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Socio-political influence of television programming on Adults

Abstract

This study investigates the impact of political talk shows on public behavior. There are many political talk shows being broadcasted from different channels. Information now reaches TV viewers in real time thanks to these political talk shows. This boosts the influence of information on public opinion and behavior. The researcher used the quantitative methodology to obtain results which were further analyzed statistically. Data was collected from 600 respondents using survey as a tool for data gathering. Two hypotheses were proposed. H1 “Exposure to TV current affairs talk shows is in association with political and social awareness” was rejected while the second hypothesis “There is relationship between the time spend watching television and its effect on people’s choice of voting” was accepted.

Keywords: Socio-political, Television, adults

Introduction:

According to Blumler (1972) it was proclaimed that a large number of audiences can witness and observe the same content and information through the television. Television is considered as the more efficient way of transferring the information regarding a certain thing in shorter phase of time. Television also has several of influence on the behavior of individuals as well.

According to Capelos et al (2009) it was stated that television has grown as an example of modern technology as it has made it easier for everyone to communicate at a long distance. Communication plays a vital role in modern world which is also made easier by the invention like Television. Television tends to give availability of the content which is according to the desire and needs of an individual.

According to Neil Postman (1985) it was proclaimed that there were societies which tend to be preferring the entertaining content on the television in comparison to the informative content tend to be a society which is politically unstable due to which the choice of a candidate during elections becomes a hard choice for the public to make as they are unfamiliar to these things due to their preferences.

According to Druckman et al (2003) it was stated that television is an invention which has played a useful role for the public in terms of elections as it can be witnessed that the public tends to choose a candidate on the basis of what

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content had they been absorbing regarding a certain candidate therefore it can be stated as the public tends to get help in evaluating among the candidates to be the chosen one.

Objectives of the study

- To find out impact of TV current affair talk shows on political and social issue awareness among the viewers.
- To find out the impact of TV current affair talk shows on voting behavior of the viewers.
- To explore whether information gained from the television current affair talk shows trustworthy or not.
- To explore which channels current affair programs have more impact on socio political awareness among viewers.

Research questions

1. Do the viewer's perceive the information gained from the television current affair talk shows trustworthy or not?
2. What is the impact of TV current affair talk shows in political and social issue awareness among the viewers?
3. What is the impact of TV current affair talk shows in voting behavior of the viewers?

Hypothesis

- **H1.** Exposure to tv current affair talk shows is in positive association with political and social awareness.
- **H2:** There is relationship between the time spend watching television and it effect on people's choice of voting.

Literature Review:

According to Robinson et al (2008) it was revealed that the individuals who tend to spend their time more on television tend to be seen as more happy in their life. It was also stated that television portrays the content which can amuse the viewer due to which the viewers are considered happier than of those individuals who do not spend their time while watching television.

According to Rubin (1983) it was proclaimed that there were several of the reason to spent time while watching television however to calm themselves, to attain information, to get entertained, to feel happy and to divert attention has been some of the main reasons to watch television. It was also claimed that on television the preference was given to political news by the viewers.

According to Nwosu (2003) it was stated that the politics is something which has been affected due to the media in every phase whereas it was further stated that at the data and production level the effects of the media tends to seem as fixed however limited effects of media are witnessed or behavioral and modification level in politics.

According to Aririguzoh (2014) it was proclaimed that the voting behavior or choice of an individual is affected by several of factors apart from the television influence in which the factors are like the belongings, gatherings or the

place where the individual provides its services. It was also stated that political participation is way through which the public shows their presence in politics.

According to Young (2004) it was stated that there were different kinds of people absorbing content from the television however it was seen that the people who were having less information regarding politics tend to be more influenced by the television whereas the people who were more familiar to the politics were seen less impacted through the content portrayed on television.

According to Baum (2005) it was proclaimed that the television information tend to affect more the individuals which tend to consume entertainment more from the television. It was stated that people which tend to watch entertainment programs more in comparison to the political news were easily influenced regarding the politics.

According to Mcquail (2000) mass media is platform through which a larger number of individuals can be reached out with ease from any place at any time. It was stated that the mass media is platform on which the information can be transferred to the general public directly without any obstacles in its way to reach out the public.

According to Hollander (2005) it was stated that television had played a significant role in educating the public about the current affairs and the current issues in a society. Television had made it easier to know about the things happening around and many other. Moreover Television had helped public to know about the political happenings and campaigns of political parties as they are given the coverage.

According to Naz et al (2014) it was stated that there are many political talk shows conducted on the television which are viewed by a large audience around the globe however these political talks shows had played a vital role in giving awareness to the public in terms of social political issues which are necessary to be understood.

According to Kaufhold et al (2010) it was stated that the digital media had been a completely new way for the public to enter the politics. Digital media has been spreading the information to the public regarding the politics which would have been difficult to reach out for the public without the help of digital media as it has a vast range in it.

Methodology

In this study data was collected by using the quantitative methodology. This study is a quantitative study. In this study the in order to collect the data the survey methodology was adopted to get the results. The cultivation theory was used to according to the questionnaire to inquire about the viewers of television in terms of heavy and light viewers. The population of the study compromises of the four districts Islamabad, Quetta, Karachi and Urban Centre in which there was diversity among population as the youngsters and adults both were considered in this study. The age group of population tends to be from 18 to 60 years. The sample size of this study was 600 among which 150 respondents were carried out from every district. The age group which was majorly aimed in this study was respondents belonging to the age of 18 to 35. In this study the two variables social and politics were targeted in this study.

Theoretical Framework

Cultivation Theory

It is a theory which was formed by the George Gerbner in 1969 in a to a media impact research in which the conventional approach was adopted according to which the effects of media on a shorter phase of time was witnessed however the cultivation theory tends to look up the effects of media impact research on long-term duration through which the media impacts are revealed more.

Hypothesis Testing

H1: Exposure to TV current affairs talk shows is in association with political and social awareness

	I believe I am well aware of political and social circumstances of my country					Total
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
I prefer watching TV shows based on current affairs	11	7	6	9	13	46
Strongly disagree	5	18	20	21	19	83
Disagree	5	21	62	64	25	177
Neutral	2	17	52	77	33	195
Agree	2	15	29	28	40	114
Strongly agree	25	78	169	199	130	600
Total						

This cross tabulation is utilized in testing the claims of the hypothesis through a chi-squared test. The output of the test are provided in the table below

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	101.945 ^a	16	.000
Likelihood Ratio	79.477	16	.000
Linear-by-Linear Association	18.195	1	.000
N of Valid Cases	600		

A. 3 cells (12.0%) have expected count less than 5. The minimum expected count is 1.87.

Result:

The chi squared value and the relevant significant value estimated through the survey data tend to reveal that there wasn't a major relation among the two variables. Therefore the hypothesis is not approved.

H2: There is relationship between the time spend watching television and it effect on people’s choice of voting.

The table below represents the cross tabulation of the responses of statements in the questionnaire by the participants of the survey.

	Electronic media affected your choice of voting of general public.					Total	
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree		
How much time you spend watching television?	2hours	13	32	85	91	77	312
	4hours	2	21	31	49	28	131
	6hours	5	14	37	59	32	147
	8hours	0	3	5	8	9	25
Total		20	70	158	207	146	600

This cross tabulation is utilized in testing the claims of the hypothesis through a chi-squared test. The output of the test are provided in the table below

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.555 ^a	12	.567
Likelihood Ratio	11.164	12	.515
N of Valid Cases	600		

A. 4 cells (20.0%) have expected count less than 5. The minimum expected count is .81.

Result:

The chi squared value and relevant significant value estimated by the survey data it is revealed that there was a relationship among the time spent on television and the voting choice of an individual in elections. Therefore, the hypothesis is approved.

Conclusion

Many innovations have been developed in the contemporary world that have transformed the globe and people's lifestyles. Television is one of the most well-known and influential inventions among many others. Communication via television has become a visible aspect that cannot be disputed. According to the research, talk shows are in some ways the creators of an individual's decision in terms of politics since they are the dominant source in terms of trustworthy source of information about politics. The study emphasized the role of television in altering people's voting habits. There is a link between the amount of time people spend watching television and their voting choices. The majority of viewers are positively impacted by talk shows and programs because the main focus of those shows is on portraying news about issues that are not in the spotlight, and with the help of those programmes, people tend to learn about those issues and become more aware, which is important for the people. Individuals' social lives are also influenced by television since there are social events and activities promoted on television that are absorbed by the individuals, causing them to respond accordingly and participate in such social activities or events. The political opinion and political thoughts of an individual is also affected by the television

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