

## Abstract

The objective of this research was to investigate the impact that reality television (TV) shows have toward the viewers, specifically to the youth of Windhoek between the ages of 18 to 35. The study was focused on the influence that reality TV shows impose on the youths of Windhoek the capital city of Namibia. The research employed both qualitative and quantitative research design using a triangulation of data collection methods including observation, questionnaires survey and interviews. A total of 90 questionnaires were distributed to three selected tertiary institutions in Windhoek namely: University of Namibia main campus, Polytechnic of Namibia and International University of Management. 30 questionnaires were given per tertiary institution and 4 interviews were conducted with Namibia Broadcasting Corporation, One Africa Television, Trustco and Multi Choice Namibia.

The study's main research question was **'To what extent do the reality TV shows influence the youth in positive and negative manners?'** Research findings suggests that majority of youth spent most of the time watching television and most of them watch popular reality television programmers such as "American Idols", "Survivor", "Big Brother Africa" and "Star Performance". Since the 2013 Big Brother Africa winner was a Namibian, Delish Mathew, it seems thus inspired many youth in Windhoek and they are well motivated to keep watching BBA.

The question to why there are few Namibian reality TV shows is still debatable. Respondents indicated that, watching Star Performance on NBC was a success, as it represents variety of Namibian culture. In this paper the researcher argues that the reality TV shows are an important social phenomenon as evidenced by the despondence to the studies. However the researcher does not want to suggest that there are no problems with reality TV shows, as the study indicates that there are positive and negative influences that reality TV shows impose on the youth of Windhoek. A general conclusion, apart from the influence from the reality TV shows, this study is very significant in such a way that is promoting more local Namibian reality TV shows that portray diverse Namibia cultures to be aired on the Namibia Broad Casting Corporation (NBC TV) or One Africa.