



Finding the Reasons for Low TV Show Ratings

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Abstract

The ratings of a television show called *Rise Up* have been declining recently. Ratings in TV shows are very important because they measure the popularity of the show. Additionally, TV networks rely on advertisements to generate revenue, which are typically a key component of the network TV business model, making ratings very important. Therefore, the aim of this study is to investigate why people are not watching the show and determine their preferences and criticisms regarding the show. The study revealed that the low rating is a result of the slow pace of the TV show, which makes viewers impatient. The study paved the way for a quantitative analysis to determine how to make the show engaging despite its slow pace. We sought new ideas by gathering information through street interviews and focus groups. Additionally, we drew inspiration from the highly successful American TV show *The Oprah Winfrey Show*. The show's content aligns with public aesthetic preferences, it maintains a fast pace, and it captivates a wide audience.

Keywords

Audience rating, decline, solution, the main economic pillar

1. Introduction

1.1 Background of Research

The ratings of a television show known as *Rise Up* has been declining in the recent past. Ratings in TV shows are very important because it measures the popularity of the show (Adalian, 2017). Additionally, TV networks rely on advertisements to make revenue which are usually part of the network TV business model, hence making ratings very important. Therefore, any TV show that does not register good ratings there is a high likelihood that the show might not be aired by the TV network because low ratings means that the viewership is low which translates to revenue for the TV network through advertisements. As a result, the producer of the *Rise Up* TV show has been worried and wants to improve the ratings of the show. From an economic point of view, there is a mutual influence relationship between TV programs and advertising programs. First is revenue source: Advertising is the main economic pillar of TV programs. Advertisers pay a fee to display their products or services in a television program, which provides financial support for the television program and helps in the production, operation, and development of the program. Secondly is production cost: Advertising revenue can help cover the high cost of TV program production, including actor compensation, shooting equipment, post-production, etc. More advertising revenue means that programs can devote more resources and improve their quality. Thirdly is market competition: The quantity and quality of advertising programs will also affect the competition between TV channels or platforms. More advertising opportunities may attract advertisers to invest, thereby improving the competitiveness and economic efficiency of TV programs. Next is advertising prices: TV programs with high ratings can attract more advertisers, thus raising advertising prices. This gives TV shows the opportunity to earn higher advertising revenue. Finally related industries: The success of TV advertising can drive the development of related industries, such as advertising production, marketing, etc., and bring vitality to the entire economic system (Fossen et al., 2019). In general, advertising programs are vital to

television programs in economic terms, and the relationship between them is interdependent. However, it is important to note that over-reliance on advertising can have a negative impact on the viewer experience, so TV programs need to strike a balance between economic benefits and viewer satisfaction.

1.2 Purpose of Study

TV networks rely on commercial advertisements to pay bills and a show with low ratings translates to low revenue due to low viewership. Therefore, the aim of this study is to investigate why people are not watching the show and what their likes and dislikes are about the show.

1.3 Objectives

- 1) To find out why people are not watching the TV show.
- 2) To learn what are their likes and dislikes about the TV show.

2. Research Design

2.1 Types of Data and Research Methods

2.1.1 In-depth Interviews

The study involved going to the streets and asking a sample of people if they watched the *Rise Up* TV show. If a person who has watched the show was found, they were asked if they watched the show and if there is anything that they liked or disliked about the show. This method helped gain useful insight from each respondent (Zikmund et al., 2013).

2.1.2 Focus Groups

Focus groups are an effective way to collect and analyze data that can help us analyze why TV ratings are declining (Thelwall et al., 2021). Its functions mainly cover the following aspects: First is an in-depth insight into the audience: Through in-depth discussions with 20 representative participants, we can more thoroughly understand the views, attitudes, and needs of the target audience (Robinson, 2020). Second is theme exploration and inspiration: Focus groups help to discover the reasons for the decline in viewership, trigger interaction and discussion among participants, and then obtain diversified insights and perspectives to provide inspiration for our solutions. Thirdly is consensus building: In group discussions, consensus ideas may emerge, which can provide valuable information for subsequent research and decision-making. Next is concept and idea evaluation: New strategies can be presented to focus groups to get their feedback and opinions to assess their feasibility and attractiveness. Finally is building emotional bonds: Focus groups provide an opportunity to interact with the audience face to face, which helps to build emotional resonance and bonds and deepen understanding of the audience's needs. This method involved gathering together a group of twenty people that have watched the show. We guided the discussion by asking the participants what and why they liked or disliked the show. The respondents were allowed to freely give their opinions without fear or shame. The assistant producer in turn recorded the discussions for the purpose of finding out why the respondents liked or disliked the show. This method helped gain different perspectives from many people at once compared to interviewing one person at a time hence it saved time with regards to learning why the ratings of the show were low (Bell et al., 2018).

2.1.3 Case Analysis

The Oprah Winfrey Show, an eminent American television program, enjoys great success in the United States. After several iterative updates, its content remains contemporary and aligns with public aesthetics (Garner, 2022), providing a source of relaxation for viewers. The first half of the program is dedicated to addressing a social issue, while the second half consists of a guest interview. The show is characterized by its comprehensive content and rapid pace, fostering enthusiasm among both guests and audiences. This method involved carefully analyzing already existing TV shows with the same low rating problem. It involved looking for shows that once had the problem of low ratings but later improved. We carefully analyzed the case to find out where the problem lay. This method helped me gain insight into why people might like or dislike a show (Bell et al., 2018).

2.1.4 Secondary Data

There may be the following reasons for the decline in TV ratings. A literature search was used to investigate already

published works to find where the problem of low ratings might arise from. The internet was used to search for TV shows that have received low ratings and the reasons that led to the low ratings. This method helped me learn why a show can receive low ratings. First, market competition: At present, the rise of we media and short videos has given audiences more entertainment choices, and TV programs are facing fierce competition. People's lifestyles and entertainment habits are constantly changing, such as the increased use of mobile devices and social media, which will also have an impact on the ratings of TV programs. Second, content quality: If TV programs lack innovation or cannot meet audiences' interests and needs, audiences may be lost. Third, excessive advertising: excessive advertising will affect the viewing effect, resulting in audiences losing interest in the program. Fourth, broadcast time: programs in prime time have the highest ratings, and other times will weaken the ratings, or other equally excellent TV programs will compete with each other, resulting in audience loss. Finally, lack of interactivity: At present, audiences are more inclined to participate and interact with TV programs.

2.1.5 Other Research Methods

Observation was also used to investigate a group of people watching the show and closely looking at their reactions. The reaction parameters that were observed and recorded were the viewership period, facial expression and body language, or comments made while watching the show. This method helped me know how people behave when watching the show (Bell et al., 2018).

2.2 Research Procedure

2.2.1 Focus Group Planning and Procedure

This method involved sending a request to the public through an online advertisement to take part in investigating why the TV show has low ratings. Out of the people that responded 20 people were randomly selected based on the criteria that they have watched the show to take part in the focus group that was held in the show's conference room. The participants were asked why they liked or disliked the *Rise Up* TV show and the responses were recorded.

2.2.2 In-depth Interview Planning and Procedure

Out of the people who responded to the online advertisement to take part in investigating why the TV show has low ratings, 5 people were randomly selected to take part in one-on-one interviews in the same conference room for the focus group discussions. Each person was asked why they liked or disliked the show and their responses were recorded.

2.2.3 Ethical Issues

Each respondent was required to fill a consent form that confirmed that they understood the reason for the study which they were told before the study began.

2.3 Sampling Plan

The population for the study was people above the age of 18 years who have watched the *Rise Up* TV show. Therefore, the criteria for selection were people who have watched any episode of the TV show. The chosen sample size was 20.

3. Results and Discussions

3.1 Introduction

The investigation involved finding out why the TV show has low ratings by discussing and interviewing 20 and 5 people who have watched the show respectively. The data showed that people liked the content of the TV show with regard to the storyline but generally disliked the pace at which the story was being told.

3.2 Data Analysis and Interpretation

The key themes that emerged from the study were the content of the show and the speed at which the story was told through cinematography and acting. However, the respondents liked the acting of the characters but following the TV show needed patience. For instance, respondent 3 said that "I like how the actors portray the story of the show but following the show needs patience. I generally like shows that move quickly and does not take me long to

understand what is going on.” Another respondent said, “I love the story line and I have heard that the TV show is good but I don’t have the time to wait for the interesting parts of the show.” It was clear that the content of the show is liked by most respondents but the slowness of the show is what discouraged most viewers from watching the show. It was interesting to find that viewers had problems with the slowness of the show.

Table 1. Sample responses from respondents

Re-spondent	Sample of Responses	Common Themes
	What is your opinion about the show?	
R1	The content and storyline of the show is good but one has to wait a long time to get what the show is about	Slow pace
R2	I love the storyline and I have heard that the TV show is good but I don’t have the time to wait for the interesting parts of the show	Slow pace
R3	I like how the actors portray the story of the show but following the show needs patience. I generally like shows that move quickly and do not take me long to understand what is going on	Slow pace
R4	I love the show a lot but its slowness is annoying sometimes.	Slow pace
R5	The show is slow in action	Slow pace

3.3 Findings and Discussion

3.3.1 Possible Causes of the Problem

The slowness of the show is as a result of the cinematography and the rate at the storyline is portrayed by the actors. According to the finding of the study, in general most viewers like the storyline of the show but they do not have the patience of watching the entire show.

3.3.2 Interesting/Unexpected Findings

It was interesting to find that the slowness of the show was an issue something that we did not think would affect a show’s viewership.

3.4 Quantitative Research Problem Statement

3.4.1 Contribution to the Next Stage (Quantitative Research)

Higher viewership in a show is very important and this study has revealed that the content of the show is good but the slowness is what contributes to the low ratings. Therefore, the findings have provided insight into conducting further quantitative studies.

3.4.2 Research Problem Statement (Quantitative Research)

Improving the rates of viewership is paramount in continuing the airing of the show because TV networks depend on such high ratings to advertise and make revenue. Therefore, the aim of the study would be to find out how to make the show interesting despite its slowness.

4. Conclusion

The study has revealed that the TV show has low ratings because viewers do not like the slowness of the show despite the content being good. Therefore, the study has provided more insight with regard to how the slowness of the show can be improved. If the pace of a TV program is too slow, the following improvement methods can be considered to improve the audience rating: First, editing: the staff should edit the program carefully, removing the lengthy and dragging parts, so as to make the program more smooth; second, adding a sense of rhythm: adding some fast-paced elements in the program, such as fast camera shift, compact plot development, etc., to attract the audience's attention; third, improving the tension of the plot: designing more intense and exciting plots and story development, so that the audience can be more easily engaged and focused. Fourth, shortening the length of the program, avoiding the loss of audience due to too long; fifth, learning from successful experience: studying other successful cases, learning their advantages, and learning from useful experience; finally, listening to the feedback of the audience: actively listening

to the audience's opinions, understanding their views, so that the production of TV programs can continue to improve.

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