A brief analysis of the study on the inclusion effect of love variety Show on the current standards of young people's choice of spouse

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Abstract: In recent years, love variety shows are hot and hot. While satisfying people's entertainment needs, they also convey the ideas of love, which has become a hot topic among young people. At the same time, people's criteria for choosing a spouse are also changing. Based on the inclusion effect and the third-person effect, this paper conducts a questionnaire survey and data analysis on the young people who have seen love variety shows, so as to explore whether there is a correlation between "love variety show" and "mate selection criteria", and explore the psychological mechanism of the audience. The research shows that watching love variety shows does have an impact on people's mate selection standards. The more romantic variety shows people watch, the higher their criteria for choosing a partner. The higher the degree of immersion in love variety shows, the higher the criteria for choosing a spouse. The stronger the recognition of love view in love variety show, the higher the mate selection standard.
Keywords: love variety show, cultivation effect, third person effect, empathic psychology

1 Introduction

In 2022, China's single population has exceeded 240 million, accounting for about 17 percent of the total population. More and more people choose to be single. Under the influence of diversified cultural, economic and social factors, people's views on love show a multi-level and diversified trend. People's standards for love objects have been surprisingly raised. Then, what is the reason for the improvement of contemporary young people's standards for love? We have observed that the media may play an important role in this process, especially the perfect romantic partners created by love variety shows, which may play a role in improving love standards. In this regard, we are curious about whether love variety shows will improve our standards of love. What is the psychological mechanism?

2 Review of the literature

2.1 Literature review on the measurement of love criteria

The issue of love criteria has caused research from multiple perspectives in the academic circle. Since the 1960s, the influencing factors of mate preference have been the hot topic of

Western mate selection research by foreign scholars. Foreign scholars Kostic Bogdan and Scofield John E explored the influence on non-heterosexual mate selection standards from the perspective of "sex and sexual orientation". The research results showed that the difference between bisexual respondents and heterosexual respondents was greater than that between gay respondents.

However, domestic scholars Wang Yan et al.studied mate selection standards from the perspective of different sex ratios and resource access ability in 2020 and pointed out that for men with strong resource access ability, the preference for women's "good resources" is the luxury demand generated when they choose too many partners. Domestic scholars Hou Juan et al. explored the influence of "money and time concepts" on spouse selection standards in 2021, and the study showed that when the concept of money and time is activated, individuals will improve their spouse selection standards in terms of social economic status and physical attractiveness, and when the concept of time is activated, individuals will also improve their spouse selection standards in terms of family management ability. In addition, men are more likely to be affected by the concept of time, while women are more likely to be affected by the concept of money.

Although these studies studied mate selection criteria from the aspects of "sex ratio and resource access ability" and "money and time concept", they ignored the influence of external media.

2.2 Literature review on the improvement of love standards

After the theory of culturation was proposed by Gerbner system in 1967, it has caused extensive research and achieved more research results. In 2017, Zhang Xiao, a domestic scholar, combined the actual phenomenon of Chinese partner preferences with the culvert theory, and proposed that watching Korean and American dramas can have different culvert effects on men and women. In 2019, Zhang Rui, a Chinese scholar, studied the culturation impact of short videos on "left-behind children in urbanization" and believed that the low threshold and randomness of short videos are likely to generate vulgar content, while left-behind children have poor self-restraint ability and are more likely to be culturated by negative energy. Guo Jin, a domestic scholar, has conducted relevant research on the impact of female narration in Korean dramas on Chinese college students' views on marriage and love, and concluded that Korean dramas will have an impact on college students' criteria for choosing a spouse. Foreign scholars Pollock Wendi et al. explored the reasons why American police officers commonly resort to lethal force when interacting with black individuals in 2022, and the study showed that media combined with the concept of social cognition may produce potential biases, which are potential factors leading to this problem.

The third person effect□proposed by Columbia University professor Davidson in 1983 in the Role of the Third Person Effect in Communication, has attracted much attention from scholars at home and abroad. In 2016, Zhang Ruoxi, a domestic scholar, explored whether smoking images in movies and TV dramas have a third-person effect in non-smoking groups, and the research results showed that there is indeed a third-person effect. Therefore, we inferred that there may be a third-person effect in the communication of media information. Foreign scholar Corbu Nicoleta et al. explored people's self-perception of fake news and perception of others' perception in 2019. The

research shows that there is a significant third-person effect on people's self-report ability to detect fake news, and this effect is stronger when people compare their fake news detection literacy with others who are far away from them than with others who are close to them.

However, these studies do not study the enhancement of love standards from the perspective of the combination of "culturation theory" and "third-person effect", nor do they answer the question of whether romantic relationships improve people's love standards.

2.3 Question Raising

Therefore, this paper will start from the "culturation theory" and "third person effect", and through quantitative research, try to answer the following questions: Will love variety show improve love standards? What is its psychological mechanism?

3 Research methods

The paper uses the research methods of questionnaire survey and in-depth interview to try to solve the above problems.

3.1 Questionnaire survey method

3.1.1 Hypothesis establishment

Based on the above questions, the corresponding hypothesis is proposed here:

H1: The more love shows you watch, the higher your criteria for choosing a mate will be.

H2: The higher the immersion in love variety shows, the higher the criteria for choosing a spouse.

H3: The stronger the recognition of love view in love variety show, the higher the mate selection standard.

In order to prove the hypothesis, questionnaire survey method was adopted in this study to sample the whole population and make questionnaires.

3.1.2 Sampling methods

The corresponding research object of this hypothesis is the group that has seen love variety shows.

The data collection, collation and analysis of this survey were completed on February 24, 2023. The main contents of the survey are: (1) Confirmation of basic information, including age and gender. (2) The frequency of watching romantic variety shows. (3) The viewing time of love variety shows. (3) The number of love variety shows watched. (3) Dependent variable of mate selection standard scale. This questionnaire contains 11 questions, including 8 single choice questions, 1 multiple choice question and 2 matrix questions. Using a combination of online and

offline methods, the questionnaire was distributed through wechat moments, Qzone, questionnaire star sample bank and offline.

3.2 Description of the survey object

A total of 217 valid questionnaires were collected in this questionnaire survey. Most of the samples were bachelor degree holders, among which about 30% were male, 70% were female, and more than 80% were 18-24 years old. Through descriptive analysis, it is found that the audience's viewing frequency of love variety shows is relatively low: 63% and 40% of the respondents who watch only one show or less than once a week. According to the analysis of different dimensions of mate selection criteria, the respondents have the highest requirements for their partner's personality and appearance, with the mean values of 4.05 and 3.71 respectively, and the lowest requirements for household registration and occupation. The mean value of audience's sense of identity to love variety shows is 3.23, and the mean value of immersion when watching love variety shows is 3.16. It can be seen that, on the whole, respondents who have watched love variety shows have a high degree of identification with the love concept conveyed by them, and they are more immersed when watching themselves.

4 Research findings

4.1 The cultivation of love shows improves the audience's criteria for choosing a mate

According to Pearson correlation analysis, the more viewers watch love variety shows, the higher their own criteria for spouse selection ($r=0.477$, $P<0.01$), and the research hypothesis H1 is supported. As a spiritual product, love variety shows can build an ideal life symbolically by establishing emotional identity, and satisfy people's spiritual culture. By watching love variety shows, people can satisfy their own onlookers and voyeuristic desires. When watching the show, the audience will stand in the "God's perspective" and participate and comment from the perspective of a viewer. Meanwhile, the variety show is also real like a monitor, and the audience can know the real life and love situation of others, which greatly satisfies the curiosity and voyeurism of the audience (Li,2021). People's demand for love variety shows is a kind of psychological demand. The essence of love variety shows is that the media builds a corresponding mimicry environment for the social love reality, allowing the audience to form a "subjective reality" through the intermediary of "symbolic reality" built by the media. In love variety show, people get emotional comfort and the cognition of how to fall in love.

Thus, it can be seen that love variety shows have a certain culturating effect on audiences. Due to factors such as propensity, there is a distance between the "symbolic reality" and the "objective reality" provided by mass media, which audiences are often unable to distinguish (Jahng,2019). This "symbolic recognition" will have a great impact on the audience, which is a long-term process and unconsciously restricts people's ideas (Xu,2022). People will be influenced by the love variety show, and see the high-quality guests, so as to improve their standards of mate

selection.

4.2 Affected by the "third person effect", the more people are immersed in love variety shows, the higher their criteria for choosing a spouse

The more immersed the audience was in love variety shows, the higher their own criteria for mate selection for the other half ($r=0.665$, $P<0.01$). The research hypothesis H2 is supported. The audience will have empathy psychology when watching love variety shows. Empathic psychology refers to feeling the inner mental state of the object from the perspective of the object and having psychological resonance with him. Love variety provides the audience with the space of empathy, and the audience can obtain virtual feelings through the characters and plots in the program, so as to obtain psychological compensation. At the same time, it is also a projection of their own ideas on others. It greatly satisfies the audience's emotional needs (Hu,2022). At present, most of the guests in variety shows are relatively high quality, with high education, high appearance level and high income, and the audience is also easy to be influenced to improve their standards of mate selection. According to the theory of "third person effect", we know that people tend to generate self-esteem or sense of control by perceiving themselves as more competent or intelligent than others, and some audiences will think that they will not be affected (Benjamin,2018). However, being immersed in love variety shows will strengthen empathy. It will influence the audience's mate selection criteria subtly (Dewberry,2019).

4.3 The more they agree with love view in love variety show, the more likely they are to be influenced by love variety show

The more the audience agreed with the love view transmitted in the love variety show, the higher their own criteria for spouse selection ($r=0.646$, $P<0.01$), and the research hypothesis H3 was supported. The more the audience agrees with love view in love variety shows, the more the audience agrees with love view in love variety shows, the more the audience agrees with love view in love variety shows, the more the audience agrees with love view in love variety shows, the more the audience agrees with love view in love variety shows. The attitude function theory of social psychologist Katz proposes that the standard of media content selected by the audience is also related to the needs of individual integration, that is, individuals need to improve their self-confidence, sense of security and sense of self-worth. When they find that the troubles and dissatisfaction they experience in love can also be reflected in these love variety shows, they will recognize that such problems do not belong to them, but are a predicament that most people will experience, and they will identify with the love view in love variety shows (Gerbner,1980). Under such spiritual comfort, They will also constantly adjust their expectations and requirements for themselves. The recognition of love view in love variety show also reflects the safety needs of the audience. Love variety show creates a "mimicry environment" for the audience and provides them with emotional sustenance, connecting the real world with the real reality in the "mimicry environment", so that the audience gradually generates psychological identification (Tian,2023).

Through watching love variety shows, audiences can relieve their own emotions, get a sense of security, obtain psychological protection, and meet the audience's psychological needs of safety.

Therefore, the audience will be influenced by the media content and have the effect of introversion and third person. The more viewers watch love variety shows, the more immersed they are in it and the more they agree with the love views conveyed by it, the higher their requirements for the other half's choice of spouse.

5 Summary and Reflection

By means of questionnaire survey, the research conducted a theoretical study on the phenomenon of the improvement of people's criteria for choosing a spouse, including the "inclusion theory" and the "third-person effect", in an attempt to answer the question whether love entertainment will improve people's criteria for choosing a spouse. Through the research, it is found that the more love variety shows, the higher the criteria for choosing a spouse. The higher the degree of immersion in love variety shows, the higher the criteria for choosing a spouse. The stronger the recognition of love view in love variety show, the higher the mate selection standard. Hypothesis H1, H2 and H3 are all true. This is mainly because the media content of love variety show will have the effect of introversion and third person on the audience, so as to improve the audience's mate selection standards.

This study raises the issue of improving people's mate selection standards influenced by love variety shows, which reflects the importance people attach to love today and their non-settling and non-casual attitude. On the other hand, it also provides theoretical support for the improvement of mate selection standards in the context of love in modern China. However, it is worth noting that this study also found that love variety show also has negative effects. The enhancement of mate selection standards caused by love variety shows will decrease the love rate (Wu,2021). Love variety shows show the phenomenon of screenplay and entertainment, which is worthy of vigilance and reflection. In my opinion, love variety shows should pay more attention to ordinary people when looking for guests, and the scripter-writers and directors should keep the truth as much as possible when shooting love variety shows (Meng,2020).

However, there are also shortcomings in the method and theory of this study. In terms of methods, due to the use of questionnaire survey, there are also problems such as lack of elasticity and the reluctance of the audience to express their real will. Theoretically, this study mainly demonstrates from the inclusion theory and the third person effect theory, and there is a problem of insufficient persuasion due to the small number of theories used. In future studies, researchers in the field of love variety shows may need to use more research methods and theories, pay more attention to the production, content, strategy, audience needs and other aspects of love variety shows, and expand the research and practice of love variety shows.

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