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The Effects of Media Consumption and Reality Television on the Attitudes of Thailand's Generation Y Audiences: The Face Thailand Reality Television Programs

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The results showed that the audiences mostly connected to online channel for media consumption, yet the audiences mostly searched for entertainment not the content provided. Not only the difference between heavy and light viewers, but also the age ranges of the audiences showed some different significance. The younger Thailand's generation Y audiences tended to have more perception to the entertainment business than the older audiences in same generation. On the other hand, the older Thailand's generation Y audiences showed more concern about how they perceived the violent scenes in their reality more than the younger ones.

Keywords: *violence, generation Y, reality TV program.*

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The results showed that the audiences mostly connected to online channel for media consumption, yet the audiences mostly searched for entertainment not the content provided. Not only the difference between heavy and light viewers, but also the age ranges of the audiences showed some different significance. The younger Thailand's generation Y audiences tended to have more perception to the entertainment business than the older audiences in same generation. On the other hand, the older Thailand's generation Y audiences showed more concern about how they perceived the violent scenes in their reality more than the younger ones. According to Individual Differences Theory, same media can affect the audiences with different background differently, for this case is the age ranges. Moreover, some differences between the heavy viewers and the light viewers can be explained as the Cultivation Theory. The heavy viewers would like their physicals modified, how they would like to be involved into the entertainment business, and also how they brought some violent verbal from the reality show to their real world more than light viewers. But, still, the theory could not be applied for the significant differences in how the audiences stereotyped the people in the entertainment business, and how they perceived the violence in their lives.

Keywords: violence, generation Y, reality TV program.

I. Introduction

"The Face Thailand" is the reality show TV program. The main objective is to select and coach all competent then push only one to be "The Face" supermodel."The Face" winner will be ready to get into the model career path and actress as well. The first season of The Face Thailand, produced by Kantana Evolution Co., ltd. who was given the copyright for production, had been broadcasted since late 2014. Since the first version hit the TV, the program has built large stream on many aspects; the variety, skills and talents of competent, and the major selling point of the program which is the "Dramatized Verbal content" between the mentors and competent as same as the programs in other countries (Prachachart online, 2015). For those streams, Mr. Piyaruth Kanjareuk, Managing Director of Kantana Evolution Co.,ltd., stated about the social impact which was firstly for entertainment and self-development on the star business (Thairath online, 2015).

The number of online views for each episode has reached to more than million. Mr. Piyruth claimed about the rating on TV was not as high as online channel. If determine online channels, such as You tube website, the number of views shows 3 – 5 million for each episode. This circumstance reveals the audiences do not only watch by the aired time, but they also still follow the program on online channel (Wanakijpaiboon, 2017). Moreover, the searching history scores on website during the season 2 reached at 100 from the beginning of season. Compare to season 1, the trend score was at maximum only 15 in number, around January 2015 when was the final episode (the winner announcement) of season 1

At present, "The Face Thailand" has continued to season 3. In comparison with other countries where broadcasted the same program, Great Britain has stopped after season 2 ended; Australia has broadcasted only 1 season (Prachachart online, 2015). Meanwhile, the social stream from The Face Thailand season 2 reached popular level that made the program was nominated for the Asian Television Awards 2016 (TV pool online, 2016). From all the evidences above, the primary hypothesis may be drawn that "The Face Thailand" TV program might match with Thai audiences' value. Despite the program had reached to season 3, the popularity was still steady. The stream, both online and offline, is still high especially the criticism on the

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dramatized verbal behaviors showing in TV program (Wanakijpaiboon, 2017).

To consider on the high level of the consuming rate both on online and offline, the media effect communication theorist may focus on the linkage between the dramatized verbal behaviors presented on TV and the audiences' behaviors in reality. Cultivation Theory is the theory in communication which focuses on the impact from media consumption.

II. Relationship of Media Consumption and Real-World Perception

Cultivation Theory, by George Gerbner in 1976, was set up from the research about the relationship of the TV consuming level and the daily life behaviors. The result showed that the audiences, who watch TV in higher level, or heavy viewers, will have more chance to encounter the violence in daily life routines, or in reality. This is one of Socio-psychological tradition theories which believes television to be homogenizing agent in culture, or cultivating a common culture, and the cultivation analysis is concerned with the totality of pattern communicated cumulatively by television over a long period of exposure rather than specific effect (Littlejohn and Foss, 2008). People tend to perceive reality in the real world in the same way with those presented on TV they watch. The audiences who always consume the media as a heavy viewers tend to have a perception of horrified, hazardous to the real world, or the Mean World Syndrome.

"The Face Thailand" TV program is the oversea copyright-given production. More than dramatized verbal content, the TV program also presents the identity of entertainment business, especially the modeling career path, and how the models are scouted into the business. The majority of competent are under 25 years old, in generation Y. Thus, this research aims to study about the relationship between the media consumption level of Thailand's generation Y audiences and their behaviors and perceptions toward the real world. The objectives of this study are as followings;

To study "The Face Thailand" TV program consumption behaviors of Thailand's generation Y audiences.

To study the relationship between age ranges of Thailand's generation Y audiences and their perceptions about the modeling and entertainment business.

To study the relationship between age ranges of Thailand's generation Y audiences and their perception about the violence in reality.

To study the effect of "The Face Thailand" TV program consumption levels of Thailand's generation Y audiences toward their behaviors and perceptions about the modeling business.

To study the effect of "The Face Thailand" TV program consumption levels of Thailand's generation Y audiences toward their behaviors and perceptions about the violence in reality.

III. Research Questions

How do Thailand's generation Y audiences consume "The Face Thailand" TV program?

How are the relationship between age ranges of Thailand's generation Y audiences and their perceptions about the modeling and entertainment business?

How are the relationship between age ranges of Thailand's generation Y audiences and their perception about the violence in reality?

How are the differences in the perception toward the modeling business from the heavy viewers and light viewers from "The Face Thailand" TV program?

How are the differences in the violent behaviors and perception toward the reality from the heavy viewers and light viewers from "The Face Thailand" TV program?

IV. Heavy Viewers vs Light Viewers

The definition of the heavy viewer is the group of audiences who has followed and consumed more than half of all episodes of TV program (Nuchpitak, 2009). In this study, the operation definitions of heavy viewers are as followings;

The group of audiences who has followed and watched "The Face Thailand" TV program for all episodes from all 3 seasons more than one time and watched "The Face" TV program from other countries.

The group of audiences who has followed and watched "The Face Thailand" TV program for all episodes from all 3 seasons more than one time.

The group of audiences who has followed and watched "The Face Thailand" TV program for all episodes from all 3 seasons and also watched "The Face" TV program from other countries.

The group of audiences who has followed and watched "The Face Thailand" TV program for all episodes from all 3 seasons.

The group of audiences who has followed and watched "The Face Thailand" TV program more than half of all episodes from all 3 seasons and also watched "The Face" TV program from other countries.

The group of audiences who has followed and watched "The Face Thailand" TV program more than half of all episodes from all 3 seasons.

Light Viewer has been defined as the group of audiences who has followed and consumed less than half of all episodes of TV program (Nuchpitak, 2009).

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Thus, in this study, the operation definitions of light viewers are as followed;

The group of audiences who has followed and watched "The Face Thailand" TV program less than half of all episodes from all 3 seasons and also watched "The Face" TV program from other countries.

The group of audiences who has followed and watched "The Face Thailand" TV program less than half of all episodes from all 3 seasons.

The group of audiences who has followed and watched "The Face Thailand" TV program only 1 season from all 3 seasons and also watched "The Face" TV program from other countries.

The group of audiences who has followed and watched "The Face Thailand" TV program only 1 season from all 3 seasons.

The group of audiences who has not followed and watched "The Face Thailand" TV program, but watched "The Face" TV program from other countries.

The group of audiences who has not followed or watched either "The Face Thailand" or from other countries.

V. The Format of "The Face Thailand" TV Program

"The Face Thailand" TV program is the reality show which selects and makes the teenagers who would like to be involved in the modeling business to become the model and actress. The first season hit on TV in late 2014, produced by Kantana Evolution Co.,ltd.. Since "The Face Thailand" TV program was a copyright-given production, it shared the format and characteristics with "The Face" from other countries. Each episode is divided into 9 parts as followings;

Master Class where there is the mentor or expert comes in and teaches all competent about modeling skills.

Master Class where there is some competition and the winner announcement.

Campaign where each team receives the quest and the mentor in each team tries to make some strategies on the game.

Campaign where each team is going into the competition for winning the client's quest.

Campaign where there is the winning team announcement.

Team Room where the mentors of 2 losing teams separately need to select one model for elimination judgment, by the mentor from the winning team.

Elimination Room where the mentor from the winning team eliminates one from selected two competent from 2 losing team.

Central Room where the mentor from the winning team and one left competent return to the rest of the teams members sitting with their mentors.

Others (Ex; advertisements)

For the channels, all 3 seasons of "The Face Thailand" have been broadcasted on air on Channel 3 (number 28) every Saturday evening, from 17:30. Also, they have been broadcasted via "Kantana Play" Application by same schedule as on television. Moreover, all episodes from 3 seasons are provided online for searching and watching, for example; Youtube and some links provided on Facebook pages. The audiences can also search all episodes via the application. The audiences can both watch for the real time and search for watching after the episodes are on air.

VI. The Method

This study was conducted by the method of quantitative research. All data were collected during March – April 2017, by using the questionnaire for the tool. The questionnaire was composed of 3 major parts.

The first part was about the demographic data (gender, age, the highest education level) which allowed the participants to choose only one answer.

The second part was about the behaviors for watching "The Face Thailand" TV program (the channel the participants mostly watch on, the purpose for watching, how the participants follow the program, the part of the program that participants found it was the most interesting, …) which allowed the participants to choose only one answer.

The third part was about the attitudes, perception, and behavior (how much the participants felt involved into the program, how much the participants would like to get into the entertainment business, how much the participants felt that the violence in TV program make "The Face Thailand" interesting, how much the participants felt they faced violence in reality as same as in TV program, …) which was presented in the 5-likert scales when 5 meant strongly agree and 1 meant strongly disagree. Participants were allowed to choose only one level they felt match with their behaviors.

The questionnaire was spread out on both offline and online. The researcher chose the sample group by purposive sampling method to reach the target audiences who are Thailand's generation Y, aged in between 17 – 36 years old in 2017 which were divided into 4 ranges; 17 – 21.99, 22 – 26.99, 27 – 31.99, and 32 – 36 years. The data were gathered from the sample size of 2,000 people.

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VII. Measurements

Since the objectives of this research aimed to study"The Face Thailand" TV program consumption behaviors of Thailand's generation Y audiences, the effect of "The Face Thailand" TV program consumption toward their perceptions about the modeling business, and the effect of "The Face Thailand" TV program consumption levels toward their behaviors and perceptions about the aggressiveness in reality. The measurements for all objectives above, the researcher employed the statistical analysis, both descriptive statistics and inferential statistics.

For first objective, the descriptive statistics was used for determining the percentage (%) from the collected data. For second to forth objectives, both descriptive and inferential statistics were used to identify the mean, Standard Deviation (SD), and the significance from relationship of the levels of media consumption (heavy viewers and light viewers) and their effects on Thailand's generation Y audiences (perception toward entertainment and modeling business and the behavior and perception toward violence in reality). The method of one-way ANOVA and T – Test (p value = 0.05) were employed for measuring the results.

VIII. The Results

The demographic result showed that the genders of all the participants (n = 2,000) who answered the questionnaire can be divided into 3 categories; 70.8% (1,416 participants) were females, 21.5% (430 participants) were males, and 7.7% (154 participants) were in category of unidentified. The age ranges of the participants were 56.6% (1,132 participants) in 17 – 21.99 years, 26.1% (522 participants) in 22 – 26.99 years, 11.7% (234 participants) in 27 – 31.99 years, and 5.6% (112 participants) in 32 – 36 years. Lastly, the highest education levels of all participants showed that 36.6% (732 participants) were graduated their bachelor degree, 35.3% (706 participants) were graduated their high school, 18.0% (360 participants) were graduated there 9th grade, 8.4% (168 participants) were graduated their master degree, and 1.6% (32 participants) were graduated their doctoral degree.

For "The Face Thailand" TV program watching behaviors, more than half of all participants, 54.6% (1,092 participants), mostly always watched on Youtube by intentionally searching. Another 36.1% (722 participants) were watching on TV by the scheduled. 5% (100 participants) were watching by clicking the links appeared on Facebook, Twitter, and other social networks. Only 2.1% (42 participants) said that they watched by searching on Kantana Play Application, and 1.2% (24 participants) said they watched real time on the application. 1% (20 participants) answered "others".

The purposes for watching, 56.7% (1,134 participants) said the interesting format of the program and for their entertainment. 13.6% (272 participants) claimed that they were formerly interested in fashion and photography. 10.1% (202 participants) said they would like to follow the works of their beloved celebrities. 7.3% (146 participants) said they would like to get some information for chatting with their groups of friend. 4.1% (82 participants) said they would like to have a career in the entertainment business, and 8.8% (176 participants) for other reasons, such as; enhancing the knowledge on fashion business, studying the situation and apply them to real life and more.

Moreover, the participants answered the question about most interesting part in their opinions form "The Face Thailand" TV program as followed; 51.2% (1,024 participants) said the campaign part where each team was on their competition, when 13.1% (262 participants) said the elimination room was the most interesting part, 10.2% (204 participants) stated that the most interesting part was in the Central Room when the mentor from the winning team and one safe competent returned to their team members sitting with their mentors. Normally, there was the dramatized verbal communication happened in this part of the show. The least popular scene from the show was when mentors of the losing teams needed to select one competent for the elimination room, 2.2% (44 participants).

The participants gave the information about how they followed the program. 39.2% (784 participants) said they watched all 3 seasons and every episode, while 31.5% (630 participants) said they watched all 3 seasons, every episode and more than once. 21.5% (430 participants) claimed that they did not watch all episodes from 3 seasons, but more than half of all episodes. Only 4.6% (92 participants) watched just only 1 from 3 seasons, and 3.2% (64 participants) said they watched less than half of all episodes in 3 seasons. And, when the participants were asked if they have ever watched "The Face" from other countries, 50.4% (1,008 participants) said yes, other 49.6% (992 participants) were on contrast. The Face UK was the most answered (38%) for the participants who have ever watched internationally. The Face USA was in the second range (31.8%), and The Wow Laos was in the third range (21.2%).

Furthermore, the questions about attitudes, perceptions and behaviors toward the entertainment and modeling business showed some interesting results as followed; the age range 17 – 21.99year-old audiences showed the significant difference to all other age ranges in the level of being involved to the TV program (F = 5.627, Sig. = 0.001; Bonferroni mean diff.= 0.134, 0.194, 0.255; Sig.= 0.043, 0.025, 0.043), yet showed the significant difference to all age ranges in the level of how much they would like to get their

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physical appearances modified (F = 13.604, Sig. = 0.000; Bonferroni mean diff.= 0.227, 0.476, 0.469; Sig.= 0.004, 0.000, 0.001). Both results indicated that the audiences in age range 17 – 21.99 years old tended to be more involved into TV program and more likely to have themselves modified than other 3 age ranges. Whereas, the result also revealed there was the significant difference from the age range 17 – 21.99 years to other groups in the level of how much they would like to have a career in entertainment and modeling business (F = 50.432, Sig.= 0.000; Bonferroni mean diff.= 0.385, 1.003, 0.886). However, there was no significance found from all age ranges in how they thought about the stereotype for the people in entertainment and modeling business.

For the attitudes, perceptions, and behaviors toward the violence and reality, the data showed that there was the significant difference about how much the participants perceived the real-world violent situations as same as the violence in TV program. The age range of 27 – 31.99 year-old audiences show significantly higher level than the age range 17 – 21.99 (F = 5.188, Sig.= 0.001; Bonferroni mean diff.= 0.278, Sig.= 0.004). Moreover, there was the significance found in the question how much the participants felt there were the grouping and violence between group works in real life as it was shown on TV program (F = 8.729, Sig.= 0.000) from age range 27 – 31.99 to age range 17 – 21.99 years (Bonferroni mean diff.= 0.287, Sig.= 0.005), and also between the range 22 – 26.99 year-old audiences to the range 17 – 21.99 years (Bonferroni mean diff.= 0.282, Sig.= 0.000). Lastly, the result from the question how much the participants felt that they were satisfied when they used the violent verbal language appeared in the TV program showed that the age range 17 – 21.99 year-old participants were the most likely to perceive satisfaction, and no significant difference was found to the age range 22 – 26.99, and 27 –31.99 years. But, on contrast, the age range 17 – 21.99 was found significant difference to the age range 32 – 36 year-old participants (F = 2.875, Sig. = 0.035; Bonferroni mean diff.= 0.336, Sig.= 0.046). Meanwhile, all age range groups have been found no significant difference for the imitated behaviors from TV program, the level of memorizing the word form TV program to use in daily life, or the feeling that violent behaviors made "That Face Thailand" TV program interesting.

Comparing the results between the heavy viewers and the light viewers showed 3 significant differencesin both entertainment business and violence aspects.For the entertainment business, the heavy viewer participants showed the significant difference to the light viewer group about how they felt they would like their physicals modified (ex. Surgery, get dietary supplement)(F = 1.473, Sig.= 0.002), and also about how the audiences felt they would like to have their career path in the entertainment and modeling business (F = 1.882, Sig.= 0.001). And for the violence in reality, the heavy viewer group showed significant difference to the light viewer group about how they tended to encounter the violence from verbal behaviors appeared in "The Face Thailand" TV program and adapt those phrases in daily life (F = 0.088, Sig.= 0.011). However, the group of heavy viewers and light viewers did not show anysignificant difference either in how they conveyed a stereotyped perception of the people who work in the model and entertainment business, how they perceived that violence in TV show made the show interesting, or how they felt they could find the same violent situation in reality as in the TV program they watched.

IX. Discussion

From 2,000 participants who answered the questionnaire, there were 70.8% females, 21.5% males, and 7.7% put themselves into unidentified category. All of them were Thailand's generation Y audiences, which were aged from 17 – 36 years in 2017. 4 age ranges were divided for all participants to choose, 56.6% which was the majority were in 17 – 21.99 years old, 26.1% were in 22 – 26.99 years old, 11.7% were in 27 – 31.99 years old, and 5.6% were in 32 – 36 years old. 36.6% of all participants were graduated, at highest, in bachelor degree, 35.3% were graduated in high school, and 18% from 9th grade.

For the behaviors, more than half of all participants - 54.6% - said they always watched and followed "The Face Thailand" TV program from website (Ex. Youtube) by intentionally searching. Other 36.1% said they watched the program by schedule on TV, 5% clicked to watch from the links provided on Facebook and social media. One point from the way the audiences watched the program is the application form the production company was not that popularity, only 3.3% of participants showed for watching from Kantana Play Application. The online channel, especially Youtube, may be the most suitable for the company for creating any campaign linked with the program, or for providing the media literacy knowledge for the audiences as well, such as; the behind – the – scene programs.

According to the interviewing of the managing director from the production company, Mr. Piyaruth Kanjareuk, the main purpose for "The Face Thailand" TV program is for entertainment, the research result was showed in the same way, 56.7% of participants answered their watching purpose was the interesting program format and entertainment. While, 13.6% said they were formerly interested in fashion and photography, and only 10.1% for following their idols' works. And, 7.3% said they followed the program for their social conversation. From those results, it seemed Thailand's generation Y audiences did not care much about the content, or the knowledge they could adapt in

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their lives. The format of TV program and the entertainment the program provides were showed the most attractive. This can possibly be implied thatthe production company can gain more rating by enhancing the entertainment level (more dramatic scenes, or create some new format) rather than providing more useful content or the stars who appear in program. On the other hand, this seems the audiences would like to diverse themselves when watch the program. They may care only the entertaining they get, and leave all the content behind. On this point, there are statements about the micro analysis of mass media, or 4 reasons why people expose themselves to the media as followings (Baran, 2012);

Cognition

People need to know the knowledge, or information which relate to them.

Diversion

People need to diverse themselves from the boring routine of the normal living. This diversion includes stimulation, relaxation, and emotion (dramatizing).

Social utility

People expose themselves into the media because they would like to be involved in conversation. And, sometimes they develop relationship with the actor/actress in the media (parasocial).

Withdrawal

People expose themselves to the media because they want to cut themselves out from the surrounding environment.

For this case, since "The Face Thailand" TV program was the reality show. The result showed mostly the entertainment purpose (diversion) and the second place was for the cognitive reason, when the third place was for social utility. The reason of withdrawal did not show up on the result.

For the level of watching, most of the participants, 92.2%, were stated to be the heavy viewers. Only 7.8% were in the light viewers group. Half of all participants had watched same program from other countries. And for the most favorite part of the program which the participants said to make the program interesting, 51.2% focused on the campaign competition when each team were doing some activity for each quest. 13.1% said it was the elimination room when one competent would be sent home, and 10.2% said the central room after the elimination where the violent verbal communication from the mentors occurs. According to these first 3 most favorite parts of the show; the competing scene, the elimination scene, and the dramatized scene, affirmed that the diversion (stimulation and emotion) may be the major reason for Thailand's generation Y audiences in watching the reality show. But, somehow, they may also develop their relationship with the competent in the show, which led to the social utility reason as well.

So far, we may imply from the statistical data showed about the reality show watching behavior of Thailand's generation Y audiences that the main channel the audiences watch the most is online channel, this may provide the most suitable way for direct communication to the audiences in case of some campaigns or media literacy content. The format of program and entertainment (diversion) were showed the major reasons for watching the reality TV program, yet the competition scene was shown the most attractive point, instead of the elimination scene which always appears in all the reality genre TV programs. So, the main focuses of how audiences watch the reality show are about the program format, entertainment, and the competition scene. The production organization may gainlarger amount of rating by enhancing the creativity to those components as well.

From the results about how age ranges correlated with attitudes, perceptions, and behaviors, the audiences in age range 17 – 21.99 years seemed to have the strongest significance about how they want to be physically like a model or the people in entertainment business, also how they want to get into the entertainment and modeling business as their future career. Meanwhile, the audiences in age ranges 22 – 26.99 and 27 – 31.99 years didn't show the significance to the perception about the star business, but showed some significance about how they perceived the violence in the real world. The range 27 – 31.99 years old showed higher level than the age range 17 – 21.99 about how much they perceived that they found violence in their reality as same as in TV program. And both range 22 – 26.99 and 27 – 31.99 years old perceived that all the people were divided into groups with violence between them in their reality. Whereas, the audiences in mentioned 3 age ranges showed no significant difference about how they felt satisfied when re-producing the words or phrases from TV program. But, the age range 17 – 21.99 years old showed significant difference to the range 32 – 26 years about how they felt satisfied when they used the words from TV program. So, although all audiences are in the same generation, we can still imply 2 separated concerns and effects. "The Face Thailand" reality TV program may influence the youngest range of generation Y audiences in how they look and how they can get into the star and modeling business. This may lead them to false values in society, people just only trust, believe, or give their credit the people only with good looking or model-like appearance. They may perceive the value of surgery can make them to be looking good as they have seen on TV. Moreover, they may perceive that the entertainment business is their temptation. They may try to get into this business without recognizing what are under the carpet, for examples; some false modeling company, some criminals who pretend to be the star makers. On the other side, "The Face Thailand" reality

TV program has more influence to the audiences who are in the age 22 – 31.99 years old about how they perceive the violence in their real lives. They seem to compare the situations in their work place with the violence they have seen in TV program. From this point, the same TV program can affect different age ranged audiences with different concerns. According to Carl Hovland's Individual Differences Theory, the media do not have much effect as they were claimed. The media effects depend on the different backgrounds of the audiences, so called limited effect (Baran and Davis, 2012). In this case, the people with the different age range show different effects or concerns from consuming the same media. We can see the influence from the model reality TV program in 2 ways. For the younger – Thai – generation Y audiences, reality TV show makes them compare themselves with the models or stars appearing on TV that leads them to some physical modification, and also their inspiration to get in the entertainment business. When the older – Thai – generation Y audiences are influenced in how they compare the world around them to the world they see from TV show.

For the comparison between the heavy viewers and the light viewers, the cultivation theory stated that that the audiences who watch TV in higher level, or heavy viewers, will have more chance to encounter the violence in daily life routines, or in reality. People tend to perceive reality in the real world in the same way with those presented on TV they watch. The audiences who always consume the media as a heavy viewers tend to have a perception of horrified, and hazardous to the real world, or the Mean World Syndrome. This study showed some significance between the heavy viewers and light viewers along the theory statement. The significant differences between the heavy viewers and light viewers were found in how the audiences would like to have their physicals modified, how they would like to enter the modeling business, and how they brought the verbal communication in TV program to their daily life. But, there was no significant difference between the heavy viewers and light viewers as explained in theory in how the audiences stereotyped the people in entertainment business, and how they perceived the violence in their reality as same as in TV program. Due to the changing communication landscape, we can imply that the theory may not be able to explain all the results, especially the stereotyping and the reality violence perception. If we compare the communication then, in 1976, and now, the difference of communication situation may be a variable to explain further reasons.

The shift of the media consumption

By then, 1976, TV was the newest media which could give the audiences both images and sounds in the same time, so it reached its peak stage instead of radio. The word "Couch Potato" was coined in 1976 describing people who addicted watching TV by laying down in a couch with a bag of potato chips do nothing but watch TV (Smallwood, 2015). This can describe how much the "heavy viewers" watched TV in their behaviors. And, by then, there was no internet which made the audiences needed to concentrate on the program schedules, wait for their programs in front of TV. The effect occurred to the heavy viewers might be as stated in cultivation theory. By now – TV is named traditional media, internet or online media is claimed to be the newest one. Statistics shows that people spend time on online media 6.09 hours a day at average, and only few countries that the traditional media is a bit higher than new media consumption (Global Web Index, 2014). The audiences have more various choices to watch. And for online channel, people can take a break while watching and resume when convenience. Plus, they don't have to concentrate on the show-time schedule anymore, because they can search for any TV program or the further information relevant to the program they are interested in. In Thailand, it was found that Thai people spent 14 hours per day on internet (Global Web Index, 2014). The result from this study also showed in the same way, more than half of all participants watch the show via online channel. This concept leads us to the Communication Technology Determinism, by Marshall McLuhan (1952). Marshall stated that the media can extend human's perceptions, and different media can determine different human's behaviors as well (Baran and Davis, 2012).

Globalization and Media Literacy Knowledge

The wide range of sources present on the net creates some exceptions to the old characteristics of mass communication sources (Dominick,1994). As in the digital age, the globalization concept is applied to everything via internet, including knowledge. When it comes to the globalization, local things can go global and vice versa. More than watching TV online, the audiences can search for the news, knowledge, or the information they prefer to know. So, they can increase their literacy skills; know what media can do to them, what the senders' purposes are, how the TV-reality and real-reality are different, etc. - more than it was in the age of TV without internet. That probably makes the significance about stereotyping was not found from the comparison between heavy and light viewers, either the reality violence perception.

However, on the point of comparing between the heavy viewers and light viewers, there was the research presenting the indifference between 2 groups of viewer due to how the students can maintain the positive attitudes toward education although they were determined heavy and light reality TV program viewers (Mullings, 2012). These results can be imply that the cultivation theory may not be appropriated explaining in every side of the media effect.

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X. Summary and Recommendations

From this study, The Effects of Media Consumption and Reality Television on the Attitudes of Thailand's Generation Y Audiences: The Face Thailand Reality Television Programs, the results tended to be more online for media consumption channel, yet the audiences seemed looking for only entertainment (diversion) not the content (cognition) from the program. Not only how much the audiences consume the media, but the age ranges of the audiences can make something different significantly. The younger – Thai – generation Y audiences tended to have the perception about how the entertainment business would be rather than the older audiences in same generation. On the other hand, the older – Thai – generation Y audiences showed the concern about how they perceived the violent scenes in their reality rather than the younger ones. This affirms the statement of Individual Differences theory, media do not have much effect as they were claimed but the effects depend on the audiences' backgrounds. Moreover, cultivation theory could explain only some differences between the heavy viewers and the light viewers which are how the audiences would like their physicals modified, how they would like to be involved into the entertainment business, and also how they brought some violent verbal from the reality show to their real world. But, still, the theory could not be applied for the significant differences in how the audiences stereotyped the people in the entertainment business, and how they perceived the violence in their lives.

For my recommendations for further research on this topic, I would recommend the qualitative research for deeper information about the effects in audiences reality, the comparison research on generation Y audiences form the countries where there were "The Face" TV programs broadcasted, and the research from other genres TV program or other generations in media consumption.

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