

Project Title

Impact Of TV Programs In The Society

Research Question

Find out the impact of the recent TV programs in the society and how people choose on what they want to watch.

Members & Responsibilities

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Equally contribute on data collection, analysis, presentation and report creation tasks.

Introduction

People like to watch various TV programs in the leisure time to get entertained/informed because of the interest in the flow of the script or to just freshen up, without any preference in either of the above mentioned.

As a result of these interest in people, TV broadcasting stations tend to try all kinds of methods to attract more viewers to their channels by broadcasting multitude of programs to increase the profit margin to survive in their business with hesitation to select programs that really could bring a value to the society.

It is the people's choice that decide which programs broadcasting channels must really invest on meaningful to the society.

The research is to find out the impact of the recent TV programs in the society and see how people do choose on program as they desired. A survey was done on 54 people randomly chosen including both families and individuals from different places of the country.

Results & Analysis

Result are recorded in a tabular structure for ease of analyzing. (portion of the tabular structure shown below.)

Index	Hours per day			Age				Program Type	Program Type (Matrix)							
	< 2	2-4	4 >	18-27	28-37	38-47	48+		Teledrama	News	Documentary	Sports	Musical	Political	Religious	Other
1	x				x			Teledrama, News, Documentary	1	1	1	0	0	0	0	0
2		x			x			Teledrama, Musical/Reality, News	1	1	0	0	1	0	0	0
3	x				x			News, Documentary	0	1	1	0	0	0	0	0
4	x					x		Teledrama, News	1	1	0	0	0	0	0	0
5		x					x	Teledrama, News, Documentary, Musical	1	1	1	0	1	1	1	0

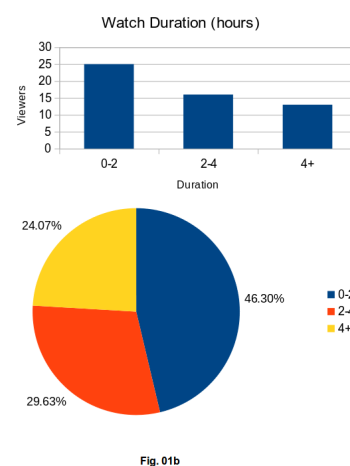
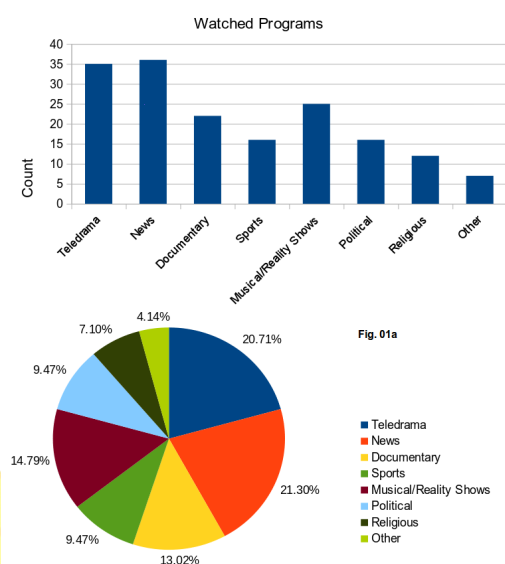
Analysis done as follows.

> Whole sample analysis for viewers for each program types and watch duration.(Fig. 01a and 01b)

> Viewers choice of program types based on the age range.(Fig. 02)

> Comparative analysis of viewers per age group and their choice of programs.(Fig. 03a)

> Comparative analysis of viewers per age group and their watch duration.(Fig. 03b)



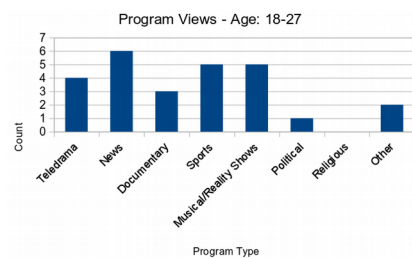


Fig. 02

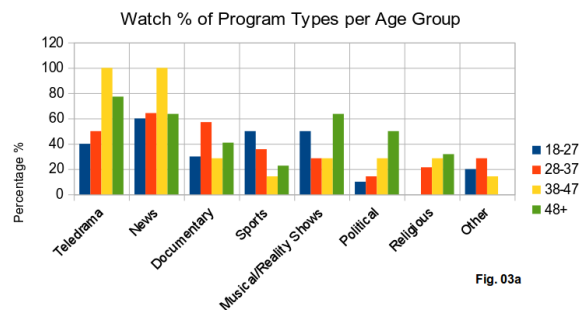
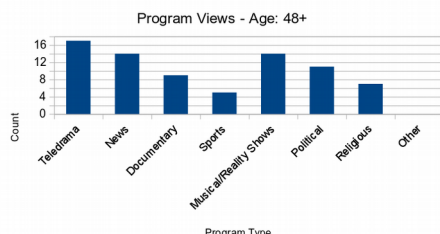
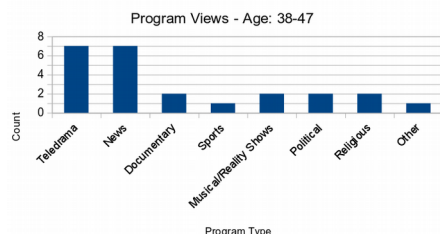
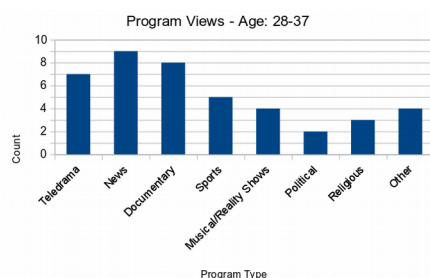


Fig. 03a

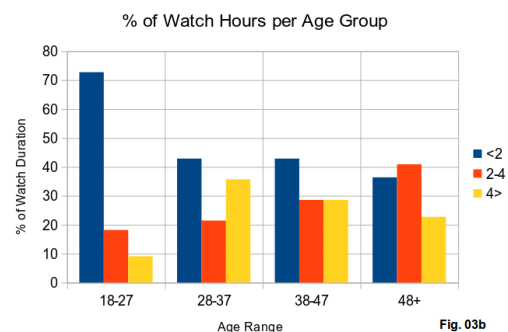


Fig. 03b

Conclusion

According to analysis of the results, following conclusions can be drawn.

- It is clear that people's selection of TV programs is dominated by Teledramas, followed by News probe.
- Musical/Reality shows and Documentaries nearly have equal fair share on the mass.
- A big portion (46%+) do not watch TV more than 2 hours of time. This is very common on the younger age group (18-27).
- Subsequently, TV channels less successive with lock-in younger generation for long watch duration.

Additionally,

- Even we though assume that adults above 48 would prefer to watch programs related to their religion, we could not find much interest among the results comparatively.
- Due to recent popularity in FIFA World Cup, people have considerable high interest watching Sports in all age groups and the highest is in the age group 18-27.

However, in general we can conclude that TV channels succeeded on influencing what people tend to watch in their leisure time.

Discussion

There is enough space to improve this project to analyze the stated research question in depth.

Sample Size:

We have just scratched the surface of the situation to get a general idea from a small sample of the population. Collected sample is more centered on Colombo with some portion of the samples scattered away from Colombo. We assume, by increasing the size of the sample while collecting the samples from other cities away from Colombo would give different perspective than what we have identified.

Life Style:

In this research, we have not considered the life style of the individuals. As a result of the life style, people get distracted from watching more educational programs than programs like Teledrams as an example since they fail to find a suitable time-slot. With this weighted estimate, more reasonable information can be extracted.

Git repo: https://github.com/indikaur/cs5651si-impact_of_tv_programs