



## Impact of Entertainment Industry on Perceived Quality of Life, Stress and Frustration Among Female Viewers

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### ABSTRACT

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The research investigated that how morning shows, movies and dramas would affect females and how they create stress and frustration among them. The sample of current study was (N=300). Perceived stress, basic need satisfaction and frustration and perceived quality of life scale were used to collect data. Data analysed by descriptive, Correlation, Anova and t-test. Result shows there is negative correlation among quality of life and stress. Negative correlation among frustration and quality of life. And positive correlation among stress and frustration. This study is beneficial to understand impact of morning shows, movies and dramas on female viewers and their impact on their lives. Suggestions and implementations have also been discussed.

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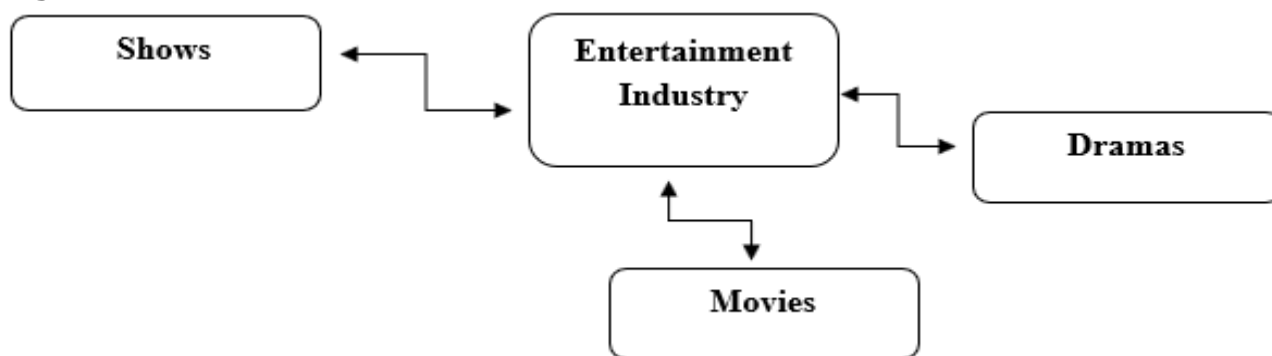
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## 1. Introduction

### 1.1. Entertainment Industry

The entertainment sector uses a variety of technologies and information types to communicate with audiences. Dramas are included in the electronic transmission of information that can be done via film, television, shows, and recorders. However, the foundation of this work is the influence of dramas, films, and morning shows and how they shape people's perceptions. Plays and other theatrical performances are commonly referred to as shows. Shows are primarily for entertainment, but they also have a variety of negative effects on women. The list of shows that are covered in this article is provided below. In shows, we counted the morning shows as comedy shows and game shows evening shows as shows, an article takes information about movies: movies are types of film, as a visual communication that uses pictures and sounds to tell stories and to teach people something. People in every part of the world watch movies as a type of entertainment and a way to have fun with their friends and families by watching movies at home and at cinemas. Movies are basically expressions of emotions and feelings, with different stories lasting 2 to 3 hours. As it shows, it's also affected a female's life by its various components, as it's discussed in this article. Movies we counted here include romantic movies, telefilms, action movies, and comedy movies. Dramas: as shows and movies, dramas are also defined as type of performance by an actress and it is like a play which is held on television or radio Dramas represent the feelings and emotions of certain behaviors as sad, funny, romantic, and tragic. Different types of dramas are now represented as a source of public entertainment. As well as shows and movies, dramas also affect the lives of women in certain ways, as discussed in this article. A list of dramas is also mentioned below. The types of dramas discussed in this research are soap, comedy dramas, sad dramas, and romantic dramas.

**Figure 1**



### **1.2. Role of Entertainment Industry**

Media is defined as "a technological tool to spread messages." Through the expression of media, people will try to change their lifestyles, their way of behaving, and their performances in their daily routine. Their interest is to become a modern part of society. Along shows, movies, and dramas that are more promoting public awareness can impact females by creating stress and frustration by perceiving lifestyles from different shows, movies, and dramas that are discussed above (Nurmahyati, 2023). In TV dramas, they mostly show the elite class, which can affect the middle class very well. The middle class now wants to become and behave like an elite class, and when they do not, they become stressed and frustrated, ruining the quality of life. When they do not achieve their goals and their lifestyle, feelings of guilt can ruin them and affect their self-efficacy and self-confidence. Currently, people have no time to sit together and discuss their daily routine. They spend their all spare time on TV programs by watching these types of shows, movies and dramas (Nurmahyati, 2023). They got more stressed and frustrated on daily issues of life (Ljajić, 2020). As per national eating disorder association (NEDA), (4 April 2017) 80% of females are not satisfied by their physical appearance and did a lot of dieting in everyday life approximately 45% from them. She wants to look like an actress or model. And they became less satisfied and suffering from anorexia nervosa and bulimia nervosa (An eating disorder). Roll of media is associated with poor problem focused coping and social emotional coping and stress.

### **1.3. Quality of Life**

A.C Pigou used this word first time quality of life about economic wellbeing in 1920. The world health organization (WHO) expended the definition of health by including the concept of physical, psychological and social wellbeing. Research revealed that Entertainment industry have great impact on quality of life regarding all age groups for their social, cultural and educational content (Hensher, 2023). moreover major domains of Entertainment industry effects quality of life regarding psychological domains moreover research suggest that positive relationship between Entertainment industry and effective Quality of life (Sharma.P, Sep,2020). Quality of life measures person all physical, psychological and social wellbeing regarding all aspects of society. The WHO defined person wishes, desires, interest and living standards according to society in which person lived. Quality of life is basically a tool to measure person's satisfaction regarding to different domains and different aspects. Different scales and tools are developed now and they successfully measure (Cookson et al., 2021) and Quality of life is also responsible in nation's program, developing organizations, health center that give benefit to others (Akranavičiūtė & Ruževičius, 2007). Quality of life measures person's satisfaction with regarding to environment in which he lives.

- Life ability of an individual
- External utility of life.
- Inner satisfaction of life.
- And how much person is happy from his or her life

The theories of Abraham Maslow's and Existential theory counted in the quality of life. And there are also some types of quality of life, which are health, air quality, water quality, happiness, food quality, standard of living, education, knowledge, safety, freedom from fear, community, freedom from speech, human rights, legal rights, privacy, public space, culture, profession, creativity, physical activity, transportation, proximity, resilience, and sustainability.

#### **1.4. Quality of Life and Stress**

Stress and quality of life are strongly correlated, according to research and clinical practices. Even scientists claim that illness will not have an impact on people. Stress has an impact on them, which leads to illness. Cardiovascular problems increase, much like hypertension. Stress has an impact on psychological and physiological processes as a feeling and behavior. There is a drawback to the relationship between life satisfaction and stress since a person's level of stress increases. Stress is a nonspecific result that causes physical or mental effects. Stress can affect an individual badly. Things that create stress are called stressors. Under stress, a person is physiologically mobilized towards attack or threat, called fight or flight responses. Under stress, the person has sufficient resources to fight. If he has not, then the person has used another response, which is called flight. In flight, the person can draw and move on. But his resources can decide whether he has sustained or withdrawn and which response he has to use (Ekart & Perše, 2023). As per past researches significant impairment and perceived stress have positive relationship (Fianco et al., 2015). General adaptation syndrome and Folkman (2020) are theories of stress. There are two types of stressors: acute stress and chronic stress. Moreover, excessive media usage leads to psychological exhaustion and information overload (Yunus & Chaudhary, 2023). Some events are also responsible for creating stress, which are negative events, uncontrollable events, ambiguous events, and overloaded events (Sun, Li, Zhang, & Zhang, 2023).

#### **1.5. Frustration and Stress**

Frustration is related to the feeling of being upset and irritated regarding being unable to achieve any goal or make any progress. When a person has not achieved his or her position as he or she wishes, He or she gets frustrated. To gain success, any goal or purpose of life will lead to great deal of frustration and positive emotions. Being happy will decrease a great deal of frustration. It creates anger, irritability, depression, and anxiety. It also affected the biological mechanisms of the body (Majid, Rasool, Rasool, & Zafar, 2023). These people used coping strategies to reduce this emotion of frustration caused by stress. They lead to physiological and psychological issues created by frustration and great stress (Adegboire, Adeniji, & Adeshina, 2015). There is a positive correlation between stress and frustration. It is directly proportional to frustration. A stressed person becomes more frustrated, or frustration will increase in him more and more because of stress.

#### **1.6. Anthony Robbins**

Energy is key to success in every field of life; its effect on the immune system and the blood pressure of the human body raises due to frustration. With this negative energy, a person becomes useless. Research suggests that individuals with higher levels of impulsivity, increased emotional reactivity to the media, and frustration with the content of the media are more likely to have a higher state of anger response to media exposure (Appanna, Auger, & Lemire, 2014). People who have high emotional reactivity toward media have more aggression and frustration tendencies (American Psychological Association, 2022). Frustration and anger become personality as a result of media exposure. Our brain is like a copy machine; when we use an excessive amount, it's not good for the brain like a computer. Brain cells are continuously growing and have to maintain skills over time, the brain is thrust into frustration. To gain new knowledge and experience new things, and to develop a passion for love. For all these things, we have to suffer from frustration, but it also challenges opportunity, growth and hope to get favorable outcomes (S.D, 2010). Frustration aggression theory is a theory of frustration. And personal frustration, conflicting frustration, pressure frustration and environmental frustration are different types of frustration.

#### **1.7. Frustration and Quality of Life**

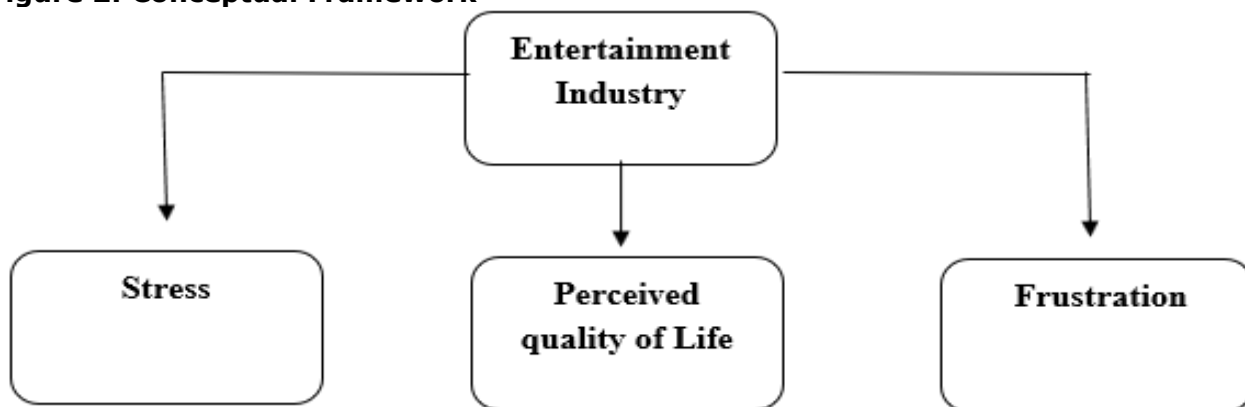
A study was done in 2010 on "Emotional intelligence and frustration predictor of Quality of life in patients of irritable bowel syndrome." Frustration can affect body functioning, reduce oxygen, and lead to health issues (Park, 2022). The immune system and digestive system are also affected. When your food is not digested, it enters the bloodstream. So, because of this, health quality of life is also affected, and the reason is frustration. There is a negative relationship between frustration and quality of life. Because more frustrated people have. Quality of life effected more and more (Naik, Ma, Munyeshyaka, Leibenluft, & Li, 2023).

### 1.8. Hypothesis

In order to perform afore mentioned objectives of the present study of the following hypothesis were formed:

- The level of stress and frustration would be high in females who spend too much time on watching T.V acts.
- There would be a significant difference in Quality of life of females who are watching a lot of T.V acts and who are not.
- There would be significant relation among all variables.
- There would be significant difference among female who spend their hours on watching TV programs and who are not.

**Figure 2: Conceptual Framework**



## 2. Method

Cross sectional result design was adopted for this study. And sample contain (N=300) females, which were selected through purposive convenient sampling from different universities including University of Sargodha, University of Lahore, University of the Punjab and house wives. Bachelors and master's education are included in this sample. Age range was included 18-30. And in this sampling, some working and non-working females and students are included.

### 2.1. Demographical Sheet

A demographic sheet was formulated to obtain the required information, such as age, qualification, family system, birth order, socioeconomic status, residence, and marital status, of every participant.

#### 2.1.1. Perceived Quality of life Scale

This scale is developed by Dr Donald Patric and Dr Marion Danis (June, 2008). Later it was developed further by Washington University by team of Studiers. Extensive testing of the PQOL has been conducted in cooperation with group health cooperative of Puget Sound. PQOL consists of 19 items where 11 purposive on happiness used for comparison purpose. It consists of extremely dissatisfied to extremely satisfied/happy. Its correlation is greater than 0.70 happiness rating. It is developed on model defining quality of life as an evaluation of major categories of fundamental life needs and PQOL is developed for theory of needs of human (Maslow, 1943). Interviews are also conducted on different populations of older adults, well persons, and persons with disabilities to establish the content of instruments. This measure content the need of humans and need based theory of QOL and world health organization WHO Quality of life scale. It is evaluated the satisfaction and fundamental areas of functional status.

#### 2.1.2. Perceived Stress Scale

This scale is developed by Cohen et al, 1983 hosted by Mind Garden. This scale consists of 14 items. This question is very easy to understand and can be apply in any sub population of group. PSS scores are obtained by reversing the scores on seven positive items. PSS scores are obtained by reverse coding items # 2 and 3. Items 4,5,6,7,9,10 and 13 are

positive stated items. These questions are very easy to understand that population can easily respond here according to feelings which is asking in questionnaire.

### 2.2. Basic Psychological Need Satisfaction and Frustration Scale General

This scale was given Ryan in 2013 where psychological needs for relatedness, and competence are considered. Growth, wellbeing and behavioral problems were also considered (Chevrier & Lannegrund, 2021) for both frustration and satisfaction scale have equal number of items (Chen et al., 2015) was developed which were used here. These items were quiet general in nature that’s why for general population this scale is used for this Study. These items are equally divided like items of satisfaction are 1,7,13,19,3,9, 15,21,6, 12,18,24 and items of frustration are 2,8,14,20,4,10,16,22,6,12,18,24. This scale is developed for sample of South Africans and poor Chinese who are migrated and suffering from work and financial insecurity also environmental insecurity. They found satisfaction on related items of satisfaction scale for autonomy, competence and relatedness to predict a unique variance of wellbeing and safety and security. And the people who perceived themselves physically and environmentally insecure are rated on need satisfaction and frustration items scale.

### 2.3. Procedure

Questionnaire of each scale was given to them and asked them to fill it according to their feelings. Verbal instructions were also provided to them regarding responding to instruments. At the end they were thanks for participating in this Study. And also gave confidentiality of their personal information that it’s used only for Study purpose.

## 3. Statistical Analysis

Descriptive, correlation, Anova and t-test is used for analyzing of data.

### 3.1. Results

The result demonstrates that there are significantly high alpha reliability coefficients for perceived stress scale were .60, perceived quality of life .88, and frustration .78. Univariate normality analysis confirmed that all the scores were normally distributed i.e. value of skewness was less than 2.

**Table 1: Descriptive Statistics and Alpha Reliabilities for all study variables (n =300)**

Scales	Item	M	SD	a	Range		Skewness
					Potential	Actual	
PSS	14	28.73	6.66	.60	0-4	9-48	.141
PQOL	20	102.97	32.99	.88	0-10	27-184	.141
Frustration	12	34.30	8.24	.78	1-5	12-57	-.141

**Table 2: Correlation matrix of all the variables used in this Study**

Variables	1	2	3
1	--		
2	-.24**	--	
3	.16**	-.07	--

Table describes inter-correlation among scales. Results suggest that stress have positive correlation with frustration. Meanwhile stress have negative also significant negative correlation with Qol. Moreover, it shows that Qol has significant negative relation with frustration.

**Table 3: Mean, Standard Deviation and F-values for morning, comedy, game and evening shows (N = 300)**

Variables	Morning Shows (n/=/131)		Comedy Shows (n/=/88)		Game Shows (n/=/26)		Evening Shows (n/=/55)		F	η <sup>2</sup>
	M	SD	M	SD	M	SD	M	SD		
PSS	28.41	6.10	28.54	6.67	29.92	6.29	29.21	8.05	.49	.01
PQOL	107.04	31.91	99.00	34.62	107.65	34.05	97.43	31.59	1.79	.03
Frustration	34.91	7.84	33.22	8.49	36.42	7.61	33.54	8.89	1.47	.005

\*P < .05. \*\*P < .01

Table 4 shows mean, standard deviation and *F* -values for impact of shows, movies and dramas on perceived quality of life, stress and frustration among female viewers. Results indicate non-significant mean differences among all study variables.

**Table 5: Mean, standard deviation and F values for action, romantic, comedy and telefilms (N=300)**

Variables	Action Movies (n/=/55)		Comedy movies (n/=/79)		Romantic movies (n/=/137)		Telefilm movies (n/= /29)		F	$\eta^2$	Post hoc
	M	SD	M	SD	M	SD	M	SD			
PSS	28.54	6.87	29.31	7.67	28.67	5.95	27.79	6.67	.41		--
PQOL	96.29	28.97	106.45	36.12	102.48	32.25	108.51	34.09	1.33		--
Frustration	34.83	7.72	31.94	9.63	35.49	7.186	34.03	8.79	3.26		3>1>4>2

Results indicates that females, who watch romantic movies have higher level of frustration, who watch action movies were also frustrated females, telefilm also indicator of frustration but lesser in quantity and female who watch comedy movies are least frustrated than others.

**Table 6: Mean, standard deviation and F values for soap, comedy, romantic and sad dramas (N=300)**

Variables	Soap Drmas (n/=/45)		Comedy (n/=/75)		Romantic (n/=/134)		Sad (n/=/46)		F	$\eta^2$	Post hoc
	M	SD	M	SD	M	SD	M	SD			
PSS	27.62	6.43	28.08	7.42	28.98	6.36	30.15	6.34	1.42	.023	--
PQOL	102.2	32.14	108.1	34.28	104.89	32.25	89.58	31.19	3.38	.006	2>3>1>4
Frustration	33.40	8.23	33.78	9.43	34.88	7.77	34.30	7.60	.50	.210	--

\**P* < .05. \*\**P* < .01

Results indicated that QOL is highest in comedy drama viewers, after that romantic drama viewers had more QOL, than soap drama viewers were third in QOL, whereas sad drama viewers had least score on QOL.

**Table 7: T- Test Regarding to their age (N=300)**

Variables	18-20 (n/=/102)		21-30 (n/=/198)		t(298)	95% CI		Cohen's d
	M	SD	M	SD		UL	LL	
PSS	28.71	6.87	28.74	6.56	-.033	1.57	-1.62	.004
PQOL	102.01	30.60	103.46	34.22	-.360	6.47	-9.37	.044
frustration	35.22	8.65	33.82	8.00	1.39	3.37	-.57	.168

Age difference on stress frustration and perceived quality of life scales. The mean difference were found to be non-significant on all study variables Regarding to family system

**Table 8**

Variables	Joint (n/=/75)		Nuclear (n/=/225)		t(298)	95% CI		Cohen's d
	M	SD	M	SD		UL	LL	
PSS	27.86	6.16	29.02	6.81	-1.30	.59	-2.9	.178
PQOL	106.29	30.78	101.87	33.68	1.00	13.07	-4.2	.137
Frustration	35.16	7.73	34.01	8.39	1.04	3.30	-1.0	.142

Differences in family system on stress, frustration and quality of life. The mean difference were found to be non-significant on all study variables.

**Table 9: Regarding to Residence**

Variables	Rural (n/=/92)		Urban (n/=/208)		t(298)	95% CI		Cohen's d
	M	SD	M	SD		UL	LL	
PSS	28.70	6.50	28.74	6.75	-.04	1.60	-1.6	.006
PQOL	96.81	30.05	105.70	33.92	-2.2*	-1.1	-16.61	.277
Frustration	34.88	7.41	34.04	8.58	.81	2.86	-.1.1	.104

The mean difference is found to be significant on PQOL  $\{t(298) = -2.2, p < .05\}$  which mean that QOL is better in residents of urban areas as compared to rural areas. Results on all other variables were found non-significant.

#### 4. Discussion

The half-way directing impact of watching dramas and movies on stress, individual frustration and quality of life. This marvel was affirmed in the past examinations on injury and frustration (Bonanno, Galea, Bucciarelli, & Vlahov, 2007). The second hypothesis was there would be a significant difference in stress, frustration and Quality of life of females who are watching a lot of T.V acts and who are not. It implies that family system was play important role regarding to usage of Entertainment industry, whereas females found to be higher on stress and frustration levels. The hypothesis was accepted. This finding is likewise in accordance with the earlier Study demonstrating that abnormal amounts of apparent stress are profoundly prescient (Banovcinova & Baskova, 2014). Table 3 describes inter-correlations among scales. Hypothesis is proved correct. Results suggest that stress have significant positive correlation with frustration and negative correlation with quality of life. Furthermore, frustration have significant negative correlation with quality of life. This study proves that "higher the exposure to drama and movies contents, greater the frustration in the behavior of female viewers. Similar relationship is found in the previous studies and the results were also significant (Cooley & Fite, 2016). Gender is less important to include here because mostly girls can take the effects of television viewership, because of media exposure, girls have less satisfaction of life as compare to boys. Whether it would be regarding to body self-esteem (Novin, Broekhof, & Rieffe, 2019), global self-esteem and mental health (van den Bedem, Dockrell, van Alphen, Kalicharan, & Rieffe, 2018). Whereas females have higher level of stress and frustration. Watching dramas and movies and mental turned out to be especially fascinating indicators of QoL. In existing writing, noticeable impact is watching dramas and movies are indicator of enhancing quality of life (Goncher, Sherman, Barnett, & Haskins, 2013; Waqar, Javed, & Rasool, 2023) and lessening among workers in a private youth focus (Eastwood & Ecklund, 2008).

#### 5. Conclusion

The multidimensional female viewers do have an impact of entertainment industry on perceived quality of life (QOL) while facing stress and frustration. The escapism and joy provided by entertainment following the unrealistic portrayal further contribute to the societal pressures which in return effect the self-esteem. This study concludes noticeable impact is watching dramas and movies are indicator of enhancing quality of life and lessening among workers in a private youth focus.

##### 5.1. Limitations

A huge population of Pakistan would take study for-granted and make fun of questioners. Many variables have stronger effect on entertainment industry were not added in this study. There would be more category of age of female. Comparison of female who would not watch television, there life style was not compared with female who watch television.

##### 5.2. Suggestions

This sample is enough for study (N=300). People should make aware, the importance of Study from Entertainment industry. Male population should be included and also proved how media affects them. More demographic should include

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