Transmission of Game Shows by Private Channels and Viewers Perceptions: Exploring Uses and Gratifications

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Abstract

The present study is about the transmission of game shows by private channels and viewers' perceptions, exploring the Uses and Gratifications model. Game shows are a substantial part of television programming today. This study consists of intensive personal interviews of 312 graduate and undergraduate students at the University of Sargodha. Research showed that diversion, personal relationships, personal identity, and surveillance are the usual uses of these programs. This research explores the watching habits of viewers regarding reality game shows. The hypothesis is supported through research: "It is more likely that viewers watch Jīto Pākistān more frequently than In'ām Ghar and Jīt kā Dum." Moreover, research showed that game shows gratify people's need for entertainment and information. The hypothesis is further supported by the study: "It is more likely that viewers get religious information from reality game shows more than information about Pakistan, historical knowledge, or sports information." and "It is more likely that reality game shows gratify the viewer's need for diversion and personal identity more than increasing knowledge, wisdom, and catharsis."

The analysis of the study is satisfied with the time spent and the liking of activities in shows such as singing, dancing, and games. The study also explores the type of content viewers want to see in reality game shows. The study concludes that viewers prefer to watch Jīto Pākistān and want to participate in the show.

Keywords:

Game Shows, Television Programming, Private Channels, Uses and Gratifications Model, Entertainment, Viewers' Perceptions, Jīto Pākistān, In'ām Ghar, Jīt kā Dum.

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Introduction

Reality Television

Reality television is a broad category that includes a wide range of programs aiming to be both factual and entertaining. Charlie Parsons, creator of the "Survivor Format" defines reality TV as shows containing 'producer created environments that control the contestant's behaviours, but this statement excludes for example, emergency services and police force programs. Television reviewer Kerrie Murphy has a broader definition she says that "Reality TV generally involves filming the actions and reactions of people in a set situation". Although research on reality television is a new area in mass communications research, scholars have begun to report their findings on the genre. Researchers have looked at the genre as a whole, although reality television programming includes subtypes that are now broadly divided into two categories. One category consists of formats that include a game show element, also known as reality competition programs and the other includes shows that seek to entertain by showing dramatic incidents from real life (Andrejevic, 2004).

Reality Television in Pakistan

Television underwent a revolution in Pakistan in 2003, as new independent cable channels, many broadcastings from offshore, hit the airwaves and broke all the rules. The phenomenal induction of private television stations broke the state's monopoly on broadcasting to thrill Pakistanis, starved of entertainment and incisive, impartial debates on domestic and international issues. Cable TV has been the winner, setting news agendas, engaging audiences with interactive TV debates and maximizing cross-media fertilization with many of them borne of long-established print news organizations (www.paklink.com).

Most of the reality show ideas that get produced, they most often revolve around a specific issue or event that everybody can relate to, and out of that is built a game. They are in essence, game shows. But even more importantly, they are big fun, and often dramatic social experiments. Another thing to remember is that some things are fun to play, and some things are fun to watch. To truly connect with an audience and have entertainment value in a show, you need both. The quality of a reality-based show can span from awful to inspiring. But the reason viewers tune in is because we have an insatiable appetite for witnessing and being entertained by the human experience (Aslama, Pantti, 2007).

Electronic Media of Pakistan has cashed this idea of game shows beautifully. Game shows in Pakistan are developed on the concept of winning exciting prizes by answering simple questions. Initially it was assumed that these game shows are inspired from "Neelam Ghar" of PTV. That was class apart. Simply unmatchable! The game shows you watch currently are nothing but an attempt to make money and get TRPs

Effects of Reality Game Shows

- ### Self-improvement

Some reality television shows cover a person or group of people improving their lives. Sometimes the same group of people is covered over an entire season but usually there is a new target for improvement in each episode.

- ### Contemporary Celebrity

Reality television has the potential to turn its participants into current celebrities at least for short time. This is most observable in talent search programs such as "Idol" and "The X Factor" which have given rise to music stars in many of the countries in which they have appeared. Some participant of game shows becomes a celebrity at least for a short period of time.

- ### Acknowledge of Achievement

Many reality game shows allow common people to display their skills. Here reality television is become a platform of display of skills and its consequent praise and applaud by the masses. It provides them a worldwide coverage which would not be possible otherwise.

Business

There is no doubt that the most popular of these shows end up earning a fortune which further result in more employment for various unemployed individuals. Not only these telecom, advertising agencies and other related industries too benefit from these shows. Viewers also get tips of business from reality shows with the shared experience.

Study Rational

Thus, a qualitative exploratory study featuring 312 personal interviews through questionnaire was conducted to determine the viewer's appeal of reality television game shows and transmutation of reality shows on private channels. Weather interactivity increases the gratifications derived from these shows. The interviews were analyzed with respect to an analytical framework based on previous uses and gratifications research. The study is important because it will help to explain the popularity of private channel's game shows reality programs. Furthermore, understandings of what viewers seek and perhaps receive from this particular form of mass media are necessary to study its effect on social behavior. Main objectives of the study are:

Objectives

- Explore watching habits of viewers regarding games shows.
- Weather Reality Shows are Successful to Give People New entertainment concepts.
- To check which type of game show trends are popular on TV channels.

Literature Review

Reality based game shows are televised events which involve members of the public or celebrities competing as a team or as individual against each other in as series competitive games which can physical challenging and or mental challenging usually for money or a verity of prizes. The prize can be cash, a spouse, a date, a contract, trips, goods and services etc. This is quiz or information-based Game shows where the host of the show or panel of judges asks the contestants general knowledge questions divided into various levels. These contestants have to answer these in a certain period of time and gather points and cash for every correct answer. In the process they may get evicted or again certain advantages which are useful in the latter stage of the game (www.targetstudy.com, retrieved 10-10-2015). Physical games are mostly stunt based or adventure-based game shows which are involves members of public or celebrities performing wired, dangerous or tricky physical tasks better or quicker than all other contestants or simply completing the given task. The game is divided into several zones and stages with each round tougher and tougher. These usually take place out doors with specially created structures and or equipment (www.targetstudy.com, retrieved 10-10-2015).

According to Hill (2015) when people say reality TV is a phenomenon, they are referring to the sheer scale and sweep of shows and formats that is a big part of everyday life. Reality TV is often more talked about than watched. Reality Television has been in existence for nearly a decade, the effect it has been on viewers is still widely unknown. Yet despite the apparent popularity of the genre, detractors of reality programming have often been criticized and have written off the show. There has been a widespread public debate verging on moral panic regarding the dangers of reality television (Holmes & Jermyn).

Graham, Jefferson in their book " The T.V Game Show Book" said that A game show is a type of radio, television or internet program in which contestants are TV celebrities or otherwise unknown persons. They participate as individual or sometimes as part of a team to play a game which involves answering questions or solving puzzles. Usually they do this for the purpose of getting money, prizes or fame. More reality show can be a well-planned program about a game, while usually it ends on a rewards ceremony. In the past contestants may be invited from the public. On some shows according to show format contestants compete against other players or another team while other show's format involve contestants playing alone for

a good sequel or a <u>high score</u> <u>result</u>. Game show's reward for players are often cash, trips or <u>goods and services</u> which are provided by the show's <u>sponsor.</u> It is usually done for the purposes of promotion of their product.

Patkin (2003) stated that viewers watch game show reality programs to construct their own identities and not merely for voyeuristic gratification. The meditated entertainment of watching people compete on these shows helps viewers construct their own identities, both as individuals as well as culturally. Patkin also noted that participants in the program appear to be carefully selected to represent various ethnic and social groups in American society. However, minority and women were less visible in these programs and were usually portrayed in relatively stereotypical and low status ways. Edward also stated that gender role stereotype was prevalent in game show reality programs.

Despite these advances, some mass communications researchers have argued that uses and gratification is not a rigorous social science theory. For example, Williams, Phillips, and Lum (1985) noted that given the range of choice utilitarian functions and the phenomena of personalization that new media offers a general modal of uses and gratifications would become less useful for examining audience gratifications. However, Palmgreen (1985), stated that uses and gratification theory have the potential to provide insight into media related social changes although researcher would have to adapt and mold the conceptual framework to deal with new media technologies.

Ruggerio (2000) suggested that contemporary and further models of uses and gratifications must include new concept such as interactivity. He contended that the emergence of computer mediated communication has revived the significance of uses and gratifications theory. He also stated that uses and gratification theory has always provided an avant-garde theoretical approach in the preliminary stages of research related to new mass media such as newspaper, radio, television and the internet.

As existent literature on uses and gratification of game shows reality programming was unavailable at that point Nabi et al. (2003) worked with two lay hypothesis that were prevalent in the popular press, one of which was "reality-based TV appeals to the increasingly voyeurism nature of the U.S papulation" (p. 312). The researchers noted that in the voyeurism in the strict sense implies watching an unknown victim for sexual gratification, a sexual pathology that warrants medical treatment, but also noted the colloquial usage of voyeurism, the harmless yet guilty pleasure of secretly peeking in on other for personal enjoyment. However, the researchers said that the calling reality-based television programing voyeur television was perhaps inaccurate. Thus, one of their research questions was as follow: "Do consumers of reality based programing receive voyeuristic pleasure from their viewing?" Reiss and Wiltz's (2004) analysis of why people watch reality television on the bases of sensitivity theory is consistent with the findings of the uses and gratifications study of reality television carried out by Nabi et al. in 2003.

Methodology

Study Design

In this study survey research method was is selected to identify the exposure to private TV channels reality game shows and viewer's perception about game shows in perspective of gratifying their needs. Students of University of Sargodha were the universe of this study. In this study registered students of University of Sargodha are unit of analysis, which includes all courses students. Stratified sampling procedure was adopted for the classification of subgroups of respondents. These subgroups of respondents were further divided into the following categories: Age, Gender, education, and locality. For data collection "purposive method" of sampling was adopted. Total 312 respondents equally consisting male and female students of University of Sargodha were selected. Important element of data reduction is coding which consist assigning a code number to each response category, which helps to store and retrieve

numbers. Assigning numbers to the response categories helps to save the data into computer and later to apply statistical tools for analyzing and interpreting the data to test hypotheses and drawing meaningful inferences. Later Statistical Package for Social Sciences (SPSS) software was used for getting meaningful results from the data.

Findings

Table 5.2 explains extent of liking selected reality game shows by viewers. It was observed from empirical findings that viewers preferred to watch **Jeeto Pakistan** (88%) more frequently as compare to **Inam Ghar** (38%) followed by **Jeet ka Dum** (17%). Analytical view of the observed data shows (69%) viewers who are 19 years or below watch Jeeto Pakistan more frequently than (64%) viewers who are 19 years or above. Similarly, findings revealed that female viewers (72%) watch Jeeto Pakistan more frequently than the male viewers (62%). Graduate or below (63%) watch Jeeto Pakistan more frequently than Masters or above (69%). In term of Background it was found that viewers belong to urban areas watch Jeeto Pakistan (70%) more frequently than the viewers who are from ruler areas (62%).

Accordingly, findings regarding watching habits of Jeet ka Dum illustrated that viewers slightly prefer to watch Hum TV somewhat (52%) than frequently (17%). It was observed from findings viewers who are 19 and below (18%) watches Jeet ka Dum frequently than the viewers who are above 19 (16%). Further findings reveal that female viewers (17%) watch Jeet ka Dum frequently than the male viewers (16%). Further it was observed from finings that viewers who are Masters or above watch Jeet ka Dum very frequently (20%) than the viewers who are up to BS (14%). Similarly, viewers from ruler areas (17%) watch Jeet ka Dum frequently than the viewers who are from urban areas (16%).

Table 5.2 Viewers Liking of Reality Game Shows

Category	Overall	Gender		Age		Background		Education	
		Male	Female	19	19+	Urban	Rural	BS	MA+
Jeeto Pakistan									
V. Frequently	43	39	46	42	43	44	41	39	48
Frequently	25	23	26	27	24	26	24	28	21
Somewhat	17	22	13	13	18	14	20	16	17
Little	11	12	10	11	10	10	12	12	9
Not at All	4	3	5	6	4	5	3	4	4
Jeet ka Dam									
V. Frequently	5	4	6	8	4	5	5	4	6
Frequently	12	12	11	10	12	11	12	10	14
Somewhat	17	16	17	15	17	16	18	14	21
Little	35	34	35	35	35	36	34	38	31
Not at All	31	31	30	31	30	31	31	33	27
Inaam Ghar									
V. Frequently	18	12	22	16	18	20	14	18	18
Frequently	20	24	17	15	22	19	22	16	26
Somewhat	20	23	17	25	17	15	25	21	18
Little	21	21	21	22	21	26	16	23	19
Not at All	21	18	22	21	20	19	22	21	19

*Table shows percentage

Table 5.5 explains viewers liking of format of selected reality game shows. It was observed from empirical findings that viewers' like format of Jeeto Pakistan (51%) more frequently as compare to Inam Ghar (40%) followed by Jeet ka Dum (29%). Analytical view of the observed data shows (38%) viewers who are 19 years or below are like format of Jeeto Pakistan more than viewers who are 19 years or above (36%). Similarly, findings revealed that male viewers (41%) like format of Jeeto Pakistan more frequently than the female viewers (33%). Further study revealed that BS or below viewers (40%) like format of Jeeto Pakistan more frequently than Masters or above (31%). In term of Background it was found that viewers belong to ruler areas like format of Jeeto Pakistan (40%) more frequently than the viewers who are from urban areas (35%).

Table 5.5 Viewers Liking of Game Shows Format

Category	Overall	Gender		Age		Background		Education	
		Male	Female	19	19+	Urban	Rural	BS	MA+
Jeeto Pakistan									
V. Frequently	20	23	17	19	20	19	21	20	19
Frequently	17	18	16	19	16	16	19	20	12
Somewhat	14	17	12	10	16	14	14	14	15
Little	7	4	10	8	7	7	7	8	6
Not at All	11	7	14	18	8	11	10	13	7
Jeet ka Dum									
V. Frequently	10	10	10	8	11	12	8	7	14
Frequently	19	24	15	18	20	17	21	18	22
Somewhat	23	23	23	17	26	20	27	23	23
Little	36	35	37	38	35	39	33	38	33
Not at All	14	16	13	13	14	13	15	14	14
Inam Ghar									
V. Frequently	20	20	20	19	21	20	21	17	25
Frequently	20	21	19	19	20	20	20	19	21
Somewhat	21	23	19	18	22	23	19	21	20
Little	24	18	29	29	22	23	25	27	19
Not at All	44	42	45	46	43	44	43	41	48

*Table shows percentage

Table 5.8 explains liking of activates in selected reality game shows. It was observed from empirical findings that viewers 'like Couple games and Individual games (50%) more frequently as compare to Dancing (45%) followed by Singing (40%). Findings reveal that activity of Singing in reality game shows are watched more frequently (40%) as compared to somewhat and little (22%). Analytical view of the observed data shows (45%) viewers who are 19 years above are like to watch Singing activity more than viewers who are 19 years or below (30%).

Table 5.8 Viewers Liking of Activates in Reality Game Shows

Category	Overall	Gender		Age		Background		Education	
		Male	Female	19	19+	Urban	Rural	BS	MA+
Singing									
V. Frequently	22	23	22	17	25	23	22	22	23
Frequently	18	18	19	13	20	21	15	19	18
Somewhat	12	13	11	9	13	16	8	12	12
Little	10	12	9	12	9	8	12	11	10
Not at All	17	15	19	19	17	18	17	18	17
Dancing									
V. Frequently	24	23	25	36	19	25	23	23	26
Frequently	20	17	22	10	23	19	21	16	24
Somewhat	21	26	17	22	20	23	19	24	16
Little	17	19	16	11	20	15	20	18	16
Not at All	25	24	26	29	23	25	26	27	23
Couple Games									
V. Frequently	29	26	31	28	29	29	28	27	31
Frequently	21	22	19	24	19	20	21	19	23
Somewhat	14	17	11	9	16	12	16	15	11
Little	11	9	12	9	12	13	9	11	11
Not at All	31	28	34	34	30	32	31	31	32
Individual Games									
V. Frequently	29	27	31	30	29	29	29	30	28
Frequently	21	26	17	22	20	22	19	20	23
Somewhat	13	12	13	9	14	12	13	13	11
Little	5	5	5	3	6	4	7	5	5
Not at All	26	21	29	25	26	25	27	27	24

*Table shows percentage

Figure 5.10 explains that which type of Information viewers seeking from selected reality game shows. Findings revealed that viewers get information about religion very frequently (52%) more than about Pakistan (50%) followed by History (49%) and Sports (38%). Finding reveals that viewers seek information about Pakistan significantly more frequently (50%) than somewhat (16%). Analytical view of the observed data shows (57%) viewers who are below 19 get more information about Pakistan than viewers who are above 19 years (48%). Similarly findings revealed that there is no significant difference found in getting information about Pakistan in gender group. Masters and above (55%) viewers get more information about Pakistan than BS and below (46%). Similarly findings revealed that there is no significant difference found in getting information about Pakistan in term of background.

Table 5.10 Information Viewers Seeking from Selected Game Shows

Category	Overall	Gender		Age		Background		Education	
		Male	Female	19	19+	Urban	Rural	BS	MA+
About Pakistan									
V. Frequently	26	25	27	31	24	26	26	24	28
Frequently	24	26	23	26	24	25	24	22	27
Somewhat	9	10	9	6	11	10	9	8	11
Little	7	7	7	6	8	8	6	9	4
Not at All	0	1	0	1	0	1	0	1	0
About History									
V. Frequently	13	13	12	11	13	13	12	12	13
Frequently	36	35	37	35	36	32	40	37	34
Somewhat	27	25	29	33	25	27	27	24	31
Little	16	18	15	12	17	20	12	16	15
Not at All	8	8	7	8	8	7	9	9	6
About Sports									
V. Frequently	17	20	14	20	15	17	16	16	17
Frequently	21	19	23	25	20	21	22	22	20
Somewhat	28	32	25	20	31	27	30	26	31
Little	23	20	25	27	21	22	23	24	20
Not at All	10	8	11	7	11	11	8	10	10
About Religion									
V. Frequently	27	26	27	26	27	25	30	24	31
Frequently	25	23	27	27	25	27	23	27	23
Somewhat	19	18	20	17	20	19	19	18	20
Little	15	18	13	13	16	17	14	15	15
Not at All	13	13	12	16	11	12	13	14	10

*Table shows percentage

Figure 5.11 explains that in which perspective reality game shows gratify needs of viewers. Findings revealed that need of personal identity (63%) is more gratify by viewers than need of Diversion (62%) followed by need of Increase knowledge (51%) as followed by need of Wisdom (46%) followed by Catharses (43%). Finding reveals that viewers need of Personal identity is gratify more frequently (63%) than somewhat (30%).

Table 5.11 Viewers Perspective of Gratification

Category	Overall	Gender		Age		Background		Education	
		Male	Female	19	19+	Urban	Rural	BS	MA+
Personal identity									
V. Frequently	33	34	32	35	32	31	34	31	35
Frequently	30	28	31	29	30	31	28	29	31
Somewhat	21	22	21	20	22	23	19	21	22
Little	9	8	9	9	9	8	9	10	7

Category	Overall	Male	Female	19	19+	Urban	Rural	BS	MA+
Not at All	7	7	7	6	7	5	8	8	5
Diversion									
V. Frequently	20	23	17	21	19	20	19	18	22
Frequently	42	42	42	40	43	43	41	41	44
Somewhat	22	18	26	22	22	23	22	21	25
Little	10	11	9	10	10	7	13	13	6
Not at All	5	5	5	4	5	6	4	6	3
Increase Knowledge									
V. Frequently	21	20	23	24	21	20	23	21	23
Frequently	30	33	29	30	30	26	35	29	32
Somewhat	27	27	26	26	27	31	22	26	27
Little	15	12	17	12	16	16	14	14	15
Not at All	6	7	5	7	5	6	6	9	2
Catharsis									
V. Frequently	11	11	11	12	10	11	10	11	11
Frequently	32	28	36	30	33	32	33	31	35
Somewhat	27	29	25	22	28	28	26	25	29
Little	22	23	22	25	22	22	23	23	21
Not at All	7	8	6	9	6	7	7	9	3
Wisdom									
V. Frequently	18	15	21	17	19	19	17	20	15
Frequently	28	28	27	29	27	26	30	24	32
Somewhat	26	25	26	20	28	26	25	23	30
Little	19	23	15	21	17	19	19	21	15
Not at All	9	7	11	11	8	9	9	11	6

*Table shows percentage

Table 5.14 Viewers Like to Participate in Reality Game Shows

Category	Overall	Gender		Age		Background		Education	
		Male	Female	19	19+	Urban	Rural	BS	MA+
Jeeto Pakistan									
V. Frequently	39	31	46	43	38	38	41	40	39
Frequently	22	27	19	15	26	27	17	22	23
Somewhat	12	14	10	18	9	12	12	12	11
Little	12	12	11	9	13	10	14	11	14
Not at All	13	14	13	15	13	11	16	14	13
Jeet ka Dum									
V. Frequently	4	5	4	7	4	4	6	6	2
Frequently	18	15	21	21	17	19	17	16	22

Somewhat	17	18	15	11	19	19	14	14	20
Little	24	25	23	19	26	23	26	26	21
Not at All	36	36	35	40	34	34	37	36	35
Inam Ghar									
V. Frequently	16	15	18	11	18	16	17	16	17
Frequently	16	16	15	10	18	17	14	14	18
Somewhat	19	21	17	27	16	19	19	19	19
Little	15	15	15	18	14	17	14	16	14
Not at All	33	31	34	33	33	31	35	33	32

*Table shows percentage

Figure 5.14 explains viewer's interest for participating in selected reality game shows. Findings revealed that viewers like to participate in Jeeto Pakistan very frequently (61%) more than with Inam Ghar (32%) followed by Jeet ka Dum (22%). Finding reveals that viewers want to participate in Jeeto Pakistan more frequently (61%) than somewhat (24%). Analytical view of the observed data shows (64%) viewers who are above 19 want to participate in Jeeto Pakistan more than viewers who are below 19 years (58%). Similarly findings revealed that female viewers (65%) want to participate in Jeeto Pakistan more than the male viewers (58%). Findings reveal that there is no significant difference is found about participation in Jeeto Pakistan in education group. In term of Background it was found that (65%) viewers want to participate in Jeeto Pakistan more than the viewers who are from ruler areas (58%).

Conclusion

Present study was meant to explore the exposure to Reality Game shows by private channels and its impact on perception of the viewers in the light of uses and gratifications model. For the purpose Reality Game shows Jeeto Pakistan (ARY Digital), Inam Ghar (Geo TV) and Jeet ka Dum (Hum TV) were selected. Detailed literature review examined the effects on viewers resulting from watching the reality game shows presenting by the private channels. Contents of shows, style of presenting and impacts are completely discussed with the help of studies relating to reality game shows. Data was collected through a questionnaire from students of university of Sargodha. Using convenience sampling technique 312 respondents were selected equally on the bases of gender.

Watching habits of reality game show is major variable of study and findings showed that overall majority are frequently exposed to selected reality game shows. Game show is a type of radio, television, or internet programming genre in which contestants, television personalities or celebrities, sometimes as part of a team, play a game which involves answering questions or solving puzzles usually for money and/or prizes. Alternatively, a game show can be a demonstrative program about a game. It has been observed that more and more people turning to the reality game shows for their amusement, rather than watching movies or sitcoms due to the reason that the reality game shows are more interesting than movies. Patkin (2003) stated that viewers watch game show reality programs to construct their own identities and not merely for voyeuristic gratification. The meditated entertainment of watching people compete on these shows helps viewers construct their own identities, both as individuals as well as culturally. Holmes and Jermyn (2004) however, provided a simplified definition of this genre of programming by describing it as programming that is marked by its "discursive visual and technological claim to the real". Viewers prefer to watch Jeeto Pakistan more frequently than Inam Ghar followed by Jeet ka Dum. Support was extended by this to research hypothesis "it is more likely that viewers watch Jeeto Pakistan more frequently than Inam Ghar and Jeet ka Dum". Similarly, it was found from findings that females watch reality game shows more frequently than males and viewers who are masters and above watch reality game shows more

frequently than the viewers who are BS and below. Further overall findings regarding different papulation groups showed that viewership of Jeeto Pakistan is more than the Inam Ghar followed by Jeet ka Dum. Chi-square test on watching selected reality game shows has shown very significant (.000) result. This was also found in line with findings regarding time spending in watching reality game shows showed significant difference in time spending of viewers. Overall it is found that viewers spend more time in watching Jeeto Pakistan than Inam Ghar followed by Jeet ka Dum.

Viewer's satisfaction with different segments of selected reality game shows showed that viewers much like segment of Jeeto Pakistan more significantly than Inam Ghar and Jeet ka Dum. Similarly, findings also showed that from Jeeto Pakistan Baat ban Gai slightly liked by viewers than Khul Gai Qismat. Similarly, accordingly findings it was observed that selected reality game shows provide much information and comparison shows that religious information is more frequently provided by the selected reality game shows than information about Pakistan, history and sports.

Satisfaction with the gratification of needs of viewers through reality game show content is very important and major variable of the study. Findings showed that viewers are significantly gratified their needs through reality game shows. Over all reality game shows content significantly gratify the viewer's need of diversion and personal identity more than the need of increase knowledge followed by wisdom and catharsis. This situation strongly supports the research hypothesis "it is more likely that reality game shows gratify the viewer's need of diversion more than wisdom". Cross compression of selected reality game shows showed that majority of viewers significantly wants to participate in Jeeto Pakistan more frequently than Inam Ghar as followed by Jeet ka Dum. Findings support the research hypothesis "it is more likely that viewers want to participate in Jeeto Pakistan more than Inam Ghar and Jeet ka Dum.

Overall this study successfully explored viewer's watching habits of private channels reality game shows in the view of uses and gratification model. Research findings supported majority of hypothesis and dimensions of uses and gratification theory as significant amount of literature was consulted to setup the concepts and dimensions of the study. With analytical observation of the literature and overall findings, it was noted that: Reality Game shows have given significant popularity among viewers across Pakistan in recent past.

Recommendations

Responding to open ended question "according to you which are three suggestions or recommendation you have about different contents of selected reality game shows for improvement in shows. Majority of viewers are of the view these shows are continued and get better with less vulgarity. Reality game show should keep in mind ethical consideration. There should put a ban on these types of shows which are included unethical content and language. There should be some rules and guidelines for Contents and language of shows and PEMRAmakes sure that all channels follow those guidelines of ethics while presenting reality game shows. In free media problems of ethics means the problem of monitoring and this can be addressed by charting certain principles followed by effective monitoring of violations. Uses of slang language, defamation, forging, scandals are the common issues. In this regard PEMRA band the show of Geo TV' Inam Ghar in this Ramadan due to unethical acts of Amir Liaquat, host of the show. According to the viewers through open ended question Amir Liaquat should stop overacting and misbehaving with audience. Shows should be more informative and entertaining.

Suggestions for future Research

Present study was limited exposure to reality game shows and viewers' perceptions and keeping in view the overall project following are suggestions for future studies:

- A content analysis may be conducted to exactly determine the extent of different contents in reality game shows.
- A survey-based study may be conducted to examine the viewer's attachment to the reality game shows and interpersonal discussions on shows.
- A survey-based research may be conducted to examine contribution of reality game shows in viewer's infotainment life.
- A survey-based research may be conducted to examine how much reality game shows are infotainment based.

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