

An Impact of Soaps Operas on the Lifestyle of Television Viewers



Meghna Aggarwal
Assistant Professor,
Deptt. of Commerce and Business
Management,
A.S.S.M. College,
Mukandpur

Abstract

The rising trend of nuclear family system resulted into the tendency of self-centeredness. When the income of the people increases, they tend to spend more on leisure than on necessity. The purpose of this research is to identify the overall impact of daily soap operas on society. The scope of the study is restricted only to the city Chandigarh. The sample size of 120 females of different age groups forms the part of the study. The study is conducted in year 2014-15. Direct interview technique was adopted in the process of collecting primary data. Personal interviews were conducted with the females of the different sections of the society. It is concluded that there is a relation between watching of daily soap operas by the respondents and frequency of their outdoor recreational visits. Zapping between channels is the main reason of conflicts in a family. It is also found that TV shows has increased the level of knowledge of the respondents. Self regulation as well as parental guidance is the most effective measuring to overcome the harmful effects of viewing soap operas.

Keywords: Soap operas, Television.

Introduction

Television is the most sophisticated, glamorous and powerful means of mass communication. Television affects our life from birth to death. The word television is derived from the Greek word 'tele' which means 'far' and the Latin word 'Visio' which means 'sight'. Therefore television really means 'seeing at a distance'.

In the mid era of 21st century, programmes began to beam for twenty minutes twice a week but later during the 70's the duration of the service was increased for three hours which included news, information and entertainment programs as well as a special programme for the farmers called 'Krishi Darshan'. Television became an independent media unit in the Ministry of Information and Broadcasting under the banner-Doordarshan. India's first indigenous soap opera was 'Hum Log' a serial of 156 episodes which was telecasted twice a week from July 7th 1984 to December 17th 1985. The success of 'Hum Log' in the market led other soap operas too come off the studios in quick succession such as 'Khandan' and 'Buniyad'; sitcoms like 'Yeh Jo Zindagi Hai', 'The Flop Show', 'Mr Yogi' and 'Dillagi'; Children stories 'Ek Do Teen Chaar', 'Vikram Aur Betaal' and women oriented stories 'Chehra'.

The rising trend of nuclear family system resulted into the tendency of self-centeredness. The decline of the joint family meant that rising incomes were distributed over a smaller number of people. When the income of the people increases, they tend to spend more on leisure than on necessity.

With so many factors to consider, television broadcasters have realized that they have to cater to various segments like youth, housewife, senior citizens etc. For instance, religious and spiritual channels are watched largely by the senior citizens. Children want to watch channels that show cartoons, wildlife, and nature and so on. Housewives prefer the general entertainment and lifestyle channels. Moreover, the respective viewers do their viewing at different times of the day. For instance, the elderly people prefer to do their viewing early in the morning. Children prefer watching in the evening, while adults prefer late night viewing.

Star Plus, a GECs (General Entertainment Channels), belonging to the Star Network changed the format of soap operas when they introduced the *saas-bahu* serials like *Kyuki Saas Bhi Kabhi Bahu Thi*, *Kahaani Ghar Ghar Ki*, *Kesa*, *Kasuti Zindagi Ki*, *KumKum-Pyara Sa Bandhan*, *Kahiin To Hoga*, *Viraasat*, *Baa Bahoo Aur Baby*, *Karam Apanaa*

Apanna, Resham Dhankh. The basic format of introducing a character cast that features rival families and the various people connected to them, a plot that is always full of unexpected twists and turns.

Research Objectives

The research objectives of this study are as follows:

1. To study the socio- economic profile of sample population of Chandigarh.
2. To analyze the impact of soap operas on female members of different age groups in a family.
3. To suggest measures to overcome the harmful effects of viewing soap operas in the light of the findings of the study.

Data Sources and Research Methodology

The purpose of this research is to identify the overall impact of daily soap operas on society. The scope of the study is restricted to Chandigarh. The sample size of 120 females of different age groups forms the part of the study. The study is conducted in year 2014-15. Direct interview technique was adopted in the process of collecting primary data. Personal interviews were conducted with the females of the different sections of the society. In this study statistical tool such as averages, percentages, rankings, chi-square etc. are used .To make the presentation more impressive, pie-diagram, histograms etc., are also used.

Results and Discussions

Demographic Profile of Sample Respondents

The present study has tried to analyse the demographic profiles of the respondents with the help of percentage technique.

Table -1
Age Group of the Respondents

Age (In Years)	Frequency	Percentage
10-19	8	7
20-29	10	8
30-39	46	39
40-49	34	28
50-59	18	15
60 and above	4	3
Total	120	100

It is seen in table 1 that 39% of respondents belongs to 30-39 years, 28% of respondents are between 40-49 years and the least percentage .i.e 3% of respondents belongs to 60 years and above. The graphical representation is shown in figure 1.

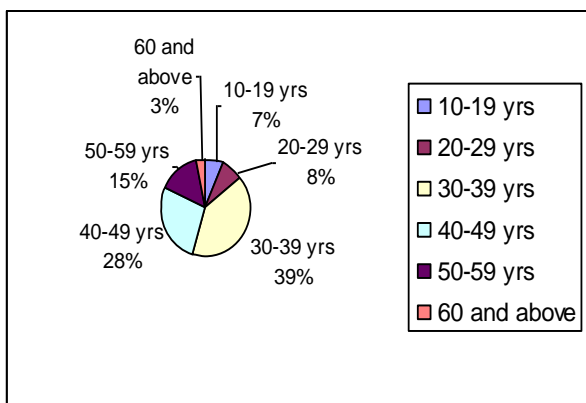


Figure 1: Age Group of the Respondents

Table 2 and figure 2 showed that the 36% of the respondents are single whereas 64% of the respondents are married. It is shown in figure 2 also.

Table-2
Marital Status of the Respondents

Description	Frequency	Percentage
Single	43	36
Married	77	64
Total	120	100

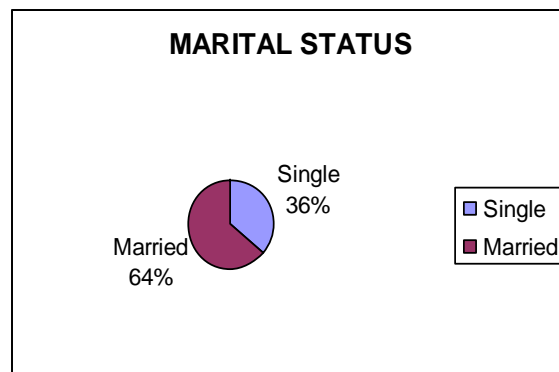


Figure 2- Type of Family of the Respondents

Table 3 and figure 3 showed that 36% of the respondents are post-graduates, followed by 32% of the respondents are graduates, 17% of the respondents are matric, 12% are higher secondary while only 3% of the respondents are doctorate.

Table-3
Educational Qualification of the Respondents

Description	Frequency	Percentage
Doctorate	4	3
Post-Graduate	44	36
Graduate	38	32
Higher Secondary	14	12
Matric	20	17
Total	120	100

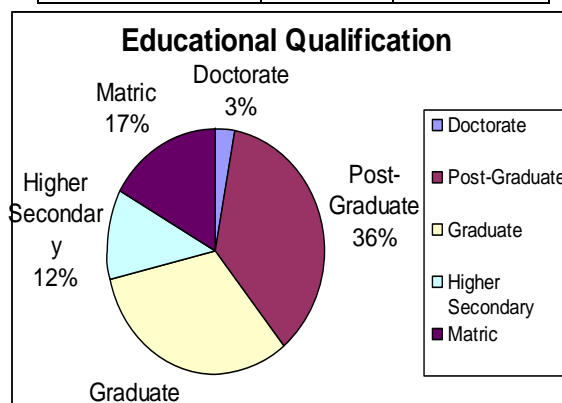


Figure 3: Educational Qualification of the Respondents

Table 4 and figure 4 showed the occupations of the respondents. It is found that majority of the respondents (40%) are housewives, followed by 32 % of the respondents are doing service, 22 % of the respondents are students while 6% are engaged in business activities.

Table 4
Occupation of the Respondents

Description	Frequency	Percentage
Student	26	22
Service	38	32
Housewife	48	40
Business	8	6
Total	120	100

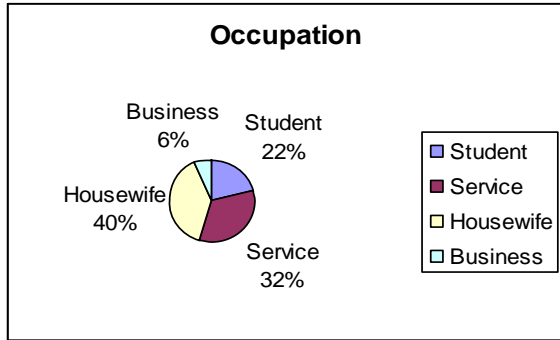


Figure 4: Occupation of the Respondents

Table 5 and figure 5 showed that 40% of the respondents have annual income between Rs 2,00,00 to Rs 3,00,00, followed by 32% of the respondents are having income between Rs 1,00,00 to Rs 2,00,000, 22% of the respondents have income between Rs 50,000 to Rs 1,00,000 and only 6% of the respondents have income above Rs 3,00,000.

Table 5
Annual Income of the Respondents

Income (in Rs.)	Frequency	Percentage
50,000-1,00,000	26	22
1,00,000-2,00,000	38	32
2,00,000-3,00,000	48	40
Above 3,00,000	8	6
Total	120	100

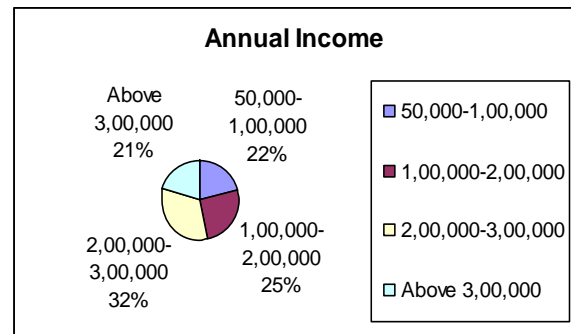


Figure 5: Annual Income of the Respondents

Impact of Daily Soap Operas
The present study is focused on the aftermaths of the daily soap operas. It is affected on multiple ways. But due to paucity of resources, the present study has narrowed down its implications.

Impact on Outdoor Visits of the Respondents

Table 6 and figure 6 showed that the impact of daily soap operas on the outdoor visits of the respondents. For this purpose, hypothesis are formulated which are as follows.

Ho: There is no relation between watching of daily soap operas by the respondents and frequency of their outdoor recreational visits.

H1: There is a relation between watching of daily soap operas by the respondents and frequency of their outdoor recreational visits.

It is seen in table 6 that out of sample of 120 respondents, 46 respondents belongs to the age of 30-39 years, followed by 34 respondents belongs to the age of 40-49 years, 18 respondents belongs to 50-59 years, 10 respondents belong to the age of 20-29 years, 8 respondents belongs to the age of 10-19 years and only 4 respondents belongs to above 60 years.

Table 6
Frequency of Outdoor Visits of the Respondents

Frequency	Age							Total
	10-19 yrs	20-29 yrs	30-39 yrs	40-49 yrs	50-59 yrs	Above 60 yrs		
Daily	1	1	3	5	2	0	12	
Weekly	1	2	1	3	7	0	14	
Fortnightly	2	3	13	13	3	0	34	
Monthly	2	3	17	10	1	2	35	
Bimonthly	2	1	12	3	5	2	25	
Total	8	10	46	34	18	4	120	

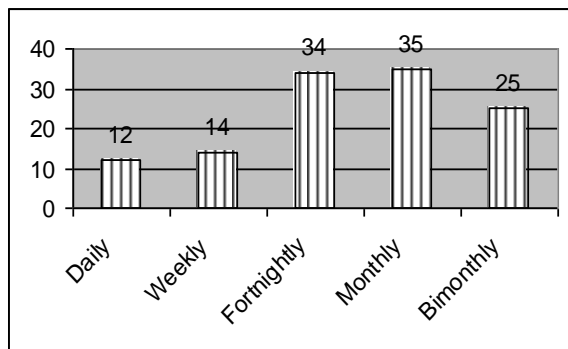


Figure 6: Frequency of Outdoor Visits of the Respondents

Table 6 and figure 6 showed that out of 120 respondents, 35 respondents made monthly outdoor visits followed by 34 respondents (fortnightly), 25 respondents (bi-monthly), 14 respondents (weekly) and few respondents .i.e. 12 made daily outdoor visits.

A Nonparametric Test

A nonparametric test is a hypothesis test that does not require the population's distribution to be characterized by certain parameters. For example, many hypothesis tests rely on the assumption that the population follows a normal distribution with parameters μ and σ . Non parametric tests do not have this assumption, so they are useful when your data are strongly non-normal and resistant to transformation. Chi-square test is one of the important of non-parametric test.

Table 7
Chi-Square Calculation Relationship between Outdoor Visits and Watching of Daily Soap Operas

Cell	Observed Frequency (O)	Expected Frequency (E)	(O-E) ¹	(O-E) ¹ / E
(1,1)	1	0.8	299*	5.40
(1,2)	1	1.0	-	-
(1,3)	3	4.6	-	-
(1,4)	5	3.4	2.56	0.75
(1,5)	2	1.8	-	-
(1,6)	0	0.4	-	-
(2,1)	1	0.9	-	-
(2,2)	2	1.2	-	-
(2,3)	1	5.4	-	-
(2,4)	3	4	-	-
(2,5)	7	2.1	24.01	24.30
(2,6)	0	0.5	-	-
(3,1)	2	2.3	-	-
(3,2)	3	2.8	-	-
(3,3)	13	13	0	0
(3,4)	13	9.6	11.56	1.20
(3,5)	3	5.1	-	-
(3,6)	0	1.1	-	-
(4,1)	2	2.3	-	-
(4,2)	3	2.9	-	-
(4,3)	17	13.4	12.96	0.96
(4,4)	10	9.9	.01	.001
(4,5)	1	5.3	-	-
(4,6)	2	1.2	-	-
(5,1)	2	1.7	-	-
(5,2)	1	2.1	-	-
(5,3)	12	9.6	5.76	0.60
(5,4)	3	7.1	-	-
(5,5)	5	3.7	-	-
(5,6)	2	0.8	-	-
Total				33.67

*One or more classes with theoretical frequencies less than 5 are combined into a single category before calculating the difference between observed and expected frequencies. The number of degree of freedom is determined with the number of classes after the regrouping.

$$\text{Chi - square } X^2 = \frac{\sum(O - E)^2}{E}$$

Chi-square calculated is 33.67.

Chi-square table value is 15.5 at 8 d.f. and 5 % level of significance.

From the table 7, it is found that Calculated value > Table value. Thus Ho is rejected.

Conclusion

There is a relation between watching of daily soap operas by the respondents and frequency of their outdoor recreational visits.

Impact on Mental Health of the Family

The present study also tried to find out the impact of soap operas on mental health of the family. Table 8 showed that 46 respondents belongs to the age group of 30-39 years, followed by 34 respondents belongs to the age group of 40-49 years, 18 respondents have age group of 50-59 years, 10 respondents belong to the age group of 20-29 years, 8 respondents belong to the age group of 10-19 years while 4 respondents are above 60 years. In order to test the mental health of the family, the following hypothesis are framed.

Table 8
Impact on Mental Health of the Family

Description	Age							Total
	10-19 yrs	20-29 yrs	30-39 yrs	40-49 yrs	50-59 yrs	Above 60 yrs		
Spouses	0	2	15	12	5	1	35	
Family members	8	2	8	8	4	1	31	
Children	0	6	23	14	9	2	54	
Total	8	10	46	34	18	4	120	

HO: Zapping between channels is not a reason of conflicts in a family.

H1: Zapping between channels is a reason of conflicts in a family.

Table 10 shows the observed frequency and expected frequency of the data.

Table 9
Chi-Square Calculation for Finding the Reason of Conflict

Cell	Observed Frequency (O)	Expected Frequency (E)	(O-E) ²	(O-E) ² / E
(1,1)	0	2.3	64.5*	28
(1,2)	2	2.9	-	-
(1,3)	15	13.4	2.56	5.2
(1,4)	12	9.9	4.41	2.2
(1,5)	5	5.25	.0625	.84
(1,6)	1	1.2	-	-
(2,1)	8	2.1	34.81	16.6
(2,2)	2	2.6	-	-
(2,3)	8	11.9	15.21	1.3
(2,4)	8	8.8	.64	.1
(2,5)	4	4.6	-	-
(2,6)	1	1.03	-	-
(3,1)	0	3.6	-	-
(3,2)	6	4.5	2.25	.5
(3,3)	23	20.7	5.29	.1
(3,4)	14	15.3	1.69	.1
(3,5)	9	8.1	.81	.1
(3,6)	2	1.8	-	-
Total				138.2

*One or more classes with theoretical frequencies less than 5 are combined into a single category before calculating the difference between observed and expected frequencies. The number of degree of freedom is determined with the number of classes after the regrouping.

Chi-square calculated is 138.2

Chi-square table value is 15.5 at 8 (11-6-1) d.f. and 5 % level of significance.

From the table 9, it is found that Calculated value > Table value. Thus Ho is rejected.

Conclusion

Therefore, Zapping between channels is a reason of conflicts in a family.

Impact on Life Style of the Respondents

The present study is focused on the impact of the soap operas on the life-style of the respondents. For this purpose, ranking technique is used. It is found from table 10, that The TV shows has increased the level of knowledge of the respondents. It has also increased the tendency of self-centeredness followed by changed dressing style and outlook, decline in reading habits and school performance of children, more westernization, reluctant to miss TV shows at the cost of household chores etc.

Table 10
Impact of Soap Operas on the Life Style of the Respondents

Description	5	4	3	2	1	Total Score	Rank
Increased knowledge level	29	70	11	6	4	474	1
Changed your outlook	26	58	15	13	8	441	4
Reduced school performance of children	29	32	18	39	2	407	6
Late night sleep	18	46	17	38	1	402	7
Increased in possession household goods	15	33	16	36	20	347	11
Decline in reading habits	4	85	4	23	4	422	5
Changed dressing style	37	45	18	19	1	458	3
Guests remains unattended	10	7	12	15	76	220	16
Reluctant to miss the program for any household activity	7	52	24	27	10	379	10
Feeling of hesitation while watching jointly	22	44	23	11	20	397	8
Distract servant's attention	16	6	17	67	14	303	14
Increased self-centered tendencies	34	48	34	2	2	470	2
Reduction in informal visits of friends	10	7	12	76	15	281	15
Unwanted exposure to children	3	32	26	45	14	325	12
Spend less time to discuss daily experiences	2	18	32	67	1	313	13

Measures to Overcome the Harmful Effects of Viewing Soap Operas

The present study also tried to find out the ways and methods to overcome the harmful effects of viewing soap operas.

Table 11
Methods to Overcome Harmful Effects of Viewing Soap Operas

Measures	Frequency	Percentage	Rank
Parental Guidance	120	100	1
Teacher's role	98	82	3
Sensor Board of India	48	40	5
Spiritual Intervention	62	52	4
Self regulation	120	100	1
More educational programs	114	95	2

Table 11 shows that self regulation as well as parental guidance is the most effective measuring to overcome the harmful effects of viewing soap operas followed by telecast of more educational programs, teacher's role, spiritual guidance and sensor board of India

Suggestions

1. Respondents should spend more time in active recreations like sports, games, art or other activities that require practice to achieve competence.
2. Respondents should increase social interactions with family and peer group. There should not be interferences in conversation and discussion time by television shows.
3. Decrease in school performance of children may be related to too much time in front of the TV. Reading requires much more thinking than television. Reading improves a child's vocabulary.

4. Heavy TV viewing reduces school performance of the children. It has observed that the children who are allowed to stay up late watch television are usually too tired the following day to remember what they were taught in school. Therefore, limit TV time to 2 hours a day or less. Occasionally, the viewers may allow extra viewing time for special educational programs
5. An inactive lifestyle leads to poor physical fitness. If accompanied by frequent snacking, watching may contribute to weight problems. Moreover, family time is too precious to be squandered on TV shows. Therefore, viewers should turn off TV sets during meals.
6. Viewers should discuss the difference between reality and make-believe. This type of clarification can help them to enjoy a show and make them realize that what is happening may not happen in real life.
7. Television shows encourage a demand for material possession. The viewers should ask themselves how she would use the product at home. The respondents should realize it that the product will be added to a collection rather than become something used for productive purpose.

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