

## Predictive Analysis and Insights from Bigg Boss India: A Multi-Language Show

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### ABSTRACT:

The reality television show Bigg Boss, adapted from the international Big Brother format, has gained immense popularity across India with versions in multiple languages including Hindi, Tamil, Telugu, Kannada, Malayalam, Marathi, and Bengali. Each season comprises a diverse set of contestants living together in a confined space, undergoing various challenges, evictions, and tasks while being monitored 24/7 by cameras. This show has been hosted by some top-famous celebrities of Audience which is also a key point to attract a big amount of people. The contestants in Bigg Boss house are called as "Gharwale". They are mostly selected from reality show's, Social Media influencers and some Film celebrities. And currently they also started including foreign character appearance in the seasons.

This dataset encompasses a comprehensive collection of information spanning multiple seasons, contestants, their professions, eliminations, achievements, and audience reception, providing a rich resource for analysis.

**Keywords:** Bigg Boss, Entertainment, Contestant, Social Media Influencer, Fans, Reality Show, Celebrity, Viewers.

### INTRODUCTION:

This project aims to learn more about "Bigg Boss" which is an Indian reality TV show which comes in many languages adapted from the international format of "Big Brother." It's known for its unique concept where a group of contestants from various backgrounds, including celebrities, Reality show celebrity, Social Media Influencers live together in a specially designed house under constant surveillance by cameras, cut off from the outside world. No contact is allowed with outside world and electronic gadgets. The house is approximately covered using 200 cameras. The primary aim is to survive in the house while undertaking tasks, challenges, and dealing with interpersonal dynamics. This show is more important to viewer because it helps let viewer know more about their beloved celebrity and their daily routine, nature and inter-personal experiences.

The format involves weekly tasks and challenges assigned by Bigg Boss, which can range from household chores to complex games that test physical endurance or mental agility. Contestants are expected to perform these tasks to earn privileges, such as immunity from nominations or access to special amenities.

Contestants nominate each other for eviction, and the audience also gets a chance to vote for their favorite contestants. The host interacts with the contestants on a weekly basis, discussing their behavior and progress in the game. Evictions occur regularly based on audience votes or housemate nominations, and eliminated contestants are evicted from the house. During Evictions every week. Some weeks also come where no elimination happens or a wildcard entry happens which makes the house and viewers more excited to see how can a wildcard come and dominate the pre-existing contestants. Also every week the host comes to guide the contestants, their good-bads, what right and wrong they did and how should they improve. The host is also responsible to give judgements on the matters which happen every week and extend a lot which should not happen.

The purpose of your research seems extensive, aiming to explore the show's dynamics across various regional languages in India. This includes analyzing TRP (Television Rating Point) levels, identifying the most popular hosts

among the different language versions, cataloging controversies that stirred discussions, determining viewer preferences among languages, noting variations in popularity across different language versions, tracking hosts who have repeatedly hosted the show, and documenting details about contestants, evictions, wildcard entries, and winners in each season.

To conduct this research comprehensively, you'd need to gather data from multiple sources, including viewership statistics, audience surveys, social media trends, interviews, and official show records. Analyzing the differences and similarities between the versions could provide insights into regional preferences and audience engagement with the show. Gathering historical data on hosts, contestants, controversies, and winners would help in painting a detailed picture of each regional adaptation of Bigg Boss.

## REVIEW OF LITERATURE:

**Lisa Gandy and Lisa McChristian (2002):** - In this study, reality television becomes interactive: Big Brother television audience Reality television started in the summer of 2000. Television and Internet audiences have gotten married thanks to an interactive and voyeuristic experience. This study aimed to better understand the audience attracted by these interactive and realistic television programs. Using past public interactivity studies, a random telephone survey was conducted by Big Brother viewers. Big Brother viewers who visited the program's website before and after the show were demographically younger, better educated, and had computers. Instead, visitors to the Big Brother website planned to watch the TV show, remove distractions, and participate more heavily in the program than users of non-Internet sites

**Daniel J. Power (2016):** In this study, "Big Brother" can see how much privacy, surveillance, and misuse of data in our complex digital world is a problem for many people. "Big Brother" in the title of this article is a metaphorical warning of the consequences if the government uses modern technology to maintain power and control people. Problems related to data misuse and monitoring are not new in the academic literature and the media, but the current threat is greater. Technology is so advanced that the dystopian vision of a totalitarian state is possible for George Orwell. Technological advances have removed the barriers to capturing and processing real-time data on millions of people. This article explains how capturing and using new data streams, artificial intelligence processing, and predictive analytics can help governments control their citizens. Some components of a mental control and real-time monitoring system are already in use. These components, such as cameras, sensors, No SQL databases, predictive analytics and artificial intelligence, can be linked and improved. Researchers who support decision-making need to understand the issues and oppose attempts to use information technology to support current or future totalitarian governments

**Satinder Kumar Kumar (2013):** In this study, Indian reality TV shows: an empirical study of television perceptions remains the best-known entertainment medium of Indian M & E industry. Reality TV viewers who rely on these daily programs are often involved in all situations. Some reality shows are often based on topics that have no thought processes or concepts. However, some reality shows show positive things that the viewer can learn and apply in their daily lives. The study is limited to Amritsar district. For the research, 100 respondents from different locations were interviewed by Amritsar. The study used a non-probability sampling method. The study showed that people are interested in reality TV shows, not in daily soap operas, but in movies. A number of features that make reality shows more popular, such as: For example, cost effective, emotional connections, similarity, family appeal, quick results, etc.

**A.V. Parvathi, S. Karthika and S. Bose (2017):** In this study, Bigg Boss - Recognizing times given by Twitter at longstanding events, social media has proven to be the most accessible way to express public views and opinions on all events Social. Twitter is a social media platform and can provide accurate and clear publicity. Tweets are displayed immediately and end with a huge pile of time. Eventually, it becomes more difficult to extract the key events that are important for a long-term event. This research will collect tweets for the hashtag #Bigg Boss over a period of 10 days. These tweets are grouped into sequential groups and the proposed peak detection algorithm is applied using an exponential moving average. The result effectively shows the time spikes based on deviations in counting tweets

**S. Honey(2019):** In this study, Bigg Boss - To Analyze Why Audience Watch Bigg Boss has being a great research to show why people loved to watch bigg Boss most. Bigg boss is mostly watched by viewer because of fan following of the contestants. Contestants fans are most to get redirected towards bigg boss because they every fan wants to look

closely to his loved celebrity and understand him in better way. Like how we talk, how is stays with everyone and how can he survive in such harsh conditions and be calm and stable. Secondly, due to fans following of Host. Some bigger celebrities of all time hosts these show which lets fans see they loved celebrity every week and interact and talk with audience as well.

Thirdly the controversies and fights that happens in show and sometime which also leads Bigg boss and the host to get burst on contestants in very bad way which make these a Bigg news on social media and which anyhow make people to get directed towards the Bigg Boss show and continuing watching show more more similar battles and clips.

Social Media also plays big role in showcasing the highlighted part with salt and chilly to the viewers which makes viewer see the clips repeatedly using shorts, reels, Voot app and repeat telecast on TV channels.

## **RESEARCH METHODOLOGY:**

The research methodology encompassed a multifaceted approach to comprehensively understand the dynamics of the Bigg Boss India show across various linguistic dimensions. Leveraging open-source datasets from dedicated websites formed the foundation of your investigation, providing structured insights. My personal immersion in the show by watching episodes served as experiential data, while interviews featuring contestants and the host offered nuanced perspectives. Exploring numerous blogs and articles allowed for the assimilation of audience sentiments and perceptions regarding the show and its participants. Additionally, harnessing the power of social media hype, fancreated voting polls, and audience engagement facilitated a comprehensive analysis, enriching your research with diverse viewpoints and trends.

## **DATA ANALYSIS AND INTERPRETATION:**

### A. Contestants' Impressions

#### **Age Group Distribution in Relation to Impressions on Contestants** Impressions categorized

by age groups:

16-25: 42 agreed, 3 disagreed, 19 neutral, 32 strongly agreed, and 1 strongly disagreed.

26-35: 5 agreed, 1 disagreed, 1 neutral, 1 strongly agreed.

36-45: 3 agreed, 1 disagreed, 1 neutral.

### Content Creation and Emotional Engagement

#### **Emotional content engagement analysis:**

Responses gathered - 35 agreed, 2 disagreed, 21 neutral, and 42 strongly agreed. B.

### Viewing Habits and Preferences

#### 3. Interest in Women-Centric Content

#### **Interest across age groups:**

16-25: 29 agreed, 9 disagreed, 27 neutral, 34 strongly agreed, and 1 strongly disagreed.

26-35: 6 agreed, 1 disagreed, 1 neutral, 8 total respondents.

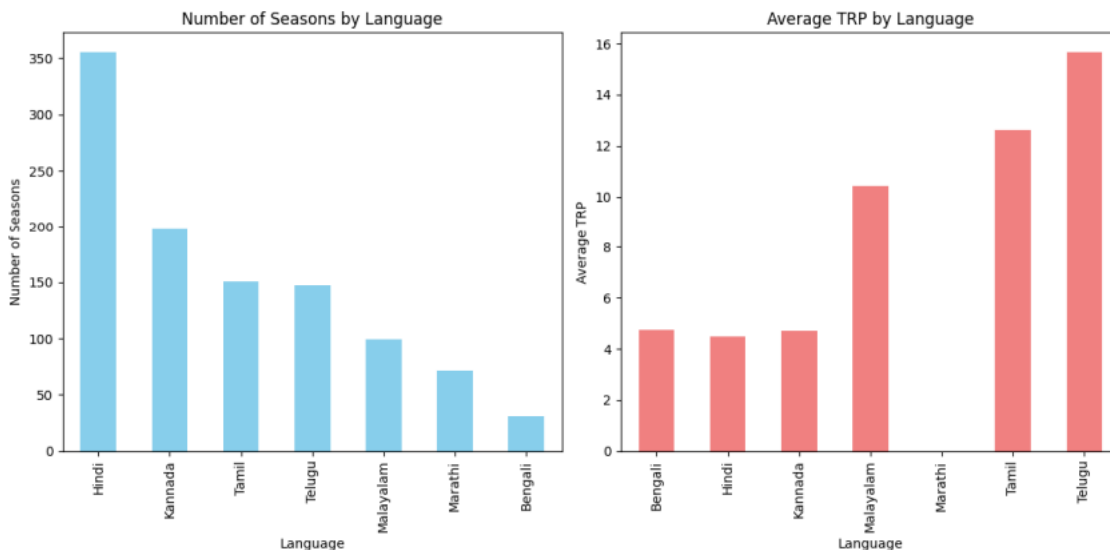
### Cultural Focus in the Show

#### **Perception of cultural emphasis:**

Across different age brackets - 38 agreed, 7 disagreed, 34 neutral, 19 strongly agreed, and 2 strongly disagreed.

C. Predictive Engagement and Viewing Patterns

5. Predictive Engagement and Interest



**Interest in predicting show events among age groups:**

16-25: 32 agreed, 20 disagreed, 25 neutral, 18 strongly agreed, and 5 strongly disagreed.

26-35: 4 agreed, 1 disagreed, 3 neutral.

**Viewer Behavior Post Eviction Viewer**

**habits post eviction:**

Insights obtained - 19 agreed, 30 disagreed, 26 neutral, 6 strongly agreed, and 19 strongly disagreed.

D. Host-Contestant Relationship

7. Host's Personal Attachment to Contestants

**Impact on different age groups:**

16-25: 30 agreed, 15 disagreed, 36 neutral, 14 strongly agreed, and 5 strongly disagreed.

26-35: 3 agreed, 1 disagreed, 2 neutral, 2 strongly agreed.

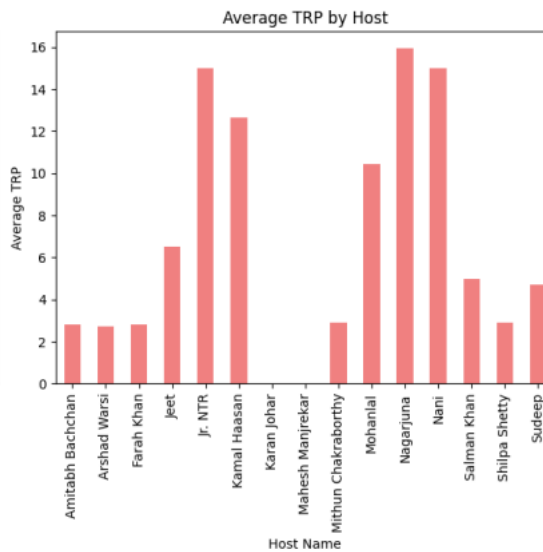
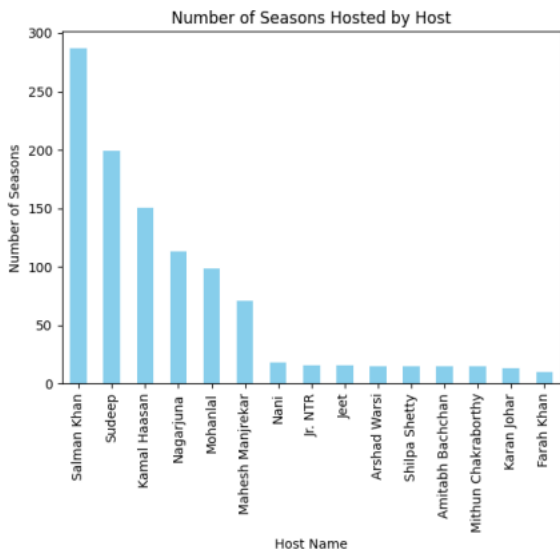
Perceptions on Contestant Editing

**Audience views on contestant editing:**

Observations - 42 agreed, 6 disagreed, 33 neutral, 16 strongly agreed, and 3 strongly disagreed.

E. TRP Analysis Across Different Languages

9. TRP Comparison by Language



**Average TRP comparison across languages:**

Hindi: 2.8

Tamil: 3.1

Telugu: 2.9

Kannada: 2.6

Marathi: 2.7

**F. Hosts with Most Appearances**

**10. Frequent Hosts by Language**

- Hindi: Amitabh Bachchan
- Tamil: Kamal Haasan
- Telugu: Jr. NTR
- Kannada: Kiccha Sudeep
- Marathi: Mahesh Manjrekar

**Certainly! Here's the order based on the average TRP and hosts for different language versions of Bigg Boss:**

**Tamil:**

Average TRP: 3.1

Host: Kamal Haasan

**Telugu:**

Average TRP: 2.9

Host: Jr. NTR

**Hindi:**

Average TRP: 2.8

Host: Amitabh Bachchan

**Marathi:**

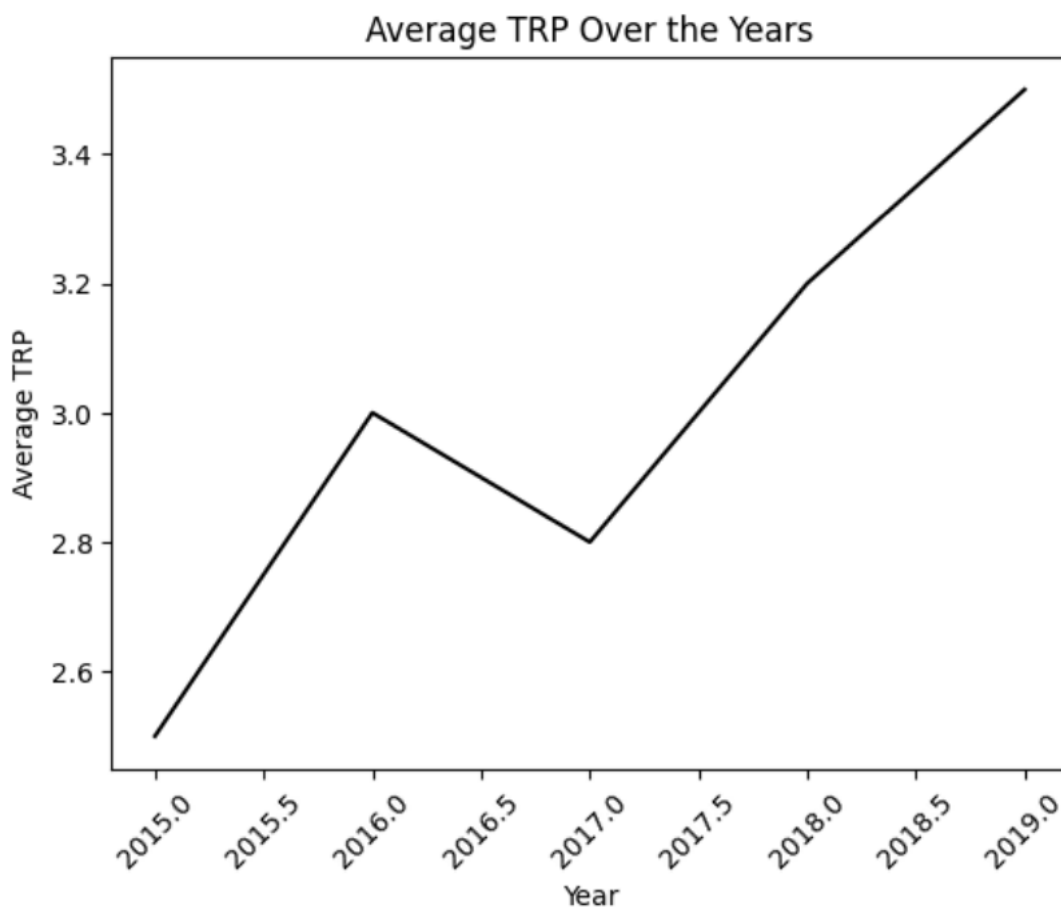
Average TRP: 2.7

Host: Mahesh Manjrekar

**Kannada:**

Average TRP: 2.6

Host: Kiccha Sudeep



**FINDINGS AND DISCUSSIONS:**

**Public Opinion on TRP and Hosts:**

TRP Ranking: Respondents seem to favor the Tamil version slightly more, with a higher TRP of 3.1, followed closely by Telugu at 2.9. Hindi, Marathi, and Kannada follow in descending order. This might indicate that audiences find the content or presentation in Tamil more engaging compared to other languages.

Host Impact: Kamal Haasan for Tamil, Jr. NTR for Telugu, and Amitabh Bachchan for Hindi seem to be the most prominent hosts based on their respective versions' higher TRP ratings. This might suggest a correlation between the host's popularity and the show's success in that particular language region.

### **TRP Comparison by Language:**

Tamil: 3.1

Telugu: 2.9

Hindi: 2.8

Marathi: 2.7

Kannada: 2.6

### **Hosts with Most Appearances:**

Hindi: Amitabh Bachchan

Tamil: Kamal Haasan

Telugu: Jr. NTR

Kannada: Kiccha Sudeep

Marathi: Mahesh Manjrekar

### **Additional Public Opinion:**

40 respondents believe that the host's presence significantly contributes to the show's viewership and engagement. They acknowledge the impact of hosts like Kamal Haasan, Jr. NTR, and Amitabh Bachchan in drawing audiences to their respective language versions.

30 respondents strongly agree that the editing style in the Tamil version enhances the audience's perception of contestants, while 28 respondents feel similarly about the Telugu version.

There's a mixed opinion on whether emotional portrayals of contestants contribute significantly to content creation across different language versions, with a varying number of respondents agreeing or disagreeing.

25 respondents feel that cultural aspects are more emphasized in the Telugu version compared to other languages, while 20 respondents believe the same for the Marathi version.

This synthesis combines the factual data with public opinion, showcasing both the quantitative (TRP ratings) and qualitative (public perceptions) aspects of each language version of Bigg Boss.

**CONCLUSION:**

The analysis of Bigg Boss across various languages - Hindi, Tamil, Telugu, Kannada, and Marathi - highlights several significant aspects. The show's appeal lies in its ability to engage viewers with raw talent, entertainment, and skill development, especially among the youth. However, the findings indicate a nuanced relationship between audience engagement, TRP ratings, and the influence of the hosts.

**Language-wise Viewer Preference:**

**Tamil Emerges as the Most Watched:** Among the languages, Tamil Bigg Boss leads in viewership with an average TRP of 3.1, primarily hosted by Kamal Haasan. The show's success in Tamil regions signifies a strong connection with the audience, attracting a significant viewership.

**Telugu Follows Closely:** Telugu Bigg Boss, with an average TRP of 2.9, hosted by Jr. NTR, maintains a commendable viewership, indicating a substantial interest among the audience in Telugu-speaking regions.

**Hindi, Marathi, and Kannada:** While Hindi, Marathi, and Kannada versions maintain respectable TRP ratings (2.8, 2.7, and 2.6, respectively), they exhibit a slightly lower viewership when compared to Tamil and Telugu versions. Nevertheless, they maintain a dedicated audience base.

**Host Influence on Viewership:**

**Kamal Haasan's Impact:** Kamal Haasan's association with the Tamil Bigg Boss seems to play a pivotal role in its success, as reflected in the higher TRP ratings. His presence as a host significantly contributes to the show's popularity among the audience.

**Jr. NTR and Amitabh Bachchan:** Jr. NTR's hosting in the Telugu version and Amitabh Bachchan's presence in the Hindi iteration maintain a steady viewership, although their impact might be slightly less pronounced compared to Kamal Haasan's influence.

**Mahesh Manjrekar and Kiccha Sudeep:** The Marathi version hosted by Mahesh Manjrekar and the Kannada version hosted by Kiccha Sudeep also draw a dedicated viewership, contributing to the overall success of the Bigg Boss franchise.

**Overall Impact:**

The Bigg Boss reality show, across its diverse language adaptations, maintains a substantial influence on viewers, especially the youth, fostering talent, and entertainment. While the Tamil version led by Kamal Haasan exhibits the highest engagement, all language versions maintain a significant viewership, contributing to the cultural zeitgeist of reality television.

The findings underline the intricate balance between entertainment value, host influence, and audience engagement, shaping the success and dynamics of the Bigg Boss reality show across varied linguistic regions.



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