

# **Attitudes of Audience Living in North Cyprus towards Watching Match Making Programs**

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## ABSTRACT

The study seeks to explore the watching behaviors and motivations of match making programs' audience who live in Turkish Republic of Northern Cyprus (TRNC). Match making programs have been popular both in Turkey and Turkish Republic of Northern Cyprus since they were broadcasted in 2000. Particularly, the most popular programs Esra Erol'da (ATV), Seda Sayan Evleneceksen Gel (Show TV), Zuhal Topal'la (Star TV) and K1smetse Olur (Kanal D) are broadcasted every weekday afternoon for an average of four hours a day. This research applies the Uses and Gratifications Theory to find out the audiences' watching motivations and gratifications they obtained from match making programs.

The study is a quantitative study. In-house questionnaires were distributed for data collection to 362 people who live in Nicosia in spring 2017. The questionnaire comprises 58 questions. The first section of the questionnaire explores demographic characteristics of the participants. The second part focuses on the watching behaviors and motivations of participants. The last part includes 5-point Likert Scale questions.

According to the results, participants watch match making programs every day or at least a few days a week. In addition, majority of match making audience watch match making program and have someone who watch match making programs around them.

The results indicate that, primary motive for people for watching match making programs is 'entertainment'. The second highest motivation is passing time /habit.

Although majority of participant's watch match making programs they support banning of these programs. Besides, participants would like to watch documentary instead of match making programs. It can be concluded that the participants of this study also seek to gratify their information needs.

**Keywords:** Audience, television, match making programs, watching motivation, gratifications.

## ÖZ

Bu çalışma Kuzey Kıbrıs Türk Cumhuriyeti'nde (KKTC) evlilik programı izleyicilerinin izleme davranışlarını ve motivasyonlarını ortaya koymaktadır. 2000 yılından beri yayınlanan evlilik programları Türkiye ve KKTC'de oldukça popülerdir. Özellikle en popüler evlilik programları olan Esra Erol'da (ATV), Seda Sayan Evleneceksen Gel (Show TV), Zuhal Topal'la (Star TV) ve Kısmetse Olur (Kanal D) hafta içi her gün ortalama dört saat yayın yapmaktadır. Bu çalışmada Kullanımlar ve Doymalar Teorisi uygulanmıştır. Evlilik programı izleyicilerinin izleme motivasyonları ve programlardan elde ettikleri doymalar ortaya konmuştur.

Bu çalışma nicel araştırmadır. Hazırlanan anket bahar 2017'de Lefkoşa'da yaşayan 362 kişiye uygulanmıştır. Anket 58 sorudan oluşmaktadır. Anketin ilk bölümü katılımcıların demografik özelliklerini ortaya koymaktadır. İkinci bölüm katılımcıların izleme davranışlarına ve motivasyonlarına odaklanmaktadır. Son bölümü 5'li Likert ölçeği sorularından oluşmaktadır.

Sonuçlar katılımcıların her gün veya haftada en az birkaç gün evlilik programı izlediğini ortaya çıkarmıştır. Bununla birlikte, önemli oranda katılımcının evlilik programı izlemekte olduğunu ve aynı şekilde önemli oranda katılımcının çevresinde evlilik programı izleyen bulunduğunu göstermiştir. Sonuçlar katılımcıların başat evlilik programı izleme motivasyonu 'eğlence' olarak ortaya konmuştur. İkinci en yüksek motivasyon 'vakit geçirme ve alışkanlık'tır. Katılımcıların çoğunun evlilik programı izlemesine rağmen bu programların yasaklanmasını istemektedirler. Ayrıca

alıřma sonucu katılımcıların byk kısmının evlilik programları yerine belgesel izlemek istediklerini ortaya koymaktadır. Bu da, katılımcıların bilgilenme ihtiyacını da tatmin etme eęiliminde olduęu sonucunu ortaya koyabilmektedir.

**Anahtar kelimeler:** İzleyici, Televizyon, Evlilik programları, izleme motivasyonu, doyumlar.

# **DEDICATION**

This study has been dedicated to My Husband

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# Chapter 1

## INTRODUCTION

Match making programs have been popular in Turkey and TRNC since they broadcasted in 2000. Following the unexpected success of the first match making program, numerous copycat programs have emerged successively. Most of them have reached largest percentage of the audience watching even started to compete with high budget tv production that scheduled in a prime-time period.

In Turkey, like the rest of the world, television watching behavior differs with gender. Although these programs are described as 'women programs', in Turkey they have attracted all audience clusters from different ages, sexes, and occupational groups. Expanding popularity of match making programs among audience requires research into the relationship between production and audience to find out motives for watching and their satisfaction and use by the audience. The present study seeks to explore the Turkish Cypriot audience's preference in match making programs in spring 2017.

Despite the fact that match making programs are collected under the Reality TV genre manipulation of reality is the main criticism about match making programs. TV editors select and arrange scenes in a particular way to manipulate the narrative. The border between factual and fictional has become blurred through scripting. Thus, it could be concluded women program is a hybrid genre. In his article "How Reality TV Fakes It", Poniewozik Poniewozik & McDowell (2006) point out producers of reality shows



appeal to adding tricks, scripting reality to make the reality television programs more attracted. In addition, Poniewozik & McDowell (2006) indicate that only 30% of the reality show audience cluster believed that these shows reflect reality; 25% of respondents thought that these programs were not real.

According to Hobson (1982), numerous people have something wrong with their lives and the satisfaction that they derive from fictional programs can not be ignored. The specific interest of this study is scripted reality that is fed by conflict in match making programs' narrative structure that is designed to attract audience.

In a nutshell, this study focuses on four most watched match making programs chosen according to the popularity ranked in Nielsen rating (2017) in the Turkish television channels. These are 'Evleneceksen Gel' (Come If You Want to Marry) in Show Tv, 'Zuhal Topal'la' (With Zuhal Topal) in Star TV, 'Esra Erol'da' (At Esra Erol) in ATV and 'Kismetse Olur' (Whatever will be will be) in Kanal D.

## **1.1 Background of the Study**

As it has been mentioned earlier, match making programs is hybrid reality television genre. They have drawn attention over the past decade. Reality TV contains numerous subgenres, each of which has a different narrative structure (Holmes & Jermyn, 2004). These are match making programs that are termed as dating game show in the West. The first dating show commenced in the 1960's. This was in the format format of blind date and its format consists of one lady who sits behind the screen to question three unmarried candidates without seeing. At the end of the period, the lady decided to choose the best match to go out for a dinner. The vice versa was also done by a man who would interview three ladies and would go out with one of them.

Growing popularity of dating shows rendered them not only applied to television industries worldwide but also, new formats was derived within years such as The Bachelor, The Bachelorette, Joe Millionaire, Change of Heart, Married by America, Love Cruise, A Dating Story, Perfect Partner and so forth.

In Turkey, the first match making program 'Hide and Seek' started with the emergence of the private television channels in the 1990's. Hide and Seek was an adaptation of global format dating game which was produced by Chuck Boris in the 1960's. At the beginning of the 2000's, Turkish television industry produced distinctive match making programs different from global formats that are adapted to the Turkish audience and their interests. Current match making programs have the same content and narrative structure. Participants have a few minutes to present themselves to their prospective partners and the audience, and state what they are looking for in a marriage partner. In the show, the presenters also match makers. The comments of the frequenter participators are very important for the show because they are also seen as the members of the family. Those comments of the family members and the match making process of presenter makes the program itself reliable in the eyes of the nominees and the audience who are watching this show on their televisions. The presenter and the reliable participants in the studio are just like the elders of the family in the arranged marriage.

## **1.2 Motivation for the Study**

Motivation for the present is based on my work experience on television programming and broadcasting over 20 years. In terms of television business, attracting audience is the main purpose of the private television companies. To achieve this aim, television programs are coded with various strategies to attract the audience. Such as camera

movement, camera angles and structured text. Despite the fact that, in 1990's television business has believed that 'audience accept whatever you give them' early 2000's audience have turned into dominator because of commercial concerns of television companies. In other words, passive audience have transformed into active audience in Turkey in 2000's. Academic experience gives me opportunity to understand audience's behaviors are not only from the perspective of broadcasting but also understand from perspective of audience reception. Main motivation of this study is to discover the relationship between most popular programs among audience and their motivations on those programs. Match making programs are selected for this study because of their high ratings and popularities. Also match making programs have been involved large audience cluster since 2000.

### **1.3 Aims of the Study**

The aims of the present study are to find out the watching behaviors and motivations of match making programs' audience who live in TRNC. Within this framework, the present study seeks to reveal satisfactions of TRNC audience obtained by watching match making programs in Nicosia district of TRNC in June 2017.

This study will also try to shed a light to the audience watch match making programs in the TRNC.

### **1.4 Research Questions**

1. How popular are match making programs among TRNC audience who live in Nicosia district of TRNC in spring 2017?
2. Whether demographic characteristics of audience are significant factor on watching behavior and watching motivations of match making programs?

3. What are the primary gratifications obtained from watching match making programs?
4. Whether quarreling that is used for attracting audience in match making programs affect audience's watching behavior or not.
5. In addition, what is the relation between finding attractive of quarrel and participants' watching motivations?
6. What is the relation between watching behavior toward candidates who remain themselves in the programs?
7. Although match making programs are presented to the audience as reality genre, the reality is distorted by scenario.

Also, this study examines, how factual has been transformed into fictional through match-makings' narrative strategies. In this context, this study will also investigate whether reality is a significant factor for watching match making programs?

### **1.5 Significance of the Study**

As in Turkey, match making programs have drawn great interest in Turkish Republic of North Cyprus. (TRNC). Particularly, the most popular programs that Esra Erol'da (ATV), Seda Sayan Evleneceksen Gel (Show TV), Zuhale Topal'la (Star TV) and Kismetse Olur (Kanal D) are broadcasted every weekday afternoon for an average of four hours a day. The relationship between production and audience is the crucial factor in determining whether the program will be on air.

Motivation for watching and gratification obtained by the audience are significant determiners to maintain the existence and continuation of these programs. According to Waisbord, (2004, p.369) "Audiences' choices follow industrial dynamics and

decisions. To suggest that schedules accurately reflect audience tastes falls into consumer sovereignty arguments that ignore the variety of forces and decisions that shape programming schedules”.

According to Turkish Grand National Assembly (TGNA) research commission’s report, the most complained television programs are those that have match making format. Although people complain about match making programs, they are still watched by millions of audiences and these programs have been maintaining their popularities. When we look at the variety of match making programs, we recognize that marriage is not the only aim for a lot of participants who join these programs. Despite match making programs are presented to the audience as a reality genre, the border between factual and fictional has become blurred through narrative structure of these shows that are designed to attract audience. In this context, perception of reality is the issue that must be questioned among match making audience. In Asa Berger’s “Television Genre” article (1992), he emphasizes that reality shows are relatively inexpensive to produce. From the perspective of television business, television drama is a very important element of prime-time period of television channels. These high budget formats are more expensive to make than match making programs. Typically, 2 hours’ television drama costs approximately 1 million Turkish liras, whereas match making programs range is around 200.00 Turkish liras. Both the rating success and low cost of match making programs put them on an indispensable position in the television market. Thus, producers must ensure to retain audience with some rating strategies; such as exaggerated situations, conflict and quarrel are among the most salient methods to get high rating. Exploring the narrative strategies of match making

programs associated with audience's perception and satisfaction is an important issue to bring an explanation.

The previous research on this subject have mostly examined match making programs both from the perspective of marriage process and the female audience especially housewives and pensioners. Less attention has been paid both male and female audience's perceptions. Furthermore, none of the former studies have examined the narrative strategies of programs and the audience's perceptions and gratifications obtained by audience.

Television rating system (TVR) refers to the audience measurement technique that measures the popularity of television programs among audience. TVR presents a percentage of the audience watching at specific time. Besides, ratings are the way of communication between television professionals and audience. Audience may reflect their thought through ratings. In this way, they may effect content of television programs. Despite the fact that, match making programs are popular in TRNC, audience percentage can not be measured for there is no TVR system in TRNC.

## **1.6 Limitations of the Study**

The present research is limited to the audience whose age is between 18-65 years and who live in Nicosia district of TRNC in June 2017. It is also limited with 4 programs that are currently on air, namely; 'Evlenceksen Gel' in Show Tv, 'Esra Erol'da' in ATV, 'Zuhal Topal'la' in Star TV and 'Kismetse Olur' in Kanal D.

## Chapter 2

### LITERATURE REVIEW

This chapter presents the review of the literature conducted for the present study. The information included in the chapter has been organized under the following headings:

#### **2.1 Nature on Television**

Television is an important medium that surrounds people's everyday life experiences has a feature of storytelling this presents interpretation of lives through images. In addition, screen of television, quality, time limitation, production conditions, multi-camera studio shooting and family-oriented characteristics determine its nature (Aksop, 2001).

The audio-visual quality of television separates this medium from others. Furthermore, the elements that constitute television's technical features not only describe its nature but also influence watching behavior as far as audience's cognitive, physiological and perceptual characteristics are concerned. Moody (1980) describes the nature of television as; sequence is unimportant, unstable, phonological awareness is unnecessary, pictures are ready-made, saccadic eye movement is not used, pace is rapid and right-brain activity is amplified. Also, Ellis (1982) describes the consumption of television as a relaxation that needs less attention and does not offer intensive watching.

Despite television's audio-visual impact in terms of its resolution is lower quality than cinema, domestic use of television in everyday life experience reveals its impact on the audience. Both technical and productional conditions of television that generate its nature requires to construct idiocratical components comprise mediated representation associated with reality, narration and genre.

## **2.2 Television Genres**

Television channels produce different kinds of programs. The term genre refers to classification of these programs. Genre particularization depicts in different functions of subjectivity of each product (Gledhill, 1985).

Hodge and Kress (1988, p. 77) define genres as “typical forms of texts which link kinds of producer, consumer, topic, medium, manner and occasion”, moreover, “control the behavior of producers of such texts, and the expectations of potential consumers”. Text is also defined as a part of a genre and television production is based on texts. The relation between text and television genre can be traced in some definitions. According to Cardwell (2002), when we watch television we watch texts. Not only a television genre has a relation with text but it has also audience relationship. Whilst Creeber states that “genre plays a major role in how television texts are classified, selected and understood by viewer” (Creeber, 2015 p.8), Asa Berger (1992, p.xiii) emphasizes the importance of genres as an “understanding what texts are like, how they are created and how they function for audience”.

Tv genres do not have clear cut boundaries. Abercrombie (1996, p.46) suggests that “the boundaries between genres are shifting and becoming more permeable”. Although, specific genres subsist in television schedules numerous programs and



formats can not be implicitly classified because of permeability between television genres. Thus, breaking distinction has led to the emergence of hybrid genre (or cross-genre) that share the conventions of multiple texts.

The rising of hybrid genre has dominated television programming. It has become a popular concept by audience and television industry. In television marketing, hybrid genre is also a way of 'branding' in an attempt to sell media products to audience.

From the perspective of the audience Turner (2001) suggest that the response of audience influences television programs through ratings. Television professionals in response to audience's feedback can change the format of the program or hybridized genres. (Bignell, 2004).

The increased competition among the television companies prompts them to retain audience or gain new audience. As Abercrombie (1996, p.44) states: "Television need for a constant stream of new programs means a perpetual tension between using genre conventions to retain audiences and keep costs down, on the one hand, and, on the other, breaking and crossing genre boundaries to attract new audiences and stay ahead of the competition".

Popularity of reality TV genre led to reproduction of types of hybrid genre such as match making formats. Reality television and its sub-genres have dominated television schedules all over the world since the 1990's. According to Bourdieu (1990) in the 1990's, television strived to reach the largest audience as possible. In accordance with this purpose, television offered its audience raw products with its popular tastes.

## **2.3 Reality Genre**

According to Asa Berger (1992), reality shows represent a new genre which combine a number of different other genres and have elements. The genres and structures of television programs are investigated by theoretical approaches such as narrative theory and genre studies. In this section, hybridizations of reality genre will be investigated to discover match making programs' characteristics in terms of narrative texts. Moreover, structure of television industry with its genres and narrative structures will be addressed.

### **2.3.1 Reality TV and Hybridization**

Reality TV first emerged in the 1940's with candid camera programs. They are low-cost entertainment programs and took its place in the 1980's in the daytime talk shows in America. Then they became a global phenomenon (Sack, 2003).

Reality TV is a term based on factual events that refer to programs that describe ordinary people and ordinary events. Bressi & Nunn (2005) list the characteristics of this genre as follows:

- Non-professional, ordinary people are involved,
- Not based on a scenario,
- Surveillance style attraction filming,
- The use of portable cameras,
- Experiences revealed by camera.

The widespread use of reality-based programs has led to numerous concerns.

One of these concerns is the reality claim of reality TV. Baudrillard (1994, p.81) termed this as a ‘fabricated reality’ that comes to “More real than the real, that is how the real is abolished”.

According to Fiske (1987, p.4), “reality is never raw”. In relation to television and reality, he expresses the encoded social codes by television and their roles on constructed reality. He emphasizes that technical codes of television represent themselves as bringing reality to us. Fiske indicates that reality is not an unvarnished reality that social elements such as appearance, dress, make up environment, speech, expression and sound are the social codes used in the reality and technical elements such as make up, action, camera movement, lightening, setting and costume are encoded electronically by social codes.

Despite, criticizing the idea of reality genre that is based on destroyed reality and constructs a new reality, reality TV comes to the idea that reality has created a new relationship between reality and its representation. Nabi.et.al (2003) has revealed that some of the reality programs were not perceived by the audience as real in his work on the reality types. Audiences have stated that it is not necessary for reality programs to reflect the reality because these programs are unrealistic.

### **2.3.2 Popularity of Reality Television**

The increasing popularity of reality TV and its hybrid genres has prompted researchers to find the answer to the question Why are people watching the reality shows? Numerous studies conducted in this area aimed to reveal what satisfactions the audience get from the reality genre. Nabi, Stitt, Halford, and Finnerty (2006) examined the indicator of reasons of watching reality tv within the scope of cognitive and

emotional dimensions. Happiness, parasocial relationships, social comparison, self-awareness, negative outcome, and dramatic challenge were linked with gratifications of Reality TV (Hall 2009). Reiss's (2000) sensitivity theory asserts 16 Basic Desires for people which constitute fundamental needs, values and drives that motivate them. In subsequent research of Steven Reiss & James Wiltz (2004) adapted 16 basic desires theory for watching reality TV to find out appeal of watching. By the end of the research Reiss & Wiltz (2004, p.363-378) found that;

“people watch reality TV need to feel self-important that audience feel they are more important than the ordinary people portrayed on reality television shows. The idea that these are ‘real’ people gives psychological significance to the viewers’ perceptions of superiority it may not matter much if the storyline is realistic.”

Another point of view about reality TV and its perception of reality offers the effects of escape from reality and therapy to audience. Jagodzinski (2005, p.62) argued that therapeutic effects of reality show. According to him; “The therapeutic effects of game shows, however, form only part of the cure. The other part comes from the democratic effects of talk shows to make the cure complete.”

## **2.4 Match Making Programs as a Hybrid Genre**

Hybrid genres are formed by the fusion of different television genres. This is one of the important reasons why academics and researchers cannot distinguish and classify the programs that form reality from a definite line. Bill Nicholas (1994), the author of the book *Blurred Boundaries Questions of Meaning in Contemporary Culture*, highlights that the reason for this is due to the loose texture of resisting to the limitation of specific genres.

The low-cost reality shows, which are broadcasted on prime time on American televisions have reached a wide audience after *Survivor's* success on CBS television.

Since the nature of television is compatible with the permeability between genres, it produces sub-genres and new formats that facilitates the business of the reality-based television industry. In early 2003, match making formations such as Joe Millionaire, Bachelorette and American Idol attracted a very large audience cluster. Thus, these programs have become a strategy for the television business.

According to Bourdieu (1990) in the 1990's, television strived to reach largest audience as possible. In accordance with this purpose, television offered audience raw products with its popular tastes. Reality television, in general, would offer audience popular tastes and basic satisfactions through mediated reality. In general understanding, reality TV suggest they present the audience representations of people and their experiences in an entertainment frame. (Creeber, 2001).

The match making programs, which are a hybrid type of reality TV, are global format programs. Although it began in the 1960's, current formats are quite different. Roberti (2007, p.117), expresses this difference as “The most important difference between the current dating shows and their predecessors in America is the boost of sexuality rather than romantic connection. Sexuality became the major focus of the shows after the year 2000”.

#### **2.4.1 Concern About Match Making Programs**

The keen competition in the television industry has opened the way for television channels to cut across all boundaries to attract more audience. Match making programs are one of the most criticized and complained programs with their content and narrative structures in the world. Turkey is not an exception of the situation.

Whilst BBC's recent match making program *Naked Attraction* receives complaints about featured lengthy close-ups of male and female genitalia, as well as sexually-charged discussions about contestant's sexual attributes, Turkish match making programs are criticized for not conforming to Turkish traditions and culture. Similarly, in china, match making programs are criticized about their contents. According to china's State Administration of Press, Public, Radio, Film and Television (SARFT), "Such programs are dominated by models, actors and rich people controversial public figures who are morally suspect and have alternative values and unorthodox views about marriage should not be invited to participate. These programs can not be broadcasted live" (Kong 2014, p.293). Indeed, Japan Satellite Television (JSTV) has placed a restriction on match making programs' content because of their unsound tendencies.

In Turkey, almost all match making programs are in the top 20 in the ratings charts. The popularity of match making programs in Turkey and TRNC is an indicator of not only in ratings but also, they are most discussed programs in society. Rising concerns related to popularity of these shows focus on their narratives that are provoke studio participants to aggressive behavior and quarrel. In addition to certain complaints about these shows, they focus on not to reflect real life and real experience. Another concern is whether or not match making programs conformed to the traditions of Turkish society. According to Radio and Television Supreme Council (RTUK); While there are 7 thousand 297 complaints related to marriage programs in 2015. This number has risen to 94 thousand 792 in 2016 with a record increase. The main complaints are as follows: marriage for money, judging the candidates with their appearances, quarrel among candidates, banality, making candidates to become a laughing stock,

dramatizing events, participants' non-marital purposes, foregrounding the obstacles of disabled candidates, showing some cast agency employees as participants.

#### **2.4.2 Global Formats and Localization of Match Making Programs**

*“Television formats are more than programming ideas that can be easily adapted to fit the needs and interests of television industries worldwide.”*

(Oren & Shahaf, 2012, p. 36)

A format is a set of principles and rules that are defined to provide the program with a union and the structural standard of each chapter. In addition to the rules and principles to be followed in a television show, the concept of the show, the nature of the participants and numerous details about space and decoration are organized in the context of format (Çelenk 2009).

The international television industry defines a format as a programming concept that has been sold for adaptation in at least one country outside its country of origin (Schmitt et al. 2005). The Turkish television industry, which has limited format production form at tries to substitute this deficit either by importing or by localization of foreign formats. Foreign format programs are adapted to the tradition, custom and lifestyle of the society in order to present the audience what is similar to them. The global format dating reality show programs which were popular throughout the world in the 1990's, were broadcasted in Turkey in 1992 with the name of "Hide and Seek" on Show TV. It is the first global dating game show on Turkish TVs. The first example of current match making programs is Esra Erol ile İzdivaç (Marriage with Esra Erol) whose original format was 12 Corazones. Moran states that (2009) localization is the term that expresses the international media content is made less foreign by media producers. According to Moran (2009, p.48), “The licensing of a format from

elsewhere may trigger a cross-cultural exchange that begins with the readjustment of ways of working in television, whether by camera operator, editor, writer or others". Additionally, localization makes program content culturally compatible to domestic audience that contains crucial factors such as, national cultures, history, symbols, traditions and territory. As with the permeable structure of the reality format, the same permeability occurs in the cross-border traveling of formats. According to Ritzer (2003); globalization is the interweaving of global and local. Local is not absolute that is influenced by the global. While formats are being adapted to the society through localization on the one hand, on the other hand, new formats emerge within program types.

At the beginning of the 2000's, similar formats of popular match making programs around the world began to emerge on the Turkish channels. They are dating shows similar to game shows in which contestants come together to find a person to marry in a house watched by cameras 24-hour. Straubhaar (2007) states that television is globalized, regionalized, nationalized, and localized with audiences' identity and interest. These global programs have been localized to score with the Turkish audience. Couples who are married at the end of the contest in 2007 were rewarded with money, gold, cars or house. This format introduced the concept of surveillance on Turkish TVs for the first time. Watching other lives was transformed into audience motivation.



Table 2.1: Global Format match making programs broadcast in Turkey

<b>Channel</b>	<b>Title of The Program</b>	<b>Date</b>	<b>Sub-Genre</b>	<b>Genre</b>
Show TV	Hide&Seek	1992-1996	Dating Game Show	Reality
Show TV	I'm Getting Married	2003	Dating Game Show	Reality
Show TV	We're Getting Married	2004	Dating Game Show	Reality
Show TV	Would You Be My Bride?	2004	Dating Game Show	Reality
Show TV	Oh, My Heart	2004	Dating Game Show	Reality
Show TV	Love Story	2004	Dating Game Show	Reality
Show TV	Second Spring In Hearts	2004	Dating Game Show	Reality
Show TV	A Preens Wanted	2005	Dating Game Show	Reality
Kanal D	May I Call You Mum?	2005	Dating Game Show	Reality
Kanal D	Dreams Become True	2005	Dating Game Show	Reality
Star TV	Foreign Bride	2008	Dating Game Show	Reality
Star TV	Marriage Dance	2008	Dating Game Show	Reality
Kanal D	Whatever Will Be Will Be	2015	Dating Game Show	Reality
Kanal D	Love Café	2016	Dating Game Show	Reality

According to the research conducted by Agency Press between 21 February and 7 March 2012 for 28 TV channels, it was determined that reality TV shows were broadcasted on these TV channels for 189 hours, 15 minutes and 25 seconds in 15 days. This means that 52% of all the broadcast of 28 channels was reality TV programs. It was also stated that Size Anne Diyebilir miyim? (May I Call You Mother?) was watched for 49 hours; Bir Prenses Aranıyor (A Prince Wanted) for 47 hours and Gelinim Olur Musun? (Would You Be my Bride?) for 27 hours.

Current match making programs broadcasted on the Turkish TV channels, their broadcast starting dates and the channels they are broadcast on are presented in Table2.

Table 2.2: Turkish Channels and Their Broadcast Format

<b>Channel</b>	<b>Title of Program</b>	<b>Date</b>	<b>Sub-Genre</b>	<b>Genre</b>
Flash TV	Marriage with Esra Erol	2007	Match making	Reality
Star TV	Marriage with Esra Erol	2008	Match making	Reality
ATV	At Esra Erol	2009	Match making	Reality
Star	Marriage with Zuhhal Topal	2009	Match making	Reality
Fox	With Esra Erol	2013	Match making	Reality
Show TV	Come If You Want to Marry	2014	Match making	Reality
ATV	At Esra Erol	2015	Match making	Reality
Fox	Zuhhal Topal	2015	Match making	Reality
Star TV	Come If You Want to Marry	2015	Match making	Reality
Show TV	Come If You Want to Marry	2016	Match making	Reality
Star TV	With Zuhhal Topal	2016	Match making	Reality

In the 2016-2017 broadcast period, three programs that received the highest ratings were match making programs called Esra Erol'la (with Esra Erol), Zuhhal Topal'la (With Zuhhal Topal) and Evleneceksen Gel (Come If You Want to Marry). Evleneceksen Gel is broadcast for a total of 345 minutes (225 minutes +120 minutes' night re-broadcast), Esra Erol'da for 210 minutes and Zuhhal Topal'la for 165 minutes on Show TV, Star TV and Atv, the three major channels of Turkey. Match making programs are broadcasted 720 minutes a day.

Relation between audience and television program content that includes featured television characters and their experiences also construct cultural proximity between a television text and audience (Straubhaar, 2007). One of the major localization elements of global format match making programs is that the program aims to marry couples. The concepts of sexuality, nudity and flirt in the content of global formats have been replaced by the concepts of marriage and engagement in Turkey's channels.

The social stereotyping of men and women and their relationships are another significant difference between two formats. The social expectation of both Turkish men and women who join these programs as a candidate mostly look for a partner who are single or without children. The Turkish women are framed as someone who must be a good wife and mother.

## **2.5 Narrative Structure and The Narrative Features of Match Making Programs**

Television narratives are mode of live experience that describe our ideas about the nature of reality. Fiske & Hartley (1978) mention the television's bardic capacity which is significant as a storyteller representing cultural values of society.

TV programs operate as the today's modern storyteller and their narrative structures define and transfer the cultural values of the society. Fiske and Hartley (1978) point out that TV programs have a bardic capacity. According to them, the bardic feature of the television is the reason for being the most important storyteller which reflects the cultural values of the society. Fisher (1987) asserts that television narrative contains thematic scenes, regular and interrelated events and characters. Kreuter (2007)

expresses that some scholars define narrative as inter-related events and representation of the characters and interpret that they give the message the respective issue.

The basic features of the narrative structure of the television programs are based on the characters and their experiences as with different definitions. According to Barthes, (1964) there is a signifier and significant in the narrative. There is no narrative without a narrator or listener. While the television narrative reaches to the audience, it should be in harmony with the cultural structure, socio-economic and characteristic features of the audience (Çelenk, 2005). Narrative of match making programs are based on specific characters and their experiences. The interest of the audience toward these characters and the events around them specify the structure of the program narrative. Furthermore, the program narrative offers vicarious experience to the audience. The audience relates themselves to the characters in the program. Even though reality type program types allege that they reflect the real life of an ordinary man to the television, the line between factual and fictional is not clear in these programs. The program narrative plays an important role in the intertwining of the reality and fiction. The narrative and narrative strategy of a program is an important factor for the popularity of that program. The entertainment the audience gets from the narrative structure also determines of the continuity of that program. In this context, even though the characters and experiences reflect the reality, the audience to enjoys such characters turns into a material for rating strategy. Thus, the narrative strategy destroys the reality. According to Mutlu (1995), the dramatic programs are based on the concept, storyline, characters, and scene. What the audience expects from these programs is tension, action, comedy, individuality, curiosity, reality, innovation, importance and information. Match making program narrative has dramatic elements.

Such elements which aim to meet the expectation of the audience are placed throughout the program. Comedy element is provided through a storyline built on the characters with extravagant appearance and behavior. Furthermore, the controversies are another comedy element in the narrative. Curiosity in the narrative structure is the basic element of the narrative structure of match making programs. An element of curiosity is based on characters and their relationships: breaking up, making up, intervention by the third parties, separating the candidates through a folding screen for candidates to not see each other, delaying the meeting process and creation of mysterious candidates, taking the couples into a private room and showing them without their voices being heard.

The narrative structure is sometimes on a nonlinear flow. While a day of the candidate is presented to the audience with past tense with exterior shooting, it turns into a present tense. These episodes are based on the element of curiosity on a similar basis. Couples meeting families and their conflicts are presented to the audience with headlines such as great meeting, great quarrel, great change and up next during the break. Music is an important element that supports the narrative structure in the match making programs. While music is an element of entertainment, it is also used to dramatize or elevate excitement. Music is also a power to control the program flow.

### **2.5.1 Conflict and Quarrel in Match Making's Narrative**

The structure and narrative of the TV programs have undergone a change with the spread of the commercial TVs. Bourdieu (1998) notes that TV professionals spoil the admiration and pleasures of the audience with the extravagant program contents to reach a wider audience. It is possible to find such extravagance in the narrative of the match making programs. The most specific example of this is that narrative structure

mainly has an element of tension. This tension is created through a brawl and squabbling between the couples or studio guests in match making programs.

### **2.5.2 The Role of Studio Presenter As The Conflict Area on Match Making Programs**

Bourdieu (1998) focuses on the discussions on screens as symbolic violence areas. He tries to show the inequalities by analyzing the role of the TV presenter and arrangement of the discussion spaces. According to him; presenters are in a power position that imposes the subject in the discussion and arranges the questions by priority. Presenters of the match making programs are the famous people in the society. Program names also involve the name of the presenter. In other words, they are the owners of the program (for example; Zuhale Topal's, Esra Erol's). Even though the program's name of the Seda Sayan, a famous singer in Turkey, does not involve her name, she appears for 30 seconds in the screen credits. The program presenters establish intimacy with the real life of the audience with expressions such as my love, my sister, my child. At the same time, TV presenter is an authority in the program. They immediately terminate the speeches and behaviors that do not comply with the program flow or theme. Other than that, they are the provocateurs and they control mechanisms of the discussions. TV presenters create a "conflict atmosphere" in the studio, controlled by herself.

## **2.6 Uses and Gratification Theory**

The main objective of the Uses and Gratifications Theory (U&GT) attempts to understand how and why people use media to satisfy their needs. Uses and Gratifications Theory can be traced back in 1940's. Despite the early media effects research focus on the question of 'What do media do to people?', Uses and Gratification Theory has assumed audience is active consumers of media. Rubin

(2009), defines the U&GT as a modified media effect theory. On the other side, McQuail and Windahl (1993) focus on the core question of U&GT that is what do people do with media?

U&GT investigates needs, functions, motives, obtained gratifications through media use. In addition, U&GT emphasizes the active role of audience and deal with their gratifications from the psychologic perspective (Çakır &Bozkurt 2014). Katz, Blumler, and Gurevitch (1974) have described audience members as active. According to Katz et.al. (1974), people are aware of their media use and they have different needs to satisfy through media. U&GT focuses on not only audience watching motivations but also examines individual needs of audience in terms of social and psychological needs or desires (Blumler & Katz, 1974). In other words, from the U&GT, media is used to satisfy individual differences and environmental factors. Thus, it is adopted to investigate the specific relations between attitudes, motives, behaviors and media use. Numerous studies, which were based on U&GT, found out interpersonal function or social interaction gratifications is obtained from watching television (Rubin, 1983; Lull, 1990). Furthermore, Rubin (1983) pronounce that excitement, entertainment and escape are important indicators of satisfaction. Within the scope of U&GT, remarkable studies have focused on different behavioral involvement and media use motives due to poses audience satisfactions.

Perse and Rubin (1988) mention two types of audience purpose of watching television: these are intentional watching, and cognitive involvement. Whilst first typology includes audience who use television for entertainment purpose, other typology determines non- escapist purpose of use. According to Perse & Rubin (1988)

cognition, attitudes and behavior before exposure have been linked to media outcomes. Research has been categorized the motivation for watching television and audience's needs in a variety of ways. Table 3 shows the typology of common reason for use media that was categorized by researchers.

Table 2.3: Typology of Common Reason for Use Media that Was Categorized by Researchers

McQuail, Blumler & Brown (1972)	<ul style="list-style-type: none"> <li>Diversion</li> <li>Companionship.</li> <li>Personal identity</li> <li>Surveillance</li> </ul>
Palmgreen & Rayburn (1979)	<ul style="list-style-type: none"> <li>Relaxation</li> <li>Learning</li> <li>Forget</li> <li>Passing time</li> <li>Communication</li> <li>Companionship</li> <li>Entertainment</li> </ul>
Rubin (1983)	<ul style="list-style-type: none"> <li>Excitement</li> <li>Passing time</li> <li>Escape</li> <li>Social interaction</li> <li>Companionship</li> <li>Enjoyment</li> <li>Relaxation</li> <li>Information</li> <li>Parasocial Relationships</li> </ul>
Bantz (1982)	<ul style="list-style-type: none"> <li>Surveillance</li> <li>Voyeurism</li> <li>Entertainment</li> <li>Encompassing</li> <li>Companionship and Social resource</li> </ul>
Lull (1990)	<ul style="list-style-type: none"> <li>1 – Structural</li> <li>Environmental:</li> <li>background, companionship, entertainment</li> <li>Regulative:</li> <li>Passing time, activity, talking pattern</li> <li>2- Relational</li> <li>Communication</li> <li>Affiliation -conflict reduction</li> <li>Social Learning</li> <li>Competence</li> </ul>



Nielsen Media Research found that the 30 most popular television programs which reach highest rating for the 2016 season includes 5 reality programs in Turkish television channels. Three of these five reality genre includes match making programs. Match making programs watching motivations are different from other reality genres. Numerous studies have examined the motivation of watching specific genres and audience gratifications. Earlier studies have been investigated to find out people's gratification derived from radio and formulated typologies of radio use (Rubin 1981). As can be seen below, Table 4 shows the different gratifications obtained from radio and Table 5 shows the specific television genres that are adopted U&GT framework.

Table 2.4: Motivation for Radio Listening

Radio Quiz programs	Herzog (1940-1944)	Competitive Education Self-rating Sporting
Radio Listening	Mendelsohn (1964)	Companionship Bracketing the day Changing mood Loneliness or bore day Providing news Vicarious Participation Social interaction

Table 2.5: Motivations for Various Television Genres

Soap Operas On Television	Kilborn (1992)	Social and personal interaction Fulfilling individual needs Identification and involvement Escapist fantasy Focus on debate on topical issue A kind of critical game involving knowledge of the rules
Reality Television	Wei & Tootle (2002)	Identification (Life-like format) Vicarious participation
Crime Dramas on Television	Morris (2006)	Excitement Escapism Gathering information
Reality TV	Woods & Ebersole (2007)	Identify with real character in show Entertainment Changes of feeling Passing time and Participation
Reality Tv	Papacharissi & Mendelson (2007)	Reality Entertainment Pass time/Habit Relaxing Interpersonal Interaction Voyeurism Companionship

In another research on television watching motivations, Çakır and Çakır (2010) found seven motivations in terms of watching television these are: surveillance, entertainment & companionship, escape habit & social interaction, relaxing & information respectively. U&GT proves itself on hybrid reality match making programs. In U&GT is the best applicable to the match making programs.

### **2.6.1 Within the Perspective of Uses and Gratification Theory Conflict and Sensation Seeking**

The narrative of reality television is based on emotionality, exaggeration and sensationalism. Studies have examined relations between audience and violent media content in the context of U&GT. A numerous studies found that sensation seeking is

an important element for watching violent content on television (Slater 2003, Greene & Krmar,1999). Conflict and quarrelling are the rising element of match making programs' narrative strategy that is structured to attract audience. Accordingly, audience pays attention to program content that satisfies their sensational seeking. Samuel Ebersole and Robert Woods' study that is 'Motivations for Watching Reality Television' provides Reference of American Demographic Record. According to the report 43% of regular reality TV audience watch these programs because they like to see conflict among the show's participants. Typical reality TV audience within the frame of study 'Consuming Television Crime Drama' Brown et.al. (2012) poses that "watching crime dramas was a statistically significant predictor for full gratification and curiosity and information". (Brown & Lauricella & Douai & Zaidi, 2012, p,52). Likewise, Conway and Rubin (1991) found that sensation seeking was in relation to passing time and escapism.

## **2.7 Cultivation Theory**

Cultivation Theory is one of the core theories of media effects that grew out the study of Gerbner who particularly focuses on the impact of television on audience' attitudes. Gerbner's argument assumed symbolic environment that is interaction between the medium and its publics. (Gerbner & Gross & Morgan & Signorelli 1980). According to cultivation theory, over exposure to television changes or cultivate viewer's beliefs and shapes their perception of reality. The Cultivation theory usually compares heavy and light audience of television. Heavy audience of television have more homogeneous opinions than light audience. Light audience are exposed television less than heavy viewer and they tend to have more heterogeneous opinions.

Cultivation theory has also been applied to different television genres and various programs. According to Quick (2009, p. 50), “genre-specific programs explain more variance in outcome variables of interest than total television watching”. Numerous studies focus on the connection between overall television consumption and perceptions about individual relationships. Whilst Signorielli (1991) investigated relationship between television consumption and marriage, Segrin and Nabi (2002) examined the link between watching romance-oriented programs and expectation of marriage. Furthermore, number of studies examine whether or not prevalence of love and romance in the television programs shape audiences’ attitude and behavior.

Buerkel-Rothfuss and Mayes (1981 p. 108) states that, “it can be assumed that heavy exposure to any systematically distorted view of the world will result in similarly distorted viewer perceptions”. Cultivation theory emphasizes effects of repetitive television stories. According to (Jin & Kim, 2015, p.53) “people who watch television stories repeatedly take the real world as similar to the stories. Then, those who are more intensely absorbed in television stories would be more subject to their influences.”.

## **2.8 Conclusion**

Although match making TV programs have become a prime-time phenomenon, in TRNC there is a dearth of research in the area. The present study seeks to fill in this gap.

## **Chapter 3**

### **METHODOLOGY**

Quantitative methodology has been preferred for the present study. This chapter includes the sections on research methodology, research design, data collection instrument, population and sample, data gathering procedures and validity and reliability of data collection instrument. The chapter ends explaining data analysis, procedures.

#### **3.1 Research Methodology**

The purpose of this study is to find out match making programs' audience's watching behavior, watching motivations and satisfactions they obtained from these Programs to answer the research questions. A quantitative methodology has been applied for the present study. According to Aliaga and Gunderson (2002, p. 55) "Quantitative research is an inquiry into a social problem, explain phenomena by gathering numerical data that are analyzed using mathematically based methods e.g. in particular statistics". The present study is based on an in-house questionnaire delivered to Nicosia citizens. Therefore, descriptive and inferential statistics have been used in data analysis.

#### **3.2 Research Design**

The present research is a case study that focuses on Turkish Cypriot audience's watching behavior and watching motivations toward match making Programs. For this research, a questionnaire was designed and administered. "The major purpose of descriptive research is to give a description of the state of affairs as it exists at present, because the researcher has no control over the variables and can only report as to what

had happened or what is happening'' (Kulandairaj 2014). Questionnaires were distributed for the collection of data from 362 people who live in Turkish part of Nicosia in spring 2017.

### **3.3 Data Collection Instrument**

A questionnaire consisting of three parts has been used in the research as the data collection instrument. In the first part of the questionnaire, there are questions regarding the socio-demographic characteristics of the participants. In the second part, questions for finding out television watching behaviors whether they watch match making Programs and various opinions about match making programs were asked attitude scale which seeks to measure match making audience's needs and satisfactions is included in the third part of the questionnaire.

Likert-type 5-point scale consists of 29 questions. There are 8 subcategories in the scale: Entertainment, Surveillance/Interpersonal Utility, Pass Time/Habit, Relaxing, Escape, Companionship, Social Interaction, Information. The high score in the scale indicates that the motivation for watching is high. Both English and Turkish version of the questionnaire are enclosed in Appendix A and B.

### **3.4 Population and Sample of the Study**

The data has been gathered from age between 18- 65 years old 362 people living in Nicosia district of the Turkish Republic Northern Cyprus. According to the results of the 2011 census of the State Planning Organization of the TRNC, the number of people aged between 18 to 65 living in the Nicosia district of the Turkish Republic Northern Cyprus is 62,920. A sample was chosen using stratified random sampling to represent the sample universe, as it would cost time, money and control to reach the entire

sample universe. Hence, in the research universe of 62,920 persons, 362 people were interviewed with 95% confidence level and 5% sample error.

### **3.5 Validity and Reliability of Data Collection Instrument**

The validity and reliability study of the scale used in the research was applied by Çakır & Bozkurt (2014). As a result of the factor analysis, it was determined that the scale consists of 8 subcategories with eigenvalue larger than 1. In the scale, it was determined that 68.82% was explained of the total variance of 8 subcategories including Entertainment, Surveillance/Interpersonal Utility, Pass Time/Habit, Relaxing, Escape, Companionship, Social Interaction, Information. As a result of the reliability analysis performed by Çakır & Bozkurt (2014), the Cronbach alpha value of the general scale was found 0.91. It was determined that the Cronbach alpha value of the scale is 0.93 according to the result of the internal consistency test conducted by the researcher in order to demonstrate the reliability of the scale. According to these results, it was found that the scale is a valid and reliable measurement instrument.

### **3.6 Data Analysis Procedures**

Statistical Package for Social Science (SPSS 24.0) data analysis program was used in the statistical analysis of the data obtained from the questionnaire in the research. Participants' descriptive characteristics, their most frequently watched TV channels, and most frequent TV watching hours, status for watching match making Programs, and match making Programs were analyzed by frequency analysis and the results were shown by frequency distribution tables. Chi-square analysis was used to compare match making Programs watching behaviors according to the descriptive characteristics of the participants and to compare some opinions and thoughts about match making Programs. Analysis of variance (ANOVA) and independent sample t-test were run. Independent variable was 2 categorical (e.g. gender) t-test was run.

When the independent variable was categorized more than 2 (e.g. educational status) ANOVA was run. Following ANOVA, in case of difference between the categories of the independent variable, the Tukey test was used from post-hoc tests to determine from which categories the difference originated.

In addition, Pearson correlation analysis was used to determine correlations between participants' age, duration of daily TV watching and match making program watching motivations.



## Chapter 4

### ANALYSIS AND FINDINGS

This chapter introduces the findings of this study. Firstly, demographic information about the participants is presented. Secondly, descriptive statistics of the questions related to the use of television and the watching behavior of participants are given. Then, comparison of match making programs watching behavior according to the descriptive characteristics of the participants and Chi-square test results are given. Thirdly, Five-point Likert Scale questions' answers are presented. The results of independent sample T- Test that applied for reveal of participants' watching motivations of match making programs and Pearson correlation analysis that determine correlations between participants' watching behaviors and watching motivations are presented. Findings are presented in tables and their interpretations are provided after each table. In the present study, values attached to the watching motivation scale questions are as follows: 1=Strongly Disagree, 2= Disagree, 3=Undecided, 4= Agree, 5= Strongly Agree. For the scale division Balcı 's (2004) recommendation has been used as follows: (1-1.79) Strongly Agree; (1.80- 2.59) Agree; (2.60- 3.39) Undecided; (3.40- 4.19) Disagree; (4.20- 5.0) Strongly Disagree.

#### **4.1 Analysis of Demographic Characteristics of the Participants**

Table 4.1, shows demographic characteristics of participants that includes information about participants'; gender, age group, nationality, marital status, educational level, location, household income respectively.

Table 4.1: Description of Participants' Characteristics (n=362)

<b>Information</b>	<b>(n)</b>	<b>(%)</b>
<b>Gender</b>		
Male	144	39,78
Female	218	60,22
<b>Age group</b>		
Under 25	85	23,48
Between 26-35	118	32,60
Between 36-45	80	22,10
Over 46	79	21,82
<b>Nationality</b>		
TRNC	133	36,74
TR	126	34,81
TRNC+TR	93	25,69
Other	10	2,76
<b>Marital Status</b>		
Married	88	51,93
Single	150	41,44
Other	24	6,63
<b>Educational Level</b>		
Primary school / under	63	17,40
High school / 2 years degree	184	50,83
Under /Post graduate	115	31,77
<b>Location</b>		
Village	97	26,80
City	265	73,20
<b>Household Income</b>		
Income less than an expense	97	26,80
Break even	172	47,51
Income more than an expense	93	25,69

Demographic data obtained through the survey is presented in Table 4.1. As it can be observed from Table 4.1, out of 362 participants, 218 (60,22 %) are female and 144 (39,78 %) are male. The majority of participants are from TRNC, the frequency of which is 133 (36,74 %). 126 (34,81 %) participants are from TR (Turkish Republic), 93 (25,69 %) of the participants are dual citizens that comprised of TR and TRNC. 10 (2,81 %) of the participants are from other nationalities. The participants' age range is

between 18 to 64. 23,48% of participants are between 25 and under 25 years old. The remaining 32,60 % of participants are between 26–35 years old. Participants age between 36-45 are 22,10 % and 21,82 % comprises participants who age 46 and over 46 years.

Whilst, out of 362 participants, 188 (51,93%) are married, 150 participants (41,44%) are single. Participants' educational level divided into three grouping: primary school degree or under primary school, high school or 2 years' degree, undergraduate or postgraduate degree. Out of 362 participants, 63 have primary school / under primary school degree with a percentage of 17,40. 184 participants have high school / 2 years degree with a percentage of 50,83%. 115 participants (31,77 %) have higher education either as undergraduate or postgraduate degree.

Despite, the survey was conducted in Nicosia (TRNC), some participants are from Nicosia's different villages. According to the answers to the question of where the participants lived, participants with a percentage of 26,80 are from villages, 73,20 percentage of participants live in the city. The survey also measured participants' monthly household income status. As shown in Table 4.1, out of 362, 97 participants' (26,80 %) monthly household income is less than they need to spend in other words are under-paid. 47,51 % (172) are at breakeven and 93 participant's household income is more than their monthly need with a percentage of 25,69.

## **4.2 Watching Behavior of Participants**

The frequency of Figure 1 (below) indicates the participant's distribution by frequent daily TV watching time per a day.

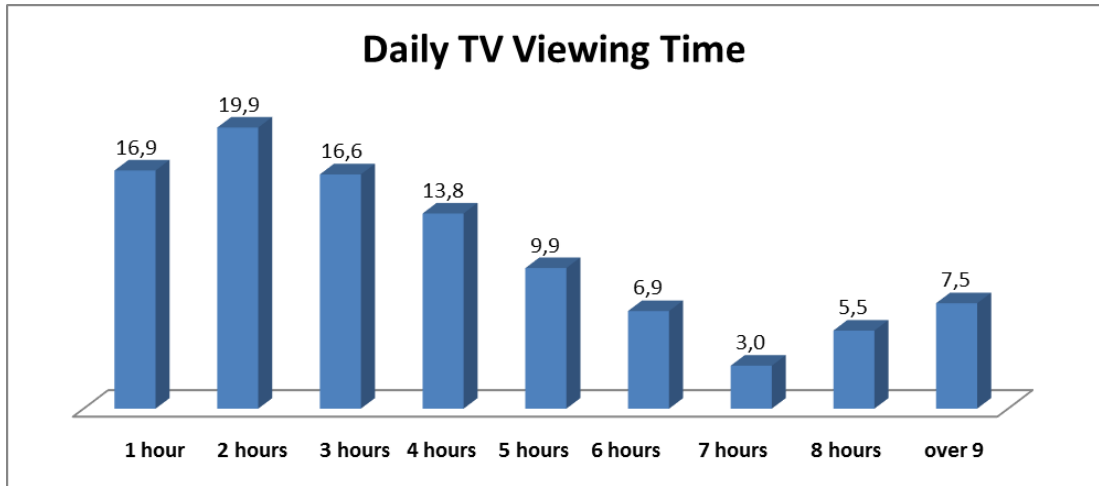


Figure 1: Daily TV Watching Time

Figure 1 shows that, majority of participants (19,9%) watch two hours' television a day. While 16,9 percentage of participants watch 1 hour 16,6 % watch television three hours a day. Percentage of participants who watch television 9 hours and over are 7,5%. Almost the half of participants (46.6%) watch television between 4 - 9 hours a day. The following figure indicates the distribution of most-watched channel and watching period of participants.

Table 4.2: Distributions of most-watched channel and watching period of participants (n=362)

	(n)	(%)
<b>Turkish national Channels*</b>		
ATV	143	39,50
Star TV	134	37,02
Show TV	107	29,56
Kanal D	76	20,99
Other	100	27,62
<b>TRNC Local Channels*</b>		
Non-viewer	208	57,46
BRT	64	17,68
Kıbrıs TV	42	11,60
Diyalog TV	16	4,42
Kanal T	19	5,25
Other	13	3,59

<b>Most TV watching time *</b>		
07:00 - 11:00	16	4,42
11:01- 13:30	31	8,56
13:31- 15:00	30	8,29
15:01 - 17:30	94	25,97
17:31- 19:00	50	13,81
19:01- 21:00	91	25,14
21:01- 24:00	162	44,75
24:01 - 07:00	35	9,67

*\*possible to select more than one answer*

According to Table 4.2; 39,50 % of participant's watch ATV, 37,02 % watch Star TV, 29,56 % watch Show TV and 20,99 % watch Kanal D of Turkish national channels, and from the local Turkish Republic of Northern Cyprus (TRNC) channels. 17,68 % watch BRT, 11,60 % watch Kıbrıs TV, and 5,25 % watch Kanal T of TRNC channels. It was found that 44,75 % of the participant's watch TV most frequently between 21:01-24:00, 25,9 % watch between 15:01-17:30, and 25,14% watch between 19:01-21:00.

### **4.3 Participants' Watching Behavior of Match Making Programs**

The distribution of participants according to match making programs watching behavior are given in Table 4.3.

**Table 4.3: Participants' Watching Behavior of Match Making Programs (n=362)**

	<b>(n)</b>	<b>(%)</b>
<b>Match making watching behavior</b>		
Viewer	291	80,39
Non-viewer	71	19,61
<b>Match making program watching frequent (n=291)</b>		
Everyday	82	28,18
Few days a week	111	38,14
One day a week	18	6,19
Less often	80	27,49

<b>Watched Match making program* (n=291)</b>		
Esra Erol'da (At Esra Erol)	167	57,39
Seda Sayan'la Evleneceksen gel (Come If You Want to Marry)	128	43,99
Zuhal Topal'la (With Zuhal Topal)	95	32,65
Kısmetse Olur (Whatever will be will be)	72	24,74
<b>Watching Period of Match making programs (n=291)</b>		
Less than 1 year	58	19,93
Between 1-2 years	111	38,14
Between 3-4 years	79	27,15
More than 5 years	43	14,78
<b>Match making audience around participants</b>		
Yes	330	91,16
No	32	8,84
<b>Following match making programs on social media (n=291)</b>		
Yes	73	25,09
No	218	74,91
<b>Watching missed episodes of programs from internet? (n=291)</b>		
Yes	35	12,03
No	256	87,97
<b>Be aware of marriage in the programs (n=291)</b>		
Less than 10 people	112	38,49
Around 15-20 people	50	17,18
More than 20 people	41	14,09
I never see	88	30,24

*\*possible to select more than one answer*

291 (80.39 %) of the participants in the survey watch match making programs. According to Table 4.3, match making programs are popular among participants whereas, 71 participants (19,6 %) said that they do not watch. 38.14 % watch a few days a week, 27.49 % watch less often, and 57,39 % of the participant's watch Esra Erol'da (At Esra Erol), 43,99 % watch Seda Sayan'la Evleneceksen Gel (Come If You Want to Marry) 32,65 % watch Zuhal Topal'la (With Zuhal Topal), and 24,74 % watch Kısmetse Olur (Whatever Will Be Will Be), and 19.93 % of the participant watch match making programs less than 1 year ago, 38.14 % watch for 1-2 years, 27.15 % watch for 3-4 years, 14.78 % watch for 5 or more years. It was found that 91.16 % of

the individuals included in the survey know people watching match making programs around them, 25.09 % follow social media accounts of match making programs and 12.03 % watch on the Internet the match making program episodes that they missed. 38.49 % of the participant's state that they saw less than 10 marriages were happened in the programs, 17.18 % saw 15-20, 14.09 % saw more than 20 marriages, and 30.24 % state that they saw no marriage were happened.

Table 4.4: Opinion of Participants Watching Match Making Programs (n=291)

	(n)	(%)
<b>Do you think participants demean themselves in the program?</b>		
Yes	211	72,51
No	80	27,49
<b>Do you think mentally unstable people are used in matchmaking programs</b>		
Yes	153	52,58
No	138	47,42
<b>Do you support anybody who wants to join match making programs in your family?</b>		
Yes	105	36,08
No	186	63,92
<b>How do you describe match making programs?</b>		
Informative	5	1,72
Entertaining	154	52,92
Gripping	84	28,87
Relaxing	9	3,09
Real	39	13,40
<b>Do you like to watch quarrel in the match making program?</b>		
Yes	198	68,04
No	93	31,96
<b>Do you take sides while participants wrangle with each other?</b>		
Yes	153	52,58
No	138	47,42
<b>Do you believe quarrel between candidate in match making programs is real?</b>		
Yes	125	42,96
No	166	57,04

**Do you believe match making programs are suitable for Turkish family traditions?**

Yes	94	32,30
No	197	67,70

**Do you believe presenter is reliable?**

Yes	154	52,92
No	137	47,08

Table 4.4 shows that 72.51% of participants think that candidates in match making programs demean themselves and 52.58 % think that mentally unstable people are used with the purpose of attracting audience in the programs. 36.88 % of the participants would support if someone in their family wanted to participate in these programs, 52.92 % think that these programs are entertaining, 28.87 % think that these are gripping, and 13.40 % think that they are real. 68,04 % of the participants think that the quarrelling in these programs are attracting, 52,58 % state that they take sides between quarrelsome candidates, 42,96 % state that they think quarrel is real in the programs. Out of 362 ,197 (54.4 %) of the participants think that the match making programs do not suitable for Turkish family. 154 (52.92 %) of participants think that presenters of match making programs are reliable people.

**Table 4.5: Participants' Opinions on The Banning of Match Making Programs (n=362)**

	(n)	(%)
<b>Do you wish match making programs would be banned?</b>		
Yes	190	52,49
No	172	47,51
<b>What would you like to watch instead of match making programs? (n=190)</b>		
Magazine program	6	3,16
News	22	11,58
Documentary	111	58,42
Tv series	29	15,26
Other	22	11,58



In Table 4.5, the distribution of participants according to their thought on the banning of match making programs is given, and 52.49 % of the participant's state that they support the banning of these programs, 58.42 % of the participants prefer the placement of documentaries instead of match making programs, 15.26 % want to watch TV series, and 11,58 % watch news programs instead of match making programs.

#### **4.4 Comparison of Match Making Program Watching Behavior According to The Descriptive Characteristics of the Participants**

The table 4.6 as shown below, demonstrates the results of chi-square. A Chi-square test was run in order to compare match making program watching behavior according to the descriptive characteristics of the participants included in the survey.

Table 4.6: Comparison of Match Making Program Watching Behavior According to the Descriptive Characteristics of the Participants

	Viewer		Non-viewer		x <sup>2</sup>	P
	n	%	N	%		
<b>Gender</b>						
Male	111	77,08	33	22,92	1,66	0,20
Female	180	82,57	38	17,43		
<b>Age group</b>						
Under 25	69	81,18	16	18,82	10,05	0,02*
Between 26-35	86	72,88	32	27,12		
Between 36-45	64	80,00	16	20,00		
Over 46	72	91,14	7	8,86		
<b>Nationality</b>						
TRNC	102	76,69	31	23,31	6,33	0,10
TR	98	77,78	28	22,22		
TRNC+TR	83	89,25	10	10,75		
<b>Married Status</b>						
Married	152	80,85	36	19,15	4,54	0,10
Single	116	77,33	34	22,67		
Other	23	95,83	1	4,17		

<b>Educational Level</b>						
Primary school and under	57	90,48	6	9,52	10,66	0,00*
High school / 2 years degree	152	82,61	32	17,39		
Under /Post graduate	82	71,30	33	28,70		
<b>Location</b>						
Village	77	79,38	20	20,62	0,08	0,77
City	214	80,75	51	19,25		
<b>Household Income</b>						
Income less than an expense	80	82,47	17	17,53	4,09	0,13
Break even	131	76,16	41	23,84		
Income more than an expense	80	86,02	13	13,98		
<b>Total</b>	291	80,39	71	19,61		

\* $p \leq 0,05$

When Table 4.6 was examined, it was found that there is no statistically significant difference between participants' gender, nationality, marital status, Location their income and their match making program watching behavior ( $p > 0,05$ ).

It was found that there is a statistically significant difference between participants' match making programs watching behavior and their age groups ( $p \leq 0,05$ ). The match making program watching rate of participants aged 46 years and over is significantly higher than other participants. There is a statistically significant difference between match making program watching behavior of the participants and their educational status ( $p \leq 0,05$ ). Participants with undergraduate / postgraduate degrees have lower match making program watching rates than other participants.

Table 4.7: Demographic Characteristics of Participants Watching TV At the Time of Match Making Programs Are Broadcasted

	(n)	(%)
<b>Gender</b>		
Male	49	33,56
Female	97	66,44
<b>Age Group</b>		
Under 25	33	22,60
Between 26-35	40	27,40
Between 36-45	28	19,18
Over 46	45	30,82
<b>Nationality</b>		
TRNC	44	30,14
TR	54	36,99
TRNC+TR	45	30,82
Other	3	2,05
<b>Marital Status</b>		
Married	78	53,42
Single	58	39,73
Other	10	6,85
<b>Educational Level</b>		
Primary school and under	39	26,71
High school /2 years degree	74	50,68
Under /Post graduate	33	22,60
<b>Location</b>		
Village	36	24,66
City	110	75,34
<b>Household Income</b>		
Income less than an expense	41	28,08
Break even	63	43,15
Income more than an expense	42	28,77
Total	146	100,00

Table 4.7 shows the distribution according to the demographic characteristics of participants who watch TV at the time of match making programs are broadcasted. When Table 4.7 is examined, it was found that 33.56 % of the participants who watch TV at the time of match making programs are male, 66.44 % of them are female, 22.60 % of the participants are 25 years and below, 27.40 % of them are between 26-35,

19,18 % of them are between 36-45, 30,82 % of them are 46 years old and over, 30,14 % of them are TRNC citizens, 36,99 % are TR citizens and 30,82 % of them have TRNC and Turkish nationality, 53.42 % are married and 39.73 % are single. It was found that 26,71 % of the participants are primary school graduates and under, 50,68 % are high school graduates or two-years degree, and 22,60 % have undergraduate or postgraduate degrees, 24,66 % live in the village 75,34 % live in cities, 28.08 % have incomes less than their expenses, 43.15 % have equal incomes to their expenses, and 28.77 % earn more than their expenses.

**Table 4.8: Match Making Program's Watching Status of Male Participants**

	(n)	(%)
<b>Match making watching behavior</b>		
Viewer	111	77,08
Non-viewer	33	22,92
<b>Match making program watching time (n=111)</b>		
Every day	19	17,12
Few days a week	46	41,44
One day a week	7	6,31
Less often	39	35,14
<b>Watching Period of Match making programs (n=111)</b>		
Less than 1 year	27	24,32
Between 1-2 years	41	36,94
Between 3-4 years	30	27,03
More than 5 years	13	11,71
<b>Watched Match making program (n=111)</b>		
Esra Erol'da (At Esra Erol)	53	47,75
Seda Sayan'la Evleneceksen gel (Come If You Want to Marry)	53	47,75
Zuhal Topal'la (With Zuhal Topal)	39	35,14
Kısmetse Olur (Whatever will be will be)	32	28,83

Table 4.8 gives the distribution of match making program watching behavior of male participants. When Table 4.8 is examined, it was found that 77,18 % of the male participant's watch match making programs, 17,12 % watch every day, 41,44 % of

them watch few days per week, 35,14 % watch Less often, 24,32 % of the male participants watch for less than 1 year, 36,94 % watch for 1-2 years, 27,03 % watch for 3-4 years and 11,71 % watch for 5 years and over, 47,75 % of them watch Esra Erol'da (At Esra Erol), 47,75 % watch Seda Sayan'la Evleneceksen Gel (Come If You Want to Marry), 35,14 % watch Zuhall Topal'la (With Zuhall Topal) and 28,8 % watch Kismetse Olur (Whatever will be will be).

Table 4.9: Comparing Taking Sides in The Candidate's Quarrelling Status of the Participants with Finding Attracted of These Quarrelling by Participants

	<b>Attracted</b>		<b>unattracted</b>		<b>x<sup>2</sup></b>	<b>p</b>
	<b>N</b>	<b>%</b>	<b>n</b>	<b>%</b>		
<b>Taking side among candidates</b>						
Taking sides	137	69,19	16	17,20	68,59	0,00*
Not taking sides	61	30,81	77	82,80		

Table 4.9; gives the results of the Chi-square test was run for comparison of taking side of the participants during the quarrelling in the match making programs, according to their opinion about finding attracted these quarrelling. It was found that there is a statistically significant difference between participants who takes side during the quarrelling in the program and their thought on finding quarrelling is attracted. ( $p \leq 0,05$ ). The siding rate in the quarrelling is significantly higher in people attracted to the quarrelling in the match making programs than to those who do not find attracted.

Table 4.10: Comparison of Status of Participants Who Demean Themselves, according to Their Thought on Finding Entertaining of Match Making Programs

<b>Thought match making program candidates demean themselves</b>	<b>Finding entertaining</b>		<b>Not finding entertaining</b>		<b>x<sup>2</sup></b>	<b>p</b>
	<b>n</b>	<b>%</b>	<b>n</b>	<b>%</b>		
Yes	131	85,06	80	58,39	25,87	0,00*
No	23	14,94	57	41,61		

When the results of the Chi-square test given in Table 4.10 are examined, it is found that there is a statistically significant difference between the status of the participants thinking that the candidates demean themselves in the program ( $p \leq 0,05$ ). The percentage of people who think candidates in match making programs demean themselves are higher (85 %) in participants who find match making programs are entertaining than those who do not (58 %).

Table 4.11: Comparison of Participants' Opinions on Demeaning Candidate Themselves in Match Making Programs with Supporting Family Members to Join Match Making Programs

<b>Supporting family members who want to join match making program</b>	<b>Agree on demeaning</b>		<b>Disagree on demeaning</b>		<b>x<sup>2</sup></b>	<b>p</b>
	<b>N</b>	<b>%</b>	<b>n</b>	<b>%</b>		
Yes	42	19,91	63	78,75	87,09	0,00*
No	169	80,09	17	21,25		

Table 4.11 shows the results of the chi square test. According to test result, it is detected that there is a statistically significant difference between participants' thought on demeaning candidate themselves in match making programs and supporting family members to join match making programs. ( $p \leq 0,05$ ). The percentage of supporting family members who want to join these programs by participants with their thought

that candidate demean themselves in the program is 19,91 %. In contrast, 78,75 % of participants do not think demeaning candidate themselves as well as supporting family members to join match making program.

Table 4.12: Comparison of Match Making Programs Following on Social Media Status of the Participants According to Their Characteristics

	Followers		Non-followers		x <sup>2</sup>	p
	n	%	n	%		
<b>Gender</b>						
Male	22	30,14	89	40,83	2,65	0,10
Female	51	69,86	129	59,17		
<b>Age Group</b>						
Under 25	25	34,25	44	20,18	10,23	0,02*
Between 26-35	25	34,25	61	27,98		
Between 36-45	10	13,70	54	24,77		
Over 46	13	17,81	59	27,06		
<b>Educational Level</b>						
Primary school / under	10	13,70	47	21,56	2,58	0,28
High school / 2 years degree	43	58,90	109	50,00		
Under /Post graduate	20	27,40	62	28,44		
<b>Household Income</b>						
Income less than an expense	23	31,51	57	26,15	1,20	0,55
Break even	33	45,21	98	44,95		
Income more than an expense	17	23,29	63	28,90		
<b>Total</b>	73	100,00	218	100,00		

Table 4.12 gives the results of Chi-square test results of comparison of match making programs' following on social media status of the participants according to their descriptive characteristics. It was found that there is a statistically significant difference between the match making programs' following on social media status of the participants according to their age ( $p \leq 0,05$ ). The rate of the match making programs' following on social media status is significantly higher in participants under 25 or between 26-35 than in those in different age groups.

## **4.5 Watching Motivations of Participants for Match Making Programs**

This section contains results of analysing match making program watching motivations of participants including analysis of 5 Point Likert Scale Questions. This part of the survey consists of Likert Scale questions from the strongly disagree (1) to strongly agree (5). For the scale division, Balçı 's (2004) recommendation has been followed. Balçı suggests that the division for the five-point Likert Scale would be as follows:

(1-1.79) Strongly Disagree;

(1.80- 2.59) Disagree;

(2.60- 3.39) Undecided;

(3.40- 4.19) Agree;

(4.20- 5.0) Strongly Agree.

The following Table 4.13. shows the distribution of participants according to their watching motivation of match making programs.



Table 4.13: The Distribution of Participants According to Their Watching Motivation of Match Making Programs

	SD		D		UD		A		SA		$\bar{x}$
	n	%	n	%	n	%	n	%	n	%	
1.Watching match making program makes me laught	34	11,68	39	13,40	27	9,28	145	49,83	46	15,81	3,45
2.I enjoy watching match making program	34	11,68	53	18,21	41	14,09	131	45,02	32	11,00	3,25
3.I have an enjoyable time while I am watching matchmaking programs	36	12,37	54	18,56	33	11,34	136	46,74	32	11,00	3,25
4.Watching match making program entertains me	30	10,31	35	12,03	30	10,31	158	54,30	38	13,06	3,48
5.I get an idea on many things through match making program	82	28,18	86	29,55	45	15,46	68	23,37	10	3,44	2,44
6.Watching match making shapes my personal opinion ideas	93	31,96	10	34,36	36	12,37	58	19,93	4	1,37	2,24
7.Watching match making form my opinion on important matters	98	33,68	90	30,93	35	12,03	60	20,62	8	2,75	2,28
8.Watching match making program gives me some information about current affairs	101	34,71	83	28,52	34	11,68	60	20,62	13	4,47	2,32
9. I get an idea on fact that effects people like me	85	29,21	89	30,58	29	9,97	77	26,46	11	3,78	2,45
10.I do not have better things to do except watching match making program	86	29,55	82	28,18	38	13,06	65	22,34	20	6,87	2,49
11.Watching match making is a leisure for me	44	15,12	67	23,02	28	9,62	126	43,30	26	8,93	3,08
12.Watching match making program is a habit for me	52	17,87	61	20,96	37	12,71	116	39,86	25	8,59	3,00
13.Match making programs help me to pass the time during the day	33	11,34	50	17,18	27	9,28	150	51,55	31	10,65	3,33
14.I usually keeps on tv during the day	39	13,40	63	21,65	31	10,65	126	43,30	32	11,00	3,17
15.Match making program makes me relax	44	15,12	62	21,31	47	16,15	115	39,52	23	7,90	3,04
16.Match making program makes my mind clear	40	13,75	46	15,81	31	10,65	150	51,55	24	8,25	3,25
17.Watching match making program rests me	50	17,18	74	25,43	27	9,28	115	39,52	25	8,59	2,97
18.Watching match making program helps me to escape for my family members	66	22,68	90	30,93	50	17,18	63	21,65	22	7,56	2,60
19.Watching match making program helps me to escape for boring people around me	51	17,53	86	29,55	54	18,56	74	25,43	26	8,93	2,79
20.Match making program helps me to forget my daily problems	51	17,53	89	30,58	35	12,03	93	31,96	23	7,90	2,82
21.While I am watching this program, I feel myself less lonely	69	23,71	97	33,33	40	13,75	73	25,09	12	4,12	2,53
22.Match making program is a friend with me when I can not find anybody to talk	63	21,65	71	24,40	27	9,28	112	38,49	18	6,19	2,83
23.It eliminates my loneliness	67	23,02	93	31,96	30	10,31	84	28,87	17	5,84	2,63
24.Match making program is a common topic for conversation with others	69	23,71	82	28,18	24	8,25	101	34,71	15	5,15	2,69

25.Match making program bands our family together	83	28,52	10	36,77	37	12,71	51	17,53	13	4,47	2,33
26.Watching match making social activity for me and my friends	86	29,55	91	31,27	22	7,56	81	27,84	11	3,78	2,45
27.I get an information about world affairs through match making programs	116	39,86	88	30,24	29	9,97	49	16,84	9	3,09	2,13
28.I get an information about current affairs in my country	109	37,46	77	26,46	29	9,97	63	21,65	13	4,47	2,29
29.I can learn something about myself and other people	80	27,49	72	24,74	20	6,87	103	35,40	16	5,50	2,67

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Table 4.14: Summary of the 5 Point Likert Scale Questions' Results: Means and Attitudes

<b>Statements</b>	<b>Means and Attitudes</b>
Watching match making program makes me laugh.	3,45 (A)
I enjoy watching match making program.	3,25 (UD)
I have an enjoyable time while I am watching matchmaking programs.	3,25 (UD)
Watching match making program entertains me.	3,48 (A)
I get an idea on many things through match making program.	2,44 (D)
Watching match making shapes my personal opinion and my ideas.	2,24 (D)
Watching match making form my opinion on important matters.	2,28 (D)
Watching match making program gives me some information about current affairs.	2,32 (D)
I get an idea on fact that effects people like me.	2,45 (D)
I do not have better things to do except watching match making program.	2,49 (D)
Watching match making is a leisure for me.	3,08 (UD)
Watching match making program is a habit for me.	3,00 (UD)
Match making programs help me to pass the time during the day.	3,33 (UD)
I usually keep on tv during the day.	3,17 (UD)
Match making program makes me relax.	3,04 (UD)
Match making program makes my mind clear.	3,25 (UD)
Watching match making program rests me.	2,97 (UD)
Watching match making program helps me to escape from my family members.	2,60 (UD)
Watching match making program helps me to escape from boring people around me.	2,79 (UD)
Match making program helps me to forget my daily problems.	2,82 (UD)
While I am watching match making programs, I feel myself less lonely.	2,53 (D)
Match making program is a friend with me when I can not find anybody to talk.	2,83 (UD)
Match making program is a common topic for conversation with other people.	2,69 (UD)
Match making program bands our family together.	2,33 (D)
Watching match making social activity for me and my friends when we are together.	2,45 (D)

It eliminates my loneliness.	2,63 (UD)
I get an information about world affairs through match making programs.	2,13 (D)
I get an information about current affairs in my country.	2,29 (D)
I can learn something about myself and other people.	2,67 (UD)

Table 4.14 summarizes the 5-point Likert Scale questions' results. The mean of the participants' responses are 'agree' with watching match making program makes them laught and entertains them.

Table 4.15: Comparison of Attitudes Towards Watching Match Making Programs According to Gender of Participants

Subcategories	Gender	n	$\bar{x}$	s	t	p
Entertainment	Male	111	3,19	1,11	-2,15	0,03*
	Female	180	3,46	1,04		
Surveillance/Interpersonal Utility	Male	111	2,26	1,01	-1,09	0,28
	Female	180	2,40	1,07		
Pass time/Habit	Male	111	2,91	0,95	-1,40	0,16
	Female	180	3,08	0,96		
Relaxing	Male	111	2,34	0,86	0,50	0,62
	Female	180	2,29	0,81		
Escape	Male	111	2,72	1,19	-0,24	0,81
	Female	180	2,75	1,08		
Companionship	Male	111	2,49	1,15	-2,03	0,04*
	Female	180	2,77	1,12		
Social Interaction	Male	111	2,29	1,00	-2,49	0,01*
	Female	180	2,61	1,13		
Information	Male	111	2,32	1,13	-0,49	0,62
	Female	180	2,39	1,14		

\*p ≤ 0,05

Table 4.15 shows the results of independent sample t test on motivations of watching match making programs according to gender of participants. Table 4.15 indicates that, there is a significant difference between the scores of the participants' genders

according to their entertainment, companionship and social interaction subcategories were statistically significant ( $p \leq 0,05$ ). Female participants have higher scores on entertainment, companionship and social interaction subcategories than male participants

Table 4.16: Comparison of Motivations of Watching Match Making Programs According to Educational Level of Participants Watching Match Making Programs

<b>Subcategories</b>	<b>Educational Level</b>	<b>N</b>	$\bar{x}$	<b>S</b>	<b>Min</b>	<b>Max</b>	<b>f</b>	<b>p</b>	<b>Difference</b>
Entertainment	Primary school /under	57	3,34	1,14	1	5	0,77	0,46	
	High school / 2years degree	152	3,43	0,99	1	5			
	Under /Post graduate	82	3,24	1,18	1	5			
Surveillance/ Interpersonal Utility	Primary school /under	57	3,36	1,07	1	5	6,05	0,00*	1-3
	High school / 2years degree	152	2,59	0,97	1	4,2			2-3
	Under/Post graduate	82	2,43	1,06	1	5			
Passing Habit	Primary school /under	57	2,02	1,03	1	5	3,13	0,05	
	High school / 2years degree	152	2,35	1,05	1	5			
	Under/Post graduate	82	3,26	0,93	1	4,6			
Relaxing	Primary school /under	57	3,01	0,91	1	5	2,09	0,13	
	High school / 2years degree	152	2,85	1,03	1	5			
	Under/Post graduate	82	3,01	0,96	1	5			
Escape	Primary school /under	57	2,15	0,85	0,75	3,75	3,79	0,02*	1-2
	High school / 2years degree	152	2,40	0,78	0,75	3,75			2-3
	Under/Post graduate	82	2,26	0,89	0,75	3,75			
Companionship	Primary school /under	57	2,31	0,83	0,75	3,75	4,14	0,02*	1-3
	High school / 2years degree	152	2,52	0,94	1	5			2-3
	Under/Post graduate	82	2,91	1,16	1	5			

Social Interaction	Primary school /under	57	2,57	1,12	1	5	7,08	0,00*	1-3
	High school / 2years degree	152	2,74	1,12	1	5			2-3
	Under/ Post graduate	82	2,78	1,15	1	5			
Information	Primary school /under	57	2,78	1,15	1	5	4,76	0,01*	1-3
	High school / 2years degree	152	2,36	1,07	1	5			2-3
	Under/Post graduate	82	2,66	1,14	1	5			

\* $p \leq 0,05$

Table 4.16 gives the results of ANOVA run on the comparison of match making programs watching motivations according to educational level of participants watching match making programs. Table 4.16 indicates that there is a statistically significant difference between the scores of participants on the subcategories of entertainment, surveillance/interpersonal utility, pass time/habit, relaxation, escape, companionship, social interaction and information according to educational level of the participants ( $p \leq 0,05$ ). Participants with undergraduate /postgraduate degrees had significantly lower scores on surveillance/interpersonal utility, escape, companionship, social interaction and information subcategories than the participants with high school/two-years degree or graduate of primary school or people with lower education.

Table 4.17: Comparison of Attitudes Towards Match Making Program Watching According to Match Making Program Watching Frequency

<b>Subcategories</b>	<b>Watching match making Frequency</b>	<b>n</b>	<b><math>\bar{x}</math></b>	<b>s</b>	<b>Min</b>	<b>Max</b>	<b>f</b>	<b>p</b>	<b>Difference</b>
Entertainment	Every day	82	4,01	0,75	1,25	5,00	36,66	0,00*	1-3
	Few days a week	111	3,39	1,01	1,00	5,00			1-2
	Less often	98	2,78	1,06	1,00	5,00			2-3
Surveillance/ Interpersonal Utility	Every day	82	3,36	1,07	1,00	5,00	17,38	0,00*	1-3
	Few days a week	111	2,77	1,02	1,00	5,00			1-2
	Less often	98	2,43	1,06	1,00	5,00			2-3
Pass time/ Habit	Every day	82	1,90	0,90	1,00	5,00	29,53	0,00*	1-3
	Few days a week	111	2,35	1,05	1,00	5,00			1-2
	Less often	98	3,52	0,76	1,20	5,00			2-3
Relaxing	Everyday	82	3,08	0,92	1,00	5,00	14,94	0,00*	1-3
	Few days a week	111	2,52	0,91	1,00	4,40			1-2
	Less often	98	3,01	0,96	1,00	5,00			2-3
Escape	Everyday	82	2,56	0,78	0,75	3,75	13,74	0,00*	1-3
	Few days a week	111	2,44	0,77	0,75	3,75			1-2
	Less often	98	1,96	0,83	0,75	3,50			2-3
Companionship	Everyday	82	2,31	0,83	0,75	3,75	18,97	0,00*	1-3
	Few days a week	111	2,91	0,99	1,00	5,00			1-2
	Less often	98	3,02	1,12	1,00	5,00			2-3



Social	Every day	82	2,28	1,09	1,00	5,00	15,07	0,00*	1-3
Interaction	Few days a week	111	2,74	1,12	1,00	5,00			1-2
	Less often	98	3,11	1,11	1,00	5,00			2-3
	Every day	82	2,78	1,14	1,00	5,00			1-3
Information	Few days a week	111	2,15	0,96	1,00	5,00	10,06	0,00*	1-2
	Less often	98	2,66	1,14	1,00	5,00			2-3

\* $p \leq 0,05$

Table 4.17 gives the ANOVA results of comparing the match making programs watching motivations according to the match making watching frequency of the participants. There is a statistically significant difference between the scores of participants on the subcategories of entertainment, surveillance/interpersonal utility, pass time/habit, relaxation, escape, companionship, social interaction and information according to the frequency of match making programs watching frequency. Participants watching match making programs each day were found to have significantly higher scores on entertainment, surveillance/interpersonal utility, pass time/habit, relaxation, escape, companionship, social interaction and information subcategories than other participants. Participants who watch match making programs for a few days a week are also more likely to score points on entertainment, surveillance/interpersonal utility, pass time/habit, relaxation, escape, companionship, social interaction and information subcategories than those who are less frequent viewer.

Table 4.18: Comparison of Match Making Program Watching Motivations of Participants with Participants' Thoughts on Candidates Are Demean Them Selves In These Programs

<b>Subcategories</b>	<b>thought</b>	<b>n</b>	<b><math>\bar{x}</math></b>	<b>s</b>	<b>t</b>	<b>p</b>
Entertainment	Yes	211	3,15	1,11	-5,71	0,00*
	No	80	3,91	0,71		
Surveillance/Interpersonal Utility	Yes	211	2,06	0,96	-8,49	0,00*
	No	80	3,11	0,88		
Pass time/Habit	Yes	211	2,91	0,96	-3,13	0,00*
	No	80	3,30	0,91		
Relaxing	Yes	211	2,20	0,85	-3,96	0,00*
	No	80	2,62	0,68		
Escape	Yes	211	2,63	1,16	-2,81	0,01*
	No	80	3,03	0,95		
Companionship	Yes	211	2,43	1,12	-6,00	0,00*
	No	80	3,28	0,95		
Social Interaction	Yes	211	2,25	1,03	-6,51	0,00*
	No	80	3,13	1,01		
Information	Yes	211	2,14	1,09	-5,78	0,00*
	No	80	2,95	1,03		

\* $p \leq 0,05$

Table 4.18 gives the results of independent sample t test on the comparison of motivations of match making program watching according to the status of match making program audience who think candidates demean themselves in match making programs. As shown on Table 4.18, there is a statistically significant difference between the scores of participants on the subcategories of entertainment, surveillance/interpersonal utility, pass time/habit, relaxation, escape, companionship, social interaction and information according to the status of participants who think candidates demean themselves in match making programs ( $p \leq 0.05$ ). Participants who consider candidates to demean themselves in match making programs are lower on scores from entertainment, surveillance/interpersonal utility, pass time/habit, relaxation, escape, companionship, social interaction and information subcategories than those who do not think so.

Table 4.19: Comparison of Match Making Program Watching Motivations According to Situations Where Match Making Programs Audience Think That Mentally Unstable People Are Used in Match Making Programs

Subcategories	Using Mentally Unstable people	n	$\bar{x}$	s	T	p
Entertainment	Yes	153	3,07	1,15	-4,98	0,00*
	No	138	3,68	0,89		
Surveillance/Interpersonal Utility	Yes	153	1,90	0,93	-8,48	0,00*
	No	138	2,84	0,96		
Pass time/Habit	Yes	153	2,81	0,98	-3,90	0,00*
	No	138	3,24	0,88		
Relaxing	Yes	153	2,14	0,88	-3,84	0,00*
	No	138	2,51	0,72		
Escape	Yes	153	2,58	1,21	-2,53	0,01
	No	138	2,91	0,99		
Companionship	Yes	153	2,37	1,15	-4,71	0,00*
	No	138	2,98	1,04		
Social Interaction	Yes	153	2,13	1,05	-6,28	0,00*
	No	138	2,89	1,01		
Information	Yes	153	2,04	1,09	-5,38	0,00*
	No	138	2,72	1,08		

\* $p \leq 0,05$

Table 4.19 gives the results of independent sample t test on the comparison of match making program watching motivations according to the status of match making program audience who think that mentally unstable people are used in match making programs Table 4.19 shows that there is a statistically significant difference between the scores of participants on the subcategories of entertainment, surveillance/interpersonal utility, pass time/habit, relaxation, escape, companionship, social interaction and information according to the status of match making program audience who think that mentally unstable people are used in match making programs ( $p \leq 0.05$ ). Those who think that mentally unstable people are used in match making programs have lower scores on the subcategories.

Table 4.20: Opinions of Match Making Program Watching Motivations with Audience Thoughts on Supporting Someone in The Family Who Wants to Join Match Making Program

<b>Subcategories</b>	<b>Supporting</b>	<b>n</b>	<b><math>\bar{x}</math></b>	<b>s</b>	<b>t</b>	<b>p</b>
Entertainment	Yes	105	3,86	0,77	6,45	0,00*
	No	186	3,07	1,12		
Surveillance/Interpersonal Utility	Yes	105	2,92	0,99	7,63	0,00*
	No	186	2,02	0,94		
Pass time/Habit	Yes	105	3,28	0,83	3,58	0,00*
	No	186	2,87	0,99		
Relaxing	Yes	105	2,64	0,65	5,20	0,00*
	No	186	2,13	0,86		
Escape	Yes	105	3,02	0,90	3,28	0,00*
	No	186	2,58	1,20		
Companionship	Yes	105	2,97	0,99	3,60	0,00*
	No	186	2,48	1,18		
Social Interaction	Yes	105	2,98	1,00	6,14	0,00*
	No	186	2,21	1,05		
Information	Yes	105	2,85	1,08	5,87	0,00*
	No	186	2,09	1,06		

\* $p \leq 0,05$

Table 4.20 shows the results of the independent sample t test run to compare the motivations of match making program watching participants according to their support status on a person from the family who wants to join match making program Table 4.20 shows that there is a statistically significant difference between the scores of participants on the subcategories of entertainment, surveillance/interpersonal utility, pass time/habit, relaxation, escape, companionship, social interaction and information according to their support to a person from the family who wants to participate in a match making program ( $p \leq 0.05$ ). Participants who do not support someone in the family who wants to join match making programs are less likely to score in these subcategories than those who support it.

Table 4.21: Comparison of Match Making Program Watching Motivations of the Participants According to Their Attraction on the Quarrel in Match Making Programs

Subcategories	Attracted to Quarrel		n	$\bar{x}$	s	t	p
	Yes	No					
Entertainment	Yes		198	3,68	0,87	8,42	0,00*
	No		93	2,66	1,13		
Surveillance/Interpersonal Utility	Yes		198	2,59	1,02	6,15	0,00*
	No		93	1,83	0,93		
Pass time/Habit	Yes		198	3,23	0,82	5,92	0,00*
	No		93	2,55	1,06		
Relaxing	Yes		198	2,51	0,73	6,24	0,00*
	No		93	1,90	0,87		
Escape	Yes		198	2,95	1,06	4,94	0,00*
	No		93	2,28	1,12		
Companionship	Yes		198	2,88	1,07	4,87	0,00*
	No		93	2,20	1,16		
Social Interaction	Yes		198	2,69	1,06	4,67	0,00*
	No		93	2,07	1,06		
Information	Yes		198	2,55	1,08	4,28	0,00*
	No		93	1,96	1,13		

\* $p \leq 0,05$

Table 4.21, independent sample t test results is given for the comparison of match making program watching motivations of match making program watching participants according to their attractions on the quarrel in match making programs.

Table 4.21, indicates that there is a statistically significant difference between the scores of participants on the subcategories of entertainment, surveillance/interpersonal utility, pass time/habit, relaxation, escape, companionship, social interaction and information according to the attraction of participants on the quarrel in match making programs ( $p \leq 0.05$ ). Participants who are attracted to the quarrel in match making programs have higher scores on entertainment, surveillance/interpersonal utility, pass time/habit, relaxation, escape, companionship, social interaction and information subcategories.

Table 4.22: Comparison of Match Making Program Watching Motivations According to The Status of Taking Side Between Participants In The Quarrel In Match Making Programs

<b>Subcategories</b>	<b>Taking side</b>	<b>n</b>	<b><math>\bar{x}</math></b>	<b>s</b>	<b>t</b>	<b>p</b>
Entertainment	Yes	153	3,84	0,81	9,13	0,00*
	No	138	2,82	1,08		
Surveillance/Interpersonal Utility	Yes	153	2,61	1,04	4,65	0,00*
	No	138	2,06	0,98		
Pass time/Habit	Yes	153	3,34	0,78	6,51	0,00*
	No	138	2,65	1,01		
Relaxing	Yes	153	2,60	0,69	6,60	0,00*
	No	138	2,00	0,86		
Escape	Yes	153	3,03	1,04	4,88	0,00*
	No	138	2,41	1,12		
Companionship	Yes	153	2,90	1,12	3,90	0,00*
	No	138	2,39	1,10		
Social Interaction	Yes	153	2,72	1,09	3,92	0,00*
	No	138	2,23	1,04		
Information	Yes	153	2,50	1,14	2,20	0,03*
	No	138	2,21	1,11		

\* $p \leq 0,05$

Table 4.22 shows the results of the independent sample t test on the comparison of match making program watching motivations of match making program watching participant according to their status of taking side in the quarrel in match making programs. As it can be seen from Table 4.22, there is a statistically significant difference between the scores of participants on the subcategories of entertainment, surveillance/interpersonal utility, pass time/habit, relaxation, escape, companionship, social interaction and information according to status of taking side in the quarrel in match making programs ( $p \leq 0.05$ ).

Participants who take side in the quarrel in match making programs have higher scores on entertainment, surveillance/interpersonal utility, pass time/habit, relaxation, escape, companionship, social interaction and information subcategories.

Table 4.23: Comparison of Match Making Program Watching Motivations According to The Participants' Belief That Match Making Program Quarrel Are Real

<b>Subcategories</b>	<b>Reality</b>	<b>N</b>	<b><math>\bar{x}</math></b>	<b>s</b>	<b>T</b>	<b>p</b>
Entertainment	Yes	125	3,79	0,85	6,41	0,00*
	No	166	3,03	1,11		
Surveillance/Interpersonal Utility	Yes	125	2,97	0,86	10,16	0,00*
	No	166	1,88	0,93		
Pass time/Habit	Yes	125	3,28	0,80	4,26	0,00*
	No	166	2,81	1,02		
Relaxing	Yes	125	2,58	0,65	4,91	0,00*
	No	166	2,11	0,89		
Escape	Yes	125	3,09	0,98	4,77	0,00*
	No	166	2,48	1,15		
Companionship	Yes	125	3,05	0,97	5,26	0,00*
	No	166	2,37	1,17		
Social Interaction	Yes	125	3,05	0,96	8,45	0,00*
	No	166	2,07	1,00		
Information	Yes	125	2,86	1,01	6,95	0,00*
	No	166	1,99	1,08		

\* $p \leq 0,05$

Table 4.23 presents the results of the independent sample t test for comparing the match making program watching motivations according to the participants' belief that the quarrel in match making programs are real. As shown in table 4.23, there is a statistically significant difference between the scores of participants on the subcategories of entertainment, surveillance/interpersonal utility, pass time/habit, relaxation, escape, companionship, social interaction and information according to their beliefs that the quarrel are real ( $p \leq 0.05$ ).

Participants who think that quarrel are real in match making programs have higher scores on entertainment, surveillance/interpersonal utility, pass time/habit, relaxation, escape, companionship, social interaction and information subcategories.

Table 4.24: Comparison of Match Making Program Watching Motivations with Participants' Thoughts on Whether Match Making Programs Suitable for Turkish Family Traditions.

Subcategories	Suitable for Turkish family		n	$\bar{x}$	S	T	p
	Yes	No					
Entertainment	Yes	94	3,90	0,78	6,35	0,00*	
	No	197	3,10	1,10			
Surveillance/Interpersonal Utility	Yes	94	3,06	0,87	8,98	0,00*	
	No	197	2,01	0,96			
Pass time/Habit	Yes	94	3,32	0,85	3,90	0,00*	
	No	197	2,87	0,97			
Relaxing	Yes	94	2,63	0,71	4,58	0,00*	
	No	197	2,16	0,84			
Escape	Yes	94	3,16	0,87	4,64	0,00*	
	No	197	2,53	1,17			
Companionship	Yes	94	3,20	0,97	5,84	0,00*	
	No	197	2,41	1,13			
Social Interaction	Yes	94	3,14	0,88	7,69	0,00*	
	No	197	2,18	1,05			
Information	Yes	94	2,99	1,01	7,00	0,00*	
	No	197	2,07	1,07			

\* $p \leq 0,05$

Table 4.24 shows that there is a statistically significant difference between the scores of participants on the subcategories of entertainment, surveillance/interpersonal utility, pass time/habit, relaxation, escape, companionship, social interaction and information according to their thoughts on whether match making programs suit Turkish family traditions or not ( $p \leq 0.05$ ).



Participants who think that match making programs suit Turkish family traditions have higher scores on entertainment, surveillance/interpersonal utility, pass time/habit, relaxation, escape, companionship, social interaction and information subcategories.

Table 4.25: Comparison of Match Making Program Watching Motivations with Participants Thoughts on Whether Match Making Program Presenters Are Reliable

<b>Subcategories</b>	<b>Reliable</b>	<b>n</b>	<b><math>\bar{x}</math></b>	<b>s</b>	<b>t</b>	<b>P</b>
Entertainment	Yes	154	3,78	0,83	7,79	0,00*
	No	137	2,89	1,12		
Surveillance/Interpersonal Utility	Yes	154	2,87	0,93	10,72	0,00*
	No	137	1,75	0,85		
Pass time/Habit	Yes	154	3,27	0,88	5,04	0,00*
	No	137	2,73	0,97		
Relaxing	Yes	154	2,57	0,69	5,95	0,00*
	No	137	2,02	0,88		
Escape	Yes	154	3,07	0,94	5,60	0,00*
	No	137	2,37	1,18		
Companionship	Yes	154	3,11	1,03	7,81	0,00*
	No	137	2,16	1,05		
Social Interaction	Yes	154	2,98	1,00	9,19	0,00*
	No	137	1,94	0,93		
Information	Yes	154	2,78	1,06	7,30	0,00*
	No	137	1,89	1,02		

\* $p \leq 0,05$

Table 4.25 shows the results of independent sample t test on the comparison of match making programs watching motivations with participants according to their thoughts on whether match making program presenters are reliable or not. Table 4.25 shows that there is a statistically significant difference between the scores of participants on the subcategories and their thoughts on whether match making program presenters are reliable or not. ( $p \leq 0.05$ ).

Participants who think that match making program presenters are reliable have higher scores on entertainment, surveillance/interpersonal utility, pass time/habit, relaxation, escape, companionship, social interaction and information subcategories.

Table 4.26: Comparison of Match Making Program Watching Motivations with Participants' Thoughts on Whether Match Making Should Be Banned.

<b>Subcategories</b>	<b>Should be banned</b>	<b>n</b>	<b><math>\bar{x}</math></b>	<b>s</b>	<b>T</b>	<b>P</b>
Entertainment	Yes	130	2,77	1,05	-9,74	0,00*
	No	161	3,84	0,83		
Surveillance/Interpersonal Utility	Yes	130	1,79	0,82	-9,24	0,00*
	No	161	2,80	1,00		
Pass time/Habit	Yes	130	2,68	0,94	-5,70	0,00*
	No	161	3,29	0,89		
Relaxing	Yes	130	1,94	0,84	-7,63	0,00*
	No	161	2,62	0,68		
Escape	Yes	130	2,38	1,21	-5,16	0,00*
	No	161	3,03	0,95		
Companionship	Yes	130	2,14	1,00	-7,71	0,00*
	No	161	3,08	1,07		
Social Interaction	Yes	130	1,96	0,92	-8,21	0,00*
	No	161	2,92	1,04		
Information	Yes	130	1,83	0,94	-7,89	0,00*
	No	161	2,79	1,10		

\* $p \leq 0,05$

Table 4.26 indicates the results of independent sample t test on the comparison of match making program watching motivations of match making program participants according to their thoughts on whether match making programs should be banned or not. There is a statistically significant difference between the scores of participants the subcategories and their thoughts on whether match making programs should be banned or not ( $p \leq 0.05$ ).

Participants who think that match making program should not be banned have higher scores on entertainment, surveillance/interpersonal utility, pass time/habit, relaxation, escape, companionship, social interaction and information subcategories.

Table 4.27: Correlations Between Age of Match Making Program Watching Participants, Duration of Daily TV Watching and Duration of Match Making Program Watching and Match Making Program Watching Motivations

		Age	Daily watching television	Watching match making period
Entertainment	r	0,14	0,29	0,26
	p	0,02*	0,00*	0,00*
Surveillance/Interpersonal Utility	r	0,07	0,26	0,15
	p	0,21	0,00*	0,01*
Pass time/Habit	r	0,26	0,35	0,23
	p	0,00*	0,00*	0,00*
Relaxing	r	0,15	0,16	0,23
	p	0,01*	0,01*	0,00*
Escape	r	-0,01	0,06	0,17
	p	0,80	0,31	0,00*
Companionship	r	0,32	0,33	0,16
	p	0,00*	0,00*	0,01*
Social Interaction	r	0,12	0,26	0,18
	p	0,04*	0,00*	0,00*
Information	r	0,09	0,26	0,08
	p	0,14	0,00*	0,15

Table 4.27 shows the results of Pearson correlation test run to determine correlations between age, daily television watching, match making program watching duration and match making program watching motivations of match making program watching.

Table 4.27 shows that there are statistically significant and positive correlations

between the age of match making program watching participants and the scores they received from entertainment, pass time/habit, relaxation, companionship and social interaction subcategories. ( $p \leq 0.05$ ). Accordingly, as the age of match making program viewer increases, the points they get from entertainment, pass time/habit, relaxation, companionship and social interaction subcategories increase.

It was found that there are statistically significant and positive correlations between daily television watching time and scores of entertainments, surveillance/interpersonal utility, pass time/habit, relaxation, companionship, social interaction and information subcategories ( $p \leq 0,05$ ). As the daily television watching time of the participants following match making program increases, scores from entertainment, surveillance/interpersonal utility, pass time/habit, relaxation, companionship, social interaction and information subcategories are also increasing.

Additionally, there are statistically significant and positive correlations between match making program watching times and scores of entertainment, surveillance/interpersonal utility, pass time/habit, relaxation and social interaction subcategories ( $p \leq 0,05$ ). As the daily television watching time of the match making program watching participant's increases, the score they get from surveillance/interpersonal utility, pass time/habit, relaxation and social interaction subcategories are also increasing.

## Chapter 5

### CONCLUSION

This chapter is divided into three sections. Firstly, the present chapter seeks to give a short summary of the study. Then, research questions are revisited and conclusions are drawn from the study. Lastly, suggestions for further research are presented.

#### 5.1 Summary of the Study

Television programming provides audience a variety of programs under different genres. In recent years, the number of subgenres have emerged in television programming to attract audience. As with match making programs, numerous copycat programs have drastically increased on Turkish televisions and they have become very popular among audience. For the purpose of the present study one of these hybrid program genres; match making programs are preferred because these programs have attracted a large audience cluster in Turkey as well as in the TRNC since 2000. For this study four most-watched match making programs ‘Esra Erol’da’ (At Esra Erol - ATV), ‘Evlenceksen Gel’ (Come If You Want to Marry - Show TV), ‘Zuhal Topal’la’ (With Zuhal Topal - Star TV) and ‘Kısmetse Olur’ (Whatever will be will be - Kanal D) were selected due to their highest ratings. Therefore, the present study seeks to explore the audience watching behavior and watching motivations for watching match making programs. There exist several studies on match making programs but none of them focuses on narrative strategies that are used to attract audience. One of the specific interests of this study is to explore whether or not quarrel that is inherent element of program narrative have an effect upon watching behavior and motivations

of audience. To conduct the study an inhouse questionnaire was used. For data collection one of the part of the questionnaire was motivation scale. This was used to measure match making audience's needs and satisfactions that consists of 29 questions in the Likert-type 5-point scale.

## **5.2 Conclusions Drawn from the Study**

The findings of the study point out that match making programs are popular in TRNC. According to the result of the analysis a considerable number of people watch match making programs every day or at least a few days a week. In addition, majority of match making programs audience have someone who watch match making programs around them. This makes these programs a topic for talking about. According to research, match making programs are mostly watched by audience who are over 46 years old but there is no statistically significant proportionately difference between two age groups that are over 46 and 26-35.

In terms of gender, there is no statistically significant difference between participants' watching behavior. The research's survey sample comprises 218 females and 144 males. Despite the fact that, frequency of watching match making programs is higher among female's majority proportion of males watch these programs in as well.

When most-watched channel is analyzed it can be seen that private Turkish channels are popular among participants. 39.50 % of participants prefer to watch ATV. Analyzing of TRNC channels shows that, BRT is the most popular channel among participants. Although 17.68% of participant's watch BRT 57.46 of participants do not prefer to watch TRNC channels. This can be explained with difficulties of competition with Turkish channels and their high cost productions.

The present study indicates that, almost half of participants (48.07%) watch television between 13:31-19:00 that is match making programs broadcasted time. Despite the fact that, 69.89 % of participant's watch television on prime period remarkable percentage of audience (48.07 %) is wrested from prime time by match making programs. It can be said that, low cost match making programs can compete with high cost programming. In the article of Sean Joyner (2010) "Why Networks Love Reality Television" indicates the advantages of reality genre as nonscripting and easy to apply product placement. According to results of this study, transmedia is not widespread. Only 25% of participants follow match making programs on social media. It can be interpreted that, television is still the most popular media among participants.

This study also found that, participants are more likely to watch documentary programs instead of match making programs. Those who prefer to be banned of match making programs (52.49%) want to watch documentary (58.42 %). Although participants want the match making programs to be banned, the watching percentage of making programs among participants is 80.39 %. Furthermore, 91.16 % match making program viewers' have someone who watch match making programs around them.

According to participants' daily television watching time results, almost half of the participants can be categorized as heavy viewers. 46.6 % participants watch television between 4 and 9 hours a day.

This study especially dwells on gratifications obtained through watching match making programs from the perspective of Uses and Gratification Theory. Correspondingly, this research reveals that significant percentage of participants agree

with watching match making program entertains them. Analysis of match making program motivation scale shows that 67.36 % of participant agree and strongly agree with match making program entertains them. (Mean=3,45) Including, 64.64% of participant agree and strongly agree with match making program makes them laugh. (Mean 3,48) despite the fact that, watching match making program entertains participants they do not reach a consensus on entertainment subcategory. According to analysis of watching match making program motivation scale it can be said that participants are undecided with watching motivations subcategories. In other words, population is not in full agreement as a whole. Also, this research focuses on the 'quarrelling' that is used in the narrative strategies of match making programs to attract the audience. Considerable percentage of participants for the open- ended question 'Do you like to watch quarrel in the program?' indicates that quarrel in the program attracts them. In addition, majority of people takes side while candidates quarrel with each other. It may be remarked that, although the participants do not find quarreling among candidate is real, participants take side in the quarrel. Furthermore, 52% of participants believes that program presenters are reliable. This could signify play phenomenon of Huizinga. According to Huizinga (1938) play and real life are indissociable. They never separate from each other. Jan Huizinga (1938), in his forensic work on play states that on earth, everything that belongs to human being starts with a play. Play is known as fiction and takes place outside of our everyday lives. Meanwhile in the play audience would be entirely inhaled as voluntary and independent action. The play is simultaneously about competing with other members of society to prove and present the advantage of the ones from the others by evacuating excessive energy, needing to rest, gratifying self-instincts that are forbidden by the society. Subcategories of watching motivations scale in the research indicates that 'quarrel' satisfies majority of



audience' pass time/ habit and entertainment needs. This may be explicated by Nurçay Türkoğlu's comment about audience' satisfactions by conflict and quarrel in the studio. Türkoğlu draws an analogy between Roman gladiators and studio participants. These programs create an everyday content which is kind of unscrupulous and they represent participants as a Roman gladiator were thrown to the lions while audience are watching (Türkoğlu, 2012).

The study indicates that there is a need to educate the audience for Media Literacy. Above all, everybody needs to realize that these programs pose mediated reality. The audience should be quidded so that they would not take demeaning characters as role model. Also, the quarrels are mediated. Indeed, Neil Postman (1985) in his seminal work *Amusing Ourselves to Death* draw our attention to the threat that lies behind the entertaining face of television.

### **Research Question 1**

How popular are match making programs among TRNC audience who live in Nicosia district of TRNC in 2017?

The survey was administered with 362 people in 2017 spring. Results of the study show that 291 people (80,39%) watch match making programs. It could be concluded that match making programs are popular among audience.

### **Research Question 2**

Whether or not demographic characteristics of audience are variable factor on watching behavior and watching motivations of match making programs?

There is no statistically significant difference between participants' gender, nationality, marital status, location, income status and their watching behavior, whereas age and educational status are variable factor on watching behavior for match making programs. According to the data collected in this study, the primary motivations for watching match making programs is entertainment but entertainment value is higher among females than males. Additionally, companionship and social interaction are variable factor among gender. Female audience have high gratifications in these two aspects. Participants' entertainment, surveillance/interpersonal utility, pass time/habit, relaxation, Escape, companionship, social interaction and information gratifications are also change with their educational level.

### **Research Question 3**

What are the audience' primary motivations of watching match making programs?

According to analyses of data, primary motivation of watching match making programs is an entertainment. Participants indicate that watching match making programs entertains them. (Mean=3,48, SD=1,07) and make them laught. (Mean=3,45, SD=1,24). Following this aspect passing time/ Habit (Mean=3,01, SD=0,96), Escape (Mean =2,74, SD=1,12), Companionship (Mean=2,66, SD=1,14), Social Interaction (Mean =2,49, SD=1,09) Surveillance/Interpersonal utility (Mean=11,73, SD=.5,25) are other valuable gratifications for viewers.

### **Research Question 4**

Whether quarrelling that is used for attracting audience in match making programs effects audience's watching behavior or not.

Quarrelling element in match making programs constitute an attractive issue for program audience. Considerable number of people pointed out they find quarrelling attractive. In addition, the second highest factor on watching behavior of audience is curiosity. These two elements constitute match making narrative structure that attract audience. Hence, it can be said that quarrelling affects audiences' watching behavior.

#### **Research Question 5**

In addition, what is the relation between finding attractive of quarrel and participants' watching motivations?

Results of this study indicates that entertainment is the strongest gratification obtained from watching quarrel. Another strong gratification obtained is passing time/habit. As a result, both may strengthen audiences' motivations for watching match making programs. On the other hand, relaxing may be the lowest audience expectancy to satisfy their needs through match making programs.

#### **Research Question 6**

What is the relation between watching behavior toward candidates who demean themselves in the programs?

58% of participants believe that candidates demean themselves in these programs. 85% of those who think demeaning candidates themselves find this entertaining.

#### **Research Question 7**

Although match making programs are presented to audience as a reality genre, the reality is distorted by scription.

Also, this study examines, how 'factual' has transformed into 'fictional' through narrative strategies used in match making programs. In this context this study also investigates whether 'reality' is significant factor for watching match making programs?

This research poses that factual and fictional become blurred through match making programs. Furthermore, these programs are watched without regardless of representing lives of real people. Small group of viewers describe match making programs as real (13%). As it has been mentioned earlier, scores of participants do not believe that quarrelling among candidates is real. Furthermore, program presenters are perceived as reliable people by the audience.

### **5.3 Suggestions for Further Research**

The present study was conducted with 362 people who live in, Turkish part of Nicosia in spring 2017. It represents inhabitants of Nicosia only. This study can be repeated in different areas, both urban and rural, and also abroad and results can be compared. Finding of such research would hopefully shed light on the audiences' motivation for watching and producers' production.

This study can be come up with agenda setting theory. Drama, quarrelling and demeaning elements in the match making programs form audiences' agenda setting. Traditional model of family is changed or re-created by these programs. Moreover, images that present through match making programs shapes audience opinion about what is good or bad.

Also, match making programs meet with the children indirectly. For further studies, it is recommended to clarify effects of match making programs on children.

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## **APPENDICES**

## Appendix A: English Version of Questionnaire Form

Questionnaire Number:

### Questionnaire Form

**Dear Participants,**

This questionnaire is prepared to be used in Master Thesis. Your answers will not be judged as true or false. You are not asked to provide information about your identity. It is very important to respond all questions honestly in terms of scientific study.

**Ebru Şeyhületibba**

#### **PART I. DEMOGRAPHIC INFORMATIONS**

**1. Gender:** a.  Male b.  Female c.  Other

**2. Age:** .....

**3. Nationality:** a.  TRNC b.  TR c.  TRNC+TR

**d.  Other:**.....

**4. Marital Status:** a.  Married b.  Single c.  Other:.....

**5. Educational Level:**

a.  Primary school / Under b.  High School / Two-years degree

c.  Undergraduate / Post graduate

**6. Location**

a.  Village b.  City

## 7. Household Income

- a.  Income less than an expense   b.  Breakeven   c.  Income more than an expense

## PART II.

1. How many hours a day do you spend watching television: .....

2 a. Which TV channels do you watch most? (TR and TRNC)

- a.  Atv   b.  Star TV   c.  Show TV   d.  Kanal D  
e.  Other:.....

2.b. a.  BRT   b.  Kıbrıs TV   c.  Diyalog TV   d.  Kanal T

- e.  Other:.....

3. What time period do you think you watch the most TV in?

- a.  07:00 – 11:00      b.  11:01– 13:30      b.  13:31– 15:00  
d.  15:01 – 17:30      e.  17:31– 19:00      f.  19:01– 21:00  
g.  21:01– 24:00      h.  24:01 – 07:00

4. Do you watch match making programs?

- a.  Yes      b.  No

5. If your answer is yes, how often do you watch match making program?

- a.  Every day   b.  few days a week   c.  1 day a week   d.  less frequently

6. Which match making program do you watch? (*possible to select more than one answer*)

- a.  Esra Erol'la      b.  Seda Sayan'la Evleneceksen gel  
c.  Zuhale Topal'la      d.  Kısmetse Olur

7. How long have you been watching match making programs?

- a. ( ) Less than 1 year      b. ( ) Between 1-2 years      c. ( ) Between 3-4 years  
d. ( ) over 5 years

**8. Do you know anybody who watches match making programs around you ?**

- a. ( ) Yes                      b. ( ) No

**9. Do you follow match making program on social media?**

- a. ( ) Yes                      b. ( ) No

**10. Do you watch missed episodes of match making programs from internet?**

- a. ( ) Yes                      b. ( ) No

**11. How many people get married in the program that you watch?**

- a. ( ) Less than 10      b. ( ) between 15-20      c. ( ) more than 20      d. ( ) I never see

**12. Do you think candidates demean themselves in the program?**

- a. ( ) Yes                      b. ( ) No

**13. Do you think mentally unstable people are used in matchmaking programs?**

- a. ( ) Yes                      b. ( ) No

**14. Do you support anybody who wants to join match making programs in your family?**

- a. ( ) Yes                      b. ( ) No

**15. How do you describe match making programs?**

- a. ( ) Informative      b. ( ) Entertaining      c. ( ) Gripping      d. ( ) Relaxing  
e. ( ) Real

**16. Do you like to watch quarrel in the match making program?**

- a. ( ) Yes                      b. ( ) No

**17. Do you take sides while participants wrangle with each other?**

- a. ( ) Yes                      b. ( ) No

**18. Do you believe quarrel between candidate in match making programs is real?**

- a. ( ) Yes                      b. ( ) No



**19. Do you believe match making programs are suitable for Turkish family traditions?**

a.  Yes    b.  No

**20. Do you believe presenter is reliable?**

a.  Yes    b.  No

**21. Do you wish match making programs would be banned?**

a.  Yes    b.  No

**22. What would you like to watch instead of match making programs?**

a.  Magazine program    b.  News    c.  Documentary

d.  Tv series    e.  Other.....

**PART III. Opinions on match making programs.**

<b>Match making programs;</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Undecided</b>	<b>Agree</b>	<b>Strongly Agree</b>
Watching match making program makes me laught	( )	( )	( )	( )	( )
I enjoy watching match making program	( )	( )	( )	( )	( )
I have an enjoyable time while I am watching matchmaking programs	( )	( )	( )	( )	( )
Watching match making program entertains me	( )	( )	( )	( )	( )
I get an idea on many things through match making program	( )	( )	( )	( )	( )
Watching match making shapes my personal opinion and my ideas	( )	( )	( )	( )	( )
Watching match making form my opinion on important matters	( )	( )	( )	( )	( )
Watching match making program gives me some information about current affairs	( )	( )	( )	( )	( )
I get an idea on fact that effects people like me	( )	( )	( )	( )	( )
I do not have better things to do except watching match making program	( )	( )	( )	( )	( )
Watching match making is a leisure for me	( )	( )	( )	( )	( )

Watching match making program is a habit for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Match making programs help me to pass the time during the day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I usually keep on tv during the day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Match making program makes me relax	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Match making program makes my mind clear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watching match making program rests me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watching match making program helps me to escape from my family members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watching match making program helps me to escape from boring people around me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Match making program helps me to forget my daily problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
While I am watching match making program ,I feel myself less lonely	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Match making program is a friend with me when I can not find anybody to talk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It eliminates my loneliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Match making program is a common topic for conversation with other people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Match making program bands our family together	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watching match making social activity for me and my friends when we are together	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I get an information about world affairs through match making programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I get an information about current affairs in my country	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can learn something about myself and other people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Thank you*

## Appendix B: Turkish Version of Questionnaire Form

Anket No:

### ANKET FORMU

Değerli katılımcı,

Verdiğiniz bilgiler tamamen bilimsel amaçlı kullanılacak olup, gizli tutulacaktır. Vermiş olduğunuz cevaplar doğru veya yanlış olarak değerlendirilmeyecektir. Kimliğinizle ilgili bilgi vermeniz istenmemektedir. Sorulara dürüstçe cevap vermeniz çalışmanın bilimsel olması açısından çok önemlidir

Ebru Şeyhületibba

Doğu Akdeniz Üniversitesi

Yüksek Lisans Öğrencisi

### BÖLÜM I. SOSYODEMOGRAFİK BİLGİ FORMU

1. Cinsiyetiniz: a. ( ) Erkek b. ( ) Kadın c. ( ) Diğer

2. Yaşınız:.....

3. Uyruğunuz: a. ( ) KKTC b.( ) TC c.( ) KKTC+TC

d. ( ) Diğer:.....

4. Medeni Durumunuz: a. ( ) Evli b.( ) Bekar c.( ) Diğer:.....

5.Eğitim durumunuz:

a. ( ) İlkokul altı / İlkokul b. ( ) Lise / Yüksek Okul

c. ( ) Üniversite /Yüksek Lisans

6. ikamet ettiğiniz yerleşim birim

a. ( ) Köy/kasaba      b. ( ) Şehir

7. Gelir durumunuz

a. ( ) Gelir giderden az      b. ( ) Gelir gider eşit      c. ( ) Gelir giderden fazla

## BÖLÜM II.

1. Günde ortalama kaç saat TV izlersiniz: ..... (saat)

2.En çok hangi kanalı izlersiniz (Türkiye ve Kıbrıs)

a. ( ) Atv      b. ( ) Star TV      c. ( ) Show TV      d. ( ) Kanal D

e. ( ) Diğer:.....

a. ( ) BRT      b. ( ) Kıbrıs TV      c. ( ) Diyalog TV      d. ( ) Kanal T

e. ( ) Diğer:.....

3. En çok hangi saatlerde TV izlersiniz?

a. ( ) 07:00 – 11:00      b. ( ) 11:01– 13:30      c. ( ) 13:31– 15:00

d. ( ) 15:01 – 17:30      e. ( ) 17:31– 19:00      f. ( ) 19:01– 21:00

g. ( ) 21:01– 24:00      h. ( ) 24:01 – 07:00

4.Televizyonda yayınlanan “Evlilik Programlarını” izler misiniz?

a. ( ) Evet      b. ( ) Hayır

5. Yanıtınız evet ise TV’deki evlilik programlarının ne sıklıkta izlersiniz?

a. ( ) Her gün      b. ( ) Haftada birkaç gün      c.( ) Haftada bir gün

d. ( ) Daha seyrek

6. Hangi evlilik programını/programlarını izlersiniz (*Birden fazla şık işaretleyebilirsiniz.*)

a. ( ) Esra Erol’la      b. ( ) Seda Sayan’la Evleneceksen gel

c. ( ) Zuhal Topal’la      d. ( ) Kısmetse Olur

7. Evlilik programlarını ne kadar süredir takip ediyorsunuz?

a. ( ) 1 yıldan az    b. ( ) 1-2 yıl arası    c. ( ) 3-4 Yıl arası    d. ( ) 5 yıl ve üzeri

8. Çevrenizde evlilik programı izleyen var mı?

a. ( ) Evet    b. ( ) Hayır

9. Sosyal medyada evlilik programlarının takip eder misiniz?

a. ( ) Evet    b. ( ) Hayır

10. Evlilik programlarının kaçırdığınız bölümlerini internetten izler misiniz?

a. ( ) Evet    b. ( ) Hayır

11. İzlediğiniz evlilik programında kaç kişi evlendi?

a. ( ) 10 dan az    b. ( ) 15-20 kişi    c. ( ) 20 den fazla    d. ( ) Hiç evlenen görmedim

12. İzlediğiniz evlilik programında adayların kendini küçük düşürdüğünü düşünüyor musunuz ?

a. ( ) Evet    b.( ) Hayır

13. Evlilik programlarında akıl sağlığı yerinde olmayan insanların kullanıldığını düşünüyor musunuz?

a. ( ) Evet    b.( ) Hayır

14. Ailenizde evlenmek için bu programlara katılmak isteyen biri olursa destekler misiniz?

a. ( ) Evet    b.( ) Hayır

15. Bu programları nasıl tanımlarsınız?

a. ( ) Bilgilendirici    b. ( ) Eğlendirici    c. ( ) Merak uyandıran  
d. ( ) Rahatlatıcı    e.( ) Gerçek

16. Evlilik programlarında yaşanan kavgalar ilginizi çekiyor mu?

a. ( ) Evet    b. ( ) Hayır

17. Evlilik programlarında katılımcıların tartışmalarında taraf tutar mısınız?

a. ( ) Evet    b. ( ) Hayır

**18. Adayların ilişkilerinde yaşanan kavgaların gerçek olduğuna inanıyor musunuz?**

**a. ( ) Evet b. ( ) Hayır**

**19. Bu programların Türk aile yaşantısına uygun olduğunu düşünüyor musunuz?**

**a. ( ) Evet b. ( ) Hayır**

**20. İzlediğiniz evlilik programının sunucusunu güvenilir buluyor musunuz?**

**a. ( ) Evet b. ( ) Hayır**

**21. Evlilik programlarının yayından kaldırılmasını ister misiniz?**

**a. ( ) Evet b. ( ) Hayır**

**22. Bu programların yerine ne konmasını istersiniz?**

**a. ( ) Magazin programı b. ( ) Haber c. ( ) Belgesel d. ( ) Dizi**

**e. ( ) Diğer.....**



### BÖLÜM III. EVLİLİK PROGRAMLARINA İLİŞKİN GÖRÜŞLER

Lütfen aşağıda yer alan ifadelere TV’de izlemiş olduğunuz Evlilik Programlarını göz önünde bulundurarak size en uygun olanı seçip (X) işareti koyunuz.

<b>Evlilik programları;</b>	<b>Hiç Katılmıyorum</b>	<b>Katılmıyorum</b>	<b>Kararsızım</b>	<b>Katılıyorum</b>	<b>Tamamen</b>
<b>1.Beni neşelendiriyor güldürüyor</b>	( )	( )	( )	( )	( )
<b>2.Bu programları izlemek hoşuma gidiyor</b>	( )	( )	( )	( )	( )
<b>3.Hoşça vakit geçiriyor</b>	( )	( )	( )	( )	( )
<b>4.Beni eğlendiriyor</b>	( )	( )	( )	( )	( )
<b>5.Pek çok konuda fikir sahibi olmamı sağlıyor</b>	( )	( )	( )	( )	( )
<b>6.Kendi kişisel görüşlerimi, düşüncelerimi şekillendirmemi sağlıyor</b>	( )	( )	( )	( )	( )
<b>7.Önemli konularda kanaat oluşturmama yardımcı oluyor</b>	( )	( )	( )	( )	( )
<b>8.Güncel gelişme ve olaylar hakkında bilgileniyorum</b>	( )	( )	( )	( )	( )
<b>9.Benim gibi insanları etkileyen konularda bilgi sahibi oluyorum</b>	( )	( )	( )	( )	( )
<b>10.Yapacak daha iyi bir işim yok</b>	( )	( )	( )	( )	( )
<b>11.Boş zamanlarımı değerlendirmemi sağlıyor</b>	( )	( )	( )	( )	( )
<b>12.TV izlemek benim için bir alışkanlık</b>	( )	( )	( )	( )	( )

<b>13.Gün içerisinde zaman geçirmeme yardımcı oluyor</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>14.Her zaman karşımda açık duruyor ve izleniyor</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>15.Beni rahatlatıyor</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>16.Kafamı dağıtmama yardımcı oluyor</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>17.Beni dinlendiriyor</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>18.Bir an olsun aile üyelerim ve arkadaşlarımdan uzaklaşmama yardımcı oluyor</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>19.Beni sıkan insanlardan kurtulmamı sağlıyor</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>20.Günlük hayattaki dertlerimi unutmamı sağlıyor</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>21.Kendimi daha az yalnız hissetmemi sağlıyor</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>22.Konuşacak biri olmadığında bana arkadaşlık ediyor</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>23.Yalnızlığımı gideriyor</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>24.İnsanlarla konuşacak ortak sohbet konuları bulmamı sağlıyor</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>25.Aile üyeleri ve arkadaşlarla bir arada olmamızı sağlıyor</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>26.Arkadaşlarla bir araya geldiğimizde yapacak bir şeyler sağlıyor</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>27.Dünyada meydana gelen olaylarla ilgili bilgi sahibi oluyorum</b>	( )	( )	( )	( )	( )
<b>28.Ülkemdeki gelişme ve olaylarla ilgili daha fazla bilgi sahibi oluyorum</b>	( )	( )	( )	( )	( )
<b>29.Kendim ve başkaları hakkında bir şeyler öğrenebiliyorum</b>	( )	( )	( )	( )	( )

*Anket bitmiştir, teşekkür ederiz.*