

## **The Impact Of Reality Television Program On Universiti Teknologi Mara Terengganu's Students**

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### **Abstract**

*Television has a great influence over morality of viewers, as they tend to match their own judgments of what is good and bad with the value system created by television programs. This could create moral and ethical conflicts in the viewer. As reality TV programs were perceived to be more real than other TV programs, their effect on the viewers' attitudes and values was stronger. The dramatic rise in the popularity of reality television shows at the present time can be considered as phenomenal in the world media landscape. Many reality shows have created history in terms of people's participation and revenue generation. The aim of this paper is to find out the factors that influence the students of Universiti Teknologi MARA Terengganu to watch reality television program. This descriptive research used 361 students from 12 programs as a sample. The results show that most of the respondents like to watch the reality television program that is more challenging in term of physical and mental. In most cases they watch the program because it's entertaining and give positive impact to them.*

**Keywords: Reality program, cost, time, peers, student**

### **1.0 Introduction**

The more people watch television and hence are exposed to these distortions of reality, the more they will come to view the real world as similar to the world portrayed on television and thus perceive a greater real world incidence of the over represented entities (O'Guinn et al,1998)

According to Moy and Garma (2006), Malaysian youth is the main target audience of reality television shows and other promotional events that accompany the programs. Most of the students are influenced by the persuasive power of the networks and broadcast companies that they actually spend substantial amount of money to participate in these highly interactive programs.

Interviews with many youths revealed that they enjoyed watching reality television programs like One in a Million, Gangstarz, Akademi Fantasia, Malaysian Idol and many more. In this case, most of the viewers felt happy and enjoy by supporting the participants and contestants and waited in anticipation to see the progress of the shows.

Reality television is a genre of television programs that capture "ordinary" people in unscripted, producer-contrived situations (Rankin, 2004). Participants allow a large portion of their lives to be scrutinized on and off screen. Their talents, emotional outbursts, conflicts, intimate moments and heart-wrenching confessions are captured on camera around the clock. The often unpredictable twist of events and unexpected human drama in these shows has proven to be a great success in the contemporary entertainment industry.

Few study done by analyst shows that reality television program offers positive and negative impact. According to them by watching reality television programs give an opportunity to the students to gain instant exposure, fame or money and helps in increasing one's confidence level and self awareness. Students from Universiti Teknologi MARA believe that reality television programs give high levels of entertainment and thrill. But in negative aspect, they strongly admit that it generate social, moral and ethical conflicts in the viewer.

Nowadays, reality television programs have become the most popular and important aspect in students life. Here we agreed that reality television programs are one of the most important elements that enrich entertainment to the students by providing positive impact to them.

## 2.0 Method

A questionnaire survey was conducted in December 2008. The population of the study was 4181 students comprised from 12 programs that have been offered in Universiti Teknologi MARA Terengganu. The sample for the study was 361 students by using the Uma Sekaran (2004), table of sampling.

For the purpose of this study, the framework was developed to determine the impact of watching reality television programs towards the students. Four variables consisted of cost, personality, attitude and time factors were analyzed in order to find out the impact of watching reality television programs to the students.

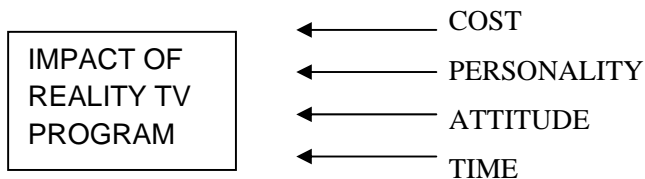


Figure 1: Conceptual framework

## 3.0 Results And Discussion

The Cronbach Alpha of reliability instrument used was 0.845.

The distribution of gender illustrated in Table 1.

According to table 1, it can be seen that the percentage between female and male student are almost the same, in which 50.1% male and 49.9% for female.

Table 1: Gender Distribution

		GENDER			
		Frequency	Percent	Valid Percent	Cumulative Percent
VALID	MALE	181	50.1	50.1	50.1
	FEMALE	180	49.9	49.9	100.0

	Total	361	100.0	100.0	
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There are many reality programs offered by television channel. Based on table 2, it shows that 33.8% respondents chose to watch Fear Factor program in most of the time as compared to *Bintang RTM* program is least preferred which is only 6.4%.

Table 2: Types of Reality Television Program

FAVOURITE REALITY TELEVISION PROGRAM				
		Never	Sometimes	Always
Valid	Akademi Al-Quran	35.7	54.0	10.2
	Akademi Fantasia	24.7	51.5	23.8
	Akademi Nasyid	39.1	49.6	11.4
	American Idol	45.4	39.3	15.2
	America's Next Top Model	44.9	32.4	22.7
	Bintang RTM	57.9	35.7	6.4
	Explorace	19.4	51.8	28.8
	Fear Factor	12.7	53.5	33.8
	GangStarz	38.5	44.6	16.9
	MyStarz	28.2	41.0	10.8
	One In A Million	36.3	44.0	19.7
	Raja Lawak	22.4	49.0	28.5
	Sehati Berdansa	31.6	38.8	29.6
	Survivor	24.4	48.8	26.9
	The Apprentice	20.8	46.0	33.2
Total		502.0	708.5	317.9
Percentage (%)		32.8	46.4	20.8

Based on the results, it can be concluded that, most of the respondents would like to watch the reality television programs that more challenging in term of physical and mental such as Fear Factor, The Apprentice and *Sehati Berdansa*. Some of the respondents watch the reality television programs for sometimes just to entertain themselves as the results more towards entertainment programs such as *Akademi Al-Quran*, *Akademi Fantasia* and *Akademi Nasyid*.

Table 3 shows that most of the respondents influenced to watch reality television program because of entertainment factor. 30.7% respondents agree that reality television program entertain them a lot.

Table 3: Factors That Influence Students To watch Reality Television Program

FACTORS THAT INFLUENCE STUDENTS TO WATCH REALITY TELEVISION PROGRAM					
		Not At All (%)	Somewhat (%)	A lot (%)	Exactly (%)
VALID D	Influence from peers...	14.1	19.3	11.7	7.2
	Because of the celebrities (host, judges, special guess)	9.4	14.7	20.6	13.6
	I would like to be a contestant on a program like this	22.0	10.9	12.4	9.1
	I had nothing better to do . . .	9.5	15.3	15.0	20.8
	It entertains me . . .	4.3	12.8	19.2	30.7
	There are online activities ... (like chat rooms, polls, quizzes) I can participate in	24.0	12.3	10.8	5.0
	I can forget about school work, or other things	12.4	14.7	10.4	13.3

The result as in table 4 shows that most of the respondents watch television at the average of 1-3 hours during weekdays and 5-7 hours during the weekend.

Table 4: Time Spending Watching Reality Television Program

AVERAGE TIME SPENDING IN WATCHING REALITY TELEVISION PROGRAM					
		1-3 hours (%)	3-5 hours (%)	5.7 hours (%)	7 and above (%)
VALID (TIME)	Average weekday	60.5	53	34.1	36.6
	Average weekend	39.5	47	65.9	63.4

The effects of watching reality television to the respondents are illustrated in Table 5. As can be seen, respondents felt that by watching reality television program, they could spend more time with their families. It is a positive impact to them. In term of attitude impact, since reality television programs entertain them it caused to influence the viewers to be more enjoyable. Reality television program also influenced the viewers to follow the styles and fashions of that particular celebrity.

Table 5: Effects of Watching Reality television Program

EFFECTS FROM WATCHING REALITY TELEVISION PROGRAM					
		Not At All (%)	Somewhat (%)	A lot (%)	Exactly (%)
VALID (TIME) (COST)	Spend more time with family and friends	1.6	6.5	11.3	18.2
	Spend less time in study	5.6	8.2	7.2	6.0
	Spend much money in downloading application about the programs.	10.1	5.0	3.9	3.1
	Spending to much money on reality television program ( voting, buying related stuff of reality TV programs)	10.8	3.9	4.0	2.4
(PERSONALITY)	Start following the styles and fashion of that particular celebrity.	7.2	8.4	4.9	3.4
	Start adapting the personality and attitudes of that particular celebrity	7.4	7.8	5.5	2.7
(ATTITUDE)	To further study in that particular area.	10.6	4.2	3.6	3.6
	Get more information about the program from the internet	6.3	6.5	8.2	5.8
	Fanatic in that program	7.8	6.8	5.0	4.8
	Addicted to eat junk food	8.6	6.4	4.6	3.6
	To be enjoyable	2.0	7.4	11.6	13.7
	Feel less lonely	2.9	8.0	10.0	12.0
	More knowledgeable regarding reality television programs.	3.4	8.0	9.9	10.3
	Addicted to watch the programs	5.6	8.0	7.0	6.9
	Can't focus in the class	10.0	5.1	3.5	3.6

In term of cost factor, it is does not contribute and give any effect to the respondent. Most of the respondents did not spend much money on reality television programs such as voting, buying related stuff of reality television programs.

Table 6 shows that there is significantly difference between gender in watching reality television program. Female students are more likely to watch television as compared to male students.

Table 6: T-Test for Gender

GENDER				
		F	SIG	t
Mean A	Equal variances assumed	13.704	0.00	-2.172
	Equal variances not assumed			-2.173

#### 4.0 Conclusion

Today's television hosts provide of popular reality television programs that can attract viewers to watch and it become new phenomenon in this era. Based on the findings, we can see that the students are interested to watch the reality television program. There are many factors that contributed to the students to watch reality television program, but mostly they are influenced by entertainment because they felt by watching television can release their tension.

For further research, there is a need to study on impact of reality television programs towards the youths especially students. Further research should also examine the factors on why students like to watch reality television programs. Additionally, this research could be regarded as the beginning of a line of investigations examining the impacts of reality television programs to the young generation and it will be a highly relevant future extension, both for practitioners and scholars.

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