IMPACT OF REALITY TV SHOWS ON UNIVERSITY STUDENT'S PERFORMANCE

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ABSTRACT
Reality TV shows are often featured; these are considered as a type of television programs which do not featured by professional actors. The purpose of the present study was to figure out the impact of reality television shows on the young adult students at university-level. The objectives of the present study were to find out the impact of reality TV shows on university students and to find out the pros and cons of a reality TV show for university students. The quantitative approach was adopted, whereas the research design was descriptive to determine the impact of reality TV shows on university students' performance. The researcher collected data through a cross-sectional survey method technique. Total 800 (400 males and 400 females) students were selected using a random sampling technique of probability sampling. The researchers developed a questionnaire which was consisted of two parts; the first part was consisted of demographical information, whereas the second part comprised of 40 closed-ended items, which were consisted of four subscales; influence of reality TV shows, pros and cons of reality TV shows, reality TV shows and impact on learning and education, and role of the show in an Education). The data were analyzed through descriptive and inferential statistical techniques using SPSS version 21. Results of the study showed that reality TV shows negatively impact students' minds. The majority of the participants agreed that they use the WhatsApp compared to other social media Apps. Reality TV shows engage students most of the time, and they never complete their tasks on time. Students are negatively affected by reality shows in more than one ways. Students sometimes associate reality shows with the real world because these shows focus on bullying, violent conduct, and unhealthy competitiveness. It is recommended that government must take steps to prevent the negative impact of reality TV shows on students.

Keywords: Reality TV shows, University Students, Pros and Cons.

INTRODUCTION
Television, since its invention, has been influential and impactful for individuals of all ages, genders and cultures. The effects of television have been examined and studied for ages, in various populations and age groups, and the impact that television shows, be it dramas, serials, soaps, news, interviews or reality TV shows, has always been a powerful one. Although individuals of all ages are affected by television, young adults are affected. In their personality developmental stages, adolescents are victims of the shows and environment exposed to. Like all other nations in Pakistan, television has been the main entertainment, the source of edification, and awareness. However, most Pakistani population is illiterate and has no access to education but has easy access to television; hence, learning and adopting from television is relatively easier. Adolescents, regardless of their learning background, have access
to television. Reasons for watching television, particularly reality TV shows, include; using it as a form of escapism, out of boredom or due to peer pressure (Lundy et al. (2008).

To deny the significance and influence of television in any society would be to deny the needs of millions of illiterate Pakistanis who turn to television for enjoyment, information, and cultural understanding. Television is one of the most influential forms of entertainment even now. TV series that follow “real life” people's daily activities rather than professional actors are known as reality TV shows (Abideen and Salaria (2009).

Most reality TV shows fall into three categories: game shows, dating shows, or talent shows. Since they feature real-life scenarios with real-life individuals rather than written programs with professional actors, reality TV shows have become more popular among the various series and genres that run on television (Chaudhary et al. 2021).

These events are particularly appealing to the younger demographic since they provide them a platform to showcase their skills while also encouraging healthy rivalry among contestants. It's also a type of escape from the monotony of their everyday lives, which has a long-term effect on their attitudes. An elevated degree of irritation and inappropriate and aggressive conduct have been connected to reality television viewing among Pakistani teenagers. Based on reality, they can adapt their conduct and personality and acquire new languages (Adnan et al. (2020). The culture of a country undergoes a shift as young people's personalities and habits change. Any civilization's future rests on its youth's moral and behavioral growth, which is why young people are so important. The dominance of television is undeniable, notwithstanding the proliferation of other media channels and social media platforms. It's one of the few mediums that people can see of all ages, and it's the most powerful because of its wide audience (Yousaf et al. (2015).

Television's original goal was to serve as a medium for communication. Still, it has evolved into one that serves as a source of fun, knowledge, and a means of bringing families together. However, it is impossible to say which programs and genres of shows are responsible for teenagers' changes in behavior and activities since it is so difficult to pinpoint certain shows and genres (Roberts & Powell, 2014). Since reality TV shows have become so popular in recent years, it is practically difficult to avoid them (Shah and Research (2017).

Reality television has a wide range of negative consequences on young people's mental and physical well-being, all of which are difficult to anticipate. Adolescents' attitudes and behaviors are influenced by reality television shows and their exposure, living style, exposure, and the overall culture of a nation (Paredes et al. (2013). However, even though not all reality TV shows have a detrimental impact on young people's personalities and conduct, those that construct fictional circumstances have a significant impact. Teachers and parents are very concerned about the impact of television on teenagers, despite the widespread belief that it has no discernible impact on young people's conduct. It's safe to say that shows that include obscene content or people with poor manners will have a detrimental effect on our moral and ethical standards as a society (Lasa Álvarez (2017).

Music videos, programs, commercials, and reality TV are all popular forms of entertainment for teenagers and young adults, yet it is clear that watching them leads to dysfunctional behavior (Shalini (2015).

Li et al. (2019) stated that young people's behavioral and social character development can be influenced by watching reality television shows that include elements of drama, shock, stunts, celebrities and laughter, constructing fake scenarios, believing in which because they to some extent match the real life of young individuals can be a permanent factor. Numerous studies have been undertaken to examine the good and negative impacts of reality television on young adults.

Boys between the ages of 14 and 16 from various schools were employed in the study. Real-life TV broadcasts like talent contests help teenagers develop stronger stamina and social attractiveness at an early age. After viewing reality TV shows, it also showed that youngsters emulate certain habits that may not be appropriate for them. Positive or bad, reality TV shows have a significant influence on young adults (Browne and Hamilton-Giachritis (2005).

As most Pakistanis are illiterate, television's influence on the country is somewhat different from that of other countries. At first, government control of television meant only showing at specified times. On the other hand, Cable introduced a wide range of TV channels and entertainment, which directly and indirectly influenced the behavior of Pakistani young adults. An overwhelming number of
young individuals feel that reality television is genuine. When they don't get what they see on television, their mental health suffers, and they become victims of frustration.

It has now been commonplace for television viewers to claim that reality television is the most overused television genre. But despite these criticisms, American reality television shows continue to cover a wide range of topics, from 90-day romances to quiz shows to physical challenges to the supposed day-to-day activities of people's homes and family life. 750 new reality series were broadcast in 2015, with roughly 350 of them being new to the genre. Reality television has been a cultural pedagogue for decades, and it has a market and an audience (Martínez Copete, 2016).

As a result, I examine how young students engage with a variety of media, focusing on reality television, via the prism of critical media literacy. I find out what they think about the shows and their personalities, how reality television affects young students' lives, Education and whether or not young people doubt the power of media messages. This study will be significantly helpful for university students, teachers, media, and policymakers to improve reality TV shows and add more authentic content for young generations. The purpose of the present study was to check the impact of reality television shows on the young adults of university-level students. This study also determined the positive and negative effects of reality television shows on Pakistani youth in Lahore.

Objectives of the Study:
1- To find out the impact of reality TV shows on university students learning.
2- To find out the pros and cons of reality TV shows at university students
3- To examine the duration of reality shows by university students.

Research Design
The quantitative approach was adopted, whereas the research design was descriptive to determine the impact of reality TV shows on university students' performance. Research collect this data through a cross-sectional survey method technique.

Population and Sampling
Population is the group of individuals from which a sample is drawn statistically (Ali et al., 2021; Saeed et al., 2021; Sajjad et al., 2022; Siddique et al., 2020). The population consisted of all the students (both male and female) enrolled in higher education institutions of district Lahore. The sample are the small group of individuals which researchers choose from the population using the specific selection method (Siddique et al., 2021; Siddique et al., 2021; Kanwal et al., 2022; Faiz et al., 2021). 800 (400 males and 400 female) students were selected using a random sampling technique of probability sampling. The study was delimited, which included only the higher education institutes, only the public and private universities of district Lahore.

Instrument
The researchers developed a questionnaire which was consisted of two parts. The first part consists of demographical information. In contrast, the second part comprised 40 closed-ended items, which were consisted of four subscales (Influence of Reality TV shows, pros and cons of TV shows, impact on learning and education, role of the reality show in education). Each factor item was based on a five point Likert-type scale ranging from strongly disagree to agree strongly. The first factor of the questionnaire consisted of 8 statements, the second factor consisted of 9 statements, the third factor consisted of 12 statements, and the last factor consisted of 11 statements. The validity of the questionnaire was made sure by educational and assessment experts, while the reliability was calculated 0.951 at Cronbach Alpha which is statistically acceptable. Researchers personally administrated the questionnaire for data collection. In this study, Collected Data were analyzed through descriptive and inferential statistical techniques by using SPSS version 21. Mean, standard deviation and independent-sample t-test were applied to calculate the difference in the impact and influence of reality television shows on todays' Pakistani university students and the motives behind young adults watching reality television. The major advantages of using questionnaires send via email are that they are inexpensive, quick, easy reach to respondents and allow for respondent anonymity. Additionally, both participants and researchers are easy to understand and provide accurate results.

RESULTS OF THE STUDY
The majority of the participants agreed that reality TV shows negatively impact students' minds. The majority of the participants agreed that they use the What Sapp app compared to other social media apps. Reality TV shows engage students most of the time, and students never complete their tasks on
Students are negatively affected by reality shows in more ways than one. Students sometimes associate reality television with the real world because these shows focus on bullying, violent conduct, and unhealthy competitiveness. Here, we argue that reality programs are unhealthy for children because of the negative effects they have on them. Some participants agreed that reality TV shows help to pass leisure time. They enjoy their free time watching Netflix and other series. The results show that boys watch more seasons than girls on social media. Boys spend more time on reality TV shows. The study also shows that most of the participants like to watch international reality TV shows compared to Pakistani reality TV shows. Participants prefer to watch international shows because of their advancement and interesting content.

Recent study results also show that watching reality shows regularly can harm viewers' behavior. Many participants said that as a result of reality shows, students have showcased their talents, started a career, and understood their potential. As a result, it both benefits and harms the participants. Reality shows are a great way to learn while having fun simultaneously. Some participants agreed that reality TV shows are more popular among university students because they are based on reality. Participants and fraternities that impact viewers in the majority of aspects, such as the way of life, positive attitude, behavior, and an eagerness to learn imaginations are under scrutiny.

<table>
<thead>
<tr>
<th>Table No. 1 Independent sample t-test on Gender</th>
<th>Factors</th>
<th>Male (400)</th>
<th>Female (400)</th>
<th>Df</th>
<th>T</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Influence of Reality TV Shows</td>
<td>23.06</td>
<td>22.36</td>
<td>5.375</td>
<td>798</td>
<td>1.710</td>
</tr>
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<td></td>
<td>Pros and cons of TV shows</td>
<td>17.46</td>
<td>16.81</td>
<td>4.841</td>
<td>798</td>
<td>1.712</td>
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<td></td>
<td>Impact on learning and education</td>
<td>19.01</td>
<td>18.32</td>
<td>4.614</td>
<td>798</td>
<td>1.958</td>
</tr>
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<td></td>
<td>Role of show in education</td>
<td>65.41</td>
<td>62.29</td>
<td>1.394</td>
<td>798</td>
<td>3.634</td>
</tr>
</tbody>
</table>

Table No. 1 shows the result of Independent sample t-test was applied to find out the difference between male and female students perception regarding the impact of Reality TV shows on university students. Results demonstrate that there was significant difference between male and female students perceptions about impact while watching reality TV shows in all four sub-scales during study t (798) = 1.710, p = .042; t (798) = 1.712, p = .017; t (798) = 1.958, p = .000; t (798) = 3.634, p = .000; respectively which were overall less than alpha 0.05. Male watch reality T.V shows more as compare to girls.

<table>
<thead>
<tr>
<th>Table No. 2 Independent sample t-test on Institution</th>
<th>Factors</th>
<th>Private(470)</th>
<th>Public(330)</th>
<th>Df</th>
<th>T</th>
<th>P</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Influence of Reality TV Shows</td>
<td>22.89</td>
<td>22.59</td>
<td>5.634</td>
<td>798</td>
<td>.725</td>
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<tr>
<td></td>
<td>Pros and cons of TV shows</td>
<td>17.22</td>
<td>17.14</td>
<td>5.131</td>
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<td>.212</td>
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<tr>
<td></td>
<td>Impact on learning and education</td>
<td>18.49</td>
<td>19.11</td>
<td>4.733</td>
<td>798</td>
<td>-1.742</td>
</tr>
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<td></td>
<td>Role of show in an Education</td>
<td>64.27</td>
<td>63.93</td>
<td>11.416</td>
<td>798</td>
<td>.389</td>
</tr>
</tbody>
</table>

Table 2 shows the result of Independent sample t-test was applied to find out the difference between public and private institutions students perception regarding the attentions while using Social Media for their projects Compilation. Results demonstrate that there was significant difference between public and private university student’s perceptions about impact while watching reality TV shows in all four sub-scales during study t (798) = .725, p = .000; t (798) = .212, p = .000; t (798) = -1.742, p = .000, t (798) = .389, p = .018 respectively which were overall less than alpha 0.05.
Diagram 3 shows that university students watch more international reality TV shows as compared to Pakistani TV shows. They found international content more interesting and different in every TV show.

Diagram 4 shows that 70% of the respondents believe that reality TV shows can help you learn about real-life situations and problems. 70% of the respondents believe that Reality TV has a negative impact on our society, while 30% disagree.

CONCLUSION
Although the behavior and attitude of teens and young adults are affected by various factors such as biology and genetics, individual perceptions, personality characteristics, media influence and socio-cultural norms and values, television is among the important factors that affect adolescent behavior. To summarize the study, the following conclusions can be made:

Firstly, most Pakistani teens and adolescents watch only a healthy amount of Reality TV shows and do not show an unhealthy obsession with such shows.

Secondly, most Pakistani teens and adolescents watch Reality TV shows as a form of escapism or only when they are bored from their daily lives. Thirdly, those who watch Reality TV shows are aware of its negative effect and fully acknowledge that the negative impact is far bigger than the positive impact exerted by Reality TV Shows.

Lastly, the impact varies from person to person and the content they watch. It is fair to say that watching Reality TV shows for a small amount of time daily and for leisure is of no harm. However, watching them frequently and for longer periods affect daily routines, academic performances, mental health, physical health and behavior of teenagers and may be a matter of concern. It is up to each individual decide to what type of Reality TV show he watches, and whether he takes positive or negative impact from them.
DISCUSSION
According to the findings, students spend an average of 8.5 hours a day watching reality television. Parents and educators are concerned about what their children are exposed to and how that may be affecting their children's behavior, lifestyle, and overall health and well-being.

Reality television has dominated mainstream broadcasting for years now, offering cheap entertainment. In the eyes of some critics, reality television has created a new low standard for television programming. It has been shown that Reality programming is viewed as voyeuristic by television viewers themselves (Kye et al. (2008)).

Overall, it appears that young people have a healthy interest in watching reality television programs. Reality TV shows have been losing viewers due to their busy schedules, school involvement, and various other shows and forms of entertainment. More than 70% of young adults watch reality television for less than an hour a day, which indicates a weak interest in watching the shows; 20% watch them for 2-3 hours, which is a moderate amount of time and isn't harmful; and 10% watch them for more than 3 hours a day, which is harmful. Reality TV shows are only watched by half of the sample population on an average of one to three days a week, and 40% of teenagers say they never watch the shows, indicating that they have even less interest in them than adults. Although only 10% of the population watches reality television four to seven days a week, this indicates that the vast majority of people are only mildly addicted to television. According to the results, 70% of respondents watch Reality TV shows because there is nothing else to watch, and the remaining 30% watch them because they find the content interesting.

In general, it has been found that watching reality television has a significant impact on teenagers' behavior and attitudes. There are, however, a variety of ways in which these shows can affect viewers. 70% of young adults believe that Reality TV has a negative impact on their attitude, while 30% are unsure. None of the participants agreed that watching reality television had no negative effects. Reality television has a negative impact on leisure activities, reduces social interaction, encourages violence, and interferes with academic performance when watched for long periods.

Asked if reality TV shows can help you learn about real-life situations and problems, 70 percent of respondents disagree, 20 percent are unsure, and 10 percent believe that reality TV shows can aid in this endeavor. Even though young adults know that watching Reality TV shows can have negative consequences, they still choose to do so because they are bored.

Roughly half of all teens believe reality TV positively influences their behavior. 10% of people believe that reality television shows can positively affect their outlook and lifestyle. While half of those polled are certain that reality television has only negative effects, the other two-thirds are unsure whether or not watching these shows has any positive effects. Benefits of reality television include Education, awareness and stress relief. If a teenager watches self-improvement shows, they will learn how to manage their life better, while if they watch talent shows, they will learn how to be more social and competitive. The bad habits instilled in young people who watch violent reality shows, unethical content, and hate speech are hard to break.

RECOMMENDATIONS
Behalf of the results of the study it is recommended that government and universities should take action that which reality shows is suitable for young generation. Technology education must be a part of our curriculum at national level. Collaborative use of information system should be promoted at all level of education. International reality TV shows should be banned in our country. A teenager’s, television viewing should be restricted to less than 2 hours per day, they should be encouraged to participate in exercise and sports. Parents should discuss with their teens and keep an eye on the content they watch on television. Reality TV shows should be watched with friends and family, rather than alone.

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