

Gratification Expected and Obtained In Watching Infotainment Programme Neeyaa Naanaa: A Television Viewing Motive Study

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Abstract

This research studies the motivating factors that drive audience to watch Neeyaa Naanaa. The gratification expected in watching Neeyaa Naanaa and the gratification obtained after watching the programme is also analysed. Non Probability purposive sampling method was adopted to draw primary data through closed-ended questionnaires. The survey was conducted to a sample size of 1010 individuals covering all demographic segments. The sampling was limited to in and around Chennai city. This study explores the influencing statement in each of the dimensions as a reason for watching Neeyaa Naanaa. A comparison of similarities between the Expected Gratification and Obtained Gratification in watching Neeyaa Naanaa is also studied.

INTRODUCTION

This survey is conducted to study the relationship between the motivating factors of the audiences and the programme Neeyaa Naanaa. The study also throws light on each of the statements within each of the factors as an influencing item for watching Neeyaa Naanaa. Furthermore the relationship between expected gratification before watching Neeyaa Naanaa and the obtained gratification after watching Neeyaa Naanaa are being analysed.

OBJECTIVES

- To analyse the motivating factors for watching Neeyaa Naanaa
- To find out influencing statement in each of the factors as a reason for watching Neeyaa Naanaa
- To compare the similarities between the Expected Gratification and Obtained Gratification in watching Neeyaa Naanaa

REVIEW OF LITERATURE

Barton (2013) found out in his research on reality programmes that there was a correlation between the content of the reality programmes (Talent Hunt shows)

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and obtained gratifications. He also identified two more gratifications 1) TV personalities and 2) schadenfreude (meaning happiness in others trouble). Baruh (2010) in his research has found out that there was significant relationship between voyeurism gratification and reality programme use but was negative in terms of fictional programmes while social comparison gratification was strong in fictional TV programmes. Also he found out that there existed strong relationship between fictional TV programme conception and voyeurism and social comparison seeking. Eyal & Cohen(2006) in their study found out that existed strong relationship between parasocial relationship and television viewing motives. It was also found that the viewers showed remarkable score on Parasocial Breakup as distress when their favourite programme came to an ending.

Wheeler (2015) in his research found close associations between binge Television watching television habits and attachment anxiety and depression. Positive associations were also noted in the results regarding television affinity, instrumental TV viewing motives, and ritualistic TV viewing motives as expected gratifications for binge TV watching. LaRose, *et al.* (2001) in his research has introduced two variables 1) Self-efficacy and 2) Self-disparagement in social-cognitive theory as gratifications roles on internet usage. Young (2013) in his survey found that Funny/good mood/entertaining: Respondent watches for humor or entertainment is the most high gratification sought followed by Learning the news: Respondent gets information from the shows as top reason for watching the news based TV programmes "The Daily Show" and "The Colbert Report". The audiences who were inclined towards political satire watched it for humour thereby increasing in entertainment gratification. He also notes significant differences existing in demographic and psychological segments in watching political satire news programme for varied reasons.

METHODOLOGY

The methodology adopted to conduct this study is Non Probability purposive sampling in and around Chennai city covering 1010 usable

samples comprising of male and females of various demographic segments ranging between age 17 and 75. The Geographic segments includes Metro, Urban, suburban, rural and slum. Survey was conducted through closed-ended questionnaires to collect primary data. Tools of Analysis includes Descriptive tests -Mean, Standard deviation and inferencive tests- Paired t test.

Data Analysis and Interpretation

From the Table 1 Gratification score on Motivational factors, the motives for watching 'Neeyaa Naanaa' is analysed. Nine factors considered as the motives for watching 'Neeyaa Naanaa' are Information, Entertainment, Escape, Companionship, Social Interaction, Relaxation, Habit, Pass Time and Arousal. Each factor is analysed along with its statement items. The relationship between media need and media use are compared with the expected gratification before using the media and obtained gratification after using the media.

Information

The highest score for the factor Information is Info1- because it helps me learn things about myself and others with expected gratification (1.69 ± 2.06) and obtained gratification (1.77 ± 2.17), followed by Info2- so I can learn how to do things which I haven't done before with expected gratification (1.46 ± 1.84) and obtained gratification (1.46 ± 1.98) and the least Info3- so I could learn about what could happen to me with expected gratification (1.36 ± 1.71) and obtained gratification (1.35 ± 1.80).

Entertainment

The first score for the Entertainment factor is Ent2- because it is enjoyable with expected gratification (1.89 ± 2.28) and obtained gratification (1.91 ± 2.30) the second is Ent1- because it entertains me with expected gratification (1.87 ± 2.25) and obtained gratification (1.90 ± 2.29) the third one is Ent3- because it amuses me with expected gratification (1.81 ± 2.20) and obtained gratification (1.84 ± 2.23).

Escape

The first score for the Escape factor is Esc1- so I can forget about other things with expected gratification



Table 1: Gratification score on Motivational factors

<i>Information</i>	<i>Gratification</i>			
	<i>Expected</i>		<i>Obtained</i>	
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>
Info1- because it helps me learn things about myself and others	1.69	2.06	1.77	2.17
Info2- so I can learn how to do things which I haven't done before	1.46	1.84	1.46	1.98
Info3- so I could learn about what could happen to me	1.36	1.71	1.35	1.80
<i>Entertainment</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>
Ent1- because it entertains me	1.87	2.25	1.90	2.29
Ent2- because it is enjoyable	1.89	2.28	1.91	2.30
Ent3- because it amuses me	1.81	2.20	1.84	2.23
<i>Escape</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>
Esc1- so I can forget about other things.	1.35	1.81	1.25	1.86
Esc2- so I can get away from the rest of my family or others	0.48	0.65	0.03	0.33
Esc3- so I can get away from what I'm doing	0.93	1.36	0.65	1.38
<i>Companionship</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>
Comp1- so I won't have to be alone	0.51	0.72	0.06	0.47
Comp2- when there is no one else to talk to or be with	0.50	0.71	0.06	0.48
Comp3- because it makes me feel less lonely	0.50	0.72	0.06	0.48
<i>Social Interaction</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>
Soc1- because it's something to do when friends come over	0.43	0.54	0.01	0.21
Soc2- so I can talk with other people about what's on	0.51	0.77	0.12	0.64
Soc3- so I can be with other members of the family or friends who are watching	0.79	1.27	0.49	1.27
<i>Relaxation</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>
Rel1- because it relaxes me	1.60	1.99	1.61	2.02
Rel2- because it allows me to unwind	1.51	1.89	1.52	1.93
Rel3- because it's a pleasant rest	1.50	1.87	1.51	1.90
<i>Habit</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>
Hab1- just because it's there	1.23	1.53	1.16	1.54
Hab2- because I just like to watch	1.40	1.73	1.37	1.74
Hab3- because it's a habit, just something I do	1.21	1.53	1.09	1.55
<i>Pass Time</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>
PT1- when I have nothing better to do	0.99	1.33	0.64	1.30
PT2- because it passes the time away, particularly when I'm bored	0.95	1.27	0.62	1.26
PT3- because it gives me something to do, to occupy my time	0.99	1.33	0.67	1.33
<i>Arousal</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>
Aro1- because it is thrilling	1.55	1.92	1.54	1.94
Aro2- because it is exciting	1.57	1.94	1.58	1.97
Aro3- because it peps me up	1.61	1.98	1.60	2.00

(1.35 ± 1.81) and obtained gratification (1.25 ± 1.86), the second is Esc3- so I can get away from what I'm doing with expected gratification (0.93 ± 1.36) and obtained gratification (0.65 ± 1.38) the third one is Esc2- so I can get away from the rest of my family or others with expected gratification (0.48 ± 0.65) and obtained gratification (0.03 ± 0.33).

Companionship

The first score for the Companionship factor is Comp1- so I won't have to be alone with expected gratification (0.51 ± 0.72) and obtained gratification (0.06 ± 0.47), the second is shared by both Comp3- because it makes me feel less lonely with expected gratification (0.50 ± 0.72) and obtained gratification (0.06 ± 0.48) and Comp2- when there is no one else to talk to or be with, with expected gratification (0.50 ± 0.71) and obtained gratification (0.06 ± 0.48).

Social Interaction

The first score for the Social Interaction factor is Soc3- so I can be with other members of the family or friends who are watching with expected gratification (0.79 ± 1.27) and obtained gratification (0.49 ± 1.27), the second is Soc2- so I can talk with other people about what's on with expected gratification (0.51 ± 0.77) and obtained gratification (0.12 ± 0.64) the third one is Soc1- because it's something to do when friends come over with expected gratification (0.43 ± 0.54) and obtained gratification (0.01 ± 0.21).

Relaxation

The first score for the Relaxation factor is Rel1- because it relaxes me with expected gratification (1.60 ± 1.99) and obtained gratification (1.61 ± 2.02), the second is Rel2- because it allows me to unwind with expected gratification (1.51 ± 1.89) and obtained gratification (1.52 ± 1.93) the third one is Rel3- because it's a pleasant rest with expected gratification (1.50 ± 1.87) and obtained gratification (1.51 ± 1.90).

Habit

The first score for the Habit factor is Hab2- because I just like to watch with expected gratification (1.40

± 1.73) and obtained gratification (1.37 ± 1.74), the second is Hab1- just because it's there with expected gratification (1.23 ± 1.53) and obtained gratification (1.16 ± 1.54) the third one Hab3- because it's a habit, just something I do with expected gratification (1.21 ± 1.53) and obtained gratification (1.09 ± 1.55).

Pass Time

The first score for the Pass Time factor is shared by both PT1- when I have nothing better to do (0.99 ± 1.33) and PT3- because it gives me something to do, to occupy my time (0.99 ± 1.33) concerning with expected gratification. With respect to obtained gratification, the first score is obtained by PT3- because it gives me something to do, to occupy my time with (0.67 ± 1.33) and Second score by PT1- when I have nothing better to do (0.64 ± 1.30). The last score is by PT2- because it passes the time away, particularly when I'm bored with expected gratification (0.95 ± 1.27) and obtained gratification (0.62 ± 1.26).

Though the expected gratification Mean value for both PT1- when I have nothing better to do and PT3- because it gives me something to do, to occupy my time are equal (0.99 ± 1.33) since the obtained gratification score of PT3- because it gives me something to do, to occupy my time (0.67 ± 1.33) is higher than the obtained gratification score of PT1- when I have nothing better to do (0.64 ± 1.30) it can be concluded in overall that PT3- because it gives me something to do, to occupy my time is standing higher as first core and PT1- when I have nothing better to do as second score and PT2- because it passes the time away, particularly when I'm bored remaining the last.

Arousal

The first score for the Arousal factor is Aro3- because it peps me up with expected gratification (1.61 ± 1.98) and obtained gratification (1.60 ± 2.00), the second is Aro2- because it is exciting with expected gratification (1.57 ± 1.94) and obtained gratification (1.58 ± 1.97) the third one Aro1- because it is thrilling with expected gratification ((1.55 ± 1.92) and obtained gratification (1.54 ± 1.94).

Inferences regarding Significance between Expected Gratification and Obtained Gratification

Table 2: Significance between Expected Gratification and Obtained Gratification influencing factors for watching 'Neeyaa Naanaa'

<i>Information</i>	<i>Gratification</i>				<i>t</i>	<i>p</i>
	<i>Expected</i>		<i>Obtained</i>			
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>		
Info1- because it helps me learn things about myself and others	1.69	2.06	1.77	2.17	7.83	0.001**
Info2- so I can learn how to do things which I haven't done before	1.46	1.84	1.46	1.98	0.06	0.95
Info3- so I could learn about what could happen to me	1.36	1.71	1.35	1.80	0.77	0.443
<i>Entertainment</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>		
Ent1- because it entertains me	1.87	2.25	1.90	2.29	3.70	0.001**
Ent2- because it is enjoyable	1.89	2.28	1.91	2.30	2.27	0.023*
Ent3- because it amuses me	1.81	2.20	1.84	2.23	3.10	0.002**
<i>Escape</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>		
Esc1- so I can forget about other things.	1.35	1.81	1.25	1.86	7.18	0.001**
Esc2- so I can get away from the rest of my family or others	0.48	0.65	0.03	0.33	24.69	0.001**
Esc3- so I can get away from what I'm doing	0.93	1.36	0.65	1.38	15.66	0.001**
<i>Companionship</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>		
Comp1- so I won't have to be alone	0.51	0.72	0.06	0.47	24.14	0.001**
Comp2- when there is no one else to talk to or be with	0.50	0.71	0.06	0.48	24.18	0.001**
Comp3- because it makes me feel less lonely	0.50	0.72	0.06	0.48	23.53	0.001**
<i>Social Interaction</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>		
Soc1- because it's something to do when friends come over	0.43	0.54	0.01	0.21	26.12	0.001**
Soc2- so I can talk with other people about what's on	0.51	0.77	0.12	0.64	23.36	0.001**
Soc3- so I can be with other members of the family or friends who are watching	0.79	1.27	0.49	1.27	18.17	0.001**
<i>Relaxation</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>		
Rel1- because it relaxes me	1.60	1.99	1.61	2.02	0.59	0.553
Rel2- because it allows me to unwind	1.51	1.89	1.52	1.93	0.87	0.383
Rel3- because it's a pleasant rest	1.50	1.87	1.51	1.90	1.36	0.174
<i>Habit</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>		
Hab1- just because it's there	1.23	1.53	1.16	1.54	5.93	0.001**
Hab2- because I just like to watch	1.40	1.73	1.37	1.74	2.66	0.008**
Hab3- because it's a habit, just something I do	1.21	1.53	1.09	1.55	8.34	0.001**
<i>Pass Time</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>		
PT1- when I have nothing better to do	0.99	1.33	0.64	1.30	15.87	0.001**
PT2- because it passes the time away, particularly when I'm bored	0.95	1.27	0.62	1.26	15.29	0.001**
PT3- because it gives me something to do, to occupy my time	0.99	1.33	0.67	1.33	14.94	0.001**
<i>Arousal</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>		
Aro1- because it is thrilling	1.55	1.92	1.54	1.94	1.22	0.222
Aro2- because it is exciting	1.57	1.94	1.58	1.97	0.29	0.770
Aro3- because it peeps me up	1.61	1.98	1.60	2.00	0.94	0.349

* Significant at 5 %; ** Significant at 1 %

Table 3: Rank order of highly motivating factors with reference to the highest mean score of expected and obtained gratification from each of the statements under each factor as an influencing factors for watching 'Neeyaa Naanaa'

Factors and Statements	Gratification				Rank order of highly motivating factor with reference to the highest mean score of expected and obtained gratification from each of the statements under each factor
	Expected		Obtained		
	Mean	SD	Mean	SD	
Entertainment	Mean	SD	Mean	SD	1st
Ent2- because it is enjoyable	1.89	2.28	1.91	2.30	
Information	Mean	SD	Mean	SD	2nd
Info1- because it helps me learn things about myself and others	1.69	2.06	1.77	2.17	
Arousal	Mean	SD	Mean	SD	3rd
Aro3- because it peeps me up	1.61	1.98	1.60	2.00	
Relaxation	Mean	SD	Mean	SD	4th
Rel1- because it relaxes me	1.60	1.99	1.61	2.02	
Habit	Mean	SD	Mean	SD	5th
Hab2- because I just like to watch	1.40	1.73	1.37	1.74	
Escape	Mean	SD	Mean	SD	6th
Esc1- so I can forget about other things.	1.35	1.81	1.25	1.86	
Pass Time	Mean	SD	Mean	SD	7th
PT3- because it gives me something to do, to occupy my time	0.99	1.33	0.67	1.33	
Social Interaction	Mean	SD	Mean	SD	8th
Soc3- so I can be with other members of the family or friends who are watching	0.79	1.27	0.49	1.27	
Companionship	Mean	SD	Mean	SD	9th
Comp1- so I won't have to be alone	0.51	0.72	0.06	0.47	

influencing factors for watching 'Neeyaa Naanaa' from Table 2 with reference to 'p' value.

Information

Form the p value 0.001** of the statement Info1- because it helps me learn things about myself and others, it is inferred that there is significant difference between Expected Gratification and Obtained Gratification. And the overall mean value shows that the obtained gratification is more than the expected gratification.

Concerning the p value 0.95 of the statement Info2- so I can learn how to do things which I haven't done before, it is inferred that there is no significant difference between Expected Gratification and Obtained Gratification. And the overall mean value

shows that the expected and obtained gratifications are equal.

With regard to p value 0.443 for Info3- so I could learn about what could happen to me, it is inferred that there is no significant difference between Expected Gratification and Obtained Gratification. And the overall mean value shows that the expected and obtained gratifications are near equals.

Entertainment

Form the p value 0.001** of the statement Ent1- because it entertains me, it is inferred that there is significant difference between Expected Gratification and Obtained Gratification. And the overall mean value shows that the obtained gratification is more than the expected gratification.



Concerning the p value 0.023* for Ent2- because it is enjoyable, it is inferred that there is significant difference between Expected Gratification and Obtained Gratification. And the overall mean value shows that the obtained gratification is more than the expected gratification.

With regard to p value 0.002** of Ent3- because it amuses me, it is inferred that there is significant difference between Expected Gratification and Obtained Gratification. And the overall mean value shows that the obtained gratification is more than the expected gratification.

Escape

Regarding the p value 0.001** for Esc1- so I can forget about other things, it is inferred that there is significant difference between Expected Gratification and Obtained Gratification. And the overall mean value shows that the expected gratification is more than the obtained gratification.

The inference regarding the p value 0.001** for Esc2- so I can get away from the rest of my family or others, there is significant difference between Expected Gratification and Obtained Gratification. And the overall mean value shows that the expected gratification is more than the obtained gratification.

The inference regarding the p value 0.001** for Esc3- so I can get away from what I'm doing, there is significant difference between Expected Gratification and Obtained Gratification. And the overall mean value shows that the expected gratification is more than the obtained gratification.

Companionship

With regard to p value 0.001** Comp1- so I won't have to be alone, it is inferred that there is significant difference between Expected Gratification and Obtained Gratification. And the overall mean value shows that the expected gratification is more than the obtained gratification.

With regard to p value 0.001** Comp2- when there is no one else to talk to or be with, there is significant difference between Expected Gratification and Obtained Gratification. And the overall mean value shows that the expected gratification is more than the obtained gratification.

With regard to p value 0.001** Comp3- because it makes me feel less lonely, there is significant difference between Expected Gratification and Obtained Gratification. And the overall mean value shows that the expected gratification is more than the obtained gratification.

Social Interaction

Form the p value 0.001** of the statement Soc1- because it's something to do when friends come over, it is inferred that there is significant difference between Expected Gratification and Obtained Gratification. And the overall mean value shows that the expected gratification is more than the obtained gratification.

Form the p value 0.001** of the statement Soc2- so I can talk with other people about what's on, it is inferred that there is significant difference between Expected Gratification and Obtained Gratification. And the overall mean value shows that the expected gratification is more than the obtained gratification.

Form the p value 0.001** of the statement Soc3- so I can be with other members of the family or friends who are watching, it is inferred that there is significant difference between Expected Gratification and Obtained Gratification. And the overall mean value shows that the expected gratification is more than the obtained gratification.

Relaxation

For Rel1- because it relaxes me, the p value being 0.553 infers us that there is no significant difference between Expected and obtained gratifications. And the overall mean value shows that the obtained gratification is more than the expected gratification.

For Rel1Rel2- because it allows me to unwind, the p value being 0.383 infers us that there is no significant difference between Expected and obtained gratifications. And the overall mean value shows that the obtained gratification is more than the expected gratification.

For Rel1Rel3- because it's a pleasant rest, the p value being 0.174 infers us that there is no significant difference between Expected and obtained gratifications. And the overall mean value shows that the obtained gratification is more than the expected gratification.

Habit

The inference concerning p value 0.001** for Hab1- just because it's there, is that there is significant difference between Expected Gratification and Obtained Gratification. The overall mean value shows that the expected gratification is more than the obtained gratification.

The inference concerning p value 0.008** for Hab2- because I just like to watch, is that there is significant difference between Expected Gratification and Obtained Gratification. The overall mean value shows that the expected gratification is more than the obtained gratification.

The inference concerning p value 0.001 for Hab3- because it's a habit, just something I do, is that there is significant difference between Expected Gratification and Obtained Gratification. The overall mean value shows that the expected gratification is more than the obtained gratification.

Pass Time

Concerning p value 0.001** for PT1- when I have nothing better to do, the inference is that there is significant difference between Expected Gratification and Obtained Gratification. The overall mean value shows that the expected gratification is more than the obtained gratification.

Concerning p value 0.001** for PT2- because it passes the time away, particularly when I'm bored, the inference is that is that there is significant difference between Expected Gratification and Obtained Gratification. The overall mean value shows that the expected gratification is more than the obtained gratification.

Concerning p value 0.001** for PT3- because it gives me something to do, to occupy my time, the inference is that is that there is significant difference between Expected Gratification and Obtained Gratification. The overall mean value shows that the expected gratification is more than the obtained gratification.

Arousal

The inference for Aro1- because it is thrilling, with p value 0.222, it is that there is no significant difference between Expected Gratification and Obtained

Gratification. And the overall mean value shows that the expected gratification is .1 greater than obtained gratification but is near to be equal.

The inference for Aro2- because it is exciting, with p value 0.770, it is that there is no significant difference between Expected Gratification and Obtained Gratification. And the overall mean value shows that the obtained gratification is .1 greater than expected gratification but is near to be equal.

The inference for Aro3- because it peps me up, with p value 0.349, it is that there is no significant difference between Expected Gratification and Obtained Gratification. And the overall mean value shows that the expected gratification is .1 greater than obtained gratification but is near to be equal.

From the Table 3 it is inferred that Entertainment factor scores first with expected gratification of (1.89 ± 2.28) and obtained gratification of (1.91 ± 2.30) for the statement Ent2- because it is enjoyable. Second highest factor is Information with expected gratification of (1.69 ± 2.06) and obtained gratification of (1.77 ± 2.17) for the statement

Info1- because it helps me learn things about myself and others. The third top factor is Arousal - Aro3- because it peps me up, with expected gratification of (1.61 ± 1.98) and obtained gratification of (1.60 ± 2.00) . The fourth highest factor is Relaxation with the statement Rel1- because it relaxes me, being expected gratification of (1.60 ± 1.99) and obtained gratification of (1.61 ± 2.02) . The fifth highest score is by Habit for the statement Hab2- because I just like to watch with expected gratification of (1.40 ± 1.73) and obtained gratification of (1.37 ± 1.74) . The sixth rank is scored by the factor Escape with expected gratification of (1.35 ± 1.81) and obtained gratification of (1.25 ± 1.86) for the statement Esc1- so I can forget about other things and seventh rank scored by the factor Pass Time with expected gratification of (0.99 ± 1.33) and obtained gratification of (0.67 ± 1.33) for the statement PT3- because it gives me something to do, to occupy my time. The factor Social Interaction with statement Soc3- so I can be with other members of the family or friends who are watching, having (0.79 ± 1.27) as expected gratification and (0.49 ± 1.27) as obtained gratification ranks eighth and the last ninth rank scored by factor Companionship of statement Comp1- so I won't have to be alone, with



expected gratification of (0.51 ± 0.72) and obtained gratification of (0.06 ± 0.47) .

FINDINGS FOR THE OBJECTIVES

Objective-1

To analyse the motivating factors for watching Neeyaa Naanaa

Findings:

From Table 3 The most motivating factor for watching Neeyaa Naanaa is Entertainment followed by Information and the Third being Arousal with reference to the expected and obtained Mean score values.

Objective-2

To find out influencing statement in each of the factors as a reason for watching Neeyaa Naanaa

Findings

The Table 3 answers that the most influencing statement for the factor Entertainment is Ent2- because it is enjoyable, and Information statement is Info1- because it helps me learn things about myself and others are watching. For the factor Arousal is statement Aro3- because it peps me up and Relaxation is statement Rel1- because it relaxes me. The influencing statement for the factor Habit is Hab2- because I just like to watch and for Escape factor Esc1- so I can forget about other things. For the factor Pass Time, the statement PT3- because it gives me something to do, to occupy my time is the one influencing watching Neeyaa Naanaa. The influencing statement for the factor Social Interaction is Soc3- so I can be with other members of the family or friends who are watching and finally the influencing statement for the factor Companionship is Comp1- so I won't have to be alone.

Objective-3

To compare the similarities between the Expected Gratification and Obtained Gratification in watching Neeyaa Naanaa

Findings

From Table 2, the p value for each of the statements of each of the factors proves that there are dissimilarities between the Expected Gratification and Obtained Gratification in watching Neeyaa Naanaa.

CONCLUSIONS

From the above results it is concluded that the highest motivating factor for watching Neeyaa Naanaa is Entertainment and the next immediate factor is information. There are also significant dissimilarities between the Expected Gratification and Obtained Gratification in watching Neeyaa Naanaa.

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