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FREQUENCY OF EXCITEMENT CREATED BY DIFFERENT TELEVISION PROGRAMMES ON VIEWERS

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Abstract

There are different methods to estimate the acceptance of a television programme by general public. Direct surveys, questionnaires, observation studies and content analysis are the common methods used to evaluate a television programme. This study proposes a new, comparatively more accurate evaluation of television programmes using psycho-physiological measurement. The present study focused on the frequency of excitement created by different television programmes on viewers. Sample consisted of 10 students aged between 22 to 26 years old. All were studying different P G courses in S.S.U.S. Kalady. Sample selected based on convenient sampling method. The tool used in the present study is Computerized Galvanic Skin Response equipment. The Galvanic Skin Response (GSR) logger sensor measures the conductivity of our skin as it changes according to unconscious emotion effects such as sudden noise, smell, touch, pain or view. Result of the study shows that comedy shows are feeling more exciting to general public than any other programme.

Keywords: Galvanic Skin Response Monitor, Excitement, Siemens.

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Media psychology is gaining importance day by day. Television programmes have great impact on the society in such a way that they started affecting both physical and mental health of individuals. Violence in television programmes affects visual processing and excitation which there by increases the arousal level of the viewers. This is the reason for the increasing demands in banning certain television programmes, violent video games and so on. There also arise ethical concerns regarding this aspect. Even though studies have been conducted, proper study methods are not yet identified to determine the level of violence.

The easiest way to study about excitement level created when watching a television programme is measurement of their Electrodermal activity. Electrodermal activity (EDA) reflects the output of integrated attentional and affective and motivational processes within the central nervous system acting on the body. EDA is a valuable tool in behavioural medicine as a biomarker of individual (state and trait) characteristics of emotional responsiveness, as an index for direct examination of axis of stress-related effects on bodily function, and as a potential avenue of treatment of psychosomatic conditions through biofeedback training. The siemens (SI unit symbol: **S**) is the unit of electric conductance, electric susceptances and electric admittance in the International System of Units (SI). Conductance, susceptance, and admittance are the reciprocals of resistance, reactance, and impedance respectively; hence one siemens is equal to the reciprocal of one ohm, and is also referred to as the mho.1 siemens is equal to 1000000 microsiemens.

Objective

- To find out the frequency of excitement created by different television programmes on viewers

METHOD

Participants

The participants of this study consisted of 10 students aged between 22 to 26 years old. All were studying different P G courses in S.S.U.S. Kalady. Sample selected based on convenient sampling method.

Instruments

- Computerized Galvanic skin response equipment- The Galvanic Skin Response (GSR) logger sensor measures the conductivity of our skin as it changes according to unconscious emotion effects such as sudden noise, smell, touch, pain or view. This sensor has two ranges: conductivity in micro Siemens and arbitrary numbers. It also supports experiments lasting between 1 second and 31 days.
- Laptops- One laptop connected to galvanic skin response equipment for recording the data. The second laptop used for showing the television programme to the subject.
- Head phone - Head phone is connected between the subject and the laptop which is assigned for showing the television programme.
- Galvanic skin response electrodes- Galvanic skin response electrodes connected with the subject's index finger and middle finger to record the data and the other side of electrode is connected with the galvanic skin response measurement device.
- Pre-recorded television programmes including 'krishidharsan' on 'D D Malayalam channel', 'Manjurukum kalam' on 'mazhavil manorama', 'kadhayallithu jeevitham' on 'Amrita T V' and 'Comedy stars' on 'Asianet'. These popular television programmes selected on the bases of 'tram rating'.
- Personal Data Sheet- A Personal Data Sheet developed by the investigator was used to collect information on relevant socio demographic characteristics of the participants like age, sex, stream of study, socioeconomic status

PROCEDURE

Experimenter placed a laptop in front of the table. A GSR measurement device connected to the laptop. The GSR electrodes are connected to the GSR measurement device. The experimenter set a table and chair for the use of the subject. Another laptop connected with the headphone was set in the table, showing television programme to the subject. Subject seated comfortably and the experimenter established good rapport with him/ her. Then the GSR electrodes connected with the subject's index finger and middle finger. The experimenter started the GSR measurement device. Galvanic Skin Response measured in Micro Siemens unit. The subject was instructed as follows. "I am going to show you a television program. Simply watch it and enjoy. Please don't move your hands and legs from the current posture when watching the television programme.

But you can laugh or express your emotions as part of the enjoyment. Be seated comfortably even if the program ends." The first one minute used for measuring the basal rate. Then the experimenter showed the television programe to the subject. The experimenter observed the diagrammatic representation of the data on his/ her laptop .The duration of the television programme was 8 minutes. The subject seated in the chair more than one minute after showing the television programme. The data obtained were saved in the experimenter's laptop. From the interview conducted after data collection through collecting the subject's experience and feelings about the experiment. After finishing the experiment, all equipment's were reset for next trial with another subject.

RESULTS AND DISCUSSION

The results are presented in the following table.

Table 1 Frequency of excitement created by different television programmes on viewers

SL.NO.	Krishidharsan	Manjurukum kalam Serial	Kadhayallithu jeevitham	Comedy
1	10	8	14	22
2	8	13	18	23
3	6	17	16	14
4	11	20	23	19
5	9	6	12	16
6	12	22	13	18
7	3	8	27	23
8	8	12	21	15
9	6	14	12	18
10	7	15	17	19
Total	**80**	**135**	**175**	**187**
Mean	**8**	**13.5**	**17.5**	**18.7**
Standard deviation	**2.66**	**5.25**	**5.03**	**3.19**

Table shows the frequency of excitement created by different television programmes on viewers. The total scores are in Krishidharsan is 80, Manjurukum kalam is 135, kadhayallithu jeevitham is 173 and Comedy stars is 187. The mean values are in krishidharsan is 8, Manjurukum kalam is 13.5, kadhayallithu jeevitham is 17.5 and Comedy stars is 18.7. And the standard deviation scores are in krishidharsan is 2.66, Manjurukum kalam is 5.25, kadhayallithu jeevitham is 5.03 and comedy stars is 3.19.

Bar diagram 1- Mean frequency of excitement created by different television programmes on viewers

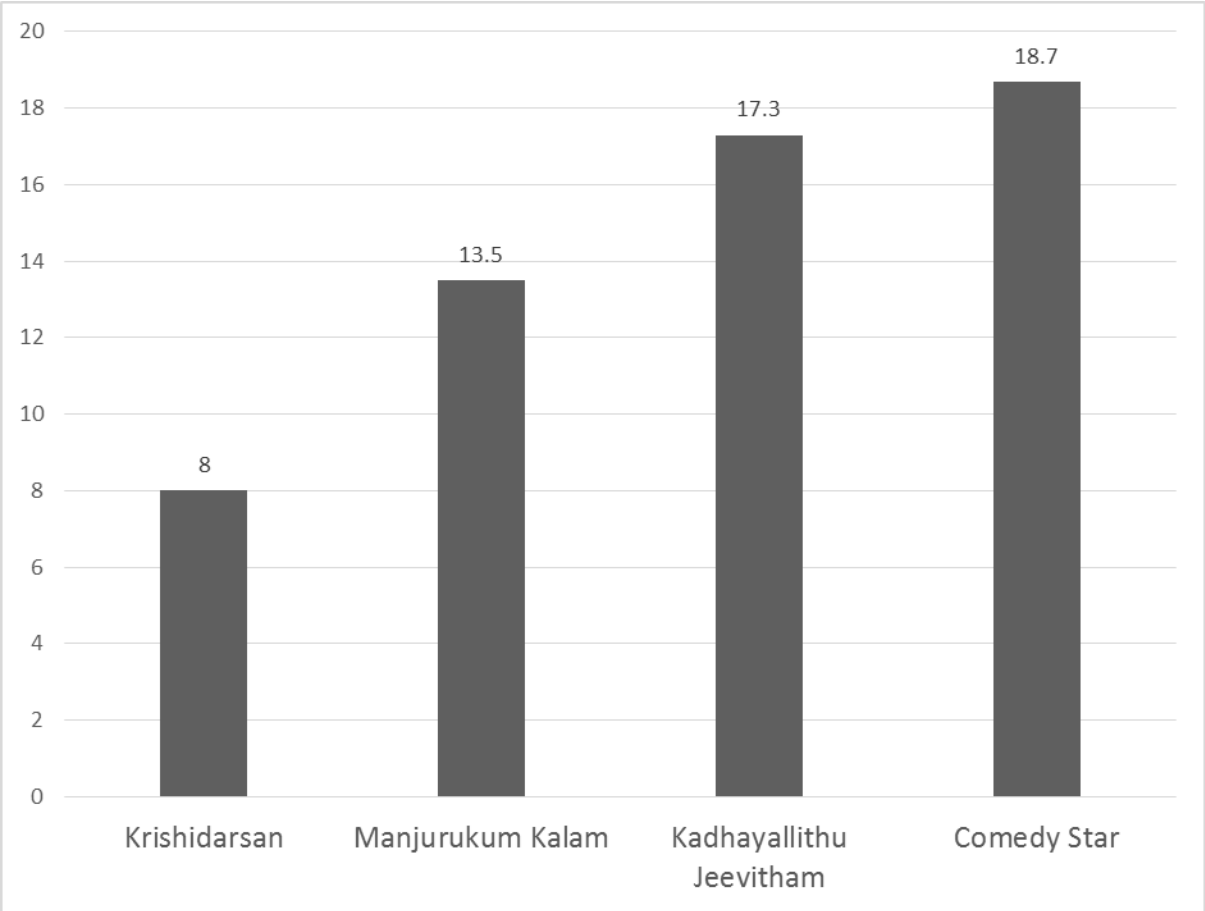

Table shows that the frequency of excitement created by different television programmes on viewers. The result seems that there involves individual differences among the frequency of excitement from different television programmes.

The first television programme chosen is 'krishidharsan'. It is a programme about agriculture. This programme created low frequency of excitement in viewers rather than other television programmes. It is because of the low emotional content of the programme. This show is enriched

with knowledge. The visuals of the show are related with nature. But the results variates in some cases this is because sometimes it presents some cute animals and visuals which make an 'Aha' feeling which create variation of the frequency of excitement. The visuals as well as the background music in this programme are eye catching from beginning to the end. The high frequency of excitement in this programme is 12 and low frequency of excitement is 3. The mean value is 8 and standard deviation is 2.66. It represents the frequency of excitement created by this programme is similar to the all viewers.

The second television programme has chosen 'Manjurukum kalam'. This programme created high frequency of excitement in viewers rather than 'Krishidharsan'. Although 'Manjurukum kalam' is a story, and it has high emotional contents they create empathy and emotional disturbances in viewers. This television programme not telecasted in single episode so it creates high curiosity among watching next episode on viewers. The high frequency of excitement created in this programme is 22 and low frequency of excitement is 6. The mean value is 13.5 and standard deviation is 5.18. It represents high variation in the frequency of excitement in the viewers of the programme.

The next television programme "kadhayallithu jeevitham" created high frequency of excitement in viewers rather than Manjurukum kalam. This show presents real life situations and the real persons. It makes high level of emotions throughout the programmes on viewers. The high frequency of excitement created in this programme is 27 and low frequency of excitement is 12. The mean value is 17.3 and the standard deviation is 5.03. It represents the variation of the frequency of excitement in the viewers of the programme.

The two television programme 'Manjurukum kalam' and 'kadhayallithu jeevitham' include some similar emotional contents like crying, harassing, neglecting, fighting etc. these emotions create high excitement on all viewers. But peoples who knows the programme 'Manjurukum kalam' is a cookedup story and kadhayallithu jeevitham' presents real life situations and real persons. And also, some problems are not compromised in the programme kadhayallithu jeevitham .It create high emotional stress and high level of excitement on viewers.

The excitement created by comedy and sympathy feels different, but the frequency of popular television programmes is fairly equal. And the last television programme 'comedy stars', a show with young Malayalam mimicry artistes entertaining competition in search of the best comedy team judged by famous cine comedians. The comedy programmes are fully enjoyable programme; emotional contents are not included in this programme. It presents only comedy throughout the episodes. in viewers this programmes created high frequency of excitement rather than other television programmes. This regard of any features, every human being enjoys comedy programmes so the comedy programmes are very high frequency of excitement created by all viewers. The high frequency of excitement created in this programme is 23 and low frequency of excitement is 14. The mean value is 18.7 and standard deviation is 4.66.

From the interview conducted after data collection it was seemed that many participants approached both comedy and kadhayallithu jeevitham with same mental state. Therefore, in some cases frequency of excitement in both is programme seemed to be similar.

Previous studies in this area also support the findings of current study. Eron (1972) conducted a study on the television violence and aggression. Because, physiological responses are the easiest part of emotion to measure become scientists have developed special tools to measure them. A Pounding heart, sweating, blood rushing to the face, or the release of adrenalin in response to a situation that creates intense emotion that can all be measured with scientific accuracy. People have very similar internal responses to the same emotion. For example, regardless of age, race , or gender , when people are under stress, their body release adrenaline; this hormone helps prepare the body to either run away or fight, which is called the' fight or flight" reaction. Although the psychological part of emotions may be different for each feeling, several different emotions can produce the same physical reaction.

Another studies focused on television violence and aggressive behaviours on the viewers are Leonard et al (1982) conducted a study on Parent–child interaction, television violence, and aggression of children, Cofer, Aletha and Lynette (1986) conducted a study on television violence and aggression, Turner, Hesse and Lewis (1986) did a study on naturalistic Studies of

the long-term effects of television violence and Shelly, Monique and Hyde (2008) conducted on a study about the role of the media in body image concerns among women.

Conclusion

The present study was to observe the frequency of excitement created by different television programmes on viewers. The results seems that the television programme 'comedy stars' and 'kadhayallithu jeevitham' created high frequency of excitement on viewers. The television programme 'krishidharsan' created low frequency of excitement on viewers. The excitement created by comedy and sympathy feels different, but the frequency of popular television programmes is fairly equal.

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