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Crime on Screen: Analyzing the Impact of Indian Crime TV Shows on University Students' Perceptions and Behavior

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ABSTRACT

The in hand research explores the influences of Indian crime TV shows on the behaviors and the attitudes of the viewers in South Punjab. A quantitative research approach is employed by the author and the method of survey is used for collection of data based on the theory of cultivation. Through stratified sampling, 100 respondents were chosen from different cities of South Punjab to fill a structured questionnaire with open as well as close-ended research items. The university students were selected as the sample of this study; within the age bracket of 18-30 years. The conclusions depict that people primarily watch "CID" and "Crime Petrol. It is revealed by the study results that the viewers feel fearful, defenseless, and apprehensive after watching Indian crime shows. It is observed that aggression, depression, insecurity and overthinking increase among the viewers of such Indian Television shows. Moreover, the study unveils that such crime shows results in the development of criminality in the society. Owing to these crime shows, criminal mentality is abetted among masses and they thereby utilize all available legitimate or illegitimate means to fulfill their needs and desires. In fact, these crime shows result in the construction of criminality in society rather than the achievement of safety and security.

Introduction

A distinctive genus of reality television set-up, the crime show, is popular these days by mesmerizing the viewers across the globe with its distinctive, creative and innovative means of providing awareness, and cognizance on crime, criminals and the role of orderliness in their own geographical environments and situations. Crime TV shows and dramas are a type of shows that represent a program in which a crime issue is presented with the help of different characters. Primarily, the crime pasteurization is presented in the genre of re-enactment. Initially, the crime shows began as a US fashion, but they have now spread around the globe (Fishman & Cavendor, 1998). Undoubtedly, the thrilling crime shows are extremely popular among masses in Pakistan. There is no denying the fact that people not only watch such crimes as CID but they also learn various new ideas and criminal strategies and methodologies. Several signs and indicators reveal that crime

shows develop a negative behavior among viewers (Ficher, 2012). These factors thereby lead to the development of an individual's behavior. Furthermore, the socioeconomic variables such as different dysfunctional family environments can also drive young people into risky behavioral issues (Swing, 2012).

In the contemporary globalized world where the time and space has been contracted, the whole enchilada can be found on television whether it is about education, showbiz or global politics. Nevertheless, it could not be denied that most of the aired content on the televisions is primarily constructed on fiction rather than that of reality of the real world. The producers of such content hardly pay attention to the possible impacts of such fictional content on the society at large. They even tend to present faulty justification for the acceptability and need of such fictional content (Brock, Strange, & Green, 2002). Undoubtedly, various politically motivated shows such as the crime shows always create a fictional world that usually result in fear and insecurity in the minds of viewers (Mutz, & Nir, 2010).

Many researches have indicated that repeated viewing of crime on prime television has an impact on people's mental processes. The consequences could be short-term, long-term, or situation. In the current scenario, majority of the populace like to watch television for at least 25 hours a week besides spending time on other platforms of media (Livingstone, 1996). It is widely accepted that the television constructs the social behaviors of the commonalities (Gerbner 1976, Bandura 1986, Hearold 1986).

The television crime programs impart aggression among the viewers especially the youth. (Anderson & Bushman, 2002). In these days, television crime shows have influenced the interests of the masses. There is a clear and undeniable association between watching televised crime shows and the overestimation of being a target of crime among regular viewers (Dowler, 2003). The cultivation theory focuses on the fear of crime in such a scenario. It believes that the cultivation impacts the behavior of the viewers through the televised crime shows (Grabe & Drew, 2007). According to Blazei, neurodevelopment and the psychological-risk factors such as lower IQ levels and the poor academic results are also the consequences of anti-social behavior- the product of viewing crime and unlawful activities at television (Blazei, Iacono, & Krueger, 2006).

According to George Gerber, there is a probability of envisioning problems at larger scales than reality and treating our surroundings as the most dangerous place on the planet. This phenomenon is known as *Mean World Syndrome*, and it is one of the most important results of George Gerbner's Cultivation theory (Miller, Vandome & John, 2010). With the help of experienced actors and a realistic approach, these shows reflect and recreate some true criminal stories that occur in our society. Dowry deaths, acid attacks, robbery, jealousy, extramarital affairs, human trafficking, drugs, drunkenness, and family disputes are just a few examples.

Statement of Problem

Televised crime shows are currently growing around the world thereby gripping audience with numerous creative means of giving crime-based entertainment. Keeping in view the ever-increasing popularity of the televised crime shows in all age groups of the masses all over the globe especially in Pakistan, there is a need to study the possible positive or negative impacts on the social behavior of the public. Undoubtedly, the Indian crime shows largely influence and shape the behavior of the viewers in Pakistan. It is the domain of media research to question the crime that is presented on the television with a re-enactment approach. Therefore, this study is aimed at exploring the effects and impacts of Indian crime shows on the youth of Multan.

Significance of Study

The crime reality shows are becoming prevalent amongst the Pakistani audiences at a great pace and these

crime shows are leading towards widespread impacts on the perception, ideas, and behaviors of its viewers. Such programs not only expose the bitter and bottom realities of the society, but also educate its viewers to be aware of their surroundings in order to save themselves from such incidents (Mehrotra, 2012). Moreover, the impact of such shows depends on how the particular viewers perceive it (Zee News, 2012). In this scenario, it is important and needful to find out the viewer's perception about crime shows to have a better understanding about the harmful impacts of such shows if perceived negatively by the audience. Thus, the present study attempts to investigate the influence of media on audience's perception about Indian crime shows. This study also discusses impact and expectations of crime show viewers that is linked with crime related content.

Objectives of the Study

- To explore the psychological impacts of the Indian crime shows upon adolescence in South Punjab and Pakistan at large
- To comprehend and investigate the opinions of viewers concerning the psychological impacts of the Indian crime shows
- To explore the variances in the observations and effects amongst female viewers and male viewers, if any

Literature Review

Crime shows are relatively new programs in Pakistani media and society. Crime shows can be defined as a drama or program that shows the investigation mechanism of a crime by police or other law enforcement agencies. The role of television heroes in intense television shows and its impacts in the form of verbal as well as physical aggression was studied in research conducted in Portugal in 2012. In Pakistan, various Indian crime shows are presented with some distinctions resembling the re-enactment of a crime scene. There are widespread effects of these Indian crime shows like objectionable and unwanted behavior among viewers.

In the technical perspective, the crime shows are usually described as "procedural," which means that the whole procedure of the criminal case is shown and explained. The Indian crime shows that are presented and watched in Pakistan are usually *CID* and *Crime Petrol*. These crime shows take the viewer's responsiveness because they comprehend catchy storyline and thrilling production (Rehman, 2017).

The effect of televised crime shows on the public is a contentious topic that four major disciplines, including Communication, Sociology, Psychology, and Criminology, are exploring nowadays. Studies are ongoing in an attempt to conclude why these reality crime shows have become so popular and where they created. The crime shows and programs originated in America and they are frequently referred to as an American phenomenon. Americans' fascination with "Crime Scene Investigation" grew to the point where it became known as the "CSI effect," which is now one of the most researched topics in USA. If the highly educated and sophisticated American society has been confronted with the psychological effects of the crime shows, how the illiterate and emotionally unstable Pakistani population can avoid the negative consequences. A number of research studies suggest that those people who watch reality crime shows begin to engage in criminal behavior and some of them link these findings to annual crime statistics as well.

It is argued by Miller (2014) that antisocial behavior is caused by the factors like risk. This ultimately results into crime, violence whether physical or psychological and child abuse etc. McCall (2007) argued that the crime shows media coverage increased in the American media over the passage of time. He establishes that the

content presented in the crime shows attracts the creeds of newsworthiness, i.e., emotion, feelings, sensationalism, thrill and drama. Doyle (2006) is of the view that violence is shown in almost all of the crime related shows. Many researchers of cultivation presume that heavy television viewing may result in the creation of a “mean world” view. It is revealed by Haridakis and Rubin (2003) that majority of the media users like to watch violent content for entertainment rather than learning. People refer aggression in such shows as enjoyment. “ Jonathan and Gabriel (2000) explored that heavy watching of crime shows on television has a undesirable impact on the viewers of crime shows. Anderson et al (2003) states that the impact of media violence is as much dangerous as that of smoking and lung cancer.

Theoretical Framework

The role of television, its importance and its effect on the lives of public is examined by the Cultivation Theory. Similar perspective is utilized in the crime shows context. Various ways to narrate different crime stories which present a message to learn about the crime and related situation are produced. An exhaustive domain of literature on the cultivation impacts exposed that the watching of the television for a longer period on regular basis usually promotes symbolic depictions of force that inspires armed forces including the police (Gerbner, Gross, Morgan, Signorelli, & Shanahan, 2002). It can also be argued thereby that the television crime shows cultivates thoughts of a society from where the citizens feel insecurity and seek safety from the dangers. Therefore, the ‘*Cultivation Theory*’ enables them to clearly consider the effects of television crime shows on the minds of the citizens of a state (Doob & MacDonald, 1979; Hirsch, 1980).

Individuals usually learn from the stories which they trust. The crime shows presented through television develops an image of trust among the common people about the veracity of such crime stories. These crime shows stories usually represent feelings, sentiments, emotions, and sympathetic concerns. The foremost purpose of television in society is to sustain and promote the societal norms, cultural values and traditions, moralities and laws. It also focuses on the confrontation and cultural resistance to bring change (Gerbner, 1986). Furthermost, the research studies indicate that cultivation theory provides the best theoretical framework to evaluate and observe the influence of entire varieties of television shows.

Research Questions

- What are the psychological impacts of Indian crime shows on youth?
- Whether watching Indian crime shows instigate trust issues between the males and females in a society?
- What is the influence of Indian crime shows on peace and social order?
- What is the role of Indian crime shows on the promotion of new techniques of self-defense as well as new ways to commit crime among youth?

Methodology

Owing to the positivistic paradigm of the study underhand, the quantitative approach is used. The total viewership of the television crime shows is linked with the construction of the attitude and behavior of viewers. The investigation mechanism is co-relational for quantitative as a causal relation between the crime shows and viewers attitudes is inevitable. A questionnaire for the collection the data is used as a tool of the quantitative approach. In the collection of data, the time consumed by the respondents, viewing crime shows

was also asked. The population of this study is based on students from public sector universities of South Punjab. The sample size of this research is comprised of 100 viewers from main universities of South Punjab on the availability of the respondents. Simple Random sampling technique is used in this research and only those respondents who watch Indian crime TV shows are taken into consideration. A survey questionnaire be formed of 16 questions is used as research tool in the present study. The researcher used a five-point scale (where 1=strongly agree, 2=Agree, 3=Neutral, 4=strongly disagree, 5=Disagree) in present study.

Findings and Data Analysis

In data analysis, calculation, presentation and interpretation, MS word program is used. Following tables present a detailed report and analysis of the data collected by the researcher through the aforementioned research survey.

Distribution of Respondents as per Age Group

Age group	Respondents	Percent
18-22	43	43
23-26	39	39
27-30	15	15
Other	4	3
Total	100	100

The ages of the respondents are shown in Table 4.1. The majority of respondents (43%) were between the age group of 18-22. However, 39 percent of the respondents represented the age group of 23-26 whereas 15 percent were older than 27 years of age. Around 3 percent of the respondents were from the other category of age.

Distribution of Respondents on the Basis of Gender

Genders	Respondents	Percent
Male	29	29
Female	71	71
Other	0	0
Total	100	100

Table 4.3 shows that 71 percent of the respondents were used to watch Indian Crime T.V shows and the 29 percent were not used to watch such shows. It means that a great number of the respondents were used to watch Indian crime TV shows on regular basis. Therefore, the data collected through the survey represent credible information on the topic.

Distribution of Respondents Based on Favorite Indian Crime T.V Show

T.V Shows	Respondents	Percent
CID	71	71
Crime Petrol	29	29
Total	100	100

According to the table 4.4, 71 percent of respondents like the CID television show, whereas 29 percent enjoyed the Crime Petrol show.

Distribution of Respondents Based on the Time Spent Watching Indian Crime T.V Shows

Hours	Respondents	Percent
2 hours	40	40
3 hours	16	16
4 hours	44	44
Total	100	100

Table 4.5 illustrates data about the time consumed by the respondents for viewing crime shows on TV. The mainstream of responders (44%) watch four hours of crime episodes per day. Only 16% of respondents spend three hours viewing Indian crime TV episodes, while 40% spend 2 hours.

Distribution Shows the Frightens of Respondents While Watching Indian Crime T.V Shows

Category	Respondents	Percent
Yes	69	69
No	31	31
Total	100	100

According to above table, 69 percent respondents felt fearful while watching Indian Crime T.V shows and 31 percent were not.

Respondents' Opinion on Crime Stories Creating New Ideas for Self-Defense

Category	Respondents	Percent
Agree	66	66
Disagree	08	08
Neutral	26	26
Total	100	100

The following table shows the 66 percent respondents were agreed that the crime stories create new ideas for self-defense, 07 percent were disagreed and 26% were neutral.

Perceptions of Indian Crime Shows and Real-Life Insecurity among Respondents

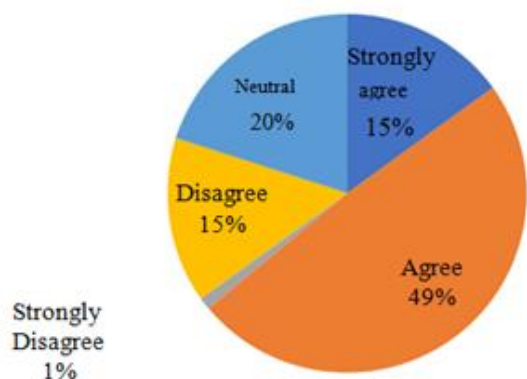
Category	Respondents	Percent
Strongly agree	15	15
Agree	49	49
Strongly Disagree	01	01
Disagree	15	15
Neutral	20	20
Total	100	100

Table 4.8 depicts the respondents' feelings on Indian crime shows and real-life insecurity. 15% strongly agreed that Indian crime shows are instilling fear in their minds about actual life. The majority of responders (49%)

agreed on this.

Graph 4.1

Indian Crime TV Shows and Real Life Insecurity



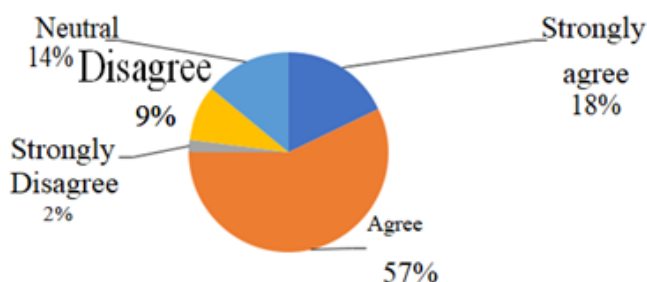
Respondent's Response on TV Crime Shows Providing New Practices of Crime

Category	Frequency	Percent
Strongly Agree	18	18
Agree	57	57
Disagree	9	09
Strongly Disagree	02	02
Neutral	14	14
Total	100	100

Table 4.9 depicts the respondents' opinion on whether Indian Crime T.V shows provide new ways to commit crime or not. The majority of respondents (57%) felt that Indian crime TV shows are inculcating new strategies for committing various types of crimes. According to the survey, 18% strongly agreed with the statement. This elicited a neutral response from 14% of those who responded. There were 9% and 2% of those who disagreed and strongly disagreed with this statement.

Graph 4.2

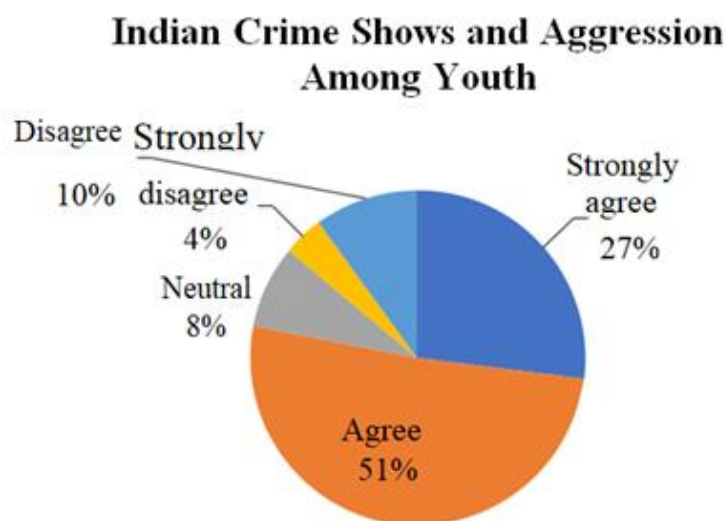
Indian Crime Shows providing New Techniques



Respondent's Opinion on Crime Shows and Youth Aggression

Category	Frequency	Percent
Strongly Agree	27	27
Agree	51	51
Neutral	08	08
Disagree	10	10
Strongly Disagree	04	04
Total	100	100

Table 4.10 depicts the respondents' views on Indian crime shows on television and youth aggression. The majority of respondents (51%) believed that Indian Crime T.V shows are boosting youth hostility, whereas 27% strongly agreed. 8% of people had a neutral response. A total of 10% and 4% of respondents disagreed and also strongly disagreed with this statement, respectively.

Graph 4.3**Perceptions of Reality in Indian Crime T.V Shows by Respondents**

Category	Frequency	Percent
Strongly Agree	15	15
Agree	42	42
Neutral	05	05
Disagree	12	12
Strongly Disagree	26	26
Total	100	100

Table 4.11 depicts the respondents' opinions on whether or not Indian Crime T.V shows depict true crime stories. 12% believe that crime shows do not depict true crime stories.

Respondents' Perception Whether Indian Crime T.V Shows Influences Actual Crime Story

Category	Respondents	Percent
Strongly Agree	29	29
Agree	55	55
Strongly Disagree	02	02
Disagree	04	04
Neutral	10	10
Total	100	100

Table 4.12 shows that the 29% of the respondent were strongly agreed about Indian Crime T.V shows manipulating actual stories, 55% were agreed, 02% and 04% respondents were strongly disagreed and disagreed respectively. About the 10% of the respondents were neutral.

Category	Respondents	Percent
Strongly Agree	20	20
Agree	47	47
Strongly Disagree	02	02
Disagree	14	14
Neutral	17	17
Total	100	100

After watching Indian Crime T.V shows, the respondents' attitudes toward the society in which they live are shown in Table 7.13. After watching Indian Crime T.V shows, the majority of respondents (47%) believe they live in a society full of criminals. 20 percent strongly agreed with this. While only 143 percent disagreed by this and 02 were strongly disagreed. About 17% of the respondents were neutral regarding the statement.

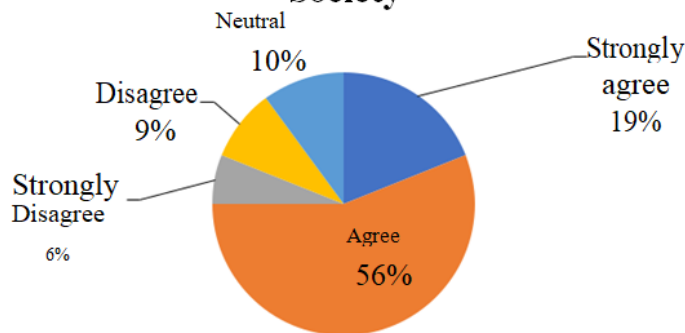
Youth Perception About Indian Crime T.V Shows and Increase of Violence in Society

Category	Respondents	Percent
Strongly Agree	19	19
Agree	56	56
Strongly Disagree	06	06
Disagree	09	09
Neutral	10	10
Total	100	100

Table 4.14 shows that 56% of the respondents were agreed to the Indian Crime T.V shows increased violence in our society and 19% respondents were strongly agreed. 06% and 09% of the respondents were strongly disagreed and disagreed by the above statement. About 10% were neutral.

Graph 4.4

Indian Crime Shows and Violence in Society



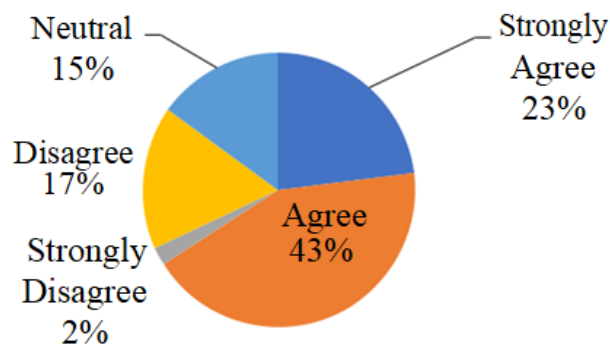
Youth Opinion About Indian Crime T.V Shows on the creation of Trust Issues Between Males and Females

Category	Respondents	Percent
Strongly Agree	23	23
Agree	43	43
Strongly Disagree	02	02
Disagree	17	17
Neutral	15	15
Total	100	100

Table 4.15 shows that 43% of the respondents were agreed to this that the Indian Crime T.V shows instigate trust issues between male and female and 23% respondents were strongly agreed. 02% and 17% of the respondents were strongly disagreed and disagreed by the above statement and about 15% stayed neutral.

Graph 4.5

Indian Crime Shows and Trust Issues



Youth Opinions that Indian Crime T.V shows promoted trust issues among youth

Category	Respondents	Percent
Strongly Agree	21	21
Agree	56	56
Strongly Disagree	01	1
Disagree	09	09
Neutral	13	13
Total	100	100

Table 4.16 shows that 56% of the respondents were agreed to the Indian Crime T.V shows instigate trust issues among youth and 21% respondents were strongly agreed. 09% and 01% of the respondents were strongly disagreed and disagreed by the above statement. About 13% were neutral.

Results and Findings

Quantitative method is the most achievable method to measure the perceptions of people. The quantitative method looks at the relationship between variables and can establish cause and effect (Denzin & Lincoln, 2001, p. 721). In this research, perceptions of people measured through the quantitative method and the questionnaire used as a tool to measure the perceptions. The basic objective of this study was to find out the negative positive impact of Indian Crime T.V shows on Multan youth perceptions of people and who watch Indian crime TV shows especially the *CID* and *Crime Petrol* and to what extent these shows give new ideas to the criminals. Keeping in view the nature of the study, the survey method was considered to be an apt method for collecting information and data analyzing, which was presented in those selected private Indian Crime T.V shows". The survey has been led in different public sector universities of Pakistan located in south Punjab. The units of analysis in this research study are male and female of public sector universities of South Punjab, Pakistan. To the purpose of grouping in population, the researcher used the random sampling method to collect the data.

This research was conducted to know the impact of Indian Crime T.V shows on the youth of Multan, in this context a fully designed questionnaire was distributed among 100 respondents by the researcher. According to their frequencies, the response of these respondents was analyzed thoroughly. In reaction to question, which age group did you follow for research? Mostly the participated for the survey are from youth they fall in the age grouped 18-22 then 23-26 and onward 27-30. The university students mostly fall in 18-25 groups as they have passed their higher secondary school and now doing graduation and post-graduation. The participated youth in the survey is normally viewers. From the result of the survey, we are unable to tell that only few of them were heavy viewers. In responses to the question, "what is your gender?" Majority of the females were participated and only few of male respondents. Result shows that the female interested to watch Indian Crime T.V shows. In response to question, "Did you watch Indian Crime T.V shows?" Majority of the respondents were actively watched Indian Crime T.V shows. In response to question, "which is your favorite Indian Crime T.V show?" majority of the respondents having large frequencies were interested in CID and only of them were following Crime Petrol. In response to the question, "How much time did you spend on Indian Crime T.V shows?" mostly respondents 3-4 hours were spending on Indian Crime T.V shows. In response to the question, "Did you feel fearful while watching Indian Crime T.V shows?" majority of the respondents were in favor of being fearful.

In response to the question, "Did you think crime stories create new ideas for self-defense?" majority of the participant agreed this statement. In response to the question, "Did you think Indian Crime T.V shows create

security among youth?" results show that most of them feel quite insecurity while watching them but many of them disagree with it. The other question, "Indian crime T.V shows are creating insecurity among youth?" there were mixed views. More were in favoring of insecurity than self-security. In reply to the question, "Indian crime T.V shows giving new techniques to crime?" Youth is mostly getting new techniques from Indian Crime T.V shows. In response to the question, "Indian crime T.V shows increasing in youth?" Most of the viewers were in favor of increasing aggression, followed by the neutral, disagree and strongly disagree. In reaction to the question, "Indian crime T.V shows enhancing actual crime ratio in youth?" mostly university of the youth agreed with it. In response to the question, "Did you think channel portrayed actual stories?" mostly youth were in favor but some were neutral. In response to the question, "Indian crime T.V shows are manipulating actual crime stories?" participants mostly agreed with it.

Conclusion

The goal of this research was to explore the impact of Indian Crime T.V shows on youth. Based on the statistics, the research explores that the majority of Indian crime TV shows are watched by young people aged 18 to 26. The goal of the study is to find out whether youth have a neutral psychological effect. Today's crime shows make one feel as if he or she is living in a criminal society. The research findings conclude that Indian Crime T.V shows encourage youth to commit crimes because they are exposed to new approaches as well as exposed to crime as a result of these TV crime series. Self-assurance is fostered by crime shows on television. In addition, among adolescents, there is a sense of security. Indian crime TV shows are generally promoting negativity, such as an increase in young violence as a result of this, obscenity being depicted, manipulation of reality for the sake of viewer interest, which is really not helpful, and new skills being given to youth offender's crime. According to the results, adolescents believe that the substance of crime shows goes against society's ethics and values.

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