AUDIENCE STUDY OF MALE PARENTING OBSERVATIONAL
REALITY TV SHOWS: A CASE STUDY OF
"DADDY'S HOME"

BY

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Abstract

The purpose of this study is to analyze the socio-economic characteristics of the audience who watched the reality TV show "Daddy's Home", and to explore the relationship between the audience's exposure, perceptions, attitudes and behaviors towards male parenting. The sample size of this study is 400 Chinese individuals aged 18-45 who have watched the reality TV show "Daddy's Home." The research employed a survey research design using quantitative methodology, with a questionnaire as the instrument for data collection.

As for the results of the study: 1) The socio-economic characteristics of the audience for the male parenting observational reality TV show "Daddy's Home" reveal that the number of female viewers is higher than that of male viewers. The majority of the audience is aged 26-35 years, usually holds a bachelor's degree, works as corporate employees, has an average monthly income of 5001-10000 RMB, is married, and has at least one child in the family. 2) There is no significant difference between the socio-economic characteristics of the audience and the frequency of media exposure. The frequency of audience media exposure positively influences audience perceptions, attitudes, and behaviors toward male parenting. The level of audience perceptions of male parenting positively affects the level of their attitudes and behaviors. The level of audience attitudes of male parenting positively affects their level of behavior. The level of audience attitudes toward male parenting mediates the level of perceptions and behaviors.

(Total 102 pages)

Keywords:Audience Study, Media Exposure, ObservationalReality TV Shows, Male
Parenting

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Chapter 1

Introduction

1.1 Background of Study

In China, about half of the adults believe that fathers should focus on financial support in the family and mothers should focus on daily care (Yang, 2014). "Father earns money, mother takes care of children" has become the classic family model in modern Chinese society, which has led to the absence of fathers in children's development. However, under the various policy measures of the Chinese government, Chinese women are also beginning to enter the job market. In 2021, China liberalized the three-child policy, which means the number of multi-child families is increasing, and the traditional division of family roles and parenting patterns in China is also changing. According to the fourth survey report on the social status of Chinese women, 43.5% of women and 56.5% of men of working age are employed, and nearly 70% of women are in employment. This means that more and more women are no longer limiting their functions to within the family. As a result, the division of roles within the family and childcare patterns need to be redefined. In this process, men have begun to actively or passively adjust their role perceptions and increase their time investment in the family or childcare, and some men have chosen to stay home full-time to raise children. However, China's traditional childcare model and division of labor in the family are still so entrenched that there are relatively few cases where men are involved in full-time childcare, and there are also social stereotypes about men's full-time childcare. In order for more people to understand the importance of full-time male parenting and the role of fathers in parenting and to have a channel to learn professional parenting knowledge and experience, male parenting observational reality TV shows were born.

Observational reality TV shows are a new form of program introduced from abroad that adds the setting of "observation" based on the original reality TV shows. The show is recorded in a studio, combining the "reality TV show" outside the studio with the "observation" inside the studio, and then presented to the audience together. Observational reality TV shows allow the audience to follow the members of the Observer Corps to think outside the box and gain a deeper understanding of the impact of the show. Against the backdrop of the current state of Chinese society, a new type of observational field has been born: male full-time parenting observational reality TV shows. The genre takes male parenting as the focus of observation and cuts the camera into male parenting and family division of labor in the context of contemporary China, gaining the attention of viewers with its unique perspective and the social nature of the topics explored. As China's first full-time male parenting observational reality TV show, "Daddy's Home" brings the topic of male parenting to the screen for the first time, presenting the importance of male roles in family education, problems in parenting, and division of labor in the family in a realistic manner, and conveying professional and valuable knowledge and views on parenting.

In summary, in this context, it is worthwhile to examine the socio-economic characteristics of audiences who watch the parenting observation reality TV show and whether the genre has an impact on audiences' perception, attitude, and behavior in male parenting.

1.2 Significance of Study

1.2.1 Theoretical Significance

There is less literature in China on male parenting concepts than in other fields, and most of the research is conducted from the perspective of the show, such as the show's communication strategy, narrative structure, etc. This paper attempts to break through the limitations of media-centrism and to study audience perceptions, attitudes, and behaviors of male parenting from an audience perspective. First, by investigating

the audience's socio-economic characteristics and frequency of media exposure, and exploring whether the level of media exposure varies depending on the audience's socio-economic characteristics. Second, based on media exposure, it analyzes whether different levels of media exposure will have an impact on audiences' perceptions, attitudes, and behaviors about male parenting. Finally, to analyze the influential relationship among audiences' perceptions, attitudes, and behaviors about male parenting. This study comprehensively examines the relationship among the perceptions, attitudes, and behaviors of the audience affected by the reality TV show "Daddy's Home" and provides some references for future research.

1.2.2 Practical Significance

In 2021, China made a new move in its fertility policy, which allows a couple to have three children. This means that under this policy, society needs men to be better involved in family childcare, and the importance of fathers in the development of children is self-evident. The active participation of fathers in childcare activities helps to build a closer relationship between parents and children, and sharing the burden of family childcare with mothers contributes to the emotional stability of the couple. Currently, people want to call on society to abandon the traditional gender division of labor and increase fathers' active participation in childcare. As a male parenting observational reality TV show, "Daddy's Home" takes male full-time parenting as its starting point, and shows the process of male full-time childcare to viewers in the form of reality TV shows, which has a great degree of authenticity and sociability, and provides a reference for full-time fathers and families with many children in the context of contemporary Chinese society. The show provides ideas for Chinese families to solve common parenting problems, eases the stereotypical image of full-time parents in contemporary society, and also provides new ideas for the division of childcare in Chinese families. Therefore, taking the "Daddy's Home" reality TV show as an example, it is of practical significance to study the impact of this type of program on the audience.

1.3 Research Objectives

The overall objective of this study is to use Daddy's Home as an example, analyze the socio-economic characteristics of the audience who watched the show, and examine the relationship between the impact of a parenting observational reality TV show on the audience exposure, perceptions, attitudes, and behaviors toward male parenting. The specific objectives are as follows:

1.3.1 Research the socio-economic characteristics of audiences who watched male parenting observational reality TV show "Daddy's Home".

1.3.2 Explore the influential relationship between media exposure, perceptions, attitudes, and behaviors of audiences watched the reality TV show "Daddy's Home" regarding male parenting.

1.4 Research Questions

The specific questions are as follows:

1.4.1 What are the socio-economic characteristics of the audience who watched the male parenting observational reality TV show "Daddy's Home"?

1.4.2 What are the influential relationships between media exposure, audience perceptions, attitudes, and behaviors of male parenting after watching the reality TV show "Daddy's Home"?

1.5 Scope of Study

To provide a more accurate discussion, this study will be conducted among a random sample of Chinese people aged 18-45. According to the relevant audience analysis of the show, the audience of "Daddy's Home" reality TV show is mainly concentrated in the age group of 19-24 years old, and most of them are female viewers. However, to explore the influence of male parenting observational reality TV shows on viewers of different ages, the scope of the study was revised to 18-45 years old,

which is also consistent with the audience groups of the show, such as newlyweds and families with many children.

1.6 Definition of Terms

The definition of some important terms in this research are listed as follows:

Audience Study

Audience study refers to the study of the impact of observational reality TV show on the audience's perception, attitude, and behavior of male parenting, taking " Daddy's Home" reality TV show as a case study. Audience study is conducted from media exposure, audience perception, audience attitude, and audience behavior.

Media Exposure

Media exposure refers to the amount and type of content of the "Daddy's Home" reality TV show to which the individual audience is exposed, either directly or indirectly. It is measured by surveying the number of times (frequency) that the audience has watched the "Daddy's Home" reality TV show.

Audience Perceptions

Audience perception refers to the way audiences interpret and understand the concepts of male parenting presented to them. Audience perception of male parenting after watching the reality TV show "Daddy's Home" are investigated by designing a questionnaire with questions and a five-point rating scale (strongly agree, agree, neither agree nor disagree, disagree, strongly disagree).

Audience Attitudes

Audience attitude refers to a series of emotions and beliefs of the audience towards the concept of male parenting conveyed by the reality TV show "Daddy's Home". The questions in the questionnaire are designed and combined with a five-level rating scale (strongly agree, agree, neither agree nor disagree, disagree, strongly disagree) to investigate the audience's attitudes toward male parenting after watching the "Daddy's Home" reality TV show.

Audience Behaviors

Audience behavior refers to the changes in male parenting behaviors of the audience after watching the reality TV show "Daddy's Home" due to the influence of the show on themselves or the people around them. The questions in the questionnaire are designed and combined with a five-level rating scale (strongly agree, agree, neither agree nor disagree, disagree, strongly disagree) to investigate the audience's behavior toward male parenting after watching the "Daddy's Home" reality TV show.

Male Parenting

The traditional division of labor in China is that the male is responsible for earning money outside the home and the female is responsible for raising children at home. Therefore, the role of the male as a father is relatively absent in the child-rearing process. As China and society gradually pay more attention to the issue of fatherhood, male participation in childcare has begun, and more and more males are joining in raising children at home, at this stage, the entire Chinese social system is beginning to try to adjust the pattern of childcare and the division of labor in the family.

Observational Reality Shows

Observational reality TV shows refer to the production of reality TV shows by setting up an observation room, combining the act of observation with the recording of the real scene, and establishing a connection between the observer and the observed. Male parenting observational reality TV shows are a new reality TV show genre that has only emerged in recent years.

"Daddy's Home"

"Daddy's Home" is a male, full-time parenting observation reality show from China's Mango TV, it is divided into "Daddy's Home Season 1" and "Daddy's Home Season 2".

1.7 Advantage of Study

The advantages of this study are firstly reflected in the selection of research perspectives. Among the existing related studies on observational reality TV shows in China, most of them are studies on observational reality TV shows, while there are fewer studies from the audience perspective. After collating the relevant literature, the existing studies on observational reality TV shows mainly focus on the shows themselves, such as analyzing the textual content, narrative structure, and other perspectives of the shows, and there is a relative lack of relevant studies on the audience, which is the foothold of the shows, so it is of great significance to study this type of shows from the perspective of the audience.

The second advantage is reflected in the research theory. After organizing the related literature, most of the existing researches adopt research theories such as the use and satisfaction theory to study the audience's needs. This study is based on media exposure, and examining the frequency of media exposure of the audience will help the study to understand the extent of the impact of different levels of exposure on the

audience, and can more effectively examine the impact of the frequency of media exposure on the audience's perceptions, attitudes, and behaviors towards male parenting, as well as the relationship of the impact of the audience's perceptions, attitudes, and behaviors about male parenting.

Chapter 2

Concepts and Literature Review

In the audience study of parenting observational reality TV shows, the researcher reviewed concepts and related research as follows:

2.1 Concept of Media Exposure

2.2 Concepts of Audience Perceptions, Audience Attitudes and Audience Behaviors

2.3 Concepts of Observational Reality TV Shows and Chinese Family and Parenting

2.4 Information of "Daddy's Home" Reality TV Show

2.5 Related Literature Reviews

2.1 Concept of Media Exposure

Media exposure refers to the amount and type of media content that an individual is exposed to, directly or indirectly. This may include television shows, movies, social media, news stories, advertisements, etc. (de Vreese & Neijens, 2016). Media can shape an individual's perception of reality, influence their behavior, and provide information and entertainment that have a significant impact on their daily lives.

In most media use studies, media exposure is typically measured by asking respondents how many times (usually within a week) they use a particular media (Hollander, 2006). Hollander (2006) noted that audiences were proactive rather than passive because media users preferred to deliberately choose certain information over other information and retain certain information while forgetting other information. Hollander continued to assert that audiences would prefer to choose information based on their own attitudes to protect the integrity of their belief structures. On the other

hand, audiences prefer certain media to get the information they are interested in and ignore other media. Hoffmann's (2006) findings show that people like to be exposed to different media content repeatedly. It is worth noting that duplicate contact can occur on any medium. Furthermore, Hoffmann (2006) also noted that repeated exposure often occurs on permanent media (books, CDs, DVDs) and media that are easy to record or reproduce (TV). In addition, radio, theater, and comic books are also considered to be suitable for duplication.

A study on the potential of media exposure to influence young children's language development explored the relationship between the level of media exposure of 2- to 4-year-olds and their receptive vocabulary, as well as whether parental education and attitudes toward television on learning were beneficial or harmful or had no effect, and whether they mediated the link between children's media exposure and receptive vocabulary. The results of the study showed that book reading was positively related to receptive vocabulary, background television was negatively related to receptive vocabulary, and exposure to child-centered, front-channel television programming was not related to receptive vocabulary. Parental attitudes largely moderated the positive correlation between book reading and receptive vocabulary. In contrast, parental education played a significant negative moderating role between background television and receptive vocabulary (Schlesinger, Flynn, & Richert, 2019).

Studies by Zahra, Baig, and Hassan (2021) have shown that media exposure has a major influence on the perception of child psychology by parents. The study selected aggressive behavior and self-concept as parameters of child psychology and analyzed the role of the mother's educational level and career in the integrated regulation of the relationship between media exposure and the child's psychology. The results showed that the educational level of the mother played a positive role in regulating the relationship between media exposure and self-concept, while the mother's occupation did not. The mother's educational level has a negative adjustment effect on the relationship between media exposure and child aggression, while the maternal profession has a positive adjustment effect on that relationship. A study

conducted by Slater and Tiggerman (2015) found that access to magazines and social networks was independently linked to female adolescent self-incorporation. The findings show that television exposure and time spent on the Internet in general are associated with self-materialization. According to the study, self-materialization may also be reflected in the audience's "father at home." The audience may materialize by looking at the way they raise children and by changing the division of child-rearing roles in the family. Yanshu and Guo (2014) found that youth participation in fashion clothing was closely linked to fashion media exposure. The study also found that people interested in reading fashion magazines may also visit fashion websites frequently. Therefore, it has been demonstrated that other types of media content, including reality shows, promote certain behaviors in people who are exposed to them repeatedly. Furthermore, a study by scholar Pardun (2005) showed that individual sex media consumption was closely linked to their sexual experiences and sexual intentions. It can be seen that media exposure is the main cause of certain repetitive social behavior manifestations.

Therefore, it can be argued that the concept of media exposure can be applied to expand on whether audiences' perceptions, attitudes, and behaviors towards male parenting are affected by repeated exposure to the reality TV show "Daddy's Home." Regular audiences of the reality TV show "Daddy's Home" may focus on how the fathers in the four families care for the children without the help of the mothers. In addition, regular audiences are likely to pay attention to male reactions to parenting, to the conflicts or problems of male parenting alone, to analyze how male involvement in family parenting helps, and to incorporate these concerns into their own future parenting practices.

2.2 Concepts of Audience Perceptions, Audience Attitudes and Audience Behaviors

Audience Perception is how audiences interpret and understand the information presented to them. It is influenced by factors such as credibility, trust,

selective exposure, stereotypes, and emotional appeal. Audience attitude is the set of emotions, beliefs, and experiences that audiences have about a particular topic. It affects how audiences perceive information and can influence their behavior toward a topic or brand. Audience behavior is the attitude that influences the audience's behavior towards a brand or category. Audience behavior is influenced by their perceptions, attitudes, and other factors such as demographics, psychographics, and socio-economic status (Harris, 2017). Audience perception, attitude, and behavior are interrelated concepts. These concepts are intricately related to each other and can influence each other in various ways. For example, audience attitudes toward a particular topic affect their perception of information related to that topic, which in turn affects their behavior toward that topic (Liao, 2023).

In some past studies, researchers have connected people's perceptions, attitudes and behaviors. For example, in the study "Determining Perceptions, Attitudes and Behavior towards Social Network Site Advertising in a Three-country Context" study (Wiese & Akareem, 2020), it was empirically demonstrated that there is a relationship between users' perceptions, attitudes and behaviors towards social media advertising. The study also explored the online factors that influence consumers' perceptions and attitudes towards social media advertising. The results of the study showed a significant positive correlation between perceived interactivity and attitudes toward social media advertisements, as well as a positive correlation between credibility and attitudes toward these advertisements. Paredes, Cantu, and Graf (2013) explored the effects of reality TV as well as the alcohol-related perceptions and behaviors of Hispanic college students in their study. The study utilized Hispanic Alcohol Use and Reality Television (HAURT) and surveyed 286 Hispanic college students at a Southwestern university. The majority of participants agreed that reality TV shows encouraged college students to drink alcohol, and the vast majority agreed that reality TV shows portrayed drinking as glamorous, while few recognized any portrayal of negative consequences.

Some other studies also investigated the perception, attitude and behavior of people in different fields about different things. Sum Chau and Ngai (2010) in their study investigated the perception, attitude and behavior of the youth market towards online banking services. The study found that young people between the ages of 16 and 29 have higher positive perceptions and behavioral intentions towards online banking services compared to other user groups. This study also proved that there is a link between perceptions, attitudes and behaviors. Similarly, another study found that residents' perceptions of the positive economic and cultural impacts of tourism affect not only their attitudes towards tourism but also their attitudes towards tourists. This study aimed to explain how residents' perceptions of the impact of tourism on their neighborhoods affect not only their attitudes toward tourism but also their attitudes toward tourists. The study found that both attitudes influence behavioral support for tourism (Eisend, 2006).

In conclusion, this study to explore the impact of "Daddy's Home" reality TV show on the audience's perception, attitude and behavior aspects of male parenting, in which audience perception as the audience's own perception and understanding of male parenting, which will have an impact on the audience's attitudes and behaviors towards male parenting, and at the same time, the audience's attitudes towards male parenting have a significant impact on the audience's own perception and attitude play a mediating role.

2.3 Concepts of Observational Reality TV Shows and Chinese Family and Parenting

2.3.1 Reality TV Shows

Foreign interpretation of the definition of reality television. A reality show is a type of television program, generally referring to the medium of television media, which documents real-life scenarios that are allegedly unscripted, usually featuring unfamiliar people rather than professional actors. China's explanation of the definition

of reality TV. At present, there is no standardized definition of a reality TV show, which mostly refers to a TV game show in which ordinary people make their own actions in a specified situation, according to predetermined rules of the game, and for a clear purpose, and at the same time are recorded and made into a TV program, and also refers to a TV competitive game show in which rules are formulated by the producer, and in which ordinary people take part and are recorded and broadcasted.

Foreign scholars' research on reality TV mainly focuses on program text, audience, and social significance. Murray and Ouellette 's (2009) Reality TV: Remaking Television Culture collects several scholars' research papers from different fields and analyzes the impact of reality TV on society in political, economic, and cultural aspects. Divina Frau-Meigs in Big Brother and Reality TV in Europe: Towards a Theory of Situated Acculturation by the Media (2009) analyzes the impact of reality TV on society in terms of political, economic, and cultural aspects. Acculturation by the Media" analyzes the exemplary effect of Big Brother on European reality TV programs from the perspective of cross-cultural communication, and the author believes that reality TV programs influence the social values of various countries in the process of communication. Foreign scholars tend to study the effects of reality TV program types and discuss the impact of reality TV on audiences, media, and society in the TV media.

Chinese research on reality TV focuses on the overall program form and aesthetic culture of reality TV. In the study of reality TV typology research, scholars all categorize reality TV differently. Entertainment Cyclone - Recognizing Reality TV by scholars Yin, Ran, and Lu (2006) is the first work on reality TV in China. The authors broadly categorized reality TV into outdoor survival, outdoor marriage, outdoor workplace, role replacement, outdoor parenting, outdoor competition, and outdoor tourism, etc. Their analysis of the dynamics of reality TV program development, content characteristics, and elements of the program provided a framework for subsequent research. In his Review of TV Reality Shows, Huang (2010) categorized reality shows into performance, dating, survival, indoor, workplace,

education, entertainment, cosmetic surgery, decoration, public welfare, role swapping, and gender issues based on the content of the programs.

In the theoretical study of the aesthetic mechanism of reality TV, Zhang's (2018) Mirroring Mutualization and Interaction: a Study of Chinese TV Reality Shows starts from the perspective of interaction, and conducts a multi-dimensional study of the communication form, aesthetic psychological construction From the perspective of interaction, the study examines the communication pattern, aesthetic psychological construction and social function of TV reality shows. The author points out that real-life human relationships, as well as human-object relationships, are mirrored in reality TV programs, and that reality TV programs construct a deep aesthetic mechanism under the representation of the production mechanism, which provides a kind of reference and reflection for the study of the motives and operation laws behind the phenomenon of reality TV programs. Wang, in his book Reality TV: Television Rituals and Aesthetic Illusions, discusses how reality TV can be used as a means of communication and as a means of social functioning, and how it can be utilized as a means of social functioning. Wang in Reality TV: Television Rituals and Aesthetic Illusions calls reality TV a metaphor for reality and illusion. The author studies television rituals and aesthetic illusions in reality TV from an aesthetic perspective, analyzing the specific rituals in the program and summarizing the functions of the rituals. The aesthetic illusions of reality TV have three different levels, and in the exploration of the mechanisms of aesthetic illusions, the author specifically analyzes the native desire for the illusion, the misreperception of the subject, and the utility of mirror conversion.

2.3.2 Observational Reality TV Shows

About the definition of observational reality TV shows. Zheng and Zhang (2019) concluded in their research that observational reality TV shows refer to the combination of the act of observing with the recording of the real scene in reality TV shows by setting up an observation room to establish a connection between the

observer and the observed. In terms of the form of observation, an observation room is set up in the show, and the act of observation is brought into the show to distinguish the two scenes. Through the act of "observation", the "first scene" of the event or character performance and the "second scene" of the studio are combined. Without being interfered with by the script or the camera, the subject of the first scene relies on the theme of the show and the purpose of the observation to know his or her own identity as the subject of the observation and to truly present his or her state of life and emotional state. The second scene centers around the first scene to carry out the observation behavior, the observer watches the video of the first scene that has been recorded in the studio and carries out independent discussion and analysis of the plot in the video, and the topic comes from the reality and returns to the reality. From the form of observation, it can be seen that the main body of observation is the members of the observation team in the observation room, the object of observation is the first scene to show the real life of the observed, and the content of observation is the first scene of the life of the observed object. Observational reality TV shows bring the behavior of "observation" independently to the TV screen, through the studio observation link, letting the audience and observers observe the daily language and behavior of the show subject, to deepen the audience's knowledge of the guest's attitude and emotion, forming a mode of multiple observation. Observational reality TV shows entered China relatively late, and are still a relatively new type of show. The research on such shows is mostly in the field of marriage dating, and workplace employment, and the perspective of the research mainly focuses on the narrative characteristics of the show, the reasons for its success, and the research on the audience.

About the overall study of observational reality TV shows. Huo (2021) in "Research on Observation Variety Shows in China" takes the observation variety shows broadcasted in recent years as the object of research, outlines the background of the era in which observation variety shows appeared, sorts out the history of development, and explores the reasons for the development, and so on. Through the qualitative research method of organizing the information of each show and analyzing

the typical cases in the show, the overall overview of observation variety shows is described from a macro perspective, which provides a more detailed introduction to the field of China's current observation variety shows.

About the study on the characteristics of observational reality TV shows. Li (2018) summarized three features of his case show in his study: 1) "Peeping" into the life of celebrities, triggering emotional resonance. 2) Gathering realistic subjects and returning to real life. 3) Zheng and Zhang (2019) analyzed the creative characteristics of observational reality TV shows from the perspectives of observing subject and observing mode, explored how this type of show builds deep-level content and clarified "observational TV shows" and "observational TV shows". It also clarifies the difference between "observation" and " peeping", and advocates that the show should use observation to guide viewers to look at themselves instead of turning into a "collective peeping".

About the audience research of observational reality TV shows. The development process of the show is related to the receptive psychology of the audience, and the audience research helps to recognize the demand orientation and changes of the show. Sun (2019) discusses the socio-culturological significance of the show from the perspective of the audience in his study. The studio perspective forms a new space of expression that enables the audience to pay attention to society and to examine the self, and the show satisfies the audience's need to watch and thus builds up a positive audience. Wang (2019) analyzes the psychology of the audience groups oriented to observational reality TV shows from the aspects of media and audience in his study and argues that the show caters to the cognitive and emotional needs of the audience at the media level, and also satisfies the psychological needs of cultural consumption at the audience level. Scholars propose that observational reality TV shows need to construct meaning for the symbols of the show and connect the psychological needs of the show and the audience through the symbols.

To sum up, at present, the development time of Chinese observational reality TV shows is relatively short, the number of academic papers is relatively small compared to other types of reality TV shows, the angle is fragmented, and there are relatively few studies related to parenting observational reality TV shows. Qiang (2023) used Lacan's mirror theory to analyze the observational subjects in the parenting observational reality TV show "Daddy's Home" as a case study and analyzed the observational subjects in the show. They discuss the content construction of parenting observational reality TV shows. Zhou and Wu (2022) explore the practice of family division of labor model in parenting observational reality TV shows through men's participation in parenting based on social learning theory. The scholars suggest that the social environment and the general lack of experience in parenting multiple children are important reasons for the low willingness of young parents to form "multi-child" families. There are also social stereotypes about men's involvement in childcare. Observational reality TV shows try to explore the new role positioning and role identity of family members in a multi-child family through the design of bystander third-party observation, reflexive self-observation, and multiple evaluation mechanisms, to enhance the sense of self-efficacy of the participants in parenting.

2.3.3 Chinese Family and Parenting

Around the end of the Neolithic period, China gradually moved from a matrilineal to a patrilineal society. The patriarchal society established the hegemonic position of men in the external world, but the strong checks and balances of the primitive mother-worshiping culture forced the patriarchal society to cede the actual rule of the "family" to women. The symbol of this is the traditional Chinese concept of "the man is in charge of the outside, the woman is in charge of the inside," meaning that in the traditional Chinese family division of labor, the man is mainly responsible for earning money to support the family, and the woman is at home to raise children. This traditional social division of labor makes the role of the father gradually "fade out" of the family, either unconsciously or consciously. Although the traditional division of child-rearing functions in Chinese families has changed as Chinese society

deprecates the idea of "valuing men over women" and promotes the idea of "gender equality," and fathers are gradually involved in child-rearing, the traditional division of labor between parents is still retained for the most part. However, the traditional division of labor between parents is still mostly retained. Women are significantly more likely to be the primary caregivers than men, and during the infant and toddler years, it is often the women who quit their jobs or leave their jobs without pay to do the bulk of the housework and childcare. When men share childcare responsibilities, they follow the traditional Chinese family division of childcare roles more closely, and life care is still female-dominated. The absence of men in family education has become a common phenomenon in Chinese society, with fathers often absent from home and mothers taking care of the family's affairs.

In 2021, the Decision of the Central Committee of the Communist Party of China and the State Council on Optimizing Reproductive Policies to Promote Long-Term Balanced Development of the Population was announced, calling for "the implementation of the policy that a couple may have three children, the abolition of constraints such as social rearing fees and the clearing up and repealing of relevant penalty provisions, and the complementary implementation of active reproductive support measures." With the implementation of this policy, there has been an increase in the number of families with more than one child, and the traditional division of childcare in Chinese families has changed. However, due to the deeply rooted concept of the traditional division of childcare functions in Chinese families, Chinese society still has a stereotypical view of male childcare, making it difficult for men who have joined the family to participate in childcare and still face greater social pressure to do so. At the same time, it is difficult for full-time fathers to participate in female-dominated full-time parenting groups and networks, and they are isolated from the social support system. In the face of these problems, the Chinese social system as a whole has begun to try to reorganize the roles of family parenting and reconceptualize family relationships.

Against the backdrop of China's birth policy adjustment, observational reality TV shows have broadened their topics and focused on the division of roles and structure of family childcare in the new era, resulting in the emergence of parenting observational reality TV shows. By presenting the real-life problems of ordinary families with multiple children, observational reality TV shows provide ideas and methods for Chinese families to solve common parenting problems, reduce the anxiety and pressure of young parents, alleviate the stereotypical image of full-time fathers in society, and provide new ideas for the division of roles in childcare in Chinese families.

There is relatively little research on male parenting in China. Jiang (2019) argues that fathers have an important influence on all aspects of young children's development, that fathers and mothers do not have the same influence on young children, and that the role of fathers has a unique role and is irreplaceable. The development of young children needs the companionship and teaching of fathers, but the reality of father involvement in parenting is deficient. Therefore, a study was conducted on father involvement in early childhood family education, covering the concept of father involvement, the function of father involvement, and how to scientifically and effectively carry out father involvement, examining the current situation of father involvement in early childhood families, and proposing suggestions and measures to improve the level of father involvement in early childhood families. Family countermeasures were studied. The current situation of fathers' involvement in their children's family education is not optimistic; very few fathers accompany their children, the distance between fathers and children is drawn apart, and many problems arise in getting along. He conducted a questionnaire survey in terms of the father's involvement time, the father's parenting expectations, the father's parenting activity tendency, and the mother's support for the father's involvement in parenting. He found that the lack of a father's involvement has a significant impact on the growth of infants and toddlers, the father's own growth, the family's happiness, etc. Liu (2023) conducted a study on the narrative construction and meaning presentation of short videos on male parenting. He argued that in the traditional Chinese family gender

division of labor, the role of men as fathers is relatively absent in the child-rearing process. With the gradual attention of the state and society to the issue of fatherhood, men have begun to participate in parenting, and there are even some men who actively engage in individual fatherhood practices and record them for posting on social media. The article studies the narrative construction of male parenting short videos from the perspectives of internal storytelling and external discourse and analyzes the meaning presentation of such videos. After organizing the related literature, it was found that most of them are based on the study of father identity and fatherhood remodeling.

In summary, it is necessary to study the impact of full-time male parenting observational reality TV shows on the audience's perception, attitudes, and behaviors in male parenting. The study of audience impact can understand the current Chinese population's cognitive attitudes toward male parenting, and whether the stereotypical impression of Chinese society toward male parenting will change under the long-term impact of the show, and can also provide suggestions for future observational reality TV shows on male parenting.

2.4 Information of "Daddy's Home" Reality TV Show

"Daddy's Home" is a parenting observational reality TV show launched by China's Mango TV in 2022. It is divided into "Daddy's Home Season 1" and "Daddy's Home Season 2". The show focuses on the phenomenon of "full-time dads" in Chinese society, and through the "documentary" style Video Cassette Recorder (VCR), it truly records the family childcare led by "full-time dads". By observing the "documentary" style Video Cassette Recorder (VCR), the program realistically records the daily life of parenting led by full-time fathers. The show invites four vegetarian fathers who take care of their children full-time to start a 100-day-long "Daddy's Home" life. Combined with the comments of the observer team in the second live studio, the show discusses with viewers the importance of male roles in family education, the possibilities of male parenting, the structure of multi-children families, and the division of labor between genders, and provides a positive view on topics such as parenting, family

education and other issues. It also provides positive guidance on topics such as child-rearing relationships and family education and offers diversified child-rearing models and suggestions, which enhances the relevance of the show. This paper focuses on the impact of "Daddy's Home Season 2" on viewers.

2.4.1 Show's Format

The show adopts a documentary filming method to truly record the daily life of four pairs of full-time fathers taking care of their children through tracking and filming. The show is filmed with hidden cameras in each room 24 hours a day, and each character is followed by a full-length video to ensure the authenticity and live feeling of the show. The daily life of full-time fathers taking care of their children is the first scene, and the second scene consists of the guests invited by the show and each family in the studio, through observing the VCR of the first scene, evaluating the parenting behaviors of full-time fathers in each family, and rationally and objectively providing relevant parenting experience and knowledge to the families present and the viewers in front of the TV set. Together, they form a dual narrative structure of "studio observation and time-specific communication experience between dads and children" inside and outside the theater.

2.4.2 Information of "Daddy's Home Season 1"

"Daddy's Home Season 1" focuses on the current trend of equal employment opportunities for men and women, the diversified division of labor in the family, and the increasingly common phenomenon of "full-time dads" parenting, and explores the importance of men's roles in family education by observing the daily lives of full-time fathers, who take care of their families and raise their children. By observing the daily lives of vegetarian full-time fathers who take care of their families and raise their children, and exploring the importance of men's role in family education, the program aims to provide positive guidance on parenting relationships and family education, offer diversified suggestions on parenting styles, and advocate that the society and

families should help women balance the pressures of childbearing and work, and promote men's active sharing of parenting responsibilities.

The slogan of "Daddy's Home Season 1" is "Daddy's Home, Let Mommy Relax." Producer Ming Aiqing explains, "This phrase actually focuses on the emotions of moms today. The "Daddy's Home" reality TV show documents the difficulties of men taking care of children full-time, but also understands and recognizes women's hard work in the family from another perspective, and promotes mutual understanding between fathers and mothers in the family, conveying and appealing for a less extreme and gentler division of labor in the family.

"Daddy's Home Season 1" has 12 main episodes and a single episode is 100 minutes long. The first season of the show aired on May 10, 2022, on Mango TV and ended on July 26, 2022. The show received over 45 million views on the day of its launch and 100 million views in five days of broadcast. The main topic of Weibo had over 200,000 discussions by the halfway point of the show's broadcast. "Daddy's Home" Season 1 has a Douban rating of 8.3 points, of which 40.8% are rated 5 stars. As of November 3, 2022, "Daddy's Home Season 1" had a cumulative broadcast volume of 1.712 billion, with the highest single-day broadcast volume of 49.869 million. Weibo topic reading volume of 3.076 billion, on the list of 281 hot searches.

2.4.3 Information of "Daddy's Home Season 2"

"Daddy's Home Season 2" focuses on the parenting phenomenon of "full-time dads" and explores the management mode of a new form of family relationship in society. In addition to the return of the two groups of families from Season 1, two new groups of fathers will experience full-time life for the first time and start their "Daddy's Home" life. The Observation Room has created the concept of "Full-time Dads' Mutual Support Club", inviting parenting experts, experienced parents, and new fathers to observe and discuss the daily lives of the four fathers, providing scientific parenting ideas for all parents.

The slogan of "Daddy's Home Season 2" is "Daddy's Home, please hold on a little longer". This new slogan has a three-fold meaning: firstly, we hope that dads can hang in there no matter what difficulties they encounter when they are full-time fathers; sometimes a smile and a greeting from their children can melt away all the fatigue. Secondly, I would like to say to the moms that I hope they can hold on a little longer when they encounter difficulties, and that their families will give them the strength to move forward bravely. Thirdly, I hope that viewers who are not married will never give up and go boldly for love if they watch this show.

"Daddy's Home Season 2" has 13 main episodes and a single episode is 100 minutes long. The second season of the show began airing on May 8, 2023, and ended on August 14, 2023, on Mango TV. "Daddy's Home Season 2" has a Douban rating of 9.2. 63% of the ratings are 5 stars. As of August 21, 2023, "Daddy's Home Season 2" had a cumulative broadcast volume of 2.757 billion, with the highest single-day broadcast volume of 54.947 million. The topic of "Shake" has 4.683 billion plays, 6.942 billion Weibo topic reads, and 355 hot searches on the list. According to the microblogging data, as of November 10, 2023, the topic "Daddy's Home" has 4.19 billion readers, 1.23 million discussions, and 10.068 million interactions.

2.4.4 Primary Audience Group

The show has a main audience of 19-24 year olds. According to Baidu data analysis, the audience of "Daddy's Home Season 2" reality TV show is mostly female, accounting for 88.77%. The majority of audience are aged 20-29, accounting for 57.84%. (Figure 2.1)
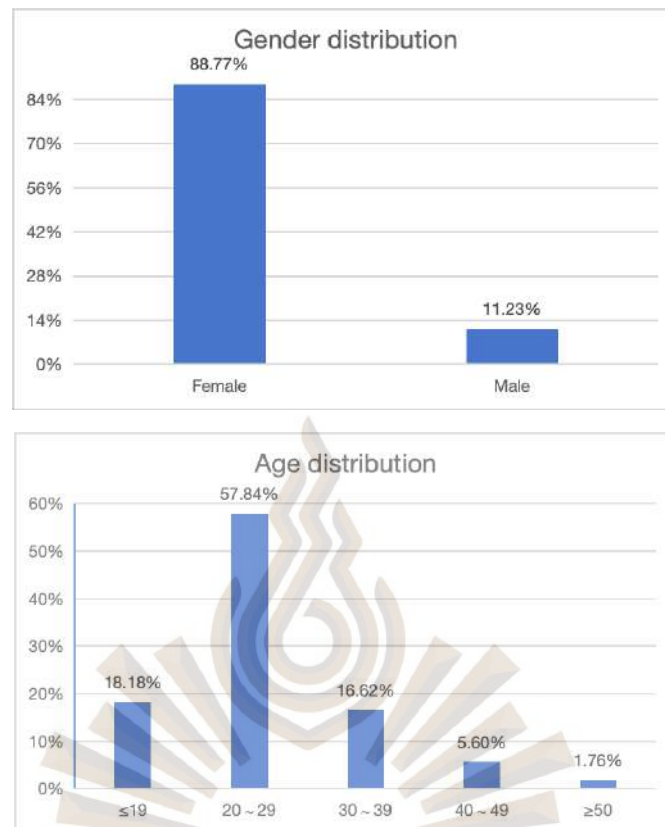
Figure 2.1 Sex and age distribution of the "Daddy's Home Season 2" reality TV show

Source: Index Baidu, 2023

2.4.5 Participating Members

The key to parenting observational reality TV shows lies in the selection of characters, which should not only show the real-life reality of the characters but also show a certain degree of entertainment through the characters to attract the interest of the audience. The selection of characters for "Daddy's Home" is divided into two parts: the families invited to participate in the recording of the show are ordinary Chinese families, while the guests observed in the studio are invited to be experts in parenting education and celebrities.

Table 2.1 "Daddy's Home Season 1" Dad's group

Member's Name	Occupation	Marital Status	Characteristics
Ge Peihao	Full-time Dad	Married for 4 years	Hangzhou, China, 31 years old. "Full-time dad ceiling" with 4 years full-time dad experience. Wife (Xi Anna), Daughter (Xiao Mi), Son (Xiao Bao)
Zhang Xiaocheng	Professional elite	Married for 5 years	Shanghai, China, 36 years old. New full-time dad. Wife (Wu Minxia), Daughter (Xixi), Son (Anan)
Ben	Full-time Dad	Married for 8 years	Chongqing, China, 57 years old. American full-time dad, former kindergarten teacher. Wife (Li Chan), sons (DouDou, MiaoMiao)
Xiao Jie	World Street Dance Champion	Married for 13 years	Chengdu, China, 36 years old. Participated in "Daddy's Home Season 1", "full-time with children at the bottom". Wife (Wang Yingzhu), Son (Suo Suo), Daughter (Yun Er)

Source: Researcher

In the show, the four vegetarian dads showed four different styles in the process of parenting, and broke the audience's stereotypical prejudice that "dads are unreliable in taking care of children". Ge Peihao, who has 4 years of experience as a full-time father, was praised by the audience right after he appeared on the show. He can deal with all kinds of daily life problems of the baby perfectly. Other dads in the observation room said they wanted to learn from him. Zhang Xiaocheng, an elite in the workplace, looks less skillful and experienced when compared to Ge Peihao. Only one

day in the show made this father deeply realize how difficult it is to be a full-time father, and he wanted to go back to the workplace in a minute. BEN from the U.S. is a kindergarten teacher, because of the different education concepts with his wife, he always thinks of himself to take care of the children full-time. Many viewers also agree with this Western style of education and agree with his philosophy. The last one, Xiao Jie, is evaluated by viewers as "the bottom of full-time child-rearing", such as cooking frozen dumplings for his daughter, picking up his son from school but oversleeping and being late, and forgetting to close the door when he leaves the house, etc., and many viewers said that they were suffocated by his anger.

Table 2.2 "Daddy's Home Season 1" Observes guest panel

Guest Name	Occupation	Characteristics
Li Ai	Chinese female model, actress and host	Convener of the Full-Time Dads Support Group.
Wei Chen	Chinese male singer and actor	Special observer.
Wang Zulan	Chinese actor and singer.	Special observer, husband of Zhang Yanan.
Zhang Yanan	Chinese actress.	Observer, wife of Wang Zulan.
Zhang Yalian	Chinese Parenting Expert	Encourager of "dads".

Source: Researcher

In the first season of the show, five guests were invited as observers, including Li Ai, a hot mom who has experience in taking care of her three-year-old son, Wei Chen, a newlywed singer who came to the show to learn about parenting, Wang Zulan and Zhang Yanan, who have wonderful parenting views and warm interactions, as well as Zhang Yalian, an expert in parenting, who formed the Full-time Dads' Support Group. They ask parenting questions or give parenting advice by observing and recording the VCRs of the dads taking care of their children. At the same time, each family also participates in the studio observation together, discusses the problems

encountered in parenting with the guests, and exchanges parenting knowledge and insights with each other.

Table 2.3 "Daddy's Home Season 2" Dad's group

Member's Name	Occupation	Marital Status	Characteristics
Ge Peihao	Full-time Dad.	Married for 5 years	Hangzhou, China, 32 years old. Second time on the "Daddy's Home" reality TV show.
Xiao Jie	World Street Dance Champion	Married for 14 years	Chengdu, China, 37 years old. Second time on the "Daddy's Home" reality TV show.
Ma Yang	Head of Horseback Tours	Married for 5 years	Urumqi, China, 33 years old. Master horse rider in Xinjiang, China, grassland man with dozens of powerful horses. "Newbie full-time dad". Wife (Ma Junyan), Son (Ma Li'ao)
Kuang Sheng	Online Shop Owner	Married for 6 years	Chengdu, China, 36 years old. Contracted to make all the furniture in the house, master of handmade machinery, head of the zoo (because of 10 pets at home). "Newbie full-time dad". Wife (Tan Xinze), Daughter (Kuang Sanxi).

Source: Researcher

In the second season of the show, Ge Peihao's family and Xiao Jie's family joined again, as well as two new families, Ma Yang's family and Kuang Sheng's family. Ge Peihao takes the kids on a trip in this season's show. Xiao Jie, as the veteran of the first season, vows to upgrade from the "bottom of full-time dads" to the

"ceiling of full-time dads" in the new season of the show. Newcomer Ma Yang was originally a tough guy who rode horses on the grasslands every day, but he is inexperienced in parenting, it is the combination of a tough guy's tender parenting and a lively, cute, and sweet-talking son that attracted many loyal viewers. Also new to the show is Kuang Sheng, who amazes people from the moment he appears on the scene because he has four cats, three dogs, two chickens, a bird, and two fish at home, allowing his daughter to grow up happily among the animals, making viewers sigh "a childhood of their dreams".

Table 2.4 "Daddy's Home Season 2" Observes guest panel

Guest Name	Occupation	Characteristics
Li Ai	Chinese female model, actress and host	Convener of the Full-Time Dads Support Group.
Wei Chen	Chinese male singer and actor	Special observer。
Li Chengxuan	American actor, singer, and host	Special Observer, Newly minted second baby daddy.
Ying Caier	Hong Kong, China Actress and Host	Observer.
Zhang Yalian	Chinese Parenting Expert	Encourager of "dads".

Source: Researcher

Two new observers were added to the show in the second season, namely Li Chengxuan, a "full-time dad" and Ying Caier, a "full-time mom". As a new father of two, Li Chengxuan can share his family stories and experiences with several other families. Ying Caier is an experienced mom of two, and her addition to the show adds a female perspective to the show so that we can better observe how these full-time dads perform in taking care of their children. In the first 3 episodes of the show, only the moms were in the studio to discuss with the observers, while the dads were arranged to observe on their own in a room called the "Little White House", but

because of the audience's opinion, the dads returned to the studio observation room in the 4th episode of the show.

2.4.6 The Code of Ethics

The "Daddy's Home" reality TV show is a 24/7 filming and recording of the daily life of fathers taking care of their children. However, to protect the privacy of each guest, the show will cut down the clips that expose too much of the guests' privacy in the post-production editing, and will not show all the details of their lives in the main show. Moreover, the show will also encode some of the clips that expose the privacy of the guests but need to be aired to protect the privacy of each guest. For example, in Figure 2.2, when Kuang Sheng was accompanying his daughter Kuang Sanxi on the slide at the amusement park, due to the inertia of the slide coming down from the top, Kuang Sanxi's skirt accidentally slipped up to her waist, revealing her lower half. In the post-production, Kuang Sanxi's lower body was marked with a pattern that means "secret".

Figure 2.2 The code of ethics 1
Source: Mango TV, 2023

Similarly, as can be seen in Figure 2.3, this episode features Ma Yang and Kuang Sheng playing with their children at an amusement park, and since there are many other passerby families at the amusement park for fun, passersby were captured

on camera along with them during filming, and the crew would cover the passersby who appeared in the post-production with mosaics to protect their privacy.

Figure 2.3 The code of ethics 2
Source: Mango TV, 2023

Since it's a 24-hour filming for dads with kids, the process of kids' bedtime or sleeping will also be recorded for the program. As shown in Figure 2.4, Ma Yang's son Ma Liao's lower half of his body is accidentally exposed when he sleeps at night because he rolls over. However, the scene is so adorable that the program team has to preserve the footage without exposing the privacy of the guests. In the post-production of the program, a pattern meaning "secret" was added to Ma Liao's lower body to cover up the exposed part of his body. These actions by the showrunners ensured that the program was interesting or complete while protecting the privacy of the guests.

Figure 2.4 The code of ethics 3
Source: Mango TV, 2023

2.5 Related Literature Reviews

Mazzeo, Trace, Mitchell, and Walker (2007) assessed the impact of a reality TV cosmetic surgery makeover program on eating-disordered attitudes and behaviors, mood, anxiety, and self-esteem in their study "Effects of a Reality TV Cosmetic Surgery Makeover Program on Eating Disordered Attitudes and Behaviors, Mood, Anxiety, and Self-esteem". Participants in this study, a total of 147 women, completed a survey and were then randomly assigned to two programs: one to watch a cosmetic surgery reality TV show ("The Swan") and the other to watch a home improvement reality TV show ("Clean Sweep"). Assessments were conducted after the videos were over and two weeks later, respectively. The results of the study showed that among the cosmetic surgery show group, women who reported higher internalization of the slimming ideal in the survey showed lower self-esteem at the post-test. Among white women, those who watched the cosmetic surgery program showed a greater awareness of media pressure to be thin and a greater acceptance of their ability to control their physical appearance after viewing the video. These differences persisted at the two-week follow-up. The authors suggest that reality TV shows about plastic surgery may contribute to eating disorder attitudes and behaviors in young women, especially those who have internalized the ideal of thinness. These findings appear to be particularly applicable to white women; however, further research should be conducted in more diverse and internationalized samples.

Liao (2023) in her study "Exploring the Influence of Public Perception of Mass Media Usage and Attitudes towards Mass Media News on Altruistic Behavior", Liao (2023) determined how people's perception of mass media news and their attitudes toward mass media news affect their altruistic behavior by examining the factors that influence perception. The study collected data from 435 people exposed to mass media in Taiwan and analyzed it using SEM. The results showed that media exposure, credibility, and social influence were the key factors influencing individuals' perceptions of mass media news, with media exposure having a more significant effect. The results of the study showed that perception was negatively correlated with attitude.

Perceptions and attitudes were positively related to altruistic behavior, and attitudes were found to mediate the relationship between mass media news perceptions and altruistic behavior. This study also provides important insights for theory and practice, especially in mass media entities, to develop and adopt practices that promote audience trust by encouraging altruistic behavior through news coverage of various issues.

Fogel and Krausz (2013) "Watching Reality Television Beauty Shows is Associated with Tanning Lamp Use and Outdoor Tanning among College Students," examined whether watching reality TV beauty shows is associated with tanning lamp use or outdoor tanning in the context that exposure to ultraviolet light through natural sunlight or tanning lamps is a risk factor for skin cancer. The authors surveyed college students (n = 576) about their reality TV show viewing, tanning lamp use, and outdoor tanning behavior. Media attitude questions were also asked regarding the association with reality TV shows and the use of Facebook to discuss Internet the use of reality TV shows. Results indicated that viewing reality TV shows on beauty was associated with tanning lamp use and outdoor tanning. Dermatologists should consider discussing the potential hazards of tanning beds and outdoor tanning with their patients, especially with patients who watch reality TV shows.

Apuke (2016) in his study "Influence of Television Programs on Youth Dressing Pattern in Nigerian Tertiary Institutions" explored the the influence of television programs on youth dressing patterns in Taraba State University Jalingo. The authors used the Taro Yame formula to select a sample frame of 100 students. The study utilized a focus group and quantitative survey method, the focus group consisted of eight participants while questionnaires were administered to the 100 selected students. The study revealed that young people mimic hip-hop hippies and make-up hairstyles from television programs more than any other form of dress code and that mimicking these dress codes can make them appear indecent. The study recommends that universities and other higher education institutions should take the issue of dress codes seriously and penalize students who are found to be out of line with them.

Kuo and Ward (2016) in their "Contributions of Television Use to Beliefs about Fathers and Gendered Family Roles Among First-time Expectant Parents " study explored whether first-time expectant parents' perceptions of gendered family roles and the importance of fathers to their children's development were related to their television use. Participants in the study were 201 individuals (122 women, 79 men) from across the U.S. who were expectant parents carrying their first biological child in a heterosexual cohabiting relationship. Subjects completed an online survey on weekly television exposure, exposure to television programs featuring fathers, perceived television realism, learning about the world through television, and perceptions of the importance of fathers to child development and family gender roles. Zero-order correlations indicated that greater exposure to general television and shows featuring fathers, perceived realism, and greater motivation to learn were all associated with less egalitarian gender role perceptions among females and males. Among females, greater exposure to general television and shows featuring fathers, as well as stronger motivation to learn, were associated with weaker beliefs that fathers are important to child development. However, multiple regression analyses indicated that attributing more realism to television content uniquely predicted more traditional gender family role beliefs and beliefs that fathers are less important to child development across the sample. Even among men with lower perceptions of realism, greater exposure to fathers on television was associated with weaker beliefs about the importance of fathers to child development. First-time fathers may be particularly vulnerable to media messages about fatherhood.

Leone, Peek, and Bissell (2006) in their study "Reality Television and Third-Person Perception" conducted a survey of 640 students at two universities to understand young people's perceptions of the impact of three reality television programs on themselves and others. reality TV shows on themselves and others. The results of the study showed that respondents perceived reality TV shows as having a greater impact on others than on themselves, and categorized such shows as "socially undesirable" content. The perception gap was influenced to some extent by students' perceptions of the reality of the programs, but not by actual exposure to, enjoyment of,

or identification with the programs, all of which did not affect the perception gap. The predictive model of greater third-person perceptions of socially distant others (based on age) was partially supported.

Chapter 3

Research Methodology

This chapter presents the research methodology employed in the study. It describes the research method of the study, research design, target group, data collection, and research instrument and data analysis. The following research topics are described and illustrated in this chapter.

3.1 Population and Sample

3.2 Research Instruments

3.3 Testing of Research Instruments

3.4 Data Collection

3.5 Variables Used in the Study

3.6 Variable Measurement and Scoring Criteria

3.7 Data Analysis

3.8 Research Framework

3.1 Population and Sample

3.1.1 Population Used in the Study

The population used in this study is Chinese people aged 18–45 who have watched the "Daddy's Home" reality TV show. The producers of the show used 19–24-year-olds as the main audience group. However, according to relevant statistics, the main audience of the "Daddy's Home" reality TV show is 20–29 years old and mostly female. This study takes into account that groups of different ages have different socio-economic characteristics and are influenced by the show with different results. Therefore, Chinese people aged 18–45 are chosen as the research population.

3.1.2 Sample Group Used in the Study

Since accurate population data is not available for this study, the sample size calculation method chose a formula based on sampling theory in statistics, and inferential statistics developed away from it. Considering the use of a standard confidence level of 95% and a margin of error of 5%, the formula for calculating the sample size is:

$$n = \frac{Z^2 \times p \times (1-p)}{E^2}$$

(3-1)

Of these:

1) Z is the Z-score associated with the chosen confidence level. For a 95% confidence level, the Z-score is approximately 1.96.

2) p is the predicted proportion or the expected proportion of the population with a particular characteristic. If there is no predicted proportion, 0.5 can be used to represent the maximum variability, which will result in maximizing the required sample size.

3) E is the required margin of error. In this study, the margin of error is 0.05 (a 5% margin of error).

Using these values, the sample size is calculated as follows:

$$n = \frac{1.96^2 \times 0.5 \times (1-0.5)}{0.05^2}$$

$$= \frac{3.8416 \times 0.25}{0.0025}$$

$$= \frac{0.9604}{0.0025}$$

$$= 384.16$$

This result is obtained according to the formula. Therefore, the sample size that can be used for this study is 384.16. This study uses a random sampling method, so the final sample size is determined to be no less than 400.

3.2 Research Instruments

The instrument used to collect data for this study was the questionnaire, which consisted of the following 5 sections:

The first question is a screening question intended to filter the different respondents. If the respondent selects the "never watch" option, the questionnaire is closed and is not counted in the valid questionnaire sample size.

Part 1: Respondents' personal information. It is a closed-ended questionnaire, all single-choice, with 7 questions, including gender, age, education level, occupation, average monthly income, marital status, and family members. Primarily investigating the socio-economic characteristics of the respondents.

Part 2: Question on the frequency of media exposure of the respondents. It is a scale question which are all single choice with 3 questions. Measuring the frequency with which respondents watched the "Daddy's Home" reality TV show allows for the relationship between different media exposure frequencies and the influence of audience perceptions, attitudes, and behaviors toward male parenting to be explored in subsequent data analyses.

Part 3: A survey on audience perceptions of male parenting. It has a five-level evaluation scale with 6 questions. It measures the level of the audience's perception of male parenting who have watched the "Daddy's Home" reality TV show.

Part 4: A survey on the audience's attitudes towards male parenting. It has a five-level rating scale and contains 11 questions. It measures the level of the audience's attitude towards male parenting who have watched the "Daddy's Home" reality TV show.

Part 5: A survey on the audience's behavior towards male parenting. It has a five-level rating scale and contains 6 questions. It measures the level of the audience's behavior towards male parenting who have watched the "Daddy's Home" reality TV show.

3.3 Testing of Research Instruments

3.3.1 Pre-test of Questionnaires

The researcher created the questionnaire and consulted with the thesis research advisor Assoc. Prof. Dr. Lucksana Klaikao for consideration and validation. The content and structure of the questionnaire was completed and edited before applying it to the test group. The questionnaires are distributed through WeChat platform in a snowballing manner, 50 questionnaires are released in the pre-test and 50 questionnaires are recovered with a 100% recovery rate, which is 12.5% of the research sample. SPSS is used to test the reliability and validity of the scale and further improve the questionnaire's item design.

Table 3.1 Results of pre-test scale reliability test

Cronbach's Alpha	N of Items
0.935	23

Reliability analysis is used to measure the reliability and accuracy of responses to quantitative data (especially attitude scale questions), using SPSS software and Cronbach's α coefficient value as the reliability test criterion, the pretest questionnaire reliability test is shown in Table 3.1.The pre-test data showed that in the reliability test, the overall Cronbach's α coefficient of the scale is 0.935, and the reliability coefficient value of the research data is higher than 0.7, which comprehensively indicates that the data reliability is of high quality, and therefore each question item is retained.

Table 3.2 Results of pre-test scale validity test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.802
Bartlett's Test of Sphericity	Approx. Chi-Square	829.591
	df	253
	Sig.	<0.001

According to Table 3.2, in the pre-test scale validity test, the KMO value is 0.802 > 0.8, which indicates that the questionnaire structure is very effective, and the significance of Bartlett's test of sphericity is less than 0.001, which indicates that the results of the questionnaire can be used for research analysis.

In conclusion, the scales in the audience study questionnaire of the male parenting observation reality TV show "Daddy's Home" all have good reliability and validity, and can be used for formal questionnaire survey.

3.3.2 Formal Test of Questionnaires

The formal questionnaire is issued with 400, there are 400 valid questionnaires. The reliability and validity of the formal questionnaires are tested as follows:

Table 3.3 Results of questionnaire scale reliability test

Cronbach's Alpha	N of Items
0.923	23

The reliability test of the questionnaire is shown in Table 3.3. The pre-test data shows that in the reliability test, the overall Cronbach's α coefficient of the scale is 0.923, and the reliability coefficient value of the research data is higher than 0.7. It shows that the questionnaire has good consistency and stability, and the questionnaire's topic design and structure are scientific and reasonable, which can be used to conduct further analysis.

Table 3.4 Results of questionnaire scale validity test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.950
Bartlett's Test of Sphericity	Approx. Chi-Square	4854.433
	df	253
	Sig.	0.000

According to Table 3.4, the KMO value in the questionnaire scale validity test is 0.950 > 0.8, which indicates that the questionnaire is well structured. The significance of Bartlett's test of sphericity is equal to 0.000, which indicates that the results of the questionnaire can be used in the research analysis.

In conclusion, the scales in the audience study questionnaire of the male parenting observational reality TV show "Daddy's Home" all have good reliability and validity, and the results of the data analysis have a certain degree of reliability and validity.

3.4 Data Collection

The data collection is conducted in February 2024, using a questionnaire with 400 questionnaires distributed. The survey respondents are Chinese people aged 18-45 who have watched the "Daddy's Home" reality TV show.

3.5 Variables Used in the Study

The variables used in this study can be explained according to the following hypotheses, there are 6 hypotheses.

H1: There is a significant difference in the frequency of media exposure between the socio-economic characteristics of the audience who watched the "Daddy's Home" reality TV show.

Independent variable: Audience's socio-economic characteristics (e.g., sex. age, education level, occupation, etc.).

Dependent variable: Frequency of exposure of the audience who watched the show.

H2(a): Frequency of media exposure for audiences who watched the "Daddy's Home" reality TV show positively affects audience perceptions of male parenting.

Independent variable: Frequency of exposure of audiences who watched the show.

Dependent variable: The level of audience perceptions of male parenting.

H2(b): Frequency of media exposure for audiences who watched the "Daddy's Home" reality TV show positively affects audience attitudes toward male parenting.

Independent variable: Frequency of exposure of audience who watched the show.

Dependent variable: The level of audience's attitude towards male parenting.

H2(c): Frequency of media exposure of audience who watched "Daddy's Home" reality TV show positively influences audience's behavior towards male parenting.

Independent variable: Frequency of exposure of audience who watched the show.

Dependent variable: The level of audience's behavior towards male parenting.

H3: The level of audience's perception of male parenting positively influences the level of their attitude towards male parenting.

Independent variable: The level of audience's perception of male parenting.

Dependent variable: The level of audience's attitude towards male parenting.

H4: The level of audience's perception of male parenting positively influences the level of their behavior towards male parenting.

Independent variable: The level of audience's perception of male parenting.

Dependent variable: The level of audience's behavioral of male parenting.

H5: The level of audience's attitude towards male parenting positively influences their behavioral level towards male parenting.

Independent variable: The level of audience's attitude toward male parenting

Dependent variable: The level of audience's behavioral of male parenting.

H6: The level of audience's attitudes toward male parenting mediates the effect of their perceptions of male parenting and the effect of their behaviors.

Independent variable: The level of audience's attitude toward male parenting

Dependent variable: Audience's perception level and behavioral level on male parenting.

3.6 Variable Measurement and Scoring Criteria

The researcher used a rating scale to measure the following variables.

1) Questions on the frequency of media exposure for audiences who watch the "Daddy's Home" reality TV show. The variable is measured and scores are obtained by answering 3 questions.

Less than 2 hours, less than 14 hours, less than 6 months	Assigned 1 point
2-4 hours, 14-28 hours, 6 months-1 year	Assigned 2 point
More than 4 hours, more than 28 hours, 1-2 years	Assigned 3 point

2) On the effects of audience perceptions, attitudes, and behaviors toward male parenting after watching the show.

With a score of 1, identified as strongly disagree.

With a score of 2, identified as disagree.

With a score of 3, identified as neither agree or disagree.

With a score of 4, identified as agree.

With a score of 5, identified as strongly agree.

The average scores are divided into 5 levels.

Average score 1-1.5	Means audience perceptions, attitudes and behaviors about male parenting are low
Average score 1.6-2.5	Means audience perceptions, attitudes and behaviors about male parenting are lower
Average score 2.6-3.5	Means audience perceptions, attitudes, and behaviors about male parenting are medium
Average score 3.6-4.5	Means audience perceptions, attitudes and behaviors about male parenting are high
Average score 4.6-5	Means audience perceptions, attitudes and behaviors about male parenting are higher

3.7 Data Analysis

The questionnaires are collected and the data are processed. The researcher uses different analytical approaches to interpret the various variables in the study for use in subsequent data analysis.

Descriptive Analysis

Descriptive analysis is the first step in the statistical analysis of social surveys. It is mainly a one-way analysis with the help of statistical quantities expressed by various data, such as means and percentages.

Chi-square Tests

A chi-squared test (also chi-square or χ2 test) is a statistical hypothesis test used in the analysis of contingency tables when the sample sizes are large. In simpler terms, this test is primarily used to examine whether two categorical variables (two dimensions of the contingency table) are independent in influencing the test statistic (values within the table).

Difference Analysis

Analysis of variance is a common research method designed to find and explain differences between variables. It is used to compare differences between two or more variables and the causes and effects of those differences.

Correlation Analysis

Correlation analysis is the process of analyzing two or more elements of a variable that are correlated in order to measure the closeness of the correlation between two elements of the variable. There needs to be a certain link or probability between the correlated elements in order for correlation analysis to be performed.

Mediation Model Analysis

Mediation modeling attempts to identify and explain the mechanism or process behind the observed relationship between the independent and dependent variables by including a third hypothetical variable, called the mediator variable. Mediation analysis is used to understand known relationships by exploring the underlying mechanisms or processes by which one variable affects the other through the mediating variable.

3.8 Research Framework

The research framework of this study is as follows.
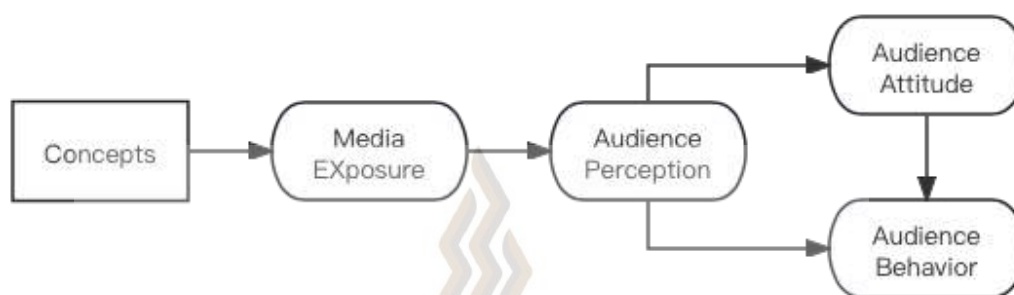
Figure 3.1 Research framework

Source: Researcher

Chapter 4

Research Results

In investigating the relationship between the socio-economic characteristics of the audience watching the male parenting observational reality show "Daddy's Home" and the audience's perceptions, attitudes, and behaviors toward male parenting, the researcher divided the results of the study into the following 6 sections:

4.1 Socio-economic Characteristics of Audiences

4.2 Frequency and Percentage of Audience Media Exposure

4.3 Number and Percentage of Audience Perceptions about Male Parenting

4.4 Number and Percentage of Audience Attitudes about Male Parenting

4.5 Number and Percentage of Audience Behaviors about Male Parenting

4.6 Tests of Research Hypotheses

4.1 Socio-economic Characteristics of Audiences

This section descriptively analyzes the socio-economic characteristics of the audience who watched the reality TV show "Daddy's Home" in terms of their sex, age, education level, occupation, average monthly income, marital status and number of children in terms of number and percentage.

Table 4.1 Sample size and percentage of audience sex

Sex	N	Percentage
Male	195	48.8
Female	205	51.2
Total	400	100

From Table 4.1, it can be seen that number one in the sex sample size is females with 205 persons, accounting for 51.2% of the sex sample size. Number two is

males with a total of 195 persons, accounting for 48.8% of the sex sample size.

Table 4.2 Sample size and percentage of audience age

Age	N	Percentage
Under 18 years old	30	7.5
18-25 years old	100	25.0
26-35 years old	108	27.0
36-45 years old	97	24.3
Above 45 years old	65	16.2
Total	400	100

From Table 4.2, it can be seen that the first age sample size is audience of 26-35 years old, there are 108 people, which is 27%. The second is audience of 18-25 years old, there are 100 people, which is 25%. The third is audience of 36-45 years old, there are 97 people, which is 24.3%. The fourth is audience of 45 years old and above, there are 65 people, which is 16.2%. And lastly, audiences under the age of 18, there are 30 people, or 7.5% of the age sample size.

Table 4.3 Sample size and percentage of audience education level

Education Level	N	Percentage
High school and below	56	13.9
Specialized course	130	32.5
Bachelor's degree	188	47.0
Master's degree	17	4.3
Doctoral degree or above	9	2.3
Total	400	100

From Table 4.3, it can be seen that the number one position in the educational level sample is the audience with a bachelor's degree, with a total of 188 people, accounting for 47%. The number two position is the audience whose education is specialized, there are 130 people, accounting for 32.5%. Number three is the audience

with a high school degree or less, and there are 56 people, accounting for 13.9% of the sample size. Number four is the audience with a master's degree, there are 17 people, accounting for 4.3%. The last is the audience with education of doctoral or higher degree, there are 10 people, accounting for 2.4%.

Table 4.4 Sample size and percentage of audience occupation

Occupation	N	Percentage
Student	57	14.2
Civil servant/ government employee	43	10.8
Corporate employee	206	51.5
Freelancer or self-employed	29	7.2
Full-time parent	19	4.8
No occupation	46	11.5
Total	500	100

From Table 4.4, it can be seen that the number one position in the occupational sample is corporate employee, with a total of 206 people, accounting for 51.5%. The number two is student, with a total of 57 people, accounting for 14.2%. The number three is audience with no occupation, with 46 people, accounting for 11.5%. The number four is civil servant/government employee, with a total of 43 people, accounting for 10.8%. The number five is freelancer or self-employed, with a total of 29 people, accounting for 7.2%. The last one is full-time parent, with 19 persons, accounting for 4.8%.

Table 4.5 Sample size and percentage of audience average monthly income

Average Monthly Income	N	Percentage
Less than 3,000 RMB	96	24.0
3001-5000 RMB	89	22.3
5001-10000 RMB	150	37.4
More than 10000 RMB	65	16.3
Total	400	100

From Table 4.5, it can be seen that the number one position in the sample of the average monthly income of the audience is the income of 5001-10000 RMB, which is 150 people, accounting for 37.4% of the sample size. The number two is income less than 3,000 RMB, which is 96 people, accounting for 24% of the sample size. The number three is income of 3,001-5,000 RMB, which is 89 people, accounting for 22.3% of the sample size. The last position is for those earning more than 10,000 RMB, with a total of 65 people, accounting for 16.3% of the sample size.

Table 4.6 Sample size and percentage of audience marital status

Marital Status	N	Percentage
Married	327	81.7
Unmarried	65	16.3
Divorced	8	2.0
Total	400	100

From Table 4.6, it can be seen that the number one in the sample of the marital status of the audience is the married audience, with a total of 327 people, accounting for 81.7% of the sample size. The number two position is the unmarried audience, with a total of 65 people, accounting for 16.3% of the sample size. The number three is the divorced audience, with a total of 8 people, accounting for 2% of the sample size.

Table 4.7 Sample size and percentage of audience with children

Number of Children	N	Percentage
None	95	23.7
1	157	39.3
2	108	27.0
3 or more	40	10.0
Total	400	100

From Table 4.7, it can be seen that number one in the sample of the number of children in the audience's family is the audience with 1 child in the family, with 157

people, accounting for 39.3% of the sample size. The number two is the audience with 2 children in the family, with 108 people, accounting for 23.7% of the sample size. Number three is the audience with no children in the family, with 95 people, accounting for 23.7% of the sample size. The last is the audience with 3 or more children in the family, with 40 people, accounting for 10% of the sample size.

4.2 Frequency and Percentage of Audience Media Exposure

This section analyzes the frequency of media exposure of the audience who watched the reality TV show "Daddy's Home" by using SPSS data analysis software.

Table 4.8 Frequency and percentage of sample audience who watched show on average per day

Categories	Frequency	Percentage
Less than 2 hours	143	35.7
2-4 hours	189	47.3
More than 4 hours	68	17.0
Total	400	100

From Table 4.8, it can be seen that the number one audience sample is those who watch show for 2-4 hours a day on average, with a total of 289 people, accounting for 47.3% of the sample size. The number two is the average daily watching of less than 2 hours, with a total of 143 people, accounting for 35.7% of the sample size. The last item is watching more than 4 hours per day, with 68 people, accounting for 17% of the sample size.

Table 4.9 Frequency and percentage of sample audience who watched show on average week

Categories	Frequency	Percentage
Less than 14 hours	123	30.7
14-28 hours	197	49.3
More than 28 hours	80	20.0
Total	400	100

From Table 4.9, it can be seen that the number one audience sample is the average weekly watching of show in the range of 14-28 hours, with a total of 197 people, accounting for 49.3% of the sample size. Number two is the average weekly watching less than 14 hours with 123 people, accounting for 30.7% of the sample size. Lastly, the average weekly watching time is more than 28 hours, with a total of 80 people, accounting for 20% of the sample size.

Table 4.10 Frequency and percentage of sample audience who watched show on average

Categories	Frequency	Percentage
Less than 6 months	75	18.8
6 months - 1 year	190	47.5
1 - 2 years	135	33.7
Total	400	100

From Table 4.10, it can be seen that the number one audience sample is those who watched the show on average for 6 months - 1 year, with a total of 190 people, accounting for 48.2% of the sample size. Number two is those who watched the show on average for 1 - 2 years, with a total of 135 people, accounting for 33.7% of the sample size. The last category is those with an average of less than 6 months, with a total of 75 people, accounting for 18.8% of the sample size.

4.3 Number and Percentage of Audience Perceptions about Male Parenting

Table 4.11 Sample size and percentage of audience perceptions

N = 400

Questions (Part 3)	Level					$\overline{X}$	S.D.
	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree		
Question 1	143 (35.8)	128 (32.0)	73 (18.3)	26 (6.4)	30 (7.5)	3.82	1.203
Question 2	121 (30.3)	143 (35.7)	75 (18.8)	27 (6.8)	34 (8.4)	3.73	1.205
Question 3	140 (35.0)	130 (32.5)	68 (17.0)	40 (10.0)	22 (5.5)	3.82	1.177
Question 4	130 (32.5)	149 (37.3)	67 (16.8)	30 (7.5)	24 (6.0)	3.83	1.143
Question 5	140 (35.0)	131 (32.8)	66 (16.4)	31 (7.8)	32 (8.0)	3.79	1.227
Question 6	138 (34.5)	142 (35.5)	64 (160)	29 (7.2)	27 (6.8)	3.84	1.175
Total						3.81	1.188

Table 4.11 shows that audiences who watched the reality TV show "Daddy's Home" had a high level of perception of male parenting, with a mean score of 3.81. It

can be found that audiences generally believed that their friends and family around them should also learn about male parenting, with a mean score of 3.84 (Question 6). At the same time, audiences generally believed that watching the reality TV show "Daddy's Home" influenced their perception of male parenting, with a mean score of 3.83 (Question 4). Finally, the audience generally believes that they know a lot about male parenting and that the reality TV show "Daddy's Home" Finally, the audience generally believed that they know a lot about male parenting and that the reality TV show "Daddy's Home" is a true reflection of real-life male parenting, with a mean score of 3.82 (Question 1 and 3).

4.4 Number and Percentage of Audience Attitudes about Male Parenting

Table 4.12 Sample size and percentage of audience attitudes

N = 400

Questions (Part 4)	Level					$\overline{X}$	S.D.
	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree		
Question 1	149 (37.3)	146 (36.5)	58 (14.5)	28 (7.0)	19 (4.7)	3.95	1.107
Question 2	155 (38.7)	143 (35.7)	60 (15.0)	21 (5.3)	21 (5.3)	3.98	1.106
Question 3	158 (39.5)	140 (35.0)	60 (15.0)	16 (4.0)	26 (6.5)	3.97	1.137
Question 4	146 (36.5)	144 (36.0)	69 (17.2)	21 (5.3)	20 (5.0)	3.94	1.094
Question 5	143 (35.8)	152 (38.0)	64 (16.0)	19 (4.8)	22 (5.4)	3.94	1.096

Table 4.12 Sample size and percentage of audience attitudes (continued)

N = 400

Questions (Part 4)	Level					$\overline{X}$	S.D.
	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree		
Question 6	154 (38.5)	134 (33.5)	67 (16.8)	19 (4.8)	26 (6.4)	3.93	1.151
Question 7	150 (37.5)	147 (36.8)	65 (16.2)	21 (5.3)	17 (4.2)	3.98	1.064
Question 8	160 (40.0)	138 (34.5)	60 (15.0)	20 (5.0)	22 (5.5)	3.99	1.117
Question 9	138 (34.5)	147 (36.8)	74 (18.5)	20 (5.0)	21 (5.2)	3.90	1.094
Question 10	143 (35.8)	139 (34.8)	72 (18.0)	32 (8.0)	14 (3.4)	3.91	1.081
Question 11	146 (36.5)	144 (36.0)	64 (16.0)	25 (6.3)	21 (5.4)	3.92	1.116
Total						3.95	1.106

Table 4.12 shows that the audience who watched the reality TV show "Daddy's Home" had a higher level of attitude towards male parenting, with a mean score of 3.95. And the audience generally believes that the show presents a comprehensive and detailed picture of the current situation of male parenting, and provides experience and help for full-time parents and families with many children, with a mean score of 3.99 (Question 8). Audiences generally agreed that they had a good time watching the

reality TV show "Daddy's Home" and believed that the show could create a positive social atmosphere for male parenting in society, with a mean score of 3.98 (Question 2 and 7). Audiences generally agreed that the show is fun and gives them a sense of satisfaction, with a mean score of 3.97 (Question 3).

4.5 Number and Percentage of Audience Behaviors about Male Parenting

Table 4.13 Sample size and percentage of audience behaviors

N = 400

Questions (Part 5)	Level					$\bar{x}$	S.D.
	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree		
Question 1	131 (32.8)	133 (33.3)	72 (17.9)	32 (8.0)	32 (8.0)	3.75	1.220
Question 2	127 (31.8)	130 (32.5)	73 (18.3)	42 (10.4)	28 (7.0)	3.72	1.213
Question 3	129 (32.2)	129 (32.2)	70 (17.5)	37 (9.3)	35 (8.8)	3.70	1.253
Question 4	146 (36.5)	140 (35.0)	52 (13.0)	33 (8.3)	29 (7.2)	3.85	1.208
Question 5	131 (32.8)	133 (33.3)	71 (17.8)	29 (7.1)	36 (9.0)	3.74	1.240
Question 6	131 (32.8)	140 (35.0)	65 (16.3)	34 (8.5)	30 (7.4)	3.77	1.207
Total						3.76	1.224

Table 4.13 shows that the audience who watched the reality TV show "Daddy's Home" had a higher level of male parenting behavior, with a mean score of 3.76. It can be found that the audience generally believed that the parenting concepts conveyed by the reality TV show "Daddy's Home" have influenced their current/future parenting styles, with a mean score of 3.85 (Question 4). Meanwhile, the audience generally believed that after watching the reality TV show "Daddy's Home", they would be more willing to recommend to their friends and relatives to understand the importance of male parenting, with a mean score of 3.77 (Question 6). The audience generally intended to change their behavior in reality by watching the reality TV show "Daddy's Home", with an average score of 3.75 (Question 1).

4.6 Tests of Research Hypotheses

In this section, the data are analyzed by SPSS data analysis software to test the 6 hypotheses of this study.

Hypotheses 1: There is a significant difference in the frequency of media exposure between the socio-economic characteristics of the audience who watched the "Daddy's Home" reality TV show.

Table 4.14 Chi-Square tests of audience socio-economic characteristics and frequency of media exposure

N = 400

		Frequency of Media Exposure				
	Categories	First option for part 2	Second option for part 2	Third option for part 2	χ2	Sig.
Sex	Male	5	131	59	0.601	0.740
	Female	5	145	55		

Table 4.14 Chi-Square tests of audience socio-economic characteristics and frequency
of media exposure (continued)

N = 400

	Categories	Frequency of Media Exposure			χ2	Sig.
		First option for part 2	Second option for part 2	Third option for part 2		
Age	Under 18 years old	2	19	9		
	18-25 years old	2	66	32		
	26-35 years old	1	73	34	10.695	0.220
	36-45 years old	1	74	22		
	Above 45 years old	4	44	17		
Education Level	High school or below	2	37	17		
	College	5	89	36		
	Bachelor's degree	3	132	53	4.007	0.857
	Master's degree	0	13	4		
	Doctor's degree or above	0	5	4		
Occupation	Students	2	39	16		
	Government employees	1	29	13		
	Enterprise employees	6	144	56	9.655	0.471
	Freelancer or self-employed	0	21	8		
	Full-time parents	1	8	10		
	No occupation	0	35	11		
Average Monthly Income	Less than 3,000 RMB	4	63	29	4.478	0.612
	3001-5000 RMB	1	65	23		

Table 4.14 Chi-Square tests of audience socio-economic characteristics and frequency
of media exposure (continued)

N = 400

	Categories	Frequency of Media Exposure			χ2	Sig.
		First option for part 2	Second option for part 2	Third option for part 2		
	5001-10000 RMB	2	104	44		
	More than 10000 RMB	3	44	18		
Marital Status	Married	7	224	96		
	Singles	3	45	17	2.870	0.580
	Divorce	0	7	1		
Number of Children	None	3	73	19		
	1	1	106	50	8.991	0.174
	2	5	69	34		
	3 or more	1	28	11		

The chi-square tests were used to explore the relationship between the socio-
economic characteristics of the audience (sex, age, education level, occupation,
average monthly income, marital status and number of children) and the frequency of
media exposure among the audiences who watched the reality TV show "Daddy's
Home".

From Table 4.14 it can be concluded that:

1) The chi-square value between sex of the audience and frequency of
media exposure is 0.601, with a significance value is 0.740.($x2 = 0.601$, Sig. = 0.740)

2) The chi-square value between age of the audience and frequency of
media exposure is 10.695, with a significance value is 0.220.($x2 = 10.695$, Sig. =
0.220)

3) The chi-square value between the education level of the audience and the frequency of media exposure is 4.007, with a significance value is 0.857. ($x2$ = 4.007, Sig. = 0.857)

4) The chi-square value between the occupation of the audience and the frequency of media exposure is 9.655 , with a significance value is 0.471.($x2$ = 9.655, Sig. = 0.471)

5) The chi-square value between average monthly income of the audience and frequency of media exposure is 4.478 , with a significance value is 0.612.($x2$ = 4.478, Sig.= 0.612)

6) The chi-square value between marital status of the audience and frequency of media exposure is 2.870 , with a significance value is 0.580.($x2$ = 2.870, Sig.= 0.580)

7) The chi-square value between the number of children of the audience and the frequency of media exposure is 8.991 , with a significance value is 0.174.($x2$ = 8.991, Sig.= 0.174)

Therefore, the significance between all 7 socio-economic characteristics of the audience and frequency of media exposure is more than 0.05.

The resultant test can be concluded:

There is no significant difference between the socio-economic characteristics of the audience who watched the reality TV show "Daddy's Home" and the frequency of media exposure.

Thus, Hypothesis 1 is not valid.

Hypotheses 2 (a): Frequency of media exposure for audiences who watched the "Daddy's Home" reality TV show positively influences audience perceptions of male parenting.

Hypotheses 2 (b): Frequency of media exposure for audiences who watched the "Daddy's Home" reality TV show positively influences audience attitudes toward male parenting.

Hypotheses 2 (c): Frequency of media exposure of audience who watched "Daddy's Home" reality TV show positively influences audience's behavior towards male parenting.

Table 4.15 One-way ANOVA of male parenting perceptions, attitudes, behaviors and frequency of media exposure

	Frequency of Media Exposure	F	Sig.
Perceptions	First option for part 2		
	Second option for part 2	81.006	< 0.05
	Third option for part 2		
Attitudes	First option for part 2		
	Second option for part 2	112.541	< 0.05
	Third option for part 2		
Behaviors	First option for part 2		
	Second option for part 2	82.750	< 0.05
	Third option for part 2		

The One-way ANOVA was used to test the influential relationship between different media exposure frequencies and audiences' perceptions, attitudes, and behaviors of male parenting.

From Table 4.15 it can be concluded that:

1) The F value between different frequency of media exposure and audience's perceptions of male parenting is 81.006, which is significant less than 0.001.(F = 81.006, Sig. < 0.05)

2) The F value between different frequency of media exposure and audience's attitudes of male parenting is 112.541, which is significant less than 0.001.(F = 112.541, Sig. < 0.05)

3) The F value between different frequency of media exposure and audience's behaviors of male parenting is 82.750, which is significant less than 0.001.(F = 82.750, Sig. < 0.05)

Therefore, the significance between different frequency of media exposure and audience's perceptions, attitudes, and behaviors about male parenting is less than 0.05.

The resultant test can be concluded:

1) Frequency of media exposure for audiences who watched the "Daddy's Home" reality TV show positively influences audience perceptions of male parenting.

2) Frequency of media exposure for audiences who watched the "Daddy's Home" reality TV show positively influences audience attitudes of male parenting.

3) Frequency of media exposure of audience who watched "Daddy's Home" reality TV show positively influences audience's behavior of male parenting.

Thus, Hypothesis 2 (a), Hypothesis 2 (b), and Hypothesis 2 (c) are all valid.

Hypotheses 3: The level of audience's perception of male parenting positively influences the level of their attitude towards male parenting.

Hypotheses 4: The level of audience's perception of male parenting positively influences the level of their behavior towards male parenting.

Hypotheses 5: The level of audience's attitude towards male parenting positively influences their behavioral level towards male parenting.

Table 4.16 Correlation analysis between audience perceptions, attitudes andbehaviors
about male parenting

	Sex	Age	Education Level	Average Monthly Income	Number of Children	Perception	Attitude
Control Variables							
Sex							
Age	-0.056						
Education Level	-0.04	0.278*					
Average Monthly Income	0.003	0.351*	0.214*				
Number of Children	0.067	0.169*	0.150*	0.132*			
Main Variables							
Perception	0.027	0.016	-0.011	0.004	0.002		
Attitude	-0.035	-0.033	-0.007	-0.01	0.029	0.441*	
Behavior	0.055	-0.029	0.045	-0.028	0.034	0.456*	0.346*

The correlations among perceptions, attitudes, and behaviors of the audience
about male parenting are first explored through correlation analysis. In addition to the
3 main variables (perceptions, attitudes, behaviors), 7 control variables audience's
socio-economic characteristics (sex, age, education level, average monthly income,
number of children) are considered.

From Table 4.16 it can be concluded that:

1) The correlation coefficient between the audience's perceptions of male parenting and the audience's attitudes of male parenting is 0.441, with a significance of less than 0.01.(r = 0.441, Sig. < 0.01)

2) The correlation coefficient between audience's perceptions of male parenting and audience's behaviors of male parenting is 0.456, which is significant less than 0.01.(r = 0.456, Sig. < 0.01)

3) The correlation coefficient between the audience's attitudes of male parenting and the audience's behaviors of male parenting is 0.346 ,which is significance is less than 0.01.(r = 0.346, Sig. < 0.01)

The resultant test can be concluded:

1) Audience perceptions of male parenting are positively related to audience attitudes of male parenting.

2) Audience perceptions of male parenting are positively related to audience behaviors of male parenting.

3) Audience attitudes of male parenting are positively related to audience behaviors of male parenting.

Thus, the resulting relationships between the variables are in preliminary agreement with Hypotheses 3, 4, and 5, and can be further verified by regression analysis.

Hypotheses 3: The level of audience's perception of male parenting positively influences the level of their attitude towards male parenting.

Hypotheses 4: The level of audience's perception of male parenting positively influences the level of their behavior towards male parenting.

Hypotheses 5: The level of audience's attitude towards male parenting positively influences their behavioral level towards male parenting.

Hypotheses 6: The level of audience's attitudes toward male parenting mediates the effect of their perceptions of male parenting and the effect of their behaviors.

Table 4.17Regressive analysisbetween audience perceptions, attitudes andbehaviors about male parenting

Dependent Variable	Attitude			Behavior	
	Model 1	Model 2	Model 3	Model 4	Model 5
Control Variables					
Sex	-.040	-.053	.053	.041	.050
Age	-.041	-.051	-.037	-.047	-.038
Education Level	-.003	.004	.060	.067	.066
Average Monthly Income	-.000	.000	-.033	-.032	-.032
Number of Children	.039	.040	.032	.032	.025
Independent Variables					
Perception		0.443***		0.457***	0.377***
Mediator Variable					
Attitude					0.180***
R^2	0.004	0.200	0.009	0.217	0.243
Adjust R^2	-0.009	0.188	-0.004	0.205	0.229
F	0.311	16.350***	0.691	18.155***	17.961***

Note * is Sig.< 0.05; ** is Sig.< 0.01; *** is Sig.< 0.001

Table 4.18 Test of mediating effects of audience attitudes about male parenting

				95%CI	
	Type	Effect	SE	LLCI	ULCI
Mediating Effect	Direct Effect	0.3939	0.0511	0.2934	0.4944
	Indirect Effect	0.0827	0.0253	0.0378	0.1371

The purpose of the regression analysis in this section is to further explain the relationship between the variables, the independent variable is the audience perceptions of male parenting, the mediator variable is the audience attitudes toward male parenting, and the dependent variable is the audience behaviors toward male parenting, and the regression analyses are conducted separately to explore the relationship between the independent and dependent variables.

Based on the use of stratified regression, the mediating role of audience for male parenting attitudes is further examined using the SPSS plug-in Process. Audience for male parenting attitudes is analyzed as the mediator variable, audience for male parenting perceptions as the independent variable, and audience for male parenting behaviors as the dependent variable.

From Table 4.17 and Table 4.18 this can be derived:

1) Model 2 for audience perceptions versus audience attitudes, with a standardized coefficient Beta value of 0.443, significance less than 0.001.(Model 2, β= 0.443, Sig. < 0.001)

2) Model 4 for audience perceptions versus audience behaviors, with a standardized coefficient Beta value of 0.457, significance less than 0.001.(Model 4, β= 0.457, Sig. < 0.001)

3) Model 5 for audience attitudes versus audience behaviors, with a standardized coefficient Beta value of 0.180, significance less than 0.001.(Model 5, β= 0.180, Sig. < 0.001)

4) With the addition of the mediating variable audience attitudes towards male parenting, the standardized coefficient Beta of audience perceptions decreases from 0.443 to 0.377. but based on the results of Model 5, audience perceptions still positively influences audience behaviors, with a standardized coefficient Beta value of 0.377. The significance is less than 0.001. (Model 5, β=0.377,

Sig. < 0.001). It can be concluded that the direct effect of audience attitudes is significant at 5,000 repetitions of the sample, with a 95% confidence interval of [0.2934, 0.4944], excluding 0. Similarly, the indirect effect of audience's attitudes is significant, with a 95% confidence interval of [0.0378, 0.1371].

The resultant test can be concluded:

1) The level of audience's perception of male parenting positively influences the level of their attitude towards male parenting.

2) The level of audience's perception of male parenting positively influences the level of their behavior towards male parenting.

3) The level of audience's attitude towards male parenting positively influences their behavioral level towards male parenting.

4) The level of audience's attitudes toward male parenting mediates the effect of their perceptions of male parenting and the effect of their behaviors.

Thus, Hypothesis 3, Hypothesis 4, Hypothesis 5 and Hypothesis 6 are valid.

Chapter 5

Conclusion, Discussion, and Suggestions

In the study "Audience Study of Male Parenting Observational Reality TV Shows", the reality TV show "Daddy's Home" was used as a case study. The researcher used the quantitative research method, using a questionnaire to collect the research data and SPSS data analysis software to process the data. To analyze the socio-economic characteristics of the audience who watched the show, the relationship between the audience's media exposure, perceptions, attitudes, and behaviors of male parenting were influenced. This chapter summarizes the results of the research data, concludes and discusses the results of the study as a whole, as well as gives the limitations and suggestions for the future study.

     5.1 Summary of Research Data Results

     5.2 Conclusion and Discussion

     5.3 Limitations and Suggestions

5.1 Summary of Research Data Results

This section summarizes the data results of the study, including the socio-economic characteristics of the audience who watched the reality TV show Daddy's Home, the number and percentage of audience media exposure, the level of audience perceptions about male parenting, the level of audience attitudes about male parenting, the level of audience behaviors about male parenting, and the summary of the results of the hypothesis tests.

5.1.1 Socio-economic Characteristics of Audience

The results of the socio-economic characteristics of the audience by sex show that the number of female audiences is 205 persons (51.2%), and the number of male audiences is 195 persons (48.8%). This is shown in Figure 5.1.
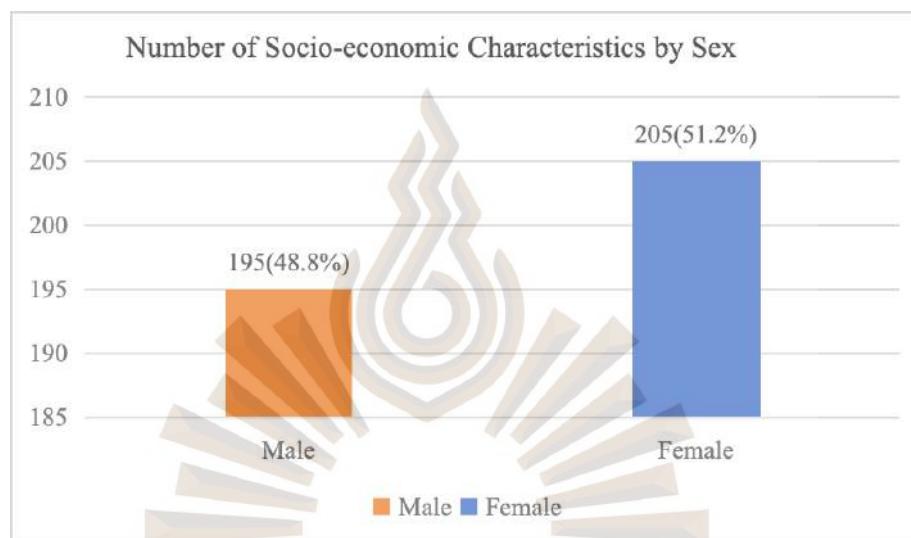

Figure 5.1 Number results of the survey on the socio-economic characteristics of audience by sex
Source: Researcher

The results of the socio-economic characteristics analysis of the audience by age show that the largest number of audiences are in the age range of 26-35 years, amounting to 108 persons (27%). This is followed by the audience in the age range of 18-25 years, with 100 persons (25%). This is shown in Figure 5.2.
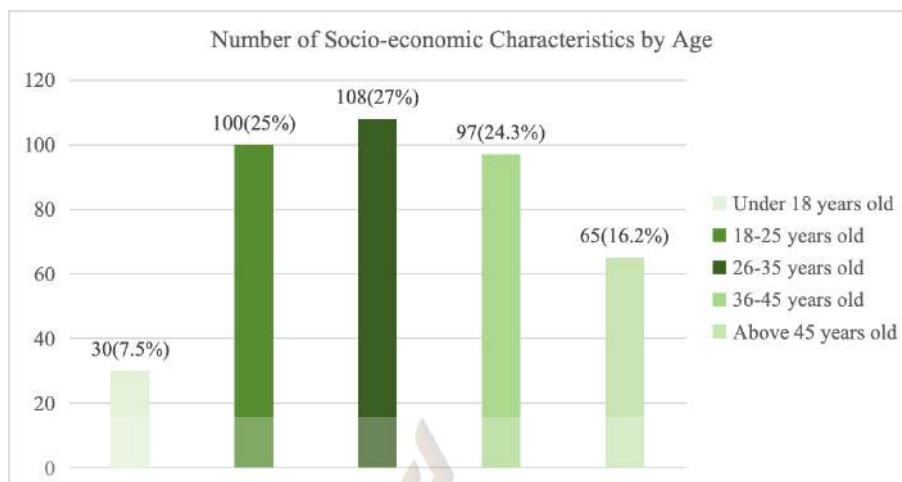
Figure 5.2 Number results of the survey on the socio-economic characteristics of
audiences by age

Source: Researcher

The results of the socio-economic characteristics analysis of the audience by
educational level show that the audience with bachelor's degree is the largest with 188
persons (47%). This is followed by the audience with specialized course with the
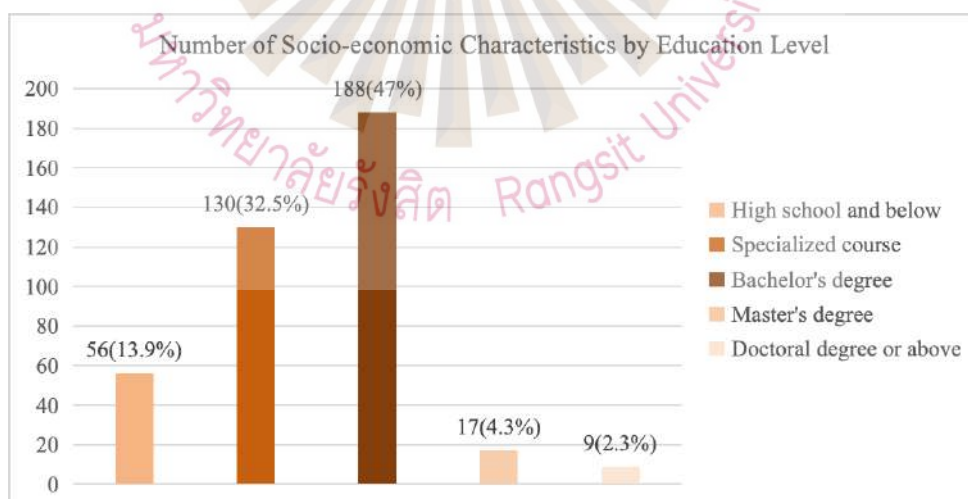number of 130 persons (32.5%). As shown in Figure 5.3.

Figure 5.3 Number results of the survey on the socio-economic characteristics of
audiences by education level

Source: Researcher

The results of the socio-economic characterization of the audience by occupation show that the largest number of the audience with the occupation of corporate employee is 206 persons (51.5%). This is followed by the audience whose occupation is student, amounting to 57 persons (14.2%). As shown in Figure 5.4.
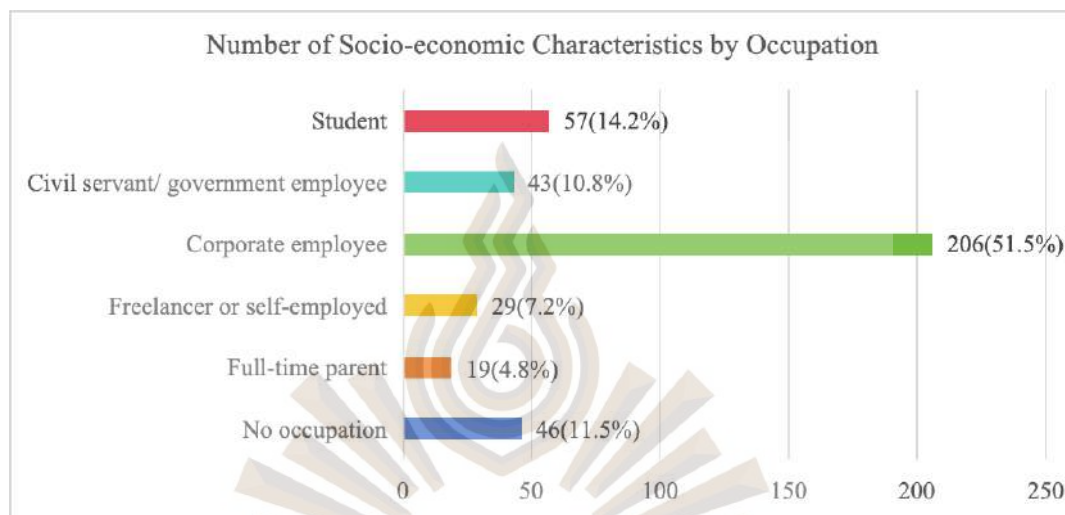

Figure 5.4 Number results of the survey on the socio-economic characteristics of
audiences by occupation
Source: Researcher

The results of the socio-economic characterization of the audience by average monthly income show that the largest number of audiences are those with an average monthly income of 5001-10000 RMB, with 150 persons (37.4%). This is followed by audiences with an average monthly income of 3001-5000 RMB, numbering 96 persons (24%). As shown in Figure 5.5.
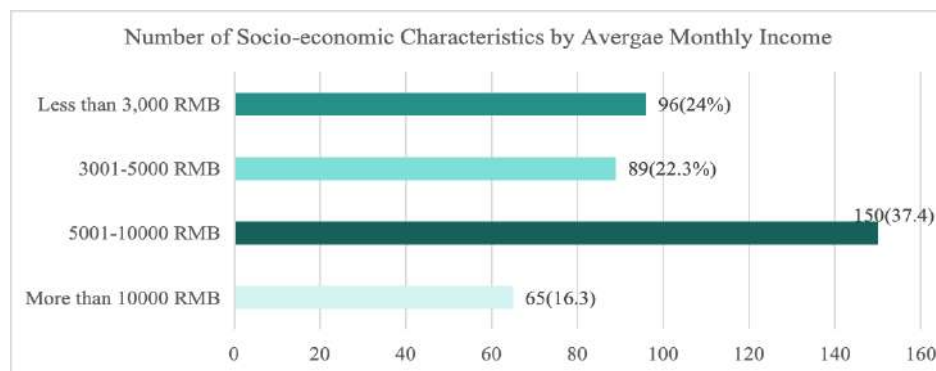
Figure 5.5 Number results of the survey on the socio-economic characteristics of
audiences by average monthly income

Source: Researcher

The results of the socio-economic characterization of the audience by marital
status show that the largest number of the audience is married, accounting for 327
persons (81.7%). This is followed by the unmarried audience with 65 persons (16.3%).
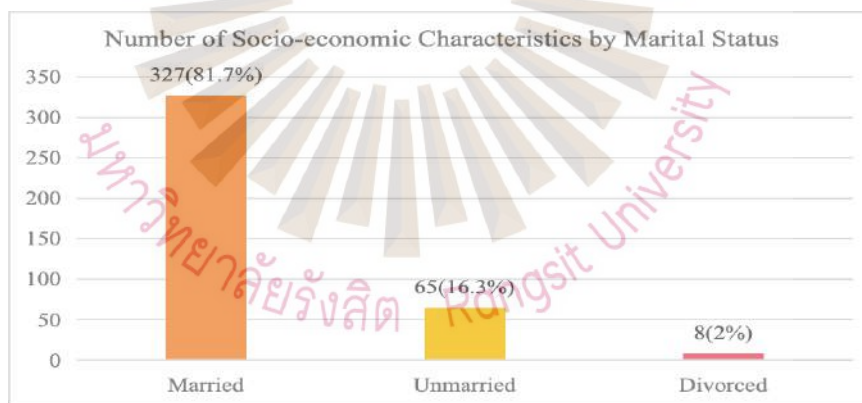This is shown in Figure 5.6.

Figure 5.6 Number results of the survey on the socio-economic characteristics of
audiences by marital status

Source: Researcher

The results of the socio-economic characterization of the audience by number
of children show that the audience has the highest number of persons with 1 child,
amounting to 157 persons (39.3%). This is followed by the audience with 2 children at
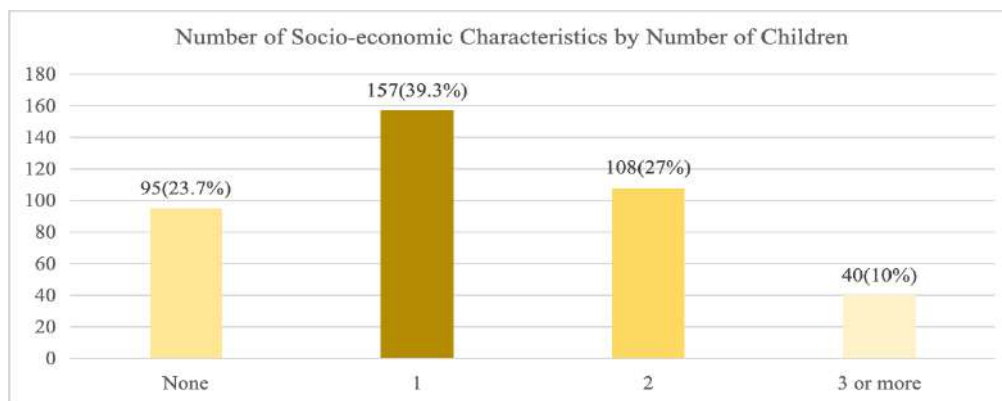108 persons (27%). This is shown in Figure 5.7.

Figure 5.7 Number results of the survey on the socio-economic characteristics of
audiences by number of children
Source: Researcher

5.1.2 Number and Percentage of Audience Media Exposure

The results of the analysis of data on the average daily watching of the reality
TV show "Daddy's Home" by the audience. The largest number of audiences,
numbering 189 persons (47.3%), watched the show for an average of 2-4 hours per
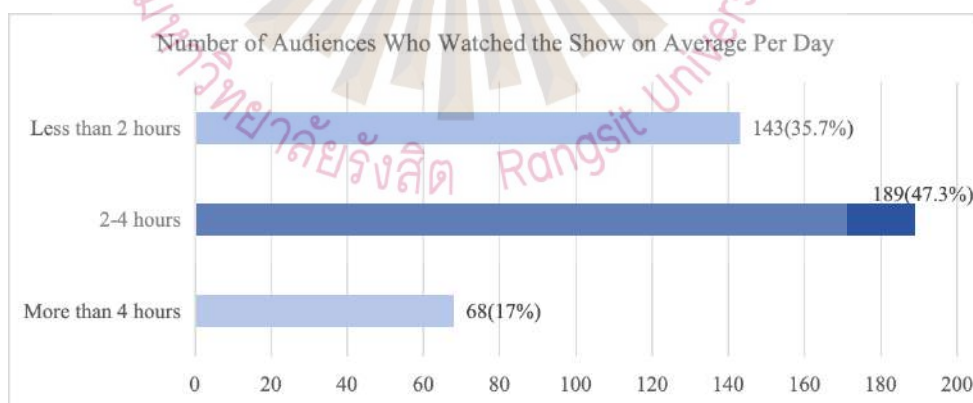day. This is shown in Figure 5.8.

Figure 5.8 Number results of the survey on the audience who watched the show on
average per day
Source: Researcher

The largest number of audiences watching the reality TV show "Daddy's

Home" averaged 14-28 hours of watching per week, amounting to 197 persons (49.3%), as shown in Figure 5.9.

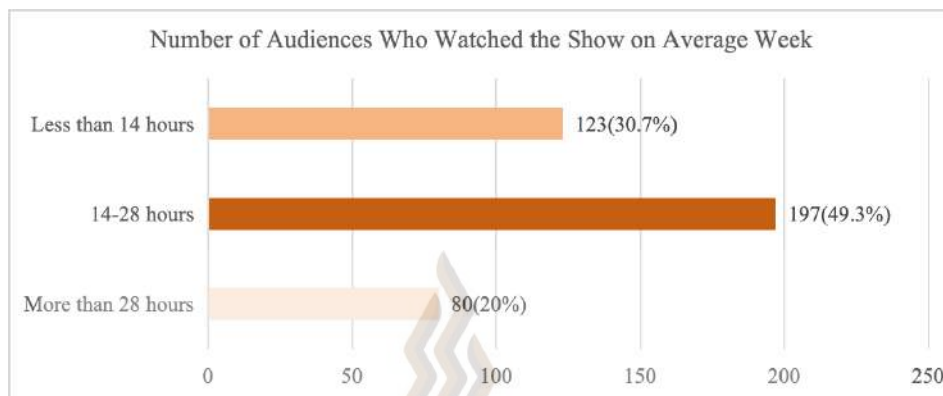Figure 5.9 Number results of the survey on the audience who watched the show on
average week
Source: Researcher

The largest number of audiences who watched the reality TV show "Daddy's Home", with 190 persons (47.5%) watching the show for an average of 6 months - 1 year, as shown in Figure 5.10.
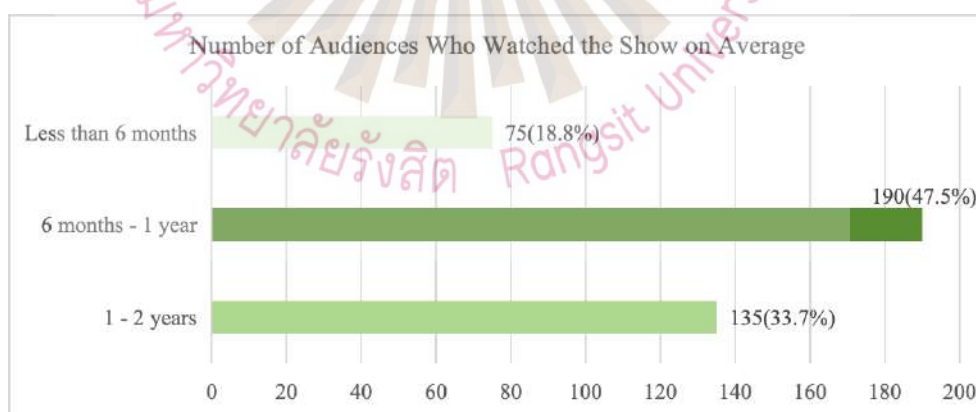

Figure 5.10 Number results of the survey on the audience who watched the show on
average
Source: Researcher

5.1.3 Level of Audience Perceptions about Male Parenting

From the analysis of the results of the perception level of male parenting among the audience who watched the reality TV show "Daddy's Home", it is clear that the audience's perception of male parenting is generally at a high level. As shown in Figure 5.11.

For the 6 questions in the scale, the percentages of strongly agree and agree are significantly higher than the percentages of neither agree or disagree, disagree and strongly disagree. Among them, question 4 "I think watching the Daddy's Home reality TV show has influenced my perception of the idea of male parenting." and question 6 "I think it's important for my friends and family around me to learn about male parenting as well." strongly agree and agree percentages accounted for 70% of the proportion of the respective questions.
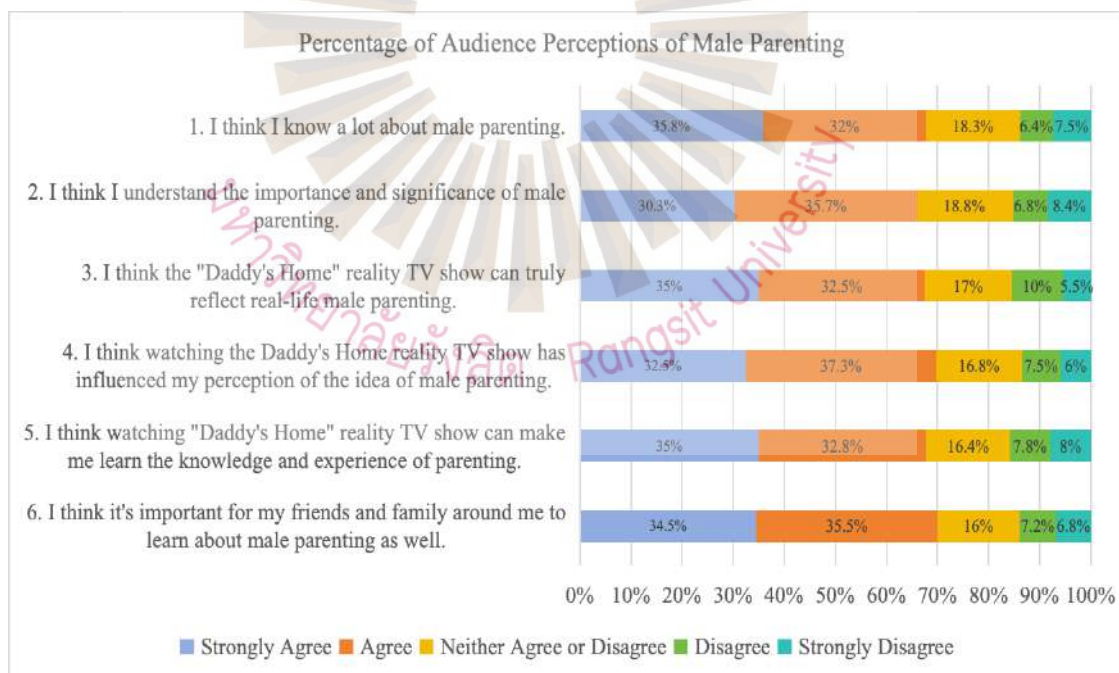

Figure 5.11 Percentage results of the survey on the audience perceptions about male parenting

Source: Researcher

5.1.4 Level of Audience Attitudes about Male Parenting

From the analysis of the results of the level of attitudes of male parenting among the audience who watched the reality TV show "Daddy's Home", it is clear that the audience's attitudes towards male parenting are generally at a high level. As shown in Figure 5.12.

The 11 questions in the scale, the percentage of strongly agree and agree is significantly higher than the percentage of neither agree or disagree, disagree and strongly disagree. Among them, question 3 " I think the "Daddy's Home" reality TV show is interesting and gives me satisfaction." and question 8 " I think " Daddy's Home" reality TV show shows a comprehensive and detailed picture of the current situation of male parenting, providing experience and help for full-time parents and families with many children." The proportion of strongly agree and agree accounted for 74.5% of the proportion of the respective questions.
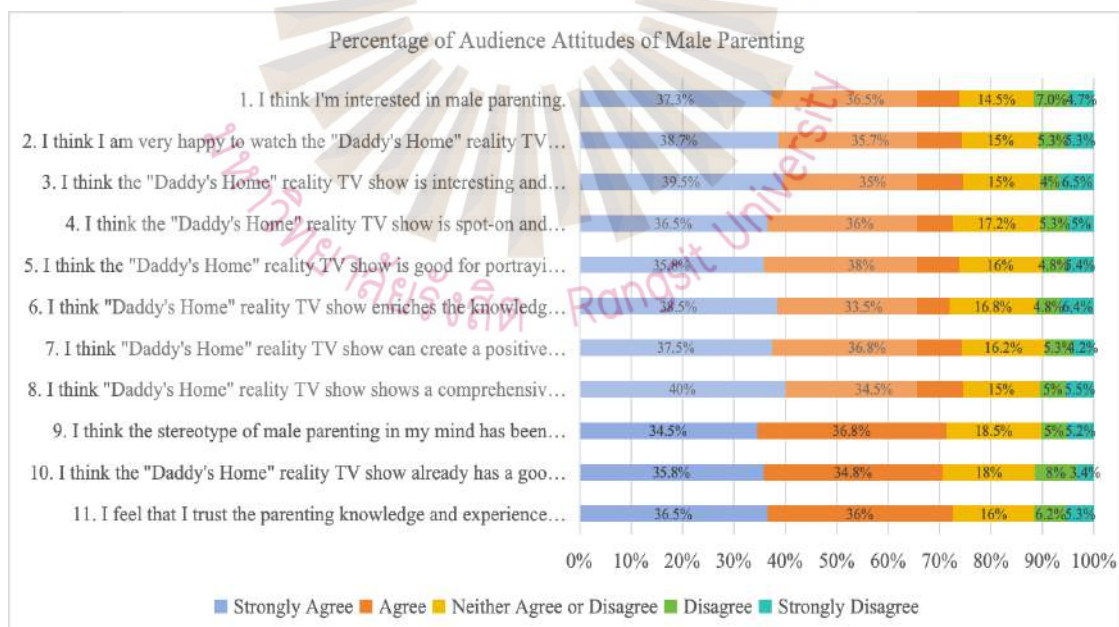
Figure 5.12 Percentage results of the survey on the audience attitudes about male parenting

Source: Researcher

5.1.5 Level of Audience Behaviors about Male Parenting

From the analysis of the results of the level of male parenting behavior of the audience who watched the reality TV show "Daddy's Home", it is clear that the audience's behavior towards male parenting is generally at a high level. As shown in Figure 5.13.

For the 6 questions in the scale, the percentages of strongly agree and agree are significantly higher than the percentages of neither agree or disagree, disagree and strongly disagree. Among them, question 4 "I think the parenting concepts conveyed by the "Daddy's Home" reality TV show have influenced my present/future parenting style. "The proportion of strongly agree and agree accounted for 71.5% of the question percentage.
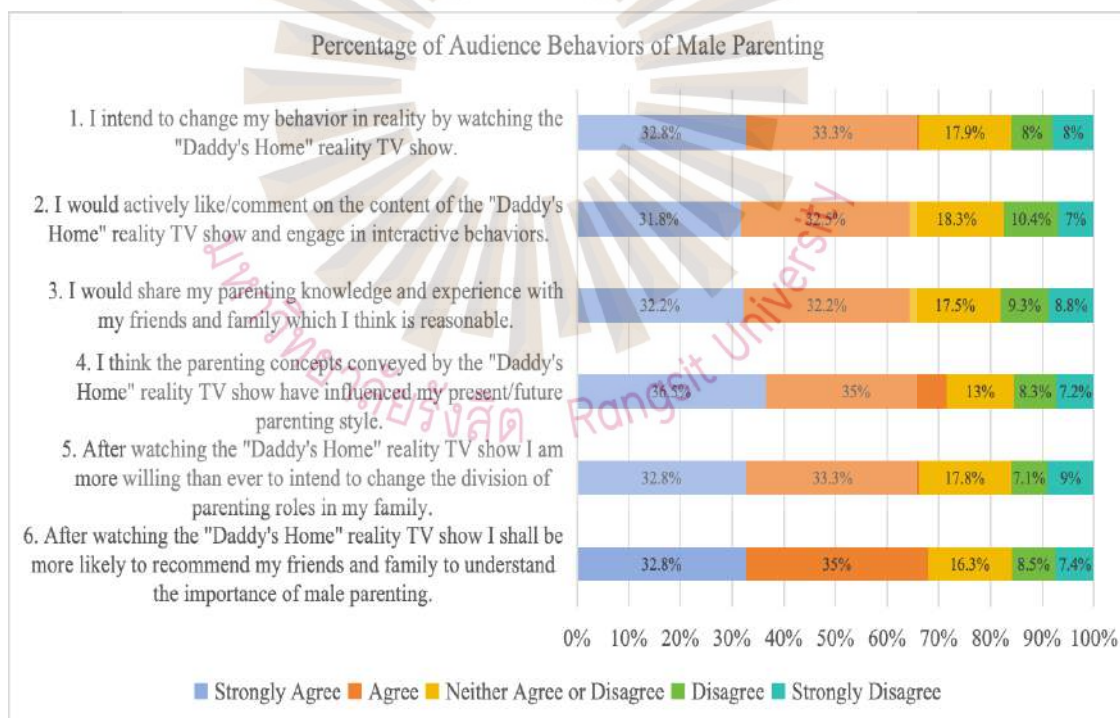

Figure 5.13 Percentage results of the survey on the audience behaviors about male parenting

Source: Researcher

5.1.6 Summary of Hypothesis Tests Results

There are 6 research hypotheses in this study. The results of the tests can be summarized as follows:

The test results for Hypothesis 1 can be summarized as follows:

1) Sex: The statistical significance of the frequency of exposure to different media for those who have watched the reality TV show "Daddy's Home" is 0.740, Sig.= 0.740 > 0.05. There is no significant difference in the frequency of exposure to different media for those who have watched the reality TV show "Daddy's Home".

2) Age: The statistical significance of the age characteristics of the audience who have watched the reality TV show "Daddy's Home" in relation to the frequency of exposure to different media is 0.220, Sig.= 0.220 > 0.05. There is no significant difference between the age characteristics of the audience and the frequency of exposure to different media.

3) Education level: The statistical significance of the education level of the audience who have watched the reality TV show "Daddy's Home" in relation to the frequency of exposure to different media is 0.857, Sig.= 0.857 > 0.05. There is no significant difference between the education level of the audience and the frequency of exposure to different media.

4) Occupation: The statistical significance of the occupation characteristics of the audience who have watched the reality TV show "Daddy's Home" in relation to the frequency of exposure to different media is 0.471, Sig.= 0.471 > 0.05. There is no significant difference between the occupation characteristics of the audience and the frequency of exposure to different media.

5) Average monthly income. The statistical significance of the average monthly income characteristics of the audience who have watched the reality TV show "Daddy's Home" in relation to the frequency of exposure to different media is 0.612, Sig.= 0.612 > 0.05. There is no significant difference between the audience's average monthly income characteristics and the frequency of contact with different media.

6) Marital status: The statistical significance of the marital status characteristics of the audience who have watched the reality TV show "Daddy's Home" in relation to the frequency of exposure to different media is 0.580, Sig.= 0.580 > 0.05. There is no significant difference between the marital status characteristics of the audience and the frequency of exposure to different media.

7) Number of children: The statistical significance of the number of children characteristic who have watched the reality TV show "Daddy's Home" in relation to the frequency of exposure to different media is 0.174, Sig.= 0.174 > 0.05. There is no significant difference between the number of children characteristic and the frequency of exposure to different media.

Table 5.1 Test results of socio-economic characteristics and media exposure of audiences who watched the reality TV show "Daddy's Home"

Independent Variable	Dependent Variable	Test Results
Sex	Frequency of media exposure	No significant difference
Age	Frequency of media exposure	No significant difference
Education Level	Frequency of media exposure	No significant difference
Occupation	Frequency of media exposure	No significant difference
Average Monthly Income	Frequency of media exposure	No significant difference

Table 5.1 Test results of socio-economic characteristics and media exposure of audiences who watched the reality TV show "Daddy's Home" (continued)

Independent Variable	Dependent Variable	Test Results
Marital Status	Frequency of media exposure	No significant difference
Number of Children	Frequency of media exposure	No significant difference

The test results for Hypothesis 2 (a), (b) and (c) can be summarized as follows:

1) The test results analyzed the Sig. < 0.05 of media exposure frequency on audience's perception of male parenting. The frequency of media exposure of the audience who watched the reality TV show " Daddy's Home" positively affects the audience's perception of male parenting.

2)The test results analyzed the Sig.< 0.05 of media exposure frequency on audience's attitudes of male parenting. The frequency of media exposure of the audience who watched the reality TV show "Daddy's Home" positively affects the audience's attitudes of male parenting.

3) The test results analyzed the Sig.< 0.05 of media exposure frequency on audience's behavior of male parenting. The frequency of media exposure of the audience who watched the reality TV show "Daddy's Home" positively affects the audience's behavior of male parenting.

Table 5.2 Test results of media exposure of audience perception, attitudes and behaviors who watched the reality TV show "Daddy's Home"

Independent Variable	Dependent Variable	Test Results
Frequency of media exposure	Audience perceptions	Positively influences
Frequency of media exposure	Audience attitudes	Positively influences
Frequency of media exposure	Audience behaviors	Positively influences

The test results for Hypothesis 3, 4, 5 and 6 can be summarized as follows:

1) The test results analyzed the Sig. < 0.001 of the audience's level of perception of male parenting and the level of attitude towards male parenting. Therefore, the level of perception of male parenting among the audience who have watched the reality TV show "Daddy's Home" positively affects the level of their attitude towards male parenting.

2) The test results analyzed the Sig. < 0.001 of the audience's level of perception of male parenting and the level of behavior towards male parenting. Therefore, the level of perception of male parenting among the audience who have watched the reality TV show "Daddy's Home" positively influences the level of their behavior towards male parenting.

3) The test results analyzed the Sig. < 0.001 of the level of audience's attitude towards male parenting and the level of behavior towards male parenting. Therefore, the level of the audience's attitude towards male parenting who have watched the reality TV show "Daddy's Home" positively affects the level of their behavior towards male parenting.

4) Using audience attitudes as the mediating variable, audience perceptions still positively influenced audience behaviors, Sig. < 0.001. The mediating role of audience for male parenting attitudes is tested. The mediating role of audience attitudes is tested by using audience attitudes as the mediating variable, audience perceptions as the independent variable, and audience behaviors as the dependent variable. The direct effect of audience's attitudes is significant with a 95% confidence interval of [0.2934, 0.4944] at 5000 repetitions of sampling and does not contain 0. Similarly the indirect effect of audience's attitudes is significant with a 95% confidence interval of [0.0378, 0.1371]. Thus, the extent of audience's attitudes towards male parenting mediates the extent of their perception and behavior towards male parenting.

Table 5.3 Test results on the relationship between audience perceptions, attitudes and
behaviors of the reality TV show "Daddy's Home"

Independent Variable	Dependent Variable	Test Results
Audience Perceptions	Audience Attitudes	Positively influences
Audience Perceptions	Audience Behaviors	Positively influences
Audience Attitudes	Audience Behaviors	Positively influences
Audience Perceptions	Audience Behaviors	Audience attitudes play a mediating role

5.2 Conclusion and Discussion

This section summarizes the results of the overall study, which are to be
concluded and discussed through each of the 2 research objectives. The research
objectives are 1) to research the socio-economic characteristics of audiences who
watched male parenting observational reality TV show "Daddy's Home". 2) to explore
the influential relationship between media exposure, perceptions, attitudes, and
behaviors of audiences who watched the reality TV show "Daddy's Home" of male
parenting.

5.2.1 Conclusion and Discussion of Research Objective 1

Conclusion of Research Objective 1: The socio-economic characteristics of the
audience of the male parenting observational reality TV show "Daddy's Home", the
number of female audiences is higher than male audiences, aged 26-35 years old,
usually with a bachelor's degree, are corporate employees, with an average monthly
income of 5001-10000 RMB, are married, and have a child in the family.

Discussion of Research Objective 1: The socio-economic characteristics of the audience in this study are basically consistent with the results of Baidu Data (2023), which showed that the audience of the reality TV show "Daddy's Home Season 2" is predominantly female, and most of them are aged 20-29 years old. Moreover, the education level of the audience of the reality TV show "Daddy's Home" is generally above a bachelor's degree, which indicates that most of the audience has received higher education, and this group of people is more likely to understand and accept male parenting. In their daily lives, they are more receptive to information, whether it is obtained actively or through interpersonal communication. Moreover, the audience is generally characterized as corporate employees with an average monthly income of 5001-10000 RMB, which shows that the audience has stable jobs and higher income. The marital status and the number of children of the audience show that the audience who are married and have one child in the family are the most numerous, so it can be seen that most of the audience have a stable family structure.

5.2.2 Conclusion and Discussion of Research Objective 2

In order to more clearly show the influential relationship between media exposure, perceptions, attitudes, and behaviors about male parenting among audiences who have watched the Daddy's Home male parenting observation reality TV show, this section will be concluded in combination with the research hypotheses.

Conclusion of Research Objective 2: Combined with the results of hypothesis 1 test of this study, it can be found that the significance between the audience's socio-economic characteristics and the frequency of media exposure are all more than 0.05, and it shows that there is no significant difference between the socio-economic characteristics and the frequency of media exposure of the audience who watched the reality TV show "Daddy's Home". This provides support for the subsequent exploration of the relationship between the audience's perceptions, attitudes, behaviors and media exposure frequency, excluding the influence of the audience's socio-economic characteristics, and providing support for the subsequent results.

Combined with the test results of hypothesis 2, it can be found that the significance between audience's media exposure frequency and audience's perceptions, attitudes, and behaviors are less than 0.05. Therefore, the media exposure frequency of the audience watching the Daddy's Home reality TV show positively influences the audience's perception, attitude, and behavior about male parenting.

Combining the test results of hypothesis 3, hypothesis 4, hypothesis 5, and hypothesis 6, it can be found that the significance between audience perception and audience attitude is less than 0.001. The significance between audience perception and audience behavior is less than 0.001. The significance between audience attitude and audience behavior is less than 0.001. By adding audience attitude as a mediator in the test of audience perception and audience behavior, the significance between audience perception and audience behavior is still less than 0.001. Therefore, watching "Daddy's Family" reality TV program audiences will positively influence their attitudes and behaviors. Audience Behavior remained less than 0.001. Therefore, the level of perceptions of the audience who watched the reality TV show "Daddy's Home" about male parenting positively influences the level of their attitudes and behaviors. The level of attitude of the audience who watched the reality TV show "Daddy's Home" about male parenting positively influences their level of behavior. The level of attitudes of the audience who watched the reality TV show "Daddy's Home" about male parenting mediates the level of their perceptions and behaviors.

Discussion of Research Objective 2: The results of the testing of hypothesis 2 in this study are consistent with the concept of media exposure, where media can shape individuals' perceptions of reality and influence their behavior (de Vreese & Neijens, 2016). It is also similar to the findings of Yanshu and Guo (2014) who found that other types of media content, including reality TV shows, promote certain behaviors in those who are repeatedly exposed to them. This is similar to the study by Mazzeo et al. (2007) in which the authors concluded that plastic surgery reality TV shows may contribute to eating disorder attitudes and behaviors in young women. This is because the notion of female thinness conveyed in reality TV shows influences

young women's perceptions of their body image and their pursuit of thinness, which can lead to eating disorders. The audience of the reality TV show "Daddy's Home" will watch the show repeatedly because of its entertainment and the sharing of parenting experiences, so the audience's perceptions of male parenting will be changed subconsciously, which will change the audience's attitudes towards male parenting and reduce stereotypes. Moreover, by repeating the show, the audience will also imitate or learn the behavior and mentality of fathers who take care of their children in the show in their daily lives.

The results of testing hypothesis 3, hypothesis 4, hypothesis 5, and hypothesis 6 in this study are consistent with Liao's (2023) proposal that audience's attitude toward a particular topic affects their perception of information related to that topic, which in turn affects their behavior toward that topic. And the present study is similar to the findings of the authors, who argued that attitude mediates the relationship between mass media gratification perceptions and altruistic behavior.

By watching reality TV shows, the audience not only serves as entertainment, but also learns from the different families and people's understanding of male parenting. Under the effect of entertainment and learning, audience's perception of male parenting will change, and thus their attitudes towards male parenting will also change, and under the change of perception and attitudes, audience's behavior will change. When the audience watch the knowledge and insights about male parenting provided in the show, most of the audiences will have new perceptions about male parenting and will change their stereotypes about male parenting and apply the knowledge about parenting and the attitude that males need to join in the division of family parenting in their lives or share it with the people around them.

Like the point made by Wrench, Goding, Johnson, and Attias (2011), audience's behavior is influenced by other factors such as their perceptions and attitudes. This study is analogous to the findings of Apuke (2016) whose results suggest that students are influenced by television shows to change their own

perceptions and attitudes towards dress and hairstyles and to imitate the dress code of the television shows.

Therefore, audiences who watched the reality TV show "Daddy's Home" positively influenced their attitudes and behaviors toward male parenting perceptions. Combined with the topic of division of labor in childcare in Chinese families at this stage, the young generation of Chinese couples always encounter the problem of division of labor in their families, and many of them are out of balance between family and work due to the double pressure of family and work. The reality TV show "Daddy's Home" features celebrities and parenting experts, making it a great show for inexperienced families to relieve stress and learn about parenting. The show also focuses on male parenting, based on the current phenomenon in China and the general perception that the proportion of female parenting is higher than that of male parenting, so audiences can watch the show to learn more about male parenting and improve their stereotypical image of male parenting, as well as to influence their daily life behaviors regarding male parenting.

5.3 Limitations and Suggestions

5.3.1 Research Limitations

This study adopts a quantitative research method, only relying on the collected data for analysis, which is unable to understand the complexity and deep-seated motivation behind the behavior of the audience watching the reality TV show "Daddy's Home", and is unable to provide an in-depth understanding of the subject of the study.

In order to ensure the wide distribution of the research data, the questionnaire is distributed on the Questionnaire Star platform and WeChat, but there is no deliberate distinction between the data of different platforms, so the results of the questionnaire cannot be carefully targeted at different platforms.

5.3.2 Suggestion for Future Study

Future research can incorporate qualitative methods to further investigate the relationship between exposure, perceptions, attitudes, and behaviors of audiences who have watched the male parenting observational reality TV show "Daddy's Home". Through content analysis, the study is subdivided into other social media platforms in China, such as WeChat, TikTok, QQ, and Xiaohongshu, etc., and the topics of male parenting on these platforms are analyzed.

Conduct one-on-one interviews with audiences of different sexes, ages, and education levels to further understand the relationship between the exposure, perceptions, attitudes, and behaviors of those who have watched the reality TV show "Daddy's Home" on male parenting.

To focus on the meaning, motivation and cultural background behind the audience's exposure, perception, attitude and behavior. This will provide a broader perspective on the topic of male parenting in the Chinese media and social environment.

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Appendix

Audience Study of Male Parenting Observational Reality TV Shows:

A Case Study of "Daddy's Home"-- Survey Questionnaire

Hello! This questionnaire investigates the socio-economic characteristics of the audience of the parenting observation reality TV show "Daddy's Home" and the impact of the audience's media exposure, perception, attitude and behavior on male parenting! Please help to complete this questionnaire in a few minutes. This questionnaire is anonymous and your personal information will be kept strictly confidential. The results of this questionnaire will be used only for the purpose of this study, so please feel free to complete it. Thank you for your support!

Screening Questions

Have you ever watched the series "Daddy's Home"?

☐ Only watched season 1

☐ Only watched season 2

☐ Watched both

☐ Never watched (end of questionnaire)

Part 1: Information on Socio-economic Characteristics

1. Your sex:

☐ Male

☐ Female

2. Your age:

☐ Under 18 years old

☐ 18-25 years old

☐ 26-35 years old

☐ 36-45 years old

☐ Above 45 years old

3. Your education level:

☐ High school and below

☐ Specialized course

☐ Bachelor's degree

☐ Master's degree

☐ Doctoral degree or above

4. Your occupation:

☐ Student

☐ Civil servant/government employee

☐ Corporate employee

☐ Freelancer or self-employed

☐ Full-time parent

☐ No occupation

5. Your average monthly income (including living expenses) in the last year is:

☐ Less than 3,000 RMB

☐ 3001-5000 RMB

☐ 5001-10000 RMB

☐ More than 10000 RMB

6. Your marital status:

☐ Married

☐ Unmarried

☐ Divorced

7. How many children do you have in your family?

☐ None

☐ 1

☐ 2

☐ 3 or more

Part 2: Frequency of Media Exposure (Scale Questions)

1. How often you watch the "Daddy's Home" reality TV show on an average day？

☐ Less than 2 hours

☐ 2-4 hours

☐ More than 4 hours

2. How often do you spend an average week watching the "Daddy's Home" reality TV show?

☐ Less than 14 hours

☐ 14-28 hours

☐ More than 28 hours

3. How long do you watch "Daddy's Home" reality TV show?

☐ Less than 6 months

☐ 6 months - 1 year

☐ 1 - 2 years

Part 3: Survey on Audience's Perception of Male Parenting (Scale Questions)

	Question	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
1	I think I know a lot about male parenting.					
2	I think I understand the importance and significance of male parenting.					
3	I think the "Daddy's Home" reality TV show can truly reflect real-life male parenting.					
4	I think watching the Daddy's Home reality TV show has influenced my perception of the idea of male parenting.					
5	I think watching "Daddy's Home" reality TV show can make me learn the knowledge and experience of parenting.					
6	I think it's important for my friends and family around me to learn about male parenting as well.					

Part 4: Survey on Audience Attitudes of Male Parenting (Scale Questions)

	Question	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
1	I think I'm interested in male parenting.					
2	I think I am very happy to watch the "Daddy's Home" reality TV show.					
3	I think the "Daddy's Home" reality TV show is interesting and gives me satisfaction.					
4	I think the "Daddy's Home" reality TV show is spot-on and reasonable for interpreting the current situation of male parenting.					
5	I think the "Daddy's Home" reality TV show is good for portraying positive male parenting roles.					
6	I think "Daddy's Home" reality TV show enriches the knowledge level of the audience and broadens their horizons.					
7	I think "Daddy's Home" reality TV show can create a positive social atmosphere of male parenting in the society.					
8	I think "Daddy's Home" reality TV show shows a comprehensive and detailed picture of the current situation of male parenting, providing experience and help for full-time parents and families with many children.					

Part 4: Survey on Audience Attitudes of Male Parenting (Scale Questions, continued)

	Question	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
9	I think the stereotype of male parenting in my mind has been changed by watching the "Daddy's Home" reality TV show.					
10	I think the "Daddy's Home" reality TV show already has a good reputation for promoting male parenting.					
11	I feel that I trust the parenting knowledge and experience disseminated by the "Daddy's Home" reality TV show.					

Part 5: Survey of Audience Behavior of Male Parenting (Scale Questions)

	Question	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
1	I intend to change my behavior in reality by watching the "Daddy's Home" reality TV show.					
2	I would actively like/comment on the content of the "Daddy's Home" reality TV show and engage in interactive behaviors.					
3	I would share my parenting knowledge and experience with my friends and family which I think is reasonable.					

Part 5: Survey of Audience Behavior of Male Parenting (Scale Questions, continued)

	Question	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
4	I think the parenting concepts conveyed by the "Daddy's Home" reality TV show have influenced my present/future parenting style.					
5	After watching the "Daddy's Home" reality TV show I am more willing than ever to intend to change the division of parenting roles in my family.					
6	After watching the "Daddy's Home" reality TV show I shall be more likely to recommend my friends and family to understand the importance of male parenting.					
4	I think the parenting concepts conveyed by the "Daddy's Home" reality TV show have influenced my present/future parenting style.					

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