Behavior Analysis Matrix for Women Soap Opera Viewers: A Structural Analysis

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ABSTRACT

Objective – In modern times, soap operas are thought to be a good source of leisure and are considered a powerful medium for propagating specific attitudes, ideas and different cultures within society. They are also useful for educating, informing and entertaining audiences, particularly women and children. The present investigation examines behavioural changes in women who watch soap operas. The Behaviour Analysis Matrix is used to assess changes in socio-cultural, psychological, economic, physiological and functional traits.

Methodology/Technique – The present paper develops a global model for behavioural analysis of women who view soap operas using structural equation modelling.

Findings – The present SEM model on behavioural analysis of soap opera viewers can be adopted as a global model for intervention.

Novelty – The present study is useful for medical personal, social workers, academics and researchers in understanding the positive and negative effects of television shows on women, specifically, whether these serials create attitude changes among modern day women and the extent of the effect of their inter-personal relationships with family members and society. It is believed that this study will assist satellite media personnel in the development of their future programmes with social consciousness.

Type of Paper: Empirical

Keywords: Structural Equation Modelling; Performance; Socio-cultural Traits; Economical Traits; Psychological Traits; Physiological Traits.

JEL Classification: M30, M31, M39.

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1. Introduction

Television can serve an important and significant function if used carefully and judiciously. This study aims to analyze the impact of Indian soap operas on the behavior of women. The present study will assist media personnel, social workers, academics and researchers to understand the positive and negative effects of television on women, specifically, whether soap operas help to create attitude changes among modern day women, and the extent of these effects their inter- personal relationships with family members and society.

It is believed that this study will help satellite media person in developing programmes with social consciousness. The present study examines women soap opera viewers located in Tamil Nadu and Kerala. The research develops a structure model on the behavioral matrix of soap opera viewers for assessing the relationship between the latent and observatory variables. A confirmation factor analysis is also used to verify the factor structure of the set of observed variables with respect to the behavior of women soap opera viewers. The paper examines behavioral changes among women as a result of viewing soap operas, and its psycho-social impact on their family and social life. The study also analyzes the cultural deviation and stereotypical behavior of women and t effect on inter/intra-personal relationships. It also critically evaluates the attitudinal changes towards social issues, gender bias, and participation in labor force. The study ultimately develops a Behavioral Traits Model using structural equation modelling.

2. Literature Review

Media and society are largely inter-dependent and inter-related in the present scenario. Television can serve an important and significant function if used carefully and judiciously. The popularity of soap operas rules the television industry globally, nationally and locally (Anitha, 2014). Among all other programmes, soap operas receive special recognition as they are typically long-term shows concerning everyday issues. Though the content of soap operas varies across countries, soap operas tend to reflect the countries' own cultural values and social norms (Anitha, 2014). The popularity of soap opera appears to rest in its undemanding nature and its pre-occupation with everyday concerns (Livingstone 1990:56). Soaps create a world dominated by interpersonal relationships, where characters discuss marital, romantic and family issues. They also typically involve little physical violence or crime. Further, the soap opera world seems to be emotionally hazardous, due to the continual sorting and re-sorting of relationships (Aliya, 2012).

3. A Conceptual Frame of Analysis

Soaps in general attract a predominantly female audience. Some soaps do target male viewers however, some social scientists argue that women are the most viewers of soap operas. It is believed that women become emotionally attached to soaps and value certain shows as part of their personal and domestic life. Women typically use soaps as a way of indirectly expressing their own attitudes and behaviors. There is no doubt that viewing and talking with family and friends about soap operas is a source of joy for many women, and the dismissal of the worth of the genre by many commentators, including some feminists who are critical of gender stereotyping, is open to the charge of cultural elitism. Some feminist theorists argue that soap operas spring from a feminine aesthetic, in contrast to most prime-time television (Aliya, 2012). In essence, soap operas affect the behavior of women in respect of their socio-cultural, economic, psychological, physiological and functional traits.

3.1.1 Socio-cultural Traits

Socio-cultural traits are characterize a society based on their customs, lifestyles and values. Soap operas provide immense pleasure to some viewers, particularly female viewers, and it has plays central role in the day-to-day life of its viewers. Socio-cultural traits and the behavior of women viewers include interaction patterns, bonding with social structures, performance of rituals and worship, use of language, leading a healthy and social life, implanting modern values, traditions, customs, respect for religion and choice of style. Anti-social activities related to violence, extramarital affairs and illegal activities are also included this category. Soaps mainly focus on the promotion of radical feminism through its female characters, which may have an adverse effect on the behaviors of female viewers, as well as society.

3.1.2 Economic Traits

Economic traits include the luxury of interior, greediness, urban life style, and spendthrift nature. In most cases, soap operas portray economic values negatively. This encourages viewers to imitate their favorite characters, which may have an adverse effect on their family life.

3.1.3 Psychological Traits

Soap operas are typically very popular. The present study focuses on female viewers and their behavioral changes. The study therefore focuses on the psychological impact of soap operas on women. The basic concepts includes sleep disturbance, lack of concentration, curiosity, anxiety, stress, motivation and independence. These psychological imbalances lead to behavioral problems and personality disorders among female viewers.

3.1.4 Physiological Traits

Physiological traits and human behaviors are related to one another. They are important to understanding development, effects of behaviors and addictions. The present investigation compares the importance of physiological traits in the behavior of female soap opera viewers, based on the components of avoiding domestic violence, marital rape, psycho-somatic disturbances due to curiosity, poor body image due to comparison, tremors due to anxiety, body pain and exhaustion due to serial addiction and lack of sleep, and addiction to watching soap operas.

3.1.5 Functional Traits

The behavioral analysis metric aims to compile the functional traits of female soap opera viewers. Females perform certain roles and maintain relationships with family members, neighborhoods and society generally. This matrix accounts for conflict between these roles such as with a spouse, parents-in-law, children and peer groups. Soap opera viewers often compare their life with characters in the shows that they watch. These socio-cultural, economic, psychological, physiological and functional traits are basic components of the behavioral analysis matrix for female soap opera viewers.

4. Methodology

The present investigation examines 3,000 female soap opera viewers in Kerala and Tamil Nadu. A behavioral analysis matrix is developed to collect data using a survey method and structural equation modelling to analyze the behavioral traits of female soap opera viewers.

5. Discussion: Structural Model on Behaviour Analysis for Female Soap Opera Viewers

Structural equation modelling (SEM) is used as a statistical tool to test the relationship among observed and latent variables. In this study, SEM is used to analyze the behavior of female soap opera viewers. There are different indexes that can be used to evaluate those structural equation models. Most researchers compare existing indexes to encourage reporting by multiple indexes of overall fit, consisting of at least four tests, including Chi-square, goodness-of fit index (GFI), normed fit index (NFI) or comparative fit index (CF), non-normed fit index (NNFI) and standardized root mean square residual (SRMR) (Kline, 1998). In this study, the chi-square (CMIN), degree of freedom (DF), Akaike Information Criterion (AIC), root mean square residual (RMR), root mean square error of approximation (RMSEA), normed fit index (NFI), relative fit index (RFI), Tucker Lewis index (TLI), comparative fit index (CFI), goodness-of fit index (GFI), adjusted goodness-of fit index (AGFI), and Hoelters's critical n (CN) are used.

The structural model consists of a number of exogenous variables and endogenous variables, which are related to the performance of resource teachers. 71 variables were used in the structural model, with 38

exogenous and 33 endogenous variables. The goodness of-fit statistics for the structural model achieved reasonable results, as shown in Table 1. The results of the structural equation modelling indicate an adequate model fit to the data.

The structural equation model for the behavioral analysis of women demonstrates strong goodness–of-fit and its estimation yields a chi-square value of 479.045 with 406 degrees of freedom and a 0.021 level of significance, which is statistically significant. The model fit indices, as shown in Table 1, support the structural model as a globally suitable model for the data. Further, the statistical models were all within the acceptable threshold for an acceptable model.

Table 1 Model Fit Indices – Structural Model

Model Fit Indices	Structural Model	Standardized Values
Absolute Fit Measures		
Chi-Square (CMIN)	479.045	
Degree of Freedom (DF)	406	
CMIN/DF	1.17991	<5
Level of Significance	0.021	<0.05
Goodness-of-fit Index (GFI)	0.899	Value Close to 1 is Good fit
Root Mean Square Residual (RMR)	0.049	<1
Root Mean Square Error of Approximation (RMSEA)	0.02	0.08
Incremental Fit Measures		
Adjusted goodness-of fit Index (AGFI)	0.932	**0-1 Value Close to 1 is Good fit**
Parsimonious Fit Measures		
Comparative fit Index (CFI)	0.834	0-1 Value Close to 1 is Good fit

The structural model was examined using three types of fit indices such as the absolute fit index, the incremental fit index and the parsimonious fit index. The absolute fit index determine how well a priori model fits the sample data (McDonald and Ho, 2002) and demonstrates which proposed model has the most superior fit. These measures provide the most fundamental indication of how well the proposed theory fits the data. Unlike incremental fit indices, their calculation does not rely on comparison with a baseline model, but is a measure of how well the model fits in comparison to no model at all (Jöreskog and Sörbom, 1993). Included in this category are the Chi-Squared test, RMSEA, GFI, AGFI, the RMR and the SRMR. The chi-square value of 479.045 with 406 degree of freedom is statistically significant at p=0.021, therefore suggesting that the structural model is appropriate and should be accepted. The goodness–of–fit (GFI) index that was used to compare the structural model with no model at all achieved a value of 0.899. This index uses a scale of 0 to 1, with the value closest to 1 being indicative of good fit. Therefore, the GFI results of the behavior analysis model has an acceptable level of fit. The value of the RMR indicates the average value across all standardized residuals ranging from 0 to 1. In this model, the RMR value is 0.049 which is considered to be a good fit as it is less than 0.05. Accordingly, the RMR value is acceptable with a mediocre fit. The RMSEA of the structural model is used to quantify the misfit of the model, suggesting that a value of less than 0.05 indicates a good fit (Hu & Bentler, 1995), and less than 0.08 indicates a mediocre fit

(MacCallum, Brown an Sugawara, 1996). The value of the RMSEA for this model is 0.02, which is within the acceptable level, and indicates an adequate goodness-of-fit. In summary, the examination of the absolute fit statistics indices suggests that the model is fit for use as a global model for the data.

Figure 1

Behavior Analysis Model for Female Soap Opera Viewers

BEHAVIOUR ANALYSIS MODEL
Chi=479.045 Df =406 Sig.=0.021
STANDERDIZED ESTIMATE
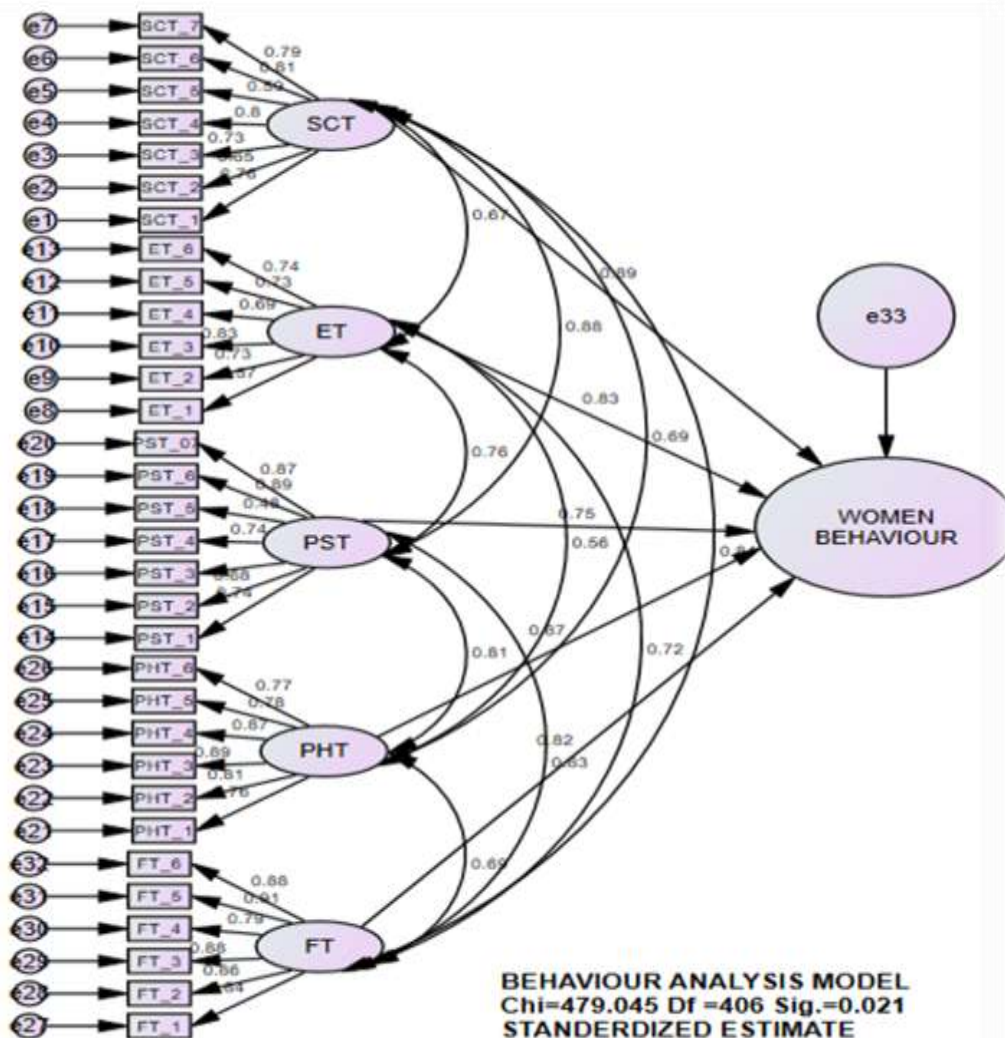
In the second estimate for goodness-of–fit, the incremental–fit indices were examined. These were used to evaluate the proportionate improvement in fit by comparing a target with a more restricted, nested base line model (Hu & Bentler, 1995). The average value of the goodness-of–fit indices (AGFI) is 0.932, and the results of the AGFI for this study is close to 1.00, which is within the acceptable level of model fit.

Finally, the parsimony fit indices provide information on a comparison between models of differing complexity, by evaluating the fit of the model to the number of estimated coefficients needed to achieve the level of fit. This measure includes the comparative fit index (CFI) and the values of CFI closest to 1.00, being indicative of good fit (McDonald and Ho, 2002). In this model, the value of CFI is 0.834, meaning the model is considered to be a suitable model. This assessment of estimates of fit is supplemented by the significance

of the standardized factor loadings. These loadings were used determine the relative importance of the observed variables as indicators of the constructs.

6. Conclusions, Implications and Significance

A behavioral analysis matrix was developed to determine the impact of Indian soap operas on female viewers. A structural model was developed and its goodness of fit was identified. The structural equation model for the behavioral analysis of female viewers revealed a strong goodness–of-fit and its estimation yielded a chi-square value of 479.045 with 406 degrees of freedom and a 0.021 level of significance, which is statistically significant. This structural model can therefore be used as a global model and the factor loading can be used to determine the relative importance of the observed variables.

Modern life can be very demanding at times. In order to cope with busy schedules, people often turn to recreation. Different people enjoy different leisure activities; as is observed in this study, many females enjoy viewing soap operas in their spare time. Females identify with, and become attached to, the similarities between the lives of characters in their favorite shows and their own lives. The present SEM model on behavioral analysis of soap opera viewers can be adopted as a global model for intervention. This model can be used to examine the social, psychological, and occupational dispositions of female viewers, by examining various views and perspectives according to different female traits, including: their social-cultural status, consumer empowerment ideologies, and the different roles women play in society (i.e. spouse, parent, friend, daughter).

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