

## A Study to Assess the Television Serial Addiction among Housewife at Kondancherry Village

Dr. Alfred Solomon. D<sup>1</sup>, Catherin Karolina. P<sup>2</sup>, Vaishali. J<sup>3</sup>

<sup>1</sup>Assistant Professor, Department of Mental Health Nursing, SIMATS, Thandalam, Tamil Nadu, India

<sup>2,3</sup>BSc Nursing, 4<sup>th</sup> Year, Saveetha College of Nursing, SIMATS, Thandalam, Tamil Nadu, India

### ABSTRACT

**Background:** The present study aimed to assess the Television serial addiction among Housewives in Kondancherry village. Television is a great tool for disseminating information about many socioeconomic concerns. The information transmission process was separated into three stages: dissemination, interpretation, and assessment. Television is the most effective mass communication medium. Television serials have had a significant impact on our society; they have altered people's habits and greatly influenced our society and culture. Their content and representation of lives and cultures greatly affect viewers, particularly female viewers. **Methodology:** A descriptive research design with a purposive sample technique was employed to conduct a study among 60 women, and a quantitative approach was used to fulfill the study's objectives. A structured questionnaire was used to collect data. The procedure was conducted in complete confidentiality. Descriptive and inferential statistics were used to assess the acquired data. **Result** The results suggest that 33 (55.0%) of 60 housewives had a moderate level of TV serial addiction 17 (28.33%) had a severe case of TV serial addiction, whereas 10 (16.67%) had a mild case. The median score was 9.0, with a score of 4.0 being the lowest and a score of 12.0 being the highest. According to the findings, there is no significant relationship between levels of TV serial addiction and demographic characteristics. **Conclusion:** The current study examined TV serial addiction among Kondancherry village women. According to statistics studies, roughly 84% of housewives were hooked to TV serials, and appropriate health education should be provided to educate them on the consequences of TV serial addiction.

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**KEYWORDS:** Television, Serial, Addiction, Housewife

### INTRODUCTION

Media is considered a socialization cycle, and it has a long-term influence on its audience as a communication route. Media and society are typically intertwined and interconnected, with television, radio, interpersonal interaction, and print playing critical roles. A television series or talk show is a fresh tool for investigating and communicating human actions, thoughts, and feelings. Indian show serials are growing in popularity with their viewers these days, and a sizable number of Indians are enjoying television dramas. [1] The general population is profoundly impacted by TV; it has altered peoples' way of life and substantially influenced our society. Television's influence was almost immediate, in contrast to printing, which took many years to change people's way of life. Because television has a

substantial presence in households, it has an impact on both the individual and society as a whole. In today's society, television has taken on a crucial role. We also cannot continue without it [2].

One of the most blatant inventions of the 20th century is the TV. According to McQual (1972), there are four main categories or components of TV. The first is to provide a potential escape from obligations and problems. The media not only organize the environment and provide debate topics, but they also strengthen interpersonal bonds. Thirdly, the media influences personal character by providing role models and standards we may look up to or use as a benchmark for comparison; fourth, the media opens a world of observation by satisfying our need to be

aware of global events [3]. Undoubtedly, the curiosity of women is always accelerating due to the broadcast industry. In India, there are currently more than 134 million TV-owning households (out of a total population of 223 million), of which more than 103 million subscribe to digital or satellite television, including 20 million households that support DTH. According to TV in India (2013), over 70% of all homes in urban India use satellite, link, or DTH systems, while 85% of households have a television. [4].

TV is an effective platform for disseminating information about many cultural topics. The dissemination, comprehension, and appraisal phases of data transmission were separated (Verma, 265). All households in Tamil Nadu now have access to free TV, and locals use it as well. The most notable of the comparatively wide range of mass communication mediums is television. In a modern culture, there is a disturbance in the correspondence process that much is certain [5]. Indian culture has been greatly influenced by television serials. There is usually some portion of each household that enjoys watching these serials. Serials often have an impact on the psyche and thoughts about people. It serves as a large, high amount of unintentional socialization that is prompted in people. It functions as a substantial, sophisticated form of backhanded socialization that the media, acting as a medium, has sparked in the populace. Currently, there is a deluge of television serials on numerous networks in India. Unscripted TV plays like Satyamev Jayate, which promote consumption concerns and have a significant impact on rational people [6]. By providing viewers with useful information that promotes decision-making for the acceptance of advances and new practises, television plays a crucial role in bringing about change in viewers' behaviour (Meera, 2008) [7].

The excessive viewing of TV is also linked to increased hostility or a fear of victimisation, attentional and mental deficiencies, sleep issues, a negative impact on scholarly achievement among excessive users, avoiding relationship support, and more negative self-perception in women. Customers watch television to deal with their discomfort, unpleasant thoughts, exhaustion, and available energy [8]. TVs are mostly made up of entertainment-focused components. TV focuses on entertainment and engagement while claiming to ground an understanding with this component. Getting acquainted with data may be necessary, but even this requirement is one that should be easily satisfied in the magical world of TV. "Being engaging" is the fundamental rule of the business of broadcasting

since, in order to be viewed a lot, it is important to draw viewers to TV by making their lives easier [9]. People may continue to binge watch programmes when terrible outcomes occur if they believe that widespread use is the only way to relieve stress or feel socially connected. Accordingly, marathon watching may be considered a habit-forming activity for some, but definitely not for everyone, depending on the core motivations [10]. Like other distinctive nations, Turkey has adopted a strategy of developing "delicate power" and "public strategy" in order to rank among the major performers on a national and international scale (Kalin, 2011). According to Cevik (2014), mainstream society—which includes music, movies, television, and many systems of craftsmanship—is the primary producer of delicate power [11].

### **MATERIALS AND METHODS:**

A quantitative approach was used in this study to achieve the study's objectives. The study's research design was a descriptive research design. The research was carried out in the rural region of Kondancherry Village in the Thiruvallur District. The primary study was carried out after receiving ethical approval from the Institutional Ethical Committee (IEC) of Kondancherry Village Peoples and official authorization from the medical officer. The research included 60 women in total. Housewives who have a television in their home and watch it often, as well as housewives who can comprehend Tamil and English, are among the inclusion requirements. Housewives who are eager to take part in the research Housewives who refused to participate in the survey were excluded from the study. The purposive sampling approach was used to choose samples that met the inclusion criteria.

### **Results and discussion:**

Frequency and percentage distribution of demographic variables of housewives show that Most housewives, 23 (38.3%), were between the ages of 31 and 40, 39 (65%) were Hindus, 60 (100%) were living in rural regions, 21 (35%) had intermediate education, and 36 (60%) were employed women. Analyzing housewives' dependence on television series the distribution of frequency and percentages of housewives' TV serial addiction is presented in Table 1. It found that 10 (16.67%) had a mild level of TV serial addiction, 17 (28.33%) had a high level, and 33 (55.0%) had a moderate level. The average TV serial addiction score, as shown in Table 2, was  $8.33 \pm 1.92$ . With a minimum score of 4.0 and a maximum score of 12.0, the median score was 9.0. The association between the degree of TV serial addiction among housewives and a few demographic factors reveals that age ( $\chi^2=14.124$ ,  $p=0.028$ ) had a statistically significant relationship

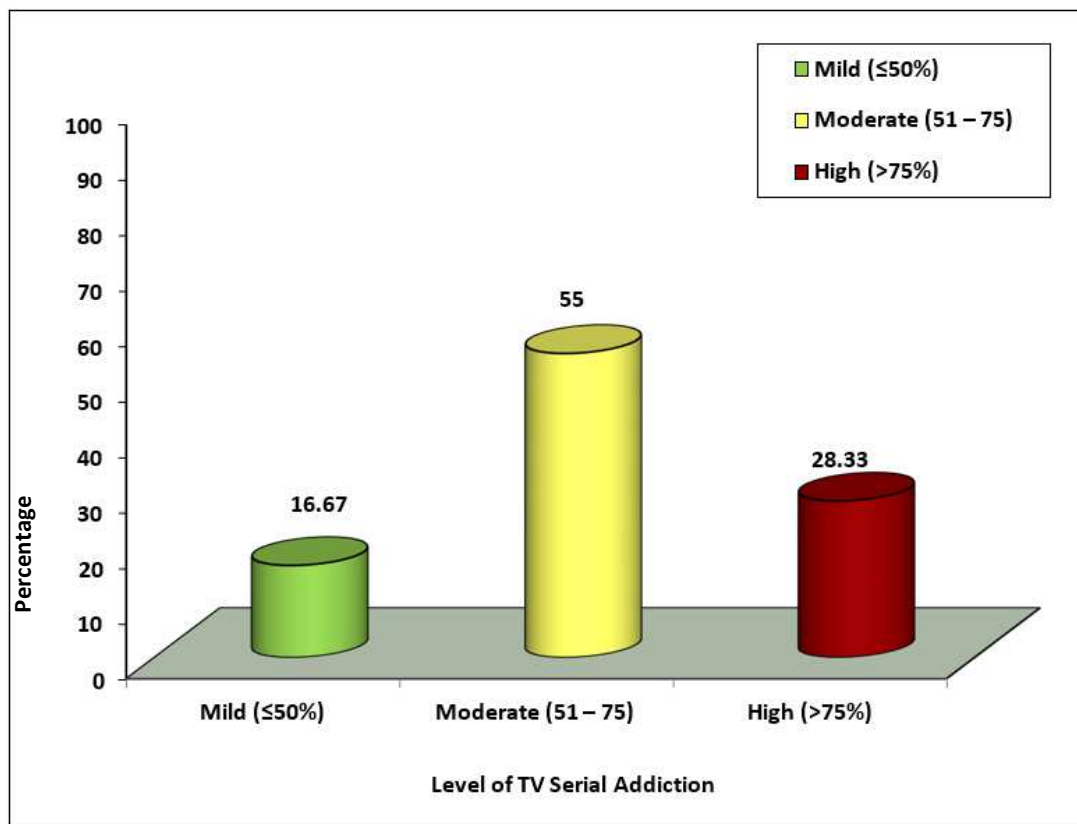
with the degree of TV serial addiction among housewives at the  $p < 0.05$  level. Other demographic

factors do not have a statistically significant correlation with housewives' level of TV addiction.

**Table 1: Frequency and percentage distribution of level of TV serial addiction among housewives.**

N = 60

Level of Addiction	Frequency (F)	Percentage (%)
Mild ( $\leq 50\%$ )	10	16.67
Moderate (51 – 75)	33	55.0
High ( $> 75\%$ )	17	28.33



**Percentage distribution of level of TV serial addiction among housewives**

**Table 2: Assessment of TV serial addiction scores among housewives.**

N = 60

TV Serial Addiction	Score
Minimum score	4.00
Maximum score	12.00
Median	9.00
Mean	8.33
S.D	1.92

**CONCLUSION:**

The study's finding that 84% of Kondancherry village housewives are TV serial addicts emphasizes how closely society and the media are intertwined. In the media and in society, print, radio, human connection, and television all play important roles. The research recommends that health education be performed to inform housewives about the effects of TV serial addiction and assist them in efficiently managing their addiction.

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**CONFLICTS OF INTEREST:**

The authors declare no conflicts of Interest.

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