

To Analyze Why Audience Watch Bigg Boss

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Abstract: Bigg Boss is an Indian reality television game show produced by Endemol Shine India. There have been 7 versions of the show in 7 individual language spoken in Indian subcontinent. The first show of Bigg Boss in Hindi which debuted in 2006. Then they extended its presence in Kannada, Bengali, Tamil, Telugu, Marathi and Malayalam as of 2018. Why audience watch Bigg Boss – 3. The people(audience) who watch television particularly who watch Bigg Boss. The objectives for this topic is to analyze how Tamil Bigg Boss, influencing the audience. To understand the audience perspective of Tamil Bigg Boss-3. To critically analyze whether the Tamil Bigg Boss reality show is influencing the audience. The researcher will be using questionnaire as a tool for collecting the data. And the total sample size is 100.

Keywords: Bigg Boss, Entertainment, Contestant, Social Media, Viewers.

1. Introduction

This project aims to learn more about the interactivity of viewers and audiences at the Bigg Boss reality show in Tamil, which began on June 23, 2019 with 17 candidates. Kamal Haasan returned for the third time as host. The show will be broadcast on Star Vijay. Bigg Boss Tamil is the Tamil version of the series and the second adaptation of Bigg Boss in South India. The show was produced by Star India in 2017. This version is the only one that has not shot a season in Lonavala. The home of Bigg Boss Tamil was built at the EVP Film City in Chennai and has been in use since the first season. So far, both seasons have won 50 yen lakh.

In this show, the candidates are called "roommates". They live together in a purpose built house that is isolated from the outside world. Roommates are excluded (usually weekly) until only one person wins the cash prize. During their stay at home, candidates are constantly monitored by live television cameras and personal audio microphones. Everything is recorded and controlled by a live team. The participants are being watched and heard. Even when they eat, the cameras return the competitors looking for "reactions" and "expressions". The important thing that can be noticed is the prison where the candidates are punished. And then there is a nice sitting area in the garden with many drawings on the wall and we can also find their name of the sponsor Frooti on the wall, as well as a swimming pool. The spacious living room, which is dominated by a touch of particularly yellow and orange colors, is adorned with traditional Tamil Nadu art from Bharatanatyam to Oyilattam, Bommalattam and an old folklore exhibition. The program is based on techniques such as cleanliness of the

environment, evictions, weekly tasks and Bigg Boss competitions, as well as the "confessional room" where roommates share their privacy. Thoughts on the camera and reveal their candidates for eviction. The house prohibits television, telephone, internet and clocks.

The audience looks at Bigg Boss to see something unexpected happens unexpectedly in the series. They create emotional content every day in every episode of Bigg Boss. Some people look at it for entertainment purposes, some are looking for content, some are looking for their favorite competitor in the Bigg Boss home and some people are watching Bigg Boss for the time as well. Some people even watch Bigg Boss interact in social media and get updated. And there are spectators watching Bigg Boss to see the fight or a controversial affair unfold within the roommates. Most of the time, the controversial thing happens when roommates are given a luxury budget task to complete or when the captain assigns work for roommates. This study attempted to learn more about the viewing habits of the Bigg Boss reader. On top of that, we also tried to figure out what kind of audience member would be more likely to find nice Bigg Boss and make it part of their daily television schedule.

2. Review of literature

Lisa Gandy and Lisa McChristian (2002): - In this study, reality television becomes interactive: Big Brother television audience Reality television started in the summer of 2000. Television and Internet audiences have gotten married thanks to an interactive and voyeuristic experience. This study aimed to better understand the audience attracted by these interactive and realistic television programs. Using past public interactivity studies, a random telephone survey was conducted by Big Brother viewers. Big Brother viewers who visited the program's website before and after the show were demographically younger, better educated, and had computers. Instead, visitors to the Big Brother website planned to watch the TV show, remove distractions, and participate more heavily in the program than users of non-Internet sites.

Daniel J. Power (2016): In this study, "Big Brother" can see how much privacy, surveillance, and misuse of data in our complex digital world is a problem for many people. "Big Brother" in the title of this article is a metaphorical warning of the consequences if the government uses modern technology to maintain power and control people. Problems related to data misuse and monitoring are not new in the academic literature

Table 1

Age	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total	
16-25	33	3	16	26	1	2	81
26-35	5		1	1		1	8
36-45	3		1	1			5
46-55				3			3
56-65				1			1
66-75			1				1
76-85	1						1
Grand Total	42	3	19	32	1	3	100

Table 2

Age	Agree	Disagree	Neutral	Strongly Agree	Grand Total
16-25	27	2	18	34	81
26-35	6		1	1	8
36-45	1		1	3	5
46-55			1	2	3
56-65				1	1
66-75				1	1
76-85	1				1
Grand Total	35	2	21	42	100

and the media, but the current threat is greater. Technology is so advanced that the dystopian vision of a totalitarian state is possible for George Orwell. Technological advances have removed the barriers to capturing and processing real-time data on millions of people. This article explains how capturing and using new data streams, artificial intelligence processing, and predictive analytics can help governments control their citizens. Some components of a mental control and real-time monitoring system are already in use. These components, such as cameras, sensors, No SQL databases, predictive analytics and artificial intelligence, can be linked and improved. Researchers who support decision-making need to understand the issues and oppose attempts to use information technology to support current or future totalitarian governments.

Satinder Kumar Kumar (2013): In this study, Indian reality TV shows: an empirical study of television perceptions remains the best-known entertainment medium of Indian M & E industry. Reality TV viewers who rely on these daily programs are often involved in all situations. Some reality shows are often based on topics that have no thought processes or concepts. However, some reality shows show positive things that the viewer can learn and apply in their daily lives. The study is limited to Amritsar district. For the research, 100 respondents from different locations were interviewed by Amritsar. The study used a non-probability sampling method. The study showed that people are interested in reality TV shows, not in daily soap operas, but in movies. A number of features that make reality shows more popular, such as: For example, cost-effective, emotional connections, similarity, family appeal, quick results, etc.

A.V. Parvathi, S. Karthika and S. Bose (2017): In this study, Bigg Boss - Recognizing times given by Twitter at long-standing events, social media has proven to be the most accessible way to express public views and opinions on all events Social. Twitter is a social media platform and can provide accurate and clear publicity. Tweets are displayed

immediately and end with a huge pile of time. Eventually, it becomes more difficult to extract the key events that are important for a long-term event. This research will collect tweets for the hashtag #Bigg Boss over a period of 10 days. These tweets are grouped into sequential groups and the proposed peak detection algorithm is applied using an exponential moving average. The result effectively shows the time spikes based on deviations in counting tweets.

3. Research methodology

The study data were collected using structured questionnaires. The target population for this study is 16 to 85 years old. The questionnaire is self-administered. To compile or compile a list of articles for creating the questionnaire, the available literature was read or revised. Research design is a quantitative method of data collection. The questionnaire was administered online to 100 respondents. Scanners are usually onlookers.

4. Data analysis and interpretation

A. Contestants

The editing on this program pushes the audience's impressions of the contestants on this program in a particular direction (Table 1).

From the table 1, it was observed that 42 respondent agreed with the statement, 3 respondent disagreed, 19 respondent neutral, 33 respondents strongly agreed and 3 respondents strongly disagreed.

B. Content

Creating or distributing the emotional part of the contestants are part of content creation (Table 2).

From the table 2, it was observed that 35 respondent agreed with the statement, 2 respondent disagreed, 21 respondent neutral, 42 respondents strongly agreed.

Table 3
 Women related contents create more interest

Age	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
16-25	19	4	26	31	1	81
26-35	6	1	1			8
36-45	3			2		5
46-55	1	2				3
56-65		1				1
66-75				1		1
76-85		1				1
Grand Total	29	9	27	34	1	100

Table 4
 Culture is spoken more in this Bigg Boss season - 3

Age	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
16-25	29	5	30	15	2	81
26-35	5	1	1	1		8
36-45	2		2	1		5
46-55	2			1		3
56-65			1			1
66-75				1		1
76-85		1				1
Grand Total	38	7	34	19	2	100

Table 5
 I enjoy trying to guess what will happen in Bigg Boss season – 3

Age	Agree	Disagree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
16-25	24	16	1	21	15	4	81
26-35	4	1		3			8
36-45	1	1		1	1	1	5
46-55	2				1		3
56-65	1						1
66-75					1		1
76-85		1					1
Grand Total	32	19	1	25	18	5	100

Table 6
 I do not watch Bigg Boss when my favorite contestant gets evicted

Age	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
16-25	16	25	22	6	12	81
26-35	1	3	1		3	8
36-45	1		3		1	5
46-55	1				2	3
56-65		1				1
66-75					1	1
76-85		1				1
Grand Total	19	30	26	6	19	100

Table 7
 The host gets personally attached to the contestant in Bigg Boss

Age	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
16-25	25	12	30	11	3	81
26-35	3		1	2	2	8
36-45	1	1	3			5
46-55		1	2			3
56-65	1					1
66-75				1		1
76-85		1				1
Grand Total	30	15	36	14	5	100

From the table 3 it was observed that 29 respondent agreed with the statement, 9 respondent disagreed, 27 respondent neutral, 34 respondents strongly agreed and 1 respondent strongly disagreed.

From the table 4 it was observed that 38 respondent agreed with the statement, 7 respondent disagreed, 34 respondent

neutral, 19 respondents strongly agreed and 2 respondents strongly disagreed.

C. Viewing habits

From the table 5 it was observed that 32 respondent agreed with the statement, 20 respondent disagreed, 25 respondent

Table 8
 The host is learning a lot in this Bigg Boss show

Age	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
16-25	30	5	29	14	3	81
26-35	6		1	1		8
36-45	2	1	2			5
46-55	2		1			3
56-65	1					1
66-75	1					1
76-85				1		1
Grand Total	42	6	33	16	3	100

Table 9
 The host is doing justice only for his/her favorite contestant inside the Bigg Boss house

Age	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
16-25	18	19	28	6	1	81
26-35	2	1	5			8
36-45	2	1	2			5
46-55		2			1	3
56-65		1				1
66-75					1	1
76-85		1				1
Grand Total	22	25	35	6	1	100

neutral, 18 respondents strongly agreed and 5 respondents strongly disagreed.

From the table 6 it was observed that 19 respondent agreed with the statement, 30 respondent disagreed, 26 respondent neutral, 6 respondents strongly agreed and 19 respondents strongly disagreed.

D. Host

From the table 7 it was observed that 30 respondent agreed with the statement, 15 respondent disagreed, 36 respondent neutral, 14 respondents strongly agreed and 5 respondents strongly disagreed.

From the table 8 it was observed that 42 respondent agreed with the statement, 6 respondent disagreed, 33 respondent neutral, 16 respondents strongly agreed and 3 respondents strongly disagreed.

From the table 9 it was observed that 22 respondent agreed with the statement, 25 respondent disagreed, 35 respondent neutral, 7 respondents strongly agreed and 11 respondents strongly disagreed.

5. Findings and discussions

- The editing on this program pushes the audience’s impressions of the contestants on this program in a particular direction, there are 42 respondents who have agreed for this statement saying that the editing plays major role which pushes the audience to watch.
- This study tells that 42 respondents agree in creating the emotional part of the contestant are part of content creation, the respondents strongly agree in this statement.
- From the above table 3 it was observed that, 34 respondents strongly agree that women related content creates more interest in the show.
- Culture is spoken more in this Bigg Boss season – 3, there are 38 respondents who agree that the usage of

culture in this season is more.

- There are 32 respondents who agreed that they enjoy trying to guess what will happen in Bigg Boss season – 3 before it happens.
- There are 30 respondents who tell that they disagree for the statement “I do not watch Bigg Boss when my favorite contestant gets evicted”.
- From the above table 1.7 it was observed that 36 respondents say neutral, for the statement “The host gets personally attached to the contestant in Bigg Boss”.
- There are 42 respondents who agree with the statement “The host is learning a lot in this Bigg Boss show”. The audience feel that the host is learning more in the Bigg Boss show.
- There are 35 respondents who say neutrally say that the host is doing justice only for his/her favorite contestant inside the Bigg Boss house.

6. Conclusion

From the data analysis and interpretation, it can be concluded that, Bigg Boss 3 reality show are interesting, fun brings in raw talent and increases the skills and knowledge in the minds of the youth, but these shows are reached to an extent to appeal the viewers not just to increase TRP’s but also to keep in step with the lifestyle of the youth.

Bigg Boss show have gained increasing viewership and many youth enjoy watching reality shows, game shows and get addicted to it but at the same time many feel that Bigg Boss shows are scripted thus not true. Few watch Bigg Boss show just for discussion and often get into arguments to deal with situation. A majority of youth relate to the participants and are motivated to improve on their skills and knowledge to get a chance on huge platform. Hence it is found that there is an impact on youth physically and emotionally and should be

made less controversial and drama based.

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