Television Viewing Behaviour among Jassi Pauwali Villagers of Punjab

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Abstract

This article presents a descriptive view of TV(Television) viewing behaviour amongst the rural residents at Jassi Pauwali Village, Punjab. The study utilises questionnaire to gather the information and is analysed on percentage basis. The study concludes that most of the residents watch TV for entertainment purposes which include Music, Movies and Sports. The respondents also consider it has impacts on their lives.

Keywords: Television, Human Behaviour, Media, Punjab

Introduction

Television entered India with the experimental telecast by UNESCO's pilot project in Delhi, held on 15th September, 1959 and the purpose of this project was to expansion of education, rural upliftment and community development. After this in 1961, experiment education school programme was launched. Since that day Television has been upward trend in India.

In India from two channels in 1991, DD National and DD2, now a days India has been more than 800 channels including news, regional, music, sports, food, travel, science, wildlife and fashion etc. According to World Press Review (2003), the estimate television sets in Asia has increased more than six-fold, from 100 million to 650 million. India as the fastest growing economy in the world and access to Television is increase with every day. In India the average daily viewing time of Television is 3hours 16 minutes, and 112 million households has their own television, 61 percent of those having cable connection, (National Readership Studies Council, 2012).

In India 70percent population depends on agriculture and lives in the villages. So that Indian media have strong focus on 700 million rural market and reach up to the socio-cultural expectations of rural viewers. Rural part of India as an attractive sector for Multinational Companies that sponsored Television Industry. Hence this study give preference to the television viewing behaviour of village people.Television provide a knowledge, creating awareness about the society and provide entertainment. People can influence by television to seek information, influence society by various programmes so that television as a mirror of our society and paly a major role to shape the society. Television has reform and changed the society to great extent. It helps in breaking as well as abolishing social evils.

Television as a most potential means of mass communication, television converts a living sense into an electronic image with sound, original sound is converted into electronic audio-visual signals. Thus, television can affect the life of viewers, television provide the dramatic presentation of social values, emotions, immediate interest of individual and their needs or interest. Television gave a greater impact on individual life, values and their interest.

The present study mainly explores the effect of television on values, lifestyle and behaviour of JassiPauwali villagers as well as villagers' attitudes towards specific programme. For inquiring the above information, the researcher visited the village JassiPauwali of Bathinda, Punjab for a period of one week to build rapport and community linkage with the residents

Relevance of the Study

Television transmit and receive visual images with the help of electromagnetic radiation, and used for information getting in form of audio-visual. Television has now become the most powerful agent of transmission of knowledge, values, attitudes and perception in almost all societies. Television as a source of information and play a very significant role in everyone life, the purpose of television is to educate, inform and entertain people. Television as a bridge between governing bodies and general people, (Jensen & Oster, 2009). Thus, television as a great source of information, it shows people to see what is going on around them by giving current information, news, weather reports and information about criminal activity happens around the country. As well as television can help people to learn other language and improve listening skills and vocabulary but on the other hand if people spend too much time to watching television it affect their health and brain, because they don't do any physical exercise, and because of watching television they do not interact with others and spend whole time on watching TV that affect their mental health, (Mitra, 1993). Children 6-14 age spend average 14 hours in a week and not even this child isolation and violence is also increase because they do not paly outdoor games as well as no any interaction with others and to watch the violence in television its badly impact on their mind, (Kumari, 2011). The people who spend too much time on television suffering from isolation, because they don't have any good relationship and with their favourite television shows and movies, they heal their isolation and social deprivation, (Sankusari, 2016). In some cases, parents turn on television in morning and forget to turn it off, then in whole day television become a background noise and it affects the hearing power of people, (Smith, 2015). We all know that television as a powerful source of latest information but too much watching television affect human lifestyle, (Drell, 2011). Television providing information about outside world, especially for the remote rural villages where several studies suggested that television is the primary channel through which villagers get information about outside world, (Naasimhamurthy, 2014). Nowadays there are various programs broadcast by number of channels to attract all the member of family, of any age, gender, (Cahn &Smally, 1996). Whole family can watch combinedly, with this the communication among family members are improve and they spend time with each other, share opinions and thoughts.Television viewing is great impact on students' habits, weight and eating as well as direct impact on behavioural change, sleep habits, school performance and weight status, (Mahendra, 2017).Watching television for more than 3.5 hours per day is associated with the decline inconcentration power, verbal memory and physical health, (Fancourt, 2019).Although television as a great source of entertainment but on the other hand the advertisement on television influence the attention of viewers towards buying product, brand preference, (Bamfo, 2019).

From the above studies found that the effect of television on day to day life events plays an important causative role in the natural history of many diseases. According to BARC report, 2018 the average time spent by an individual in watching television is 3 hours 44 minutes. These above studies provide the information regarding television viewers, there for the purpose of this study is to collect information from village people.

Objectives

To find out thetime spent on television viewing by villagers of JassiPauwalli.

1. To identify the purpose of viewing television by villagers of JassiPauwalli.
2. To examine whether television programmes make a difference in the lives of village people.
3. To find out the specific programme viewing by villagers of JassiPauwalli.

Research Questions

1. How much time is spent on television viewing by villagers of JassiPauwalli.
2. What are the purposes of viewing television by villagers of JassiPauwalli.
3. Whether television programmes make a difference in the lives of village people of JassiPauwalli.
4. What kind of programmes viewing by villagers of JassiPauwalli.

Methodology

Survey method of descriptive research was used for the current study. The investigator personally visited the village and interacted with the residents of JassiPauwali to collect data. Data were collected from 80 villagers of JassiPauwali village of Punjab. Data were selected by the convenient sampling technique of sampling method. The investigator established rapport with the villagers of JassiPauwali of Bathinda, Punjab before collecting the data.

For collecting the data, the investigator used a questionnaire based on television viewing behaviour among villagers of jassiPauwali of Bathina.It consists of 20 items related to intensity, purpose of television viewing, kind of programmes and favourite programme. The participants were required to give their response according to their behaviour.The data has been analysed through applying mode and calculating frequencies.

Findings of the study

Distribution of sample is illustrated below

Gender	**Number**	**Percentage**
Male	35	43
Female	45	56.25
Total	80	100

To analysis the television viewing behaviour among villagers of jassi Pauwalli, total 80 villagers taken for the study out of this 56.25 percentwere female and 43 percentwere male**.**

1. To find out the time is spent on television viewing by villagers of JassiPauwalli.

Table 1:Percentage of Time spend on Television by villagers of JassiPauwaali

Time spent on Television	More than 1 hrs (in %)	More than 2 hrs (in %)	More than 4 hrs (in %)	Total number (in %)
Villagers of jassiPauwalli	57.5	31.25	11.25	100

The results show that the 57.5 percent of villagers spend more than one hour per day for watching television and 11.25 percent of villagers spend more than four hours in per-day, these findings are presented in table-1

2. To identify the purpose of viewing television by villagers of JassiPauwalli.

Table 2: Purpose of Television viewing by villagers of JassiPauwalli

Purpose of television viewing	To gain information(in %)	Reduce stress(in %)	Entertainment(in %)	Spend leisure time(in %)	Total number(in %)
Villagers of jassiPauwalli	17.5	6.25	47.5	28.7	100

The villagers of JassiPauwalli view television due to various purpose. 17.5% of villagers viewing television because of gaining information, 6.25% of villagers viewing television for reduce their stress, 47.5% of villagers viewing for entertainment purpose and 28.7% viewing television due to spend their leisure time, showed in table-2

3. To examine whether television programmes make a difference in the lives of village people.

Table-3: television make difference in the lives of villagers of JassiPauwalli

Make diffrences in Life of Villagers	Improve life style (in %)	Spoil home environment(in %)	Television gave guidance(in %)	More sociable(in %)	Total Number(in %)
Percentage of Villagers	15	22.5	33.7	28.7	100

Television make difference in the life of villagers of JassiPauwalli, 28.7% of the people become more sociable after viewing television, 33.7% of the villagers gave guidance through viewing television and 15% of villagers improve their life style after viewing television. (showed in table-3)

4. To find out the Specific programme viewing by villagers of JassiPauwalli.

Table-4: Specific programme viewing by villagers of JassiPauwalli

watching Specific programme	Music/movies(in %)	News/Sports(in %)	Horror(in %)	Reality(in %)	Total Number(in %)
Villagers of jassiPauwalli	48.7	35	7.5	8.7	100

The villagers of JassiPauwalli viewing different kind of programmes in television, 48.7% viewing music/movies in television and 35% viewing television for new/sports. (showed in table-4)

Table-5: The villagers of JassiPauwalli engage own self in various activity while viewing television

Engage one-self in any other activity	Reading and television viewing(in %)	Writing and television viewing(in %)	Eating and television viewing(in %)	Using internet and television viewing (in %)	Total number(in %)
Villagers of jassiPauwalli	7.5	47.5	27.5	17.5	100

The villagers of JassiPauwalli engage own self in various activity, according to the study 47.5% of the villagers doing their writing work at the time of television viewing as well as 27.5% of the villagers eating with television viewing and 17.5% using internet and television viewing at the same time. (showed in table 5)

Table-6: Villagers of JassiPauwalli get permission from elders to watch television

Get permission from elders to watch television	Yes(in %)	No(in %)	Total number(in %)
Villagers of jassiPauwalli	67.5	32.5	100

According to the survey, 67.5% of villagers got permission from their elders to watch television as well as 32.5% not take permission from their elders. (showed in table 6)

Table: 7 Villagers of JassiPauwalli talk about their favourite programmes

Villagers talk about their favourite programme	Always (in %)	Occasionally (in %)	Not at all (in %)	Total number (in %)
Villagers of jassiPauwalli	17.5	67.5	13.7	100

Villagers of JassiPauwalli talk about their favourite programmes, the 67.5% of the villagers occasionally or sometime talk about their favourite programme, 17.5% of the villagers always like to talk about their favourite programme and 13.7% are not talk about any programme at all, (showed in table number 7)

Table: 8 villagers of JassiPauwalli spend their leisure time

Spend most your leisure time	Reading(in %)	Listening Radio (in %)	Watching Television(in %)	Using Mobile(in %)	Playing(in %)	Total Number(in %)
Villagers of jassiPauwalli	12.5	10	37.5	18.7	15	100

In leisure time, villagers do various things such as reading, listening radio, watching television, using mobile and playing outside games. According to the study the 12.5% of villagers of JassiPauwalli reading books, magazine, newpaper in their free time, 10% listening radio and 37.5% viewing television in leisure time. Thus, we can say that most of the villagers of JassiPauwalli watching television in their leisure time, (showed in table: 8)

Table: 9 Villagers imitate/mimic the characters watch on television

Villagers imitate/mimic the characters watch on television	Yes(in %)	No(in %)	Sometime(in %)	Total Number(in %)
Villagers of jassiPauwalli	13.7	37.5	48.7	100

There are 48.7% of villagers sometime mimic their favourite characters and 37.5% of the villagers never mimic any character shows in television, as well as 13.7% of the villagers like to mimic their favourite characters on television, (showed in the table: 9)

Table: 10 viewing television makes villagers more inquisitive

Watching television makes you more inquisitive	Yes(in %)	No(in %)	Total Number(in %)
Villagers of jassiPauwalli	75	25	100

In the table shows that 75% of villagers of JassiPauwalli feel more curious/inquisitive while viewing television and 25% are not curious about thing to watch in television, (showed in table:10).

Table:11 feelings of Villagers when they are not watching television

Villagers feels when they are not watching television	Feel upset(in %)	Can't sleep without Television(in %)	Can't talk to anyone (in %)	Feel Irritated(in %)	Total Number(in %)
Villagers of jassiPauwalli	58.7	22.5	1.25	17.5	100

Table shows that 58.7% of the villagers feel upset when they are not watching television in particular day, even 22.5% villagers not sleep without viewing television and 17.5% feel irritated. So that most of the villagers are viewing television in their daily life and if they are not watching for any reason, they feel irritated, upset and even not sleep without watching television. (showed in the table: 11)

Table: 12 Villagers like in television

villagers like in Television	Know about outside world(in %)	Entertainment(in %)	Relate own self with few characters on television(in %)	Forget the stress(in %)	Total Number(in %)
Villagers of jassiPauwalli	28.7	63.7	2.5	5	100

Table shows that 63.7% of the villager like television, because television entertain them, 28.7% with the help of television of the villagers know about outside world, 5% watch television for reduce stress and 2.5% of the villagers relate own-self with few characters, they watch on television (table: 12).

Table: 13 Talent based shows promote the feeling of competition

Talent based shows promote the feeling of competition	Yes(in %)	No(in %)	Total Number(in %)
Villagers of jassiPauwalli	87.5	12.5	100

It shows on the table that 87.5% of the villagers promote the feeling of competition after viewing talent-based shows on television, (table- 13).

Table: 14 villagers like television rather than playing outside games

Like television rather than playing outside games	Yes(in %)	No(in %)	Total Number(in %)
Villagers of jassiPauwalli	38.7	61.25	100

38.7% of the villagers of JassiPauwalli like viewing television rather than playing outside games and 61.25% like outside thing rather than television viewing, (Table- 14).

Conclusion

On the basis of data analysis, we can clearly find out the importance of television among villagers of JassiPauwalli, the conclusion of the study are as follows;

1. The 57.5 percent of villagers of JassiPauwallispend more than one hour per day for watching television and 11.25 percent of villagers spend more than four hours in per-day.
2. The villagers of JassiPauwalli view television due to various purpose among those 47.5 percent of villagers viewing for entertainment purpose and 6.25 percent of villagers viewing television for reduce their stress.
3. Television make difference in the life of villagers of JassiPauwalli, 33.7% of the villagers gave guidance through viewing television and 28.7% of the people become more sociable after viewing television.
4. JassiPauwallivillagers viewing different kind of programmes in television, 48.7% viewing music/movies in television and 35% viewing television for news/sports.

Suggestions for further research

The suggestions for further research are given as follows;

1. The present study may be replicated on a larger sample including all villages of Punjab State for having more comparative view about the television viewing behaviour of villagers.
2. Further researches can be conducted to study the impact of television viewing on physical health, emotions and culture of villagers.
3. Data can be collected separately from illiterate and literate people and comparison can be done.

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