

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

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7

8 **Abstract**

9 This research aimed to study "The Face Thailand" TV program consumption behaviors of
10 Thailand's generation Y audiences, the relationship between age ranges of Thailand's
11 Generation Y audiences and their perceptions about the modeling and entertainment business
12 and violence in reality, and the effects of "The Face Thailand" TV program consumption
13 levels toward their perception about the modeling business and violence in reality. This
14 research was conducted by quantitative method; questionnaire was the tool for both offline
15 and online. The data was collected from 2,000 participants (n = 2,000), who were in
16 generation Y (17 -36 years old) in Thailand. The results showed that the audiences mostly
17 connected to online channel for media consumption, yet the audiences mostly searched for
18 entertainment not the content provided. Not only the difference between heavy and light
19 viewers, but also the age ranges of the audiences showed some different significance. The
20 younger Thailand's generation Y audiences tended to have more perception to the
21 entertainment business than the older audiences in same generation. On the other hand, the
22 older Thailand's generation Y audiences showed more concern about how they perceived the
23 violent scenes in their reality more than the younger ones.

24

25 **Index terms**— violence, generation Y, reality TV program
26 program consumption behaviors of Thailand's generation Y audiences, the relationship between age ranges
27 of Thailand's Generation Y audiences and their perceptions about the modeling and entertainment business
28 and violence in reality, and the effects of "The Face Thailand" TV program consumption levels toward their
29 perception about the modeling business and violence in reality. This research was conducted by quantitative
30 method; questionnaire was the tool for both offline and online. The data was collected from 2,000 participants
31 (n = 2,000), who were in generation Y (17 -36 years old) in Thailand.

32 **1 "T**

33 The first season of The Face Thailand, produced by Kantana Evolution Co., ltd. who was given the copyright for
34 production, had been broadcasted since late 2014. Since the first version hit the TV, the program has built large
35 stream on many aspects; the variety, skills and talents of competent, and the major selling point of the program
36 which is the "Dramatized Verbal content" between the mentors and competent as same as the programs in other
37 countries (Prachachart online, 2015). For those streams, Mr. Piyaruth Kanjareuk, Managing Director of Kantana
38 Evolution Co.,ltd., stated about the social impact which was firstly for entertainment and self-development on
39 the star business (Thairath online, 2015).

40 The number of online views for each episode has reached to more than million. Mr. Piyaruth claimed about
41 the rating on TV was not as high as online channel. If determine online channels, such as You tube website,

4 HEAVY VIEWERS VS LIGHT VIEWERS

42 the number of views shows 3 -5 million for each episode. This circumstance reveals the audiences do not only
43 watch by the aired time, but they also still follow the program on online channel ??Wanakijpaiboon, 2017).
44 Moreover, the searching history scores on website during the season 2 reached at 100 from the beginning of
45 season. Compare to season 1, the trend score was at maximum only 15 in number, around January 2015 when
46 was the final episode (the winner announcement) of season 1 At present, "The Face Thailand" has continued to
47 season 3. In comparison with other countries where broadcasted the same program, Great Britain has stopped
48 after season 2 ended; Australia has broadcasted only 1 season (Prachachart online, 2015). Meanwhile, the social
49 stream from The Face Thailand season 2 reached popular level that made the program was nominated for the
50 Asian Television Awards 2016 (TV pool online, 2016). From all the evidences above, the primary hypothesis
51 may be drawn that "The Face Thailand" TV program might match with Thai audiences' value. Despite the
52 program had reached to season 3, the popularity was still steady. The stream, both online and offline, is still
53 high especially the criticism on the II. Relationship of Media Consumption and Real-World Perception "The
54 Face Thailand" TV program is the oversea copyright-given production. More than dramatized verbal content,
55 the TV program also presents the identity of entertainment business, especially the modeling career path, and
56 how the models are scouted into the business. The majority of competent are under 25 years old, in generation
57 Y. Thus, this research aims to study about the relationship between the media consumption level of Thailand's
58 generation Y audiences and their behaviors and perceptions toward the real world. The objectives of this study
59 are as followings;

60 To study "The Face Thailand" TV program consumption behaviors of Thailand's generation Y audiences.
61 To study the relationship between age ranges of Thailand's generation Y audiences and their perceptions about
62 the modeling and entertainment business.
63 To study the relationship between age ranges of Thailand's generation Y audiences and their perception about
64 the violence in reality.
65 To study the effect of "The Face Thailand" TV program consumption levels of Thailand's generation Y
66 audiences toward their perceptions about the modeling business.
67 To study the effect of "The Face Thailand" TV program consumption levels of Thailand's generation Y
68 audiences toward their behaviors and perceptions about the violence in reality.

69 2 III.

70 3 Research Questions

71 How do Thailand's generation Y audiences consume "The Face Thailand" TV program? How are the relationship
72 between age ranges of Thailand's generation Y audiences and their perceptions about the modeling and
73 entertainment business? How are the relationship between age ranges of Thailand's generation Y audiences and
74 their perception about the violence in reality? How are the differences in the perception toward the modeling
75 business from the heavy viewers and light viewers from "The Face Thailand" TV program? How are the differences
76 in the violent behaviors and perception toward the reality from the heavy viewers and light viewers from "The
77 Face Thailand" TV program?

78 IV.

79 4 Heavy Viewers vs Light Viewers

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

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

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

89 The group of audiences who has followed and watched "The Face Thailand" TV program more than half of
90 all episodes from all 3 seasons. Light Viewer has been defined as the group of audiences who has followed and
91 consumed less than half of all episodes of TV program (Nuchpitak, 2009). dramatized verbal behaviors showing
92 in TV program ??Wanakijpaiboon, 2017).

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

97 Cultivation Theory, by George Gerbner in 1976, was set up from the research about the relationship of the
98 TV consuming level and the daily life behaviors. The result showed that the audiences, who watch TV in higher
99 level, or heavy viewers, will have more chance to encounter the violence in daily life routines, or in reality. This
100 is one of Socio-psychological tradition theories which believes television to be homogenizing agent in culture, or
101 cultivating a common culture, and the cultivation analysis is concerned with the totality of pattern communicated

102 cumulatively by television over a long period of exposure rather than specific effect (Littlejohn and Foss, 2008).
103 People tend to perceive reality in the real world in the same way with those presented on TV they watch. The
104 audiences who always consume the media as a heavy viewers tend to have a perception of horrified, hazardous
105 to the real world, or the Mean World Syndrome.

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

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

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

112 The group of audiences who has followed and watched "The Face Thailand" TV program less than half of
113 all episodes from all 3 seasons. The group of audiences who has followed and watched "The Face Thailand"
114 TV program only 1 season from all 3 seasons and also watched "The Face" TV program from other countries.

115 The group of audiences who has followed and watched "The Face Thailand" TV program only 1 season from all
116 3 seasons. The group of audiences who has not followed and watched "The Face Thailand" TV program, but
117 watched "The Face" TV program from other countries.

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

119 V.

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

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

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

127 Campaign where each team receives the quest and the mentor in each team tries to make some strategies on
128 the game. Campaign where each team is going into the competition for winning the client's quest. Campaign
129 where there is the winning team announcement.

130 Team Room where the mentors of 2 losing teams separately need to select one model for elimination judgment,
131 by the mentor from the winning team. Elimination Room where the mentor from the winning team eliminates
132 one from selected two competent from 2 losing team.

133 Central Room where the mentor from the winning team and one left competent return to the rest of the teams
134 members sitting with their mentors. Others (Ex; advertisements)

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

141 5 VI.

142 6 The Method

143 This study was conducted by the method of quantitative research. All data were collected during March -April
144 2017, by using the questionnaire for the tool. The questionnaire was composed of 3 major parts.

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

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

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

157 The questionnaire was spread out on both offline and online. The researcher chose the sample group by
158 purposive sampling method to reach the target audiences who are Thailand's generation Y, aged in between 17
159 -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
160 data were gathered from the sample size of 2,000 people.

161 **7 VII.**

162 **8 Measurements**

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

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

174 **9 VIII.**

175 **10 The Results**

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

184 For "The Face Thailand" TV program watching behaviors, more than half of all participants, 54.6% (1,092
185 participants), mostly always watched on Youtube by intentionally searching. Another 36.1% (722 participants)
186 were watching on TV by the scheduled. 5% (100 participants) were watching by clicking the links appeared on
187 Facebook, Twitter, and other social networks. Only 2.1% (42 participants) said that they watched by searching
188 on Kantana Play Application, and 1.2% (24 participants) said they watched real time on the application. 1%
189 (20 participants) answered "others".

190 The purposes for watching, 56.7% (1,134 participants) said the interesting format of the program and for their
191 entertainment. 13.6% (272 participants) claimed that they were formerly interested in fashion and photography.
192 10.1% (202 participants) said they would like to follow the works of their beloved celebrities. 7.3% (146
193 participants) said they would like to get some information for chatting with their groups of friend. 4.1% (82
194 participants) said they would like to have a career in the entertainment business, and 8.8% (176 participants) for
195 other reasons, such as; enhancing the knowledge on fashion business, studying the situation and apply them to
196 real life and more.

197 The participants gave the information about how they followed the program. 39.2% (784 participants) said
198 they watched all 3 seasons and every episode, while 31.5% (630 participants) said they watched all 3 seasons,
199 every episode and more than once. 21.5% (430 participants) claimed that they did not watch all episodes from 3
200 seasons, but more than half of all episodes. Only 4.6% (92 participants) watched just only 1 from 3 seasons, and
201 3.2% (64 participants) said they watched less than half of all episodes in 3 seasons. And, when the participant s
202 were asked if they have ever watched "The Face" from other countries, 50.4% (1,008 participants) said yes, other
203 49.6% (992 participants) were on contrast. The Face UK was the most answered (38%) for the participants who
204 have ever watched internationally. The Face USA was in the second range (31.8%), and The Wow Laos was in
205 the third range (21.2%).

206 Furthermore, the questions about attitudes, perceptions and behaviors toward the entertainment and modeling
207 business showed some interesting results as followed; the age range 17 -21.99year-old audiences showed the
208 significant difference to all other age ranges in the level of being involved to the TV program ($F = 5.627$, $Sig.$
209 = 0.001; Bonferroni mean diff.= 0.134, 0.194, 0.255; $Sig.= 0.043, 0.025, 0.043$), yet sh owed the significant
210 difference to all age ranges in the level of how much they would like to get their Moreover, the participants
211 answered the question about most interesting part in their opinions form "The Face Thailand" TV program as
212 followed; 51.2% (1,024 participants) said the campaign part where each team was on their competition, when
213 13.1% (262 participants) said the elimination room was the most interesting part, 10.2% (204 participants) stated
214 that the most interesting part was in the Central Room when the mentor from the winning team and one safe
215 competent returned to their team members sitting with their mentors. Normally, there was the dramatized verbal
216 communication happened in this part of the show. The least popular scene from the show was when mentors
217 of the losing teams needed to select one competent for the elimination room, 2.2% (44 participants). physical
218 appearances modified ($F = 13.604$, $Sig. = 0.000$; Bonferroni mean diff.= 0.227, 0.476, 0.469; $Sig.= 0.004, 0.000,$
219 0.001). Both results indicated that the audiences in age range 17 -21.99 years old tended to be more involved
220 into TV program and more likely to have themselves modified than other 3 age ranges. Whereas, the result also

221 revealed there was the significant difference from the age range 17 -21.99 years to other groups in the level of
222 how much they would like to have a career in entertainment and modeling business ($F = 50.432$, $Sig.= 0.000$;
223 Bonferroni mean diff.= 0.385, 1.003, 0.886). However, there was no significance found from all age ranges in how
224 they thought about the stereotype for the people in entertainment and modeling business.

225 For the attitudes, perceptions, and behaviors toward the violence and reality, the data showed that there was
226 the significant difference about how much the participants perceived the real-world violent situations as same as
227 the violence in TV program. The age range of 27 -31.99 year-old audiences show significantly higher level than
228 the age range 17 -21.99 ($F = 5.188$, $Sig.= 0.001$; Bonferroni mean diff.= 0.278, $Sig.= 0.004$). Moreover, there
229 was the significance found in the question how much the participants felt there were the grouping and violence
230 between group works in real life as it was shown on TV program ($F = 8.729$, $Sig.= 0.000$) from age range 27
231 -31.99 to age range 17 -21.99 years (Bonferroni mean diff.= 0.287, $Sig.= 0.005$), and also between the range
232 22 -26.99 year-old audiences to the range 17 -21.99 years (Bonferroni mean diff.= 0.282, $Sig.= 0.000$). Lastly,
233 the result from the question how much the participants felt that they were satisfied when they used the violent
234 verbal language appeared in the TV program showed that the age range 17 -21.99 year-old participants were the
235 most likely to perceive satisfaction, and no significant difference was found to the age range 22 -26.99, and 27
236 -31.99 years. But, on contrast, the age range 17 -21.99 was found significant difference to the age range 32 -36
237 year-old participants ($F = 2.875$, $Sig. = 0.035$; Bonferroni mean diff.= 0.336, $Sig.= 0.046$). Meanwhile, all age
238 range groups have been found no significant difference for the imitated behaviors from TV program, the level
239 of memorizing the word form TV program to use in daily life, or the feeling that violent behaviors made "That
240 Face Thailand" TV program interesting.

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

253 11 IX.

254 12 Discussion

255 From 2,000 participants who answered the questionnaire, there were 70.8% females, 21.5% males, and 7.7% put
256 themselves into unidentified category. All of them were Thailand's generation Y audiences, which were aged from
257 17 -36 years in 2017. 4 age ranges were divided for all participants to choose, 56.6% which was the majority were
258 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
259 -36 years old. 36.6% of all participants were graduated, at highest, in bachelor degree, 35.3% were graduated in
260 high school, and 18% from 9 th grade.

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

269 According to the interviewing of the managing director from the production company, Mr. Piyaruth Kanjareuk,
270 the main purpose for "The Face Thailand" TV program is for entertainment, the research result was showed in
271 the same way, 56.7% of participants answered their watching purpose was the interesting program format and
272 entertainment. While, 13.6% said they were formerly interested in fashion and photography, and only 10.1% for
273 following their idols' works. And, 7.3% said they followed the program for their social conversation. From those
274 results, it seemed Thailand's generation Y audiences did not care much about the content, or the knowledge
275 they could adapt in their lives. The format of TV program and the entertainment the program provides were
276 showed the most attractive. This can possibly be implied that the production company can gain more rating
277 by enhancing the entertainment level (more dramatic scenes, or create some new format) rather than providing
278 more useful content or the stars who appear in program. On the other hand, this seems the audiences would like
279 to diverse themselves when watch the program. They may care only the entertaining they get, and leave all the
280 content behind. On this point, there are statements about the micro analysis of mass media, or 4 reasons why
281 people expose themselves to the media as followings (Baran, 2012); So far, we may imply from the statistical data

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

290 From the results about how age ranges correlated with attitudes, perceptions, and behaviors, the audiences in
291 age range 17 -21.99 years seemed to have the strongest significance about how they want to be physically like a
292 model or the people in entertainment business, also how they want to get into the entertainment and modeling
293 business as their future career. Meanwhile, the audiences in age ranges 22 -26.99 and 27 -31.99 years didn't
294 show the significance to the perception about the star business, but showed some significance about how they
295 perceived the violence in the real world. The range 27 -31.99 years old showed higher level than the age range
296 17 -21.99 about how much they perceived that they found violence in their reality as same as in TV program.
297 And both range 22 -26.99 and 27 -31.99 years old perceived that all the people were divided into groups with
298 violence between them in their reality. Whereas, the audiences in mentioned 3 age ranges showed no significant
299 difference about how they felt satisfied when re-producing the words or phrases from TV program. But, the age
300 range 17 -21.99 years old showed significant difference to the range 32 -26 years about how they felt satisfied
301 when they used the words from TV program. So, although all audiences are in the same generation, we can still
302 imply 2 separated concerns and effects. "The Face Thailand" reality TV program may influence the youngest
303 range of generation Y audiences in how they look and how they can get into the star and modeling business. This
304 may lead them to false values in society, people just only trust, believe, or give their credit the people only with
305 good looking or model-like appearance. They may perceive the value of surgery can make them to be looking
306 good as they have seen on TV. Moreover, they may perceive that the entertainment business is their temptation.
307 They may try to get into this business without recognizing what are under the carpet, for examples; some false
308 modeling company, some criminals who pretend to be the star makers. On the other side, "The Face Thailand"
309 reality

310 13 Cognition

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

312 14 Diversion

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

315 15 Social utility

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

318 16 Withdrawal

319 People expose themselves to the media because they want to cut themselves out from the surrounding
320 environment. For this case, since "The Face Thailand" TV program was the reality show. The result showed
321 mostly the entertainment purpose (diversion) and the second place was for the cognitive reason, when the third
322 place was for social utility. The reason of withdrawal did not show up on the result.

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

333 TV program has more influence to the audiences who are in the age 22 -31.99 years old about how they perceive
334 the violence in their real lives. They seem to compare the situations in their work place with the violence they
335 have seen in TV program. From this point, the same TV program can affect different age ranged audiences
336 with different concerns. According to Carl Hovland's Individual Differences Theory, the media do not have much
337 effect as they were claimed. The media effects depend on the different backgrounds of the audiences, so called
338 limited effect (Baran and Davis, 2012). In this case, the people with the different age range show different effects
339 or concerns from consuming the same media. We can see the influence from the model reality TV program in

340 2 ways. For the younger -Thai -generation Y audiences, reality TV show makes them compare themselves with
341 the models or stars appearing on TV that leads them to some physical modification, and also their inspiration
342 to get in the entertainment business. When the older -Thaigeneration Y audiences are influenced in how they
343 compare the world around them to the world they see from TV show.

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

358 **17 The shift of the media consumption**

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

376 **18 Globalization and Media Literacy Knowledge :**

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

385 However, on the point of comparing between the heavy viewers and light viewers, there was the research
386 presenting the indifference between 2 groups of viewer due to how the students can maintain the positive attitudes
387 toward education although they were determined heavy and light reality TV program viewers (Mullings, 2012).
388 These results can be imply that the cultivation theory may not be appropriated explaining in every side of the
389 media effect.¹



Figure 1:

390 X.

391 .1 Summary and Recommendations

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

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

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