2. Research Method

2.1 Data Source:

1. Primary Data: This study was done exclusively on primary data and data were collected by random survey.

2.2 Method of collecting data:

2.2.1 Study Location: Survey was done at Mirpur, Banani & Uttora area of Dhaka from different age people.

2.2.2 Target Population: Female of different age and profession. Because female watch Indians serials more than male do in Bangladesh.

2.2.3 Sample Size: Total 100 female respondents.

2.2.4 Sampling Frame: As the target population was the female so, 25 collages going female student, 25 female universities going student, 25 homemakers and 25 working outside female were taken as the sample.

2.2.5 Types of Interview: Information was collected by questionnaire survey from different age people.

2.2.6 Questionnaire Design: Some questions were asked that are important for the research.

2.2.7 Method of Analyzing Data: the collected data were analyzed by MS Excel software.

3. Data Analysis, Result Discussion and Findings:

Through the questionnaire survey, necessary information was collected from the targeted populations. These necessary results are discussed below through needed tables, graphs, charts and others –

Our target population was 100 and all were female and we had four respondent units. These were

Table 1: Units of Doing Survey

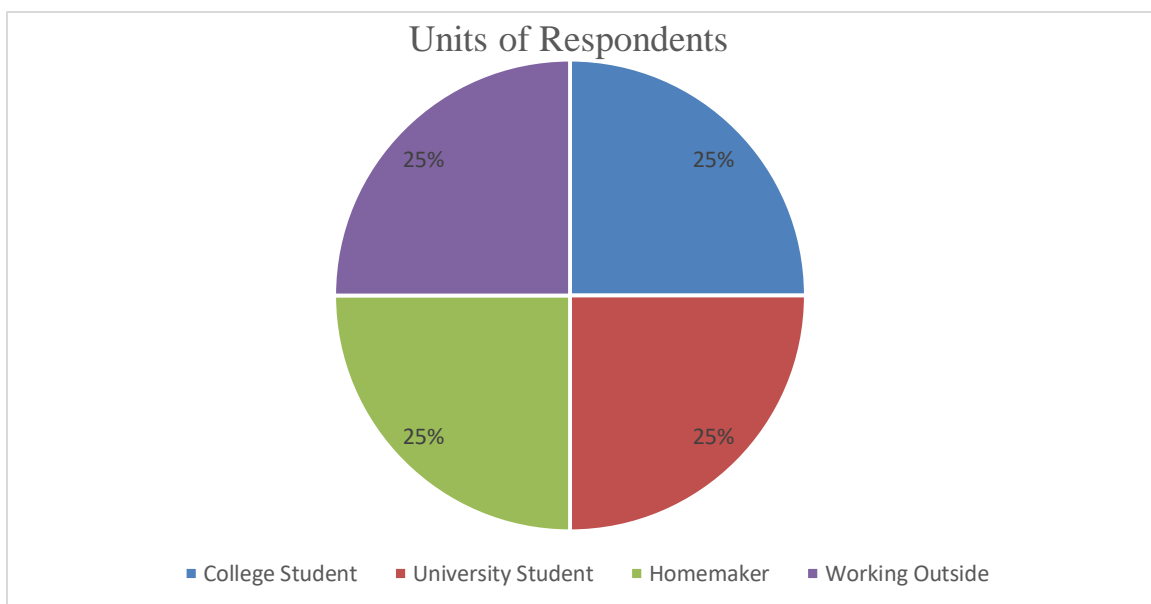| Units	Percentage
College Student (Female)	25%
University student(Female)	25%
Homemaker	25%
Working Outside Women	25%

This data is shown below by the pie chart:

The above pie chart shows our respondents were 25% college students, 25% university student, 25% homemaker and 25% working outside women. In total 100 respondents. We asked them the following questions:

- **Percentage of Watching TV**

Table 2: Percentage of Watching TV among our Respondents

Occupations	Answer – Yes (%)	Answer – No (%)
College Student	22%	3%
University Student	16%	9%
Homemaker	23%	2%
Working Outside	14%	11%

This data is shown below by the clustered column -

The above clustered column shows that, 75% respondents watch TV regularly and rest 25% don't watch TV regularly.

Popular TV Programs among Respondents

Table 3: Favorite TV programs among our Respondents

Occupations	Sports	News	Reality Show	Bangladeshi Drama	Indian TV serials	Others
College Student	2%	1%	12%	2%	10%	3%
University Student	2%	1%	15%	3%	8%	4%
Homemaker	1%	2%	3%	0%	17%	1%
Working Outside	1%	4%	1%	2%	3%	1%
Total	6%	8%	31%	7%	38%	9%

Here, in total 6% respondents watch sports, 8% watch news, 31% watch reality show, 7% watch Bangladeshi drama, 9% watch other shows and the highest percentage 38% respondents watch Indian TV serials mostly.
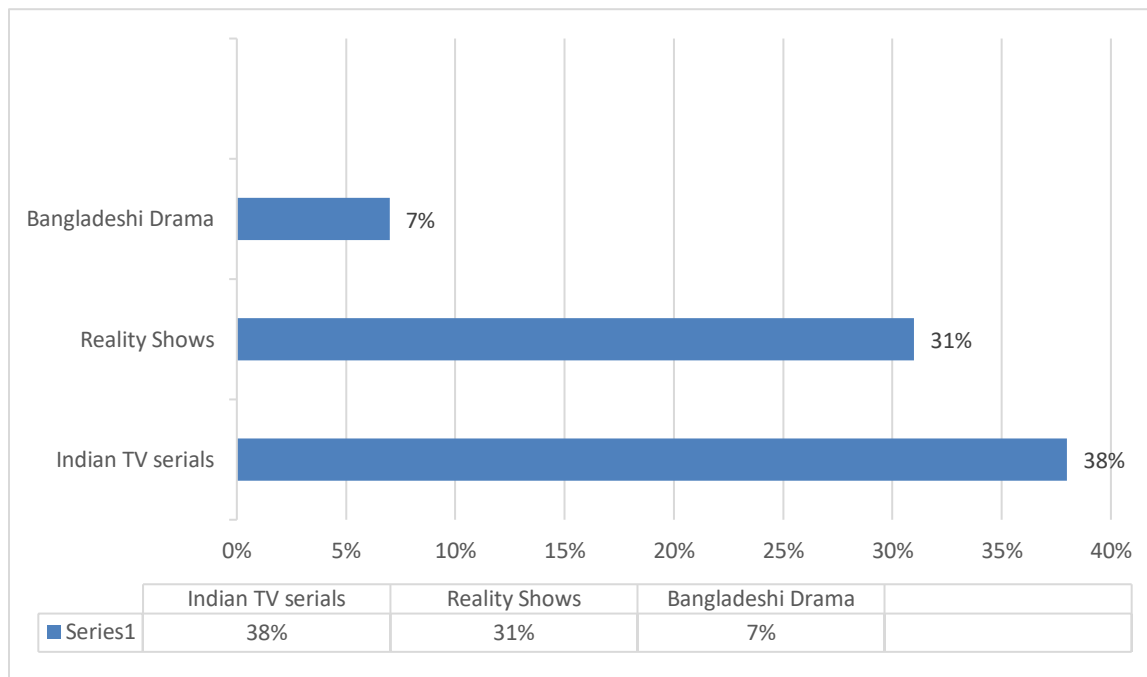
This is shown in the bar chart below

	Indian TV serials	Reality Shows	Bangladeshi Drama	
■ Series1	38%	31%	7%	

Popular Indian TV Channels

Table 4: Indian TV channels watched by Respondents -

Occupation	Star Plus (%)	Star Jolsha (%)	Colors (%)	Others (%)
College Student	4	2	2	10
University Student	3	2	4	7
Homemaker	2	9	1	3

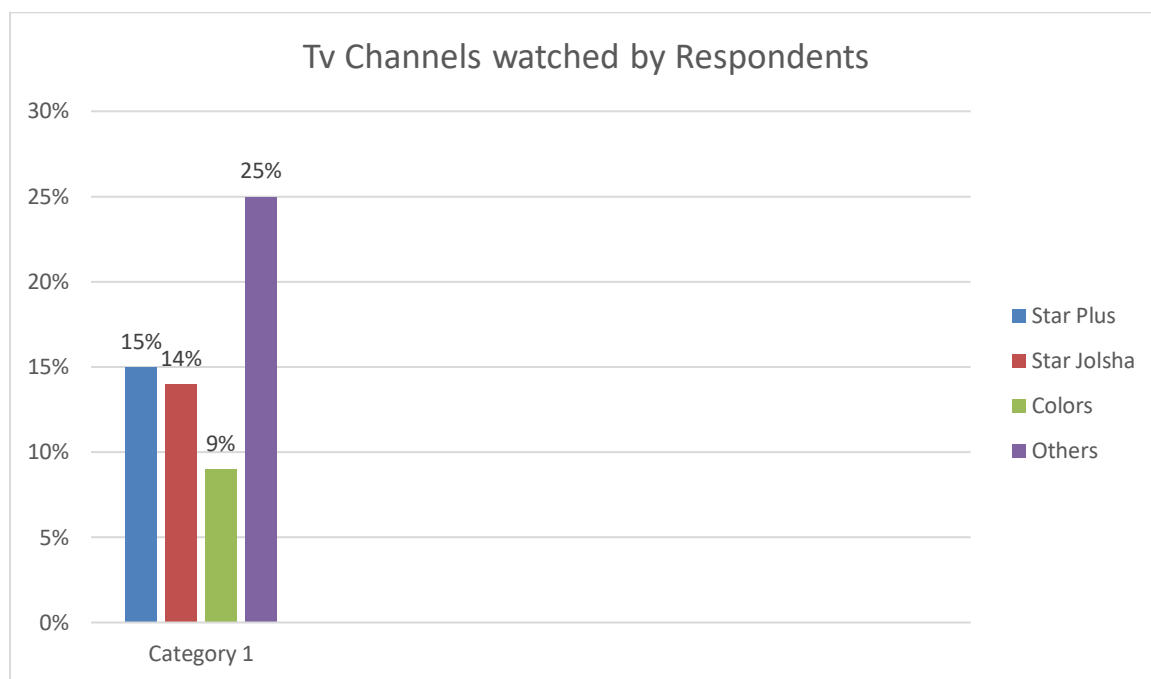| Working Outside	6	1	2	5

The answers are shown by the graph below –

Figure 4: Favorite Indian TV Channels among Respondents
Source: Field Survey, from 20 to 25 March, 2016 at Mirpur, Uttara, Gulshan, Banani and Other areas.

The above clustered column shows that, 15% respondents watch Star plus channel, 14% watch Star Jolsha, 9% watch colors and 25% watch others Indian TV channels. Which are well known for serials.

Percentage of Watching Indian TV Serials

Table 5: Percentage of Watching Indian Serials among Different Age Group

Occupation	Never (%)	Occasionally (%)	Daily (%)
College student	3	15	5
University Student	9	11	3

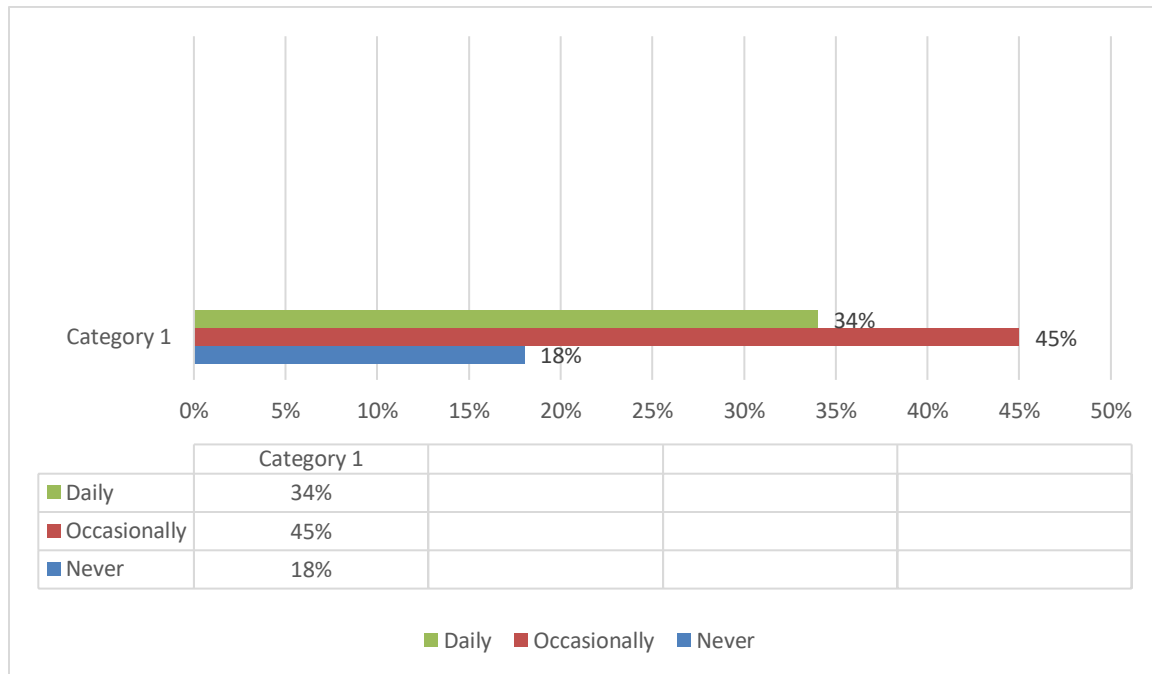|			
Homemaker	2	5	18
Working Outside Women	4	14	12

These data are shown by a graph below:

Figure5: Percentage of Watching Indian serials

Source: Field Survey, from 20 to 25 March, 2016 at Mirpur, Uttara, Gulshan, Banani and Other areas.

The above bar chart shows that 34% respondents watch Indian serials daily, 45% watch occasionally and 18% don't watch Indian serials.

Hours Spend to Watch Indian TV Serials

Table 6: Time people spend to watch Indian Serials

Occupation	>1 hour (%)	1-2 hours (%)
College Student	14	9

University Student	9	6
Homemaker	10	13
Working Outside	11	5

These data are shown by the chart below –
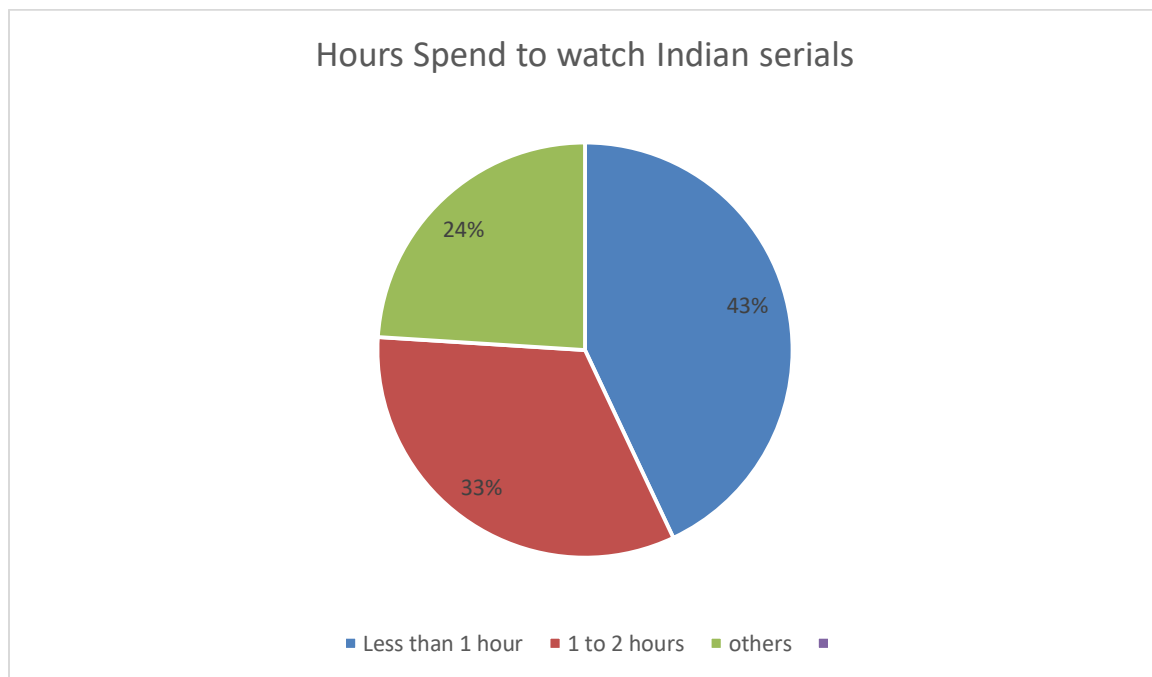
The above pie chart shows that 43% respondents watch serials at least less than one hour in a day, 33% respondents watch 1 to 2 hours and other 24 % watch 2 hours on an average. It is making them unproductive.

Causes for Not Watching Indian Serials

Table 7: Causes for not Watching Bangladeshi Dramas

Occupation	Quality Is not Up to the Mark (%)	More Advertisement (%)	They Use Copy Formula (%)
College Student	2	9	5
University Student	5	18	9
Homemaker	2	2	2
Working Outside Women	5	15	3

These information are shown through the chart below

The Causes of not Watching Bangladeshi Dramas

14%

45%

19%

16%

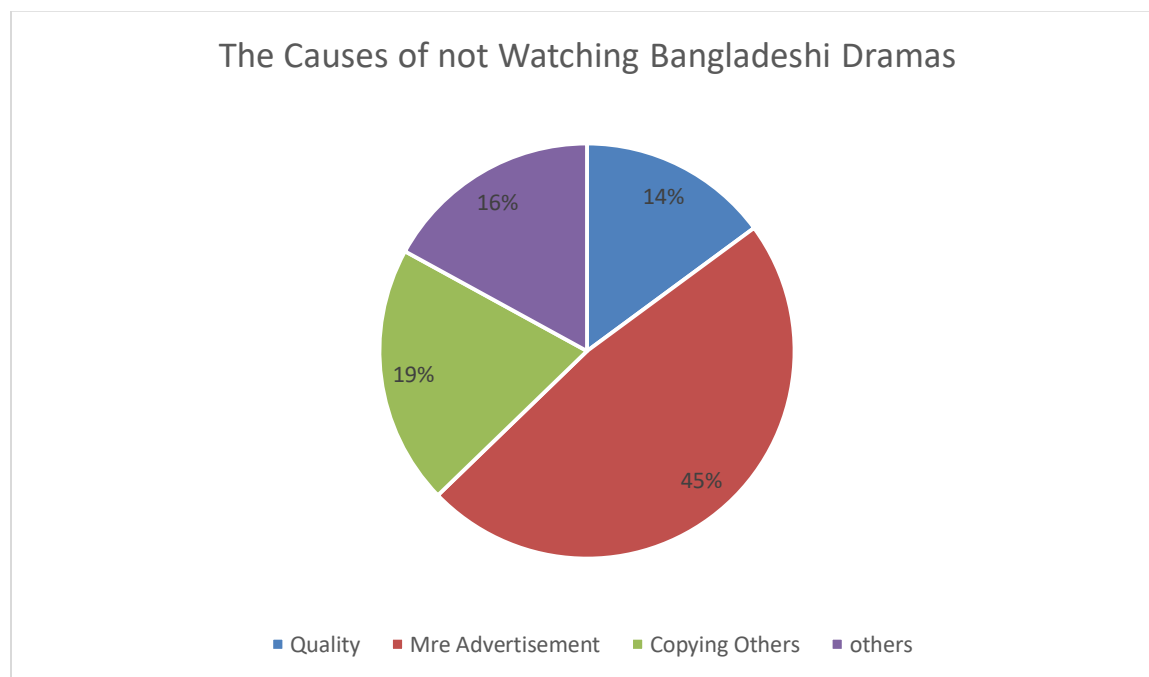■ Quality ■ Mre Advertisement ■ Copying Others ■ others

Chart 7: Causes for not Watching Bangladeshi Dramas

Source: Field Survey, from 20 to 25 March, 2016 at Mirpur, Uttara, Gulshan, Banani and Other areas.

This pie chat shows that, the reasons behind not watching Bangladeshi serials were – 14% says the quality is not up to the mark, 45% says more advertisement, 19% says copying is the main

reason and 16% says Indian Dramas are more attractive and etc. This shows that, Indian TV serial is hampering our creativity, because producers are copying Indians.

- **Hindi as a Conversational Language**

Table 8: Hindi as a Language in Conversation

Occupation	No (%)	Sometimes (%)
College student	10	13
University Student	15	10
Homemaker	20	1
Working outside	13	12

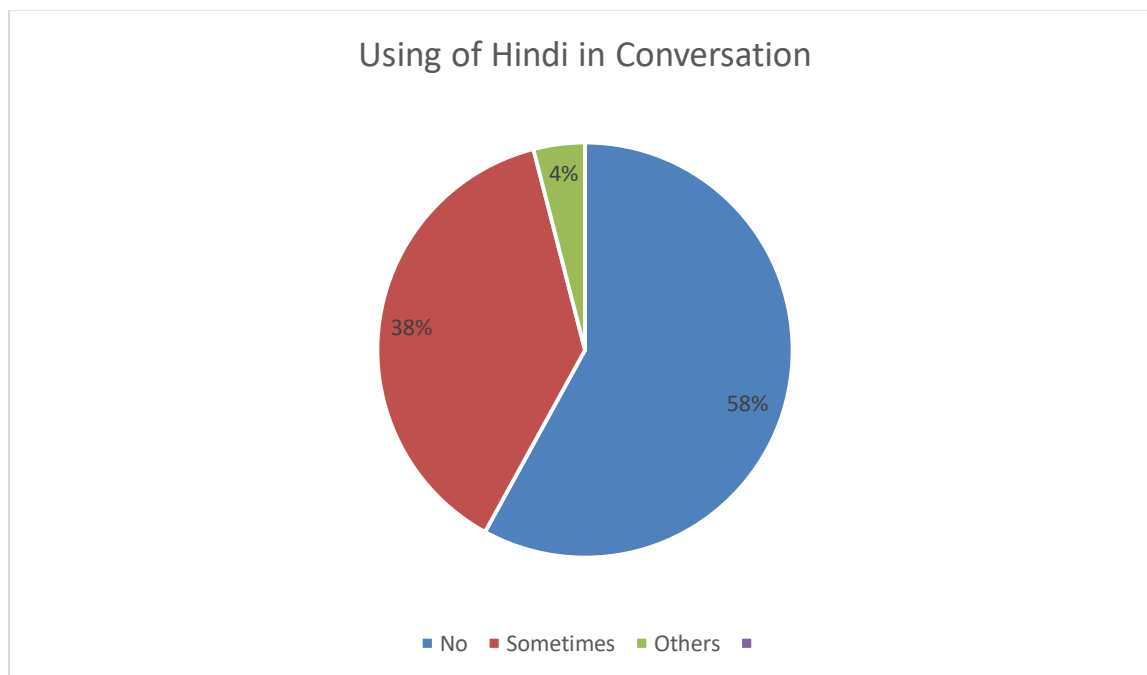This data is shown below by pie chart –

Chart 8: Hindi as a conversational Language

Source: Field Survey, from 20 to 25 March, 2016 at Mirpur, Uttara, Gulshan, Banani and Other areas.

The above pie chart shows that, More than 38% respondent's use hindi sometimes in their conversation and other 4% is using most often. This is creating a mix language which is not good for our language and culture.

Changes in Lifestyle after Watching Indian Serials

Table 9: Changes in Lifestyle after Watching Indian Serials

Occupation	Yes (%)	No (%)	Maybe (%)
College student	1	15	8
University student	1	22	10
Homemaker	5	13	8
Working outside	2	8	6

This data is shown through Diagram below:

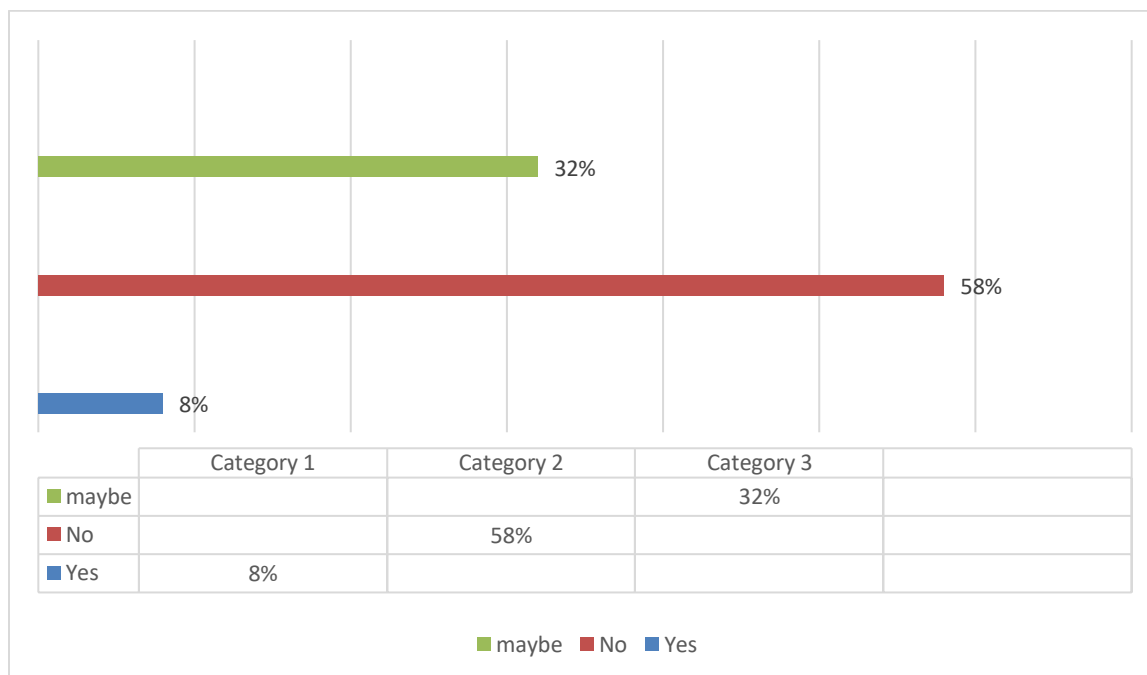|	Category 1	Category 2	Category 3	
■ maybe			32%	
■ No		58%		
■ Yes	8%			

■ maybe ■ No ■ Yes

Figure 9: Making Changes in life After Watching Indian serials

Source: Field Survey, from 20 to 25 March, 2016 at Mirpur, Uttara, Gulshan, Banani and Other areas.

This bar chart shows us that, 8% respondents say they have made changes in their life style after watching Indian serials and 32% think that may be they have made some changes in their life style and 58% think, they haven't made any changes.

Satisfaction on the Changes They Have Done in Their Life–

Table 10: Satisfaction on the Changes They Have Done in Their Life–

Occupation	Yes (%)	No (%)	Maybe (%)
College student	1	12	11
University student	2	18	12
Homemaker	6	15	10
Working outside	2	10	8

This information is shown below by using graph

Was LIfe Style better

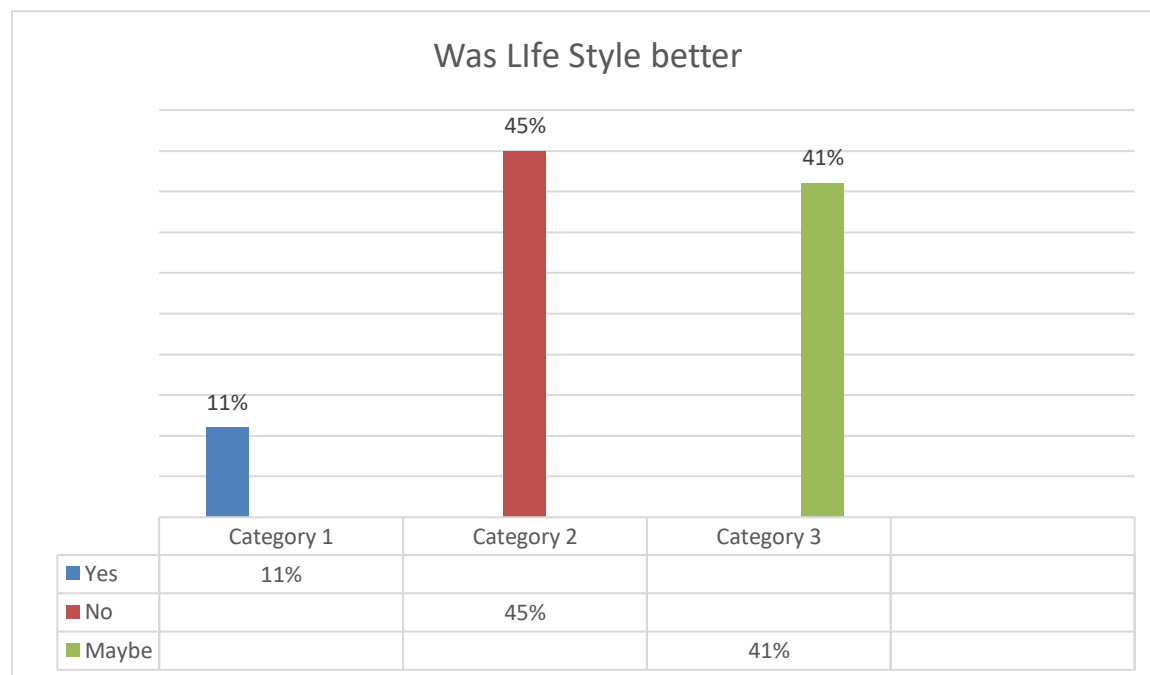|	Category 1	Category 2	Category 3	
Yes	11%			
No		45%		
Maybe			41%	

Figure 10: Satisfaction On the Changes They Have Done

Source: Field Survey, from 20 to 25 March, 2016 at Mirpur, Uttara, Gulshan, Banani and Other areas.

The clustered column chart shows that, 11% respondent think that teir life style was better before making new changes by watching Indian serials, 41% thinks maybe their life style were better and 45% thinks it is better than before. It shows that 62% are not happy with their changes.

Conflict to Watch Indian Serials

Table 11: Conflict to Watch Indian Serial

Occupations	Never (%)	Sometimes (%)	A lot (%)
College Student	13	15	2
University Student	9	10	1
Homemaker	5	22	4
Working Outside	6	9	1

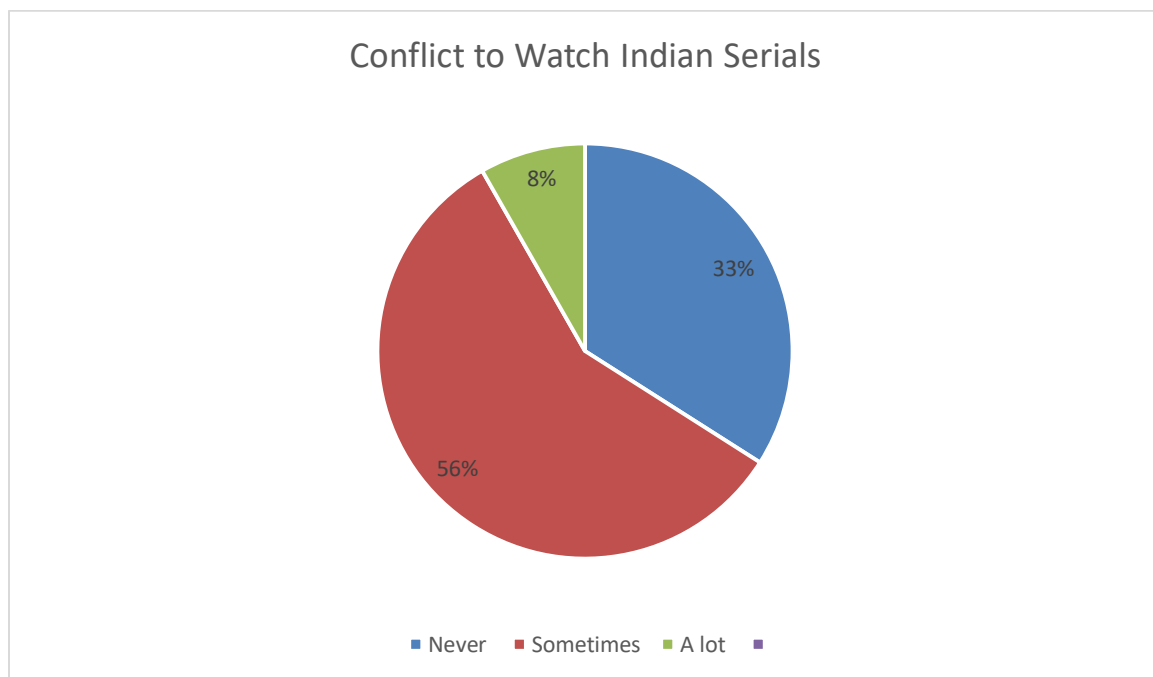This data is represented through the pie chart below –

Figure 11: Conflict to Watch Indian Serials

Source: Field Survey, from 20 to 25 March, 2016 at Mirpur, Uttara, Gulshan, Banani and Other areas.

This pie chat shows that, 8% respondent did a lot of conflict with their family members for watching Indian serials and other 56% did conflict sometimes and 8% never did any kind of conflict.

Bad Effects of Indian TV Serials on Education

Table 1: Bad Effects of Indian serials on Education -

Occupation	Highly Agree (%)	Agree (%)	Disagree (%)
College Student	15	8	2
University Student	16	8	1
Homemaker	9	14	1
Working outside	2	13	6

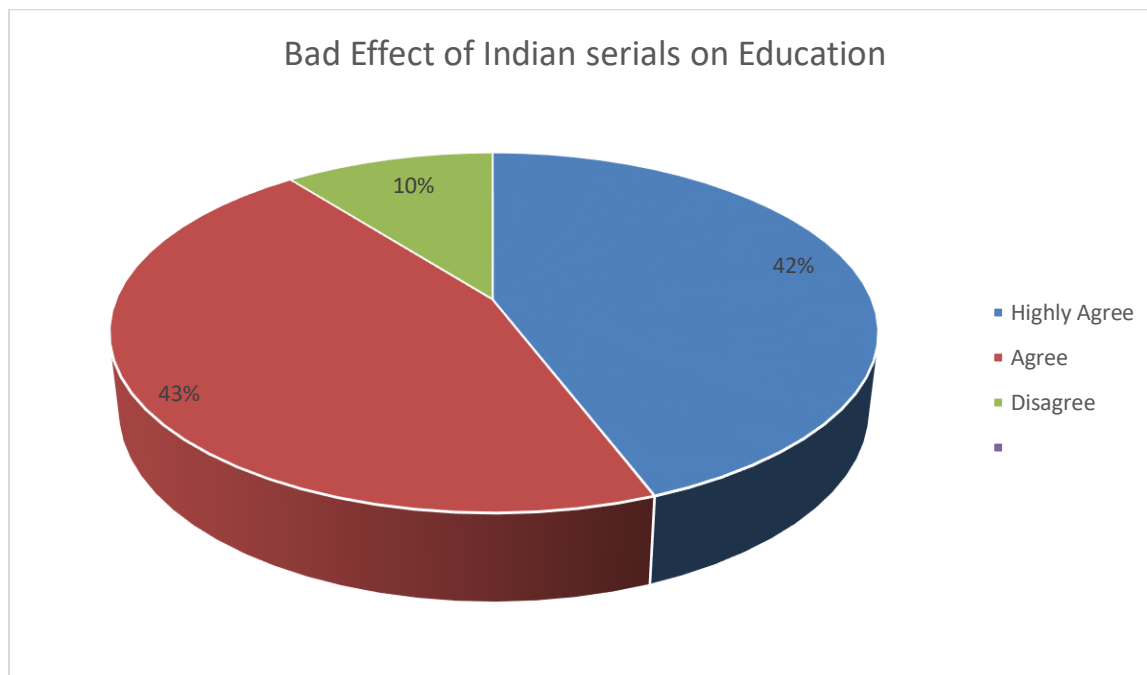These data are shown below by the pie chart –

Chart 12: Bad Effect of Indian Serial on Our Education

Source: Field Survey, from 20 to 25 March, 2016 at Mirpur, Uttara, Gulshan, Banani and Other areas.

This pie chart shows that, 42% respondents highly agree that Indian TV serials has a lot bad effects on their or their children's education and only 10% disagree with this statement.

Increasing Unrest of the Society – One of Many Culprits behind This

Table 13: Unrest of Society has increased for Indian TV serials

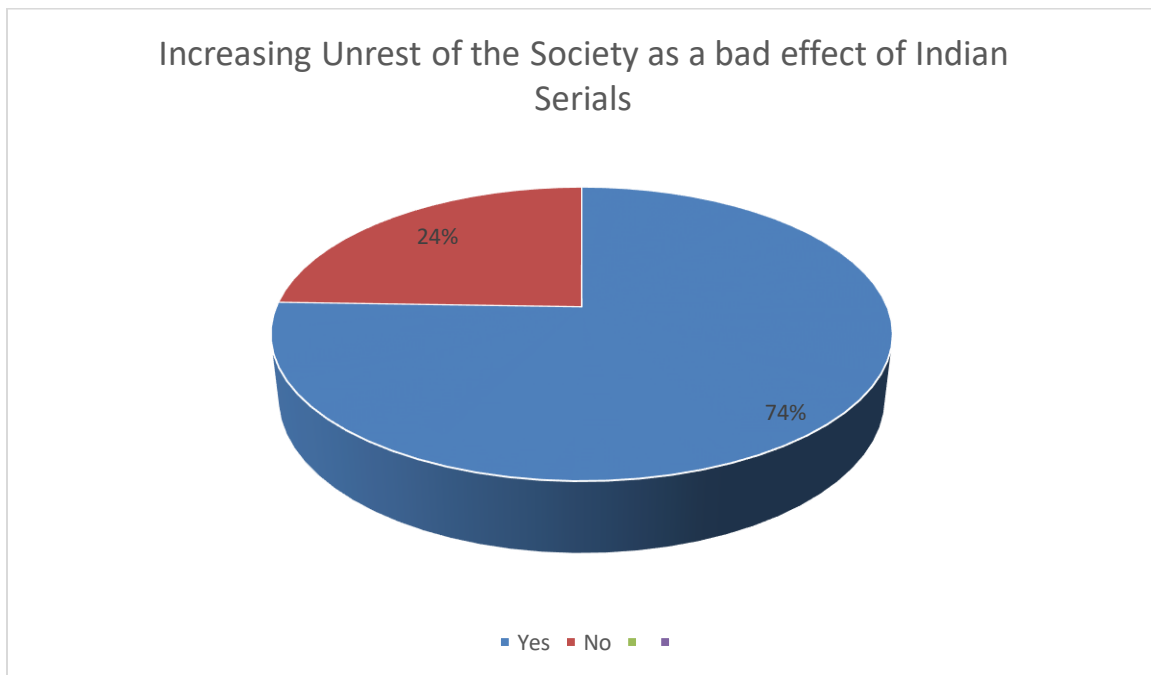| Occupation	Yes	No
College Students	17	2
University Students	19	5
Homemaker	17	12
Working Outside Women	21	5

This data is shown by pie chart below –

Chart: Increasing Unrest of the society as a bad Effect of Indian TV serials.

Source: Field Survey, from 20 to 25 March, 2016 at Mirpur, Uttara, Gulshan, Banani and Other areas.

The above pie chart represents that 74% respondents stated that Indian serials have a huge

Impact on the increasing unrest of our society, when only 24% think that they have no impact.

From the above result discussion, we can find out a lot of information about the impacts of Indian TV serials. From the table 1, figure 1 we can understand that 75% respondents watch TV regularly and only 25% don't watch regularly among them 34% watch Indian Serials daily and 45% watch occasionally - according to the Table and figure 5. Most of the People watch Indian serials 2 to 3 hours in a day on an average, they are becoming unproductive. Table and figure 7 show that most of them don't watch Bangladeshi TV serials for showing more TV commercials and for copying others. Table and figure 8 show a huge number of young people mostly college and university going students speak Hindi in their conversation, which is creating a mix language, which is not good for any language. Table and figure 9 and 10 show females of Bangladesh are making changes in their lifestyle according to their favorite actresses of Indian serials which is actually fictional and impractical. They are changing consciously or subconsciously and a huge number of them are not happy with this changes. This is making us move away from our own beliefs, values in large from our culture. Figure and table 11 and 12 show most of the respondents faced conflict to watch Indian TV serials with their family members and faced bad effect on their education. At last the table and figure 13 shows that most of the studied people think that increasing unrest of the society is the main effect of Indian serials.