

# **FACTORS INFLUENCING SELECTIVE EXPOSURE TO INFORMATIVE TV PROGRAMS AMONG URBAN WOMEN**

**Amad-isma-ael Waesohoh, Azlina Kamaruddin & Saodah Wok**

## **1 INTRODUCTION**

There are various ways to gain information nowadays in the era of information technology. It depends on who prefers which channels according to their tastes, comfortable, interests and so on. Different people have different channels for gaining information, as well as women that have their own styles of accessing information. Exposure to their favorite TV programs is one way of doing it. It is easy, interesting and can be catching up to the current news.

However, a frequent explanation for the failure of influencing communications to produce significant attitude change has been that messages conveyed by the mass media permit the operation of the selective-exposure phenomenon (James & Samuel, 2003). These phenomena occur when there are some factors which influence people to expose themselves to the media content. Hence, this research attempt to focus on two major factors, age and education, in order to test the hypotheses which are highly related to selective exposure theory. Beside that, TV credibility also give an affect for the audience to select which TV programs portray messages that are suit with their preferences. TV credibility includes trustworthiness, accuracy and bias of TV viewing their content. All of these matters will be discussing further and focus on urban women and their TV programs preferences.

Recently, urban women become very selective and they just choose TV programs which can fulfill their needs and interests. It is well known that urban women have a very less time to watch TV for any purposes. They have to think about their careers, family and life concurrently. Simultaneously, they will have less time to watch TV as one of the famous media. Thus, after realizing that this problem is happening in the real world, the decision had been made to conduct a research focus on exposure to TV programs of urban women according to their preferences. However, this study just focused on informative TV programs such as news and documentary.

### **Research Questions**

1. Are there any differences among age groups of urban women in terms of exposure to informative TV programs?
2. What is the relationship between education level and exposure to informative TV programs?

3. What is the relationship between frequency of TV use with TV credibility and informative TV programs preferences?

### **Objectives**

The general objective of the study is to identify factors influencing selective exposure to TV programs among urban women in Klang Valley.

The specific objectives of the study are:

1. To identify the differences among age groups of urban women in terms of exposure to informative TV programs (news and documentary)
2. To examine and explain the relationship between education level of the respondents and level of exposure to informative TV programs (news and documentary).
3. To examine and explain the relationship between level of TV use and level of TV credibility, and informative TV programs (news and documentary) preferred.

### **Significance of the Study**

Theoretical significance of this study is to understand why urban women select to watch certain TV programs particularly informative TV programs (news and documentary) based on selective exposure theory.

Practical significance of this study consists of:

1. To create awareness among TV industrial persons in order to identify the right communication channels to convey the message to the right target audiences like urban women in the different age groups.
2. To help the society as a whole to understand urban women's interests and attitudes through their preferred kinds of TV programs particularly informative TV programs (news and documentary).

## **2 THEORETICAL FRAMEWORK**

This chapter discusses about selective exposure theory and some empirical supports to the research topic.

### **Selective exposure theory**

Sears and Fredman are two responsible people who were integrated their ideas by creating selective exposure theory based on their study. First, they just recognized selective exposure theory as selective exposure hypotheses. Then, after period of time, it became selective exposure theory which absolutely come under Cognitive Dissonance Theory (1964) by Leon Festinger.

Severin & Tankard (2000) defined selective exposure in the book of 'Communication Theories: Origins, Methods, and Uses in the Mass Media' as the tendency for individuals to expose themselves to those communications that are

in agreement with their existing attitudes and to avoid those communications that are not. In other words, selective exposure is the tendency for people to expose themselves to media messages match their attitudes and interests. (Baran & Davis, 2003)

On the other hand, Wells, William, Burnett, John and Moriarty, Sandra defined selective exposure as the ability to process only certain information and avoid other stimuli. In general, we expose ourselves to situations we view as pleasant, interesting, or necessary and avoid others with unpleasant characteristics (Wilkie & William). According to Britt and Steuart Henderson, people tend to seek out, see, and hear communications congenial to their predispositions. In other words, what they want to see and hear and already believe or feel is refer to selective exposure. Bittner and John said that selective exposure means that we choose to come in contact with communication from others who we perceive to possess certain beliefs, this action can actually limit the number of people to whom we listen and can therefore reinforce and solidify our opinions and beliefs. In addition, it can be counteracted by three factors including perceived usefulness of information, perceived norm of fairness and curiosity/interest value of information.  
([http://www.ciadvertising.org/studies/student/97\\_fall/theory/selective/deseex.htm](http://www.ciadvertising.org/studies/student/97_fall/theory/selective/deseex.htm))

In brief, theoretical statement for this theory is that, after making a decision, people will tend to seek to avoid cognitive dissonance. Thus they will avoid things which might indicate that the decision was wrong. The bigger the potential dissonance, the more actively they will avoid. Even when faced with disconfirming evidence, they will easily fall into refutation, pretending that they have not seen this evidence. The audience only chooses their preferred channel in order to fulfill their needs and interests simultaneously.

Numerous studies have provided support for the selective-exposure hypothesis. A recent study by Diab (in McCroskey & Prichard, 1966) found that Arab students generally tend to listen to radio stations and read newspapers expressing views toward Arab unity compatible with their own. In another recent study McGinnies and Rosenbaum (in McCroskey & Prichard, 1966) found that female students at the University of Maryland who chose to expose themselves to a broadcast of a Lyndon B. Johnson foreign policy news were significantly more favorable to the President's Viet Nam policy than those who did not attend the broadcast. They did not, however, find a similar difference for male students.

As Schumann and Thorson (1990 in Norris, Colman and Aleixo, 2003) suggested, an implication of this selective exposure hypothesis is that 'any measure that taps the likelihood of watching programs will be positively related to memory and attitudes towards commercials.'

Selective exposure was operationalized by creating a comfortable home-style environment, allowing participants to chat, watch television, get refreshments or read. The only prohibited activity was switching channels. These

researchers found that choosing to watch the programming segment immediately preceding the commercial break was significantly related to watching the advertisements and hence to recalling and recognizing those advertisements later on. A similar relationship was found between selective exposure and attitudes to the advertisements, but no significant relationship emerged between selective exposure and buying intentions. According to Thorson et al. the results were consistent with those of the survey literature and were attributable to the operation of selective exposure.

The selective exposure theory had been tested in several areas, such as the classic political communication study of Erie County by Lazarsfeld, Berelson and Gaudet (1944, in Little, 2006), found that people tend to selectively expose themselves to the media message of their preferred candidate. The selective exposure hypotheses posits that “audience members prefer supportive rather than discrepant messages , in order to increase confidence that they think, feel or act in a correct or acceptable manner.” As well as, Iyengar and Kinder (1987, in Buijzen and Valkenburg, 2003) found that TV news exposure can influence the criteria adult use to make political judgments. They also found that adults’ ratings of the importance of political issues were related to the priority given to them in TV news coverage.

Likewise, some literatures tested selective exposure theory by studying the relationship between women in different conditions and TV programs preferences. Helregel & Weaver (1989) studied in which pregnant and non-pregnant women and new mothers were given the opportunity to select comedy, action adventure, drama, and game show programs for an evening's worth of TV viewing and then provided ratings of their affective dispositions is presented. The results lent considerable support to the notion that viewers often employ TV as a mood-management device. (+ + result they chose what programs, where is reference). Moreover, Weaver & Laird (1995) studied women in different stages of the menstrual cycle with their preferences toward TV programs with ratings of their sentimental. They founded that women preferred comedy and suspense drama TV programs. Carine et al. (2002) studied about young female images of motherhood in relation to television viewing by getting the responses from Dutch adolescents and young women. They employed survey approach which the questionnaire assessed the total amount of television viewing which focused on specific programs. The findings showed that female viewed television for reasons of relaxing and entertainment with the frequency of watching television for two hours per day.

Furthermore, it has been found one study that focused on communication of women by the study of Sligo, Jameson & Comrie (1998). They had assessed current levels of understanding about cervical screening, to identify the methods Pacific women use to obtain information and to identify ways to improve communication with Pacific women. The finding showed that all of the women stated they would prefer to use a face-to-face source for information about

screening. The media were also considered to be useful but there was no strong preference for radio, newspaper or television.

Additionally, selective exposure theory can be tested in relation to mood management as well. According to Davies (2004), the results of his research demonstrated that neuroticism negatively biased the perception of a stressful experience and influenced selective exposure to entertainment media. However, when stress is intense, personality differences are leveled and mood drives media preferences. These findings have implications for modifying theories of mood management and selective exposure. Similarly, Mastro et al. (in Rice, 1985) examined about stress experience but related to interactivity, assert that individuals in extremely aversive states of stress tend to selectively expose themselves to low levels on interactivity, and individuals in extremely aversive states or boredom selectively expose themselves to higher levels of interactivity.

Besides, selective exposure theory also has been tested in the media context. Regarding Rubin & Step (1997), media use might assist to explain the likelihood of watching certain topics presented on daytime TV talk shows. Viewers preferred personal and relational talk-show topics. However, their outcome was the likelihood of exposure to different talk-show topic. Information and exciting entertainment motivation led directly to increase intent to watch, as well as indirectly through increased talk-television affinity. Likewise, Jacobs and Yousman (1999), found out about the types of community access programming that the cable television subscribers preferred to watch. As a result, the most program were watched by subscribers were town news and town council meetings, followed by cultural, other public hearings and educational programs. They suggested that viewers rely on access programming for local information that was perhaps neglected by other media forms. Besides, they utilized six variables for the effects of socio demographic variation such as age, gender, household size, education, income and local election voting. Furthermore, Cohen (2002) conducted a study by getting data collection from the Israeli adult respondents. It identified the patterns of television viewing preferences that explain why certain shows are frequently watched with certain other shows. The results indicated that program viewing preferences are explained by channel loyalty and genre loyalty.

Over the past decade, not many studies have conducted on women selective exposure to TV programs specifically on informative programs, excluding news program that have been done by some studies as mention above. It had been factor analyzed and was categorized in informative programs as well as documentary program.

However, the interests of this study will focus on the exposure to informative TV programs according to the preferences of the respondents by finding out what factors that can influence them to select to watch informative programs. Informative TV programs in this study means documentary and news

programs only. Specifically interests will narrow down to find out the relationship between specific factors - such as demographic characteristic of education, TV use and TV credibility, and exposure to informative TV programs preferred. As well as, the difference in age groups among urban women about exposure to informative TV programs.

### **Hypotheses of the study**

**GH<sub>1</sub>:** There are differences among age groups of urban women in terms of exposure to informative TV programs (news and documentary).

**SH<sub>1.1</sub>:** Young adult urban women are likely to watch more TV news program than adolescent urban women.

**SH<sub>1.2</sub>:** Young adult urban women are likely to watch more TV news program than old adult urban women.

**SH<sub>1.3</sub>:** Old adult urban women are likely to watch more TV documentary program than adolescent urban women.

**SH<sub>1.4</sub>:** Old adult urban women are likely to watch more documentary program than young adult urban women.

**GH<sub>2</sub>:** There is a relationship between education level and exposure to informative TV programs (news and documentary) among urban women.

**SH<sub>2.1</sub>:** The higher education level, the higher the exposure to TV news program.

**SH<sub>2.2</sub>:** The higher education level, the higher the exposure to documentary program.

**GH<sub>3</sub>:** The frequency of TV use with the level of TV credibility will have a relationship to informative TV programs (news and documentary).

**SH<sub>3.1</sub>:** The higher level of TV credibility, the higher level of liking to watch TV news program.

**SH<sub>3.2</sub>:** The higher level of TV use, the higher level of exposure to documentary program.

**SH<sub>3.3</sub>:** The higher level of TV use, the higher level of exposure to TV news program.

**SH<sub>3,4</sub>:** The higher level of TV credibility, the higher level of exposure to documentary program.

### **3 METHODOLOGY**

#### **Research design and data collection**

The study employed survey research design by distributing questionnaires. Survey comprised of 639 respondents which were the urban women in Kuala Lumpur, Malaysia. This research collected data through questionnaires with the respect of various age groups of the respondents. They were categorized into three groups which were adolescent (15-24 years old), young adult (25-39 years old) and old adult (40 years old and above). Stratified random sample had been employed in the part of sampling procedure of the study.

Beside that, this research used a descriptive statistic and inferential statistic to analyze all the data. Descriptive analysis can determine and evaluate a characteristic of variables in certain situation. Meanwhile, inferential analysis can identify statistic result which allows the analysis part easily makes a conclusion from the sample either accept or refuse the hypothesis. Hence, ONEWAY ANOVA and bivariate correlation had been used in order to test hypotheses for data analysis.

#### **Operationalization**

##### **a) Informative TV programs**

In this study it focuses on news and documentary programs. The measurement of this dependent variables is a scale of 0 to 5, which 0 = not applicable, 1 = not at all, 5 = extremely. The question asked “please indicate the kind of television program that you like to watch”. Therefore, there were 12 items under this question, but news and documentary programs had been chosen for this study.

##### **b) Factors influencing**

Factors influencing consists of:

i. **Demographic characteristics** such as age group and education level. For age group, the variable of age had been categorized into three groups, such

as, 1 = 15 to 24 years old (adolescent), 2 = 25 to 39 years old (young adult) and 3 = 40 and above (old adult).

Beside that, education level listed down in 10 categories, such as, none, primary, LCE/ SRP/ PMR, SPM, STPM/ Form 6, Diploma, First Degree, Masters, Ph.D and others. Thus, this study used education level variable at ordinal measurement level.

#### **ii. TV use**

In order to test 'TV use' which served as an independent variable, the question asked about "how often do you use the following mass media in a week?". The option were on a scale of 1 to 5, 1 = never and 5 = always. For the context of this study, it only focused on TV as a media which respondent use in a week (there were four items beside TV use).

#### **iii. TV credibility**

In order to test 'TV credibility' which served as an independent variable, the question asked "do you believe in the information disseminated by the following mass media?". The option were on a scale of 0 to 5, 0 = not applicable, 1 = not at all and 5 = always. Therefore, there were five media items under this question, but this study focused only on TV credibility.

#### **Pre-testing**

The respondents were instructed about the questionnaire if they were not sure, to achieve validity. A valid measure is one which measures what it is intended to measure (De Vaus, 2002). The instrument of the study was done a pilot study (pre-testing) before proceeding to data collection. It was to measure the reliability test. A reliable measurement is one where the researcher obtains the same result on repeated occasions then it is reliable (De Vaus, 2002). Pre-testing of research instrument was done by Master's student, Corporate Communication, of University Putra Malaysia (UPM), Serdang, Selangor, with a total number of 30 respondents had answered the questionnaires. In addition, the study was limited by focusing only the respondents of urban women in Klang Valley, Selangor.

#### **Reliability and Validity**

Bailey (1978, 1982, in Saodah Wok, 1996) defines reliability simply as consistency of measurement. Reliability of measurement aims at consistency over time, consistency across raters and consistency of the measurement itself in terms of items and measures. Meanwhile, validity is about accuracy and whether the operationalization is correctly indicating what it's supposed to (Nardi, 2003).

#### **Factor Analysis**

Factor analysis with varimax rotation and reliability test were performed to seek emergent factors and inter-item relationships for the kinds of TV program preferences.

The factors considered were according to the Kaiser Rule, Eigen values greater than 1.0. Four factors emerged were labels (1) contemporary shows (2) entertainment (3) leisure program (4) informative program. This study is interested only with informative TV programs (news and documentary).

The reliability test shows that the alpha Cronbach value for informative TV program (news and documentary) was 0.51, less than 0.7 (greater value), this is because there were only two items included in the analysis. Reliability test value could be better to have at least three items in a measurement. In order to draw a conclusion, it must be very careful.

#### **4 FINDINGS, DISCUSSION AND IMPLICATION**

Table 1 below showed the frequency of age group and education level of the respondents. Numbers of age groups (adolescent, young and old adults) of the respondents were about the same with 33 percent. Moreover, one-third of the respondents have gotten education at secondary level. About 30 percent got first degree, 8 percent earned postgraduate certificate and about 1 percent of the respondents did not get education.

Table 1: Frequency distribution of age group and education level

<b>Demographic characteristic</b>	<b>Frequency</b>	<b>Percentage</b>
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Age groups		
Adolescent (15-24 years)	215	33.6
Young Adult (25-39 years)	212	33.2
Old Adult (40 and above)	212	33.2
Total	369	100
Education levels		
None	7	1.1
Primary	18	2.9
Secondary	210	33.8
STPM/FORM6	46	7.4
Diploma	100	16.1
First degree	185	29.7
Postgraduate	47	7.5
Others	10	1.6
Total	639	100

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Table 2 showed the mean and standard deviation of TV use, TV credibility and informative TV programs. The respondents were asked 'how often do you use TV in a week?' (the options of 5-point scale where 1 = never and 5 = always), the result showed that they watched TV quite often (M= 4.30, SD = 0.99).

Then they were asked 'do you believe in the information disseminated by TV?', (0 = not applicable, 1 = not at all and 5 = always). The result showed that most of the time they believe in TV information disseminated (M = 3.99, SD = 0.90).

Furthermore, there are two sub-dimensions under informative TV programs which are TV news and TV documentary. The respondents were asked to indicate the kinds of TV programs that they like to watch (0 = not applicable, 1 = not at all and 5 = extremely): most of the time they specified that they like to watch TV news program (M = 3.89, SD = 1.02), as well as TV documentary (M = 3.68, SD = 1.09).

Table 2: Mean and standard deviation for TV use, TV credibility and informative TV programs

Variable	N	Mean	SD
TV use	639	4.30	0.99
TV credibility	637	3.99	0.90
Info. TV programs			
TV news	636	3.89	1.02
TV documentary	635	3.68	1.09

## Findings

### Hypotheses testing

**G<sub>H1</sub>**: There are differences among age groups of urban women in terms of exposure to informative TV programs (news and documentary).

Generally speaking for exposure to TV news program, there is a significant difference among age groups for watching TV news program preference,  $F = 28.179$ ,  $p = 0.0001$ . The age groups contribute 8% of explain variance to watching TV news program preference,  $\eta^2 = 0.0818$  (Table 3).

**SH<sub>1.1</sub>**: Young adult urban women are likely to watch more TV news program than adolescent urban women.

Specifically significant difference is between young adult and adolescent urban women,  $t = 4.555$ ,  $p = 0.0001$ . According to table 4, young adult ( $M = 3.95$ ,  $SD = 1.00$ ) watched more TV news program than adolescent ( $M = 3.52$ ,  $SD = 1.01$ ). Though, sub-hypothesis 1.1 was supported.

**SH<sub>1.2</sub>**: Young adult urban women are likely to watch more TV news program than old adult urban women.

Although there is a specific significant difference between young and old adult urban women,  $t = -2.891$ ,  $p = 0.004$ , but the old adult ( $M = 4.22$ ,  $SD = 0.91$ ) watched more TV news program than young adult ( $M = 3.95$ ,  $SD = 1.00$ ), from table 4. Though, sub-hypothesis 1.2 was not supported.

For exposure to TV documentary program, there is a significant difference among age groups for watching TV documentary program preference in general,  $F = 3.120$ ,  $p = 0.045$ . The age groups contribute 1% of explain variance of watching TV documentary program preference,  $\eta^2 = 0.0098$  (Table 3).

**SH<sub>1.3</sub>**: Old adult urban women are likely to watch more TV documentary program than adolescent urban women.

There is no specific significant difference between old adult and adolescent urban women,  $t = 0.573$ ,  $p = 0.567$ . Although, old adult ( $M = 3.64$ ,  $SD = 1.11$ ) watched more TV documentary program than adolescent ( $M = 3.58$ ,  $SD = 1.12$ ), according to table 4. Thus, sub-hypothesis 1.3 was not supported.

**SH<sub>1.4</sub>**: Old adult urban women are likely to watch more documentary program than young adult urban women.

There is also no specific significant difference between old and young adult urban women,  $t = -1.813$ ,  $p = 0.070$ . Young adult ( $M = 3.83$ ,  $SD = 1.03$ ) watched more TV documentary program than old adult ( $M = 3.64$ ,  $SD = 1.11$ ), from table 4. Therefore, sub-hypothesis 1.4 was not supported.

Table 3: ONEWAY ANOVA showing informative TV programs (news and documentary) and age groups

	Source of variance	SS	df	MS	F	P	$\eta^2$
News	Between	53.789	2	26.895	28.179	0.0001	0.0818
	Within	604.153	633	.954			
	Total	657.942	635				
Documentary	Between	7.388	2	3.694	3.120	0.045	0.0098
	Within	748.354	632	1.184			
	Total	755.742	634				

Table 4: Mean comparison between age groups in terms of informative TV programs preferences

Contrast	Adolescent (n = 213)	Young adult (n = 212)	Old adult (n = 211)	t	df	p
News						
U <sub>1</sub> Mean(SD)	3.52 (1.01)	3.95 (1.00)	--	4.555	633	0.0001
U <sub>2</sub>	--	3.95 (1.00)	4.22 (0.91)	-2.891	633	0.0040
Documentary	(n = 213)	(n = 212)	(n = 210)			
U <sub>1</sub> Mean(SD)	3.58 (1.12)	--	3.64 (1.11)	0.573	632	0.567
U <sub>2</sub>	--	3.83 (1.03)	3.64 (1.11)	-1.813	632	0.070

Since, sub-hypotheses of 1.2, 1.3 and 1.4 were not supported, but only sub hypothesis 1.1 was supported, though, general hypothesis 1 was partially supported.

**GH<sub>2</sub>:** There is a relationship between education level and exposure to informative TV programs (news and documentary) among urban women.

**SH<sub>2.1</sub>:** The higher education level, the higher the exposure to TV news program.

Table 5 showed the testing result of not significant negative relationship between education level and exposure to TV news program, but there was no relationship between the two variables with the r value of -0.064 ( $p = 0.054$ ). Moreover, education level can explain likeliness of watching TV news program for 0% ( $R^2 = 0.004$ ). Hence, sub-hypothesis 2.1 was not supported.

**SH<sub>2.2</sub>:** The higher education level, the higher the exposure to documentary program.

Table 5 also illustrated the testing result of significant positive relationship of education level and documentary program, but the r value of 0.145 ( $p = 0.0001$ ) fell on the range of no relationship. In addition, education level can explain likeliness of watching TV documentary program for 2% ( $R^2 = 0.021$ ). Hence, sub-hypothesis 2.2 was supported.

Therefore, general hypothesis 2 was partially supported.

Table 5: Correlation between informative TV programs (news, documentary) and education level.

Variable	N	r	p
Informative TV programs (news, documentary)			
Education level	639, 639	-0.064, 0.145	0.054, 0.0001

**GH<sub>3</sub>:** The frequency of TV use and the level of TV credibility will have a relationship to informative TV programs (news and documentary).

**SH<sub>3.1</sub>:** The higher level of TV credibility, the higher level of liking to watch TV news program.

Table 6 demonstrated the hypothesis testing result of significant positive relationship between TV credibility and TV news program. Furthermore, there was a weak positive relationship between TV credibility ( $r = 0.30$ ,  $p = 0.0001$ ) and TV news program. Hence, TV credibility can explain TV news program for 9% ( $R^2 = 0.088$ ). However, sub-hypothesis 3.1 was supported.

**SH<sub>3.2</sub>:** The higher level of TV use, the higher level of exposure to documentary program.

Table 6 also showed the hypothesis testing result of significant direct relationship between TV use and documentary program, but the r value of 0.09 ( $p = 0.024$ ) fell on the range of no relationship. Moreover, TV use can explain TV documentary program preferred for 1% ( $R^2 = 0.0081$ ). However, sub-hypothesis 3.2 was supported.

**SH<sub>3.3</sub>:** The higher level of TV use, the higher level of exposure to TV news program.

From table 6, it demonstrated the hypothesis testing result, that is, there was a significant weak positive relationship between TV use ( $r = 0.30$ ,  $p = 0.0001$ ) and TV news program. Furthermore, TV use can predict TV news program for 9% ( $R^2 = 0.09$ ). Hence, sub-hypothesis 3.3 was supported.

**SH<sub>3.4</sub>:** The higher level of TV credibility, the higher level of exposure to documentary program.

Table 6 also showed the hypothesis testing result of significant positive relationship between TV credibility and documentary program, but the  $r$  value of 0.11 ( $p = 0.002$ ) fell on the range of no relationship. Additionally, TV credibility can explain TV documentary program preferred for 1% ( $R^2 = 0.0121$ ). However, sub-hypothesis 3.4 was supported

Therefore, general hypothesis 3 was supported.

Table 6: Correlation between informative TV programs (news, documentary) and TV use and TV credibility preferences.

Variable	N	r	p
Informative TV programs (news, documentary)			
TV use	639, 635	0.30, 0.09	0.0001, 0.024
TV credibility	639, 639	0.30, 0.11	0.0001, 0.002

### Discussion and implication

The general objective of this study is to identify the factors that influencing selective exposure to informative TV programs (news and documentary). This research found out some factors that can be taken an account for this case, such as, age groups, educational level, TV use and TV credibility.

To be more specific, the first objective of this study is to identify the differences among age groups of urban women in terms of exposure to informative TV programs –news and documentary.

By doing this the first hypothesis can be answered this objective. In the aspect of TV news program, the old adult is the group that watches the most TV

news program, follows by young adult and adolescent respectively. This is because the old adult women with the age of more than 40, they usually already have permanent job which requires them to be up to date at all-time. Moreover, women at this age usually have family and children in most of the cases, they must have some knowledge like current news in order to keep their families up to date, particularly urban women. Since, TV news program is a channel that can easily for everyone to access, especially for those who do not have much time. It provides the information that has already been selected to broadcast priority to the most important news for the business, education, life style and so on, which are all related to people's daily life. The young adult and adolescent watch TV news program lesser than old adult could be the reason of life responsibility matter, since they (young adult and adolescent) have less responsibility.

Moreover, the TV documentary program also become more popular nowadays, because of its content can really benefit audience in knowledge while being entertained at the same time. That is why the finding of the study young adult watches the most TV documentary program. They are at the age of working and want to improve themselves by having more knowledge. It helps them by being more creative and be more open minded, in order to get promotion at the workplace and as a result of improving their living.

The second specific objective is to examine and explain the relationship between educational level of the respondents and level of exposure to informative TV programs (news and documentary).

The hypothesis 2 is demonstrated this objective. The result showed the negative relationship for the TV news program and educational level. This outcome is a little surprise which conflicts with logical understanding. Logically speaking, the higher level of education, the higher exposure to TV news program should hold true, but the result said contradictory to the logic. Looking at other ways around, another reasoning that could be taken in account is the higher educational level persons would get news by reading newspaper since they have high education, they get hired at high position or own business, though, they do not have much time to watch TV, but they could possibly bring newspaper to anywhere and read it anytime, especially urban women who have many responsibilities, regardless of working and having family at the same time.

The opposite result with TV news program is TV documentary since it holds positive relationship with educational level. This can be explained by urban women with high level of education would get knowledge by watching TV documentary program because it is enjoyable and knowledgeable simultaneously.

The third specific objective is to examine and explain the relationship between level of TV use and level of TV credibility, and informative TV programs (news and documentary) preferences.

The hypothesis 3 which yields the direct relationship and can be answered the third specific objective. In both terms of TV news and documentary programs (informative programs), is positive related to TV use and TV credibility of urban women. The level of credibility on TV can be easily influenced to TV news, which is consistent with Ibelema & Powell (2001) that they found the Alabamians gave the highest trust rating to television, particularly cable TV news. As well as Cohen (2002) that identified the patterns of television viewing preferences that explain why certain shows are frequently watched with certain other shows. The results indicated that program viewing preferences are explained by channel loyalty and genre loyalty. In this context, loyalty is one of the elements of measuring credibility. The more they believe in TV content, the more they watch TV and the more they select to watch TV news and documentary as the result – in order to gain information, facts, knowledge and education.

## **5 CONCLUSIONS AND SUGGESTIONS**

### **Conclusions**

Based on findings of the study, the following conclusions are derived:

- (1) Generally speaking for this study, selective exposure theory is applicable to influence people to expose themselves to TV programs according to their preferences. In the other words, it simply to focus on two main kinds of programs, such as news and documentary in order to choose which programs are the most favorable of the audiences.
- (2) The main variables included age group and educational level, these are two demographic characteristic which assist to analyze the data, together

with other factors influencing exposure to TV program, such as TV use and TV credibility

- (3) ONEWAY ANOVA and bivariate correlation were used in order to test the hypothesis. ONEWAY ANOVA is used to determine the difference between variables, whereas bivariate correlation is used to identify and clarify the relationship between variables.
- (4) Entirely, there was a relationship between informative TV programs preferences (news and documentary) with TV use and TV credibility. Therefore, there were no significant differences between some age groups and informative TV programs (news and documentary), but there was a significant difference between young adult and adolescent for likeliness to watch TV news program.

### **Suggestions**

The following suggestions are offered as possible guides to future research in terms of theoretical perspectives and practical perspectives.

#### **Theoretical Perspectives:**

1. Urban women tend to select the certain programs (informative TV program) according to their beliefs, attitudes and interests (TV use and TV credibility). Consequences, this study successfully understand why urban women select to watch informative TV programs (news and documentary) based on selective exposure theory. If other researchers interested in analyzing in TV programs area, it would be recommended to explore selective exposure theory.

2. Future research is suggested to analyze others kinds of TV programs besides informative TV programs, such as contemporary programs, entertainment and leisure programs for testing selective exposure.

#### **Practical perspectives:**

1. Practically speaking, this study attempts to create awareness among TV industrial persons in order to identify the right communication channels to convey the message to the right target audiences like urban women in the different age groups. For instance, old adult women prefer to watch TV news program, while young adult women prefer to watch TV documentary program.
2. Beside that, this study aims to suggest the society as a whole to recognize urban women's interests and attitudes through their preferred kinds of TV programs particularly informative TV programs (news and documentary).

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