

TELEVISION VIEWING HABITS OF WOMEN IN PUNJAB,

PAKISTAN

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ABSTRACT

Development of television in the globe has been astonishing. It has become a constant feature in the family circle over the past few years. Television in Pakistan has been fast evolving as a most important source of mass education, leisure and pleasure. The basic goal of this study is to discover the television viewing habits of women in province of Punjab. It targeted women in selected districts (Lahore, Faisalabad, Multan and Rawalpindi) between the ages of 15-45 years. A representative sample of 1500 women television viewer was interviewed. The study recorded the women's television viewing pattern, level of viewing, preferred television transmission, favorite television programs, favorite watching time and reasons for television viewing. In this study, survey method has been applied to obtain data from large representative population. The findings of the research study indicated that the number of respondents who were watching TV on daily basis was more than that of watching often or once in a week. Majority of the respondents were watching television up to two hours per day and most of the respondents were agreed that they are free to watch TV programs of their own choice. Moreover, most of the respondents were watching TV with family instead of watching alone or with friends. Time passing and seeking entertainment were the major reasons behind viewing TV among the

most of the women. Dramas, films, sports, news and music were the major genres of TV viewed by the respondents. Morning shows were also the major programs viewed by most of the women in the Punjab. Furthermore, it can be safely said that most of the respondents were viewing more than 10 channels per day. The most of the respondents viewing time of television was in the night time and afternoon. As for as television transmission is concerned majority shared that they mostly view the Indian TV transmission.

Keywords: Television, media, channels, viewing, socialization, habits, women, Punjab

Introduction

Television has become a constant feature in the family circle over the past few years. In recent years, it has become strange for a family not to own a TV set and now it is just as surprising for a household to own just one TV set (Vajjalakshmi, 2005). Television viewing is no longer limited only to high class, with the convenience of small-price television; it has turn out to be a domestic plant. People have access to national and international TV channels which offer them an opportunity to watch all kinds of contents. Television exposes its viewers to new evidences about the outside world and other customs of time which may affect behaviors and attitude. Due to easy access, minor cost and an enormous interest of TV viewership for entertainment purposes have produced the rapid development of television all over the globe (Johnson, 2000). Television has become an important source for education, entertainment and information for billions of individuals around the globe. Television and its effects has become the debatable issue for academic researchers and social scientists that how television affects human behavior, cultural belief system and changes the social order. Television broadcasting of news, drama and entertainment programs has played a massive role in the growth of society and cultural transformation. Small screen transformed human life in lot of ways, providing societies with a plenty of new experiences and cultivating some old ones (Silverstone, 1994). Television device has changed their life very rapidly (Chang, 2007). In past two decades the rapid advances in communication technology has changed the television development in some areas of the world. In these days, television has become one of the most prevailing means of mass communication. Television has become fundamental part of our lives. In developing nations television can also be useful in creating the consciousness for their responsibilities and privileges (Johnson, 2000). Small screen is the most significant sources of mass communication. It carries audio and visuals from place to place in the world. Through television, people can perceive and study about things and societies in distant parks. Television broadcasting stations transmit many more entertaining and enjoyable

programs than any other kind (Raghavan, 2008). Pakistani government allowed television network in Private sector in Musharraf regime. The officials revealed that TV has developed as low-priced source of entertainment and information in the state. The government experts want to support the television broadcasting networks and increase its attractiveness between people (Zubairi, 2005). So the concern of the researcher is to conduct a study because television as a tool of mass communication having the great popularity in Pakistani nation.

Literature Review

Roger Silverstone (1994) explores the enigma of television and how it has found its way so profoundly and intimately into the fabric of our everyday lives. Television is a dominant element in our everyday lives and yet its meaning and its potency varies according to our individual circumstances, mediated by the social and cultural world in which we live. Huda (2005) looked at Satellite television and the mode in which this crack the national recognition. The study occupies the qualitative technique to tender an intricate portrayal of the problem of this national distinctiveness by discovering the role of TV officials as cultural artists and the political brokers, state, in employing the average of television for inculcating the sure kinds of identities. The retort of the various professional groups as the middle class viewer's television and satellite television in this context has been observed, relating the question of national identity. The qualitative way has been employed in this exertion to gain an in-depth analysis of the problem of nationalism and its organization with the history, culture and religion of the middle class in Bangladesh. By this procedure the work donates in demonstrating the division, diversity and plurality of the national identities of the middle class of Dhaka City who get the description of the history of the Liberation War and cultural legacy in inconsistent ways in various televised programs under the different political constituencies of Bangladesh. According to Skinner (1984) persons who see extra American television programs had an extra optimistic image of Americans and a not as much of positive image of Trinidad. According to Babi (1990) the youth have

an encouraging approach in the direction of basics of international values or cultural norms and a solid partiality in lieu of native manufactured programs in Cameroon. They practiced the effect of TV how they wear. This research tells the philosophy that effects of TV's small screen would be prevalent in certain dimensions as well as motivates the changes in others. There has been a minor entry of state-run Soviet television appearing on US cable television. A study held by Shitak, (2011), traces the television development in India which on going for encourage development and serving the cause of the poor and the under confidential. While some efforts were made to conform these valiant goals television also made the unholy reputé of being a vehicle for government misinformation. Doordarshan – the public service announcer was the only available global network till 1991 when worldwide satellite television channels started to make forays into the country. Soon Indian players come into the television industry there by most important to massive development. While then, the very nature of Indian broadcasting has tainted. Television has distorted from an intermediate loyal to advance communication and the cause of the marginalized, to a true middle-class medium. Modern Indian television is separated from the actuality of the 'other half of India that lives in dismal scarcity and deficiency, thus presenting an indistinct view of social reality. This document searches to examine these and other related issues, and make some submission for policy scheme to put the development outline back on television. Raghavan (2008) conducted a study on Indian modern television drama '*Kyuki Sass Bhii Kabhii Bahhu Thii*'. She positioned the materialization of this new sort of domestic serialized drama in light of the commercialization, disintegration and modification of Bharti television market place. The study delineates community fears about this common expansion and study the documented hybridity of the serial. The situation of inter related industrialized and communal expansions in television industry. The study at that time portrayal the ethnographic perception enlightens the micro-social dynamics implicated in the appeal. The 'multi-dimensional' approach of the thesis appropriates and enlarges upon in chasing this exploration, donate appreciably also to the

embryonic and budding arena of third generation viewers studies, predominantly in its spotlight on family. Zia (2003) investigated whether people are taking up the new patterns and styles or not. In the light of the discoveries of the study, the projects that were being anticipated on the satellite stations were transcendently American and Hindustani. On these digital television companies, a considerable measure of undesirable projects and business were likewise being showcase with no trepidation of being checked as the administration does not have any arrangement of check and soundness. The doctoral study of Karim (2008) inspects the frequency of sadism in diverse forms like verbal, physical, psychological and figurative against women in the prime time Pakistan Television Urdu drama serials. PTV asserts to supply the masses with knowledge and information by its quick entertainment, conversely hostility depicted by PTV in exploring the socio-cultural outline of the characters caught up in sadism acts alongside women, is quite opposing to this policy. This study discover that though entertainment the downbeat feelings are persuade into audience regarding violence not in favor of women. Television plays a momentous role in sparkly social actuality and in prognostic the positive role of women as seen in actual life. In this discernment the present study is a substance analytical one. Olenick (2000) explores that in Bangladesh and Pakistan, women who frequently watched TV and who had been seen clear family planning messages on TV or radio were more probably than other women to agree with family planning. Asif (2013) held a study in Multan where the educated women were in favor of television networks that television channels are importance the female's issues and are receiving some material from television networks. Television industry could play a crucial part for the progress of females and television networks should emphasis female's problems in programs. Television's literature has a positive effect on the viewers. The researcher has found Uses and Gratification Theory useful for this study.

Objectives of the Study

The researcher has formulated following objectives for the present research;

1. To find out the television viewing habits of women in Punjab, Pakistan.
2. To explore the reasons of television viewing of women in Punjab, Pakistan.
3. To explore the opinions of women regarding local and foreign television transmission.
4. To find out how many hours daily they watch television.

Hypotheses

- H1:** The frequency of television viewing on daily basis would be higher among the rural resident's women as compared to urbanized ones.
- H2:** The marital status would be highly associative with regard to television viewing frequency among the women.
- H3:** The women having lesser age would more likely to view television for entertainment as compared to the women with higher age.

Research Design

This research study is going to deal with survey as its research design. Surveys are amongst the most ordinary forms in the social sciences as well as in mass communication research. The present study is conducted in four randomly selected districts of Punjab province. Administratively Punjab province is divided into 36 districts which are subdivided into tehsils/towns and towns are further subdivided into union councils (Government of the Punjab, 2014). In present study four selected districts are Lahore, Faisalabad, Multan and Rawalpindi. The population of this study comprises all female television viewers aged 15 to 45 years and residing in Punjab. The researcher preferred this age group of women for the study as it is the most energetic part of their lives. In present study multistage random sampling technique was used, because it is an appropriate technique for drawing sample from large population with limited time and cost. According to this technique, sampling is done in two or more stages. The nature of sampling units change from one stage to another and final stage provides

the required sampling units. The simple random sampling technique was used at the first stage, in the selected districts. One tehsil was selected at the second stage by used simple random sampling technique from the each district. At the third stage, three urban and three rural union councils were selected randomly from each selected tehsils. At the fourth stage, one rural and one urban locality were selected from each union council for the selection of household. Finally, simple random sampling technique was used to select household. In all stages simple random sampling technique was used to allow the sample from population. From the selected urban and rural localities women television viewers were interviewed from the selected household. A representative sample of 1500 women television viewer was interviewed. A well-designed questionnaire was constructed in the light of research objectives and the conceptual framework of the study to collect data and draw inferences. The sample allocation is designed in accordance with the total strength of the population in the perspective of the Punjab. For this purpose, the statistics available on the official website of the Pakistan Federal Bureau of Statistics and Punjab Government official website are used in order to take the sample size. The probability of sample strength is according to the population size. At first stage, the total population of every district of Punjab randomly selected for the sample, is collected by dividing its proportion to the total population of the all selected districts of the Punjab. The proportion of the population living in each district according to its percentage is selected as a sample by obtaining its percentage in the total sample of 1500 respondents.

Findings

Table 1

Social demographics of the research participants (n = 1500)

<i>Demographic Variables</i>	<i>Frequency</i>	<i>Percentage</i>
Locality		
Rural	750	50.0
Urban	750	50.0
Age		
15-22 Years	355	23.7
23-30 Years	385	25.7
31-38 Years	519	34.6
39-45 Years	241	16.1
Education		
Illiterate	177	11.8
Primary	225	15.0
Middle	224	14.9
Matriculation	229	15.3
Intermediate	126	8.4
Graduation	272	18.1
Post-Graduation	247	16.5
Marital Status		
Married	854	56.9
Unmarried	521	34.7

GLOBAL MEDIA JOURNAL—PAKISTAN EDITION

VOL.XI, ISSUE-01, SPRING, 2018

Television Facility	Widow/Divorced	125	8.3
	Local Antenna TV	618	41.2
	Cable TV	528	35.2
	Dish Antenna TV	301	20.1
	IPTV	53	3.5
Employment Status	Employee	379	25.3
	Unemployed	1121	74.7

Table 2

For how many years you have been exposed to TV?

<i>Variables</i>	<i>Frequency</i>	<i>Percent</i>
1-5 years	519	34.6
6-10years	568	37.9
11-15 years	306	20.4
More than 15 years	107	7.1
Total	1500	100.0

It is clearly depicted from the data shown in the Table that 35% were viewing from 1-5 years 38% from 6-10 years, 20% from 11-15 years while only 7% responded that they are viewing television for more than 15 years.

Table 3

How many times you watch television?

<i>Watch Television</i>	<i>Frequency</i>	<i>Percent</i>
Daily	1082	72.1
Once in a week	257	17.1
Often	161	10.7
Total	1500	100.0

It is quite clear that majority of the respondents were viewing TV on daily basis and this ratio was more than 72%. 17% were watching TV once in a week while 11% responded that they often watch television in their everyday life.

Table 4

How many hours daily you watch television?

<i>Watch Television</i>	<i>Frequency</i>	<i>Percent</i>
Up to 2 hours per day	696	46.4
2 to 4 hours per day	378	25.2
4 or more than 4 hours per day	426	28.4
Total	1500	100.0

It has been found that 46% were watching TV up to two hours per day, 25% revealed that they watch TV between 2-4 hours per day while 28% responded that they view TV more than four hours per day. It is clear from the data that majority was watching TV at least 2 hours per day.

Table 5

You are free to watch television programs of your own choice.

<i>Options</i>	<i>Frequency</i>	<i>Percent</i>
Strongly Agree	225	15.0
Agree	604	40.3
Strongly Disagree	184	12.3
Disagree	423	28.2
Undecided	64	4.3
Total	1500	100.0

The table depicts the findings of the respondent's views about their freedom to watch television programs of their own choices. 15% were strongly agreed with this notion 40% were agreed and 12% strongly disagreed with this point of view. Similarly, 28% were disagreed and 4% remained neutral and undecided to respond regarding this view.

Table 6

You often watch television

<i>Options</i>	<i>Frequency</i>	<i>Percent</i>
With Friends	108	7.2
With Family	1134	75.6
Alone	258	17.2
Total	1500	100.0

It is clearly shown from the data that 7% of the total respondents were watching TV with friends, 76% with family while only 17% revealed that they often watch TV alone without having any company.

Table 7

What is the main reason of your television viewing?

<i>Options</i>	<i>Frequency</i>	<i>Percent</i>
To time pass	476	31.7
For entertainment	658	43.9
For information	303	20.2
Any other	63	4.2
Total	1500	100.0

The results revealed that 31% were watching TV for time pass, 44% for the sake of entertainment, 20% for obtaining information and 4% responded the other reasons of their TV viewing.

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VOL.XI, ISSUE-01, SPRING, 2018

Table 8

Which type of television programs do you watch most often?

<i>Statements</i>	<i>Options</i>	<i>Frequency</i>	<i>Percentage</i>
Drama	Yes	1336	89.1
	No	164	10.9
Film	Yes	1006	67.1
	No	494	32.9
Documentaries	Yes	422	28.1
	No	1078	71.9
Music	Yes	777	51.8
	No	723	48.2
Sports	Yes	755	50.3
	No	745	49.7
News	Yes	1172	78.1
	No	328	21.9
Religious Program	Yes	926	61.7
	No	574	38.3
Talk shows	Yes	469	31.3
	No	1031	68.7
Cooking Programs	Yes	681	45.4
	No	819	54.6
Morning Shows	Yes	950	63.3
	No	550	36.7

The Table and Graph shows that opinions of respondents about the statement that “Which type of television programs do you watch most often. It is shown that 89% revealed that they watch drama on TV while 11% said they don’t watch such programs on television. 67% revealed that they watch film on TV while 32% said they don’t watch such programs on television. 28% revealed that they watch documentaries on TV while 71% said they don’t watch such programs on television. 52% revealed that they watch music programs on TV while 48% said they don’t watch such programs on television. 50% revealed that they watch sports on TV while 49% said they don’t watch such programs on television. 78% revealed that they watch news on TV while 22% said they don’t watch such programs on television. 62% revealed that they watch Religious Programs on TV while 38% said they don’t watch such programs on television. 31% revealed that they watch talk shows on TV while 69% said they don’t watch such programs on television. 45% revealed that they watch cooking programs on TV while 55% said they don’t watch such programs on television and 63% revealed that they watch morning shows on TV while 37% said they don’t watch such programs on television.

Table 9

How many television channels do you watch daily?

<i>Options</i>	<i>Frequency</i>	<i>Percent</i>
1-5 TV Channels	522	34.8
6-10 TV Channels	406	27.1
More than 10 TV Channels	572	38.1
Total	1500	100.0

It is clearly visible from the results that 35% were watching between 1-5 channels, 27% were viewing between 6-10 channels while 38% were watching more than 10 television channels among the total sample. It can be safely said that most of the respondents were viewing more than 10 channels.

Table 10

In which time do you watch television?

<i>Statements</i>	<i>Options</i>	<i>Frequency</i>	<i>Percentage</i>
Morning Time	Yes	650	43.3
	No	850	56.7
Afternoon Time	Yes	935	62.3
	No	565	37.7
Evening Time	Yes	255	17.0
	No	1245	83.0
Night Time	Yes	1380	92.0
	No	120	8.0

The Table and Graph shows that opinions about the respondents about “In which time do you watch television?” It can be seen from the results that 43% respondents revealed that they watch TV

during morning time while 57% replied that they don't see TV in this time. 62% respondents revealed that they watch TV in afternoon time while 37% replied that they don't see TV in this time. 17% respondents revealed that they watch TV during evening time while 83% replied that they don't see TV in this time. 92% respondents revealed that they watch TV during night time while 8% replied that they don't see TV in this time.

Table 11

Which television transmission do you watch most often?

<i>Statements</i>	<i>Options</i>	<i>Frequency</i>	<i>Percentage</i>
Indian TV Transmission	Yes	1460	97.3
	No	40	2.7
Pakistani TV Transmission	Yes	945	63.0
	No	555	37.0
Western English TV Transmission	Yes	223	14.9
	No	1277	85.1

The Table and Graph 2 show that opinions of respondents about the question “Which television transmission do you watch most often “. It can be seen from the results that 97% respondents revealed that they watch Indian TV transmission while only 3% replied that they don't see Indian TV transmission. Sixty-three percent respondents revealed that they watch Pakistani TV transmission while only 37% replied that they don't see Pakistani TV transmission and 15% respondents revealed that they see western English TV transmission while only 85% replied that they don't see western English TV transmission.

Findings of the Hypotheses:

Table 12

The frequency of television viewing on daily basis would be higher among the rural resident's women as compared to urbanized ones.

<i>Respondents</i>	<i>X</i>	<i>N</i>	<i>Sample-P</i>	<i>Conclusion</i>
Rural	564	750	0.752	Significant
Urban	518	750	0.690	-

Difference = p (1) - p (2)

Estimate for difference: 0.0613333

95% lower bound for difference: 0.0233403

Test for difference = 0 (vs > 0): Chi Square Value = 2.66 P-Value = 0.004

Fisher's exact test: P-Value = 0.005

The statistical analysis of the above said hypotheses clearly shows that there was significant difference between the urban and rural as P-value is less than 0.05. So the research hypothesis is accepted.

Table 13

The marital status would be highly associative with regard to television viewing frequency among the women.

<i>Respondents</i>	<i>X</i>	<i>N</i>	<i>Sample-P</i>	<i>Conclusion</i>
Married	86	854	0.100	Significant
Unmarried	220	521	0.422	-

Difference = p (1) - p (2)

Estimate for difference: 0.321562

95% lower bound for difference: 0.282144

Test for difference = 0 (vs > 0): Chi Square Value = 13.42 P-Value = 0.000

Fisher's exact test: P-Value = 0.000

The statistical analysis of the above said hypotheses clearly shows that there was significant difference between the married and unmarried as P-value is less than 0.05. So the research hypothesis is accepted.

Table 14

The women having lesser age would more likely to view television for entertainment as compared to the women with higher age

Respondents	X	N	Sample-P	Conclusion
Lesser age group	145	355	0.408451	Significant
Higher age group	55	241	0.228216	-

Difference = p (1) - p (2)

Estimate for difference: 0.180235

95% lower bound for difference: 0.118439

Test for difference = 0 (vs > 0): Chi Square Value = 4.80 P-Value = 0.000

Fisher's exact test: P-Value = 0.000

The statistical analysis of the above said hypotheses clearly shows that there was significant difference between the lesser and higher age group as P-value is less than 0.05. So the research hypothesis is accepted.

Conclusion and Discussion

Television has established by the government officials as a core relations with the public in Pakistan but due to lack of researches on the audience, it remained uncover the viewing tastes, and

preferences of viewers. Television's small screen is one of the most significant sources of mass communication in the country and brings audio and visuals from all around the world right to our doorstep. Television broadcasting stations transmit many more entertaining and enjoyable programs than any other kind. A total of 1500 sample of respondents was taken from selected districts of the Punjab province out of which 750 from rural background and 750 from urban background. The findings of the research study indicated that majority of the respondents were viewing TV between 6-10 years. The number of respondents who were watching TV on daily basis was more than that of watching often or once in a week. Majority of the respondents were watching television up to two hours per day and most of the respondents were agreed that they are free to watch TV programs of their own choice. Moreover, most of the respondents were watching TV with family instead of watching alone or with friends. Time passing and seeking entertainment were the major reasons behind viewing TV among the most of the women. Dramas, films, sports, news and music were the major genres of TV viewed by the respondents. Documentaries and talk shows were less likely to be viewed as compared to cooking programs and sports among the most of the women. Morning shows were also the major programs viewed by most of the women in the Punjab. Furthermore, it can be safely said that most of the respondents were viewing more than 10 channels per day. The most of the respondents viewing time of television was in the night time and afternoon. Morning and evening time was not the favorite time to view television for most of the women in Punjab. As for as TV transmission is concerned majority shared that they mostly view the India TV transmission as compared to Pakistani or western English TV transmission.

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