The generation gap of Attitude to Love and Marrige: Study on the Influence of Intergeneration Love Observation variety show on Young People's Outlook on Love

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Abstract: In the era of gradual diversification of marriage and love concepts, the intergenerational emotion observation variety vividly show the differences between generations on marriage and love concepts, and fully discusses the ideal love concept, thus winning the recognition of a large number of audiences. After analyzing the effective questionnaires collected, the research found that this kind of variety shows not only meet the audience's emotional need, but also have an impact on the audience's concept of love. The higher the audience's viewing time, frequency and immersion, the greater their recognition of their elders' concept of love. This shows that intergenerational emotion observation variety shows have positive significance in bridging the opposition of values between different generations and guiding contemporary young people to establish a good concept of marriage and love.

Key words: Intergeneration Love Observation variety show, love view, media use

1 Introduction

In the context of the accelerated economic and social transformation in China, the young people has shown their ideal concept of love and marriage—an increasingly obvious trend of differentiation. And attention to their own feeling has increased significantly. Thus, there is a large "gap" in their understanding of love with previous generations. Fortunately, with the diversified development of online variety shows, intergenerational love observation variety shows with guests as the object of observation and guests' parents as the object of observation stand out from love variety shows. As the media content that can spread the concept of love and marriage, such programs are widely disseminated through the network platform, thus having a subtle impact on the audience's concept of love and marriage. Through online investigation, it is preliminarily found that intergenerational emotion observation variety shows have eliminated the "gap" between young people and elders in marriage and love to a certain extent. Hereto, this paper attempts to interpret the causes and mechanisms of how intergenerational love observation variety shows influence on young people's concept of marriage and love through audience survey, verifying the possible impact of intergenerational love observation variety shows on young people's concept of love, and explore the value of such variety shows in correctly guiding young people's concept of

marriage and love.

2 Literature review

2.1 Literature review of emotional observation programs

As a newly emerging program form in recent years, the development of love observation variety shows is in the ascendant. The research of related aspects also mainly focuses on the form and content of the program, such as narrative characteristics, image construction, etc., or regards it as a unique network cultural phenomenon, and studies the cultural consumption of its audience and the value orientation of the program. For example, Zhang Zhiyu pointed out that the story content in reality shows has a tendency to be performative in his "Narrative Research on Observed Reality Shows"; Li Na, through the study of cultural consumption phenomenon of love observation variety shows, points out that the media could mislead audience and distinguish the boundary between real and virtual by creating emotional simulacra and connecting emotion with the commodity of simulacra. Ji Jian pointed out in the "Research on the Value Orientation of Family Emotion Observation Variety" that the variety shows generally promote the correct concept of love, with communicating suggestive vulgar concept of love. On the whole, the research of intergenerational love observation variety shows in the academic circles, at home and abroad, is still worth exploring from the perspective of audience influence.

2.2 Literature review of research theory

In the 1960s and 1970s, scholar E. Katz mentioned the study of "use and satisfaction" in the popular culture survey and popular culture research. After entering the digital age, the research and application of the theory—Using and Satisfied Theory,in academic circles have become more in-depth at home and abroad, and the research on the use and satisfaction of media content has gradually attracted the attention of scholars. Wang Shaojun and Li Xiaobing believe that emotional spirit and aesthetic acceptance are the key indicators of Generation Z attracted by the new mainstream film and television. Zhao Zhenwu analyzed the communication effect of slow variety in cognition, attitude and behavior based on the theory of use and satisfaction. However, most studies have not yet analyzed the correlation between their media use and their emotions, concepts and behaviors, and cannot fully prove the effect of satisfaction.

In the 1950s and 1960s, television possess the position of the most influential media at that time. Therefore, a large number of scholars carried out research on the effects of mass communication around television. In 1976, American scholars George Gerbner and Larry Gross formally put forward the cultivation analysis theory for the first time. The study found that the longer people immersed in TV media, the easier their cognition of the real world is to keep consistent with the content repeatedly prompted in TV. In China, Cai Qi, a scholar, pointed out the "cultural orientation" index in the theory of acculturation in his Historical Thinking and Methodological Reflection on the theory of acculturation, which is conducive to explaining that

media content can not only change the value orientation of people, but also change their behavior. Xu Jiyang used the acculturation theory to analyze and study the influence of the celebrity parent-child reality show on the concept of education of college students in Shanghai, and found that the celebrity parent-child reality show has an acculturation effect on some audiences and has an impact on the establishment of the concept of fertility. However, in the research of reality TV programs of emotion observation, most of the research focuses on emotional narration and cultural consumption, and there are still deficiencies in the cut-in and analysis of acculturation theory.

Therefore, this paper will start from the use and satisfaction theory and the acculturation theory to analyze why the intergenerational emotion observation variety shows can enhance the discussion and identification of young people and their parents in love. At the same time, this article will research the media use that will affect the young people's recognition and discussion willingness of the elders' love view when the audience watches the intergenerational emotion observation variety show, and the impact of the elimination of the intergenerational gap in love on the young people's love view.

3 Research assumptions and research methods

Considering these on the above, this study intends to use the method of audience survey to study the issues, and strive to explore the impact of intergenerational love observation variety shows on young people's concept of love.

3.1 Research Assumptions

H1: The more you watch intergenerational love observation variety shows, the more you agree with your parents' love view.

H2: The more immersed you are in watching the intergenerational emotion observation variety show, the more you agree with your parents' love view.

H3: The more you watch intergenerational love observation variety shows, the more likely you are to discuss relevant topics with your parents off online.

H4: The more immersive you are in watching intergenerational love observation variety shows, the more inclined you are to discuss relevant topics with your parents off online.

3.2 Audience survey methods

In this questionnaire survey, the audience's degree of immersion in watching intergenerational emotional variety shows and their degree of identification with their parents' love views were measured in the form of a five-level Likert scale. The corresponding variables "immersion" and "parents' love view identification" were generated by summing these scale statements respectively and included in the subsequent data analysis.

3.2.1 Sample selection

Through the analysis of the content, structure, audience rating and audience characteristics of the intergenerational emotion observation variety show, it is finally determined that the corresponding population of the research hypothesis is the audience group of the intergenerational emotion observation variety show. First of all, we conduct non-representative sampling and judgmental sampling for this group to ensure the realization of the sampling effect. This research uses the questionnaire star platform to enter the directions, make the questionnaires and distribute them. The channels for distributing the questionnaire links are WeChat, Weibo, Baidu Post Bar, QQ Space, Zhihu, and the questionnaire star mutual filling community. The questionnaire was distributed from January 18 to January 27. The respondents involved people of different ages, educational backgrounds, regions and incomes to ensure the diversity and reliability of the respondents.

3.2.2 Questionnaire design

The questionnaire is set with a questionnaire star, and the question types include single choice questions, multiple choice questions and blank filling questions, a total of 18 questions, which are divided into three parts. Question 1: Identify whether you have seen the intergenerational emotion observation reality show, and then officially enter the investigation. The first part: Question 2-6 is to get basic information, which is an investigation of demographic characteristics of audiences, including gender, age, education background, occupation, income, region and education level. The second part 7-13, entitled Viewing, is an investigation of media contact, including viewing time, viewing frequency, viewing state, viewing immersion, and familiarity with program content; The third part 14-18 is a survey of feedback and evaluation after watching, including the degree of recognition of parents' marriage view before and after watching, and the degree of willingness to talk about marriage and love view with parents before and after watching.

3.2.3 Reliability and validity analysis of the questionnaire

Based on the Likert scale questions in the questionnaire, the reliability and validity of the data collected in the questionnaire are analyzed and the corresponding analysis results are obtained. Among them, the following analysis results can be obtained from the relevant test questions of viewing immersion degree and the young generation's love concept. The Cronbach's alpha coefficient and the Cronbach's alpha coefficient based on the standard term are both 0.913. In addition, the Cronbach's alpha coefficient test of each variable also conforms to the standard, and the Cronbach's alpha coefficient of each topic measuring immersion degree is greater than 0.774, The Cronbach's alpha coefficient of the topic measuring the degree of recognition is between 0.7-0.8. According to the criterion of reliability, when Cronbach's alpha coefficient is greater than 0.7, the internal consistency of the scale is relatively high. Therefore, the scale design of the questionnaire has good internal consistency. For the validity analysis of the scale title, this study adopts the exploratory factor analysis method, and determines whether it meets the standard through KMO test and Bartlett ball test. According to the measured KMO value is 0.886, and the P value in Bartlett's spherical test is less than 0.001, which proves that the validity of this questionnaire can be used for further research.

4 Analysis and discussion

A total of 659 questionnaires were distributed in this study, and a total of 444 valid questionnaires were collected by eliminating invalid questionnaires. Among them, 295 were filled by women and 149 were filled by men. From the perspective of sample characteristics, the samples collected in this questionnaire survey are mainly female audiences of intergenerational emotion observation variety shows aged 26-30 years old, undergraduate and above, with a monthly income of more than 5000 yuan.

4.1 Demographic factor analysis of survey audience

From the statistical survey of factors such as gender, age, education background and region, the survey data preliminarily reflects the diversity of the selected samples. From the perspective of gender, there are 149 males and 295 females, accounting for 34.6% of males and 66.4% of females. In line with the main audience positioning of intergenerational love observation variety shows.

From the perspective of age, 155 people aged between 25 and 30, accounting for 35%, are the main survey population. Next, 119 people aged 21-25, accounting for 27%, and 97 people aged 31-35, accounting for 22%. Finally, people over 35 years old accounted for 10%, and people under 20 years old accounted for 6%. The age of 20 to 30 is the high frequency of young people's love and marriage, which is also consistent with the motivation of using media according to their own needs.

From the perspective of education background, there are 250 undergraduate students, accounting for 56%, 106 junior college students, accounting for 24%, 54 senior high school or technical secondary school students, accounting for 12%, 30 graduate students, accounting for 7%, and 4 junior high school students, accounting for 1%.

In terms of the region, there are 145 people in the first line, accounting for 33%, 163 people in the second line, accounting for 37%, 89 people in the third line, accounting for 20%, and 47 people in the fourth line and below, accounting for 10%.

4.2 Correlation analysis between watching intergenerational emotion observation variety shows and young audience's love concept

In order to test the influence of watching intergenerational emotion observation variety shows on the young audience's love view, the two are converted into corresponding constants and variables for observation and analysis, and the following analysis results are obtained.

1. Correlation analysis between viewing time and frequency and parental recognition of love concept

Through Pearson correlation analysis, it is found that there is a significant relationship between "viewing duration frequency" and "parental love view recognition". The more frequently

the female audience watches the intergenerational emotion observation variety show, the higher the degree of recognition of parental love view ($r=0.534$, $P<0.01$). The research hypothesis H1 is supported.

2. Correlation analysis between the degree of viewing immersion and the recognition of parents' love view

Through Pearson correlation analysis, it is found that there is a significant relationship between "viewing immersion" and "parental love view recognition". The higher the female audience's immersion in the intergenerational emotion observation variety show, the higher their recognition of parental love view ($r=0.777$, $P<0.01$). The research hypothesis H2 is supported.

3. Correlation analysis between viewing time and frequency and willingness to talk with parents about love

The analysis of the relationship between the frequency of watching intergenerational love observation variety shows and the willingness of parents to discuss related topics shows that the frequency of viewing time is significantly positively correlated with the willingness to discuss ($r=0.402$, $P<0.01$). The research hypothesis that H3 is supported indicates that the higher the frequency of viewing time, the more likely the audience is to discuss marriage and love related topics with their parents in the real social environment.

4. Correlation analysis between the degree of watching immersion and the degree of willingness to talk to parents about love

An analysis of the relationship between the degree of immersion in watching intergenerational emotion observation variety shows and the degree of willingness to discuss related topics with parents shows that the degree of immersion in watching also shows a significant positive correlation with the degree of willingness to discuss ($r=0.612$, $P<0.01$). The research hypothesis that H4 is supported indicates that the higher the audience's frequency of watching emotion observation variety shows, the higher the degree of immersion, the more likely they are to discuss marriage and love related topics with their parents in the real social environment.

5 Conclusion

Since 2019, the popularity of intergenerational emotion observation variety shows has continued to rise, and its popularity has been at the top of China's microblog popularity rankings for many times, and has triggered a lot of discussion and attention from the younger generation. As a result, such variety shows have launched corresponding series, creating a long-term focus on topics. This research is mainly based on the acculturation theory and the use and satisfaction theory, and the following enlightenment is obtained through the audience survey method.

5.1 Varieties of intergenerational emotion observation affect the concept of marriage and love of contemporary youth

According to the audience survey of this study, young people will watch the corresponding intergenerational love observation variety shows, based on their emotional needs for love and marriage, and this kind of variety shows will have an impact on young people's love outlook. The cultivation theory explains the mainstream process of TV programs, and believes that the mainstream process is not simply to draw different groups closer to their middle position, but to move together in a more conservative direction. While the intergenerational love observation variety shows express the contemporary young people's multiple concepts of marriage and love, they also promote the young people to reach a certain agreement with the elders on the concept of marriage and love, which is of great significance to shaping the positive mainstream concept of marriage and love.

5.2 Varieties of intergenerational emotion observation can guide young people's concept of marriage and love

Through research, it has been confirmed that the length and frequency of watching variety shows and the degree of immersion will deepen young people's recognition of their elders' concept of marriage and love. At the same time, the factors that affect the concept of marriage and love are complex and diverse, and the establishment of the concept of marriage and love is a dynamic social process. According to the theory of use and satisfaction, in the current era of rapid development, the actual economic conditions, media use and social conditions will have an comprenhensive impact on young people's concept of marriage and love. Therefore, in addition to clearing the gap between generations in the concept of marriage and love, this kind of variety shows should pay more attention to preserving the personalized characteristics of young people's attitudes towards marriage and love in the program setting. Only in this way can we show young people's thinking about the concept of marriage and love in reality and gain positive recognition from different generations.

The intergenerational love observation variety show is a new trend of variety culture rising in the network. In the future, it will show more noteworthy content in the process of emotional communication with the audience. In view of the influence of the program, the intergenerational emotion observation variety show needs to actively balance the differences in the concept of marriage and love between different generations and groups in the future production, so as to better play the role of leading the value of youth groups, expand the economic benefits of the program, and promote the long-term development of the program.

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