



Television in Nuevo León and its Metropolitan area

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Abstract

Television in Nuevo Leon is pretty much important for people in the metropolitan area. There are three main producers controlling TV media and giving wrong information to the viewers and making people stop watching Local programation and prefer Internet over other devices.

Insecurity and bad behavior of young people is getting worst. The impact of the TV has been a huge problem because they watch what is prefabricated, products of marketing and false images of oneself.

While other countries are getting expertise in technology and good social cooperation, seems like our community cannot afford the social troubles and fix them by learning about them. Even news is paid and gives just one side of the coin and don't show the reality like it is either. While the government is corrupted takes advantage of the lacking of studies of an important percentage of people hindering their growing opportunities and let them destroy the little or big changes made by other few.

Resumen

La televisión en Nuevo León es bastante importante para la gente en el área metropolitana. Hay tres productores principales que controlan los medios de comunicación de televisión y dan información errónea a los espectadores y hacen que la gente deje de mirar la programación local y prefieren Internet sobre otros dispositivos.

La inseguridad y el mal comportamiento de los jóvenes está empeorando. El impacto de la TV ha sido un gran problema porque miran lo que es prefabricado, productos de marketing y falsas imágenes de uno mismo.

Mientras que otros países están adquiriendo experiencia en tecnología y buena cooperación social, parece que nuestra comunidad no puede permitirse los problemas sociales y arreglarlos aprendiendo sobre ellos.

Incluso las noticias se pagan y da sólo un lado de la moneda y no muestran la realidad como es tampoco. Mientras que el gobierno está corrompido se aprovecha de la falta de estudios de un porcentaje importante de las personas que obstaculizan sus oportunidades de crecimiento y dejar que destruyan los pequeños o grandes cambios realizados por otros pocos.

Key Terms

Contents; Cutltural; Device; information; Metropolitan area; local opinion; Preference; Television;

Introduction

Marketing research is needed not only in the introduction to a market for private sector. But also is required by the government because of the use of surveys and statistics, which are planned and directed to the whole population.

According to our research, we found out there are many concerns (internationally) related to the "good" TV sources. This time we searched in America, precisely in Latin America, our neighbors from Chile made a great analysis in the Children care by watching TV. The CNTV is the agency that must ensure the proper functioning of Chilean television through institutional policies that tend to guide, stimulate and regulate the activity of the actors involved in the television phenomenon, in tune with technological changes and Socio-cultural, in a context of growing internationalization. In Mexico, this agency would be Federal Telecommunications Institute. As well Chilean, Mexico has a consultant board, its members are specialists of recognized prestige in the matters that are the competence of the Institute and serve as a multidisciplinary body, formed by people with a recognized trajectory, accredited capacities and with sufficient experience. Based on the principles of independence, equality, plurality and representation, among others, it advises the Institute on the functions entrusted to it by constitutional and legal mandate.

In Mexico, television has never been a priority for government. During past four decades, television has been managed for the same board of directors, and only two big telecommunication companies. In 1996 with the creation of SKY paid TV system has been the new and better option for people looking for new and wide visual contents, with the actual number of near to two million of subscribers only in Mexico.

We've chosen a secondary data for the design of this research. According to a survey for TV transmissions in Monterrey, Nuevo Leon, almost 44% of people in metropolitan area preferred Open TV air. This fact could be because from this percentage only the fifteen percentage of people got a digital TV system. In Monterrey, TV Company that has been the massive media locally is Multimedios Television, founded in February 1968.

Locally, we have three main channels pretty watched by people between fifteen and forty years old. Which are TV Azteca, Multimedios, Televisa Monterrey. These are continuously fighting for people attention.

Theoretical Framework

Violence

Past year, in February, Mexico crossed a real growth in violence and murders more than past two years. Nuevo Leon was in that ranking, just followed by a little percentage for Morelos, Guerrero and CDMX, the more 'violent' states.

By the first semester of 2016, Nuevo Leon civic observatory confirmed the increase of robberies with violence in 46% compared with 2015. The civic observatory is an organism integrated by Civic council, citizen integration center and Coparmex.

Social wear

In Nuevo Leon, almost the 40% of pregnancies are teenagers between ten and nineteen years old. This alert was announced by the State health secretary, Manuel de la O. Cavazos, just at the end of past year.

"There are several risk factors, to develop a teenage pregnancy, number one, are dysfunctional families, there is also alcoholism and drug addiction," he said.

Other causes, he said, are "having families or parents who are very permissive, who are very lax, have no family rules, that you have to arrive at such time or explain who you walk with." "I have noticed that adolescents, who are a group of people who have a challenge to authority, are trying to liberate parents and if they do not have strict rules in the house, because they can commit acts like these, such as getting pregnant", Said the pediatrician.

He said, "One-third of adolescents, 34 percent, have sexual activity and the worrying thing is that a third of those who have sexual activity, does not use any contraceptive method."

"We must work, because in that age group, from 10 to 19 years, that in Nuevo Leon are about 800 thousand people, is where they are most at risk, at risk of having addictions, that causes them to commit crimes, robberies, Murders, or unwanted pregnancies," he said.

Compared with 2015, past year Nuevo Leon increased the percentage of people 'active'. Means, eight for every ten people is working right now (considering people from sixteen and sixty years old).

International statistics evidence the fact of many students are having troubles to finish college. Around 31% from which starts college abandon in some point. Although, United states, Switzerland and Mexico are some of the countries with more than 40% of incidences of students that access to superior education do not obtain a degree for the first time. (OCDE 2010).

Problem: Television in Nuevo Leon and its metropolitan area

The telecommunications industry is one of the most active in the world. This industry is especially important for the economy of all countries, since it allows direct contact between citizen and government, as well as willingness to trade.

We as viewers have to recognize our own participation by keep holding trash-TV. National and international media speaks and critique programs here in Monterrey. Where there's not a little space for education and information either. Producers from Multimedios and TV Azteca are giving a really bad example to the young viewers, and why is the reason? Get more followers to their profile accounts (twitter and facebook).

There must be a limit to so much misinformation and play with stereotypes and especially with the image of people who lend themselves to be part of scenes, videos or even unethical stories and unpleasant sexual, sexist or racist content. Viewers must join in demanding that television broadcasters rethink their bar of programs and leave out producers who do not have the ability to "invent" or create something original that does not contain game-words, or aggression, or mistreatment of both people and Animals that are at the mercy of sick minds, that the contents of these are suitable for the schedules in which they transmit them and that the owners of the television stations have the moral value to stop making money at the cost of bad production that are far from encouraging values, culture or healthy entertainment, that the sponsors withdraw and demand that the contents be adequate and not vulgar full of words and idioms that children and young people learn and that of course are inadequate in a society that is already quite beaten by the insecurity.

Objectives

We are focus on making people asking themselves about what are they watching, and if this is a real concern for them. So, we've decided to make two data criteria: age and study level.

For example, people between fifteen and twenty years old would be more interested in the use of internet. There are an important percentage of people between fifteen and thirty years old that aren't TV users. But a person after thirty years old is more willing to watching TV because these people use to have more time for being in home and turn on TV. Our objectives are to consolidate and centralized information. Internet is full of resources; information comes from translations, *youtubers*, and popular opinion, but is not complete or even real. Is not about limit people, but let people to choice between two alternatives, internet or TV.

1. Understand how people have adapted themselves to the actual and local TV contents in the Nuevo Leon metropolitan area? By asking people about their favorites shows and the contents they watch on them.
2. Get an opinion from people in the Nuevo Leon metropolitan area about actual and local TV programation.
3. Know viewers necessities for local TV programs in the Nuevo Leon metropolitan area.

Hypothesis

There's an important belief in people that we need a change starting by what is on hand. Internet is growing as fast as people need, enterprises and religion by one side and crime and control devices by the other.

We expect to figure out a real discontent in local TV and by the way, start to remove and erase the bad habits to fill our minds, and our children's, with scrap and wasting of time. The problem is not the television; it's the contents that big companies are using to avoid the real problems and just to blind people with empty concerns frequently related to foreign social and popular people.

We believe that citizens in Nuevo Leon change the way of see the panorama, as humans we copy the things that we see and we realized, in a good or in a bad way, our nation have a great potential and if they affront this challenge they could live in society that is in constant develop and increasing their knowledge across the information that they received in their homes and that is our goal.

There are a pretty interesting article that was published by the Happy Planet Index, which is an organization that measures what 'matters': sustainable being for all. This measure includes the typical and 'most important' elements we have to consider if we want to be *happy*. Like wellbeing, life expectancy *over* inequality of outcomes and ecological footprint. This study showed up that any other country is happier than Mexico, except Costa Rica. In a scale from 1 to 50, Mexico is in 40.7 points (means: very, very happy). Even United Kingdom was out of the top! (They're not so happy). Articles like this one tell us that Mexicans, but maybe most of people prefer to close their eyes and look for something better. Whether or not that *little* moment is enough good or not, is better than the reality. So, we believe this is one of the reason why people are 'content' with *memes*, some local TV programs with all kind of words but not too much information or meaning, and also with the fact that we're not on action. Violence and demographic indexes are fast growing but everything is the same. Local TV can change if we ask for it. The issue is to stand up and move people to ask for it.

Sample

We made an analysis over 120 cases = 0.0003 of the total population older than fifteen years old (actively working). We considered the interval of ages for our research should be one of the sociodemographic factors in order to try to explain the reason of our conclusions.

Is not that simple as taste or touch, Television is a massive communication source. People trend to connect TV to its mind, affairs and attitude. Because is kind of a way of living other lifestyle.

Our external secondary data was published on 2016; less than a year by a Latin-American country, with fairly important similarities to our nation.

We wanted an inexpensive research with a powerful meaning and a real problem affecting our society, trying to fix it or at least to alert people and families about it. Our sources were quickly obtained because is not a new topic in focus groups. There should be a better brainstorming for bring good and a better TV programation in the whole world, because is easy to get people throughout TV, not only for marketing but also for politic matters. Also viewers are more willing to learn from TV than from Internet, where we only search for what 'we are needing to see' in that moment. We didn't have problems with class definition and with dates either. Nuevo Leon is fast growing day after day, and as we said before, our state is one of the most willing to be 'violent', compare to other metropolitan areas, Monterrey had been quiet about insecurity until January of this year.

Since the beginning of this research we've observed an interesting tendency of people speaking about innovation and products satisfaction, but we're forgetting that government is a public organization and is also a public service in deed. They provide the sources we need to be the society we need or want. Same sources we provide them by the payment of taxes or fees that they establish. Then cycle is complete.

Our indirect observation by collecting data online was also obtained from historical sources about local TV and the public behavior of viewers nowadays. CNTV in Chile made a survey for seven hundred cases, which five hundred were made by phone, and the rest face to face in a public plaza. For them, their analysis was over a sample of barely 2%.

Method of collecting data

We chose to collect data throughout Internet. We made online surveys during a week. Our sampling was previously measured according to a pretest of 22 people, which was the 5% of our last survey. Originally, we designed a test about ten questions, but we found mistakes related to the probability of responses. Our questions were general, speaking about preferred devices; we had to modify the "order" of these, in order to get the answers we needed. We can say we made survey to respond positively (or more willing to be) agree with our theory and for instance predetermined to solve our searching problem.

Weighing of our analysis we chose sex, age and studios level. Metropolitan area in Nuevo Leon is one of the biggest in the country. Here in Nuevo Leon we have lots of different growth opportunities; industry, culture, tourism. .

We considered as part of our analysis the wide sample we could obtain just from a little quantity of people in San Nicolas, Monterrey and Escobedo, the center of the state.

Our online survey had some troubles related first of all to the language. Not all of the people we wanted to survey speak English. We made another survey in Spanish for facility but we didn't get enough participation. Then, we start to make surveys online using our own social reds.

Our survey was over a total of fifteen mandatory answers, only two were made just to get an opinion and for us another comments source, the first survey had originally ten questions but we figured out there wasn't enough descriptive to obtain a good analysis. We weren't considering the objectives proposed. As a team we made 'rounds' in order to make it faster. Each of the members of our team should get the answers of a certain number of participants (which was seventeen). We used a website dedicated to make online surveys, was for free.

Once *rounds* were completed we exported information to Excel, where we could make graphics, Alfa of cronbach and so on. We never considered any other method of data collection because we didn't enough economical sources, and as our main purpose was to measure a service satisfaction, we chose this qualitative method. In order to assure people would self-administer its time to answer and for instance they would better respond our questions.

One of the advantages we had during data collection was the fact that we can subgroup answers and opinions. Respondents are willing to choose the better option according to its actual situation. And this was also a factor considered in research design.

During this step we realized there was some difficulties for our respondents, as we said before, language was a huge trouble but was moderate by each of the interviewers (each of us) and this decrease the incidence of lack of understanding. Anyway, once we got final results we obtained some incomplete surveys, maybe some of our respondents tried to finish it but it wasn't possible because of the high questionnaire requirements (in another language it could be lower and be more annoyance.

Pretest

Reliability in first test was not satisfactory. We were designing questions according to our own opinion. But, we redesigned our survey, now base on a past research. Results would able to be clearer and conclusive. Using secondary data survey was almost done but we changed some items according to the requirements for our population.

We made our survey to 22 participants, to people between fifteen and thirty years old. We found out there's not too much difference among their ideas because most of people in Mexico (according to this sample) are right in the fact that Mexico needs more than entertainment and attention to content. In order to avoid transmit the wrong message to the audience. Most of the people think internet should replace TV and an important percentage of people form the 'new Era' thinks there's only comedy and news (sports included).

Our pretest showed up an incredible 32% of people that prefer to watch news. And we believe people prefer to watch others like Movies, Entertainment or even cultural programs by using internet. But comparing these results with almost the same question getting for a Chilean research we can assume percentage of people watching or expecting to watch more local TV should be bigger. Because people don't make public its own opinion about TV programation but we have the real necessity.

First sample analyzed was over ten questions, taking in count categorical questions like 'how old are you?' and 'studios level', but pretest was designed for measure the variability between answers. This would show our weaknesses in every single item and in the whole survey. What was wrong? What we missed?

Variability was almost zero. But that was no meaning a lack on reliability. Our analysis could be changed by only adding more items, which we did because of the necessity of this survey.

For the questions less reliable had no empirical relationship against each other. The real concept of this survey was related between question 4 and question 10, as you will se below.

First three questions were for introduction to our sample and were a segment of this amount.

SURVEY QUESTIONS

1. Are you woman or man?
 - A) Woman
 - B) Man
2. How old are you?
 - A) Between 15 and 20 years old
 - B) Between 20 and 30 years old
 - C) More than 30 years old
 - D) More than 45 years old
3. What is your studios level?
 - A) Junior High School
 - B) High School
 - C) College
 - D) Master
4. How many hours at day do you watch TV?
 - A) Less than an hour
 - B) Between one and two hour
 - C) Between two and three hours
 - D) More than three hours
5. Which of the following contents do you think it should be better promoted by a public channel?
 - A) Cultural and educational
 - B) For kids
 - C) Local
 - D) Political
 - E) Entertainment
 - F) International
6. In a scale of 1 to 5 being 1 the less likely and 5 the most likely, how important do you think is to assure and invest in infantile programs?
 - A) 1
 - B) 2
 - C) 3
 - D) 4
 - E) 5
7. What are your expectations for national public local TV programation?
 - A) Cultural
 - B) Educational
 - C) Infantile

- D) Movies
- E) Social Media
- F) Telenovelas
- G) Other...

8. How often do you watch Cultural programs in public local TV?

- A) Always
- B) Very often
- C) Sometimes
- D) Almost never
- E) Never

9. How much are you aware of events happening locally, nationally and internationally?

- A) Very low
- B) Low
- C) More or less
- D) Very much

10. Please rank in a scale of 1 to 5 being 1 the less likely and 5 the most likely, your preference about TV and Internet. Evaluation

11. Thinking about a new government establishment of a new law about how many hours channels should transmit cultural programs on public local TV, what would be your position?

- A) Completely satisfied
- B) Very satisfied
- C) Somewhat satisfied
- D) Somewhat dissatisfied
- E) Very dissatisfied
- F) Completely dissatisfied

12. Which of the following is your position in this moment about public local TV?

- A) There are less cultural programs on TV
- B) There are more cultural programs on TV
- C) I prefer TV cable system
- D) I don't watch TV anymore
- E) I prefer Internet

13. How much problem do you consider is the promotion of sex and violence in TV nowadays?

- A) Big problem
- B) Moderate problem
- C) Small problem
- D) Very small problem
- E) No problem

14. In relation to the following concerns, how much important is the correct promotion of these matters in your local favorite TV shows?

Points:

- A) Sexual education
- B) Local Security and violence
- C) Actual economic situation
- D) Local social matters
- E) "Fama" and social people

Evaluation

15. How much are you agree about aware people about controlling what children watch on TV?

- A) Strongly agree
- B) Agree
- C) Neither agree nor disagree
- D) Disagree
- E) Strongly disagree

16. Why would be better Internet over public local TV?

17. Are you interested in watching public local TV next time if there is a real change in programation?

Results

Sociodemographic information

Our universe was men and women actually living in Metropolitan area. There were a tendency of woman participants between 20 and 30 years old plus than other age ranges. And for man was from 15 to 30 years old. Most of the total population were between twenty and thirty years old, and had college studios, which can be a possible reason for the tendency to choose Internet as the best information media source.

Frequency and opinion

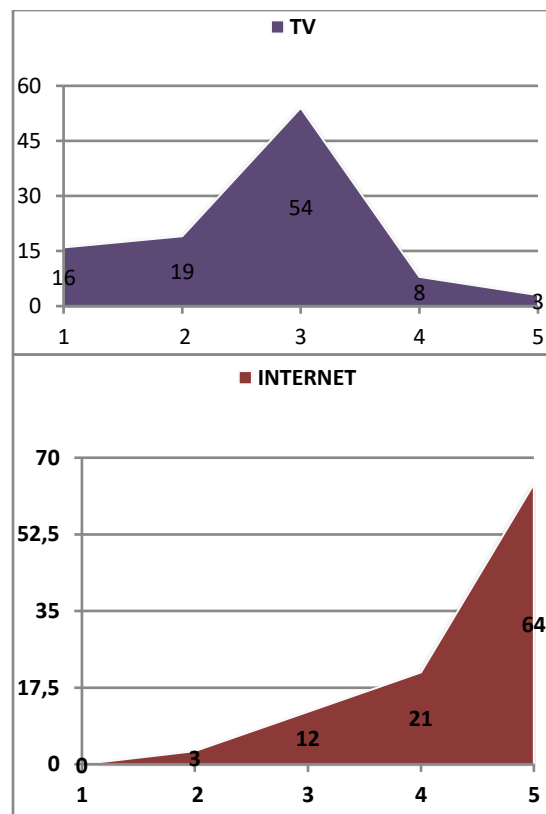
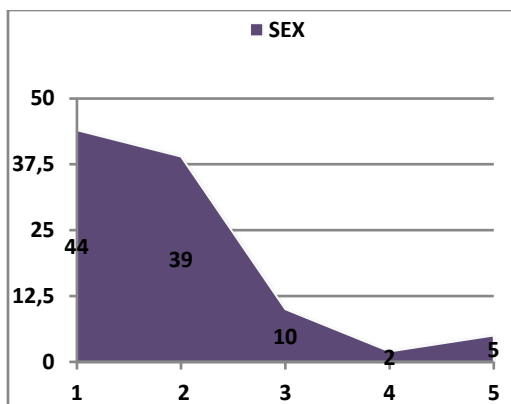
There were five questions in this construct. All of them related to the frequency people watch on TV and their use and opinion about some contents. Considering the magnitude of 'problem' for the society to have such a certain topics wide open on TV for general viewers.

Considering this sample as a portion of the total Metropolitan area population, we can say that just the 0.0010% of thee people watch TV for less than an hour, and most f the respondents just watch News or Cartoons. The use of the majority of TV this fifty-three persons give is 'sometimes' for Cultural programs.

According to themselves, only the 13% is well informed about events local and also international. But an important percentage of 22% is a little bit informed.

From the people 'more or less' informed, near to the 35% of people is agree to control what children watch on TV, but the 10% is nor agree nor disagree. Considering respondents for C) and D) like the 5% of this sample, is pretty interesting to know the reason why they don't care about parental control. When themselves are not well informed about all the wrong information and dangerous contents children can find by alone.

Speaking about opinion of contents, we took a sample of 15% of the total respondents. Question was 'How much problem do you consider is the promotion of sex and violence in TV nowadays?' the mean was (2) as a 'moderate problem' for sex and almost 2 (1.73) for violence. Both of them are almost equal each other. For any of these variables were responses of 'Very small problem' but two persons respond there were no problem about these topics. Compared with the total sample (100), graphics looks pretty much the same data.



Contents Preference

Question 10, was made over the fact that people from a range of 20 and 30 years old is more willing to use internet over TV, which means less probability to watch Local TV.

In our sample of fifteen persons this is kind of tricky against population. The mean of 'preference' was 3 for TV and 4 for Internet. In the sample 46% of the respondents chose a 'neutral' range for TV but for Internet was a 60%.

Questions 11 and 14 were more than preference or opinion questions, showing the needs of each viewer to watch 'good' TV for a certain amount of hours and the interest over what they expect to watch.

Based on the mean of each of the total data concluded from question 14 we go graphic below. 39% of the respondents additionally were 'somewhat satisfied' with a Law about the quantity of hours that channels transmit Cultural programs, only the 22% were 'completely satisfied'.

Conclusions

Cultural programs are watched mainly throughout paid TV system; most of these are Internet and Netflix, mentioned by people during the research. Particularly young people (women over men) between twenty and thirty years old, decide to watch cultural programs over movies, considering this sample the 21% of respondents. 54% of people declared it should be better to promote Cultural programs and Entertainment (24%) considering International contents (9%).

During this research we figured out there's no real concern about what TV shows. In fact, people prefer don't use this 'antiquate' device and search for another much easier and trendy, Internet.

Considering our three main objectives, the first one how people are adapted to the 'new Era of technology' and how was the adaptation to the new TV. And according to the results, people don't watch TV anymore, just a few percentages of 12% if you consider actual population (1.139 millions) means only 2 of each 10 people watch TV more than an hour but less than four hours.

And people who watch TV is not really worried about watching sexual or even violent programs, which is pretty much what they watch.

Second, in their opinion, respondents answered local TV is fairly good. And they're been informed 'more or less' about international problems (social, economical and environmental) 58%.

The rest of the population know low or very low about global situation (21%) but is somewhat satisfied (38%) because many

of these people think Internet can let them know more than TV (64%) even when the use of internet is for following social media status (39.2% according to INEGI for the International Internet Day, 2015) and being Nuevo Leon the one in the TOP of states in having access to Internet. Users are below the thirty-five years old and as more they study or people better prepared use more the Internet; communication use to be the reason to use this platform.

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