Chapter-6
Cable Television Programmes
Impact on Audiences

Beginning in 1991, Mizoram experiences the sudden and unregulated growth of satellite and Cable Television channels. A number of criticisms were raised against foreign originated programmes of satellite /Cable Television especially entertainment programmes with regards to their ‘opened’ depictions of sex and violence. During the early 1990’s, Star World’s Soap Operas such as ‘Santa Barbara’, ‘The Bold and the Beautiful’ and ‘The Neighbours’ were extremely popular among the Mizo audiences especially female viewers. This led to the concern of Educated Mizos that such kind of Television programmes would embedded on the minds of viewers certain ideas which in turn could degrade the traditional values and morals of the Mizo society. The study aims to find out whether certain norms and values depicted in Cable Television programmes have socio-cultural impact on Audiences.

The values influence the thinking and shape the lifestyle of people.\textsuperscript{110}Persons and Shills (1962) define value as the orientation

of individuals whereby one committed to the observation of certain norms, standards and criteria of selection. The values are inseparable from attitudes and sometimes overlap each other (Johnson, 1960).

Television is believed to play a vital role in formulating the opinion on various issues among viewers. Keeping in mind the following queries – As to what extent gender play a role in channels preference? How do viewers react to Cable Television programming? To what extent Television programmes can influence viewers to alter their traditional accepted principle and practice with emphasis on sexual norms and Lifestyle? The present study attempt to draw conclusion from the following issues-

1) The relationship between Gender and channels and programme preferences.
2) The relationship between Gender and acceptance of Western lifestyles.
3) The relationship between acceptance of Western lifestyles and very heavy and heavy viewing of Cable Television programmes.
4) The relationship between Gender and acceptance of Western sexual norms.
5) The relationship between acceptance of Western sexual norms and very heavy and heavy viewing of Cable Television programmes.

To examine the above mentioned research questions, seven (7) hypotheses have been formulated to test relationship between gender and channels preferences, relationship between gender, level of viewing and acceptance of Western lifestyles and sexual norms. To test each hypothesis, sample data has been analysed separately. Two major statistical tools were used, viz., Chi² test and Z test. The Z test has been used to look at the role of gender in terms of preferences for programme genres and also to examine the dependent variables of Western lifestyles and sexual norms for population proportion among male and female separately.

6:1 Evaluation of relationship between Gender and Channels preference:

*Hypothesis:* “Gender plays a significant role in channels preference.”

*Null hypothesis (H₀):* Gender does not play a significant role in channels preference.
Alternative hypothesis ($H_A$): Gender plays a significant role in channels preference.

**Observed Frequency (Oi)**

<table>
<thead>
<tr>
<th>Gender</th>
<th>MTV / VH1</th>
<th>BBC/NDTV</th>
<th>HBO/Star Movies</th>
<th>Star Plus/World</th>
<th>Zone Reality</th>
<th>History/Discovery</th>
<th>ESPN/Star Sports</th>
<th>God's Channel</th>
<th>Pogo/Cartoon Networks</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>14</td>
<td>31</td>
<td>26</td>
<td>0</td>
<td>25</td>
<td>40</td>
<td>93</td>
<td>4</td>
<td>17</td>
<td>250</td>
</tr>
<tr>
<td>Female</td>
<td>52</td>
<td>12</td>
<td>47</td>
<td>43</td>
<td>37</td>
<td>13</td>
<td>13</td>
<td>3</td>
<td>30</td>
<td>250</td>
</tr>
<tr>
<td>Total</td>
<td>66</td>
<td>43</td>
<td>73</td>
<td>43</td>
<td>62</td>
<td>53</td>
<td>106</td>
<td>7</td>
<td>47</td>
<td>500</td>
</tr>
</tbody>
</table>

**Expected Frequency (Ei)**

<table>
<thead>
<tr>
<th>Gender</th>
<th>MTV / VH1</th>
<th>BBC/NDTV</th>
<th>HBO/Star Movies</th>
<th>Star Plus/World</th>
<th>Zone Reality</th>
<th>History/Discovery</th>
<th>ESPN/Star Sports</th>
<th>God's Channel</th>
<th>Pogo/Cartoon Networks</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>33</td>
<td>21.5</td>
<td>36.5</td>
<td>21.5</td>
<td>31</td>
<td>26.5</td>
<td>53</td>
<td>3.5</td>
<td>23.5</td>
<td>250</td>
</tr>
<tr>
<td>Female</td>
<td>33</td>
<td>21.5</td>
<td>36.5</td>
<td>21.5</td>
<td>31</td>
<td>26.5</td>
<td>53</td>
<td>3.5</td>
<td>23.5</td>
<td>250</td>
</tr>
<tr>
<td>Total</td>
<td>66</td>
<td>43</td>
<td>73</td>
<td>43</td>
<td>62</td>
<td>53</td>
<td>106</td>
<td>7</td>
<td>47</td>
<td>500</td>
</tr>
</tbody>
</table>

**Test Statistic**

\[ \chi^2 = \frac{(O_i - E_i)^2}{E_i} \sim \chi_{(n-1), (k-1)} (\infty) \]

Calculated \[ \chi^2 = 156.5 \]

Tabulated \[ \chi^2_{0.05} = 15.507 \]

Calculated \[ \chi^2 > \text{Tabulated } \chi^2 \]

i.e. \[ 156.5 > 15.507 \]
Hence, Null Hypothesis is rejected and the Alternative Hypothesis is accepted at 5% level of Significance and this proves that Gender plays a significant role in channels preference.

6:2 Evaluation of relationship between Gender and preference for Sports programmes:

Hypothesis-2: “The preference for sports programmes is greater among Male viewers than Female viewers”

Null Hypothesis ($H_0$): The population proportion of Male to Female viewers with respect to preference for sports programmes do not differ significantly.

Alternative Hypothesis ($H_1$): The population proportion of Male to Female viewers with respect to preference for sports programmes differ significantly.

From the sample, out of the total male respondents i.e. 250, ninety one (91) male respondents assert Sport programmes as their most preferred programme genre. While out of the total Female respondents i.e. 250, fifteen (15) female respondents consider Sports as their most preferred programme. To calculate whether there is any difference in the population proportion of male
and female viewers with regards to preference for Sports programmes, the following statistical test has been applied:

\[
Z = \frac{(\hat{P}_m - \hat{P}_f)}{\sqrt{\hat{P}_o(1 - \hat{P}_o) / n_m + \hat{P}_o(1 - \hat{P}_o) / n_f}} \sim N(0,1)
\]

\[
\hat{P}_m = \text{Male Proportion} \\
\hat{P}_f = \text{Female proportion} \\
\hat{P}_o = 0.5 \text{ (By the assumption of } H_0) \\
\]

\[
Z = \frac{0.364 - 0.06}{\sqrt{0.5 \times 0.5 / 250 + 0.5 \times 0.5 / 250}} = \frac{0.424}{0.044721359} = 9.48
\]

Tabulated \(Z\) at 5\% = 1.645

Calculated \(Z > \) Tabulated \(Z\)

i.e. \(9.48 > 1.645\)

The \(Z\)-test indicates that there is a significance difference in the population proportion of Male to Female viewers with respect to preference for sports programmes. Thus, \(H_0\) is rejected and \(H_1\) is accepted at 5\% level of significance. Therefore, the research question – “The preference for sports programmes is greater among Male viewers than female viewers” is statistically supported.
6:3 Evaluation of relationship between Gender and preference for Serial programmes:

Hypothesis-3: “The preference for serials is greater among Female viewers than Male viewers”

Null hypothesis \( (H_0) \): There is no significant difference in the population proportion of female to male viewers with respect to preference for serials.

Alternative hypothesis \( (H_1) \): There is a significant difference in the population proportion of female to male viewers with respect to preference for serials.

Out of the total Female sample size of 250, sixty four (64) female respondents claim Serials as their most preferred programme genre. While out of the total male samples of 250, four (4) male respondents said that ‘serial’ is their most preferred programme genre. To find out whether there is any difference in the population proportion of male and female viewers with respect to preference for serials, the following statistical test has been applied:
\[ Z = \frac{\hat{P}_f - \hat{P}_m}{\sqrt{P_0(1 - P_0) / n_f + P_0(1 - P_0) / n_m}} \sim N(0,1) \]

\[ \hat{P}_f = \text{Female Proportion} \]
\[ \hat{P}_m = \text{Male proportion} \]
\[ P_0 = 0.5 \text{ (By the assumption of } H_0) \]

\[ Z = \frac{0.256 - 0.016}{\sqrt{0.5 \times 0.5 / 250 + 0.5 \times 0.5 / 250}} = \frac{0.24}{0.044721359} = 5.36 \]

Tabulated \( Z \) at 5\% = 1.645

Calculated \( Z > \) Tabulated \( Z \)

i.e. \( 5.36 > 1.645 \)

The \( Z \) test indicates a significance difference in the population proportion of Female to Male viewers in terms of preference for serials. Hence, \( H_1 \) is accepted at 5 \% level of significance and \( H_0 \) is rejected. Therefore, the research question - "The preference for serials is greater among Female viewers than Male viewers" is statistically supported.
6:4 Evaluation of the relationship between acceptance of Western lifestyles and very heavy and heavy viewing of Cable Television programmes:

**Hypothesis-4:** “Very heavy and heavy viewers of Cable Television programmes tend to show greater degree of acceptance of Western lifestyles than Moderate and Low viewers”

**Null hypothesis:** The population proportion of Very heavy and Heavy viewers to Moderate and Low viewers in terms of showing acceptance of Western lifestyles do not differ significantly.

**Alternative hypothesis:** The population proportion of Very heavy and Heavy viewers to Moderate and Low viewers in terms of showing acceptance of Western lifestyles differ significantly.

The population proportion of Very heavy (and Heavy) viewers and Moderate (and Low) viewers were tested separately using the Z-test based on the six(6) dependent variables of Western lifestyles such as Identifying oneself with characters, Imitate behaviour and mannerism, Imitate dress designs and fashion, imitate accent and programmes jargon, wish to try foreign recipes and
aspiring to travel abroad. The results of the population proportion test are shown in the table below:

The test statistic is calculated by using the formula:

\[
Z = \frac{(P_o - \hat{P})}{\sqrt{P_o(1 - P_o)/n}} \sim N(0,1)
\]

\(\hat{P}\) = Very heavy and heavy viewers or Moderate and low viewers proportion

\(P_o = 0.5\) (By the assumption of \(H_0\))

Tabulated \(Z\) at 5\% level of significance = 1.645

**Very heavy and heavy viewers:**

<table>
<thead>
<tr>
<th>Dependent Variables</th>
<th>Calculated Z</th>
<th>Tabulated (Z) at 5%</th>
<th>Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify oneself with Characters</td>
<td>3.67955</td>
<td>1.645</td>
<td>3.67955 &gt; 1.645</td>
</tr>
<tr>
<td>Imitate behaviour and mannerism</td>
<td>2.26274</td>
<td>-</td>
<td>2.26274 &gt; 1.645</td>
</tr>
<tr>
<td>Imitate dress designs and fashion</td>
<td>3.39411</td>
<td>-</td>
<td>3.39411 &gt; 1.645</td>
</tr>
<tr>
<td>Imitate accent and programmes jargon</td>
<td>1.97989</td>
<td>-</td>
<td>1.97989 &gt; 1.645</td>
</tr>
<tr>
<td>wish to try foreign recipes</td>
<td>2.26274</td>
<td>-</td>
<td>2.26274 &gt; 1.645</td>
</tr>
<tr>
<td>Aspiring to travel abroad</td>
<td>3.67955</td>
<td>-</td>
<td>3.67955 &gt; 1.645</td>
</tr>
</tbody>
</table>
As evident from the table, Very heavy and heavy viewers tend to show acceptance of Western lifestyles in all the areas such as - Identify oneself with Characters, imitating behaviour and mannerism, imitating dress designs and fashion, imitating accent and programmes jargon, wish to try foreign recipes and aspiring to travel abroad.

**Moderate and low viewers:**

<table>
<thead>
<tr>
<th><strong>Dependent Variables</strong></th>
<th><strong>Calculated Z</strong></th>
<th><strong>Tabulated Z at 5%</strong></th>
<th><strong>Comparison</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify oneself with Characters</td>
<td>0.84</td>
<td>1.645</td>
<td>0.84 &lt; 1.645</td>
</tr>
<tr>
<td>Imitate behaviour and mannerism</td>
<td>0.84</td>
<td>-</td>
<td>0.84 &lt; 1.645</td>
</tr>
<tr>
<td>Imitate dress designs and fashion</td>
<td>5.93</td>
<td>-</td>
<td>5.93 &gt; 1.645</td>
</tr>
<tr>
<td>imitate accent and programmes jargon</td>
<td>1.41</td>
<td>-</td>
<td>1.41 &lt; 1.645</td>
</tr>
<tr>
<td>wish to try foreign recipes</td>
<td>0.56</td>
<td>-</td>
<td>0.56 &lt; 1.645</td>
</tr>
<tr>
<td>Aspiring to travel abroad</td>
<td>1.41</td>
<td>-</td>
<td>1.41 &lt; 1.645</td>
</tr>
</tbody>
</table>

In contrast, as evident from the table, moderate and low viewers tend to show acceptance of Western lifestyles only in terms of imitating dress designs and fashion. In areas such as Identify oneself with Characters, Imitate behaviour and mannerism, Imitate accent and programmes jargon, wish to try foreign recipes
and aspiring to travel abroad; they do not show acceptance of Western lifestyles.

Hence, the population proportion tests fully supported the Hypothesis at 5% level of significance while rejected the Null Hypothesis. Thus, the research question - “Very heavy and heavy viewers of Cable Television programmes tend to show greater degree of acceptance of Western lifestyles than Moderate and Low viewers” has been proved as true.

6:5 Evaluation of the relationship between gender and acceptance of Western lifestyles:

Hypothesis-5: “Among very heavy and heavy viewers of Cable Television programmes, Female viewers tend to show a great degree of acceptance of Western lifestyles than Male viewers”

Null Hypothesis (H₀): There is no significant difference in the population proportion of female to male viewers in terms of showing acceptance of Western lifestyles.
Alternative Hypothesis ($H_1$): There is a significant difference in the population proportion of female to male viewers in terms of showing acceptance of Western lifestyles.

The population proportion of the Male and Female among Very heavy and heavy viewers were tested using the Z-test based on the six (6) dependent variables of Western lifestyles such as identifying oneself with characters, imitate behaviour and mannerism, imitate dress designs and fashion, imitate accent and programmes jargon, wish to try foreign recipes and aspiring to travel abroad. The results of the population proportion test are shown in the tables below:

Test Statistic is calculated by using the formula

$$Z = \frac{(\hat{P}_f - \hat{P}_m)}{\sqrt{P_o(1-P_o)/n_f + P_o(1-P_o)/n_m}} \sim N(0,1)$$

$\hat{P}_f =$ Female Proportion

$\hat{P}_m =$ Male proportion

$P_o = 0.5$ (By the assumption of $H_0$)
### Table

<table>
<thead>
<tr>
<th>Dependent Variables</th>
<th>Calculated Z</th>
<th>Tabulated Z at 5%</th>
<th>Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify oneself with Characters</td>
<td>0.4</td>
<td>1.645</td>
<td>0.4 &lt; 1.645</td>
</tr>
<tr>
<td>Imitate behaviour and mannerism</td>
<td>0.2</td>
<td>-</td>
<td>0.2 &lt; 1.645</td>
</tr>
<tr>
<td>Imitate dress designs and fashion</td>
<td>1.0</td>
<td>-</td>
<td>1.0 &lt; 1.645</td>
</tr>
<tr>
<td>Imitate accent and programmes jargon</td>
<td>0.4</td>
<td>-</td>
<td>0.4 &lt; 1.645</td>
</tr>
<tr>
<td>wish to try foreign recipes</td>
<td>0.6</td>
<td>-</td>
<td>0.6 &lt; 1.645</td>
</tr>
<tr>
<td>Aspiring to travel abroad</td>
<td>0.4</td>
<td>-</td>
<td>0.4 &lt; 1.645</td>
</tr>
</tbody>
</table>

As evident from the table, there is no significance difference between Male and Female population proportion in any of the dependent variables such as Identify oneself with Characters, Imitate behaviour and mannerism, Imitate dress designs and fashion, Imitate accent and programmes jargon, wish to try foreign recipes and aspiring to travel abroad. Thus, the $H_0$ is accepted in all the dependent variables at 5% level of significance. Therefore, the research question — “Among very heavy and heavy viewers of Cable Television programmes, Female viewers tend to show a great degree of acceptance of Western lifestyles than Male viewers” is not statistically supported.
Evaluation of the relationship between acceptance of Western sexual norms and very heavy and heavy viewing of Cable Television programmes:

*Hypothesis-6:* “Very heavy and heavy viewers of Cable Television programmes tend to show greater degree of acceptance of Western sexual norms than moderate and low viewers”

*Null Hypothesis:* There is no significant difference in the population proportion of Very heavy and Heavy viewers to Moderate and Low viewers in terms of showing acceptance of Western sexual norms.

*Alternative Hypothesis:* There is a significant difference in the population proportion of Very heavy and Heavy viewers to Moderate and Low viewers in terms of showing acceptance of Western sexual norms.

The population proportion of Very heavy (and Heavy) viewers and Moderate (and Low) viewers were tested separately using the Z-test based on the four (4) dependent variables of Western sexual norms such as Programmes arouse interest in sex, Programmes encourage free thinking of sex, Programmes encourage indulgence in casual sex and Programmes encourage pre/extra
marital status. The results of the population proportion test are shown in the tables below:

Test statistic \[ Z = \frac{(\hat{p} - \hat{P})}{\sqrt{\frac{\hat{P}(1-\hat{P})}{n}}} \sim N(0,1) \]

\( \hat{P} = \text{Very heavy and heavy viewers or Moderate and low viewers proportion} \)

\( \hat{P} = 0.5 \) (By the assumption of \( H_0 \))

Tabulated \( Z \) at 5% level of significance = 1.645

\[ \begin{array}{|l|c|c|c|}
\hline
\text{Dependent Variables} & \text{Calculated} \ Z & \text{Tabulated} \ Z \text{ at 5%} & \text{Comparison} \\
\hline
\text{Programmes arouse interest in sex} & 2.82842 & 1.645 & 2.82842 > 1.645 \\
\hline
\text{Programmes encourage free thinking of sex} & 3.39411 & - & 3.39411 > 1.645 \\
\hline
\text{Programmes encourage indulgence in casual sex} & 1.69705 & - & 1.69705 > 1.645 \\
\hline
\text{Programmes encourage pre/extra marital status} & 0.28284 & - & 0.28284 < 1.645 \\
\hline
\end{array} \]

The above table shows the results of the population proportion test of Very heavy and heavy viewers based on the four (4) dependent variables of Western sexual norms such as Programmes arouse interest in sex, Programmes encourage free
thinking of sex, Programmes encourage indulgence in casual sex and Programmes encourage pre/extra marital status. Very heavy and heavy viewers tend to show acceptance of Western Sexual norms in three areas – 'interest in sex', 'free thinking of sex' and indulgence in casual sex. On the other hand, programmes do not encourage pre/extra marital status.

**Moderate and low viewers:**

<table>
<thead>
<tr>
<th>Dependent Variables</th>
<th>Calculated Z</th>
<th>Tabulated Z at 5%</th>
<th>Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programmes arouse interest in sex</td>
<td>0.84852</td>
<td>1.645</td>
<td>0.84852 &lt; 1.645</td>
</tr>
<tr>
<td>Programmes encourage free thinking of sex</td>
<td>0.6</td>
<td>-</td>
<td>0.6 &lt; 1.645</td>
</tr>
<tr>
<td>Programmes encourage indulgence in casual sex</td>
<td>0.28284</td>
<td>-</td>
<td>0.28284 &lt; 1.645</td>
</tr>
<tr>
<td>Programmes encourage pre/extra marital status</td>
<td>0.6</td>
<td>-</td>
<td>0.6 &lt; 1.645</td>
</tr>
</tbody>
</table>

As evident from the table, Moderate and low viewers do not show any acceptance of Western sexual norms based on the dependent variables such as Programmes arouse interest in sex, Programmes encourage free thinking of sex, Programmes encourage indulgence in casual sex and Programmes encourage pre/extra marital status.
Thus, it can be inferred that the Hypothesis – “Very heavy and heavy viewers of Cable Television programmes tend to show greater degree of acceptance of Western sexual norms than moderate and low viewers” is partially supported by the statistical test. Because, among very heavy and heavy viewers, in the three dependent variables such as ‘interest in sex’, ‘Freethinking of sex’ and ‘indulgence in casual sex’, the tabulated value of Z falls in the rejection region and hence the $H_0$ is rejected; while the Null hypothesis is accepted only in one area i.e. ‘programme encourage pre/extra marital status’. On the other hand, moderate and low viewers do not show any significant difference in terms of acceptance of Western sexual norms based on the four dependent variables. Therefore, the research question is not fully supported nor rejected completely.

6:7 Evaluation of the relationship between gender and acceptance of Western sexual norms:

*Hypothesis-5:* “Among very heavy and heavy viewers of Cable Television programmes, Male viewers tend to show a great degree of acceptance of Western sexual norms than Female viewers”
Null Hypothesis \((H_0)\): “There is no significant difference in the population proportion of Male to Female viewers in terms of showing acceptance of Western sexual norms”

Alternative Hypothesis \((H_1)\): “There is a significant difference in the population proportion of Male to Female viewers in terms of showing acceptance of Western sexual norms”

The population proportion of the Male and Female among Very heavy and heavy viewers were tested using the Z-test based on the four (4) dependent variables of Western sexual norms such as Programmes arouse interest in sex, Programmes encourage free thinking of sex, Programmes encourage indulgence in casual sex and Programmes encourage pre/extra marital status. The results of the population proportion test are shown in the tables below:

**Test Statistic is calculated by using the formula**

\[
Z = \frac{\hat{P}_f - \hat{P}_m}{\sqrt{P_o(1-P_o)/n_f + P_o(1-P_o)/n_m}} \sim N(0,1)
\]

\[\hat{P}_f = \text{Female Proportion}\]

\[\hat{P}_m = \text{Male proportion}\]

\[P_o = 0.5 \text{ (By the assumption of } H_0)\]
### Dependent Variables |
<table>
<thead>
<tr>
<th>Calculated Z</th>
<th>Tabulated Z at 5%</th>
<th>Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programmes arouse interest in sex</td>
<td>0.6</td>
<td>1.645</td>
</tr>
<tr>
<td>Programmes encourage free thinking of sex</td>
<td>0.6</td>
<td>-</td>
</tr>
<tr>
<td>Programmes encourage indulgence in casual sex</td>
<td>0.6</td>
<td>-</td>
</tr>
<tr>
<td>Programmes encourage pre/extra marital status</td>
<td>0.6</td>
<td>-</td>
</tr>
</tbody>
</table>

As evident from the table, there is no significant difference in the population proportion of male to female viewers based on the four dependent variables of Western sexual norms. Thus, it can be deduced that the Hypothesis - “Among very heavy and heavy viewers of Cable Television programmes, Male viewers tend to show a great degree of acceptance of Western sexual norms than Female viewers” is rejected at 5% level of significance.