

A study of the impact of modern television reality shows on children's behavior

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Abstract

The child is a decisive factor in human civilization. The future of a society depends on the children of that society. The child is a human being who does not have the ability to think logically about the things that are going on in the world and they are motivated to learn everything by observing the behavior of their parents, adults as well as other people in the society. New technology and media are among the key factors changing societies in the process of globalization, because today, it is difficult for people to live without the media. Television is still considered to be the highest and most powerful means of communication in the world, although from time to time various media outlets around the world have come to the fore. The reason is that television is the medium that everyone as a family can watch together. From time to time, women and children dominate the various groups that are exposed to television. Among them, the modern trend is towards child receivers. Television is one of the leading socializing factors of modern children. Thus, a huge number of programs focusing on child receivers, are telecast on every television channel. At the same time, much of the modern focus is on children's reality shows. It is important to identify the impact of programs in this category on the child. It has become a question of whether such television reality shows in any way affect certain aberrant features of child behavior that have become one of the most prominent issues in today's society. This research utilized the questionnaire method in data collection. Children are very much eager to watch reality shows, since it gives the chance to present their talents, building personality, while providing the social attraction, within a competitive scale. Children may adopt the behaviours such as language, and changes the mindset of children.

Keywords: child, media, reality show, society

Introduction

Communication can be identified as an essential process in human society. Without communication there can be no existence of the individual or society. All of a person's physical, social and spiritual relationships are built on communication. The media plays a key role in current communication. Therefore, there is an extremely complex, inextricable link between the media and the individual in modern times. It also makes significant interventions in the activities of individuals and spreads domination, having a profound effect on social life in general. Television is one of the main media outlets that play a crucial role in spreading control over personal and social life.

The power of television to directly and decisively influence the family-centered society of Sri Lanka is vast. Television also plays a key role in the placement of the individual in the process of globalization. At the same time, the individual must be aware of the dynamics of different cultures as well as the cultural identities that are being challenged. It is also clear that the present society is not a social existence or a way forward beyond globalization. Television is the ultimate creator, arbiter and initiator that confront the person with this reality. When the popular media not only in our country today but all over the world inquiries into its full activities, it seems that its priority is to make a profit rather than to provide the information and knowledge that the people need, because today the media is a very lucrative business venture. From time to time, the

media has had to create programs in various formats.

Meanwhile, children's television reality shows are one of the new trends in television. The content here is primarily child-centered. In children's reality programs, they are designed to showcase the artistic talents of singing, dancing and acting while representing children of different ages. Any child across the country has the opportunity to participate in these programs and today a special competition and wave has been created by the media. As a result, parents are paying more attention to the development of such skills in early childhood and there is a lot of competition among them. In that competition, there are positive and negative consequences towards the child. Building a common social and spiritual environment, especially for children, is an inalienable duty as well as a responsibility to enable them to access specific future goals. The child is immature, male or female, he is immature, and difficult to handle. Social psychologists are in the opinion that when the socialization process of such a child is built through moral and social and cultural rules, a good personality develops in those children and a deviant personality develops in the child who is exposed to the evil socialization process. It is no secret that children have become a commodity in modern times to enliven the market for television.

The media constantly influences viewers' mood swings. Although many communication researchers have found that the effects of the television industry on children's minds are far more detrimental than positive, the use of the media, if

used correctly, can bring about many positive and positive psychological changes.

Literature Review

Many researchers around the world have focused on the impact of the interaction between television and the child. These studies have highlighted the positive as well as negative results that television programs have toward children in particular.

In the year 2004, Judith Van Evra conducted a very important research based on the theme of *"Television and Child Development"*. Here he focused on children's television viewing and the cognitive, social and emotional development in them. Evra used 100 children aged 2-8 years for this study. Self-report measurements, observation and interview are used as research methods here. According to his research, the impact of television on child development is that children between the ages of eight spend an average of 6 3/4 hours a day using the media. It has also been found that about 1/5 of children spend less than an hour a day watching television and the media, and that even children between the ages of two and seven spend about 3 1/2 hours watching television. According to the research, television is a key part of many people's lives and it works for children as well. With the advancement of technology, children are constantly confronted with many outcomes such as the digital revolution, the expansion of hard disks, and realistic video games, and that television continues to make a significant contribution to the lives of many children, especially adolescents. He adds that the media plays on the complex and significant interactions between a child's life-changing forces. He further added that the importance of media literacy and the importance of parental attention and responsibility to prevent this situation from escalating further. Also in 2010, Lisa R. Snyder and Elizabeth M. Purse from the University of Delaware has conducted research under the theme of *"Audience Activity and Reality Television: Identification, Online and Satisfaction"*. The study sample used a total of 464 out-of-university people, 223 and 241 selected under the random sampling method from undergraduates who took the 2004 Communication Techniques course at University of Delaware. The purpose of this research was to study the cognitive and emotional state of the audience after starting a reality show. Audience performance of television reality shows has been tested by collecting data using the quiz series. She points out that many television media outlets host a number of popular reality shows that also inspire viewers to participate. This type of program is primarily presented by producers focusing on web-based videos, photos, program summaries and transmissions, online discussions, and the promotion of voting activities. According to the researcher, popular television reality shows are unrecorded programs that motivate viewers to watch as well as motivate them to participate. The focus of this study is on audience activities that illustrate how selected individuals and how they relate to content when accessing media usage. And John L. Powell and Michael C. Robert of the University of Britannica published a report on a research project entitled, *"Effects of Television viewing on child development"* in 2014. They pointed out; it is difficult to argue that young people are not affected by the variety of programs that are casted on television. However, it was also pointed out that neglecting the alternative effects that can affect children's actions can

have even more adverse effects. The fact that television has become the most important partner in the lives of young children has reduced the communication between children and parents, and the fact that the average viewing time of children is more than 20 hours per week raises questions about whether they can expect to maintain their academic progress. Children tend to be more fearful, aggressive, or indifferent to the suffering of others, especially as a result of watching violent programs. They further said that many children, especially those who watch TV programs without parental choices, live with severe anxiety, stress and depression apart from education. This has a profound effect on the longevity of children and parents should be concerned about minimizing it.

A 1949 study by Columbia Radio at Rutgers University also found that early television contributed to increased harmony and coexistence in family life. This situation later changed with the commercialization of all media, including television. In several studies in the 1960s and 1970s, the American psychologist Albert Bandura discovered that children learn through the behavior of the people, they observe and try to imitate different situations. It has also been identified that violent scenes on television have a direct effect on children's traits of violence. Through this research, they suggest that television programs have a more negative effect on the child than promoting the aggressive behavior of the child. Under the topic of *"The Role of Television in Child Development"*, with the contribution of B.P. Mahesh Chandra Guru, Aabid Nabi & and Raja Raslana in the University of Mysore. The research was aimed at exploring the relationship between television and child development, using observation and questionnaire methods as data collection methods. The study was conducted with a sample of 200 children aged 3-12 years. Accordingly, despite the fact those policy makers in India and other countries consider child development as a priority sector, the exposure of children to the new generation of television has gradually increased. It is important to examine scientifically and systematically the impact that children have on the personality of modern society and that children spend a significant portion of their time watching television. If so, they point out that television programs should be responsible for giving children the right orientation. The television, media as well as those responsible must pay attention to the choice of television programs and the impact of television on the child. The television has a strong responsibility to develop children's personalities. In the practical world, national development plans, as an integral part of communication in all developing countries, should focus on child development as well as the role of television. They also point out that there is very little formal research into the impact of television on child development around the world, and that many behavioral scientists have observed that children's tendency to watch television is too high, and that children are excluded from other healthy activities. The study also highlights the importance of television in playing a key role in the development of a healthy personality in children.

In the year of 2002, R. N. Kyla Boyse and Brad Buhma in the Michigan University have done a research paper on 'Michigan Medicine' under the theme of "Child Development and Behaviour Resources". It has been pointed out that television is one of the most universal means of communication that has a negative impact on child

development. It also highlights the importance of entertainment and education in the study of the positive effects of television, as it opens up a whole new world for children. In addition, children will have the opportunity to travel around the world, travel around different cultures and learn about cultural specialties. The study also suggests that shows with a social message may have a positive effect on children's behavior. Television affects children's behavior as well as brain activity and development. But they say it is a question of whether children under the age of 20 should watch television programs and cable channels designed and marketed specifically for children. Various studies have shown that early television viewing is associated with later problems. The study concluded that watching television before the age of three had an effect on later cognitive development. Thousands of studies since the 1950s have questioned whether there is a link between exposure to media violence and violent behavior. Extensive research evidence suggests that media violence may contribute to aggression, violence, nightmares, and fear of harm.

Research Objective

Every television channel in Sri Lanka today has a variety of children's programs, the most popular of which are children's reality shows. The aim is to study the nature of the impact of watching and presenting in such reality shows on the behavior of children.

Research Methodology

Sampling

Initially, four urban and semi-urban schools were selected for the research and data were collected from a sample selected from a simple random sampling method for boys and girls aged 14-16 years.

- Accordingly, 100 students from each of the two urban schools and 100 students from the two semi-urban schools and 200 students each were selected.
- Based on surveys, three children's reality shows on three different TV channels, the most popular in the three years from 2017 to 2019, were also selected for the research.

Data Collection

Collected data from randomly selected boys and girls aged 10-16 years in two selected schools representing the urban area in the Sri Jayewardenepura Education Zone in the Colombo District and two schools representing the suburban area in the Mahiyangana Education Zone using the questionnaires. Sample interviews used by Judith Van Eaura in 2004 to compile data from her research, further collecting data by investigating children's ideological ideas.

Discussion

It focused on how much time children spend each day watching children's reality shows, one of the most popular programs among children. Thus, 53% of children spend more than two hours a day watching reality shows on selected channels, 36% of children spend less than an hour a day, 8% of children spend less than an hour and 3% of others.

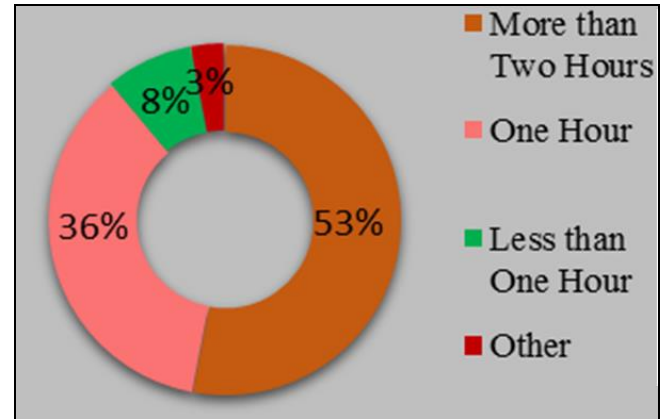


Fig 1

As 53% of the population spends more than two hours a day watching children's reality shows, there is a strong interest in children's reality shows as one of the most popular programs among children. As a result, it became clear that some children were turning to watching reality shows on all three channels on the same day. It is clear that the reason why a large number of children spend their time watching such programs is due to the massive publicity given to such programs through television channels.

The focus was on the changes that TV children's reality shows make to the development of a child's singing and dancing skills. It was clear that such programs would contribute to any motivation for such skills in children. Television children's reality shows have become a major factor contributing to the personality development of children today. Children who are not inclined towards the arts are also exposed to such tendencies through the motivation created through such programs. It is clear that children's reality shows make a significant contribution to the development of their artistic skills in addition to schooling. In focusing on children's aspirations through participation in children's reality shows that are most popular among children,

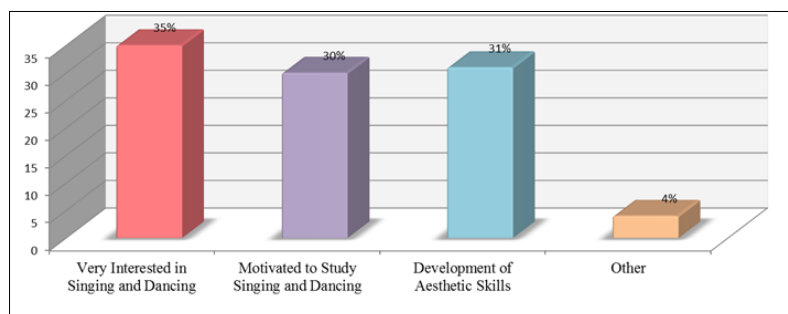


Fig 2

A very important point that became clear in the study was that most of the children who participate in television children's reality shows are passionate about the popularity that comes through it.

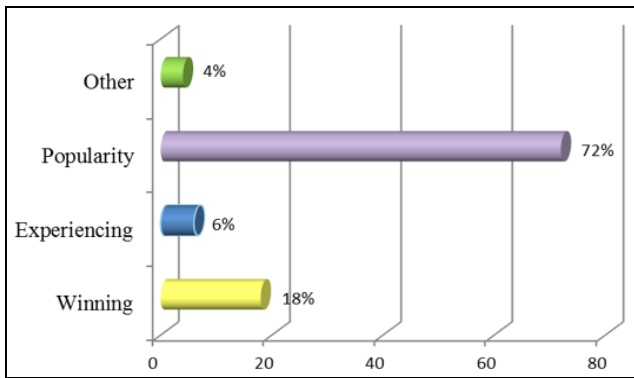


Fig 3

The reason for this was the massive publicity and awareness given to children participating in such programs through television channels. It seeks to build popularity through providing various opportunities, especially for children involved in such programs, to create advertisements, for children to participate in tele-dramas, and for children to make announcements. In such a situation, it is clear that every child has a desire for popularity and a loving attitude. The study of the issues that children pay more attention to when watching reality shows on TV shows that many people pay more attention to the moods that appear on the platform of the contestants participating in reality shows.

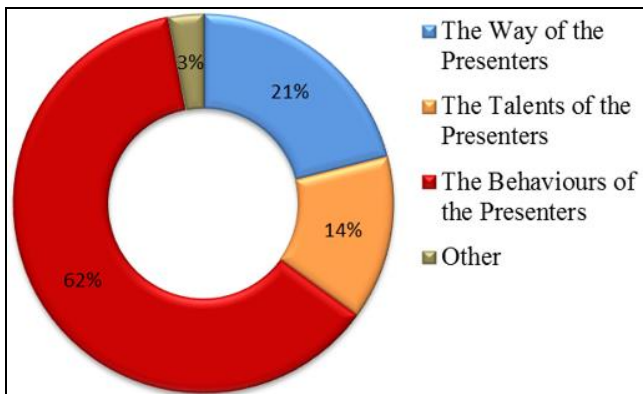


Fig 4

Many of the children's reality shows feature children's costumes, make-up as well as on-stage dancing and singing. Also draws more attention from viewers. Special attention was paid to whether children care about the appearance of the contestants while watching children's reality shows. What is referred to here as appearance is whether the children care about the different styles of the contestants, including the contestants' clothes and hairstyles. Thus, it is clear that many children pay more attention to the external behavior of competitors when watching reality shows.

Conclusion

Although television is not the only factor contributing to the development of positive or negative behaviors in children, the fact that it contributes to an even greater percentage clearly reflects the need to discuss it. This study of

children's behavioral anomalies through children's reality shows showed that almost every child has a strong desire to watch and participate in children's television reality shows. It gives children the opportunity to present their talents in a positive way, creating a strong personality from an early age, endurance skills, as well as a sense of social attraction, competition, etc. have a positive impact on children's personality. It was also clear that they were trying to build their behavior accordingly. Also, through children's reality shows, they imitate different groups, behave in a way that is not suitable for children, adopt behavioral as well as language styles, and when they do not, they become anxious, stressed, away from their parents, and away from the family as a whole. It was clear that television children's reality shows were changing children's mindsets and turning them into little adults.

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