

PAKISTANI ELECTRONIC MEDIA: PSYCHOLOGICAL EFFECTS OF TELEVISION BREAKING NEWS ON AUDIENCE

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Abstract

This study was designed to find out the psychological effects of television breaking news on audience in Pakistan. This study analyzed panic, boredom, desensitization, and awareness as effects of Television breaking news on audience. Survey method was used to analyze the news channels breaking news effects on audience and viewers. This study was based on Cultivation Theory. After data analysis the researchers found that television breaking news content and visual presentation affect the human psyche and change human behavior regarding the issues highlighted in the news. It was found that television news channels created panic, boredom, desensitization, and awareness among the audience after watching breaking news. The researchers came up with the findings that news channels in Pakistan should exhibit sensible and mature behavior in considering any news as breaking news so that negative psychological effects on audience may be avoided.

Keywords

Psychological Effects, Breaking News, Cultivation Theory, Panic, Boredom, Desensitization, Awareness

Introduction

The role of media in spreading news, entertainment, information and education is highly acknowledged worldwide and is of vital importance. Media, today, has become a very powerful institution for information, education and pleasure seeking etc. However, they also create anxiety, discomfort and restlessness among viewers which in turn results in changing social behaviour. Keeping in mind informational, educational and recreational role of media across the world McLuhan (1964) coined the term “Global Village” for the whole world where media is accessible in all parts of that village.

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News channels, newspapers and social networking websites are the main tools of mass media, providing up-to-date information to the users. Audience keep on receiving news updates from television news channels round the clock. These news channels also develop public opinion for specific issues and act as a reflective mirror of the society. (Davey GCL, 2013). A huge bulk of information is distributed from media which affects our emotions as well as our intellect.

Breaking News in TV News Channels

In Pakistan, due to arrival and mushroom growth of private TV news channels, there is emerging trend of providing non-stop news 24/7 to the audience without even authenticating them before being on aired. It has been observed that television screens are usually blinking with the attention-grabbing notices of “breaking news” very often each day (Benjamin, Eubanks & Valentine, 2004). This new trend has resulted in birth of new concept of breaking news. The instant reporting of events and issues that may be unusual and unpredictable, happening around the world, is called breaking news (Rogers, 2017).

There is an abundance and excess of breaking news in private news channels where a great quantity of news come from breaking news. In Pakistan, news techniques of private news channels are different from each other. Breaking news stories are difficult to cover, because of the difficulty to validate and confirm the immediate information. It has been noted that more often, private news channels that end up covering news first in the media have lost their credibility and have affected the actual purpose of journalism and factual reporting. Generally, most news anchors repeat the news multiple times to grab the attention of viewers, and sometimes give false and inaccurate information on less important events and issues. It can be well said that breaking news technique is a very important and style of its presentation also matters lots ; especially when we talk about its impact on audiences. Breaking news on television news channels must cover important elements of news like newness, prominence, nearness and timeliness though it becomes difficult somehow due to the nature of breaking news or live news coverage (Mehmood, 2011).

Television and Psychological Effects of Breaking News

The effects of negative news on the masses is much more than positive news. In private news channels, according to statistics revealed, emotionally appealing news has always higher demand than any other news section (Best 2014 and Johnston 1997). On these news channels, breaking news flash has a great influence on audience. The

immediate, red blinking negative news and live coverage on news channels create mental disturbance, anxiety, boredom and mental sickness amongst news watchers. These emotionally appealing news have also affected the credibility of professionalism and show the lack of trustworthiness of news owners. It can be said that the quality of journalism has been diverted to sensational journalism trend. The presenters or news anchors' presentation style, like loud voice and repetition of news multiple times reduce the reliability and authenticity of news. Morgan and Signorielli (1990) found that the television has become the world's most common and constant learning environment and wholesale distributor of images and forms the mainstream of our popular culture.

In today's world news channels' sensational breaking news culture has resulted in psychological/mental illnesses, mental disorder situation, fear of loneliness, feeling insecure in society, behaving violently with others, use of alcohol, drugs, smoking and many more things. All sorts of media in Pakistan are working without proper legislation. These news channels target masses and mainly focus on large segments. Mostly, news affect one emotionally and leads the masses toward depression (Anderson & Dill, 2000). There is a cut throat competition among TV news channels for breaking news. According to Chandra (2008) Media competition means that journalists and editors have incentives to use emotionally powerful visuals and story lines to gain and maintain ever-shrinking news audiences

Limited studies have been conducted regarding the effects television news on the audience's psychological, behavioural and sociological dimensions. Galicia studied the opinion of the audience about the good and bad news. Approximately one-third of respondents said bad news had a negative impact on the audience, and 59% of respondents said that news ads tended to make things worse. This result helps to systematically investigate the psychological effects of exposure to negative or bad news on television.

Research Questions

This research study was designed to answer the following research questions.

R.Q1. How far exposure to breaking news of Pakistani news channels lead to awareness of the audience regarding important events and issues?

- R.Q2.** To what extent the repetition of breaking news content of Pakistani news channels lead to create panic, desensitization and boredom among audience?
- R.Q3.** Whether and to what extent the presentation of breaking news content in loud voice of the news-casters create panic, anxiety and boredom among audience?

Literature Review

Many researchers conducted studies on the effects of breaking news on television audience in different parts of the world. Younas (2016) conducted a research on Effects of negative coverage of news channels on people. In this study he collected information regarding news channels watching habit of the people, news channels performance, assessing the related psychological effects of news channel transmission. The study explores significant relationship between news channel exposure and psychological effects on people. The study reveals that most people are not satisfied with the performance of news media and it also concludes that violent news also psychologically affect and socially disturbs human behaviour. It causes sadness, fear and sense of feeling insecure in the place around.

Havrylets, Rizun, Tukaiev and Khylo (2016) conducted research on Objectification of Subjectivity: International Experience in Selection of TV Stimuli in Mass Media Effect Research. The objective of the study was to classify the existing methods of the TV news content selection and to assess the advantages and shortcomings of each approach. These following tasks have been performed considering the existing approaches to the selection of TV news content - application in the media effects studies, summarizing and classifying the approaches used for the selection of TV news stories for experiments in the media effects studies, analysing the advantages and disadvantages of each technique of the experimental selection of the TV news content. This research was conducted through the scientific methods of analysis and production, induction.

Buck (2016) wrote an article on Psychological effects of recent violence in the news. Mainly this article focuses on social networking websites and coverage of news of firings, bombings, remonstrations, sexual assaults and other events that had been loaded with graphics and other sound effects. It was also discussed that violent visual on electronic media can cause psychological/emotional effects on the minds of viewers. When people watched and listened to aggressive news and events on the screen, they were affected and suffered from the psychological disorders, experiencing strong emotions, such as

anxiety, grief, sorrow and anger after seeing this. It was further stated that news coverage in media people lead to an indirect psychologically strong reaction on a human psyche like depression, intrusion, anger, loss of appetite, laziness, avoidance symptoms and emotional trauma.

Schatz (2016) has worked on Emotional Wellness: Breaking news psychological impact of 24/7 access to tragedy. This research was aimed to study breaking news dimensions -i.e. how media coverage of news affect the real life? These dimensions are required to understand how breaking news content psychologically affects the audience real life. The researcher gave an overview that psychological effects of breaking news in the media had not caused a traumatic situation. It was the way of truly responding to the data we tend to consume, taking note to our exposure and the way it impacts within the human psyche like feeling extra awful, nervous, suspicious of others, having difficulty sleeping, being ill-tempered, sensitive, unfocussed or reserved.

Jahangir, Nawaz and Khan (2014) conducted research on Effects of media (Television) on mental health. The researchers examined the effects of television on the mental health of audience. The researcher adopted the exploratory survey approach to measure these effects. The study outcome raised questions on the media contents which was more violent than entertaining. This research showed that news coverage in the media affected mental and psychological health of its audience behavior and their psyche.

Bhatti and Hassan (2014) worked on Psychological effects of TV news violence on Youth. The researchers tried to analyze the psychological effects of TV news e.g. desensitization, catharsis, arousal and fear. They studied that TV news violence affecting viewers psychologically. Media Violence was responsible for creating violence in real lives and also affected audience life. The study shows viewers are effected psychologically from TV news violence and violent breaking news images and are desensitized, and fear and aggressiveness trigger in them.

Ali, Zehra and, Rasheed (2013) have conducted their research on Psychological effects of viewing news channels among the adult population of Karachi. The researchers in their examination found that news seeing was specifically connected to a man's subjective conduct and henceforth profoundly influences the mental status of the watchers. Live occasions and breaking down pictures influence distinctive parts of a man's cognizance. Research was to evaluate the mental impacts of viewing news channels among the grown-up populace of Karachi. Researchers utilized cross sectional examination which was completed for a two-month term focusing on the grown-up populace of Karachi.

Study finding was news channels affect the mental wellbeing of human mind.

Aggressive and violent television programs created hype and earlier uncertain attitude in youngsters, for instant using drugs, smoking and had doing premarital sex told Davis (2006) in his research. It is further explained that violence in the TV screen affects the psychology of teenagers.

Waston (2005) conducted research on Cognitive effects of breaking news: Establishing a media frame to test audience primes. The purpose of the study was to examine the cognitive effects of breaking news on human mind. The study examined the cognitive effects of breaking news on the audience by using content analysis. It also analyzed the impact of media frames on audience.

Reis, Benevento, Olmo, Prates, Kwak, and An J., (2015) conducted their research on Breaking the News: First Impressions Matter on Online news. The purpose of the study was to observe the impact of on-line news on news consumers. Researchers concluded that on-line breaking news impact on the sentiments and sensationalism of the headline is strongly related to the attractiveness of the news and also with the dynamics of the posted comments on that particular news. It was further stated that online breaking news content psychologically affects the viewers and provide up-to-date information.

Theoretical Framework

Cultivation Theory

George Gerbner and his colleagues at Annenberg School of Communication postulated this theory. Cultivation theory served as the theoretical framework of this study. This theory classifies the audience into two categories –heavy and light viewers and heavy viewers. Heavy viewers believe more in the reality being portrayed particularly by the mass medium of television. The primary proposition of the cultivation effects on viewers are that those people who spend more time ‘living in the television world are likely to be more affected. They trust and believe in the social reality displayed in television breaking news. It may as well have psychological effects on audience behaviour and can result panic, boredom, desensitization and awareness among audience members. People give a quicker response to breaking news. It is argued that breaking news creates panic and hype among the news viewers as well as giving awareness and knowledge to audience.

Agenda Setting Theory

This study also revolves around the theory of agenda setting which states that media agenda becomes public agenda with the passage of time. Media organizations do not just passively broadcast information repeating the words of the official sources or conveying exactly the incidents of an event. They also do not select or reject the day's news in proportion to reality. Through their selection and display of the news stories, the reporters and the editors focus their attention and influence the public's perceptions of what are the most important issues of the day. Our pictures of the world are shaped and refined in the way journalists frame their news stories. This function of media is called the agenda-setting function of media (McCombs 2002). Agenda Setting is one of the most important media theories of the present times. The concept of agenda setting took its name from the idea that the mass media have the ability to carry the salience of items on their news agendas and then transfer it to the public agenda.

Research Design

The researchers chose survey method to explore the psychological effects of breaking news on the audience. General audiences of news and current affairs TV channels were the universe of the study. The researchers selected 200 audience respondents and applied technique of convenient sampling for data collection. A closed-ended questionnaire was developed for this research work which consisted of four variables - panic, boredom, desensitization and awareness. The questionnaire comprised of total 41 questions and Five Points Likert Scale was used to record the responses of the audiences.

Operationalization

Definition of Key Terms

1. Panic

“Panic is used to describe a sudden, strong feeling of anxiety or fear that prevents reasonable thought and action and may spread to influence many people” (dictionary.cambridge.org).

2. Boredom

“Boredom as a psychological state of dissatisfaction, frustration, or negativity that occurs concurrently with the neurological state of low arousal during uninteresting, monotonous, or repetitive tasks/stimuli” (Walcutt, Fiorella, Carper, Schatz, 2011. P.99).

3. Desensitization

Wolpe (1958, 1982) elaborates “Systematic desensitization is a set of procedures designed to reduce unwanted negative emotional reactions to stimuli that initially produce fear or anxiety—has been successfully used to treat fear of such things as spiders (Bandura, Reese, & Adams, 1982), snakes (Bandura & Adams, 1977), and blood (Elmore, Wildman, & WestWeld, 1980). It has been used to treat anxiety-related disorders such as post-traumatic stress (Pantalon & Motta, 1998), rape trauma (Frank, Anderson, Stewart, Dancu, & West, 1988), and nightmares (Schindler, 1980).

4. Awareness

“Awareness is a common knowledge or understanding about a societal, logical, or political issue and other numerous activities” (Gestalt therapy, 1951).

Data Analysis and Results

Data of the study was analyzed quantitatively as well as qualitatively. Quantitative method used in this research project was aimed at formation and calculation of data. The researchers displayed and described results keeping qualitative aspects of the results as well. For the purpose of cursory view and quick understanding the researchers drawn bar graphs and the percentage of responses is also shown for more clarity.

Figure 1: Time Spent on Watching News

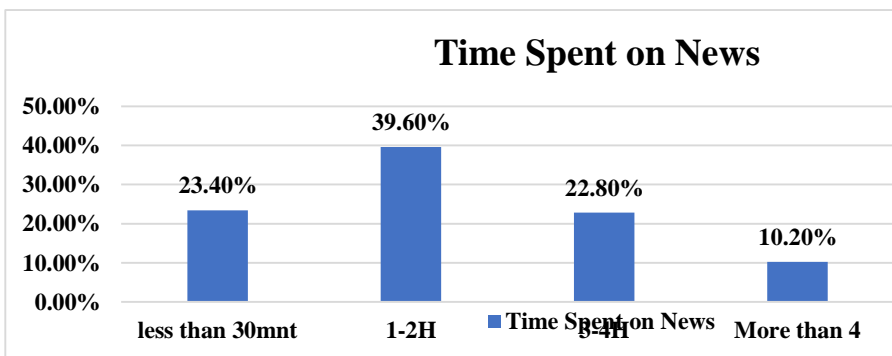


Figure 1 shows the frequency and percentage distribution of respondents for time spent on television news. Respondents were classified in four categories - these categories were less than 30 mints,

1-2 hours, 3-4 hours and more than 4 hours respectively. Majority of the respondents fall in the category of 1-2 hours as 78(39.9%), less than 30 mins 46(23.4%), 3-4 hours 45 (22.8%) and more than 4 hours 20(10.20 %) respectively. Graphic representation is as mentioned below:

Table 1: Breaking News and Panic

*Frequency distribution of questions breaking news creates panic
n=197*

Statements	Frequency of Responses				
	Strongly agree	Agree	Neutral	disagree	Strongly disagree
Breaking news effects human mind.	88(44.7)	98(49.7)	6(3.0)	5(2.5)	0(0.0)
Breaking news content creates panic.	64(32.5)	101(51.3)	21(10.7)	11(5.6)	0(0.0)
Breaking news creates uncontrollable fear after watching violence news.	45(22.8)	98(49.7)	43 (21.8)	11(5.6)	0(0.0)
People feel insecure after watching breaking news.	58(29.4)	83(42.1)	52(26.4)	2(1.0)	2(1.0)
Breaking news creates anxiety.	31(15.7)	127(64.5)	28(14.2)	11(5.6)	0(0.0)
Breaking news create panic, which effect large numbers of people.	36(18.3)	109(55.3)	39(19.8)	13(6.6)	0(0.0)
Breaking news creates violence among the viewers.	31(15.7)	86(43.7)	58(29.4)	22(11.2)	0(0.0)
Breaking news creates shock among the audience.	27(13.7)	106(53.8)	50(25.4)	14(7.1)	0(0.0)
Breaking news creates stress in the human mind.	49(24.9)	93(47.2)	49(24.9)	6(3.0)	0(0.0)
News channels create Sensationalism by not following breaking news	60(30.5)	89(45.2)	41(20.8)	4(2.0)	3(1.5)

ethics and principles.					
Breaking news cause mental illness among the viewers.	37(18.8)	91(46.2)	61(31.0)	8(4.1)	0(0.0)

Table 1 describes the results showing how much breaking news created panic amongst youngsters. It shows that 98 (49.7%) respondents agree that breaking news affects human mind and 5 (2.5%) respondents disagree that breaking news affect human mind. It is also observed that 101 (51.3%) respondents agree that breaking news creates panic overall. When anxiety related to breaking news was observed it was observed that 98 (49.7%) agree that breaking news creates uncontrollable fear among respondents and only 11 (5.6%) disagree with the statement. It was also observed that 83 (42.1%) respondents agree that people feel insecure after watching breaking news and 1% disagreed with the statement. Further, 127 (64.5%) respondents agree that breaking news creates anxiety and 11 (5.6%) disagreed with the statement. It was stated that breaking news creating panic do have effects on audiences-109 (55.3%) agreed with it and 13 (6.6%) respondents disagreed with the statement. It was observed that 106 (53.8 %) respondents agree that breaking news shock among audiences. When 93 (47.2%) audiences asked responded that breaking news causes stress in their minds. Further, it was observed that 89 (45.2%) agreed that news channels create sensationalism and only 1.5% disagreed with it. When it was stated that breaking news result illness among viewers 91 (46.2%) respondents agree that breaking news is creating illness among them.

Table No. 2: Breaking News and Boredom

Frequency distribution of questions Breaking news and boredom n=197

Statements	Frequency of Responses				
	Strongly disagree	Agree	Neutral	Disagree	Strongly agree
Breaking news repetition creates lack of interest among the	67(34.0)	97(49.2)	22(11.2)	11(5.6)	0(0.0)

viewers.					
Frequency of breaking news repetition creates lack of concentration.	41(20.8)	94(47.7)	49(24.9)	13(6.6)	0(0.0)
Wrong information of breaking news creates unreliability of news channels.	82(41.6)	70(35.5)	33(16.8)	12(6.1)	0(0.0)
Unpleasant breaking news effects the mood of viewers.	73(37.1)	80(40.6)	28(14.2)	16(8.1)	0(0.0)
Breaking news creates frustration.	82(41.6)	71(35.5)	32(16.8)	10(6.1)	2(1.0)

Table no.2 describes the results showing how much breaking news created boredom after being watched. It was found that 97 (49.2%) respondents agree that repetition of breaking news causes lack of interest in news amongst audience. When further asked, 94 (47.7%) respondents agree that repetition of breaking news results lack of concentration among respondents. 80 (40.6%) respondents were of the view that unpleasant breaking news do have affect their mood. When they were asked to rate about element of frustration because of breaking news 82 (41.6 %) disagreed with it.

Table No. 3: Breaking News and Desensitization

Frequency distribution of questions Breaking news and desensitization n=197

Statements	Frequency of Responses				
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Breaking news creates desensitization among the viewers.	48(24.4)	104(52.8)	3(20.3)	2(1.5)	2(1.0)
Breaking news creates fear of isolation.	35(17.8)	73(37.1)	76(38.6)	13(6.6)	0(0)
News anchors desensitize the viewers by repetition the breaking news time and again.	53(26.9)	76(38.6)	61(31.0)	7(3.6)	0(0)
Treatment of the news anchors with the breaking news creates violence to the society.	38(19.3)	104(52.8)	49(24.9)	6(3.0)	0(0)
Loud voice of news anchors while break the news creates panic in society.	62(31.5)	81(41.1)	44(22.3)	5(2.5)	5(2.5)
Red Colours of breaking news slide creates sensationalism among the viewers.	55(27.9)	93(47.2)	35(17.8)	12(6.1)	2(1.0)
Instant breaking news content of news channels damage the objectivity of breaking news.	45(22.8)	99(50.3)	44(22.3)	9(4.6)	0(0.0)
Breaking news damages the authenticity of news.	32(16.2)	78(39.6)	54(27.4)	31(15.7)	2(1.0)
Many times news channels label and ordinary news as breaking news.	46(23.4)	103(52.3)	41(20.8)	3(3.6)	0(0.0)

According to Table 3 the following is a summary of responses regarding breaking news and desensitization. It was observed that 104 (52.8%) respondents agree that breaking news create desensitization and only 1 % disagree with it. As far as fear of isolation is concerned majority 76 (38.6%) expressed a neutral response and 73 (37.1%)

agreed that breaking news create fear of isolation among respondents. When asked about correlation of desensitization by repetitive coverage by anchorpersons 76 (38.6%) respondents agreed with it and 7 (3.6%) disagreed with it. It was further found that the way news anchor treat breaking news results in violence in the society and 104 (52.8%) respondents and 6 (3%) disagreed with it. Anchors were also asked about the loud voice of anchors and 81 (41.1%) respondents agreed that it resulted in panic while 5 (2.5%) disagreed with it. Further, 93 (47.2%) respondents agreed that red colors of news slides causes sensationalism among viewers and 12 (6.1%) respondents disagreed. It was found that 99 (50.3%) respondents agree that contents of breaking news damage the objectivity of news and 9 (4.6%) respondents disagreed with it. When further asked 78 (39.6%) agreed that breaking news damages authenticity of news. 103 (52.3%) respondents agreed that many times news channels label ordinary news as a breaking news.

Table No. 4: Breaking News and Awareness

Frequency distribution of Breaking news and awareness n=197

Statements	Frequency of Responses				
	Strongly disagree	disagree	Neutral	Agree	Strongly agree
Breaking news creates awareness among the viewers.	71(36.0)	90(45.7)	18(9.1)	16(8.1)	2(1.0)
Breaking news highlights the important issue.	54(27.4)	99(50.3)	28(14.2)	16(8.1)	3(0.0)
Breaking news educates the people.	45(22.8)	72(36.5)	50(25.4)	27(13.7)	3(1.5)
Breaking news grabs more attention about the important news and events.	51(25.9)	100(50.8)	30(15.2)	13(6.6)	0(1.5)
Breaking news builds public opinion.	42(21.3)	93(47.2)	38(19.3)	24(12.2)	0(0.0)
Breaking news guides about early precautions of happenings.	34(17.3)	95(48.2)	40(20.3)	26(13.2)	2(1.0)
Breaking news improves the knowledge of the viewers.	55(27.9)	78(39.6)	33(16.8)	21(10.7)	10(5.1)

The above Table 4 deals with the concept that how breaking news creates awareness amongst its viewers. The first general statement is “breaking news creates awareness amongst its viewers.” When 90 (45.7%) respondents asked disagreed with the statement and only 16 (8.1%) agreed with the statement. While 99 (50.3%) disagree that breaking news highlights important issues and only 16 (8.1%) agree with this statement. When asked about whether breaking news educates the people 72 (36.5%) disagreed with it and only 27(13.7%) agreed with the statement. Further 100 (50.8%) respondents disagree that breaking news grabs more attention about important news and events and only 13 (6.6%) respondents agreed with it. Overall 93 (47.2%) viewers disagreed that breaking news builds public opinion and 24 (12.2%) respondents agreed with this. 95 (48.2%) disagreed that breaking news guides about early precautions of happenings and 26 (13.2%) disagreed with the statement. The statement “breaking news improves the knowledge of the viewers.” was disagreed by 78 (39.6%) respondents and 21 (10.7%) disagreed with it.

Table No. 5: Gender and its Relation with Panic

Variable gender and its relation with panic N = 197

Gender	Panic n (%)			df	P.value
	Low(n=45)	Medium(n=50)	High(n=102)		
Male	26(25.0%)	26(25.0%)	23(22.1%)	4	.021*
Female	19(20.4%)	19(20.4%)	47(50.5%)		

* $p < 0.05$, ** $p < 0.001$, *** $p < 0.001$

The above table presents the cross-tabulation of gender and panic created by breaking news. It shows that there is significance between panic and gender as $p\text{-value} = .021 < .05$ when level of confidence is .95%. The effect of breaking news is more on men than women.

Table No. 6: Relationship between Breaking News and Qualification

Relationship between breaking news and qualification N = 197

Independent Variable	Beta	Standard Err.	Adj. R square	P. value
Panic	.013*	.982	-0.005	<0.000*
F	.034			

* $p < 0.05$, ** $p < 0.001$, *** $p < 0.001$

The above tables indicate the effect of breaking news on educated youth and panic created by breaking news measured by a regression coefficient (beta). Beta was used to determine whether breaking news has a controlling effect on youth's psyche. The result shows that coefficient is 0.013. The standardized regression coefficient (beta) value is 0.013* and P-value is $0.000 < 0.05$, it shows that qualification creates a strong effect on the overall psyche of students.

Table No. 6: Effect of Breaking News on Boredom

Effect of breaking news on boredom N = 197

Gender	Boredom n(%)			df	P. value
	Low(n=42)	Medium(n=52)	High(n=103)		
Male	23(22.2%)	31(29.8%)	50(48.0%)	1	0.225
Female	19(20.4%)	21(22.6%)	53(57.0%)		

* $p < 0.05$, ** $p < 0.001$, *** $p < 0.001$

Analysis of the above data reflects that there is no significance between gender and boredom because $p\text{-value} = .225 > .05$ when the level of confidence is .95%. If we look at the high response column, it shows a minor difference i.e. difference of only 3 responses. It can be concluded from above results that both gender i.e. males and females equally get bored from the extensive breaking news.

Table No.7: Breaking News and Desensitization

Breaking news and desensitization N = 197

Gender	Desensitization			df	P. value
	Low(n=32)	Medium(n=60)	High(n=105)		
Male	21(20.1%)	36(34.6%)	47(45.0%)	1	$< 0.021^*$
Female	11(11.8%)	24(25.8%)	58(62.4%)		

* $p < 0.05$, ** $p < 0.001$, *** $p < 0.001$

In this table, contrary to above one, there is a significance between breaking news and desensitization as the $p\text{-value} = 0.021 < 0.05$

when level of confidence is .95%. There is a huge difference in both medium and high range response of males and females. Female respondents highly agree that breaking news create desensitization than males i.e. 58 and 47 respectively.

Table No.8: Breaking News and Awareness

Breaking news and awareness N = 197

Gender	Low(n=32)	Awareness	High(n=105)	df	P. value
		n(%) Medium(n=60)			
Male	19(18.2%)	28(26.9%)	57(54.8%)	1	<0.006**
Female	14(15.0%)	23(24.8%)	56(60.2%)		

* $p < 0.05$, ** $p < 0.001$, *** $p < 0.00$

Table no. 8 reflects that there is a high significance between gender and awareness created by breaking news because of $p\text{-value} = 0.006^{**} < 0.05$ when the level of confidence is .95%. It shows very strong effect. If we look at high response column, it shows a minor difference i.e. difference of only 1 responses. It can be concluded from above results that both gender i.e. males and females equally agreed that breaking news create awareness because $p\text{-value}$ is $0.006^{**} < 0.05$.

Conclusion

The aim of this study was to find out psychological impact of breaking news on the viewers. News had a positive as well as negative effects on the audience. In the present study, it is concluded that breaking news created panic, fear, insecurity, anxiety, violence, shocks and stress among audience. These were all the negative effects. The positive effects of the breaking news were to create the awareness and educate the people about current issues domestically and globally. The overall psychological effects of breaking news were the creation of mental disorder among the audience, alongside making them frustrated. The intellectual thinking ability of the audience was also affected negatively by the breaking news. Sensationalisation was an important element of the breaking news which had a lasting influence on the

minds of the on TV audiences. There were no appropriate manners for delivering breaking news. The channels make the breaking news just to create for sensation.

Research findings also showed that breaking news on news channels screen has affected the audience's mental health, created psychological problems and even social behavior disorders in a whole generation. Breaking news on television had changed the attitude and even the behaviour of audience and also created fear, panic, frustration, anxiety and depression among them. Sometimes people wanted to watch such things in the news because they were more interested in sensationalization and wanted a catharsis of their worries in our life.

It was observed that after watching violent and sensational breaking news, the audience had developed negative behavior in individual life. They felt depressive, fear with terror, conflict, panic and aggressive behavior with others. These things had affected the audience's mind, converting a positive attitude toward negative behaviour. The researchers are of the view that the concern bodies should take notice of the negative effects of breaking news on channels. The Pakistan Electronic Media Regulatory authority (PEMRA) should device guide lines and standard operating procedure to regulate on TV Channels and stopped them from spreading sensation and anxiety.

The results support the theories of Cultivation and Agenda Setting because they support the basic assumptions of the two theories. As per the assumption of the Cultivation theory, it has been found that television viewers are heavily influenced by media messages and they take media messages as of the real world happenings. The findings are also in line with the assumptions of the Agenda Setting theory that media agenda becomes public agenda with the passage of time. The respondents of the study verified the assumptions of the agenda setting theory as well.

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