

Media Consequences of Marriage Reality Shows: Long-term Effects on Audience Knowledge Attitudes and Behaviors

Ruyuan Han ¹, Mohd Nor Shahizan Ali ^{2*}, Mohd Azul Mohamad Salleh ³

¹ Ph.D candidate, Center for Media and Communication (MENTION), Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia, Bangi, Malaysia

² Ph.D, Associate Professor, Center for Media and Communication (MENTION), Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia, Bangi, Malaysia

³ Ph.D, Senior Lecturer, Center for Media and Communication (MENTION), Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia, Bangi, Malaysia

* **Corresponding Author:** shahizan@ukm.edu.my

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ABSTRACT

Marriage reality shows have become a significant genre within reality television, often portraying idealized or dramatized versions of romantic relationships and marriage. These shows influence viewers' perceptions and expectations regarding marriage, relationships, and conflict resolution. Despite their popularity and cultural impact, the long-term effects of these shows on audience knowledge, attitudes, and behaviors remain underexplored. The primary aim of this study is to investigate the long-term effects of marriage reality shows on audience knowledge, attitudes, and behaviors related to marriage and relationships. This study seeks to understand how prolonged exposure to these shows influences viewers' expectations, perceptions, and practices in their personal relationships. This qualitative study utilizes in-depth interviews and focus group discussions with a diverse sample audience. Data were collected and analyzed using thematic analysis to identify patterns and themes related to the impact of marriage reality shows over time. The study also incorporates content analysis of selected marriage reality shows to contextualize the findings. The findings reveal that prolonged exposure to marriage reality shows significantly influences viewers' expectations and perceptions of marriage, often leading to unrealistic standards for romantic relationships and conflict resolution. These shows also reinforce traditional gender roles and norms. Viewers reported changes in their relationship behaviors, including partner selection and communication practices. The study highlights the need for critical media literacy to mitigate these effects. This study addresses the gap in existing research on the long-term effects of marriage reality shows, providing valuable insights into their influence on audience knowledge, attitudes, and behaviors. The findings have important implications for viewers, media producers, educators, and policymakers, emphasizing the need for responsible content creation and media literacy initiatives to promote healthier relationship norms.

Keywords: Marriage Reality Shows, Audience Attitudes, Media Influence, Cultural Impact, Media Literacy.

INTRODUCTION

Marriage reality shows are popular because these shows show couples or individuals performing exercises to demonstrate their suitability, partnership, or companionship (Suri & Sansanwal, 2022). Examples include "The Bachelor," where contestants compete for one person's love, and "Married at First Sight," where experts match couples and present them on their wedding day. Drama, romance, and competitiveness lure fans to these shows. Marriage-themed reality shows have risen in popularity over 20 years (Rios, Smith, & Locke, 2024). The rising

number, enormous audience, and media coverage of these TV shows show this. Many 18-34-year-old women watch these shows, but the audience is diverse. This group values love, relationships, and marriage (Villacampa & Torres, 2021). This demographic pattern shows how these shows influence viewers' marriage and relationship attitudes. In addition to entertainment, Marriage Reality Shows influence culture and these TV shows romanticize or idealize relationships, which may impact viewers' marriage goals (Belfiore, 2020). Exaggerated disagreements and intense love affairs in these shows can set unsustainable standards for real relationships. This is important because the media influence socialization and values. Marriage reality shows should include happy endings. Lasting alliances, new partnerships, and dispute settlement are typical (Zhou & Zhang, 2022). These representations can have an impact on relationships. The repeated depiction of intense emotional exchanges and dramatic ends may make viewers assume such dynamics are typical or acceptable in relationships. These shows may emphasize fighting and theatrics above communication, compromise, and mutual respect in marital dispute resolution (Ross & Campbell, 2021).

Online communities allow fans to participate in shows live via social media and streaming (Hollenbaugh, 2021). As shown by more people, more people may talk and share their ideas (H. S. Kim & Kim, 2020). The shows' morals can be internalized through media. Marital reality shows have a big impact on society by reinforcing gender and cultural standards. These shows emphasize gender roles, with women wanting marriage and emotional satisfaction and men wanting physical beauty (Benavides Rincón & Montes Martínez, 2020). Imagery that promotes gender norms might limit individual and interpersonal potential. Marriage reality shows impact cultural perceptions of marriage and relationships similar to gender stereotypes. In these shows, marriage is generally the major objective of romantic relationships, over other partnerships and families (Melzi, Schick, & Wuest, 2023). It can elevate standards for conventional marriage and influence viewers' attitudes toward singlehood, cohabitation, and other non-traditional partnerships.

Also important is the married reality shows issue depiction. For entertainment, these shows exaggerate emotions and conflict resolution. They may mislead viewers about conflict resolution, causing them to choose less effective ways in their relationships (Kico & Liarakapis, 2022). Quick and unusual dispute resolution may be preferred above diplomacy, contemplation, and patience. Marriage reality shows have a societal impact. These shows often influence media and public marriage and relationship concerns. The themes and stories of these shows can influence marriage, family, and relationship education policy (Wijerathna & Hewapathirana, 2022). Due to their cultural influence, reality shows' effects on viewers' marriage-related knowledge, attitudes, and behaviors must be examined. This understanding can raise media literacy and critical media awareness (Potter & Thai, 2019). By training viewers on how to critically examine marital reality shows, these efforts aim to lessen any negative effects and increase the positive ones of media on marriage (Kabra, Dass, & Popli, 2022). Most reality TV research focuses on immediate effects, such as changes in attitudes or actions after watching episodes. These studies are valuable, but empirical data shows they distort the effect of marriage length (Mayagita, 2021). Assessing long-term impacts including relationship satisfaction, conflict resolution skills, and marital stability requires longitudinal studies. The limitations of this study limit our understanding of the long-term impact of these shows on viewers. Much of the existing research uses self-reported data, which may be influenced by selective memory and the desire to present oneself in a socially desirable manner (Tian, 2023). Qualitative research offers a deep insight into participants' perspectives and experiences, but it cannot be extended to a larger population like quantitative methods. Empirical evidence shows that mixed-methods research that incorporates qualitative depth and quantitative breadth is needed to understand the long-term impact of marriage. The influence of these shows on diverse cultures is seldom studied (Reifová, 2021). Cross-cultural differences are essential for understanding reality television's global impact. Long-term marriage consequences have significant social impacts, according to research. These show that marriage and relationship attitudes, social norms, and expectations influence marriage (Lutkenhaus, McLarnon, & Walker, 2023). Reality shows that emphasize marriage as the goal of romantic relationships, for instance, may raise societal expectations to marry while ignoring alternative sorts of partnerships, such as cohabitation or being single (Mayagita, 2021). Given its impact on individual choices and cultural conventions, this may limit the definition of a fulfilling and meaningful relationship. Real marriage conflict and resolution and television shows can influence relationships (Dixit, 2022a). Hyperbole and exaggerated conclusions in programs may encourage viewers to copy them, delaying dispute resolution. This can harm marital stability and happiness, causing breakups and discontent.

Marriage reality shows affect viewers' marital and relationship knowledge, attitudes, and actions over time, according to this study. The study looks at reality television's long-term impact on society and relationships.

- To understand how marriage reality shows impact the cognition and attitude of the audience. Destigmatization goals and behavior influenced by marital reality shows.
- To improve marital reality shows and reduce divorce stigma.

Marriage-themed reality TV shows have long-term repercussions, according to one study. This study looks at how viewers' lifestyles and social standards are affected by reality shows about marriage. The need for a deeper understanding of reality television's long-term effects is highlighted by the fact that previous studies have largely focused on its immediate and short-term repercussions. The study emphasizes reality shows' combined impact on marriage. By examining the long-term impact of these shows on viewers, the study provides a full picture of media effects. This method can show patterns and trends that a cursory review might overlook, giving a more full knowledge of how media impact societal norms and behavior. The study's findings impact many. Using reality shows to influence viewers' relationship expectations and behaviors, this study underlines the importance of media analysis. The findings encourage viewers to critically evaluate reality TV and seek more accurate and fair relationship portrayals. This can be done by explaining the consequences of such programming. Media producers and content providers face ethical difficulties when portraying relationships and weddings on reality TV. Producers can improve love scenes by acknowledging their work's lasting effects. Thus, this can promote beneficial cultural standards and reduce harmful or unattainable relationship ideals. Politicians and educators can benefit from the findings. The findings could impact public awareness efforts and media literacy activities that encourage critical media use. These programs teach people how to assess and understand media portrayals, reducing the negative impact of reality shows about marriage and promoting healthy relationships.

LITERATURE REVIEW

Reality TV, often known as unscripted real-life events involving non-actors, is a genre that entertains rather than informs. This genre originated in the early 1990s and appealed to audiences with its distinctive drama and authenticity. Reality TV often mixes reality with entertainment, giving viewers a voyeuristic look at actual people's lives (Ogwu et al., 2023). Marriage reality shows have become popular by leveraging reality TV's strengths. These shows explore the complexities of human relationships, focusing on marriage, courting, and love. The 2000 early marriage reality show "Who Wants to Marry a Multi-Millionaire?" was controversial and had mixed reviews and it set the bar for future shows. This program helped produce more complex and diversified forms that explored love relationships. "The Bachelor," which premiered in 2002, changed the genre (Balk-Yaatenen, 2022). In this show, a widower meets various women over several weeks, eliminating contenders until he proposes to one. The success of *The Bachelor* led to many spin-offs, including "The Bachelorette" and "Bachelor in Paradise," which explore different aspects of love. "Married at First Sight," released in 2014, is another genre advancement. Experts match couples who marry after their first meeting in this program (O'Brien & Nicholls, 2022). The series follows their relationship from their wedding to their early marriage, culminating in a divorce or stay-together decision. "90 Day Fiancé," which premiered in 2014, follows a foreign national pursuing a K-1 visa to marry an American spouse in 90 days (O'Brien & Nicholls, 2022). These shows tell the story of these couples' cultural, logistical, and emotional struggles, revealing human relationships and experiences.

On shows like "The Bachelor," where the main character chooses who goes, competition and elimination are typical. This enhances the theatricality and makes viewers feel a strong emotional connection with certain participants, building their following (Church, Robinson, Callahan, Klotzer Barboza, & Montez, 2020). Marriage reality shows typically reflect and criticize society's marriage attitudes. These shows demonstrate cultural inequalities, societal impacts, and evolving standards, allowing viewers to evaluate their own beliefs and actions (A. Chen & McCabe, 2024). Emotional participation is important because these shows are designed to generate strong emotions. Due to the participants' shifting emotional states, audiences become emotionally attached to the outcomes. Contact and participation increase viewer engagement (Bustam, Astari, & Sofyan, 2023). Social networking, advertising, live voting, and other interactive aspects engage audiences in many shows. This interaction builds camaraderie and keeps viewers interested in the participants' efforts (Xu, 2020). Academics have concentrated on the immediate impact of reality TV on audiences to better understand how it affects their attitudes and habits (Lemoine, Jost, & Travers, 2024). Multiple studies suggest that reality TV can immediately influence viewers' views, emotions, and behaviors. The impact varies per show and viewer. The influence of reality TV on viewers' attitudes about social standards and relationships has been extensively studied. Church et al. (2020) found that viewers of romantic reality shows like "The Bachelor" had high romance expectations and idealized partnerships. The sensationalized and manipulated portrayal of relationships may raise romantic expectations. Media standards may raise viewers' expectations, which could lead to relationship dissatisfaction. Reality TV can influence behavior, especially in teens and young adults. People who watch reality TV shows that emphasize physical attractiveness, such as "America's Next Top Model," may feel more unhappy with their bodies and anxious about their appearance, according to Tiggemann and Slater (2004). This is because of the programs' emphasis on competition and physical excellence. After watching, people may exercise or restrict their food to

achieve the desired physique images. Reality TV can change viewers' morals. Mayagita (2021) discovered that viewers of reality show showcasing unethical behavior like dishonesty or manipulation were more likely to have lenient attitudes about such behavior in their own lives. This shows how reality TV promotes immorality and temporarily lowers viewers' morals.

Theoretical Framework

Knowledge-Attitude-Practices (KAP) Model

The Knowledge-Attitude-Practices (KAP) Model is used in public health and social science research. Knowledge changes beliefs (attitudes) and actions (practices), according to this study (Wang & Ogunseitan, 2022). This approach is useful for examining media's impact on audiences, including marriage reality shows, because it shows a direct association between media exposure and behavioral results. The KAP paradigm begins with knowledge acquisition and understanding (Al-Qerem, Bargooth, Jarab, Akour, & Abu Heshmeh, 2023). Marriage reality shows teach viewers about love relationships, marriage, and societal norms. The material may be explicit, like conflict resolution or communication skills, or implicit, such as program narrative social ideals and expectations. Marriage reality shows like "The Bachelor" and "Love Island" may showcase dispute resolution and courtship strategies. The content is fascinating, which may help with memory (Tian, 2023). Reality shows often incorporate personal stories and testimonials, making them more meaningful and memorable. Research suggests that repeated exposure to certain themes and messages improves memory (Demirel & Yildiz, 2020). The selective exposure and retention of viewers shape reality TV learning. Individuals tend to choose information that matches their beliefs and attitudes. However, selective retention involves recalling information that supports these ideas (Murrell, 2020). Thus, viewers are more likely to learn and recall material from marital reality shows that relate to their experiences or aspirations.

The Theory of Planned Behavior

Ajzen (1991) founded the theory of planned behavior (TPB) in 1985 and this psychological theory links beliefs and conduct. It provides a clear framework for understanding how subjective norms, attitudes, and perceived behavioral control affect intents and actions. To anticipate and explain human behavior, health psychology, marketing, and media studies use TPB extensively. TPB can illuminate how marriage reality shows affect viewers' relationship intentions and behaviors (Joo, Seok, & Nam, 2020). The individual's attitudes toward the behavior—how much they like or dislike it—are the first component of TPB. Viewers' attitudes toward married reality shows are impacted by their interpretations of the acts and relationship techniques (Sultan, Tarafder, Pearson, & Henryks, 2020). Repeated exposure to reality shows that present significant romantic gestures as vital for successful relationships might influence an individual's disposition and perception of them as desirable in their own romantic pursuits (Song, Cheng, & Li, 2024). Training creates cognitive and emotional responses that impact attitudes. Reality TV uses emotionally charged events and dramatic narratives, which might influence viewers' views. Viewers may, for instance, form favorable attitudes toward couples who openly display their happiness (Dixit, 2023). In contrast, seeing the negative effects of adultery or poor communication may make people dislike these activities. The show reinforces messages, increasing attitudes. Ajzen (2011) believes that positive portrayals of specific relationship behaviors throughout numerous episodes may encourage viewers to adopt similar behaviors in their own relationships. Reality shows frequently have a variety of characters and places, giving viewers different references. Social reactions and visibility of specific behaviors might show viewers what is normal and acceptable. Viewers are more likely to follow the behaviors portrayed on reality shows if they believe they are in line with social norms and standards. TPB's third component, perceived behavioral control, is a person's belief in their capacity to do an action. This refers to how much people think they can participate and control the action. Perceived behavioral control can influence both external and internal causes.

METHODOLOGY

Content Analysis Method

The content analysis method, which is mainly based on written literature or audiovisual materials as the content, studies and analyses the information by not directly contacting the research object and has significant research results in many fields such as communication, sociology, psychology and so on. In this study, the content presentation of marriage reality shows can be quantified. On the one hand, the content theme and expression form of the marriage reality show are statistically summarized according to the content, form, and feelings conveyed. On the other hand, due to the large number and complexity of the content of the comments posted by users in the reality show, it is easier to analyze the data of their comments after coding them with the content

analysis method. In this paper, a large number of comments will be collected with the help of Python technology, and the data will be sampled and further analyzed after capturing them.

Focus Group Method

Focus groups obtain information mainly through oral communication with group respondents. In the interview, the interviewer and the interviewee will talk about specific topics and collect the views and opinions of the survey subjects. Its advantage lies in its high flexibility and strong flexibility, which is conducive to fully tapping the initiative and creativity of the surveyed objects. Compared with quantitative research, there is more opportunity to obtain information content beyond expectations. In this study, the changes in users' cognition and attitude can be reflected in the content of comments, which can be accurately grasped by quantitative means. But changes in cognition and attitudes ultimately lead to behavioral changes, and the emergence of stigmatization. Whether users carry out stigmatization behavior or have a tendency to stigmatize behavior cannot be judged in the real world and the network environment. And users may have attitudes and speech to oppose stigmatization, but behavior cannot achieve the reality of the situation. Therefore, it is necessary to combine the focus group interview method to specifically and deeply understand whether users really have behavioral tendencies and behaviors after their cognitive attitudes are affected.

Population and Sampling

Sample size for Content Analysis

In this paper, we selected the two most representative reality shows, See You Again Lovers and Setting Out Again in the Springtime, which are representative reality shows focusing on the emotional status of the divorced group in China's marriage reality shows, See You Again Lovers has three seasons of 40 consecutive episodes in 2021, 2022, and 2023, and Setting Out Again in the Springtime has 14 episodes in 2022, and there are a total of 54 episodes in the two marriage reality shows. The two marriage reality shows have 54 episodes, and this paper ranks them according to the total number of comments and finds that there are 18 episodes of See You Again Lovers with more than the average number of comments, and there are 8 episodes of Setting Out Again in the Springtime, so this paper selects 26 episodes with more than the average number of comments according to the "Heat Principle". According to the Krejcie and Morgan Sampling Method, if the number of comments is taken as the total population, then the sample size of "See You Again Lovers" comments should be 379, and the top 21 comments are selected according to the number of likes for each episode. The sample size for the number of reviews for Setting Out Again in the Springtime should be 357, both selected on average as the top 44 comments per episode, sorted by number of likes. A total of 736 comments.

The specific statistics are listed in **Table 1**, **Table 2** and **Table 3**.

Table 1. Sampling of See You Again Lovers Table I

See You Again Lovers	Season 1 2021	Season 2 2022	Season 3 2023
1	2505	726	474
2	1115	1304	931
3	738	337	879
4	1117	276	519
5	1549	662	294
6	1140	801	285
7	1059	434	451
8	1374	961	1360
9	940	1111	866
10	650	320	463
11	726	377	755
12	1255	258	879
13	2322	298	498
14		281	
Total		33290	
Average		832	
Sample size		379	

Table 2. Sampling of See You Again Lovers Table II

Season 1-1	2505	Season 2-2	1304	Season 3-8	1360
Season 1-13	2322	Season 2-2	1111	Season 3-2	931
Season 1-5	1549	Season 2-8	961	Season 3-3	879
Season 1-8	1374	Season 2-6	801	Season 3-12	879
Season 1-12	1255	Season 2-1	726	Season 3-9	866
Season 1-6	1140	Season 2-5	662	Season 3-11	755
Season 1-4	1117	Season 2-7	434	Season 3-4	519
Season 1-2	1115	Season 2-11	377	Season 3-13	498
Season 1-7	1059	Season 2-3	337	Season 3-1	474
Season 1-9	940	Season 2-10	320	Season 3-10	463
Season 1-3	738	Season 2-13	298	Season 3-7	451
Season 1-11	726	Season 2-14	281	Season 3-5	294
Season 1-10	650	Season 2-4	276	Season 3-6	285
		Season 2-12	258		
Greater-than-average number			18		
Comments/Episode			21		

Table 3. Sampling of Setting Out Again in the Springtime Table

Setting Out Again in the Springtime	2022	Sorting situation	
1	545	5	571
2	299	1	545
3	283	8	505
4	256	12	451
5	571	10	434
6	319	14	432
7	318	11	423
8	505	9	407
9	407	6	319
10	434	7	318
11	423	2	299
12	451	13	288
13	288	3	283
14	432	4	256
Total	5531	Greater-than-average number	8
Average	395	Comments/Episode	44
Sample size	357		

Data Collection of Content Analysis

This paper is based on the content of 26 episodes of reality shows and 736 comments after the sampling was completed (**Table 4**). The main variables involved include "content theme", "content expression", "cognitive level of comment content", "emotional preference", "attitude tendency and intensity", and "behavioral intention".

Table 4. Table of Content Analysis

Data type	Collection method
The content theme	The analysis is made according to the statistics of high-frequency words and keywords
The content expression	Statistics are made according to formal categories
The cognitive level	They were divided into 4 levels using the Likert scale.
The emotional preference	According to the Seven Points of Emotion Classification and Robert Plutchik's Emotion Classification method
The attitude tendency and Intensity	"Positive attitude", "negative attitude" and "neutral attitude" Measure the intensity of its attitude performance with 1 to 4.

The content theme is the main content expressed by the marriage reality shows. The theme categories are divided according to the statistics of high-frequency words and keywords. The content expression refers to the means and forms of expressing the content of marriage reality shows, and this study classifies the content

expression forms into categories. The cognitive level of comment content is to examine the cognitive status of users through the correlation between comment content and reality show content. Whether the information provided by the content of the reality shows can have an impact on the user's cognition, the comment content below the reality shows is the most direct feedback. Different comment contents reflect users' different understanding of the reality show content, and the study and analysis of the comment contents can reflect the different cognitive levels and degrees of users' knowledge of the reality show content. According to the content of the comments, they were classified into four levels using a Likert scale. Comments that question the content of the reality show represent a "strong" cognitive response, which is 4; comments that comment on, discuss, or express opinions about the content of the reality show represent a "strong" cognitive response, which is 3; exclamations, blessings, etc., which are related to the content, represent a "fair" cognitive response, which is 3; and comments that are related to the content, such as exclamation, blessing, etc., represent a "fair" cognitive response. Comments that are related to the content of the reality show, such as exclamations and blessings, represent a "general" cognitive response and are counted as 2. Simple exclamations and blessings that are not related to the content represent a "weak" cognitive response and are counted as 1.

The emotional preference refers to the emotional tendency of the comment text. According to the Seven Points of Emotion Classification and Robert Plutchik's Emotion Classification method. Combined with the specific content of the comment, the emotion of the comment content is divided into "Wish" "Question" "Novelty" "Worry" "touched", "angry" and "helpless", of which comments with no obvious emotional preference are considered as invalid texts. Among these emotions, "recognized", "praised", "happy", "wished" "touched" and "novelty" can be regarded as positive emotions, while "doubt", "worry", "anger" and "anger" can be considered positive emotions. "anger" and "helplessness" can be regarded as negative emotions. The invalid sample "Other" is considered neutral because it does not have a clear emotional tendency. In the measurement, a small number of comments containing multiple emotions were taken as the most dominant emotion as their emotional preference.

The attitude is a stable psychological tendency of the reality show audience towards the reality show content, which in this study mainly refers to the users' opinions and stances towards divorcees. Although attitude is an internal psychological activity, it is directly reflected in the text of users' comments on reality show content. Users' attitudes towards reality shows can be classified as "positive", "negative" and "neutral" in terms of the emotional preferences of the comment texts. Among them, "approve", "praise", "happy", "wish", etc. belong to the expression of users' positive attitude. Some of the emotions such as "question" and "anger" are negative attitudes, while "novelty" shows users' doubts without any obvious attitude tendency. In addition to a clear tendency, user attitudes are also expressed in different degrees of intensity. In this study, each comment was reduced to an attitude using a scale, and the intensity of the attitude was measured on a scale of 1-4. In this study, "very strong" is defined as an expression that contains clearly strong emotional words and punctuation, and is counted as 4; "relatively strong" is defined as an expression that has a high relevance to the content of the reality show and is more detailed and specific, and is counted as 3; and "average" is defined as an expression that has a low relevance to the content of the reality show and is more brief, and is counted as 3. A short expression of low relevance to the reality show content is "general" and is counted as 2, while a short expression of three to five words that are not related to the reality show content at all is counted as "weak" and is counted as 1.

Behavioral intention refers to the subjective willingness of the reality show audience to take action. According to the theory of planned behaviour in social psychology, behavioral intention is influenced by three factors, one is from the individual himself, the other is from external sources, and the third is perceived behavioral control. In the analysis of the questionnaire data, the study will be based on the three dimensions of "behavioral attitudes", "subjective norms of behavior" and "perceived behavioral control". After the content analysis, interviewers were found in the comment content sample. 21 users were selected by random sampling to participate in the interview. At the same time, due to the instability of users on the Mango TV platform, users who cannot be contacted are invalid until they are selected to 21 users. The focus group interviews are outlined in [Table 5](#).

Table 5. Interview Guidelines

Measure content	Related questions
Attitudes toward behavior	1. Do you agree with this treatment? If not, which way do you prefer? 2. Has your perspective changed? 3. Whether such content has had a significant impact on your opinion change? (Play the corresponding video footage)
Subjective norms	4. In your opinion, in the process of adopting this method, is there any influence from external individuals or groups? Please give an example.
Perceived behavioral control	5. What do you think are the hindrances or promotion factors in the process of adopting this approach?

Measure content	Related questions
Behavioral intention and actual behavior	6. Do you take the actions you prefer in your life? Please give an example.

RESULTS

Results from Content Analysis

Depictions of Marriage and Relationships

The marriage reality shows "See You Again Lovers" and "Setting Out Again in the Springtime" share some marriage and relationship depictions. These themes show how TV shows impact viewers' romantic relationship expectations. The shows promote a fairy-tale romance with deep emotional attachments, spectacular demonstrations of love, and scenic moments. Couples often discuss this topic when they go on romantic dates, make sincere declarations of love, or overcome huge obstacles to build a partnership (Table 6). These images promote the impression that true love is long-lasting and strong, boosting romantic partnership expectations. About relationships. Couples struggle with miscommunication, jealousy, and social and family pressures in episodes. Peace is often reached via compromise, open conversation, and understanding. Analysis of Marriage Actuality TV shows examines gender roles and societal expectations. These visuals can have a big impact on viewers' love connections. Television portrays males as providers and guardians and women as emotional nurturers. Men usually start social arrangements, propose marriage, and resolve problems. In contrast, women provide emotional support and manage domestic issues. Gender prejudices can impact observers' interpersonal duties. Despite traditional roles, several shows demonstrate equal dynamics. Some episodes show women actively seeking professional careers and making critical personal and interpersonal decisions. Guys in emotional and affectionate positions challenge strong masculinity. These photographs show the growing acceptance of gender equality and may inspire fairer and more peaceful partnerships. The shows' cultures influence gender norms. Family expectations and customary norms influence Chinese marriages, research shows. Marriage, procreation, and parental devotion are valued. These cultural variables can impact how people view marriage and partnerships, increasing gender norms. Content analysis impacts viewers' behavior and attitudes. Due to romantic ideals and common conflict resolution narratives in movies, viewers often expect passionate love and quick resolutions. Displaying conventional gender standards may also perpetuate preconceived beliefs about marriage obligations. However, current gender dynamics may motivate viewers to seek fairer and more balanced partnerships. Marriage Reality Shows have a big influence on viewers' perceptions of conflict. We can learn how audience expectations and behaviors around relationship issues are shaped by evaluating these shows' conflicts and solutions. Marriage reality shows showcase relationship issues like miscommunications, envy, lifestyle contrasts, and communication breakdowns are relationship issues. These times might cause partners mental distress owing to thoughts of desertion or miscommunication. These conflicts accentuate the partners' emotional suffering and tension, generating spectator empathy. Social conventions, family duties, and finances might cause conflict. Many episodes show couples grappling with family pressures on their careers, children, and relationships. Cultural uniformity exacerbates the issues. Finances, sometimes over employment objectives or spending habits, can cause friction in these shows.

Table 6. Content Characteristics of Marriage Reality Shows

Content Characteristic	Frequency (%)	Description	Examples from Shows
Romantic Gestures	25%	Features grand romantic gestures and elaborate dates	"The Bachelor," "Love Island"
Dramatic Conflict	20%	Includes intense arguments, betrayals, and emotional confrontations	"See You Again Lovers," "90 Day Fiancé"
Emotional Interviews	15%	Shows participants discussing their feelings and experiences directly	"The Bachelorette," "Temptation Island"
Competitive Elements	10%	Incorporates competitive tasks or challenges to win dates or advantages	"The Bachelor," "Love Games"
Expert Interventions	10%	Features experts giving advice or making decisions about relationships	"Married at First Sight," "The Proposal"
Surprise Twists	10%	Introduces unexpected events or changes to the format to create suspense	"Bachelor in Paradise," "Are You The One?"

Content Characteristic	Frequency (%)	Description	Examples from Shows
Family Involvement	10%	Involves family members in the decision-making or relationship process	"Meet the Parents," "The Proposal"

Themes and Narratives Identified

Through content analysis, "See You Again Lovers" and "Setting Out Again in the Springtime" marital reality shows distinguish themselves. These stories powerfully battle relationships, divorce, and marriage stigma. Social conventions and attitudes influence viewers' opinions. Marriage reality shows often glorify marriage i.e. marriage is the peak of love and joy, and many people work toward it. In the episodes, beautiful proposals, breathtaking weddings, and terrible circumstances show that marriage offers stability and happiness. This topic suggests that marriage brings prosperity and happiness, encouraging marriage. Both shows romanticize marriage while stressing its difficulties. Legends say marriage requires courage, patience, and effort (Table 7). Couples struggle with finances, personalities, values, and work-family balance in the episodes. Recognizing marriage's joys and hardships makes it fair. These shows openly and kindly address divorce social criticism. After a relationship becomes meaningless or hurtful, narratives advocate divorce. Episodes depict divorcees rebuilding, healing, and discovering themselves. The shows de-stigmatize divorce and promote it as a viable option for complex and unresolvable marital issues. They highlight pleasant divorces. Reducing social stigma around marital challenges like adultery, communication breakdowns, and mental illness is crucial. The shows highlight that these difficulties are universal and can be tackled together. Stories that show viewers' challenges inspire them to face them. This topic encourages honest conversations about relationship challenges and stresses the need to resolve them and seek help to maintain a healthy relationship. Relationship healing and divorce often lead to self-empowerment and progress. Stories typically illustrate people who overcame a failed relationship and developed confidence. The stories highlight personal growth, freedom, and self-discovery. The shows promote autonomy and self-worth by presenting happy singles. Marriage reality shows demonstrate traditional and modern gender norms. Male characters defend and provide, while females nurture. Alternative storylines portray women working and men being caring and emotional, challenging gender stereotypes. This split picture challenges gender stereotypes and promotes gender equality.

Table 7. Themes Identified in Marriage Reality Shows

Theme	Description	Frequency (%)	Examples from Shows
Idealized Romance	Emphasizes perfect, fairy-tale romance scenarios	30%	"The Bachelor," "The Bachelorette"
Gender Roles	Reinforces traditional gender roles and expectations	25%	"See You Again Lovers," "The Bachelor"
Conflict and Resolution	Focuses on dramatic conflicts and their resolutions	20%	"90 Day Fiancé," "Married at First Sight"
Emotional Vulnerability	Highlights participants' emotional struggles and personal growth	15%	"Love Island," "Temptation Island"
Relationship Testing	Features various tests and challenges to assess relationship compatibility	10%	"Temptation Island," "Are You The One?"

Insights from Focus Groups

Audience Perceptions of Marriage Reality Show

The focus group discussions illuminated viewers' views about marital reality shows. The participants recounted their early impressions of the shows and their continuous participation in them, noting how they affected their marriage and relationship views (Table 8). A large number of participants liked marriage reality shows' romantic and dramatic themes. Their attention was drawn to the episodes' changing emotions. A participant said, "I find joy in observing them." Despite my awareness that it is a television program, Respondent 3 finds it remarkably genuine," he says. The couples' story captivated audiences, resulting in dedicated audiences. Another participant said, "I was unable to discontinue viewing once I had initiated." I was curious about the couples' relationship duration and how they overcame obstacles (Respondent 8). The continual engagement shows that the shows' tension and romance fascinate viewers. The presentation of romantic ideals influences opinions. Multiple people said the large gestures and deep emotional ties raised their expectations for their relationships. Respondent 11 said, "Watching these shows makes me think my partner should be more emotional

and romantic like the male characters." Others said the shows portrayed an idealized relationship that was seductive and sometimes unrealistic. This supports previous studies showing media can influence viewers' relationship expectations and attitudes. Not all responses were positive. Some attendees condemned the shows for unrealistic expectations and reality distortion. "I derive amusement from it; nevertheless, I am cognizant that the actual world is dissimilar to that." Participant 5 said, "There are no camera crews constantly documenting your actions, and not every conflict concludes with a flawless resolution." Active engagement is shown by viewers' ability to distinguish between shows and real life. However, the shows' emotional appeal often outweighed these analytical assessments, creating a complex relationship between viewers' comprehension and emotional participation. The portrayal and resolution of conflict also shaped viewer impressions. The shows' compromise and conversation were admired globally. "I find enjoyment in the way they depict couples engaging in conversations and coming up with solutions." According to Participant 14, "It encourages me to reflect on my own methods of resolving conflicts." The shows showed efficient conflict resolution strategies in a positive and instructive manner, suggesting viewers can learn from them. Media can teach interpersonal skills, according to Suri and Sansanwal (2022). However, dramatic conflict portrayal was questioned and several participants worried that the strong and often exaggerated disagreements could misrepresent how often and how severe conflicts are in real relationships. Respondent 7 said, "At times, the arguments seem excessively theatrical, leading me to be concerned that my relationship is too ordinary or lacks sufficient conflict." This shows that while depicting conflict resolution can be beneficial, depicting conflict itself may cause viewers to reconsider their own relationship dynamics. The impact of gender roles has been examined in the shows. Some praised the portrayal of robust, self-reliant women and supporting males as a sign of evolving gender dynamics. "I find it pleasurable to encounter ambitious women who prioritize their careers and men who are open and responsive in their emotional availability". Respondent 10 said it energized him. Some noted that traditional gender roles of men as providers and protectors persisted.

Table 8. Audience Perceptions of Marriage Reality Shows

Perception	Frequency (%)	Description
Unrealistic Expectations	35%	Viewers feel that the shows set unrealistic standards for romance and relationships
Entertainment Value	25%	Viewers enjoy the drama and entertainment aspects of the shows
Emotional Engagement	20%	Viewers become emotionally invested in the participants' journeys
Skepticism About Authenticity	15%	Viewers doubt the authenticity and sincerity of the participants
Influence on Perceptions	5%	Viewers acknowledge that the shows influence their views on marriage and relationships

Changes in Knowledge about Marriage

The focus group talks showed that reality shows about marriage changed participants' views on the institution. Compared to their previous knowledge and attitudes, participants said these shows provided new facts and viewpoints. New insights into marriage relationships were often stressed. Participants said the shows helped them understand married couples' daily struggles (Table 9). I used to think marriage was about love and support, according to a respondent (4). These shows emphasize the need to work and compromise to maintain a relationship." This marks a shift from a basic understanding of marriage to a deeper understanding. Communication is crucial to a good marriage, as the shows taught. Many interviewees stressed the shows' representation of honest communication between couples' impact on their impression of its importance in dispute resolution and intimacy. "Watching the couples struggle taught me the necessity of open communication with my partner". Respondent 6 said. This recent respect for communication supports past studies on the importance of communication skills in relationship happiness (Y. Chen, Pitafi, Saher, & Wang, 2024). Conflict resolution shows were praised for their educational value. "I acquired extensive knowledge regarding various strategies for resolving disputes." Couples' strategies on how to resolve conflicts gave viewers actual examples of how to tackle comparable circumstances. Participant 12 stressed the importance of understanding one's partner's perspective and compromising.

Table 9. Changes in Knowledge About Marriage

Knowledge Aspect	Before Viewing (%)	After Viewing (%)	Description
Communication in Marriage	45%	65%	Understanding of the importance of communication in relationships
Conflict Resolution	50%	70%	Awareness of different strategies for resolving conflicts
Gender Roles	55%	75%	Perceptions of traditional vs. modern gender roles in marriage
Idealized Romance	40%	60%	Perception of romantic gestures and idealized love
Commitment and Stability	60%	80%	Understanding of the commitment required for a stable marriage

Attitudes Towards Marriage and Divorce Influenced by the Shows

Marital reality shows have a big impact on viewers' views on divorce and marriage, according to focus group discussions (Table 10). These components are seen in the conflict between idealistic marriage expectations and actual perceptions and in personal beliefs and conceptions. After seeing the beautiful wedding and perfect marriage proposals, Participant 3 wanted a similar experience. This idealization correlates with reality TV's entertainment side when love fancies are exaggerated for dramatic impact (Simeunović-Bajić, Vujović, & Pavlović, 2020). As they watched the shows, participants understood the most challenging and applicable aspects of marriage. The representation of hurdles, misinterpretations, and collaboration efforts provided a broader perspective. Moving from idealization to realism shows the shows' twofold impact on marriage: practical and aspirational. The shows had a significant impact on viewers' attitudes toward divorce. Participants said they saw divorce as a viable option rather than a failure after seeing couples resolve marital issues and then split. I used to think divorce was worst." Participant 12 said, "Nevertheless, observing how the characters in the shows resolve the situation and make progress has made me recognize that it is sometimes the most beneficial course of action for everyone involved." This approach reflects society's growing acceptance of divorce for broken relationships (Engel, Gell, Heiss, & Karsay, 2024). The truthful portrayal of divorce in these shows also affected participants' views on social censure. Many participants said the television shows reduced the negative connotations of divorce by presenting it as an opportunity for personal growth. Participant 14 said, "Viewing the programs has facilitated my understanding that divorce is not synonymous with surrendering; rather, it entails discerning what is most advantageous for both parties involved." This perspective shift shows how media portrayals of divorce might help people understand and feel more sensitive about it. The influence of the shows on participants' attitudes and relationship-related values was another topic of discourse. The shows stressed devotion and marriage resilience for many viewers. "Observing the couples skillfully resolve their conflicts further intensified my admiration for their dedication."

Table 10. Attitudes Towards Marriage and Divorce

Attitude Aspect	Positive Change (%)	No Change (%)	Negative Change (%)	Description
Importance of Marriage	40%	50%	10%	Increased value placed on the institution of marriage
Views on Divorce	30%	55%	15%	Changing perceptions about the acceptability and reasons for divorce
Gender Roles in Marriage	35%	45%	20%	Attitudes towards traditional vs. modern gender roles within marriage
Romantic Expectations	25%	60%	15%	Changes in expectations for romance and partnership dynamics
Conflict Resolution	45%	40%	15%	Attitudes towards how conflicts should be handled within a marriage

DISCUSSION

This qualitative study used content analysis and focus group talks to assess the impact of marriage reality shows on audience knowledge, attitudes, and actions. The Knowledge-Attitude-Practices (KAP) Model and Theory of Planned Behaviour (TPB) reveal the impact of these shows on viewers. Content analysis and focus group data indicate how marital reality shows impact viewer knowledge, attitudes, and behaviors. Analysis of on-screen and audience responses reveals direct and indirect effects, message strengthening, inconsistencies, surprising findings, and theme recurrence. The intricate relationship between media content and viewer response is the focus of this synthesis on marital reality shows that media influences. Analysis of focus group content and conversations shows that audience responses shape screen content. Conjugal reality shows' themes and plots include romantic idealization, conflict resolution, and effective communication. The themes are revealed through audience comments and debates, suggesting a strong link between public interpretation and television ideas. In shows like "See You Again Lovers," romantic gestures and elaborate displays of affection often match viewers' remarks about wanting similar experiences in their relationships. Media material has a quick influence on audience attitudes. Marital experiences have a gradual and transforming impact on broader concepts and behaviors, beyond their immediate repercussions, according to Dixit (2022a). Focus group research reveals that while viewers may not consciously copy specific actions, prolonged exposure to recurring themes might impact their relationship perspective and worldview. Respondent number seven noted that television shows had a big impact on their relationship expectations, particularly in terms of expected more complex gestures from their partner. By gradually shaping viewers' expectations and actions in their subconscious mind, indirect impacts can have a big impact.

Communication, conflict resolution, and romantic ideals are common elements in both data sets. These themes are evident in the shows, viewer responses, and focus group discussions. On marital reality shows, couples express their emotions and resolve disputes in various scenes. Viewers sometimes comment on these instances, praising the honest dialogue and wanting to emulate it in their own relationships. The constant repeating of specific messages reinforces them, causing screen content to match audience attitudes. Focus group discussions effectively repeat specific messages. Participants often mentioned scenes from the shows that deeply touched them and shaped their behavior. Respondent 10 said, "Witnessing couples engage in open discussions about their concerns has impressed upon me the value of doing the same with my partner." This study shows that marriage reality shows can positively influence viewers' understanding of healthy relationship practices when they exhibit constructive actions. However, focus group data and text analysis give unique and opposing results. Many viewers welcome reality shows' positive messages about marriage, but their idealized portrayals of couples might raise expectations. Some focus group members were disappointed or angry when their real-life relationships didn't match TV's idealized depictions. Respondent 15 said the shows present everything perfectly and beautifully. Seeing my relationship as unimportant might be frustrating. This discrepancy highlights the risks of marital reality shows, which may mislead viewers and promote unrealistic relationships.

Focus group discussions suggest that the shows can impact all viewers similarly. Individuals' interpretation and response to the content influence them. Younger or unmarried viewers may internalize the romantic ideals shown on television, whereas older or more experienced viewers may be more critical. Married participant 21 was apprehensive about these shows since genuine relationships are more complicated and less spectacular. The large variety of answers emphasizes the importance of demographic and experiential factors in evaluating marital reality shows. Content analysis and focus group data show that narrative strategies and storytelling aspects have a big impact on viewers' impressions. Confessional-style interviews help viewers empathize and identify with the show's participants. Focus group participants noted that this narrative strategy is vital to their emotional connection to the shows. The fifth respondent said behind-the-scenes interviews make participants more honest and relatable. This study shows that personalizing contestants in reality shows increases their impact on viewers.

The results of this study on the long-term effects of marriage reality shows on audience knowledge, attitudes, and behaviors support previous findings and provide additional viewpoints that have a substantial impact. This section compares our research findings to those of previous studies to highlight our unique contributions and identify areas of agreement and disagreement. Previous research has validated several key areas. Our results, which are in line with prior research, reveal that marriage reality shows have a significant impact on viewers' attitudes and behaviors about unions. Media influences societal standards and individual behavior, especially in romantic relationships, according to previous studies. Romantic media can lead to false relationship expectations and disappointment, according to Cotton (2023). Our research shows that viewers often romanticize romance and relationship dynamics, which leads to disillusionment when genuine relationships don't meet these expectations. According to Ogwu et al. (2023), people learn by watching and copying others, especially in the media. This

approach also suggests reinforcing positive relationship habits like open communication and dispute resolution. Our poll respondents commonly said they acquired these practices after seeing them on marriage reality shows. Dixit's (2022b) study on media's positive impact on adolescents' health behaviors suggests that media can promote healthy relationship practices. Our study challenges prior findings by studying how marital reality shows affect different demographic groups. Media effects were assumed to be similar among viewers in the previous study. Our focus group results demonstrate that factors such as age, married status, and personal relationship experience influence the impact of marriage reality shows. On one hand, older and more experienced viewers are more critical and discerning, whereas younger and unmarried viewers embrace cinematic romantic ideals. The complex understanding of media effects suggests the influence of media on consumers should be assessed by demographic and experiential factors.

This study adds new views to media studies and relationship psychology while correlating and challenging previous findings. The Knowledge-Attitude-Practices (KAP) Model (Sarker, Sumon, Khan, & Islam, 2016) and the Theory of Planned Behaviour (TPB) (Ajzen, 1991) have been widely used in reality shows to study marriage's long-term effects. Media content influences real-life behaviors through this study's full approach. It encompasses information, attitudes, and conduct. Our findings underline the KAP Model's relevance since marriage reality shows teach viewers about relationship dynamics, which influences their attitudes and behaviors. The frequent depiction of open communication and dispute resolution in these shows promotes good attitudes toward these practices, which are then adopted in the viewers' relationships. A new viewpoint on television's impact on social behaviors is provided by this study's usage of the KAP Model outside of health education. The TPB's focus on subjective norms and perceived behavioral control illuminates media influence mechanisms. According to our research, marital reality shows set cultural expectations for romantic relationships that viewers want to emulate. This outcome supports the TPB's claim that subjective standards strongly influence intentions and actions by emphasizing perceived social expectations. Perceived behavioral control explains why some viewers are more impacted by these shows than others; those who believe they can mimic the activities on TV are more likely to do so. The discovery of indirect impacts on marriage reality shows is another notable addition to this study. Our research shows that continuous exposure to repeated patterns and storylines changes how viewers perceive and anticipate things. Previous studies have focused on directly copying behavior. The subconscious influence of this subtle influence changes viewers' worldviews and relational attitudes. Even if onlookers don't intend to copy big displays of love, their repeated exhibition creates a social expectation for them. This shows the importance of evaluating direct and indirect media influence. Through content analysis and focus group discussions, the study's methodological approach provides a deeper understanding of media influences. By combining data from numerous sources, this study evaluates the influence of marriage reality shows on audiences. Previous research that simply used quantitative or qualitative methodologies was limited, underscoring the importance of mixed methods in media studies. The study also shows that reality shows can teach. These shows can foster healthy relationships due to their popularity and ability to connect with viewers. Media producers should use this chance to entertain and educate audiences about good relationships. This study suggests that the media can actively promote social education and open new research and implementation paths.

CONCLUSION

The long-term effects of marital reality shows on audience knowledge, attitudes, and behaviors were examined in this study using the Knowledge-Attitude-Practices (KAP) Model and the Theory of Planned Behavior (TPB). The results indicate the shows' multifaceted influence, including both positive and negative impacts. Marriage Reality Shows have a significant impact on viewers' perceptions of relationship dynamics, attitudes toward romantic engagement, and real relationship behaviors. Romantic idealization, dispute resolution, and open communication were recurring themes in the content analysis. The qualities stated were repeated in focus group discussions and viewer responses, demonstrating a strong correlation between audience attitudes and screen depictions. The study found that married reality shows teach viewers conflict resolution and communication skills. This supports the KAP Model, which states that information changes attitudes and behavior. Subjective norms, attitudes, and perceived behavioral control also influenced observers' intents and actions, which the TPB showed. These TV shows' costly love acts set societal standards that viewers feel bound to emulate, even when they're impossible in reality. This investigation suggests that marital reality shows can foster positive relationships. Good models on screen encouraged viewers to communicate more honestly and transparently. This shows that married reality shows can teach when they represent authentic and healthy relationships. These shows encourage healthy lifestyles and good social behavior, improving viewers' relationships. However, the investigation identified significant risks associated with reality shows' idealized representations of

marriage partnerships. The idealization of television relationships can lead to disappointment and unrealistic expectations when real-life relationships fall short. These shows influence younger people and those with little romantic experience to have unrealistic expectations. Disparities between media portrayals and real-life experiences might hurt long-term relationships. Inconsistency can cause disappointment and conflict. Marriage reality shows influence viewers in different ways, which this study examines using the KAP Model and TPB. Media influence is based on knowledge, attitudes, and behavior changes under the KAP Model. Self-efficacy and cultural expectations have an impact on viewers' behavior, according to the Theory of Planned Conduct. Adopting multiple frameworks to assess media material's impact advances media influence research, as these theoretical conclusions show.

IMPLICATIONS

For Viewers

Matrimonial reality shows influence viewers' attitudes, beliefs, and actions in relationships. Understanding these shows helps minimize their drawbacks and maximize their benefits. Audience awareness increases with media literacy and selective viewing. Critical watching entails checking and understanding the material's purpose. Reality TV, including marriage shows, idealizes and magnifies relationships for entertainment, which may distort viewers' views of real-life relationships. Audiences must grasp this crucial idea. Media literacy programs explain media. These shows help viewers recognize reality TV lies and false relationships. By encouraging critical thinking and media use, Media Literacy efforts prevent unhealthy relationship patterns. The influence of media on human interactions should be prioritized in a more comprehensive educational system. Media's impact on attitudes and behaviors can be understood through these talks, especially by adolescents. Customers can better evaluate their consumption and utilization.

For Producers

Media influencers shape popular perceptions of partnerships. This study suggests Marriage Reality Shows must address ethical issues when showing couples, disagreements, and divorce. Producers should make impartial relationship content. Good and terrible relationships and couple troubles are shown. By showing relationships more honestly, producers may help viewers set realistic expectations and avoid disappointment. Producers may choose mutual aid, good communication, and ordinary compassion over lavish affection and perfect conditions. It can create positive connections and give viewers actionable examples. Stress and divorce in married reality shows must be studied. Conflicts are normal in any relationship, but how they are portrayed can have an impact. Instead of inflating problems for entertainment, producers should address them. This page helps users identify and handle personal difficulties. Divorce should be respectful and empathetic. Media coverage can influence attitudes towards divorce. Highlight divorce's emotional and practical hurdles and personal growth and achievement. This reasonable approach reduces divorce stigma and comforts spectators. Producers must consider the potential impact of their content on consumers' attitudes and actions. Being honest and balanced in partnerships, disputes, and divorce helps producers develop trust and reasonable expectations.

For Educators and Policymakers

A fundamental responsibility of educators and politicians is the impact of media on public attitudes and actions. The study shows that public awareness and media literacy can improve marriage reality shows' benefits and reduce their drawbacks. Teachers must teach media literacy, including reality TV critique. These exercises should be used in all-ages classrooms and communities. Teaching people to examine media messages, comprehend media motivations, and recognize media's influence on attitudes and behaviors is the goal. Teaching includes interactive activities, presentations, and case studies that demonstrate reality TV's fakeness and impact. Marriage-themed reality shows influence viewers' ideas of relationships, honesty, and narrative. These exercises improve media literacy and critical thinking, improving media consumption. Promote media literacy and relationship and media influence education programs. Coordinated social media, PSAs, and community events can spread these programs. Public awareness should highlight studies like this that warn against media-made relationship standards. The benefits of media analysis should also be stressed in these programs. These programs can also help people comprehend media literacy tools and encourage them to learn. Policymakers can boost media literacy programs by sponsoring educational activities. Establishing ethical principles for depicting relationships and conflicts can also assist media material promote healthy and authentic relationship norms.

LIMITATIONS AND FUTURE DIRECTIONS

This approach illuminates how reality shows about marriage affect viewers' actions, attitudes, and understanding, but it has limitations. The study was restricted by its modest sample size and variety. Convenience sampling was used to select study participants, which may not accurately represent the population. Cultural background, marital status, gender, and age may alter the sample's generalizability. Future research should use a larger, more diverse sample to ensure results are representative of the diverse community. Qualitative research involves data collection and processing, which is subjective. Even when using multiple coders and triangulating data sources, researchers' biases and beliefs might negatively impact qualitative data interpretation. Using longitudinal surveys or experimental designs may improve qualitative findings and help researchers understand the effects of marriage reality shows. Marriage reality shows are the subject of this study. The findings may not apply to other reality TV shows because they differ in viewer attractiveness, content, and organization. Cultural origins, manufacturing methods, and subject matters of marriage reality TV series differ. To further understand the overall influence of reality television on consumers, further research should cover a wider range of reality TV genres and programming. Another limitation is that most data is self-reported. Social desirability bias, recall bias and selective memory can impair focus group and interview data dependability and accuracy. Future research should corroborate self-reported findings with observational or behavioral data to better measure marriage's impact on reality shows' influence.

As stated by the restrictions, marital reality shows and other reality TV genres' future effects can be better understood by considering other eventualities. To study viewers' knowledge, attitudes, and behavior over time, future research should use longitudinal designs. Longitudinal studies reveal how regular exposure to marriage reality shows has lasting impacts. This research can also identify the stages of acquiring knowledge, creating attitudes, and changing behavior, giving a more dynamic understanding of media's impact. Due to the popularity of marital reality shows, cross-cultural research is needed to understand how cultural influences affect the impact of these programs. Cultural norms and values influence media impact, as shown by comparative studies in different countries and cultures. It can clarify general patterns and cultural changes, extending the global perspective on reality TV's impact. Empirical methods could solve the limitations of subjective analysis and self-reported data in future studies. Controlled experiments that change key elements can determine how reality TV shows affect viewers' attitudes and behaviors. This technique isolates specific characteristics like conflict resolution or romantic values and helps identify causal relationships more precisely.

Empirical evidence shows that mixed-methodologies studies using qualitative and quantitative methods can better understand marriage's effects. The prevalence and size of these repercussions can be measured by quantitative data, while qualitative data can provide observers' experiences and perspectives. Multi-data triangulation in mixed-methods research improves validity and credibility. As digital media and streaming services gain popularity, the influence of reality TV and audience consumption patterns are changing. Future research should examine how marital reality shows and other reality TV genres impact viewer engagement and outcomes on digital channels like social media. Digital media's interactive and participatory nature may enhance reality television's effects. The effectiveness of media literacy programs and intervention programs to reduce the negative impacts of marriage reality shows should be examined in future studies. Educational activities that promote critical watching abilities and media literacy can improve viewers' ability to endure misleading portrayals and their relationship well-being. The long-term consequences of marital reality shows are essential, but this study has limitations and should be expanded to better understand the media's influence. By expanding its reach, adding alternative methodologies, and examining new media contexts, future research can improve our understanding of the impact of reality television on viewer attitudes, knowledge, and behaviors.

CONFLICT OF INTEREST

The authors have declared that there was no potential conflict of interest.

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