

Public Abstract

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Title:Reality TV and Interpersonal Relationship Perceptions

The objective of this research was to understand the relationship between viewer motives for watching reality TV, reality TV exposure, and interpersonal relationship perceptions. The interpersonal relationship perceptions that were examined included: attachment styles, love styles, and machiavellianism. This research used both quantitative surveys and focus group interviews as data. Several motives were found to predict reality TV viewing. Also, genre-specific reality TV shows were found to have differing effects on interpersonal relationship viewing. Perceived reality was found to moderate the relationship between motives and perceptions, but interpersonal attraction was not. Reality TV viewing did mediate the relationship between motives and perceptions. Focus group data further explained these relationships.