table indicates that there is a significant difference in emotional satisfaction score giving preference for viewing various television programs among male and female in all programs. Male subjects have given first preference for entertainment, second for educational, third preference to emotional, fourth to health-related programs. While female subjects gave first preference to entertainment, second to health, third to education and fourth preference to emotional programs. Thus, it is clear that both male and female differ in preferences to watching television programs and difference in mean score was found to be significant at .05 level. So, the null hypothesis is rejected and it is interpreted that there is significant difference in emotional score of male and female watching various television programs.

2. In present study the researcher tried to find out difference in emotional score of subjects due to difference in spending time in television watching on the basis of average time per day spent by the two groups was also studied and obtained emotional score is presented in table 2

Mean, S.D. were calculated and t value was used to check the significance of difference among mean emotional score by male and female subjects to watch various television programs and time spent are presented in table 2.

Table – 2: Mean Emotional score for male and female subject

Television Programs watching time	Male	Female	't'	'p'
One to two hrs	80	106	2.30	0.05
Three to four hrs	86	129	2.49	0.05
Five to six hrs	112	116	2.32	0.05

From the above table it is clear that these two groups differ in spending time watching various television programs per day as the t values are found to be significant. So, the null hypothesis is rejected as above findings indicate that there is significant difference in emotional score of subjects spending different duration in viewing various programs, so it can be established that" there is difference in emotional satisfaction score of male and female. A glance at table shows that female spend bit more time per day than male. Female spend more than 1½ hour per day, while male spend nearly 1 hour per day viewing entertainment programs on television. In viewing social programs male gave 1 hour per day while female give more than 2 hours per day. In viewing physical & health, female and male subjects give almost 1 hour per day and ½ hour as for male and female subjects.

3. The mean score for male was 7.88 and for female was 3.9 and mean time score for males was 112 and for females was 116. It indicates that those males watching TV serials were found to be more emotionally satisfied in comparison of females. 't' difference was also calculated. 't' values was found to be significant at .05 levels so it can be interpreted that there is difference in emotional satisfaction of male and female subjects while the mean time for watching TV was also found to be almost similar.

DISCUSSION:

On the basis of above results, it can be concluded that both the groups male and female spend nearly equal time in viewing the television per day. Both the groups spend much time in entertainment programs and serials then other types of programs. In the present study there are different types of program, e.g. Entertainment, Educational, Emotional and health programs. Generally, persons lack exercise finds difficult to pass time, and the social interaction is also not that much so they prefer to watch television. There were major contradictions in findings between viewing of television and the emotional satisfaction obtained from them. Similar findings have also emerged between television viewing and overall well-being. The studies suggest that television viewing can provide a broader picture about the situation where providing variety of choices do not increase emotional satisfaction. After reviewing available studies and researches related to the satisfaction and TVviewing options,

main focus was on two aspects which were related emotional satisfaction and its effects. Within each of these two aspects, we consider both accurate and relevant to spend time in viewing in terms of quantity time and content watched on television. We also found various researches in different social sciences providing evidence related to more time spent in television viewing. The ability to use television for a person depends upon the purpose and the degree of choice available to the most individuals with cable so they are more able to use television because they have a wish to select the material. Watching television affects the person in the way what we do and how we do. This influence comes about because of how the persons learn by observation and imitations because of they respond to certain kind of serial material. Television influences the belief system thinking about the world and it does because we have made this type of attitude. The cognitive effect of television is based on the structure of attitude, beliefs, judgment and on the way in which these cognitive structures are acquired (Condry,1989). One of the most important forces in young people lies in television watching because there are a number of salient attractive role models (Hoffman, Levnon&Tooney).

Various studies focused majorly on some factors that reflect feelings related to positive emotions: 1) suspense and thrill, 2) fun and 3) sadness or negative emotions and other factors that reflected majorly on the role of emotional media experiences within the broader area related to individuals' social and cognitive needs: 4) assumptions related to emotional experiences, 5) emotional engagement with characters, 6) social sharing of emotions, and 7) release of emotions. in different ways. Various results indicated issues including entertainment audiences' voluntary exposure to unpleasant feelings, and the role of entertainment in psychosocial need emotional satisfaction and personal well-being..

Television transmits in accurate stereo type image of how people behave, communicate in various ways and portrays women and ethnic minorities in less glamorous & prestigious occupation.

Despite the fact that family still does special things together and television diminishes their ordinary daily life altogether, because it is a regular schedule and rather mechanized daily routine. Studies suggested that television presence is an effective way to alleviate older persons loneliness. In addition, the findings on relationships among emotional variables suggested potential marketing strategies are shaped according to the age of viewers. Everyone of us grows hearing variety of fairy tales , moral value stories since childhood and observe it on the screen and develops a strong impression on mind which eventually forms our beliefs and attitudes and becomes the foundation for the maximum of the perceived different types of relationships which we experience in our life span, different types of crime and thriller cartoons , games are generally related be associated with violence love related are associated with romantic emotions .Whatever we observe it on television and absorb it for a whole life in our mindset and develop our beliefs and attitudes for maximum of relationships based on it .All the concepts related to good and bad behaviour , romantic relationships , conversations ,cultural depiction and mutual love and understanding all shapes up depending upon all programs viewed , these all shapes our happiness and satisfaction when we find it similar to all the perceived concepts and feel very happy , relaxed and emotionally satisfied but the moment we realize its different we start becoming unhappy, sad and depressed developing high level of emotional dissatisfaction and increase in negative emotions and loneliness . Television is an accepted approved and readily accessible source of information and it both creates and reinforces models of social behaviour style of dress, idiomatic language, attitude toward gender and behaviour that define not only individual behaviour, family behaviour but also the behaviour of society.

CONCLUSION:

It can be established on the basis of above finding that viewing various television programs and spending time in watching affects emotional satisfaction of male and female

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