

A social and environmental impact of the tv program 'golden girls' on viewers

W.-J. Shim^a, C.-H. Choi^b, Y.-J. Lee^c

Purpose Can media and content as environmental aspects of gerontechnological design influence perceptions and attitudes towards life in old age? The field of environmental gerontology focuses on studying the physical and social environments where older adults live, and their interactions, to enhance their quality of life. There is scant gerontological research on the impact of TV programs as individuals age. While there is research on the effectiveness of celebrity endorsement in marketing (Singh, R. P. et al, 2018), Celebrity Attitude(Hitlan, R. T. et al, 2021), Media Influence(Kristen Harrison, 2009), and Fan Engagement(Cao et al, 2024), studies on older celebrities are hard to find. This study aims to assess the impact of the "Golden Girls" program, in which features famous singers in their 50s and 60s challenge the idol culture in South Korea. It explores perceptions across different age groups and seeks to provide recommendations for the use of aging celebrities in TV programs as an environmental strategy to improve life in old age. **Method** Hypothesis 1: The viewing effect will vary according to how closely celebrities match their image. Hypothesis 2: The viewing effect will vary by age. Hypothesis 3: People who experience a significant viewing effect are more likely to watch similar programs in the future. A 5-point scale (not at all, slightly, moderately, very much, extremely) was used for measurement, and the survey was conducted using Google Forms and paper questionnaires. The study targeted a random sample of viewers of the program. Analysis was conducted using SPSS to test the hypothesis through reliability, difference analysis, and regression analysis. **Results and Discussion** The survey sample consisted of 330 cases, with 42.3% male and 57.7% female participants. The average age was 53.46, with a minimum age of 21 and a maximum age of 78. The reliability of the survey was demonstrated by a Cronbach's alpha of .919. There was no significant difference in the effects of programs between males and females ($t=-.688$, $p=.492$). Regression analysis showed a significant difference in the effects of programs depending on how closely it was aligned with the viewer's self-image ($t=-5.382$, $p=.000$, $R^2=.121$, $F=28.384$), whereas no significant difference was found according to age ($t=-1.69$, $p=.866$, $R^2=.000$, $F=0.029$). Viewers who experienced a strong effect from the program showed a higher intention to watch similar programs in the future ($t=12.027$, $p=.000$, $R^2=.413$, $F=144.655$). The effects of programs were particularly notable in several areas: feeling empowered to take on challenges ($m=3.54$), believing in overcoming personal hurdles ($m=3.61$), feeling capable of developing new talents ($m=3.42$), dreaming new dreams ($m=3.48$), and finding new meaning in life ($m=3.64$). These results suggest that older individuals are highly inspired by celebrities' seemingly impossible challenges, fostering dreams and hope. It indicates that portraying the challenges and successes of people of similar age, physical appearance, behavior, and attitudes in TV media significantly contributes to enhancing life in later years. Attitudes towards life in the later stages play a role in the adoption of gerontechnology. The integration of advanced media technologies and programs is expected to enhance the quality of life in old age and increase technology acceptance.

References

- Singh, R. P., & Banerjee, N. (2018). Exploring the Influence of Celebrity Credibility on Brand Attitude, Advertisement Attitude and Purchase Intention. *Global Business Review*, 19(6), 1622-1639. <https://doi.org/10.1177/0972150918794974>
- Hitlan, R. T.; McCutcheon, L. E. ; Volungis, A. M. ; Joshi, A.; Clark, C.; and Pena, M. (2021). Social Desirability and the Celebrity Attitude Scale. *North American Journal of Psychology* 23(1): 105-114. <https://digitalcommons.assumption.edu/psychology-faculty/20>
- Kristen Harrison(2009), The Multidimensional Media Influence Scale: Confirmatory factor structure and relationship with body dissatisfaction among African American and Anglo American children, *Body Image*, Volume 6, Issue 3, Pages 207-215,ISSN 1740-1445. <https://doi.org/10.1016/j.bodyim.2009.04.001>.
- Cao, Yuanyuan & Matsuoka, Hirotaka. (2024). Consumer engagement on social media in the sport context: a scoping review. *Leisure Studies*. 1-28. 10.1080/02614367.2024.2324819.

Keywords: older celebrity, idol challenge, effect on improving elderly life, motivation, senior social environment

Addresses: ^aDepartment of Gerontology at the Graduate School of Policy, Inha university; ^bDepartment of Silver Culture Management, Digital Seoul Culture & Art University; ^cDepartment of Social Welfare, Gimcheon University, Republic of Korea

Email: Ye-Jong Lee (claton@hanmail.net)



Figure 1. Golden Girls

*Source: KBS GoldenGirls Program Website(<https://program.kbs.co.kr/2tv/enter/goldengirls/pc/index.html>)

*<https://youtu.be/ZFisrcnnJ-E>