

Effect of TV Serials on Women's Emotional Quotient and Interpersonal Relationship

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Abstract

Television serials remain one of the most influential forms of entertainment among women in the reproductive and adult age group. Daily exposure to emotional narratives, family conflicts, social relationships, and behavioral patterns portrayed in television serials may influence emotional responses, interpersonal communication, and relationship dynamics among viewers. Emotional Quotient (EQ) plays an important role in emotional regulation, empathy, self-awareness, and social adjustment. Understanding the impact of television serial viewing on women's emotional quotient and interpersonal relationships is important in the context of changing social and media environments. A cross-sectional observational study was conducted among 150 women aged 20–60 years. Participants were selected using convenient sampling technique. Data were collected using a structured questionnaire consisting of socio-demographic details, television serial viewing habits, Wong and Law Emotional Intelligence Scale (WLEIS) and interpersonal Relationship Assessment Scale (RAS). Data were analysed using descriptive and inferential statistics. High Emotional Quotient scores were observed in 38.0% participants, moderate EQ in 48.7%, and low EQ in 13.3% participants. Frequent television serial viewers demonstrated significantly higher emotional involvement and emotional sensitivity compared to occasional viewers ($p=0.02$). However, frequent viewers also reported higher interpersonal conflicts, reduced family interaction time, and increased emotional dependency on fictional characters ($p=0.01$). A moderate positive correlation was observed between duration of television serial watching and Photograph Organization Logo emotional reactivity scores ($r=0.42$). Television serials exert a significant influence on women's emotional responses and interpersonal relationships. Media literacy and balanced viewing practices are recommended to maintain healthy emotional and social well-being.

Keywords

Emotional quotient, interpersonal relationship, women, emotional behavior, media influence.