The Impact of Chinese Emotional Reality Shows on Generation Z's Intimate Relationships

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Overview

1. **Digital Consumption Era:** Surge in popularity of Chinese emotional reality shows.

2. **Audience:** Captivates Gen Z with intertwined narratives of dramatized romance and real-life elements.

3. **Impact:** More than entertainment, these shows are powerful mediums molding young viewers' perceptions and expectations about intimate relationships.



Purpose

1. **Research Aim:** Investigate the nuanced impact of Chinese emotional reality shows on Gen Z.

2. **Focus:** Explore how televised narratives influence Gen Z's understanding and behavior in intimate relationships.

3. **Objective:** Uncover the broader cultural and psychological effects of these shows on young adults.

4. **Method:** Utilize one-on-one interviews and focus groups to gather comprehensive insights on how media content and social media discussions interact to shape viewers' perceptions.



Research Question

1. **How do these shows shape Generation Z's perceptions of romantic relationships?**

2. **How do social media discussions about these shows affect Generation Z's views on intimacy?**



Theoretical Framework

Social Learning Theory (Bandura, 1977)	1. **Observational Learning:** Gen Z learns behaviors and norms by observing interactions in reality shows. 2. **Media as Educator:** Shows provide cues on romance and relationships, guiding viewer expectations.
Cultivation Theory (Gerbner & Gross, 1976)	1. **Long-term Effects:** Extended media exposure shapes and potentially distorts viewers' reality perceptions. 2. **Perception Shaping:** Shows portray idealized love, skewing expectations of romance.
Convergence Culture (Jenkins, 2006)	1. **Media Convergence:** Interaction between old and new media turns viewers from passive to active. 2. **Audience Participation:** Viewers engage deeply, discussing and creating show-related content.

Methodology

One-on-One Interviews



1. **Purpose:** To gain deep insights into individual perceptions and experiences regarding the influence of Chinese emotional reality shows.
2. **Procedure:** Conducted interviews with a diverse group of Generation Z viewers, using semi-structured questions to allow for in-depth responses.
3. **Data Use:** Responses used to understand personal viewpoints and the internalization of media narratives.

Focus Group



1. **Purpose:** Explore collective cultural perceptions and dynamics among viewers of Chinese emotional reality shows.
2. **Procedure:** Participants with diverse relationship experiences and reality show viewership were recruited. Discussions were initiated with a relevant video clip to stimulate engagement.
3. **Data Use:** Discussions analyzed to observe how group dynamics influence perceptions and behaviors related to intimate relationships.

Challenges

Diverse Understandings of Intimate Relationships Among Participants	1. **Issue:** Participants' varied perceptions of intimate relationships lead to highly individualized responses. 2. **Strategy:** Use open-ended questions to deepen expression of personal views and apply cross-analysis to find commonalities among differing opinions.
Varying Levels of Viewer Engagement	1. **Issue:** Some participants are not regular viewers and may feel detached during discussions. 2. **Strategy:** Offer a brief overview of the show before discussions to help unfamiliar participants engage more effectively.
Balancing Non-verbal Information Recording	1. **Issue:** Essential recording of verbal and key non-verbal behaviors can cause participant discomfort if too frequent. 2. **Strategy:** Use recording devices for verbal data and minimally note non-verbal cues to maintain a comfortable, natural discussion environment.

Thanks For Listening

