Social Comparison: TV and Social Media

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Reality and unscripted television have allowed people to satisfy voyeuristic and social needs. People who are considered to be more extroverted have been cited as more likely to emulate the behavior they see on these types of programing. This has change they way society interacts with celebrities. This change happened at the same time as social media's rise in popularity. Studying young adults between the ages of 20-25 revealed their lack of reality TV consumption. However, there social media interaction has allowed them to still consume unscripted and reality TV programming.

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Chapter 1: Introduction

Change in information

Is the next generation of people losing the ability to communicate? Since the Early 200's social media site has risen to dominate the way people get information. During the early 1900's people got their news from newspapers; since the late 1900's people got their information from News casters; now current given through updates from internet services. The world wide web has changed the way we consume information. In addition to the type of news that we receive. The idea of Celebrity has been around for ages. The people giving this status were kept at a distance from the public. In the early 1900's celebrities were heard from over the radio. Some years later, they were seen on tv. Time after that, celebrities' daily lives could be assisted through social media. However, the idea of a celebrity has change. This idea of how individuals get news and what is deemed newsworthy is the combination of social media.

Now people are more addicted to celebrity news than ever before. With the invention of unscripted television, a different type of celebrity emerged. Previous high-profile people were said to have great talents, unremarkable skills, or the top of their respected field. Since the early 2000's reality changed the definition of celebrity.

Purpose

This study seeks to known: "Is reality television the reason social media is so effect in encouraging people to use their platforms. Did social media consumer, turned producers, unknowing capitalize on the sensation seeking aspects of people to become their own celebrity, at the detriment of human interaction. "This question comes due the voyeuristic and curiosity needs of the public being used to create unscripted drama tv shows, and that model being transformed into the blue print of social media. A answer to this question can proper arm people

to avoid or flat out cut their self-diagnosed addition to social media. It may also give further knowledge to those seek to develop programs to help negatively affected by these types of programing to create better habits.

Through my research I expect to see the connection between television and social media. I believe that I will find the reason certain reality television programming has connected to so many people. In addition to if there is documented negative effects of social media. This should uncover research that shows a difference in the consumption of scripted verses non-scripted television. The research questions this paper is: Is reality television the reason social media is so effect in encouraging people to use their platforms?

Chapter 2: Literature Review

Curiosity and voyeurism increased society's interest in reality-television, with the rise of social media individuals have produced their own content in hopes of becoming famous. I am interested in this topic because I am curious to see why Reality television has affected people's reason for producing social media content. The theory purposed in this study; people seek fame online are trying to become their own celebrity, is true or supported by and facts. Recent research shows Reality to be the blueprint for social media. The following research questions will be attempted to be answered are:

RQ1: *Did reality television kill the need for celebrities?*

RQ2: *Did unscripted TV cause the rise in social media?*

RQ3: *Does social media have a negative effect on face-to-face communication?*

Some trends that I have noticed in my research on this topic shows voyeurism and curiosity of other's lives is a big factor into why people watch Reality television. In addition to people's personality byes in terms of age, gender, race and ideology. Research also shows that people's need to feel self-important resulted in their attention to reality shows; along with how they view dating and other types off media in their own lives. This resulted in a blueprint for social media that showed why young people might feel they need to create their own content.

Voyeurism and Curiosity.

Reality tv and why people watch it?

It is widely considered that a show was called "*An American Family*" was the first reality-based television programming, which aired on PBS from January to March 1973, 2004. The show broke down believes of family and was a groundbreaking piece of broadcast programing (Hathaway, 2019). Since the beginning of this type of entertainment researchers have questioned the reason people tuned in to watch. Hathaway (2017) believed this reason

people tuned in the next iteration of this type reality television, “They feature celebrities living in aspirational worlds, not mirrors on our own existence. If anything, they offer an escape from reality” (para. 3). However other studies have found deeper meanings to people’s absorption of reality television. A study by Kavka (2010) observed that “reality TV programs were dependent on voyeuristic elements such as the performance of intimate elements in public, and the transformation of ordinary events from unwatchable to something worth watching, suggesting that voyeurism was one key programming content that distinguished reality TV from fictional television programs"(Bagdasarov). In a paper by Bagdasarov et al. (2010), Blazer “remarked that reality-based television was created to satisfy viewers’ appetite for voyeurism. Therefore, higher voyeuristic tendencies may contribute to higher VTCIs for reality TV but not fictional genres" (p. 303) The meaning of VTCI is Voyeurism Television Consumption Index.

A couple of years, Nabi , Stitt , Halford and Finnerty published a paper titled *Emotional and Cognitive Predictors of the Enjoyment of Reality-Based and Fictional Television Programming: An Elaboration of the Uses and Gratifications Perspective* claimed, "Nabi et al. (2003) explored a range of both recently developed (e.g., Survivor, A Wedding Story) and more established reality programs (e.g. Cops, Real World) finding, first, that “reality TV” does not form a particularly cohesive genre and, second, though viewers receive a wide range of gratifications and report enjoying getting a peek into other people’s lives, this enjoyment was more consistent with fascination with the human condition rather than prurient interest " (p. 423).

From same paper by Bagdasarov et al. (2010) state “The content analysis revealed that reality TV and crime/action have higher voyeuristic content than any other categories, which suggests that those who score higher on voyeurism should have higher VTCIand choose to watch reality TV and crime/action programs to satisfy their need for observing others" (p. 312). In

addition to “Papacharissi and Mendelson (2007) found that viewers with low mobility and low levels of interpersonal interaction were more likely to watch reality TV to fulfill voyeuristic and companionship needs. These findings suggest that voyeurism may be a strong motive for viewers watching reality TV “ (p.300). A few pages before in the same published piece Bagdasarov et al. (2010) claimed “Reiss and Wiltz (2004) examined the association between 16 human desires and values with reality TV viewing, and concluded that the motivation to feel self-important was most strongly associated with reality TV consumption" (p. 300).

Social Cognitive Theory: The Type of People That Watch Reality Television

Bagdasarov et al. (2010) cited a study by Nabi et al. (2003), where it was reported that “men were more entertained by reality-based programming than were women. Whereas it is well established that sensation-seeking effects are confounded with gender (Zuckerman, 1994 as cited in Bagdasarov et al., 2010, p. 304). " In a paper by Stefanone, Lackaff, & Rosen (2010) shows adds further information to this content. Stefanone et al.’s research found other reasons people interacted with social media, like induvial desire to become celebrities themselves Bagdasarov et al., 2010). Stefanone et al. (2010) references a paper by Bandura from 1986, where it claims, “social cognitive theory allows for the integration of social contextual factors into the effects model and provides a useful framework for discussing the effects of celebrity culture and mediated voyeurism"(p. 311)

Bagdasarov et al. makes a connection to a similar study by Williams (2005) .Where Williams (2005) elaborated on how reality television effects viewers, “These finding could be explained by the suggestion that reality TV encourages complacency and passivity, characteristics that are not typically associated with HSS viewers" (2010, p. 311). Later in William’s (2005) study, he makes connections to the studies on HSS or High Sensation Seekers

stating, “HSS individuals reported viewing more situation comedies and animated satire. Contrary to prediction, sensation-seeking was unrelated to VTCI for different genres, such as crime/action and reality TV" (p. 311).

These studies collectively show the type of people that watch reality-based television and how it affects them. The data showing males higher enjoyment levels in this type of programing. In addition to some reason why it they might get enjoyment from it, stating that it is something that encourage more and more to watch. This leads to the question of what genres of programing are being used looked at for these studies. In Bagdasarov (2010) research reality television and its viewers were analyzed with script programs like crime and action tv shows, “The content analysis revealed that reality TV and crime/action have higher voyeuristic content than any other categories, which suggests that those who score higher on voyeurism should have higher VT CI and choose to watch reality TV and crime/action programs to satisfy their need for observing others" (p. 310). This leads into reality television’s connection to social media.

After understanding the claims being brought forth the question now becomes reality-based television influence on social media. Some scholars consider this type programming to be the blueprint for social media. These studies done on social media show similar results in terms on reaction and motives for consuming both forms of content.

The Blueprint for Social Media

Do people feel positive about unscripted television?

In a 2006 study conducted by Nabi, Stitt, Halford and Finnerty titled *Emotional and Cognitive Predictors of the Enjoyment of Reality-Based and Fictional Television Programming: An Elaboration of the Uses and Gratifications Perspective, Media Psychology,* they looked at viewers of reality television. Their study focused on answering the question of whether criticism

of reality television was valid. In their paper they referenced Reiss and Wiltz's study from 2004, where they examined motives for consuming this type of programming, "examined the association of 16 basic human motives with reality TV viewing, concluding that the motivation to feel self-important is the most strongly associated with reality TV consumption" (p. 426). Later, in their paper, the claim of the data found in was summed up, "In sum, these data suggest that people have a negative view of the impact of reality TV, preferring and enjoying it less than more traditional forms of programming" (p. 440). The data shows how critics of this form of entertain had a similar opinion from the consumers.

However, the data capture from Nabi et al. (2004) study had a surprising result "Despite negative perceptions of reality-based TV, reality programming did not differ from fictional programming in gratifications associated with voyeurism, judging others, or social comparison. Respondents appeared to find the "real" world less fair, and perhaps related, they liked the people on and learned more about themselves and the world around them from fictional programming" (p. 431). This 2004 study clears up the misconceptions giving to these programing. It also gave the motives viewers had to watch the programs, "Reality-drama offered gratifications of voyeurism and judging others, as well as appeal due to perceptions of negative outcomes, dramatic challenge, and suspense" (p. 431). This programing appealed to the sensations one gets from watching a spectacle.

This sensation seeking expands multiple media genre. A study from 2010 by Stefanone et al. explores this idea. From their study the spectral carries over all reality television shows, "Regardless of whether participants are vying for new romantic partners or trying to survive on tropical islands, the authors argue that these shows portray ordinary people as celebrities and model this behavior for viewers. In this way, RTV generally communicates to viewers that

celebrity is an attainable and good thing" (p. 522). The spectacle of human trail is carried over sub-genre and shows signs of influence social media users to indulge in similar trials for fame.

Creating One's Own Content

With the advent of social media, viewer gain better control over the type of media that they consumed. Stefanone et al. (2010) explain the benefit of this control of media input "Rather than simply being targeted by mediated messages, they can see themselves as protagonists of mediated narratives who actively integrate themselves into a complex media ecosystem" (p. 509). These incentives viewers personalize their own social media experience. Studies show that some of this customization became inspired by what people saw on realty television. In their paper Stefanone et al (2010) reference 1986 and 1999 studies on viewers of reality television, "The cultivation perspective of media effects (Gerbner, Gross, Morgan, & Signorelli, 1986; Shanahan & Morgan, 1999) suggests that television viewers attempt to align their attitudes and beliefs with those observed in television programming" (p. 511). The investigation shows the kind of influence people retained from these shows. Influence also seeped into other aspect of people's lives, like in dating. Stefanone et al. (2010) research also revealed a study by Ferris et al. (2007), "conducting a content analysis of reality dating television and observed that watching these shows related to perceptions of dating relationships consistent with those modeled on television" (p. 510). Based on previous evidence the questions centers on the exact ways consumer used this reality-based television influence to personalize their mass media intake.

Prior viewers of reality TV become users of social media. The customization of their mass media intake is mirrored in how some chose to output media of their own. Research done by Stefanone et al. (2010) company uncovered date on how users have personized their social media, "Gender, race, and ability only became a component of social exchange to the degree that

individuals chose to introduce it. Significant amounts of subsequent research energy were devoted to exploring how computer mediation affects personal identity construction and social interaction (e.g., Ellison, Heino, & Gibbs, 2006; Walther, 2007)" (p. 508). The identity cultivate with the influence of social media may have caused previously watchers of reality television to begin to create their own form of celebrity. Stefanone and company's paper, they drag reference to date that shows motives of heavy social media consumers, "Consistent with celebrity culture, heavy viewers are more likely to engage in promiscuous friending by agreeing to online relationships with relative strangers, and to engage in self-promotion by sharing larger numbers of personal photographs with their audience." (p. 514). Stefanone goes on to give an example based on this finding, "if people believe that being the object of others' attention is positive (as portrayed by socially rewarding RTV), then they should be more likely to engage in promiscuous friending" (p. 521).

Similarly, to the influence of reality television effect on individual's personality and world view, social media has now created a similar effect. Since viewers of reality tv have shifted to social media for their need of voyeurism, curiosity and companionship reality has reach a slump. (Collins 2014) The burden of blame now bares on the influence of social media and the issues these viewers have when their lives transition from online to real life.

The Effect on Face-To-Face Interaction

The negative effects of this rise in social media popularity.

The median age of person who does not use Facebook is 35 (Sheldon, P. (2012). An inference can be giving that younger people are least likely not have a social media account. With Facebook being the largest social media platform with many of the subsequent biggest platforms being acquired by this company, these services that are primarily used on cell phones

and computers (Jamie, 2019). This has created a negative effect on consumer ability to communicate in real life. A study published by Sheldon (2012) disclose the effects of people when these devices are not present, “People who had conversations in the absence of mobile devices reported higher levels of empathetic concern, while those conversing in the presence of a mobile device reported lower levels of empathy (Misra et al., 2014)." However, there is evidence to show that this influence of social has beneficial qualities as well, “The two authors discovered that due to the pervasive use of the Internet in education, communication and entertainment, there has been a significant decrease in face-to-face interaction among youth. They suggest that the decrease in the amount of time youth spend interacting face-to-face may eventually have “significant consequences for their development of social skills and their presentation of self” Przybylski & Weinstein, (2013).

Conclusion

The previous literature on this field has giving evidence to the connection of reality television to Social media consumption. Individuals tend to watch reality and scripted television to satisfy their voyeuristic urges. This leads them to be curious to see shows and celebrities that align with their values. Networks have used this curiosity to develop television programs with less scripted narratives programing. Which has created televised programing of celebrity previously on television shows where they played characters, to their life’s after and before the production of the television show. During this shift in televised programing, social media rose to dominate societies media consumption. In addition to individual’s curiosity and voyeuristic urges, social media has allowed people to be more connected loved ones and celebrities. However, social media uses the blueprint set forth by unscripted programing, reality television. This has allowed users who did not previously hold a status of celebrity now claim that prestige.

This shift to social media has appease individual's voyeurism and curiosity of others' lives. This study seeks to find a connection between this recent development in celebrity consumption's effect on how people communicate with each other.

Chapter 3: Methods

Overview

This study was to identify the factors that cause problems in interpersonal relationships in recent, due to the rise of social media. Social media is linked to television, specifically non-scripted programing like *A Wedding Story*, *Cops,* and *The Real World.* These tv showed laid the blueprint for rising popularity of social media personalities. This posed the question, is reality to blame for people lack connection. The gamification of regular people has left a disconnect between individuals and how they are able to interact. In writing this paper many different courses of action were taken. First, a broad search for topics using key words: Social Media, Social Networking, Social cognation, social comparison, and gratifications (U&G) perspective. After narrowing search these key words were used: sensation-seeking, voyeurism, curiosity, reality television, and interpersonal communication. The words that produced the most import information was: Social comparison, reality television, social media, and social cognation. The number of the results that used in this study is four. The rest of the results that were not directly used in the paper were employed to provide further context and questions, adding to the study.

The method of acquiring answers to these questions was primary through SUNY Purchase Library. The reference studies were taken from SUNY Purchase's online database. A second source was ProQuest, another SUNY Purchase peer reviewed database; third source is EBSCO from Purchase college. The last database was Google Scholar. Utilizing these sites articles and journals were analyzed. Notes from the articles obtained from these sites was put into a literary matrix in Google Sheets. The information was then transferred into Microsoft Word. The order that the information is presented is by theme gained form the various sources. This approach to the study brings information that is the most crucial to the front to enable easier comprehension of date collected.

This researcher has little bias toward this study. I rarely use social media like Facebook, Instagram or twitter. However, I do tend to use Snapchat and YouTube. I get most of my knowledge of how people interact with these platforms from using it myself or from articles, conversations with friends and family. I have no stock in any of these companies or their competitors. One bias that I might have is my age. I was born during a time where relative was already a thriving business and the internet was beginning to be used more frequently in classrooms and at home. In schools' programs like leapfrog was suggested to students. Myspace was a popular social networking site and YouTube was in its infancy.

This study brings to light the important factor in modern communication that is shaping the way people communicate. In addition to causing most of the problems of social media. The research questions are:

RQ1: *Did reality television kill the need for celebrities?*

RQ2: *Did unscripted TV cause the rise in social media?*

RQ3: *Does social media have a negative effect on face-to-face communication?*

The problems meant to be address is why people are so draw to social media, what is the root cause effecting how people communicate in real life. This research will bring and answer to what causing the modern addition to social media.

Chapter 4: Results

Phase I

Reality unscripted television in connection to social media was the focus of this paper. Intro: Research on the creation of reality television, which was create in the late 1900's. This type of programing was later developed to entertain a younger late 1990's demographic. As the popularity of this new programing increased the way in which celebrities were viewed and interacted with changed. People who would otherwise be audience members became the entertainment. Most would not possess any talents or desirable skills but would display behavior that would morally controversial. Some years later the rise of social media further allowed people to gain popularity with displaying similar behavior to reality shows of the late 90's and 2000's. This popularity creates of this platform created a different type of communication that has negatively effected face-to-face communication.

The answer to the following research questions were formulated through the study of peer-reviewed journal articles and popular articles:

RQ1: *Did reality television kill the need for celebrities?*
RQ2: *Did unscripted TV cause the rise in social media?*
RQ3: *Does social media have a negative effect on face-to-face communication?*

RQ1: *Did reality television kill the need for celebrities?*

It is noted that people emulated what they see from reality TV and social media. Reality TV allowed average people without status to become celebrities. This made celebrities obsolete because you did not have to have celebrity talent to become famous. You now can be a regular person on a realty TV show and gain celebrity status.

RQ2: *Did unscripted TV cause the rise in social media?*

The literature showed that there was not a link between unscripted TV and the rise in social media. The way that users used it became like how people used reality TV. Regular user of social media could become celebrities just like a reality TV show but on social media. User can use Facebook and Twitter to gain celebrity status with little effort or talent. Extroverts give social media more attention because they needed more attention, while on the other hand, introverts did not need as much attention, therefore, they did not use social media as much. Extroverts look at social media as an extension of their friend group. Introverts did not see the need for the use of social media as much because they tend to be private with their information, hiding their lives. After reality TV and social media was in the rise, users of both modeled themselves after the reality TV and what they viewed on social media. Thus, that is the correlation with Bandura's theory of social cognitive theory because the viewers of reality TV and users of social media will model what they see and are affected by the celebrity culture through mediated voyeurism.

RQ3: *Does social media have a negative effect on face-to-face communication?*

It is noted that social media has a negative effect on face-to-face communication. This negative effect was because the mobile phone was part of their extension of modeling celebrity social media posts. As a result, when a social media user needed to interact with someone face-to-face, the communication lacked substance due to the time spent on social media. Physically holding a mobile phone for some caused a communication breakdown and the user of social media could not hold a meaningful conversation. However, when the mobile phone was not in the room or in the hand of the person conversating with someone else, the conversation was meaningful.

Phase II

Demographics

Social media is modeled after reality TV. This newer medium has allowed people to live out a celebrity dreams. Online, people can feel like they are as important as the celebrities or reality shows they use to watch. This has had a negative effect on how social media users interact with one another. To put it simply, they communicate as though they have a camera on them, right around the corner.

Table 1

Demographics Q1, Q2, Q3: Age, Race & Gender

Participants	*Age*	*Race*	*Gender*
1	21	White	Male
2	25	African American	Female
3	21	White	Female
4	21	African American	Male
5	22	Hispanic	Female
6	20	Hispanic	Male
7	23	Hispanic	Female
8	20	Hispanic	Male
9	23	Hispanic	Female
10	21	Hispanic	Male
11	24	African American	Female
12	22	African American	Male
13	25	African American	Male

This was the first (Q1-3) questions of the survey. The question asks the participant to disclose their age, race, and gender. The participant's names are left anonymous to encourage them to provide honest answers. 7 males' contributors were recorded within the age range for men is 20-25. There 5 women contributors, the age range is 20-25. The mean race of both genders is Hispanic

Table 2

Q4: *How many hours do you spend on social media a week?*
Q5: *What social media application do you use the most?*

Participants	How many hours do you spend on social media a week?	*What social media application do you use the most?*
1	3 [hours] a week maybe 16 hours.	Instagram
2	15 hours a week	Instagram
3	15 hours a week	Snapchat
4	I spend close to 15-20 hours in a week on social media	I use Twitter the most of all my social medias.
5	4 hours a day	Instagram
6	24 hours a week	It is a mix up between Twitter and Instagram
7	35 hours a week	Twitter
8	12 hours week, I check my screen time in settings.	Instagram, Facebook, LinkedIn
9	In a week, I'd say 7 hours	Snapchat
10	30 hours a week	Snapchat, Instagram, Tik Tok
11	30 hours a week	Snapchat and Instagram
12	10 hours a week	YouTube
13	1 hour 20 mins a day	Facebook, Instagram

Q4 &5 asked the participant, how many hours do you spend on social media a week? What social media application do you use the most? All participant stated that they have spent more than 1 hour on social media a day. The most hours spent on social media was 35 hours a week, the least is 10 hours a week. The social media application that was used the most was Instagram with snapchat as a close second.

Hispanic participants were more likely to switch between multiple social media platforms.

Table 3

Q5: *How many hours do you spend viewing a reality TV show?*
Q6: *Which reality TV shows do you watch the most?*

Participants	*How many hours do you spend viewing a reality TV show?*	*Which reality TV shows do you watch the most?*
1	6 hours a week	My favorite is Last Week tonight, vice news, nine club skateboarding Podcast
2	0	I do not watch
3	10 hours a week	Love is blind or 9-1-1 or good girls
4	0	I don't really watch reality television all that much
5	0	I don't watch reality television
6	2 hours a week	Bad Girl Club, RuPuals Drag Race, Here Comes Honey Booboo and Love & Hip Hop
7	0	I do not watch
8	0	I do not watch
9	1 hour a week	I watch Love and Hip-Hop
10	0	I like to live my life and don't like to watch others make money by having me sit there and watch
11	Less than 6 hours	Real Housewives
12	0	I don't watch reality television
13	0	No reality tv

Q5 & Q6 asked the questions, how many hours do you spend viewing a reality TV show? Which reality TV shows do you watch the most? Data collected showed that most participants did not consume much reality or unscripted television. Only 5 participants recorded watching any reality shows. Most of the participants that stated watching reality shows were women, only two men watched this type of programing. The was no specific television show that these participants all consumed.

Table 4	
Q7: *Does social media inform you about your reality TV choice?*	
Participants	*Does social media inform you about your reality TV choice?*
1	I think it informs that reality shows are going to be on like snapchat or Instagram will have adds for MTV shows, dramas and reality shows out there, but I don't feel persuaded to watch from that ad or from a random social media person I was already a fan of their work had previous interest. Its rare something new persuades me unless a friend I trust recommends it.
2	Yes
3	No
4	Social Media shows me the reality TV shows everyone else is watching but as I said, I don't partake in reality TV
5	No
6	Social media is the reason why I'm not more into reality television because I follow pages that update me on the clips with the most beef. So, if I wanna stay up to date I'd scroll on Instagram.
7	No
8	No
9	Yes
10	Social Media Definitely tried to inform me about reality shows but I tend to disregard them or skip over them, although subliminally I feel like they do have an impact because at least I am aware of what my peers are talking about or I have an idea when they bring up those names or related topics.
11	Yes
12	I don't think it does since I don't watch reality tv. However, as fans you can follow some reality TV stars and get more insight on the characters and show by doing so.
13	It does not.

Q7 asked, does social media inform you about your reality TV choice? Most contributors agreed that social media informs them about reality TV, with 6/13 participants disagreeing. Most contributors commented that seeing reality tv stars in a different media like snapchat allowed them to be informed on the shows these stars are from. However, this contextualizing did make participants more likely to watch the unscripted tv programming. Participants closers to the age of 25 were more likely to view reality tv then those closer to 20.

Table 5	
Q8: How does social media and reality TV impact your social interactions?	
Participants	How does social media and reality TV impact your social interactions?
1	I think as a younger kid reality tv influenced me more with social interactions. Watching jackass or Viva La Bam I would imitate being a wild skater hooligan or copy the language or phrases with my brothers and friends. Now though reality tv seems so distant and ridiculous from real reality that I wouldn't want to imitate it for it make me feel and be seen as someone of lower class and an embarrassment. Since most people on reality shows act selfishly and impulsive to conflict and drama. If anything, I think social media as a interest in making people consider buying products and food more utilizing and space to make them more appealing.
2	The most popular reality tv serious are usually on major blogs which would change my view on the show.
3	Yes it does because my friend talk about it with me
4	Social Media really impacts my social interactions because everyone is connected into something. So a while now I wondered why people I knew weren't really active on Instagram and I found out Twitter is a popular app that people go on because its another way to create dialogue because of the content.
5	Sometimes social media can bring people who would not usually introduce themselves until they find something in common.
6	Personally, it doesn't affect the way I interact with people because I know that it can be very edited and a lot of people like doing shit for attention, negative or positive.
7	Social media allows me to keep in touch with my friends from Puerto Rico.
8	Social media impacts my way of speaking to people due to the fact that some can't take criticism and some of people are very sensitive to words that 'offend' them and then it becomes a problem.
9	Absolutely.
10	Social media impacts my social interaction because when I spend time going through my news feed of peers or acquaintances I start to become informed about life changes my peers go through such as having a child or starting a new career opportunity. That way I can at least bring up relevant topics to them when we interact. Also, in a sense I feel like I too have an impact on them when I post motivational propaganda on my newsfeed, since, many reply or express a sense of gratitude for having seen my content.
11	They don't.
12	Social media I feel hinders people's interaction with others. While so many people are so hooked on liking, commenting, and sharing, we took a step back, we stay on our phones and have a harder time talking to each other
13	Social media, at one point, limited my social interaction because I could already see how my friends and family were doing, so I didn't feel the need to contact them as often.

Q8 asked, how does social media and reality TV impact your social interactions? Most participants commented that social media and unscripted tv programing did impact their social interactions. Some stated that it gave them talking points they would attempt to use to create conversation with a stranger. Only one participant stated that they do not believe social media impacted their social interaction offline. Many also believe that social media allowed them to stay in touch or connect with family and friends around the world.

Table 6	
Q9: Have you ever taken a hiatus from social media or reality TV, meaning did you not use technology for an extended period of time?	
Participants	*Have you ever taken a hiatus from social media or reality TV, meaning did you not use technology for an extended period of time?*
1	Yes, I sometimes feel the need to take a break from social media after long hours being on it a day. Being inside for the pandemic has had me realize I get eye strain for staring at a screen to long and harder time sleeping being on social media and phone use before going to bed. Sometimes there's almost a sick sensation after being on a phone so long, I've found that putting my phone down and spending a few mins outside helped me feel better, getting fresh air.
2	No
3	Yes, during the summer I work at sleep away summer camp (before Covid-19 happened), we were only allowed to use our phones at night.
4	I have taken breaks from Television but not so much social media and that's because outside of class and hobbies I like to be on Social Media because its a quaint way to pass the time.
5	I've never taken a break from social media. I never felt overwhelmed by it or that it was taking me out of my life.
6	Taking a break from social media in this generation? Absolutely impossible.
7	Yes, sometimes I take a week off from all my social media accounts.
8	I use technology very often as I work through my phone and computer for a limited time, technology is just a tool. I have gone a month max without technology until I needed money.
9	I don't allow myself to be on my phone over a certain amount of time I look on my screen time option on my phone and if I see him pass a certain amount of time I will take off my phone.
10	Personally, I have attempted to abstain from being active or using social media platforms, but unfortunately, due to my field of work [marketing] I constantly am required to communicate in many forms' socialization, especially cyber. The only true times I have abstained from work have been when I travel to Mexico to visit family I only see once every other year, but even so I am only away from social media for a few hours throughout the day never for complete days at a time.
11	Plenty of times.
12	I never took time away from social media, but I am planning to, I feel like it would def help.
13	Many hiatuses have been taken. If not for using them as a tool for work, I would have removed myself completely

Q9 asked, have you ever taken a hiatus from social media or reality TV, meaning did you not use technology for an extended period of time? Most participants who did take a break from these types of platforms did not state what they did with this time. Some reported that they would take a hiatus because they felt it negatively affected them. Participant stated it would distract them for a few hours, a few reported that it would give them trouble sleeping. Only 4 participants admitted to not taking a break from social media. The data shows that mostly women did not choose to step away from social media.

Table 7

Q10: *How did you utilize this time away from social media and reality TV?*

Participants	*How did you utilize this time away from social media and reality TV?*
1	I used the time to slow down breath and think about my day and task that is important. Sometimes did some deep listening to get out of my head and just come back to a relaxed state and not overwhelmed my social media and the far reaches of the world.
2	I never have taken time away from both.
3	Spending time with family!
4	Most of the time If I'm not on social media I'm practicing, or working on assignments so I would say yes I utilize my time well away from the phone
5	I've never taken a break from social media.
6	Whenever I try to stay off my phone or specifically away from reality TV I just start thinking of other stuff and pick up my phone.
7	I mainly use the time to work on my personal growth: reading books and working on personal projects
8	Definitely, use this time to workout, read, be with family, and explore.
9	Spend time with family.
10	Throughout time periods where I am awy from social media I enjoy interacting with various typs of lifeforms (people, animals, plants) and satisfy my internal extroverted needs. I also like to maintain myself very preoccupied with productive activites such as excising, reading, and further continuing to develop or reinforce crafts I believe will be relevant or necessary now or in the near future.
11	Spend time with my man.
12	To uitilize the time I wanna go out to new places, find new hobbies, and just learn more about my environment and world.
13	I was more deliberate with my time. Listened to more jazz, read more and eduacate myself mor (podcast, how to's, undemy types stuff).

Q10 asked, how did you utilize this time away from social media and reality TV? Participants who stated that they did take time away from social media and reality tv would utilize this time let their minds wonder. Some stated they would use this time to be with friend family and other loved ones. However, many felt that they would not spend much time away from social media and unscripted tv because they felt they would be drawn back to it out of necessity.

Chapter 5: Discussion

I chose this topic to research and conduct studies about for many reasons. For one, I am interested in filmmaking, television and social media as a consumer and producer. In addition to how these different medias effect people personal lives. Second, I was interested in how certain programing effected people's behavior on social media. Due to the large cultural impact shows like *Jersey* Shore (2009), *The Real World* (1992) and *Keeping Up With the Kardashians* (2007) had on the United States, I was interest on the repel effects they would have more than a dedicated later. Third, I was seeking to learn and share this date to better help people and companies understand the effect of social media and unscripted tv on young adults.

Research on this topic has revealed people's need for companionship. Studies show that people with low mobility and a lack of face-to-face interaction consume reality television to satisfy their social needs. Data collected from this paper show the opposite happens with people around the age of 20-25. People around this age use these platforms to connect with friends, family and loved ones. Unscripted television is little more than a talking point that can allow them to make connections with new friends of colleagues.

This paper is limited in a few ways. The size of the survey was only 13 participants, with 5 female and 7 males. Further studies could explore this topic with 20 participants with an even 10 males and females. Another study could look at the connection between reality tv consumers as children and their action as adults. This could show which television shows impact which demographic of people, whether race and sex play a greater factor in implement the social cognitive theory.

This paper debunks the theory that reality television has influenced the way in which consumer use social media. Most participants of this paper's study did not consume much reality or unscripted television**.** However, young adults between the ages of 20-25 use social media for and average of 13 hours a week. Interacting on these platforms has informed them about reality shows causing them to be interested in watching the unscripted programming.

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