



Development and Validation of a Questionnaire Assessing Social psychology and mass appeal among contestants in Dance reality shows

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Abstract

Tamil Nadu, a state nestled in the rich cultural heritage of South India, has witnessed a spectacular convergence of art, entertainment, and technology in the realm of dance reality shows. These programs have not only become an indispensable part of the state's entertainment landscape but also a vibrant platform for showcasing its diverse cultural traditions.

By providing a springboard for aspiring dancers, celebrating the nuances of various dance styles, and captivating audiences across generations, dance reality shows have become an integral component of Tamil Nadu's cultural identity. The state's passion for dance, music, and entertainment has found a dynamic outlet in these programs, which continue to inspire, educate, and entertain millions of viewers worldwide.

Aim: The objective of this study was to develop and validate a Social psychology and mass appeal scale questionnaire specifically tailored for contestants participating in dance reality shows.

Materials and Methods: The questionnaire was developed following a standardized protocol that consisted of literature review, focused group discussions, expert opinion and a cross-sectional survey on 50 contestants. In order to find the item validity in tool, the item total correlation was found.

Results: The questionnaire with 27 items categorized under eleven domains was developed. The Reliability correlation co-efficient were found to be 0.792, indicating good internal consistency.

Conclusion: The developed questionnaire will be helpful in Social psychology and mass appeal Scale for Contestants. It has satisfactory validity and good internal consistency.

Keywords

Dance Reality shows, Validating scale, Social psychology, Mass Appeal questionnaire

Introduction

Television audience's most popular genres is dance reality shows. Over the past ten years, it has increased in popularity significantly. For researchers, exploring the distinctive and intriguing possibilities of this well-liked format is an adventure. Indian researchers have primarily focused on these studies, yet there are still areas that require further research on this



genre. Every time it develops a new programming strategy, it is crucial to consider how it will affect viewer’s mental processes. Understanding the social psychology and mass appeal of those appearing on Dance reality shows is important because it clarifies how our society decodes the messages. Theoretically, it broadens our understanding, and practically, it interprets programming value included by television producers. Therefore, the objective of this study was to develop and validate a tool that will help to find the Social psychology and mass appeal for Contestants in Dance reality shows.

Materials and Methods

Standardized methodology was followed in the process of development and validation of the questionnaire that included steps such as literature review, focus group discussion (FGD), expert evaluation, pilot study, validation of the questionnaire, etc.

Development of questionnaire

It consisted of the following steps [Table 1]:

Phases	Nature of activity	Methods	Number of domain	Number of items
I	Development of construct	Literature review	–	10
II	Development of construct	FGD	–	35
III	Development of construct	Synthesize literature review and FGD	–	30
IV	Item generation	Develop items	11	28
V	Establishment of face validity and content validity	Expert validation	11	28
VI	Cognitive interviewing	Pretesting	11	28
VII	Establishment of construct validity	Item analysis and factor analysis	11	27

Item generation

Comprehensive literature review was done to look for concepts necessary for inclusion in the Social psychology and mass appeal scale. Relevant papers were selected, and questions were identified from previous related questionnaires.

Focus group discussions

Literature review was followed by FGDs for subsequent addition of questions related to each concept. FGDs helped us understand how the target population perceives the subject of interest. Following the collection of unprompted information from the participants, more focused questions were asked to see if the respondents agree with the way the construct was developed.

Expert evaluation



The developed questionnaire after literature review and FGDs was subjected to expert validation by a team of eight experts for critical appraisals, inputs, and content validity. On the basis of their feedback, some changes were made in questionnaire items.

Pretesting

The final draft of the questionnaire was pretested on 15 respondents. It was done to understand if there was any ambiguity in the participant’s interpretation of the developed questions. These participants completed the questionnaire and also commented on its clarity, and relevance. Minor changes were made in the questionnaire as per their comments.

Validation of questionnaire

A survey was conducted to validate the questionnaire.

Participants and survey procedure

The 50 respondents who have contested in dance reality show were selected as Sample for the pilot study and the study was conducted. They took around 20 minutes to complete a Scale. The 28 items were selected for the present study. The questionnaire was administered by the chief investigator.

Statistical analysis

The co-efficient of correlation between each item by all the scores of 28 items each scores was calculated using the following Pearson product moment formula. The item validity was calculated by finding the correlation between the total score and item score. The items, which were having value above 0.24 (for df 48, table value of correlation 0.24) were retained. 27 items were selected after item analysis. The correlation value of each item is presented in the table 2.

Table- 2 -‘r’ value for items in the draft tool

Items	Correlation value	Selected items	Items	Correlation value	Selected items
1	0.524	Selected	15	0.521	Selected
2	0.729	Selected	16	0.438	Selected
3	0.314	Selected	17	0.566	Selected
4	0.272	Selected	18	0.604	Selected
5	0.792	Selected	19	0.545	Selected
6	0.376	Selected	20	0.601	Selected
7	0.327	Selected	21	0.469	Selected
8	0.315	Selected	22	0.116	Rejected
9	0.823	Selected	23	0.521	Selected
10	0.322	Selected	24	0.28	Selected
11	0.64	Selected	25	0.349	Selected



12	0.352	Selected	26	0.655	Selected
13	0.298	Selected	27	0.559	Selected
14	0.379	Selected	28	0.527	Selected

Development of the Social psychology and mass appeal questionnaire

Comprehensive literature search with the keywords yielded 55 articles, out of which 36 articles were found to be relevant for our study. Relevant papers were studied and 35 items were generated for the questionnaire. The FGDs with participants led to deletion of 5 items. After expert evaluation and removal of overlapping questions, 2 items were deleted during subsequent steps of questionnaire development and validation. 27 items were selected after item analysis.

Establishing the Reliability

The items were given to 50 respondents who have contested in dance reality show and collected their response. The items in the tool were divided into two equivalent half such as odd and even items and the two set of scores were correlated. By this split-half correlation method was calculated. Thus the, reliability correlation co-efficient were found to be 0.792.

Establishing the validity

For the present study the investigator established content validity. To establish content validity, the tool was given to experts in this field of education. The experts’ suggestions and corrections were implemented in the tool. Thus, the content validity of the tool was established.

Final version

The final draft had 27 items. The items were neatly printed and opinions of Social Psychology and Mass Appeals of Contestants were recorded by the investigator. Thus one can get a maximum score of 81 and minimum scoring of 27. There are 11 dimensions for the 27 items. They are listed in table 3.

Table-3-Dimensions and Items of Social Psychology and Mass Appeals of Contestant

<i>S.no</i>	<i>Dimension</i>	<i>No of items</i>	<i>Questions</i>
1	Social Cognition	3	1,2,3
2	Social perception	3	4,5,6
3	The self	4	7,8,9,10
4	Attitudes	3	11,12,13
5	Stereotyping	3	14,15,16
6	Interpersonal Attraction	2	17,18
7	Prosocial Behaviour	3	19,20,21
8	Aggression	1	22
	Mass Appeal	-	-



9	Ethos - The Ethical Appeal	1	23
10	Pathos - The Emotional Appeal	3	24,25,26
11	Logos - The Logical Appeal	1	27
Total		27	

Conclusion

This study presents a new analysis of social psychology and mass appeal of the Dance reality show contestants in Tamilnadu. This Social psychology and mass appeal tool will be helpful in designing and education interventions in Indian scenario in the field of television programming. It has satisfactory validity and internal consistency.

Final version of the questionnaire

1. Contact with others (Anchor/ Judges/ Public) makes me nervous
2. I am able to guess the feelings of other contestant even when they do not want to show them.
3. I am able to guess the wishes of other contestant
4. I use my social perception to try and understand other people
5. The anchors interacted with me in good manner
6. The studio audience supported you during the recording and during the breaks
7. Audience or public recognize you
8. Audiences supported you
9. I can feel the change in me before and after participating in the programme
10. The audience votes and participation are the major factor in selecting the winner
11. The level of social learning grows for the contestants as their journey continues in the reality show
12. Contestants tend to prefer situations that allow them to maintain a match between their attitudes and behaviour
13. An attitude is more likely to influence a Contestant's behaviour if the object of the attitude has important consequences for the individual
14. Gender-based discrimination affects a substantial proportion of the population by blocking women's progress in the reality shows
15. In reality shows, there is some kind of Discrimination based on locality of the contestant
16. Reality shows make a contribution to the use of stereotyping
17. My desire to be very close sometimes scares people away
18. I feel comfortable sharing my private thoughts and feelings
19. Although it is true that reality shows benefit on income for their advertisements and sponsorship, they are motivated primarily by an unselfish concern for bringing the real talented people to limelight
20. Judges exhibit prosocial behaviour to those contestants who are in need
21. As a contestant, I can easily sense any discomfort of judges and anchor



22. When judges annoy me, I may tell them what I think of them
23. Other contestants say that I'm somewhat argumentative
24. Contestant should ensure that audience should know about his expertise by promoting themselves
25. Contestant should have emotional connection to their audience
26. As a contestant, I see working with difficult people as simply a challenge to win them over
27. Reasons for disagreements are always clear to me

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