

# IMPACT OF REALITY SHOWS AND ONLINE STREAMING PLATFORMS IN THE MINDSETS OF PEOPLE.

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## Abstract:

The moving images of television facilitate people, demand attention and eventually influence their thoughts and behaviour. The media put our environment in perspective by giving several aspects, meaning and explanations relating to it. The media must have some pervasive influence on our thoughts, beliefs, values, and even our behaviour. This study aims to identify the mindsets and preferences of people who have been influenced by the impact of modern-day reality shows and streaming platforms during the pandemic period. And it proves that reality shows and movies have a greater influence on the society as a whole during the pandemic crisis and creates a major impact in view of behavior, health basis and psychology.

**Keywords:** Reality shows, TV programs, impact, streaming platforms, audience, pandemic, media.

## Introduction:

From childhood, we have been attracted to anything that is flashy, has a lot of colors and is entertaining. As we age, our tastes and preferences may change accordingly to the situations and circumstances we are in. But the one thing that has been a constant in our life is the involvement of media.

Media can be of any form, printed or electronic. It keeps us informed of all the current affairs around us and it also entertains and educates us. People like to experience media in different ways. Some like to watch news and make themselves aware of all the current affairs happening around the world while some like to consume media in an entertaining way, by watching movies or tv shows. Thanks to the advancement of technology, we can watch anything just from the comfort of our cell phones.

Back in the old days during independence, media was a way used to showcase patriotism and our support to the country. But media has evolved itself. We have different kinds of media around us, social media, cinemas, magazines, podcasts etc. People use these different types of media to educate and entertain themselves.

Nowadays, media and consumption of media has changed in a lot of ways. It has changed in ways we wouldn't have even thought about.

There are newer shows, themed shows and what not. Even the way we consume media has changed a lot. We have everything in our cellphones. From movies and tv shows to international news are available in our phones with just a small click.

The evolution has not only been restricted to technological advances, but the viewing patterns of viewers have also changed since the introduction of different shows and different modes of consuming media.

Audiences have become more capable to find out the patterns as well as the strategy that the favourite show follows.

In this context, this study explores the various components of reality shows and different modern streaming platforms and the impact that it has on the general audience and their culture.

The study is guided by the following objectives:

- The type of streaming platform the participant uses and the types of movies or tv show the participant views.
- The amount of time that the participant spends watching the shows or movies and also the time of the day they view those shows or movies.
- The mentality of the participant before the show/movie, while watching the show/movie, after watching the show/movie.

## **Literature Review:**

The following research, Impact of TV reality shows in youth of Ambikapur by Naveen Tiwari in 2016, explores 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 and also how it becomes a challenge for youth to overcome any attraction on it and they face challenges like concentrating on studies.

The following research , Impact of popular MTV reality shows SPLITSVILLA, BIGG BOSS AND ROADIES ON YOUTH IN BANGALORE by Rachana Prakash and Leena Philip, in 2018 , explores 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.

The following research, A STUDY ON IMPACT OF REALITY TV PROGRAMMES ON HOME SCIENCE COLLEGE GIRLS by Mrs. Gunjan Sharma in 2019 , explores the impact of reality TV shows in the minds of home science girls . It's because girls are influenced by fashion of reality TV programmes character's , various cultural events and physiological impact on them. This paper also studies on the youth frustration and have confusion like what is good and bad to them , what to follow. It concludes that the reality tv shows affect the personality as they get emotionally attached to the show and feel it as an important part of life . This study shows that the TV shows affects adversely the girl children, family and social culture.

The following research, Influence of Reality Television Shows on Society by Prof. Anjali Pahad, Ms. Nidita Karkare, Ms. Mimansa Bhatt, in 2015 explores that large numbers of people get influenced by the television. The moving images of television facilitate people, demand attention and eventually influence their thoughts and behaviour. Now, the youth are interested to see a live reality shows rather than emotional, scripted drama shows. They study the overall opinions of the selected Youth regarding the influence of Reality TV shows on the Society. And proves that the Reality TV Shows are one of the most influencing format of television medium of communication and have a great influence on the society as a whole.

The following research , the REALITY SHOWS by Sriram ARULCHELVAN, explores that Tamil television shows alone how they create hype that are totally unrealistic/unacceptable showcase concepts, which are leading to a cultural imbalance among the audience. He proves that most of the show portrays the conversation between the participants rather than showing the real essence of the reality show. He explores that the reality shows are the only source of entertainment as the show always play with the emotion of viewers. And he also explains the effects of binge watching, the evolution to watch the shows. He proved that people's psychological impact of the people while binge watching.

## Material And Methods:

The study employed was based on analysis and survey. For survey we made a google forms and asked different people to fill it up. The survey consisted of people from different age groups from 12-35+. It primarily focused upon the time spent by the individual, the type of device they have used to watch their shows and the purpose of why they watch the shows and mainly to focus on the “streaming effect” where people lose track of time by binge watching during this pandemic period.

An analysis was done using the internet, newspapers and other sources of media, regarding the impact of the shows on the minds of people.

The study employed both analysis of the impact of media and modern streaming techniques and also a questionnaire based survey. For the questionnaire based survey, we made a google form, in which the different types of streaming platforms, namely, Netflix, Amazon Prime, Hotstar, Pocket Tv, Redbox, MX Player, etc., the time of the day and the duration of each participants to watch a show/movie, the preferred streaming device of the participant, such as, mobile phones, laptops, tablets or internet ready tv.

Sources include textual data, collected from different news articles and also articles from the internet which spoke about the impact of media and its influence. The articles were transcribed in relationship to the current study. These articles looked at the various ways media affects the culture and also influences the mindsets of people. It also gives insight on the streaming culture of people.

The questionnaire based survey was strictly restricted to online mode.

## Discussion:

The study mainly focusses on the impact of different streaming services on the mindsets of people, especially during the pandemic (March 2020 – July 2020). In total, 135 respondents participated in the survey and filled up the google form which was made available to them. This survey helps in identifying the mindsets of people who watch shows/movies during the pandemic and how the viewing time and viewing categories changed.

*Table 1: Age group of the people:*

AGE GROUP	PERCENTAGE(%)
12-17	12.6%
18-26	76.3%
27-35	2.2%
35+	8.9%

The above table shows that most of the people (76.3%) who watch these shows/movies lie in the category of 18-26 years of age. The least ones are in the age group 27-35 (2.2%). This table shows that, youngsters are the ones who use the streaming services to watch their favourite movies/tv-shows.

*Table 2: Which online streaming platform do you use?*

NAME OF THE STREAMING PLATFORM	PERCENTAGE OF USERS(%)
Netflix	47.4%
Amazon Prime	71.9%
Hotstar	66.7%
Pocket TV	10.4%
Redbox	0.7%
MX Player	20.7%
None of the above	9.6%

From the table we can observe that, most of the participants use Netflix(47.4%), Amazon Prime(71.9%), Hotstar(66.7%) as their main streaming platforms, in which Amazon Prime(71.9%) is the most preferred one as it is cheaper compared to the others. Redbox(0.7%) has the least amount of usage as Redbox is not as popular as Amazon Prime, Netflix or Hotstar. Some of the participants have selected “None of the above(9.6%)” option, this implies that there are participants who watch shows and movies without any digital streaming platform subscription. They use DTH or Cable TV to watch their favourite movies/shows.

*Table 3: What do you use your subscriptions for the most?*

PURPOSE OF THE SUBSCRIPTION	PERCENTAGE OF PEOPLE(%)
Movies	38.5%
TV shows	34.8%
Sports	3.7%
Comedy	14.1%
None of the above	8.9%

The above table shows that, most of the people who have bought these digital streaming platforms, use it to watch Movies (38.5%) and TV shows (34.8%). The least watched category using these platforms are Sports (3.7%). Some people have chosen “None of the above (8.9%)” option. This shows that these users have not bought a subscription.

*Table 4: In a typical week, how likely are you to use this streaming services?*

TYPE OF USAGE	PERCENTAGE (%)
Extremely	13.4%
Moderately	59%

Slightly	20.9%
None of the above	6.7%

The above table shows the usage patterns of different users. The participants use the streaming platforms to view their shows/movies in a moderate amount (59%). There are participants who use these platforms in an extreme manner (13.4%), this shows that the participants watch their shows/movies for the most of the time during the day. This has drastically increased during the pandemic, where people don't have much work and cannot get out of their home even. So, the only way they could get rid of their boredom is to watch their favorite shows/movies.

*Table 5: What is the kind of portal do you use to stream your content?*

THE TYPE OF PORTAL	PERCENTAGE OF USERS (%)
Smartphone	73.3%
Internet Ready TV	30.4%
Laptop/ PC	34.1%
DVD	0%
Any others	5.2%

The above table shows that, 73.3% of the participants use their smartphones to watch their shows/movies. People prefer watching on their smartphones because it gives them more privacy than watching it on an Internet ready TV (30.4%) or laptop/Pc (34.1%). Still people use TV or laptops/PCs to watch it with their family or friends. DVD has 0% users as it is an outdated way of watching TV shows or movies. As the tech advanced, most of the people don't have DVD players in their homes. And moreover, people prefer easy ways to entertain themselves these days.

*Table 6: In a normal day, how much time do you spend on watching TV shows or movies?*

NUMBER OF HOURS	PERCENTAGE (%)
One hour	28.1 %
Two hours	32.6 %
Three hours	23.7 %
Four hours or more	15.6 %

In this table, we can see that most of participants watch their shows/movies for around two hours (32.6%) a day. There are people who watch for more that four hours a day, this extreme viewing patter is due to the pandemic and the boredom that comes along with it.

*Table 7: Do you watch reality show programming?*

RESPONSE	PERCENTAGE (%)
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Yes	59%
No	24.6%
Maybe	16.4%

In this table of data, we can see that, 59% of the participants watch reality Tv programs such as Cook with Comali, Super Singer etc. Many people watch these shows because it is engaging, fun and stress buster. And we can find this a pandemic relief.

*Table 8: What is your purpose of watching reality shows?*

PURPOSE	PERCENTAGE OF USERS (%)
Entertainment	87%
Educational purpose	0.8%
Personal satisfaction	6.9%
Peer pressure	5.3%

Most participants watch reality show just for the entertainment (87%) and fun that they provide. The least viewed purpose is for educational purposes (0.8%). People who watch due to peer pressure consists of 5.3%. This is because, our friends have watched the show, and if we don't watch, we will be left out whenever they have a conversation about the show. This mindset leads us to watch the show, even if we don't like it. This is one way of peer pressure and psychological changes , it is also to fit in the group easily.

*Table 9: Do you think the reality shows and movies affect your education / work?*

RESPONSES	PERCENTAGE (%)
Strongly agree	12.6%
Agree	18.5%
Maybe	42.2%
Disagree	20.7%
Strongly disagree	5.9%

From this table we can see, around 42.2% of the participants believe that their bingeing of shows/movies may affect their education and work. Some people strongly agree (12.6%) while some people strongly disagree (5.9%). We can understand that bingeing a lot can affect the productivity of a person.

*Table 10: Have you ever felt that these shows and movies influenced you a lot and had a major impact on the changes in your attitude?*

RESPONSES	PERCENTAGE (%)
Agree	26.1%
Neutral	51.5%
disagree	22.4%

From this table we can understand that, a particular character from the participants favorite show/movie can affect their mindset. 51.5% neutrally agree that they show a change in behavior which is triggered by their favorite character in a movie or show, while 22.4% of the participants disagree that they show change in character.

*Table 11: Did your duration of watching movies and shows in the streaming services increased during the pandemic lockdown (March2020-July 2020)?*

RESPONSE	PERCENTAGE OF USERS (%)
Yes	83%
No	9.6%
Maybe	7.4%

83% of the participants have increased the duration of watching shows/movies during the pandemic. This is because of the lockdown which was in action, and due to that people were bored in their houses. Due to this, people started engaging more in movies/shows.

*Table 12: Do you find it comfortable to watch the shows alone rather than with other family members?*

RESPONSE	PERCENTAGE (%)
Comfortable	45.9%
Moderately	45.1%
Not comfortable	9%

This table shows that, participants are comfortable (45.9%) and moderately comfortable (45.1%) to watch shows/movies with their family members. Only 9% of the participants are not comfortable to watch shows/movies with their family.

*Table 13: What time of the day do you mostly watch TV shows?*

<b>TIME OF THE DAY</b>	<b>PERCENTAGE OF USERS (%)</b>
Morning (4:00 AM – 12:00 PM)	1.5%
Afternoon (12:00 PM – 8:00 PM)	55.6%
Evening (8:00 PM – 4:00 AM)	43%

This table shows that the most preferred time for watching shows/movies according to the participants is in the afternoon (55.6%) and evening (43%). Participants don't prefer to watch any kind of shows/movies during morning (1.5%), this is primarily because the participants will be having online classes during those hours.

*Table 14: Do you watch a program if it was recommended by friends or family only?*

<b>RESPONSES</b>	<b>PERCENTAGE (%)</b>
Yes	48.9%
No	24.4%
Maybe	26.7%

48.9% of the viewers watch shows that are recommended by their family or friends. Whereas, 24.4% of the participants watch shows/movies which they like and they decide to watch.

*Table 15: In what situation are you more likely to watch TV shows or movies?*

<b>SITUATIONS</b>	<b>PERCENTAGE OF USERS (%)</b>
At their free time	77.8%
At their work time	1.5%
To watch more than their friends (competition basis, on who completes it first)	3.7%
During eating	15.6%
Travelling	1.5%

Most of the participants watch shows/movies when they have a free time (77.8%). Some of them watch their shows/movies when they are having dinner/breakfast/lunch (15.6%). 3.7% of the participants watch more amount of episodes in a show or movies just so because they can claim that they have completed the show or they have watched these many movies. Thus, we can say that this competitive mind affects their mindsets.

*Table 16: If your favourite movie or an episode is going to be streamed and at the same time you have a very important assignment/ work to complete, what would you do?*



INSTANCES	PERCENTAGE OF USERS (%)
You watch the movie/show and then complete the work	20.9%
Finish your work and then watch the movie/show	65.7%
None of the above	13.4%

From this table we can see that participants are willing to reschedule their movie/show if they have any work or study related things to do. But, even then 20.9% of the participants are ready to watch the movie first and then do their respective assignments. This proves the influence that movies/shows have on the mind of the people.

*Table 17: When you are watching your favourite movie or show and someone interrupts you or asks you for a favour that is important, how do you react to it?*

RESPONSES	PERCENTAGE OF USERS (%)
Become angry and yell at them	12.1%
Do the favor they asked	69.7%
Pretending that I didn't hear	18.2%

The above table shows that, in spite of watching their favorite show/movie, 69.7% of the participants are ready to help other if they ask for a favor. Meanwhile, some people get angry and yell at them (12.1%) and some pretend they didn't hear (18.2%). This again proves the influence that movies/shows that have on the minds of people.

*Table 18: In general, do you feel like subscription services are worth the prices of membership?*

RESPONSES	PERCENTAGE OF USERS
Yes	27.8%
No	33.1%
Maybe	39.1%

Only 27.8% of the participants think that the subscriptions are value for money. And 33.1% of participants think that it's not price worthy. This is because many subscription-based plans charge a lot for their services. Some of these prices cannot be afforded by a common household. This is the reason why many people are not willing to buy one for their one, but are ready to pool in their money with their friends and share it with them.

*Table 19: Have you ever worried about your health (as you lack the physical activity) by binge watching?*

RESPONSES	PERCENTAGE (%)
Yes	24.6%
No	28.4%
Sometimes	44%
Yes and No	3%

28.4% of the participants do not care about their health when they binge watch. They do not engage in any kind of activity and this in turn makes them weak and obese in some cases. Only 24.6% of the participants practice some kind of physical activity even if they are binge watching.

*Table 20: Have you ever dreamt about how would it be like if your favourite scenes from movies or series happened in your real life and wished for it?*

RESPONSES	PERCENTAGE (%)
Strongly agree	16.4%
Agree	41.8%
Neutral	32.1%
Disagree	8.2%
Strongly disagree	1.5%

Almost half the number of participants has agreed (41.8%) that they have wished if the scenes from shows/movies would happen to them. Some people have disagreed (8.2%) and strongly disagreed (1.5%) to the fact that they expect the scenes to happen in their own life. People often dream about scenes from movies/shows to happen in their lives and sometimes get disappointed when they know that it can't happen in reality. This is because people love the feel from the hyper reality rather than being in the reality nature.

*Table 21: Do you wait eagerly for the promotional videos / trailers for the series /movies you like?*

RESPONSES	PERCENTAGE (%)
Yes	58.2%
No	26.9%
Maybe	14.9%

More than half of the participants (58.2%) are very eager to wait for their favorite shows/movie's trailers or promo videos. While 26.9% of the participants do not wait for any kind of promos or trailers. It also influences a person's mindset as they will be hooked and on the lookout for the promo videos or trailers.

Moreover, there will be an active competition on social media on who posts the trailer/promo video on their timeline. So, this increases peer pressure among the people.

## Results:

It is found that many people who watch reality shows and other tv shows using streaming platforms are people from the age group of 18 to 26. These people watch shows, solely for **entertainment** purposes. It is also found that, people engage in more and more hours of shows, since the beginning of the pandemic as a reason of boredom and their preferred means of watching these shows are through smartphones. Most of the people who participated in this survey were ready to buy subscription-based platforms such as “Netflix”, “Amazon Prime”, “Hotstar”, etc., to watch movies and tv shows primarily. People who participated in this survey thought that their work and education may get affected due the extensive binging of shows and movies. Many people from this age group mentioned above, watch and binge shows during nighttime and this in turn leads to lack of sleep and waking up the next day to a less productive version of themselves. This binge watching affects the sleep cycle, lack of physical activities, how much they affect the psychologically and these made them unaware about the actual difference between the hyper reality and real life.

As we can observe from the above tables and analysis of contexts from the articles, we can conclude by saying that, reality shows and modern streaming platforms do have an influence on the mindsets of people. The most affected people are from the category of 18-26 years of age. They are the age group that spends a lot of time watching tv shows and movies. The most preferred streaming platform is Amazon Prime as it's a cheaper option than any other streaming platform available. As most of us have a smartphone at our disposal, we tend to use our phones the most. Most of the people from the category of 18-26 use smartphones to watch their tv shows/movies. The participants watch their movies/tv shows for around two hours in a day and their preferred watching time is from 12:00 PM to 8:00 PM. Some of the participants even watch their tv shows/movies during the nighttime. This drastically affects their sleep cycle which leads to health issues. Speaking of health, most of the participants do not care about their health nor they do any kind of physical activity while they binge watch. As we all know, bad health leads to a bad mind, which in turn leads to a bad mindset.

The amount of time viewed by the participants increased after March 2020, as the world is suffering from a pandemic and everyone went into a lockdown. As the participants had nowhere to go and everyone was bored in their homes, so they started to increase the viewing time of their shows/movies. This pandemic also caused the participants to watch movies/shows during nighttime as they did not have to wake up early the next morning.

In case, of reality shows, people give them equal importance as movies and tv shows. Many participants have said that they watch reality shows for entertainment. Reality shows have a way of making the viewer to be hooked onto the tv/phone screens till the end as it gives them a full-time entertainment. Time goes so fast when they're seeing their favorite reality show.

## Conclusion:

In conclusion, from the study that we have conducted and from the survey that we have taken, we can say that, reality shows and modern streaming platforms have an influence on the mindsets of people. If people are ready to consume shows/movies in a responsible way then, the streaming platforms are of a great help to keep the boredom at bay. But if we over-consume it then it will make our brains and mind very dull and weak. Not only our mind, even our bodies tend to become weak without any kind of physical activity due to the continuous streaming of the shows. People should be responsible while watching their show/movie and it all shows that all students loves having the hyper reality as it gives comfort to them. TV programmes are affecting adversely the personality.

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