

## Abstract

Amount of TV watched, TV preferences, and college major were studied among undergraduates to see if these were related. Results showed a relationship between amount of TV watched and extent to which people feel TV affects their career choice. In addition, results showed some correspondence between majors and TV preferences.

## Method

- The study looked at 79 college students between the age of 18 and 22 and they were asked to complete an online questionnaire.
- Amount of TV watched per week was measured by asking participants to give an average number of hours per week that they watch TV.
- TV show preferences were measured by asking participants, "how much time per week do you spend watching this kind of TV?"
- College major and future career choice were measured by asking students to list their college major and their future career choice.
- Lastly, participants were asked "to what extent do you think that TV viewing effected your choice of major or future career choice?"

# TV Preferences, College Majors, and Career Choices

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## Introduction

Looking at TV's influence on children, it has been shown that they create schema information about occupations by using fictional TV (Huston et al., 1997). There is also a positive relationship between how much children perceive TV as socially realistic and how much they are likely to use television to shape their real-world schemata (Wright et al., 1995). From other conclusions drawn from previous research, it is my speculation that the more time people spend watching TV the more impacted they will be.

## Results

- Hypothesis 1 was tested using a Pearson Correlation.
- A significant relationship between the amount of TV watched per week and the extent to which people feel TV affects their career choice,  $r(62) = 0.25, p = 0.049$ .
- Hypotheses 2 and 3 were tested using an Analysis of Variance.
- People in government related and criminal justice majors watched more crime dramas than people in other majors,  $F(7, 71) = 3.87, p = 0.001$ . Means and standard deviations showed a significant difference between government related / criminal justice majors and other majors.
- People in health science majors did not watch more medical dramas than people in other majors,  $F(7, 71) = 1.53, p = 0.172$ .

## Hypotheses

**Hypothesis 1:** the more TV participants watch, the more they feel it affects future career choice

**Hypothesis 2:** participants who are in government related or criminal justice majors are more likely to watch crime dramas

**Hypothesis 3:** participants who are in health science related majors are more likely to watch medical dramas

## Discussion

- Results indicated that people who watch more TV perceive that TV has a greater influence on their career choice.
- The subsequent findings about major and TV preferences showed that some majors show higher TV preferences in related genres than others. There is a general pattern of majors showing a preference for related TV genres, but not all majors fit this relationship.
- Results also showed correspondence between communications majors and news broadcasts and psychology majors and reality TV.
- In addition, future research can examine how gender and race representations on television impact how people view these factors in the workplace.