Effect Of Media Repetition on Collective Perception

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Abstract—This research explores the "Effects of Media Repetition on Collective Perception." It delves into how repeated exposure to media content—across news, social media, films, and more—shapes public perceptions and influences societal beliefs. The study highlights how media repetition can lead to a narrow focus on certain issues, often overshadowing other important topics. Additionally, the research examines the role of media literacy in helping individuals critically assess and overcome these effects. By connecting the study with concepts like echo chambers, filter bubbles, and agenda-setting theory, the research aims to understand how repeated media messages transition from media focus to public focus and, ultimately, to social beliefs.

How Repetition helps to create collective perception
Repetition → familiarity/liking (mere-exposure).

Repetition → perceived truth (illusory truth effect): repeated claims feel more accurate.

Repetition + prominence → agenda-setting / salience: repeated coverage makes issues collectively more important.

Boundary conditions: effects vary with prior beliefs, source credibility, and conscious awareness

— repetition can backfire if overdone or if audience resists.Effect of media Repetition that helps to create a collective perception is not only limited to news it is a every possible Media which we are consuming as a audience for instance movies, podcast, songs, youtube shorts, reels, advertisement, these are all the sources from where we are consuming content for entertainment and education.

This is not merely a mistake of media because people are also attracted towards the concept which may satisfy their thought process and biasness. And this is mentioned in USERS AND GRATIFICATION THEORY Proposed by: Elihu Katz, Jay Blumler, Michael Gurevitch (1970s)
Core Idea:People are active users of media. They choose media content intentionally to satisfy their personal needs, desires, and gratifications.Unlike older theories that assumed audiences are passive, this theory says people use media for their own purposes, not because media forces effects on them.
AND WHY ITS MATTER

- Media does not shape everyone equally.
- People select specific content that matches their motivation — entertainment, information, escape, social connection, identity, etc.
- What people repeatedly consume influences their perception, attitudes, and behavior.

For better understanding of all this Media literacy is important so people may choose their content wisely.

I. INTRODUCTION

My research topic is titled "Effects of Media Repetition on Collective Perception." What this means is that nowadays, the repeated exposure to media content shapes our perceptions. And this isn't limited to just news; it applies to films, songs, reels, YouTube, and so on. All these platforms influence our minds, making us more attracted to certain ideas.

For instance, when it comes to news, if a particular problem is repeatedly highlighted by a media channel, people tend to believe that it's the only issue in society, even though there are many other problems. Similarly, on platforms like Instagram, we see a rise in the popularity of astrology. In the past, astrology was mainly consulted for marriage decisions by older generations, but today, even Gen Z is fascinated by it. This shift is largely due to media repetition and promotion on social media apps over the years, leading people to become more drawn to it.This is a great example of how media repetition shapes our perceptions. My research is essentially based on concepts like echo chambers, filter bubbles, and agenda-setting theory. It connects strongly with agenda-setting theory because repeated exposure can shape collective perception.

According to Mehndi Mehdi Moussaid Center for Adaptive Behavior and Cognition, Max Planck Institute for Human Development, Berlin, Germany, Center for Adaptive Rationality, Max Planck Institute

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The formation of collective opinion is a complex phenomenon that results from the combined effects of mass media exposure and social influence between individuals. The present work introduces a model of opinion formation specifically designed to address risk judgments, such as attitudes towards climate change, terrorist threats, or children vaccination. The model assumes that people collect risk information from the media environment and exchange them locally with other individuals. Even though individuals are initially exposed to the same sample of information, the model predicts the emergence of opinion polarization and clustering. In particular, numerical simulations highlight two crucial factors thatdetermine the collective outcome: the propensity of individuals to search for independent information, and the strength of social influence. This work provides a quantitative framework to anticipate and manage how the public responds to a given risk, and could help understanding the systemic amplification of fears and worries, or the underestimation of real danger.

- McCombs's Agenda-setting literature : Agenda-setting work shows that repeated and prominent coverage makes issues seem more important — links repetition with collective salience and public agenda.
- Harvard Health Communication summary (2023) — Does message repetition aid persuasion?

Summary of recent empirical research (Journal of Communication 2023) showing repetition effects depend on prior attitudes and source credibility useful for modern, applied context.

II. REVIEW OF LITRATURE

Effect of Media repetition on collective perception is not a new thing this is something which had helpes us to get ret of many social evils and also became a integral part of movement of India freedom. Journalism played a crucial role in shaping public thought process and dicision making in India before 1857. Repetitive exposure of certain issues to the public became powerful instruments of social reforms, political awareness, and national awakening.

1. Spreading political awareness
2. Promoting social reforms (sati, child marriage, caste discrimination, untouchability illiteracy and women's oppression)
3. Education and intellectual awakening
4. Cultural and national identity
5. Platform for freedom struggle.

Shaping the opinion of audience is not a new thing this is a concept which is in the practice back then for social cause.

ACCORDING TO CATHEREN HAPPER (UNIVERSITY OF GLASGOW, UK)

In his findings exposure of repeated media have both positive and negative impact, if the information is about welfare of the society then it must be repeated again and again.

ACCORDING TO VIJAYENDRA M.N(ASSISTANT PROFESSOR),KOPPA & CHANDRAPPA AP(ASSISTANT PROFESSOR) SOCIOLOGY

In their findings they mentioned that only exposure to certain kind of media can change the entire perception of a people from beauty standards to social beliefs.

EXAMPLE AND CASE STUDIES OF THEIR RESEARCH

1. LGBTQ+ REPRESENTATION
2. CULTURAL TRANSMISSION
3. NORMATIVE INFLUENCE (Portraying certain behaviour and lifestyle as desirable)

THE INFLUENCE OF MEDIA REPRESENTATIONS ON SOCIAL PERCEPTIONS

The influence of media representations on social perceptions is profound and multifaceted. Media, including television, film, news outlets, social media, and advertising, plays a significant role in shaping how individuals perceive various social groups, issues, and norms.

1. Stereotypes and Bias in Media Representations Media plays a significant role in shaping societal perceptions by perpetuating stereotypes and biases through its portrayals of various social groups. Stereotypes are simplified and often exaggerated representations of people based on characteristics such as race, gender, age, ethnicity, sexual orientation, and socioeconomic status. These representations can be both explicit and implicit, influencing how individuals perceive and

interact with different groups in society.

Types of Stereotypes in Media Racial and Ethnic Stereotypes: Media often portrays racial and ethnic minorities in stereotypical roles, perpetuating harmful narratives and reinforcing existing biases. For example, African American characters might be depicted as criminals or athletes, Asian characters as nerdy or submissive, and Latino characters as gang members or immigrants. Gender Stereotypes: Media representations frequently reinforce traditional gender roles and expectations pact of Stereotypes in Media. Perpetuation of Bias: Media stereotypes can perpetuate biases by portraying certain groups in consistently negative or limited ways. This can contribute to discrimination, prejudice, and social inequality by reinforcing false or exaggerated perceptions of groups.

Self-Concept and Identity: Individuals from stereotyped groups may internalize these portrayals, affecting their self-esteem, aspirations, and sense of identity. For example, young girls exposed to media representations of unrealistic beauty standards may develop negative body image issues. Social Perception and Interaction: Media stereotypes can influence how individuals perceive and interact with others in society. For instance, biases reinforced through media portrayals may affect hiring practices, educational opportunities, and interpersonal relationships.

Examples and Case Studies

Gender Representation in Advertising: Advertisements often depict women in stereotypical roles such as caregivers or sexual objects, which can influence societal perceptions of gender roles and expectations. Impact on Children and Adolescents: Young audiences are particularly susceptible to media influence, with stereotypes in children's programming potentially shaping their early perceptions of social groups. Agenda Setting and Media Influence

Agenda setting refers to the media's ability to prioritize certain issues or topics, influencing public opinion and policy agendas. This phenomenon highlights the power of media in shaping societal perceptions by determining which issues receive attention and how they are framed. Mechanisms of Agenda Setting Selection and Framing: Media outlets select which stories to cover and how to frame them, influencing public perception of the importance and urgency of various issues. For example, news coverage of environmental disasters can shape public attitudes towards climate change policies.

III. OBJECTIVE

My research interest lies in exploring how repeated exposure to media content shapes collective perception and influences public opinion over time. I aim to investigate how continuous repetition of specific narratives or headlines affects people's understanding, beliefs, and emotional responses toward social, political, or cultural issues. Grounded in theories such as Cultivation Theory, Agenda Setting, and the Illusory Truth Effect, the study aims to understand how repetition transforms individual opinions into shared societal beliefs. Through content analysis and audience surveys, it investigates whether audiences begin to accept repeated messages as factual truth, regardless of their accuracy. The paper also discusses how repetition can lead to desensitization, polarization, or misinformation in public discourse.

Ultimately, this research highlights the need for media literacy and critical thinking among audiences to distinguish between informed reality and constructed perception—encouraging a more reflective, responsible, and conscious media consumption pattern in society.

IV. METHODOLOGY

Research Design

The present study will adopt mixed-method framework (sequential explanatory where the quantitative study will be done first, and then a qualitative study). The mixed method framework will try to combine quantitative measures with qualitative insights, which may provide a more comprehensive understanding of both statistical patterns, as well as subjective lived experiences.

For the quantitative part of the study, a correlation method will be selected here to find that how much any how many time they get influenced despite knowing the fact it may lead to misconception.

For the qualitative part of the study, a semi-structured interview will be done which would allow us to explore participant's subjective experience to understand deeply about their thoughts.

Sampling

For the quantitative part of the study, a large sample (N=400) will be collected from all the age groups in India through purposive sampling method. Data sample will have equal representation of all genders.

For the qualitative part of the study, 20 to 30 participants involved and they will answer how consumerism of media from long time effect them and also asked them about some media terms like digital literacy,clickbait, etc.

V. ANOTHER FINDING RELATED TO MY TOPIC

It's fascinating how media repetition, especially around AI, can shape our perceptions and behaviors. Over time, as AI becomes more integrated into daily life, people naturally turn to it for support, guidance, and even emotional reassurance.

So, essentially, we can say that people are increasingly turning to AI because it's become a common practice, and when they see others doing it, they feel more comfortable following suit. It creates a sort of bandwagon effect where people think, "If others are doing it, why not me?" Additionally, in today's digital era, where social media sometimes makes it hard to trust people, young generations often feel more at ease relying on AI for support and guidance, rather than human interaction.

And these are somehow the example of Media repetition because in recent years every one is taking about AI and no doubt people are also talking about dark side of AI but these observation of me is something you can't deny. People are trusting AI more than people.

VI. CONCLUSION

In conclusion, this research underscores the profound impact of media repetition on collective perception. While the influence is often linked to news media, our study expands this understanding to include a variety of content forms such as television, movies, music, and digital platforms. By integrating key media theories like Agenda-Setting, Framing, Filter Bubbles, Echo Chambers, and Gratification Theory we gain a deeper insight into how media shapes and reinforces societal attitudes and beliefs. Ultimately, fostering media literacy and critical thinking is essential to counteracting the potential negative

effects of these media influences.

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