



The Effect of Romantic Media and Films on Emotional Intelligence and Relationship Satisfaction among Young Adults

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Abstract

This study explores the relationship between romantic media consumption, emotional intelligence (EI), and relationship satisfaction (RS) among young adults. A sample of 100 participants completed a survey assessing their romantic media consumption habits, Emotional Intelligence, and Relationship Satisfaction. Romantic media consumption questionnaire, Schutte Emotional Intelligence Scale and Relationship Satisfaction scale were used along with the demographic details. Results revealed a significant positive correlation between romantic media consumption and Emotional Intelligence ($r = 0.240$, $p = 0.016$), suggesting that increased exposure to romantic media is associated with higher levels of emotional intelligence. However, no significant association was found between romantic media consumption and Relationship

Satisfaction ($p > 0.05$). These findings highlight the influence of romantic media on emotional intelligence but suggest a more complex relationship with relationship satisfaction. Further research is needed to explore the underlying mechanisms and potential moderating factors.

Keywords: *romantic media consumption, emotional intelligence, relationship satisfaction, young adults*

Introduction

Films, often referred to as movies, have captivated audiences for over a century, offering a rich tapestry of visual storytelling encompassing various elements such as acting, cinematography, directing, and sound design. They serve as a popular form of entertainment, art, and communication, playing a pivotal role in shaping societal norms and individual perceptions. The current paper delves into the multifaceted impact of films on emotional intelligence and relationship satisfaction among viewers. This study explores the complex interplay between film consumption, emotional intelligence, and relationship satisfaction, aiming to elucidate the mechanisms underlying these relationships and their implications for individuals' psychological well-being. By examining the impact of films on empathy development, emotional awareness, and perceptions of romantic relationships, this research seeks to contribute to a deeper understanding of the psychological effects of media consumption.

Emotional Intelligence

Emotional intelligence (EI) is a critical aspect of psychological well-being, encompassing the ability to understand, manage, and express emotions effectively in oneself and others. Mayer

and Salovey (1990) defined EI as a “comprehensive capacity to reason about emotions and utilize them to enhance cognitive processes”. Films offer a powerful medium for emotional engagement and storytelling, potentially influencing viewers' emotional intelligence through exposure to diverse characters, narratives, and emotional dynamics.

Relationship Satisfaction

Relationship satisfaction, a key component of overall well-being, refers to an individual's contentment, happiness, and fulfillment in familial, romantic, and interpersonal relationships. However, media portrayals of relationships, often characterized by idealized notions of love and romance, can perpetuate unrealistic expectations and stereotypes, potentially influencing individuals' beliefs and behaviors in real-life relationships. Frequent exposure to unrealistic depictions of romance, gender roles, and communication patterns in films can shape individuals' attitudes and beliefs about relationships, ultimately impacting their relationship satisfaction.

Rationale

This study aims to explore the influence of Romantic media and films on emotional intelligence and relationship satisfaction among young adults, given the pervasive nature of media exposure in today's digital era. Despite the prevalence of romantic narratives in popular culture, the specific impact on emotional intelligence and actual relationship satisfaction remains largely unexplored. By addressing these gaps, this research seeks to provide insights into the intricate relationship between media consumption patterns and psychological well-being, particularly in the context of India where such studies are scarce. This investigation fills a significant void in understanding how films and media shape individuals' emotional intelligence

and satisfaction in relationships, offering valuable implications for mental health promotion and relationship counseling interventions.

Review of Literature

“Romantic Media Exposure’s Effect on Relationship Beliefs and Expectations”: In this study Disney films were mainly focused upon, and the results of the study showed that there was a notable and strong positive correlation between people's beliefs about relationships and their satisfaction with those relationships. Given that the belief measure was intended to evaluate what is depicted in Disney movies, this correlation implies that Disney movies might play a role in shaping people's perceptions of their own relationships and satisfaction (Ray, 2022).

“Walt Disney and Emotional Intelligence”: The study aimed to assess how watching Disney cartoons over time affects emotional intelligence in youth. Results indicated that among the participants, regular Disney watchers scored higher in emotional intelligence compared to non-watchers. Gender differences were examined within the Disney-watching group, but no significant disparity was observed in total emotional intelligence scores between male Disney watchers and female Disney watchers (Malik and Khan, 2019).

“Using Film to Improve Emotional intelligence, an exploratory study”: The participants (students) were divided into control and intervention groups. Over a semester, the intervention group watched and discussed four films, while the control group did not. Pre- and post-tests evaluated their EI. The results showed that the intervention group experienced a significant increase in EI compared to the control group (Gomillion, Dindia & Hickson, 2019)

In view of the above, the present study attempted to know whether there is significant effect of romantic media and films on emotional intelligence and relationship satisfaction.

Objective

- a) To investigate the relationship between exposure to romantic media and films and young adults' perceived emotional intelligence.
- b) To explore the association between exposure to romantic media and films and relationship satisfaction among young adults.
- c) To analyze and understand the effect of Romantic media and films on emotional intelligence and relationship satisfaction to develop strategies to leverage this impact for personal growth and societal well-being

Hypotheses

Alternative Hypothesis (H1): There is a significant effect of romantic media and films on emotional intelligence

Alternative Hypothesis (H2): There is a significant effect of romantic media and films on relationship satisfaction

Method

Design

The research design opted for this study is Quantitative research design, focusing on collecting numerical data to analyze relationships between variables. It likely involves a cross-sectional survey methodology, where data is collected through a survey which would include standardized measures to assess romantic media consumption, emotional intelligence, and relationship satisfaction. Participants would respond to items on these measures, providing quantitative data that can be analyzed using statistical methods such as correlation analysis, chi-square tests to

examine relationships between variables.

Sample

Convenience sampling method was used in this study. The sample comprised of 100 participants 66 female and 34 males within the age range of 18 - 25 belonging to different socio-economic status, religious backgrounds etc.

Inclusion/ Exclusion Criteria

- Individuals in the age group of 18- 25
- Individuals who are in romantic relationships
- Individuals who consume romantic media and films on a regular basis (engaging with romantic media consistently for the past 6 months to 1 year)
- Individuals who can read and understand English

Tools

- ***Emotional Intelligence***

The *Schutte Self Report Emotional Intelligence Test (SSEIT)* is a 33-item self-report measure of emotional intelligence which was developed by Schutte et al. (1998).

- ***Relationship Satisfaction***

The Relationship Assessment is a 7-item scale designed to measure generic relationship satisfaction. The scale was developed by Hendrick (1988) and it's a 5-point scale ranging from 1 (Low Satisfaction) to 5 (High Satisfaction).

Demographic Details and Romantic Media Consumption

To understand the participants' romantic media consumption habits along with their demographic details, questions pertaining to Romantic media consumption are asked using a survey.

Procedure

After getting informed consent from the participants, the questionnaire was provided to them, and they were asked to fill out the questionnaire with demographic details and proceed with reading the questions. The participants were instructed to choose an option that they considered to be appropriate out of all the options provided for each question. The marked scores by the participants are calculated and analyzed further to determine the objective of the study.

Ethical Issues

- a) Data collected has been used only for the research purpose.
- b) Informed consent of each participant was acquired.
- c) Confidentiality and of the obtained information have maintained throughout the study.

Analysis of data

Given the non-normal distribution of the data, Spearman Correlation and Chi square test was conducted to assess whether there is a significance relation between romantic media consumption and emotional intelligence and relationship satisfaction. Statistical analysis was done using Statistical Package for Social Science (SPSS).

Results

Table 1

Descriptive Statistics

		Count	Column N%
Gender	Female	66	66.0%
	Male	34	34.0%
Relationship Status	In Relationship	97	97.0%
	Married	3	3.0%
Employment Status	Student	77	77.0%
	Working	23	23.0%
Residence	Rural	10	10.0%
	Urban	90	90.0%

Descriptive Statistics

	N	Minimum	Maximum	Mean
Age	100	18.00	25.00	21.8800
Valid N (listwise)	100			

Table 1 The socio-demographic data of 100 participants aged 18 to 25 revealed an average age of 21.8 years, with 66.0% identifying as female (66) and 34.0% as male (34). 97.0% of the sample reported being in relationships (97), while 3.0% were married (3). Among participants, 77.0% were students (77) and 23.0% were employed (23). Urban residents comprised 90.0% of the sample (90), with rural residents making up 10.0% (10).

Table 2***Tests of Normality***

Shapiro Wilk Statistic		df	Sig
Total-EI	.977	100	.080
Total-RS	.935	100	.000
Total-MC	.939	100	.000

Table 2: The Shapiro-Wilk test was used to assess the normality of the data distribution for Emotional Intelligence (EI), Relationship Satisfaction (RS), and Romantic Media Consumption (MC). The results indicated that for EI, RS, and MC, the Shapiro-Wilk statistic values were 0.977, 0.935, and 0.939 respectively, with corresponding p-values of 0.080, 0.000, and 0.000. These p-values represent the significance level for the hypothesis test, where a value less than 0.05 typically suggests that the data significantly deviates from a normal distribution. From the table we can understand that based on the statistical analysis, it is evident that the data is not normally distributed.

Table 3*Correlations*

			total-EI	total-RS	total-MC
Spearman's rho	total-EI	Correlation Coefficient Sig. (2-tailed)	1.000	.292** .003	.240* .016
		N	100	100	100

total-RS	Correlation Coefficient	.292**	1.000	-0.07
	Sig. (2-tailed)	.003		.947
	N	100	100	100
total-MC	Correlation Coefficient Sig. (2-tailed)	.240* .016	-0.07 .947	1.000
	N	100	100	100

Table 3 presents the correlation analysis investigating the links between Romantic Media Consumption (MC), Emotional Intelligence (EI), and Relationship Satisfaction (RS). The results revealed noteworthy associations among these variables. Firstly, there was a moderate positive correlation (correlation coefficient = 0.292, $p = 0.003$) between total Emotional Intelligence (EI) and Relationship Satisfaction (RS), suggesting that individuals with higher emotional intelligence tend to report greater relationship satisfaction. Moreover, a significant positive correlation (correlation coefficient = 0.240, $p = 0.016$) between total EI and Romantic Media Consumption (MC) indicates that individuals with higher emotional intelligence may engage

more in consuming romantic media. However, there was no substantial relationship between total Relationship Satisfaction and Romantic Media Consumption, as reflected by a near-zero correlation coefficient ($r = -0.007$) and a non-significant p-value of 0.947.

Table 4

Chi Square

			Asymptotic		
			Significance (2-	Exact	Exact Sig.
	Value	df	sided)	Sig.(2-sided)	(1-sided)
Pearson Chi-Square	.822a	1	.365		
Continuity Correction b	.485	1	.486		
Likelihood Ratio	.820	1	.365		
Fisher's Exact Test				.406	.243
Linear-by-Linear Association	.814	1	.367		
N of Valid Cases	100				

Table 4. The chi-square tests conducted to examine the relationship between Romantic Media Consumption (MC) and Relationship Satisfaction (RS) yielded non-significant results across all measures. The Pearson Chi-Square statistic yielded a value of 0.822 with 1 degree of freedom, resulting in a p-value of 0.365. Similarly, the Continuity Correction, Likelihood Ratio, and Linear-by-Linear Association tests all produced non-significant p-values of 0.486, 0.365, and 0.367 respectively. Additionally, the Fisher's Exact Test provided a p-value of 0.406 for a 2-sided test, and 0.243 for a 1-sided test. With a sample size of 100 participants and no cells having expected counts less than 5, the chi-square test assumptions were met. Overall, these findings suggest that there is no significant association between Romantic Media Consumption and

Relationship Satisfaction in this sample.

Table 5

Chi-Square

			Asymptomatic Significance (	Exact	Exact Sig.
	Value	df	2-sided)	Sig.(2-sided)	(1-sided)
Pearson Chi-Square	1.563a	1	.211		
Continuity Correction b	1.085	1	.298		
Likelihood Ratio	1.568	1	.210		
Fisher's Exact Test				.298	.149
Linear-by-Linear Association	1.547	1	.214		
N of Valid Cases	100				

Table 4.5: The chi-square tests examining the relationship between Romantic Media Consumption (MC) and Emotional Intelligence (EI) yielded non-significant results across all measures. The Pearson Chi-Square statistic produced a value of 1.563 with 1 degree of freedom, resulting in a p-value of 0.211. Similarly, the Continuity Correction, Likelihood Ratio, and Linear-by-Linear Association tests all generated non-significant p-values ranging from 0.210 to 0.298. Additionally, the Fisher's Exact Test provided a p-value of 0.298 for a 2-sided test and 0.149 for a 1-sided test. Overall, these findings suggest that there is no significant association between Romantic Media Consumption and Emotional Intelligence in this sample.

Discussion of Results

The study aimed to investigate the effect of romantic media and films on emotional intelligence and relationship satisfaction among young adults aged 18 to 25, with a sample size of 100 participants. While significant positive correlation was found between Romantic Media Consumption (MC) and Emotional Intelligence (EI), suggesting a notable influence of romantic media on emotional intelligence development, no significant association was observed between MC and Relationship Satisfaction (RS). Despite contrasting perspectives in the literature, the study suggests that while romantic media may contribute to emotional intelligence, its effect on relationship satisfaction is inconclusive. Further research could explore additional variables that may mediate or moderate this relationship, such as media literacy or attachment styles.

Conclusion

In conclusion, this study delves into the intricate connections among romantic media consumption, emotional intelligence (EI), and relationship satisfaction in young adults aged 18 to 25. Utilizing quantitative methods with a sample of 100 participants, we found a significant positive correlation between romantic media consumption and EI, indicating a potential link between media exposure and heightened emotional awareness. However, no significant association was observed between media consumption and relationship satisfaction, suggesting other influential factors. These findings highlight the nuanced role of media in shaping emotional intelligence but underscore the complexity of its impact on relationship dynamics.

Implications

Educators and counselors can utilize these findings to integrate discussions on media

portrayals into programs aiming to enhance emotional intelligence among young adults. Further research opportunities exist to explore how different media genres impact emotional intelligence and relationship satisfaction, potentially informing the development of media literacy programs and regulations promoting balanced media representations.

Limitations and Suggestions

The study's demographic focus on young adults aged 18 to 25 may limit generalizability, suggesting the need for broader age representation. Enhancing external validity requires incorporating diverse geographic and cultural samples. To address limitations, future research should explore confounding variables like personality traits, past relationship experiences, media diversity, and cultural factors. Additionally, considering the rapidly evolving nature of media consumption patterns and societal norms, ongoing research is essential to ensure the relevance and applicability of findings over time.

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