POSITIVE RELATIONSHIP BETWEEN VIEWING MOTIVATIONS, PERCEIVED REALITY OF THE TV REALITY SHOW AND SELF-ESTEEM AMONG VIETNAMESE AUDIENCE: A CASE STUDY OF THE MASKED SINGER VIETNAM
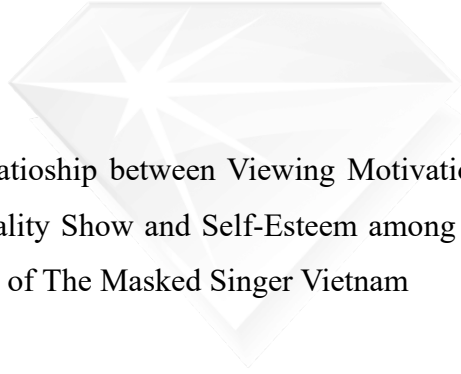
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Title: Positive Relatioship between Viewing Motivations, Perceived Reality of
             the TV Reality Show and Self-Esteem among Vietnamese Audience: A
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ABSTRACT

This survey research examined the relationship between viewing motivations, perceived television reality of The Masked Singer Vietnam and the self-esteem among Vietnamese viewers. Using convenient sampling, two hundred Vietnamese viewers, aged 18 years to 35 years old who have watched The Masked Singer Vietnam, participated in this online survey. The results found the following results: (1) Viewing motivations for the Masked Singer Vietnam was positively correlated with viewers' perceived television reality, wherein motivations such as emotional connection and entertainment related how authentic viewers perceived the show; (2) Viewers' perceived reality of the Masked Singer Vietnam was positively correlated with their self-esteem; and (3) Viewing motivations for the Masked Singer Vietnam has a significant positive correlation with viewers' self-esteem. The results supported The Cultivation Theory, which suggest that media consumption shaped perceptions of television reality, and concide with The Uses and Gratifications Theory, which highlighted how media can satisfy emotional needs. The study emphasized that personalized storylines, empowerment narratives, and social media engagement can enhance viewers' emotional well-being. It recommends further research to explore cross-cultural differences and the long-term effects of reality TV on self-esteem.

Keywords: *Communication, TV reality, Self-Esteem, Perceived TV reality, Reason for Viewing, The Masked Singer, Vietnamese audiences*

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Nguyen Huu Quynh Nhu

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CHAPTER 1

INTRODUCTION

This chapter summarizes the background, rationale and problem statement of this study. After that, the study presents research objectives, scope of research, research questions and significance of the study.

1.1 Background of Study

The landscape of modern entertainment has been significantly transformed by the pervasive influence of reality television, captivating global audiences through its dynamic combination of real-life drama, entertainment, and competitive narratives. In Reality TV, Kraszewski (2017) defined reality television as a genre that blends unscripted, real-life situations with narrative techniques and conventions typically associated with scripted television. Within this sphere, the masked singing competition stands out as one of the most captivating and popular sub-genres, where participants, concealed behind elaborate costumes and masks, immerse themselves in performances, effectively concealing their true identities. Notably, "The Masked Singer Vietnam" has emerged as a prominent example, drawing substantial attention and viewership right from its inception. With a consistent increase in ratings over seasons and a notable surge in audience growth, the show has solidified its position as a major cultural phenomenon, significantly impacting the viewership landscape in Vietnam. 'The Masked Singer Vietnam' is a Vietnamese adaptation of popular international reality TV franchise 'The Masked Singer'. The show features celebrities performing songs while wearing elaborate costumes and masks to conceal their identities. The panel of judges and the audience try to guess the performers' identities based on contestants' voice, performances, and provided clues. Each episode typically concludes with a reveal, where one masked singer's identity is revealed after they are voted off.

The debut episode of the television show "The Masked Singer Vietnam" premiered on July 16, 2022, garnering 8.9 million on the YouTube platform on YouTube channel VieOn (Trang, 2022a). The program sustained a consistent performance across subsequent episodes, culminating in the final episode which

garnered 8.3 million views on YouTube, despite its duration exceeding four hours. In addition to this, The Masked Singer Vietnam successfully garnered an impressive 100 million views on its YouTube channel, combining views from all episodes (Trang, 2022b). Furthermore, it significantly boosted the VieOn production unit's YouTube following to more than 10 million subscribers (Long, 2022).

Reality television shows like "The Masked Singer Vietnam" have secured a significant following, captivating audiences through their distinctive blend of entertainment, mystery, and competitive fervor. These shows offer contestants a platform to showcase their talents, all while keeping their identities concealed behind elaborate costumes and masks. However, beneath the glitz and glamor lies a complex psychological landscape where contestants grapple with the dual forces of public perception and self-perception.

1.2 Rationale and Problem Statement

According to Thanh Nien newspaper, a respected newspaper and official communication channel of the Vietnamese government, there had been articles about the TV show named The Masked Singer Vietnam 2022, highlighting the substantial influence the program has had on Vietnamese audiences (Anh, 2022a).

Viewers are also apparently getting an extremely comfortable experience while watching the reality show. The show consistently achieves high viewership rating with the impressive numbers mentioned above, demonstrating its strong appeal and suggesting that a large number of viewers find it captivating and entertaining. According to Tuoi Tre Newspaper, one of Vietnam's mainstream newspapers, there had been more than 50 articles updating on The Masked Singer Vietnam program during the broadcasting period up to now (Vu & Hoang, 2019). Positive audience feedbacks on social media platforms and online forums further underscores the enjoyment that viewers derive from the show. On average, each episode broadcast on the VieOn YouTube Channel, the official broadcast channel of The Masked Singer Vietnam program, receives between 8 to 9 million views and nearly 7,000 comments per episode. Enthusiastic discussion and favorable comments highlight the excitement of guessing the identities of the contestants, the enjoyment of the performances, and the appreciation for the creativity of the customers. Additionally, media reports and

viewers have praised the show's entertainment value and unique format. The Masked Singer Vietnam has also attracted a considerable number of viewers with its program format, costumes, and performances. The study aims to explore the impact of viewing motivation for reality TV on perceived television reality and self-esteem among Vietnamese audiences, using "The Masked Singer Vietnam" as a case study. This investigation is essential and it delves into the psychological and sociocultural dimensions of reality TV consumption, examining how viewer motivations influence their perceptions and self-worth.

According to the report named Reality TV Engagement: Producer and Audience Relations for Reality Talent Shows by Annette Hill in 2014, the importance of audience engagement in the success of reality TV shows is underscored by its role as a currency that combines ratings, social media trends, and cultural resonance. This research emphasizes that engagement holds both economic and cultural value, serving as a dialogue between producers and audiences through contestants' performances that fosters trust and loyalty in the show. The Hill's concept of stages of engagement highlighted the varying levels of intensity, from live viewership to loyal audience, while the notion of a spectrum of engagement recognizes the diverse ways individuals interact with media content (Hill, 2017). The widespread viewership and audience engagement with "The Masked Singer Vietnam" serve as a testament to its profound influence on the public consciousness. The show's popularity has spurred conversations and discussions across various media platforms, indicating its significance in shaping societal narratives and values. The viewers' approval is further evidenced by the accolade achieved by "The Masked Singer Vietnam", which received the 28th "Mai Vang" award, renowned for its recognition by both audiences vote and expert evaluations as the most beloved TV show. The "Mai Vang" awards, organized by Nguoi Lao Dong Newspaper, is an annual award voted on by readers (Khue, 2023). It is dedicated to individuals, artist groups, works, and programs – digital platforms that have taken place during the year (from December of the previous year to the end of November of the following year) and are most loved by the public – the newspaper's reader. This is a prestigious and long – standing award for artistic programs and individuals, as well as group active in the arts in Vietnam (Organizing Committee, 2023) Additionally, the program maintained its nomination

for the 29th "Mai Vang" award in the same category, underscoring its sustained popularity and acceptance among audiences (Khue, 2023)

The audience's perceptions and preferences, influenced by the viewing motivation for TV reality, can shape the contestants' perceived identities within the context of the show. In "Reality TV, Relational Aggression and Relational Quality in Romantic Relationships" by Swiatkowski (2018), audience perception was a key concept that refers to how viewers interpret and are influenced by the content they consume in reality TV shows. This perception encompassed how viewers understand and react to the portrayals of relational aggression and romantic relationships depicted on these shows. The study explored the idea that reality TV can shape viewers' attitudes and behaviors, particularly in their interpersonal relationships, by influencing their expectations and perceptions of relational dynamics. Swiatkowski's (2018) research suggested frequent exposure to the aggression and the quality of their romantic relationships, highlighting the significant impact of media consumption on the audience's perceptions and personal relationships. If contestants feel that they are not meeting audience's expectations or are being unfavorable compared to their peers, this can significantly affect their self-esteem, leading to feelings of inadequacy or a distorted self-image. The Social Comparison Theory (Suls & Wheeler, 2012) elucidated how individuals gauge their own opinions and abilities by comparing them to others, influencing their self-concept. In the context of reality TV shows, viewers often engage in upward and downward social comparisons with contestants, affecting their perceptions of self-identity. Upward comparison with successful contestants may inspire viewers to emulate their behaviors and strive for similar achievements, influencing their self-identity positively. Conversely, downward comparisons with less successful or flawed contestants might bolster viewers' self-esteem by highlighting their own strengths and virtues in comparison (Swiatkowski, 2018)

To enhance the understanding of the impact of viewing motivation for TV reality in "The Masked Singer Vietnam" on viewers' self-esteem, the study will incorporate additional evidence, including audience feedback and perception data, to illustrate the profound impact of "The Masked Singer Vietnam" on the audience's self-esteem and emotional engagement with the show. This will be complemented by

comprehensive statistical analysis to establish a deeper understanding of the show's influence on the self-esteem of its viewers.

1.3 Research Objectives

    This study aims to achieve the following three research objectives.

    1.3.1 To examine how the viewing motivation for the TV reality show (The Masked Singer Vietnam) is correlated with viewers' perceived reality of the TV reality show.

    1.3.2 To examine how viewers' perceived reality of the TV reality show (The Masked Singer Vietnam) is correlated with their self-esteem.

    1.3.3 To examine how viewing motivation for the TV reality show (The Masked Singer Vietnam) is correlated with viewers' self-esteem.

1.4 Scope of Research

    This study examines the relationship between viewing motivation for the TV reality shows, perceived reality of the TV reality shows, and self-esteem, and using the example of the King of Masked Singer Vietnam.

    The independent variable in this research is the viewing motivation for the TV reality show. Sharma (2014) created a scale containing 12 question statements in his study of viewers' attitudes towards watching reality TV. This scale was also used in this paper to study the reasons of viewers for watching TV reality shows. In this research, the item was studied to understand the motivation of viewers to watch TV reality shows and to understand the reasons why viewers watch The Masked Singer Vietnam for the next research. The TV reality show The Masked Singer Vietnam has become a hit in Vietnam, and it obviously has unique features that attract viewers, and this research also examines this aspect to explore the reasons why viewers watch it.

    The dependent variables in this paper are viewers' perceived reality of the relality television show and viewers' self-esteem. Perceived reality of reality TV shows was analyzed using Perse (2009)'s scale in terms of Magic Window, Instruction, Identity dimensions, while viewers' self-esteem was analyzed using the classic Rosenberg (1965) Self-esteem scale to create the questionnaire. The dependent variable was used to study the viewers' perceptions of reality TV shows and their

psychological conditions. This also has a positive effect on exploring the psychological condition of viewers watching reality TV shows in order to promote the development of reality TV shows in Vietnam.

The Masked Singer has different versions in different countries, and the researcher chose Vietnam, The Masked Singer Vietnam, as the object of study. This is due to the fact that this program is very popular in Vietnam and has a significant impact, and viewers are more than enthusiastic about this program. Based on this, this research chooses The Masked Singer Vietnam as the research subject. This study adopts a quantitative method by conducting a questionnaire survey. The questionnaire was distributed to the target group from 18 to 35 years old, who are the main audience of reality TV shows, more likely to be influenced by the media to watch reality TV shows and more enthusiastic about stage performances (Perse, 2009).

There is a lack of research on how viewers' reasons for watching reality television impact their perceived television reality and self-esteem. This paper aims to fill this gap by studying the psychological conditions of viewers watching reality TV and promoting the development of Vietnam's reality TV industry to produce more engaging programs.

1.5 Research Questions

The current study examined the relationship between viewing motivation for the TV reality shows, viewers' perceived reality of the TV reality show, and viewers' self-esteem. The proposed research questions are as follows:

RQ#1: How is viewing motivation for TV reality show (The Masked Singer Vietnam) correlated with viewers' perceived reality of the TV reality show?

RQ#2: How is viewers' perceived reality of the TV reality show (The Masked Singer Vietnam) correlated with their self-esteem?

RQ#3: How is viewing motivation for TV reality show (The Masked Singer Vietnam) correlated with viewers' self-esteem?

1.6 Significance of the Study

Reality television is a type of television program that directly brings viewers closer to the participants. For "The Masked Singer Vietnam", it directly brings viewers closer to the stars and allows them to get to know them better. At the same time, they also enjoyed a wonderful performance. The success of The Masked Singer Vietnam as a hit TV show in Vietnam is obviously not just a coincidence but also has deeper factors behind it. This study aims to explore these factors from the viewers' point of view to find out what attracts viewers and what they get from the show. This study also contributes to a broader discussion on the success of reality TV programs and helps to develop the future development of reality TV programs and the entertainment industry in Vietnam in order to produce more valuable and informative TV programs.

1.7 Definition of Terms

1.7.1 TV Reality Shows

In "Reality TV: Remaking Television Culture" (Murray & Ouellette, 2004), reality TV shows are defined as television programs that purport to depict real-life situations, events, or interactions among participants, often with unscripted or semi-scripted content. These shows typically featured ordinary people rather than professional actors and are designed to entertain, provoked emotional responses, and captured viewers' attention through various formats such as competitions, documentaries, and lifestyle programming (Murray & Ouellette, 2004).

1.7.2 The Masked Singer

Vietnam is a specific reality television show that serves as the focal point of this research. It is characterized by contestants who perform musical acts while concealing their identities behind elaborate masks and costumes. The show combines elements of singing competitions with an intriguing guessing game regarding the contestants' identities.

1.7.3 Viewing Motivation for the TV reality show refers to motives that people have when watching "Masked Singer Vietnam". This study adopts the film viewing motives scale as suggested by Sharma (2014)

1.7.4 Perceived Reality of the TV Reality Show refers to how viewers interpret the events, characters, and situations in a reality TV show as being either real or fabricated. It is the process by which audiences assess the authenticity of the show's content and how much they believe it reflects real-life situations, rather than being scripted or staged for entertainment purposes. The perceived reality affects how viewers connect with the show and influences their emotional response and attitudes toward it (Trochim, 2006).

According to Potter (1988), first, perceived reality was treated as an attitude that varies across people rather than as a characteristic of media content. Second, perceived reality was treated as a synonym for media accuracy. Third, the measurement of perceived reality was usually conducted in a global, unidimensional manner. Based on this, he proposed three dimensions for the study of perceived reality on television. Magic window is the central, but not the sole, component of perceived reality. At the theoretical level it is defined as belief in the literal reality of television messages. Two subcomponents illustrate the distinction between syntax and semantics. A second component of perceived reality is social expectations, instruction, or perceived utility (referred to hereafter as utility). A third component is identity which is defined as a feeling of closeness to characters on television shows (Potter,1988).

1.7.5 Self-esteem

This term refers to an individual's overall subjective evaluation of their own worth and values as a person. It encompasses feelings of self-worth, self-respect, and self-acceptance. High self-esteem implied a positive self-evaluation, while low self-esteem indicated a negative or critical self-view (Jackson, 1985).

1.7.6 Contestants

This term refers to individuals who participate in reality television shows, often competing against each other or facing challenges designed by the show's producers. Contestants typically undergo a selection process to be cast on the show and then engage in various activities or tasks that are recorded and broadcast for entertainment purposes. They compete for prizes, fame, or other rewards, and their actions and interactions with each other are often a central focus of the show's narrative (Murray & Oullette, 2009)

CHAPTER 2
LITERATURE REVIEW

This chapter summarizes past research related to the impact of TV reality shows, the popularity of TV reality shows, especially The Masked Singer, the reasons why viewers watch The Masked Singer Vietnam, and viewers' perceptions of the reality of TV reality shows and the impact on self-esteem. The specific outline is as follows:

2.1 Related Literature and Previous Studies

2.2 Related Theories

2.3 Research Hypothesis

2.4 Conceptual Framework

2.1 Related Literature and Previous Studies

2.1.1 Popularity of Reality TV Shows in the Vietnamese Market

Analysis of the Vietnamese media industry demonstrates a notable preference of reality TV shows, with a particular emphasis on singing competitions. Vietnam has a wide range of reality TV shows, including musical talent competitions such as The Voice of Vietnam, Vietnam Idol, and Vietnam's Got Talent. Additionally, there are adventure and cooking shows like MasterChef Vietnam and The Amazing Race Vietnam. These programs appeal to audiences of all ages, particularly the younger demographic (Pham, 2016). Reality shows usually achieve high ratings and become reliable ratings for television networks. For example, "The Voice of Vietnam" and "Vietnam Idol" are often broadcast during prime time and receive support and participation from large audiences.

These shows are not only a source of entertainment but also positively influence Vietnamese society and culture. Musical talent shows provide a platform for many young people to showcase their talents, inspiring more to pursue musical dreams (Nguyen, 2015). As observed in the case of Vietnamese singing reality TV shows, such as "The Voice Vietnam" and "Vietnam's idol", the audience engagement levels have soared, contributing to a substantial increase in the overall viewership ratings. For instance, "The Voice Vietnam" recorded a viewership rate of over 8

million during its latest season, attesting to the growing popularity and influence of reality TV in the Vietnamese entertainment sphere.

Moreover, insights from the Vietnamese media industry analysis reveal a stark contrast in the production of local reality TV content as compared to international formats. The data indicated that approximately 85% of reality TV shows aired in Vietnam are adaptations of international formats, with minimal original content creation. This trend emphasized the Vietnamese audience's strong affinity for globally recognized reality TV format, showcasing a preference for established international brands over locally produced content (Nguyen & Tran, 2017).

Additionally, the Vietnamese media industry's dependence on advertising revenue as a primary source of income had led to an increase in the incorporation of product placements and sponsorships within reality TV shows (Tran & Pham, 2020). Programs like "The Remix" and "The Masked Singer Vietnam" havd effectively utilized strategic partnership with leading brands, thereby enhancing the overall production value and financial sustainability of these shows.

The surge in the popularity of reality TV shows within the Vietnamese market has significantly transformed the country's media landscape, attracting a diverse range of sponsors and advertises eager to capitalize on the growing viewership numbers. This phenomenon not only underscored the rising influence of reality TV in shaping Vietnamese popular culture but also highlighted the industry's reliance on international formats to drive audience engagement and commercial success (Van, Quang, & Thanh, 2019).

On the other hand, the newspaper "Cong An Nhan Dan" once had an article about the current state of entertainment programs. The article discussed the saturation of singing competitions on Vietnamese television, noting a surge in the number of shows and the subsequent challenges for aspiring singers in choosing the right platform to showcase their talents. With competitions like "Vietnam Idol" expanding to multiple locations nationwide and new shows like "The Voice Vietnam" and "Ngoi nha am nhac" emerging, the industry faced an abundance of programming but a scarcity of genuine talent. Despite the plethora of competitions, concerns arise about the authenticity of talent discovered and the tendency for shows to prioritize sensationalism over genuine musical contributions. The article highlighted the

prevalence of scandals and controversies orchestrated to attract viewer attention, potentially overshadowing the musical abilities of contestants and perpetuating a cycle of fleeting fame (Vu & Hoang, 2019). Ultimately, it suggested that lasting success in the music industry requires more than just winning a competition; it necessitates genuine talents, serious dedication, and a sincere commitment to the art form beyond the confines of reality TV shows ("Bội thực", 2012).

2.1.2 Viewing Motivation for TV Reality Shows

TV reality shows have become a global phenomenon, captivating audiences with their intriguing narratives, competitive spirit, and the personal journeys of contestants (Van et al., 2019). These shows offer participants an opportunity to showcase their talents and personal stories on a grand scale. This study will explore the positive and negative effects of TV reality shows on contestants, with specific reference to the Vietnamese context, drawing examples from popular Vietnamese singing TV reality shows.

Contestants are a very important part of reality television. Viewing motivation for TV reality shows depends a lot on the contestants of the show. For example, contestants in Vietnamese singing reality TV shows like "The Voice Vietnam" and "Vietnam's Idol" had the chance to display their musical talents to a vast audience (Anh, 2022a). And this exposured has clearly piqued the interest of viewers, sparking curiosity, which in turn led to viewers choosing to watch the show. Especially concerning The Masked Singer Vietnam, numerous episodes of the program have featured contestants that have sparked considerable excitement and generated significant reactions on both newspapers and social media platforms. As contestants Trung Quan's appearance on episode 9 of the show gained popularity, it quickly reached the top 1 trending on YouTube. Subsequently, in episode 12 of the program, the synchronized performance of mascots "O Sen", "Ky Da Hoa" and "Lady May" reached 2 million views after one day of airing and reached the top 1 trending on YouTube (Anh, 2022b). This highlights the significant influence of contestants on viewership. This shows how important the contestants are to the viewing motivation, and how famous the contestants are is also an important motivation for the viewers to watch the program. At the same time, the novelty of the program arrangement also

attracted the viewers to a certain extent (Bowles, Burns, Hixson, Jenness, & Tellers, 2023).

Additionally, the growth of the contestants is an important factor in attracting viewers to the reality show. In addition to some of the contestants who are already well-known, there are also many contestants who have struggled for years in the industry but are not well-known to participate in The Masked Singer Vietnam, and the program has shown viewers the talent of people in this category. Usually, for singer Ha Nhi, following eight years of striving with limited recognition in her career, participation in The Masked Singer Vietnam led to increased fame and acknowledgment from numerous audiences, ultimately resulting in success. She was even honored with the "breakthrough" award at the "Lan Song Xanh" ceremony (Anh, 2023). Regarding singer Ha Ni, after dedicating 8 years to her singing career, she accomplished a significant milestone by hosting her inaugural live concert. Remarkably, tickets for the concert were sold out on the very first day, underscoring Ha Nhi's considerable growth following her participation in "The Masked Singer Vietnam" (Me, 2023). Across Cultures: Social Empowerment through Personal Growth, the authors discussed how psychological selection, which involved the process of choosing and engaging in activities that led to optimal experience, could contribute to personal growth and empowerment within various cultural contexts (Fave, Massimini, & Bassi, 2011). Besides, some studies had shown the results of the transformative journey experienced by contestants in reality TV shows such as idols, suggesting that participation can lead to significant personal growth (Zwaan & ter Bogt, 2016). While watching the reality show, viewers can also observe the growth of the contestants. As the reality show progresses, the contestant may go from being an unknown singer to a household name, which obviously attracts viewers. Apart from that, it is clear that The Masked Singer Vietnam still has strong professional as well as social attributes, where viewers can communicate with each other about the content of the program as well as the contestants they support until the final winner is decided. Furthermore, "O Sen" Ngoc Mai, the winner of The Masked Singer Vietnam was also among 5 nominees for the Best Female Singer category at the Mai Vang award, which is recognized as one of Vietnam's most esteemed annual ceremonies (Nhien, 2022).

2.1.3 Perceived Reality of the TV Reality Show

Drawing from the interactive nature of reality TV consumption, The Masked Singer Vietnam engages viewers through its central theme of mystery and identity. Concealing contestants behind elaborate masks and costumes, the program sparks curiosity and active participation from the audience. As viewers eagerly anticipate the unveiling of each contestant's true identity, they become emotionally invested in the unfolding narrative, reflecting the cognitive, affective, and personal integrative needs identified in qualitative research. The show tapped into the psychology of curiosity, making audience members active participants in unraveling the mysteries behind each performance (Penzhorn & Pitout, 2006).

2.1.4 Self-Esteem

"Epidemics of Will, Failures of Self-Esteem: Responding to Fat Bodies in The Biggest Loser and What Not to Wear" (Sender & Sullivan, 2008) discussed how these shows constructed narratives around body weight, often framing fatness as a problem requiring intervention and personal transformation. She highlighted the potential psychological and emotional impact of these representations on individuals with larger bodies, particularly in terms of self-esteem and body image.

In "Self-esteem: Third Edition", McKay and Fanning (2000) explored the concept of self-esteem and it's important in psychological well-being. They discussed how self-esteem was influenced by external factors such as social interactions, media representations, and cultural norms. They emphasized the role of storytelling in shaping individuals' self-esteem, noting that narratives conveyed through media, including reality TV shows, could significantly impact viewers' perceptions of themselves and others.

In the contemporary Vietnamese media landscape, reality TV shows have gained immense popularity, captivating audiences with their compelling narratives and engaging storytelling techniques. From singing competitions to talent showcases, these programs leverage storytelling as a crucial tool to shape contestants' narratives, foster emotional connections with viewers, and influence audience perceptions. These reasons can either enhance or diminish a participant's sense of self-worth, depending on what viewers are thinking when they watch a reality show. Positive thoughts, such as empowerment arcs and recognition of participants' efforts, have the potential to

raise self-esteem, while negative narratives, such as stigmatization and exploitation, can erode self-esteem (Sender & Sullivan, 2008). In reality television programs, the audience's first impression of the contestants is clearly important. This was particularly evident in The Masked Singer Vietnam, where the contestants' identities were initially hidden, emphasizing the fact that the audience was unbiased about the contestants at the beginning of the show (Shrum & Lee, 2012). The concealment of identity allows participants to step outside of their usual persona, encouraging a shift beyond vocal performance. And with this anonymity, the audience's support for the participants is uncluttered and of other nature, with no clear inclination until the masks are removed. And this begins to create an opportunity for the audience to satisfy their self-esteem (Deal, 1968).

The contestants, by incorporating elements of their lives into their performances, which in turn directly affects the audience's thoughts, makes the audience feel good about them and support them. In addition to this, one of the unique aspects of The Masked Singer Vietnam is the anonymity it provides to its participants. Viewers of The Masked Singer Vietnam become invested not only in the contestants' vocal abilities but also in their personal journeys. The emotional investment translates into increased viewer participation, with audiences voting, discussing, and speculating about the contestants' identities and narratives (Plantinga, 2018). The concealment of identity allows participants to step outside of their usual persona, encouraging a shift beyond vocal performance. And with this anonymity, the audience's support for the participants is uncluttered and of other nature, with no clear inclination until the masks are removed. And this begins to create an opportunity for the audience to satisfy their self-esteem (Deal, 1968). And as the program progresses, the contestant of The Masked Singer Vietnam continues to overcome obstacles and break through, which motivates the viewers who support him, enhances the viewers' own sense of acquisition, and continues to inspire them.

However, there is a negative side to this. As the program continues, the contestants' own personalities and other factors are gradually revealed, which may not match what viewers imagined at the beginning of the program, leading to self-doubt. In addition, in order to increase ratings during the program, the program team will also create conflicts through editing and other forms, which to a certain extent will

also affect the audience's feelings, and thus affect the audience's self-esteem (Rapp & Gerrig, 2002). Due to the popularity of the program, a considerable fan base will also be formed after the program is aired, and it is inevitable that there will be fanatical fans, and in order to compete for the championship, the fans of the contestants may also engage in a series of confrontations on the Internet, which obviously affects the audience's self-esteem, and makes it develop towards a fanatical posture (Lowe, 2021). Finally, after the show has finished airing, viewers may also take the filter of the contestant's participation in that show to view the real-life contestant, and the viewer's self-esteem may also be affected when that contestant does something different from how he or she behaved on the show (Trochim, 2006).

2.2 Related Theories

2.2.1 Cultivation Theory

Cultivation Theory (Gerbner & Gross, 1976) is a mass communication theory that examines the long-term effects of television and other mass media on viewers' worldviews and attitudes, particularly their perception of the real world. Cultivation Theory posits that viewers who are frequently exposed to television programs gradually align their understanding and attitudes toward the real world with the content presented on TV. This effect is particularly pronounced among heavy television viewers. Television programs often exaggerate certain social phenomena, such as violence and crime. Viewers who frequently encounter these portrayals may develop inaccurate perceptions of the real world, such as overestimating the crime rate. Regardless of their social backgrounds, people who are exposed to the same television content over a long period tend to converge in their attitudes and beliefs, creating a "mainstreaming" effect. If viewers' real-life experiences are similar to those depicted on television, their identification with and influence from these contents are stronger (Gerbner & Gross, 1976).

2.2.2 Uses and Gratifications Theory

Uses and Gratifications Theory is a mass communication theory that studies how people actively choose and use media to satisfy their various needs. Unlike traditional media effects research, this theory emphasizes the active role of the audience, suggesting that viewers are not passive recipients of media content but

instead select media and information based on their own needs and expectations. Uses and Gratifications Theory posits that audiences are active participants who select and use different media based on their personal needs, interests, and motivations. Audiences use media to satisfy specific needs, including informational, entertainment, social, and emotional needs. Different groups of people may have different needs and ways of satisfying them. Because audience needs are diverse, they choose a variety of media and content to meet these needs. This includes traditional media (such as television and newspapers) and new media (such as the internet and social media) (Katz, Blumler, & Gurevitch, 1973).

2.2.3 Self-Esteem Theory

Self-Esteem Theory (Rosenberg, 1965) explores how individuals' self-evaluations and feelings of self-worth influence their behavior, thoughts, and emotions. Self-esteem is a critical component of psychological well-being and has been studied extensively in the fields of psychology and social sciences. Self-esteem is derived from one's self-evaluation, which involves assessing one's own worth and competence. Positive self-evaluation leads to high self-esteem, while negative self-evaluation results in low self-esteem. Self-esteem can be influenced by various factors, including personal achievements, social feedback, and comparisons with others. It can also be affected by internal factors such as personality traits and external factors such as cultural and societal norms. Individuals with high self-esteem generally have a positive view of themselves, feel confident, and are more resilient to stress and failure. In contrast, those with low self-esteem often experience self-doubt, negative self-perception, and are more vulnerable to psychological issues such as depression and anxiety. Developed by Morris Rosenberg in 1965, this is one of the most widely used measures of self-esteem. It assesses self-esteem through a series of statements that individuals rate based on their agreement or disagreement.

2.3 Research Hypothesis

This study aims to test the following research hypotheses.

Hypothesis 1: Vietnamese audiences' s viewing motivation for the TV reality show, The Masked Singer Vietnam, is positively correlated with their perceived reality of the TV reality show.

Hypothesis 2: Vietnamese audiences' s perceived reality of the TV reality show, The Masked Singer Vietnam, is positively correlated with their self-esteem.

Hypothesis 3: Vietnamese audiences' s viewing motivation for the TV reality show, The Masked Singer Vietnam, is positively correlated with their self-esteem.

2.4 Conceptual Framework

The study explores the relationships between viewing motivation, perceived reality for TV reality shows, and self-esteem among Vietnamese audiences. First, it examines how viewing motivation correlates with perceived reality, exploring whether different motivations (e.g., entertainment, social connection) affect how viewers perceive the authenticity of the show. Second, it investigates how perceived reality relates to self-esteem, looking at whether the way viewers perceive the show's realism affects their self-worth. Finally, the study explores the relationship between viewing motivation and self-esteem, examining whether the reasons for watching the show can correlates with viewers' self-image.

Figure 2.1: Conceptual Framework
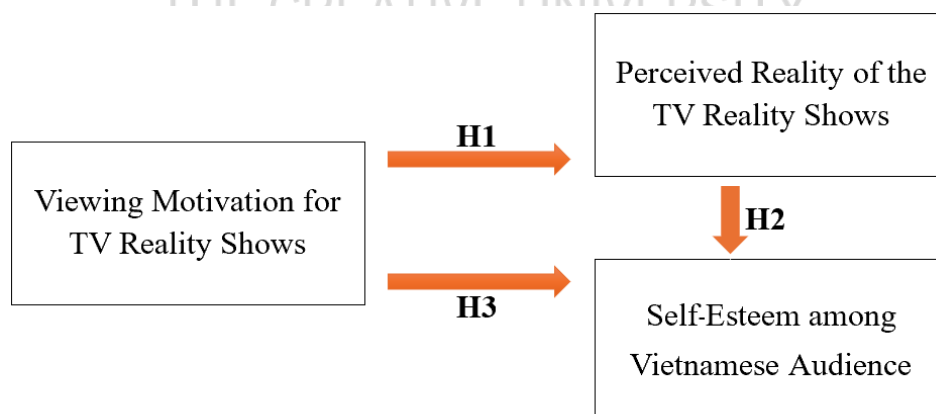
CHAPTER 3
METHODOLOGY

A quantitative approach is employed for conducting this research**.** This chapter summarizes the methods employed by researchers to examine the impact of viewing motivation for TV reality on perceived television reality and self-esteem among Vietnamese audiences. The outline of this chapter is structured as the following section list:

3.1 Research Design

3.2 Research Approach

3.3 Research Method

3.4 Target Population and Sample Selection

3.5 Research Instrument

3.6 Instrument Pretest

3.7 Data Collection Procedure

3.8 Data Analysis and Interpretation

3.1 Research Design

The book "Social Media, Sociality, and Survey Research" (Hill, Dean & Murphy, 2014) delved into how survey research is evolving in the face of technological advancements, particularly with the rise of social media. The authors emphasized the importance of integrating new tools and methods to enhance survey research quality, which is crucial given the declining response rates and outdated methodologies traditionally used in the field.

The book "Media and Communication Research Methods" (Hansen & Machin, 2018) is a comprehensive guide to both qualitative and quantitative research methods in the field of media and communication. Regarding quantitative methods, especially surveys in the context of reality shows, the book emphasizes the following Surveys as Quantitative Method, Application in Media Research, Designing Surveys, Analyzing Survey Data and Ensuring Validity and Reliability. Based on this, a questionnaire has been created in this paper to obtain the data by means of the survey of the questionnaire and then analyze it with a view to obtaining the final conclusions.

The questionnaire will be released on social platforms such as X, Facebook, and other communities related to masked singers in Vietnam to ensure the validity of the questionnaire to the greatest extent possible.

3.2 Research Approach

The main research approach in this paper is quantitative research, while questionnaire survey is the most dominant way of quantitative research. Therefore, this paper also chooses the way of questionnaire survey, by choosing the appropriate survey population to issue questionnaires, collect data, and analyze it by using SPSS and other statistical software. Since the research population is mainly the Vietnamese audience, the researcher will translate the questionnaire into the Vietnamese version and re-translate it into English to ensure the accuracy of the questionnaire. Before conducting the formal study, the researcher will also conduct a pre-study and a reliability test to ensure that the questionnaire is valid (Alderson, 2014).

3.3 Research Method

In this paper, the research methodology of quantitative research was chosen and a questionnaire was selected to conduct the study. The design phase is critical to ensuring that a questionnaire effectively captures the intended data. Key aspects include:

3.3.1 Questionnaire Structure: The structure should be logical and easy to follow, starting with less sensitive questions to build rapport and moving to more sensitive ones later (Dillman, 2000).

3.3.2 Question Types: Use a mix of closed-ended and open-ended questions to balance ease of analysis and richness of data (Fowler, 2014). Closed-ended questions are easier to quantify, while open-ended questions provide deeper insights.

3.3.3 Scale Selection: Likert scales are commonly used to measure attitudes and opinions. They are valued for their simplicity and ease of use (Joshi, Saket, Satish, & Pal, 2015).

Based on the above principles, a questionnaire containing 4 sections with 40 sub-questions was designed in this paper. Among them, the scale part contains 36 sub-questions.

3.4 Target Population and Sample Selection

The purpose of this study was to investigate relationship between viewing motivation for TV Reality show on perceived reality of TV reality show, and self-esteem among Vietnamese Audiences: A Case Study of the Masked Singer Vietnam. The main target population of this study is Vietnamese viewers who have watched The Masked Singer Vietnam. The age range is from under 18 to 35 years old, in which viewers tend to be the main group of people who watch reality TV shows and are more active on social platforms, making it easier to conduct the survey. It also ensures the diversity of the sample, making the data more realistic. The questionnaires were distributed in the months of June to July 2024.

As for sample size, in this paper, Rough Sample Size Estimation Method for Kendall's Tau was used for sample size selection. The rough sample size estimation method for Kendall's tau can be achieved by multiplying the number of questions by an empirical coefficient. This approach is simple and quick, suitable for initial design and planning, although it lacks the precision of detailed statistical analysis. Below are the specifics of this method. First, determine the number of questions. Second, select an empirical Coefficient k. Typically, this value ranges between 5 and 10. Third, Multiply the number of questions by the empirical coefficient k.

The formula is Sample Size = Number of Questions × k

The main research object of this questionnaire is the scale part, which consists of 36 sub-questions, using an empirical coefficient of 5, so a total sample size of 200 is required.

3.5 Research Instrument

The survey instrument employed in this study underwent a rigorous development and validation process to ensure the validity and reliability of the survey questions. Additionally, expert evaluations were sought to refine the survey questions, guaranteeing clarity, relevance, and alignment with the research objectives. A pilot study was subsequently carried out with a small sample of respondents to determine the survey instrument's suitability and comprehensibility. To improve the clarity and applicability of the survey questions, adjustments were implemented in response to input from the pilot study. Through expert evaluations, researchers can assess the comprehensibility and appropriateness of survey questions before full-scale implementation. This strategy aids in pinpointing potential concerns and honing the survey instrument to guarantee its efficacy in collecting pertinent data. To evaluate the appropriateness and clarity of the survey items, a pilot study was conducted with a pre-selected sample of participants following the revision of the survey questions. The independent variable in this paper is viewing motivation for reality TV show. The dependent variables in this paper are viewers' perceived reality of TV reality show and viewers' self-esteem.

3.6 Instrument Pretest

Prior to the formal study, a pre-test was conducted to assess the accuracy and validity of the questionnaire. The questionnaire was administered in Vietnamese language as this study mainly targeted the Vietnamese audience. The questionnaires were distributed in X, Facebook and some communities discussing masked singers Vietnam to make the data more authentic and valid and avoid collecting invalid questionnaires Initially, 36 questionnaires were collected and analyzed for reliability using Cronbach's alpha coefficient using SPSS software. The reliability results showed that all components had Cronbach alpha values above 0.7 and were considered reliable. The Cronbach alpha for the overall questionnaire was 0.882, the Cronbach's alpha for the viewing motivation for TV reality show Masked Singer Vietnam was 0.830, the Cronbach's alpha for viewers' perceived TV reality show Masked Singer Vietnam reality was 0.758, and the Cronbach's alpha for the viewers' self-esteem was 0.846. The specific results are as follows:

Table 3.1: Summary of Instrument Pretest Results

	Cronbach alpha	Number of Items	Edited Statement
Viewing Motivation for TV Reality Show	0.830	12	No.10: From: "I like reality show The Masked Singer Vietnam because it puts me in a good mood" To: "I like reality show "The Masked Singer Vietnam", because it makes me happy"
Viewers' Perceived Reality of TV Reality Show	0.758	14	
Magic Window	0.809	5	
Instruction	0.720	5	No. 5 Instruction From: "Watching reality show The Masked Singer Vietnam to gain educational knowledge" To: "I watch reality show "The Masked Singer Vietnam" to gain knowledge about techniques in singing."
Identity	0.707	4	
Self-Esteem	0.846	10	No. 6 Self-esteem From: "At times I think I am no good at all after watching The Masked Singer Vietnam"

(Continued)

Table 3.1 (Continued): Summary of Instrument Pretest Results

	Cronbach alpha	Number of Items	Edited Statement
Self-Esteem	0.846	10	To: "At times I think I don't have any special talents at all after watching "The Masked Singer Vietnam".

All items in this pre-survey successfully passed the Cronbach test, and the questionnaire passed the reliability test for further distribution.

3.7 Data Collection Procedure

The survey instrument was developed based on a thorough literature review and expert consultations in media studies and psychology. Following the development, the survey was pre-tested with a small sample of respondents from the target population. Feedback from this pre-test was used to refine the questions to ensure clarity and relevance (Hill, Dean & Murphy, 2014). Links to the surveys were shared on social media platforms such as Facebook, Instagram, and Twitter, specifically targeting groups and pages related to "The Masked Singer Vietnam". The survey link also was posted in relevant forums and online communities where discussions about "The Masked Singer Vietnam" were active. Participants were informed about the purpose of the study and assured of their anonymity and the confidentiality of their responses. This assurance was critical to obtaining honest and unbiased data.

The survey remained open for a predetermined period, during which responses were monitored regularly. The data collection phase spanned approximately four weeks, allowing sufficient time for participants to complete the survey at their convenience. Upon completion of the data collection period, the survey response was securely stored and organized for analysis. The data was systematically prepared for analysis using statistical software SPSS, ensuring that it was ready for accurate and efficient processing.

3.8 Data Analysis and Interpretation

This study uses descriptive statistics to give a brief description of the data first. Frequencies and percentages were used for basic personal information. Mean and standard deviation of the examined variables were reported. The survey tool's clarity and pertinence were improved through iterative adjustments made using insights from the pilot study (Rosenberg, 1965). This final questionnaire contains 4 sections.

Part 1: Respondents's Personal Information

This part of the questionnaire contains basic information about the respondent, including age, gender, and education. It also contains whether the respondent has watched Masked Singer Vietnam or not, if not, the question and answer will be ended directly.

Part 2: Viewing Motivation for TV Reality Show

This part focused on investigating the viewing motivation for the reality television, using the scale (Geetha, Jeeva, Thiyagarajan, Elangovan & Venkatachalam, 2014), which consisted of a total of 12 problem statements. The study utilized a five-point Likert scale, which was rated by the respondents and selected from 1 Strongly Disagree, 2 Disagree, 3 Neutral (Neither agree nor disagree with the statement), 4 Agree, 5 Strongly Agree.

Part 3: Vietnamese audiences's Perceived Reality of the TV Show

This part involves viewers' evaluations of the perceived reality of TV reality show. This section utilizes Perse's (2009) questionnaire in terms of the three dimensions of Magic Window, Instruction, and Identity. The Likert 5-point scale was also used for measuring this concept. Below presents the interpretation of the mean values for Part 2 to Part 3.

Table 3.2: Interpretation of Mean Scores for Viewing Motivation and Perceived
Reality of TV Reality Show

Range	Interpretation for Viewing Motivation	Interpretation for Perceived Reality of TV Reality Show
1.00-1.50	Very low motivation	Very low level of perceived authenticity
1.51-2.50	Low motivation	Low level of perceived authenticity
2.51-3.50	Medium motivaiton	Medium level of perceived authenticity
3.51-4.50	High motivation	High level of perceived authenticity
4.51-5.00	Very high motivation	Very high level of perceived authenticity

Part 4 Vietnamese audiences' sPerceived Self-Esteem of the Show

This part investigated the self-esteem of the respondents using Rosenberg's (1965) scale. The study utilized a four-point scale, which was rated by the respondents and selected from 1 Strongly Disagree, 2 Disagree, 3 Agree, 4 Strongly Agree. The scale has 10 statements, of which 4 questions need to have their values recoded: questions 6, 7, 8, and 10. Before analyzing the data, the 4 statements mentioned above need to have their data recoded. A four-level scale was used as specified below:

Table 1.3: Interpretation of Mean Score for Self-Esteem

Range	Interpretation
1.00-2.00	Very low self-esteem
2.01-3.00	Low self-esteem
3.01 – 3.50	High self-esteem
3.51 – 4.00	Very high self-esteem

In this study, a statistical software was used to analyze the obtained questionnaire data in order to study the three hypotheses of this research. The details are as follows:

Hypothesis 1: Viewing motivation for TV reality show, the Masked Singer Vietnam, is positively correlated with viewers' perceived reality of TV reality show.

Variable # 1: Viewing motivation for TV reality show, the Masked Singer Vietnam

Variable # 2: Viewers' perceived reality of TV reality show (Likert scale).

Statistical analysis: Pearson Correlation

Hypothesis 2: Viewers' perceived reality of TV reality show, the Masked Singer Vietnam, is positively correlated with viewers' self-esteem.

Variable # 1: Viewers' perceived reality of TV reality show, the Masked Singer Vietnam.

Variable # 2: Viewers' self-esteem.

Statistical analysis: Pearson Correlation

Hypothesis 3: Viewing motivation for TV reality show, the Masked Singer Vietnam, is positively correlated with viewers' self-esteem

Variable # 1: Viewing motivation for TV reality show, the Masked Singer Vietnam

Variable # 2: Viewers' self-esteem.

Statistical analysis: Pearson Correlation

CHAPTER 4

FINDINGS

This chapter presents the results of the quantitative data analysis obtained from a survey of 200 Vietnamese audiences who are viewers of The Masked Singer Vietnam, conducted through an online questionnaire. Pearson correlation analysis was employed to test the proposed hypotheses. The topics covered in this chapter are summarized as follows:

4.1 Summary of Descriptive Analysis Findings

4.2 Results of Hypothesis Testing

4.1 Summary of Descriptive Analysis Findings

4.1.1 Demographic Profile of the Respondents

As shown in Table 4.1, the study included 200 respondents who had watched The Mask Singer Vietnam. The results indicated a 100% viewing rate among the participants (n=200), ensuring that all responses are directly relevant to the study.

Table 2.1: Frequency and percentage of sample based on Viewing Status

	Frequency	Percent
Yes	200	100%
No	0	0
Total	200	100%

As shown in Table 4.2, most participants were aged between 25 and 30 years (40%, n=80), followed by those aged 20 to 24 years (35%, n=70). Respondents aged 31 to 35 years accounted for 15% (n=30), while those above 35 years constituted 10% (n=20). No participants were below 20 years old. This demographic distribution highlights that the majority of respondents are young adults and middle-aged viewers, reflecting a target audience for the show.

Table 4.2: Frequency and percentage of sample based on age

Age	Frequency	Percentage
20-24 years	70	35%
25-30 years	80	40%
31-35 years	30	15%
Above 35 years	20	10%
Below 20 years	0	0%
Total	200	100%

As shown in Table 4.3, the majority of respondents in the sample have completed higher education. Specifically, 63% (n=126) of respondents have a Bachelor's degree, 19.5% (n=39) have completed high school, 10.5% (n=21) have earned a Master's degree, and 7% (n=14) have attained a Doctorate or higher. The high percentage of respondents with at least a Bachelor's degree indicates that the sample likely has a strong understanding of TV reality shows, which could influence their perceptions of The Masked Singer Vietnam and its impact on their self-esteem.

Table 4.3: Frequency and percentage of sample based on education level

Education Level	Frequency	Percentage
High school	39	19.5%
Master's Degree	21	10.5%
Bachelor's Degree	126	63.0%
Doctorate or Higher	14	7.0%
Total	200	100%

4.1.2 Descriptive Statistics on the Viewing MotivationTV Reality Shows

To measure the viewing motivation TV reality shows among the respondents, the researcher used a 5-point Likert scale as follows to examine their opinions on various reasons for watching The Masked Singer Vietnam.

Table 4.4 presented the criteria used to interpret the respondents' perceived reality regarding the viewing motivation for TV reality shows, specifically The Masked Singer Vietnam. The table categorizes the level of perceived reality based on the mean scores obtained from the survey responses. The mean score is used as a measure to evaluate how real or authentic the respondents believe each viewing motivation for the show to be.

Table 4.4: Interpretation of Mean for Perceived Reality of the TV Reality Shows

Mean range	Interpretation
1.00 – 1.50	Very low level of perceived authenticity
1.51 – 2.50	Low level of perceived authenticity
2.51 – 3.50	Medium level of perceived authenticity
3.51 – 4.50	High level of perceived authenticity
4.51 – 5.00	Very high level of perceived authenticity

These criteria allow for a structured interpretation of how respondents perceive the reasons for watching The Masked Singer Vietnam, providing insight into what aspects of the show resonate most with viewers in terms of realism and authenticity. This framework helps to assess which elements of the show are seen as most connected to reality and which may be perceived as more artificial or staged.

Based on the analysis of the perceived importance of various reasons for watching The Masked Singer Vietnam (shown in Table 4.6), the highest perceived importance reason is that the show provides to display talents ($\bar{x}$ = 4.16, SD = 0.91), followed by something unexpected occurs on the show ($\bar{x}$ = 4.13, SD = 0.98), and the

relaxation ($\bar{x}$ = 4.11, SD = 0.91). These factors suggest that viewers find the show highly enjoyable, engaging, and entertaining.

Table 4.5: Descriptive statistics of respondents' viewing motivation for "The Masked Singer Vietnam"

Variables	$\bar{x}$	S.D.	Interpretation
Viewing Motivations for the TV Reality Show	3.41	0.668	Middle level of motivation
1. I like it when something unexpected occurs on the reality show "The Masked Singer Vietnam."	4.13	0.979	High level of motivation
2. The reality show "The Masked Singer Vietnam" is unscripted.	2.91	1.110	Middle level of motivation
3. I like being able to talk about the reality show "The Masked Singer Vietnam" with people I know.	3.49	1.061	Middle level of motivation
4. It provides me an escape from the news.	2.55	1.106	Middle level of motivation
5. Watching reality show "The Masked Singer Vietnam" to gain educational knowledge.	3.28	1.112	Middle level of motivation
6. I like watching the show "The Masked Singer Vietnam" because it is adventurous.	2.97	1.109	High level of motivation
7. Watching reality show "The Masked Singer Vietnam" makes me feel smarter than the participants.	2.60	1.182	Middle level of motivation
8. It provides a social interaction.	3.00	1.017	Middle level of motivation

(Continued)

Table 4.5 (Continued): Descriptive statistics of respondents' viewing motivation for
"The Masked Singer Vietnam"

Variables	x̄	S.D.	Interpretation
9. It provides me with relaxation.	4.11	0.907	High level of motivation
10. I like reality show "The Masked Singer Vietnam" because it puts me in a good mood.	3.99	0.924	High level of motivation
11. The reality show "The Masked Singer Vietnam" provided a platform to display talents.	4.16	0.908	High level of motivation
12. The challenges given are meaningful.	3.79	1.029	High level of motivation

To examine the level of respondents' perceptions of reality in the show
Masked Singer Vietnam, the researcher used the following 5-point Likert scale,
divided into five levels (1 = Stongly disagree to 5 = Strongly agree). To further
examine the respondents' level of reality perception, the researcher used the following
interpretation:

Table 4.6: Interpretation of Mean for Perceived Reality of the TV Reality Show in
'The Masked Singer Vietnam'

Mean range	Interpretation
1.00-1.50	Very low perceived authenticity
1.51-2.50	Low perceived authenticity
2.51-3.50	Middle perceived authenticity
3.51-4.50	High perceived authenticity
4.51-5.00	Very high perceived authenticity

As shown in Table 4.6, the descriptive findings revealed that Audience'
Perceived Reality of the TV Show "The Masked Singer Vietnam" was ranked at a
neutral level (Mean = 3.24, S.D = 0.691). When examining each audience's
perception, the results found that magic window (Mean = 3.25, S.D. = 0.949),
instruction (Mean = 3.03, S.D. = 1.066), identity (Mean = 3.49, S.D. = 1.003) rank at
middle level.

Table 4.7: Mean and standard deviation of audience' perceived reality of the show
"The Masked Singer Vietnam"

Variables	$\bar{x}$	S.D.	Interpretation
Perceived Reality of the TV Reality Show "The Masked Singer Vietnam"	3.24	0.691	Middle perceived authenticity
Magic Window	3.25	0.949	Middle perceived authenticity
1. "The performances of the show 'Masked Singer Vietnam' make me think I am there watching." a live concert	3.85	0.878	High perceived authenticity
2. "The contestants who take part in the show probably act in real life the way they do in the show."	3.00	0.940	Middle perceived authenticity
3. "The judges' criticisms in the show may be just as true in real life."	3.18	0.895	Middle perceived authenticity
4. "The MC of this show makes me feel like I was watching it in reality."	3.21	0.965	Middle perceived authenticity
5. "The production committee makes it possible to present the show in full reality."	2.99	1.027	Middle perceived authenticity

(Continued)

Table 4.7 (Continued): Mean and standard deviation of audience' perceived reality of the show "The Masked Singer Vietnam"

Variables	x̄	S.D.	Interpretation
Instruction	3.03	1.066	Middle perceived authenticity
1. "I feel I can learn a lot about people from watching the show 'The Masked Singer Vietnam'."	3.30	1.050	Middle perceived authenticity
2. "By watching the role of this show, I got some useful ideas about how to treat friends and family."	2.94	1.048	Middle perceived authenticity
3. "By watching the show 'The Masked Singer Vietnam', I feel I can learn about life's problems and situations."	2.96	1.076	Middle perceived authenticity
4. "The characters I see in the show help give me ideas about how to solve my own problems."	2.85	1.102	Middle perceived authenticity
5. "I feel I can learn a lot about people by watching the contestants in the show."	3.10	1.012	Middle perceived authenticity
Identity	3.49	1.003	Middle perceived authenticity
1. "There are certain characters in the show that I admire."	3.91	0.957	High perceived authenticity
2. "There are a few characters in the show 'The Masked Singer Vietnam' that I would like to be more like."	3.26	1.095	Middle perceived authenticity

(Continued)

Table 4.7 (Continued): Mean and standard deviation of audience' perceived reality of
the show "The Masked Singer Vietnam"

Variables	x̄	S.D.	Interpretation
3. "I know someone in real life like in the show 'The Masked Singer Vietnam'."	3.53	1.134	High perceived authenticity
4. "Everyone wants to be some characters in the show 'The Masked Singer Vietnam'."	3.25	1.128	Middle perceived authenticity

    The researcher used the following Likert scale to interpret the respondents'
self-esteem after watching 'The Masked Singer Vietnam'. This scale evaluates their
perceptions of self-worth, with higher scores indicating higher self-esteem. To further
examine the respondents' level of reality perception, the researcher used the following
interpretation:

Table 4.8: Interpretation of Mean for Self-Esteem

Range	Interpretation
1.00-2.00	Very Low Self-Esteem
2.01-3.00	Low Self-Esteem
3.01 – 3.50	High Self-Esteem
3.51 – 4.00	Very High Self-Esteem

    As shown in Table 4.8, the descriptive findings revealed that Respondents'
Self-Esteem after watching "The Masked Singer Vietnam" was ranked at an average
level (x̄ = 3.07, SD = 0.418). The highest-rated statements, reflecting positive self-
esteem, were "All in all, I am inclined to feel that I am a failure after watching The
Masked Singer Vietnam." (x̄ = 3.50, SD = 0.774) and "I certainly feel useless at times
after watching The Masked Singer Vietnam." (x̄ = 3.42, SD = 0.719). These

statements were rated in the Strongly Disagree (shows Average Self-Esteem) indicating that some viewers felt a sense of satisfaction and a positive attitude toward themselves after watching the show. These findings suggest that for certain respondents, The Masked Singer Vietnam may contribute to a moderate boost in self-esteem.

Table 4.9: Mean and standard deviation of respondents' self-esteem

Variables	$\bar{x}$	S.D.	Interpretation
Self-esteem	3.07	0.418	Average Self-Esteem
1. "On the whole, I am satisfied with myself after watching The Masked Singer Vietnam."	3.07	0.720	Average Self-Esteem
2. "I feel that I have a number of good qualities after watching The Masked Singer Vietnam."	2.79	0.854	Low Self-Esteem
3. "I am able to do things as well as most other people after watching The Masked Singer Vietnam."	2.74	0.868	Low Self-Esteem
4. "I feel that I'm a person of worth, at least on an equal plane with others after watching The Masked Singer Vietnam."	2.88	0.881	Low Self-Esteem
5. "I take a positive attitude toward myself after watching The Masked Singer Vietnam."	3.03	0.789	Average Self-Esteem
6. "At times I think I am no good at all after watching The Masked Singer Vietnam." (R)	3.16	0.726	Average Self-Esteem

(Continued)

Table 4.9 (Continued): Mean and standard deviation of respondents' self-esteem

Variables	x̄	S.D.	Interpretation
7. "I feel I do not have much to be proud of after watching The Masked Singer Vietnam." (R)	3.25	0.781	Average Self-Esteem
8. "I certainly feel useless at times after watching The Masked Singer Vietnam." (R)	3.42	0.719	Average Self-Esteem
9. "I wish I could have more respect for myself after watching The Masked Singer Vietnam."	2.81	0.923	Low Self-Esteem
10. "All in all, I am inclined to feel that I am a failure after watching The Masked Singer Vietnam." (R)	3.50	0.744	Average Self-Esteem

According to Nunnally (1978), a good scale should have a Cronbach's Alpha reliability of 0.7 or higher. Hair, Tatham, Anderson and Black (1998) also suggested that a reliable scale should have a Cronbach's Alpha of 0.7 or higher. As shown in Table 4.10, the Viewing Motivations scale ($\alpha = 0.87$), the Perceived Reality scale ($\alpha = 0.91$) and the Self-esteem scale ($\alpha = 0.75$) are reliable.

Table 4.10: Descriptive Statistics of the Examined Variables and Cronbach's Alpha

Variables	x̄	S.D.	No. of Items	Cronbach's Alpha
Viewing Motivations for the TV Reality Show	3.41	0.668	12	0.87

(Continued)

Table 4.10 (Continued): Descriptive Statistics of the Examined Variables and
Cronbach's Alpha

Variables	x̄	S.D.	No. of Items	Cronbach's Alpha
Perceived Reality of the TV Reality Show "The Masked Singer Vietnam"	3.24	0.691	14	0.91
Self-esteem	3.07	0.418	10	0.75

4.2 Results of Hypothesis Testing

4.2.1 Results of Hypothesis 1

Hypothesis 1: Viewers' viewing motivation for the TV reality show, the
Masked Singer Vietnam, is positively correlated with their perceived reality of the TV
reality show.

As shown in Table 4.13, the pearson correlation analysis revealed that the
viewing motivation for The Masked Singer Vietnam was positively correlated with
viewers' perceived television reality ($r = 0.767*$, $p < 0.001$). which ranked in the high
correlation. The results suggested that the viewers with higher perceived importance
of the viewing motivation for The Masked Singer Vietnam will have signficant higher
perceived television reality. And vice versa, viewers with lower perceived importance
of the reasons for viewing The Masked Singer Vietname will have significant lower
perceived television reality. Based on these results, Hypothesis 1 is fully supported.

4.2.2 Results of Hypothesis 2

Hypothesis 2: Viewers' perceived reality of the TV reality show, the Masked
Singer Vietnam, is positively correlated with their self-esteem.

The pearson correlation analysis revealed that viewers' perceived television
reality was positively correlated their self-esteem ($r = 0.334*$, $p < 0.001$). The results
suggested that the viewers with higher perceived television reality will have signficant
higher self-esteem. And vice versa, viewers with lower perceived television reality

will have significant lower self-esteem. Based on these results, Hypothesis 2 is fully supported.

4.2.3 Results of Hypothesis 3

Hypothesis 3 (H3): Viewers' viewing motivation for the TV reality show, the Masked Singer Vietnam, is positively correlated with their self-esteem.

The pearson correlation analysis revealed that the viewing motivation for Masked Singer Vietnam was positively correlated with their self-esteem ($r = 0.315^*$, $p < 0.001$). The results suggested that the viewers with higher perceived importance of the reasons for viewing The Masked Singer Vietnam will have signficant higher self-esteem. And vice versa, viewers with lower perceived importance of the reasons for viewing The Masked Singer Vietname will have significant lower self-esteem. Based on these results, Hypothesis 3 is fully supported.

The analyses indicate that both the viewing motivation for and the perceived reality of the show have a positively correlated with viewers' self-esteem. Additionally, these findings show that reasons for viewing was positively correlated with both viewers' perceptions of the TV show reality and their self-esteem.

Table 4.11: Summary of Pearson Correlation Analysis

	Viewing Motivaiton	Viewers' Perceived Reality of the TV Reality Show	Viewers' Self-Esteem
Viewing Motivaiton	-		
Viewers' Perceived Reality of the TV Reality Show	.767**	-	
Viewers' Self-Esteem	.315**	.334**	-

**: Correlation is signficant at the .01 level (2-tailed)

Final conclusions of hypothesis testing results are:

H1 is accepted: Viewers' viewing motivation for the TV reality show, *"The Masked Singer Vietnam,"* is positively correlated with their perceived reality of TV reality show.

H2 is accepted: Viewers' perceived reality of the TV reality show, *"The Masked Singer Vietnam,"* is positively correlated with their self-esteem.

H3 is accepted: Viewers' viewing motivation for the TV reality show, *"The Masked Singer Vietnam,"* is positively correlated with their self-esteem.

CHAPTER 5

DISCUSSION

This chapter presents a comprehensive analysis of the key findings derived from the data collected in this study, which aimed to explore the influence of various factors on viewer's perceptions and self-esteem regarding The Masked Singer Vietnam. It provides a summary of the descriptive findings, hypothesis testing results, and deeper interpretations. The chapter concludes with recommendations for practical applications and directions for future research.

5.1 Summary of Descriptive Findings and Discussions

This researcher sought to understand the viewing motivation for The Masked Singer Vietnam and its effects on viewers' perceived reality and self-esteem. The study was conducted through a survey involving 200 respondents who were viewers of the show. The demographic analysis provided insights into the respondents' profile, helping to contextualize their responses to the survey questions.

5.1.1 Demographics Overview

The survey gathered data from 200 respondents, with a majority falling within the younger age groups. Most participants were between 18 and 31 years old, with 86% (n =172). Fewer respondents were in the older age groups: 8.5% (n = 17) were aged under 18 and 32 – 45 years with 14% (n = 28). These results suggested that The Masked Singer Vietnam primarily appeals to a younger audience.

In terms of education, the sample showed a high level of educational attainment. Most respondents (63%, n = 126) held a Bachelor's degree, followed by 19.5% (n = 39) with high school or lower educational level, 10.5% (n = 21) with a college degree, and 7% (n = 14) with a Master's degree or higher. Audience with higher education levels were likely to have a thoughtful and critical view of the show, evaluating both its entertainment value and cultural relevance.

5.1.2 Implications of Descriptive Findings:

The demographic data indicated that The Masked Singer Vietnam is popular among young, well-educated viewers.

Respondents with higher educational levels appreciated content that is both entertaining and intellectually engaging. Viewers are likely to respond positively to shows that offer more than just entertainment, such as cultural insights or thought-provoking themes. Therefore, for the show to succeed, it should continue to balance entertainment with deeper content that appeals to this educated audience.

Furthermore, the large number of younger viewers means that The Masked Singer Vietnam must consider keeping the content fresh and relevant to younger generations, ensuring that it resonates with their interests and values. The data also indicates that while older age groups are a smaller part of the audience, their engagement should not be overlooked, as they may provide valuable insights and diverse perspectives on the show's appeal.

5.2 Summary of Hypotheses Testing Results and Discussions

5.2.1 Hypothesis 1: Viewers' viewing motivation for the TV reality show, *"The Masked Singer Vietnam,"* is positively correlated with their perceived reality of TV reality show.

Hypothesis 1 examined the relationship between the viewing motivation for The Masked Singer Vietnam and viewers' perceptions of the show's reality. The results showed that the viewing motivation for "The Masked Singer Vietnam" correlated with viewers' perceived television reality, with a positive effect. Specifically, the more engaging and appealing the reasons for watching - such as entertainment, emotional connection, and visual appeal - the more viewers perceived the show to be real and authentic. Conversely, viewers perceive the show as authentic may be more drawn to its entertainment, emotional connection, and visual appeal.

These findings supported Cultivation Theory (Gerbner & Gross, 1976), which posits that prolonged exposure to media content shapes viewers' perceptions of social reality. According to Cultivation Theory, the more people are exposed to particular media representations, the more they are likely to accept those portrayals as reality. This theory suggests that media consumption does not simply reflect the world, but actively shapes how viewers perceive it, especially when it comes to television content. In the context of this study, the more viewers engaged with The Masked Singer Vietnam for reasons such as enjoyment, entertainment, and emotional

connection, the more they perceived the show as a reflection of real life. Moreover, the results implied that Cultivation Theory was particularly relevant in explaining how emotionally engaging and entertaining content could shape perceptions of reality. As viewers engaged with the show and became emotionally involved, they were more likely to perceive the show as more authentic and grounded in reality, further supporting the theory's claim that media consumption cultivates beliefs and perceptions about the real world.

The findings suggested that when viewers were motivated by entertainment and emotional engagement, their perception of the show as realistic was strengthened. This was consistent with previous research that show how entertainment-based motivations contributed to higher perceptions of authenticity in reality television (Grabe, Lang, & Zhao, 2003)

In conclusion, Hypothesis 1 was supported by the results, and Cultivation Theory and previous studies - which found a significant positive relationship between viewers' reason for watching The Masked Singer Vietnam and their perceptions of the show's reality.

5.2.2 Hypothesis 2: Viewers' perceived reality of The Masked Singer Vietnam is positively correlated with their self-esteem.

Hypothesis 2 investigated the relationship between viewers' perceived reality of The Masked Singer Vietnam and their self-esteem. The current pearson correlation analysis revealed that viewers' perceived reality positively correlated with their self-esteem. The perceived reality of the show was a significant predictor of self-esteem, with a positive effect on viewers' self-esteem. Specifically, the more viewers perceived The Masked Singer Vietnam as authentic and real, the higher their self-esteem tended to be.

The finding is aligned with Self-Esteem Theory (Rosenberg, 1965), which posits that individuals seek social validation and engage with media that enhances their self-worth and self-concept. According to Self-Esteem Theory, media content that resonates with viewers on an emotional or personal level can lead to positive self-perception. In the case, as viewers engaged with The Masked Singer Vietnam and perceived the contestants' personal stories as genuine, they may have experienced an emotional connection that boosted their sense of self-worth. The perception of the

show's authenticity served as a form of social validation, increasing viewers' self-esteem.

Additionally, the findings were consistent with previous research that showed how media consumption, especially reality television, could influence viewers' self-perception (Grabe et al., 2003; Smith et al., 2024). As viewers watched contestants' personal stories unfold and experienced the emotional highs and lows of the show, they may have felt a sense of connection and validation. This sense of validation could have enhanced their self-esteem, as they related to the contestants or found personal meaning in the show's narrative. In the case of The Masked Singer Vietnam, the perception of reality was an important factor in shaping how viewers felt about themselves, reinforcing the idea that authenticity in media can lead to a positive viewer experience and enhanced self-esteem.

In conclusion, the current results, Self-Esteem Theory (Rosenberg, 1965) and previous studies support for Hypothesis 2, indicating that the perceived authenticity of The Masked Singer Vietnam positively correlatied with viewers' self-esteem.

5.2.3 Hypothesis 3: The viewing motivation for The Masked Singer Vietnam is positively correlated with viewers' self-esteem.

Hypothesis 3 investigated the relationship between the viewing motivation for The Masked Singer Vietnam and viewers' self-esteem. The pearson correlation analysis revealed that the viewing motivation for the show positively correlated with viewers' self-esteem - the more engaging and appealing the reasons for watching, the higher self-esteem.

The results of Hypothesis 3, which explored the relationship between reason for viewing The Masked Singer Vietnam and viewers' self-esteem, align with Uses and Gratification Theory (Katz et al., 1973). This theory posits that viewers actively select media based on their needs, such as emotional or social fulfillment. The study found that motivations for watching the show like emotional connection or social interaction - positively influenced viewers' self-esteem. This supports the idea that media consumption satisfied personal needs, leading to improved self-worth. The significant correlation between viewing reasons and self-esteem further highlights the active role of media in shaping viewers' emotional well-being.

These findings suggested that the motivations behind why viewers watch The Masked Singer Vietnam play an important role in shaping their self-esteem. Viewers who engage with the show for reasons such as entertainment, emotional connection, or social interaction may experience a boost in their self-esteem. This result highlights the psychological influence that reality TV can have on audiences, where viewing motivations are closely tied to personal self-perception and emotional responses.

This finding aligned with prior research on media consumption, which suggests that the emotional and psychological aspects of viewing can affect viewers' sense of self-worth (Grabe et al., 2003). Specifically, motivations related to personal connection, relaxation, and enjoyment can contribute to improved self-esteem. These results emphasize that reality television, particularly The Masked Singer Vietnam, has the potential to influence viewers' self-perception and emotional well-being, reinforcing the importance of understanding the psychological effects of media consumption.

In conclusion, the current results and past studies support for Hypothesis 3, indicating that the viewing motivation for the Masked Singer Vietnam positively correlates with viewers' self-esteem.

5.3 Discussion of Findings Based on Relevant Theories

This study aims to explore the relationship between the viewing motivations for the TV show, their perception of reality and the viewer's self-esteem. These findings are supported by various psychological and media consumption theories, which help explain the underlying processes that contribute to the effects observed.

5.3.1 Psychological Theories on Self-Esteem and Viewer Engagement

A key finding of this study is that viewers' perception of reality in The Masked Singer Vietnam has a positive correlation with their self-esteem (Hypothesis 2) These results are consistent with Cultivation Theory (Gerbner & Gross, 1976), which argues that prolonged media exposure shapes viewers' perceptions of reality. In the context of The Masked Singer Vietnam, the viewers' engagement with the performances and judges' feedback fosters a sense of connection to the show's reality, which, in turn, influenced their self-esteem.

This suggests that consistent engagement with media that resonates with viewers' experiences may shape their perceptions of their own value and identity, reinforcing Cultivation Theory's claim that media exposure can cultivate specific attitudes and beliefs over time.

Furthermore, Self-Esteem Theory (Rosenberg, 1965) provides a psychological framework to understand why perceived reality might influence self-esteem. According to Rosenberg (1965), self-esteem is deeply connected to how individuals perceive themselves in relation to external factors such as social acceptance and personal achievements. Viewers who perceive The Masked Singer Vietnam as highly realistic may draw personal meaning and reflection from the contestants' experiences, boosting their own sense of worth. For instance, the show's portrayal of contestants overcoming challenges and succeeding may promote feelings of personal empowerment, thereby improving self-esteem. This positive relationship confirms Rosenberg's theory that social influences, like media portrayals, can significantly impact self-worth.

Since Hypothesis 3 is supported, it suggests that the motivations behind why viewers watch the show, such as emotional connection, relaxation, or entertainment, are key factors in shaping their self-perception. According to Uses and Gratifications Theory (Katz et al., 1973), individuals actively choose media to satisfy specific needs. In this context, Vietnamese viewers likely seek emotional fulfillment, entertainment, or a sense of belonging, which can enhance their self-esteem. For example, viewers who enjoy the emotional connections formed with contestants or those who derive relaxation from the show may experience an improvement in self-esteem as a result of fulfilling their psychological needs.

In line with Self-Esteem Theory, these gratifications are particularly important for individuals with lower self-esteem, who may seek external validation or emotional engagement from the media. When viewers identify with contestants or find the show entertaining, they may feel a sense of achievement and connection, which in turn contributes to a positive self-perception. This explains why the viewing motivation, which are linked to emotional engagement and fulfillment, have a strong influence on viewers' self-esteem. The act of watching The Masked Singer Vietnam

not only entertains but also provides social and emotional benefits, leading to increased feelings of self-worth.

       5.3.2 The Role of Cultivation Theory and Uses and Gratifications Theories in Media Consumption

       The results also highlighted the broader influence of media consumption on viewers' perceptions of reality and self-esteem. Cultivation Theory emphasizes that media can shape viewers' worldview over time, which is evident in how the show's portrayal of competition, talent, and success influenced viewers' self-esteem. For example, when viewers watch contestants succeed despite challenges, it may inspire them to view their own lives more optimistically, thus fostering higher self-esteem. The show's consistent reinforcement of personal achievement and self-expression aligns with Cultivation Theory's idea that media consumption can shape not only perceptions of reality but also affect one's sense of self.

       Additionally, the Uses and Gratifications Theory suggested that individuals choose media based on their specific needs. In this study, the emotional and social benefits provided by The Masked Singer Vietnam were central to enhancing self-esteem. This theory helps explain why viewers may be drawn to the show, as it provides emotional gratification through engagement with the contestants' stories and struggles. The gratification gained from the show, whether through entertainment, emotional connection, or the feeling of being part of a community, directly influences their self-esteem, further supporting the idea that media choices are driven by psychological needs.

5.4 Limitations of The Study

       The findings of this study present several limitations that warrant further research in media psychology, viewer engagement, and the impact of TV reality shows on self-esteem and perception of reality. These limitations suggest the need for additional investigations to expand on how shows like The Masked Singer Vietnam influence audiences. Future research should address these gaps and explore ways to better tailor media content to improve viewers' emotional and psychological well-being. The following recommendations outline potential avenues for further study.

The first limitation of this study is that it focused on a sample of Vietnamese viewers of The Masked Singer Vietnam, which was predominantly composed of young, educated individuals. Future studies could extend this research to explore different age groups, educational backgrounds, and income levels to determine whether the impact of the show on self-esteem and perceived reality is consistent across various demographics. Additionally, research could be expanded to other Southeast Asian regions to investigate how cultural and economic factors influence the relationship between TV reality shows and viewers' emotional well-being. A comparative analysis across countries could offer insights into the role of cultural context in shaping the psychological effects of reality TV (Zwaan & ter Bogt, 2016).

5.5 Recommendations for Further Application

Based on the results of this study, which highlighted the positive correlation between The Masked Singer Vietnam on viewers' self-esteem and their perception of reality, the following recommendations provide actionable insights for media producers, television networks, and content creators to enhance audience engagement, foster positive self-esteem, and create a stronger emotional connection with viewers:

Personalized storylines and tailored content play a crucial role in boosting emotional engagement. This approach can be examined through Uses and Gratifications Theory, which emphasizes that media consumers actively choose content to meet their personal needs, such as emotional connection and entertainment. By understanding viewers' preferences and integrating diverse backgrounds and relatable challenges, The Masked Singer Vietnam can better satisfy emotional needs. Research shows that when viewers feel personally connected to a contestant's journey, their emotional investment deepens, contributing to a more positive self-perception and enhanced self-esteem (Katz et al., 1973). Personalizing content to foster these emotional bonds allows viewers to see themselves reflected, thus strengthening their self-worth. Additionally, Cultivation Theory suggests that prolonged exposure to emotionally engaging content will gradually shape viewers' attitudes, potentially reinforcing positive emotional connections overtime, leading to more consistent self-esteem boosts.

Focusing on personal growth and empowerment, particularly through narratives of resilience and success, aligns with Self-Esteem Theory, which underscores the influence of personal achievements on one's self-worth. When viewers see contestants overcoming challenges and achieving personal success, they may internalize these positive messages, leading to greater self-confidence. According to Cultivation Theory, repeated exposure to content that emphasizes empowerment can lead to a stronger belief in personal potential and resilience, positively influencing viewers' long-term self-esteem. By reinforcing these themes, The Masked Singer Vietnam can empower its audience, encouraging them to relate their own struggles and victories to those of the contestants, further enhancing their sense of self-worth (Swiatkowski, 2018)

Social media is an essential tool for fostering social interaction and community engagement, which are crucial for boosting self-esteem. Uses and Gratifications Theory posits that viewers actively seek social interaction and shared experiences, which help fulfill emotional and social needs. By creating online spaces where fans can engage with each other and discuss the show, The Masked Singer Vietnam can strengthen the emotional connections between viewers and the show, making them feel valued and understood. This sense of belonging, often facilitated by interactive platforms like social media, can enhance viewers' self-esteem, as it provides them with a space to share experiences and feel a sense of community (Katz et al., 1973). Social media's role in building communities also ties into Self-Esteem Theory, as positive social feedback and validation from peers can reinforce an individual's self-worth.

Integrating positive reinforcement - such as highlighting testimonials or real-life success stories - can create a feedback loop that boosts self-esteem. Self-Esteem Theory supports this idea, suggesting that positive feedback and reinforcement of one's worth lead to enhanced self-worth. By showcasing how engagement with the show has positively influenced viewers' lives, The Masked Singer Vietnam can help viewers see tangible connections between the show and their own personal growth. Cultivation Theory further emphasizes that sustained exposure to such positive reinforcement can gradually shape viewers' perceptions of themselves, fostering lasting improvements in self-esteem.

Representing diverse contestants from various walks of life aligns with both Self-Esteem Theory and Uses and Gratifications Theory. According to Self-Esteem Theory, seeing diverse personalities and struggles reflected on-screen helps viewers feel validated, boosting their self-worth. When audiences see contestants who resemble their own experiences or share similar challenges, it enhances their emotional connection and strengthens self-esteem. Uses and Gratifications Theory also suggests that media choices are driven by personal needs, including the desire for identity reinforcement. By showcasing a broad range of backgrounds and life challenges, The Masked Singer Vietnam can meet viewers' need for identification and emotional resonance, enhancing their sense of belonging and self-worth.

Interactive content-such as live voting, quizzes, or audience - driven challenges - engages viewers in a more active, participatory role, which can positively affect their self-esteem. Uses and Gratifications Theory suggests that audiences select media that allow them to fulfill their need for agency and control. By involving viewers directly in the show's progression, they gain a sense of ownership, which enhances their self-esteem Additionally, Self-Esteem Theory posits that participation and a sense of control over outcomes can significantly improve feelings of self-worth. When viewers can influence the show's direction, it fosters a sense of empowerment, reinforcing their self-esteem and emotional well-being (Taylor, 2018).

In summary, these recommendations suggest that by focusing on emotional engagement, positive reinforcement, and creating opportunities for social interaction, The Masked Singer Vietnam can further enhance its viewers' self-esteem and emotional well-being. By integrating these strategies into its content and engagement models, the show can foster a deeper, more lasting connection with its audience, while positively influencing their perceptions of themselves. These actions will help the program build a loyal fan base that feels valued, understood, and empowered, thereby strengthening the overall impact of the show.

5.6 Recommendations for Future Research

While this study primarily focused on self-esteem, future research could explore how The Masked Singer Vietnam impacts other dimensions of emotional well-being and psychological functioning, such as body image, social identity, and personal empowerment. Researchers could investigate whether different types of reality TV genres (e.g., singing competitions, cooking shows) influence viewers' psychological states in varying ways, and whether viewers engage differently with specific show elements (e.g., contestants' backgrounds, challenges, performances) depending on their individual life experiences. This would offer a more comprehensive understanding of how TV shows affect viewers' emotional and psychological development, extending beyond self-esteem to include broader aspects of their mental and emotional well-being.

Since this study is a cross-sectional study, it does not provide insights into the causal relationships between variables. Future research could employ different methodologies, such as randomized control trials or longitudinal studies, to better understand these relationships. Longitudinal studies, in particular, could explore the long-term psychological effects of engaging with reality TV shows like The Masked Singer Vietnam. Researchers could investigate how viewers' self-esteem and perceptions of reality evolve over time with repeated exposure, and whether sustained engagement leads to lasting changes in their self-perception, emotional well-being, and behavior (Shah, 2024).

Another limitation of this study is that the data were collected using self-report methods, which may have been influenced by social desirability bias, as participants might have responded in ways they believe are more socially acceptable. Therefore, future research could use alternative data collection methods, such as reports from family members or observational data, to obtain more objective and reliable insights into the participants' experiences and behaviors (Nitschinsk, Tobin, Varley, & Vanman, 2023).

Building on this limitation, future research could also explore the mediating role of perceived reality in the relationship between viewing motivations and self-esteem. Additionally, other potential mediators, such as direct audience engagement and the influence of social media, could be considered to provide a more

comprehensive understanding of how these factors interact and affect viewers' self-esteem.

In conclusion, these recommendations for future research highlight the need for a deeper understanding of the long-term, cross-cultural, and interactive aspects of reality TV's impact on self-esteem and emotional engagement. By addressing these areas, future studies can provide valuable insights into how media content, particularly reality TV, shapes the emotional and psychological lives of viewers.

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APPENDIX

Questionnaire

This survey is a partial requirement for the course Independent Study enrolled in the Master of Communication Arts Program in Global Communication, Bangkok University, Bangkok, THAILAND. This questionnaire aims to examine the reasons for viewing TV Reality shows on the perception of TV reality and self-esteem with the case study The Masked Singer Vietnam. The researcher would like to express my heartfelt gratitude for your willingness to participate in the research study. Your insights and experiences are valuable and will significantly contribute to the progress of this study. The data collected will be anonymous and will be used for educational research purpose only.

Thank you for participating in this research study.
Best regards,
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Part I: Personal Information

1. Have you ever watched the TV Reality Show ' The Masked Singer Vietnam?

       ○ 1. Yes   ○ 2. No

2. What is your age? [Single Choice Question]

       ○ 1. Under 18 years old   ○2. 18-24 years old

       ○ 3. 25-31 years old   ○ 4. 32-38 years old

       ○5. 39-45 years old   ○ 6. Over 45 years old

3. What is your education level? [Single Choice Question]

       ○ 1. High school and below   ○ 2. College degree

       ○ 3. Bachelor's degree   ○ 4. Master's degree or above

Part II: Audience' Viewing Motivation for the TV Reality Show

Direction: This section aims to measure your motivations for viewing the TV Reality Show 'The Masked Singer Vietnam". Read the statements about the elements of reason arranging from 1-Strongly disagree, 2-Disagree, 3-Neutral (Somewhat disagree nor somewhat agree), 4-Agree, 5-Strongly agree

Statements	1	2	3	4	5
Motivations for Viewing TV Reality Show					
1. I like it when something unexpected occurs on the reality show "The Masked Singer Vietnam."					
2. I think the reality show "The Masked Singer Vietnam." is real, because it is unscripted.					
3. I like being able to talk about the reality show "The Masked Singer Vietnam." with people I know.					
4. It provides me an escape from the news.					
5. I watch reality show "The Masked Singer Vietnam" to gain knowledge about techniques in singing.					
6. I like watching the shows "The Masked Singer Vietnam" because it is adventurous					

Statements	1	2	3	4	5
Motivations for Viewing TV Reality Show					
7. Watching reality show "The Masked Singer Vietnam" makes me feel smarter than the participants in the show.					
8. It provides a social interaction.					
9. It provides me a relaxation.					
10. I like reality show "The Masked Singer Vietnam", because it makes me happy.					
11. The reality show "The Masked Singer Vietnam" provided contestants a platform to display their singing talents.					
12. The question-and-answer from the judges in the "The Masked Singer Vietnam" help the audience to engage with the program, because it stimulates the curiosity to reveal the identity of the Masked Singer.					

Part III: Audience' s Perceived Reality of the Show

Direction: Please indicate your level of agreement/disagreement with the following statements regarding the perceived realism of the show 'The Masked Singer Vietnam', by choosing 5 strongly agree, 4 agree, 3 neutral (Neither agree nor disagree with the statement), 2 disagree, to 1 strongly disagree.

Statements: Do you think the TV reality show "The Masked Singer Vietnam" reflect reality in your life"?	1	2	3	4	5
Magic Window					
1. The performances of the show "The Masked Singer Vietnam" make me think I were watching a live concert.					
2. The contestants who take part in the show "The Masked Singer Vietnam" probably act in real life the way they do in the show.					

Statements: Do you think the TV reality show "The Masked Singer Vietnam" reflect reality in your life"?	1	2	3	4	5
3. The judges' criticisms in the show "The Masked Singer Vietnam'" may be just as true in real life.					
Magic Window					
4. The host of this show makes me feel like I was watching it in reality.					
5. The production team of the show "The Masked Singer Vietnam" can make the audience believe that the show is really unscripted.					
Instruction					
1. I feel I can learn a lot about people from watching the show "The Masked Singer Vietnam".					
2. By watching the role of this show, I got some useful ideas about how to treat friends and family.					
3. By watching the show "The Masked Singer Vietnam" I feel I can learn about the life, problems, and situations of the contestants.					
4. The characters I saw in the show "The Masked Singer Vietnam" helps give me ideas about how to solve my own problems.					
5. I feel I can learn a lot about people by watching the contestants in the show "The Masked Singer Vietnam".					
Identity					
1. There are certain characters in the show that I admired.					
2. There are a few characters in the show "The Masked Singer Vietnam" that I would like to be more like.					
3. I know someone in real life similar singing talent with the contestant in the show "The Masked Singer Vietnam".					
4. Everyone wants to be some characters in the show "The Masked Singer Vietnam".					

Part IV: Audience' s Perceived Self-Esteem

Direction: Please indicate your level of agreement/disagreement with the following statements regarding the perceived self-esteem regarding the show 'The Masked Singer Vietnam', by choosing 4 strongly agree, 3 agree, 2 disagree, to 1 strongly disagree.

Statements	1	2	3	4
1. On the whole, I am satisfied with myself after watching The Masked Singer Vietnam.				
2. I feel that I have a number of good qualities after watching The Masked Singer Vietnam.				
3. I am able to do things as well as most other people after watching The Masked Singer Vietnam.				
4. I feel that I'm a person of worth, at least on an equal plane with others after watching The Masked Singer Vietnam.				
5. I take a positive attitude toward myself after watching The Masked Singer Vietnam.				
6. At times I think I don't have any special talents at all after watching "The Masked Singer Vietnam".				
7. I feel I do not have much to be proud of after watching The Masked Singer Vietnam.				
8. I certainly feel useless at times after watching The Masked Singer Vietnam				
9. I wish I could have more respect for myself after watching The Masked Singer Vietnam.				
10. All in all, I am inclined to feel that I am a failure after watching The Masked Singer Vietnam.				

Thank you very much for your genuine cooperation in answering this survey!

Tác động của Động lực xem Truyền hình thực tế đến Nhận thức về Chương trình Truyền hình thực tế và Lòng tự trọng của khán giả Việt Nam: Trường hợp nghiên cứu Ca Sĩ Mặt Nạ (The Masked Singer Vietnam)

Bài khảo sát này là một phần yêu cầu của bài luận văn nghiên cứu thuộc chương trình Thạc sĩ Nghệ thuật Truyền thông trong lĩnh vực Truyền thông Toàn câu, Đại học Bangkok tại Bangkok, Thái Lan. Khảo sát này nhằm mục đích xem xét các lý do xem chương trình truyền hình thực tế dựa trên nhận thức về truyền hình thực tế và lòng tự trọng của khán giả với chương trình The Masked Singer Vietnam (Ca sĩ mặt nạ phiên bản Việt). Người nghiên cứu muốn bày tỏ lòng biết ơn chân thành đối với sự tham gia trả lời của bạn cho nghiên cứu này. Những hiểu biết và kinh nghiệm của bạn sẽ rất quý giá và sẽ là đóng góp quan trọng cho sự phát triển của nghiên cứu này. Dữ liệu thu thập sẽ được ẩn danh và chỉ được sự dụng cho mục đích nghiên cứu giáo dục.

Một lần nữa, xin chân thành cảm ơn bạn đã tham gia vào nghiên cứu này.

Phần I: Thông tin cá nhân:

1. Bạn đã từng xem chương trình truyền hình thực tế "The Masked Singer Vietnam" chưa?

        ○ 1. Đã từng   ○ 2. Chưa từng

2. Bạn bao nhiêu tuổi (Chỉ chọn một đáp án)

        ○ 1. Dưới 18 tuổi   ○2. 18 đến 24 tuổi

        ○ 3. 25 đến 31 tuổi   ○ 4. 32 đến 38 tuổi

        ○5. 38 đến 45 tuổi   ○ 6. Trên 45 tuổi

3. Trình độ học vấn của bạn là gì? (Chỉ chọn một đáp án)

        ○ 1. Trung học phổ thông hoặc trở xuống

        ○ 2. Bằng cử nhân cao đẳng

        ○ 3. Bằng cử nhân đại học

        ○ 4. Bằng thạc sĩ trở lên.

Phần II: Lý do khán giả xem chương trình truyền hình thực tế

        Hướng dẫn: Phần này nhằm đo lường lý do của bạn khi xem chương trình truyền hình thực tế "The Masked Singer Vietnam". Đọc các câu phát biểu sau về các yếu tố của lý do, sắp xếp từ 1 - Nhận thức rất thấp, 2 - Nhận thức thấp, 3 - Nhận thức trung bình, 4 - Nhận thức cao, 5 - Nhận thức rất cao.

Câu hỏi	1	2	3	4	5
LÝ DO					
1. Tôi thích điều gì đó bất ngờ xảy ra trong chương trình truyền hình thực tế "The Masked Singer Vietnam"					
2. Chương trình truyền hình thực tế "The Masked Singer Vietnam" không dàn dựng.					
3.Tôi thích nói về chương trình truyền hình thực tế "The Masked Singer Vietnam" với những người tôi quen biết.					
4. Chương trình này giúp tôi tránh xa dư luận.					
5. Xem chương trình truyền hình thực tế The Masked Singer Vietnam để có thêm kiến thức về giáo dục.					

Câu hỏi	1	2	3	4	5
6. Tôi thích xem chương trình The Masked Singer Vietnam vì nó đầy tính phiêu lưu.					
7. Xem chương trình truyền hình thực tế "The Masked Singer Vietnam" khiến tôi cảm thấy thông minh hơn những người tham gia trong chương trình.					
8. Chương trình cho tôi những cơ hội tương tác với xã hội.					
9. Chương trình mang lại cho tôi sự thư giãn.					
10. Tôi thích chương trình truyền hình thực tế "The Masked Singer Vietnam" vì nó làm tôi có tâm trạng tốt.					
11. Chương trình truyền hình thực tế "The Masked Singer Vietnam" tạo ra "sân chơi" dành cho các tài năng.					
12. Những thử thách chương trình đưa ra đều có ý nghĩa.					

Phần III: Nhận thức của khán giả về mức độ thực tế của chương trình.

Hướng dẫn: Vui lòng cho biết mức độ đồng ý/ không đồng ý của bạn với các câu phát biểu sau đây về mức độ thực tế nhận thức được của chương trình "The Masked Singer Vietnam" bằng cách chọn 5 - Rất đồng ý, 4 - Đồng ý, 3 – Trung lập (không đồng ý cũng không phản đối câu phát biểu trên), 2 – Không đồng ý, 1 - Rất không đồng ý.

Câu hỏi: Bạn có nghĩ rằng chương trình truyền hình thực tế "The Masked Singer Vietnam" phản ánh thực tế trong cuộc sống của bạn không?	1	2	3	4	5
Góc nhìn					
1.Các tiết mục biểu diễn trong chương trình "The Masked Singer Vietnam" khiến tôi cảm thấy như đang xem trực tiếp.					
2. Các thí sinh tham gia chương trình "The Masked Singer Vietnam" có cách hành xử trong đời thực giống với cách họ thể hiện trong chương trình.					

Câu hỏi	1	2	3	4	5
3. Những lời nhận xét của ban giám khảo trong chương rình "The Masked Singer Vietnam" có thể đúng như trong đời thực.					
4. MC của chương trình này khiến tôi cảm thấy như đang xem trực tiếp.					
5. Bạn tổ chức chương trình có thể tạo ra một chương trình hoàn toàn thực tế không dàn dựng.					
Phần giới thiệu					
1. Tôi cảm thấy có thể có thêm kiến thức về nhân khẩu học từ việc xem chương trình "The Masked Singer Vietnam"					
2. Thông qua các phần trình diễn của chương trình này, tôi có được những ý tưởng hay về cách đối xử với bạn bè và gia đình.					
3. Thông qua chương trình này, tôi cảm thấy có thể học được về các vấn đề và các tình huống trong cuộc sống.					
4. Các nhân vật thấy trong chương trình "The Masked Singer Vietnam" giúp tôi có ý tưởng về cách giải quyết các vấn đề của riêng mình					
5. Tôi cảm thấy có thể học được nhiều về con người bằng cách xem những người tham gia trong chương trình "The Masked Singer Vietnam"					
Nhận dạng:					
1. Có những nhân vật nhất định trong chương trình mà tôi ngưỡng mộ.					
2. Có một vài nhân vật trong chương trình "The Masked Singer Vietnam" mà tôi muốn trở nên giống như họ.					
3. Tôi biết ai đó trong đời thực giống như trong chương trình "The Masked Singer Vietnam"					
4. Ai cũng muốn trở thành một số nhân vật trong chương trình "The Masked Singer Vietnam"					

Phần IV: Nhận thức của khán giả về lòng tự trọng thông qua chương trình "The Masked Singer Vietnam"

Hướng dẫn: Vui lòng cho biết mức độ đồng ý/ không đồng ý của bạn với các câu phát biểu sau đây về lòng tự trọng nhận thức được từ chương trình "The Masked Singer Vietnam" bằng cách chọn 4 - Rất đồng ý, 3 - Đồng ý, 2 – Không đồng ý, 1 - Rất không đồng ý

Câu hỏi	1	2	3	4
1. Nhìn chung, tôi cảm thấy hài lòng với bản thân sau khi xem "The Masked Singer Vietnam".				
2. Tôi cảm thấy mình có rất nhiều phẩm chất tốt sau khi xem "The Masked Singer Vietnam".				
3. Tôi có thể làm tốt các việc như hầu hết mọi người, sau khi xem "The Masked Singer Vietnam".				
4. Tôi cảm thấy rằng mình là một người có giá trị, ít nhất là ở mức ngang bằng với những người khác, sau khi xem "The Masked Singer Vietnam".				
5. Tôi có thái độ tích cực đối với bản thân sau khi xem "The Masked Singer Vietnam".				
6. Đôi khi tôi nghĩ rằng mình hoàn toàn không có giá trị gì sau khi xem "The Masked Singer Vietnam".				
7. Tôi cảm thấy rằng mình không có nhiều điều để tự hào sau khi xem "The Masked Singer Vietnam".				
8. Đôi khi tôi cảm thấy mình vô dụng sau khi xem "The Masked Singer Vietnam".				
9. Tôi ước rằng mình có thể tôn trọng bản thân hơn "The Masked Singer Vietnam".				
10. Nhìn chung, tôi có xu hướng cảm thấy rằng mình là một thất bại sau khi xem "The Masked Singer Vietnam".				

Xin chân thành cảm ơn sự hợp tác của bạn trong việc trả lời khảo sát này!

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