



The Effect of Hollywood, Bollywood, and Tollywood Films on Crime in Punjab

Received: 31-Aug-20 | Accepted: 13-jan-2021

Hafiz Muhammad Ahmad¹  Dr. Wajiha Raza Rizvi²  Farahat Ali³ 

Abstract

This research study was conducted to perform a detailed content analysis of the most popular Hollywood animated movies. Each movie is from the top animation houses for instance, Disney Animation Studios, Pixar and DreamWorks Animations. And, for this purpose a sample of 10 years with total 9 feature-length animated movies was selected to understand the content through depiction of universal values. Since audiences have a love-hate relationship with movies from the beginning, nonetheless, movies, particularly animation has always been a source of entertainment among the children and adults alike. Therefore, our focus is on the depiction and frequency of universal values in the animated movies for instance, which of these have appeared the most and which are the less repeated among all the values analyzed in the study.

Keywords: Popular, animated movies, universal values, content analysis, Disney, animation.


JEL Classification:

Author's Affiliation:

Institution: | Beaconhouse National University Pakistan¹⁻², | University of Central Punjab, Pakistan³
Country: | Pakistan | Pakistan
Corresponding Author's Email: | *wajiharaza@yahoo.com

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1) INTRODUCTION

Studies show cinephiles often find Hollywood, Bollywood, and Lollywood crime genre films quite fascinating, and their negative heroism inspiring. Glorification of crime creates an urge for committing crime in heavy viewers who may get involved in crime under the influence of films. These crimes may vary from street racing to robbery, gambling, cyber-crimes, drugs paddling, raping, and killing. Some popular crime thrillers from Hollywood, Bollywood and Lolly OSAC) says attempted murder rate has increased 6%, robbery 5%, vehicle theft 1.2%, and motor cycle snatching 3.8% in Pakistan (2020). Crimes against women (Ali, 2015) and minorities in reality and representation have also increased in Pakistan in the recent years. The study is important in view of the ever increasing popularity of crime thrillers and the increase in the crime rate.

The crime genre films engage and excite the viewers, and encourage them to take risks like the protagonists in the films. Their popularity never decreases despite people dreading about the negative effects of crime thrillers on their children or heavy viewers across the globe. Several researches focus on the effects of crime genre films in different countries. As Pakistani public loves watching Hollywood, Bollywood and Lollywood films in English, Urdu/Hindi and Punjabi languages, the authors have selected these cinemas for the study. This paper focuses on public perceptions about the aeffects of Hollywood, Bollywood and Lollywood crime thrillers on crime in Punjab. It presumes that crime and action cinemas may teach various felonious activities, or cause psychological disorder, or desensitize the viewers.

2) LITERATURE REVIEW

There are hardly any studies on the effects of Hollywood, Bollywood or Lollywood crime films in Pakistan though the west has studied the effects of crime genre films on viewers. Craig A. Anderson and Leonard Berkowitz et al. (2003), and Craig A. Anderson and Brad J. Bushman (2001) found a casual association amongst violent crimes and media violence in the USA. Luis M. García-Mainar created a daily estimation of an audience of the national box office for non-violent (Runaway bride, 2003), mildly violent (Spider-man, 2005), and strongly violent movies (Hannibal, 2010) with the help of violence rating system from the daily revenue data and kids-in-min.com (García-Mainar, 2013). She experimented and exposed college students to violent short video clips in the experimental group and to relatively non-violent videos in the control group, and noticed an immediate increase in the aggressiveness of those in the experimental group as compared to those in the control group (2013). The causal relationship between viewing and performing aggression was established.

Discussing glorification of crime/heroism (individualism) in crime films, Johnson et. al. (2002) and Anderson et. al. (2003) say viewers of violent crime are more likely to get engaged in self-reported crimes and violence. Films like A mighty heart (Pitt, Gardner, Eaton, & Winterbottom, 2007) and The good shepherd (De Niro, 2006) glamorize individualism (self-emphasis on violence and crime), leaving a strong effect on viewers. García-Mainar tested and found that the individualism has made

its path in the cinema industry with broader level of generic crime conventions and facilitated the admiration for particular competitive individualism process (2013). The individual centred heroism increases fan following of such films, creating an urge in the viewers to step into the shoes of the heroes

García-Mainar (2019) says the specific conventions of violent or crime movies are mobilized at highly intense level, making a connection between the dangers shown in the movies to those in real life (García-Mainar, 2019). Crime movies like *The departed* (Pitt, Grey, King, & Scorsese, 2006), *The constant gardener* (Williams, Egan, & Meirelles, 2005), and *Silver city* (Renzi, & Sayles, 2004) show how the conventions of a particular new individualism are effected, as Sullivan, an undercover cop and a mole attempt to identify each other in *The departed*, Justin Quayle, a widower, seeks his wife's murderer in *The constant gardener*, and Danny O'Brien investigates a particular crime case during a political campaign in *Silver city*.

Gordon Dahl and Stefano DellaVigna also found causal relationship between the short-run media violence and crime in an experiment on subjects in natural settings, wherein they induced subjects by the time-series variation in the violent activities in movies (2009). Erum Hafeez Aslam reported links between media crime and real violence, and said media violence is linked to the standard issue of reverse causation and endogeneity (2018). Viewers like performing acts they find inspiring in films. Crime feeds action in film, and film feeds crime back into action by inspiring viewers. Thus, in view of causation and reverse causation, film's association with the crime increase cannot be ignored.

The ratings of crime blockbusters for violence differ. Their sales are usually higher at the initial weekends of the release. The audience's level of exposure to violence in films also shows variations over time. Dahl and DellaVigna (2009) studied data of National Incident Based Reporting System (NIBRS, 2018) and found that 25 million viewers are exposed to mildly violent and 12 million to strongly violent movies on some weekends, and zero on some other. Consequently, "on days with a high audience for violent movies, violent crime is lower" (Dahl, & DellaVigna, 2009). The study implies that the crime rate increases when there are less viewers in cinemas. Those affected, engage in committing crimes they learnt from films.

Like the Hollywood, Bollywood and Lollywood also have an impact on crime increase in India and Pakistan. Saifuddin Ahmed (2017) found that Hollywood and Bollywood media are perpetuating violence and prejudice against Muslims through stereotypical images (p. 536). Mushtaq Gazdar says Bashira (Dar, & Butt, 1972) and Maula Jatt (Bhatti, & Malik, 1979) transformed Sultan Rahi into a legendry individual who fought with the feudal masters for the oppressed and frustrated people of rural Punjab. Maula Jatt was the first Punjabi film that brought real violence to the industry (1997). Maula raised voice against the system through his villainy during the reign of the martial law administrator General Muhammad Zia-ul-Haq, and Maula Jatt became the biggest box-office hit film in Pakistan's cinema history. It also taught people to solve their issues through Maula like villainy in all decades to come.

OSAC (2020) reports 379 murder, 55 rape, four gang rape, 1220 assault, 500 attempted murder, 2650 kidnapping and abduction, and about 45000 property, robbery, vehicle and other crime cases in Lahore alone in 2019. 110 terrorists are also on the hit list. The figures reflect the continuation of crime from a violent past. Anjum (2012) quotes “Crime” that reported an alarming increase in crime rate in Pakistan and the vulnerability of law enforcement agencies during the year 2006: 59,189 criminals were on the wanted list for various major crimes while the police arrested only 7,948 criminals (2007). “Crime” added that Punjab has 25,991 criminals, closely followed by Sindh, KPK, Balochistan, and AJ&K with 18,373, 9,514, 2,659, and 429 criminals respectively (2007). Anjum further quotes Ansar Abbasi (2010) who says policing cost is high in Pakistan and courts and prosecution departments are unable to improve the law and order situation in Punjab, where the crime rate increases almost 50% every year (2012). The real scenarios present all the good reasons to study public opinion about the impact of crime genre on audience, as research show they are associated with crime increase in society.

This study presumes crime genre films have an effect on social cognition and behaviour of viewers. They find crime fascinating, get inspired, learn techniques and feel and urge to commit a crime seen in the film. Learning is a social process based on the mutual and dynamic interaction of a person with others in specific environment (Aslam, 2016). Crime environment in the film influences criminal behaviour in the viewer. The individual heroes become their role models, and effect change in their perceptions of right and wrong deeds. The viewers reciprocate their interaction with the film/role models and are directly prone to copying violence and crime viewed in films. The social cognition theory helps to understand how crime and action genre films can influence criminal behaviours in viewers and alter the way they view the world. As human beings learn from others, viewers learn from their like in the film. The theoretical framework helps in developing the tools and studying the public perceptions about the effect of crime movies on crime in Punjab.

3) RESEARCH METHOD

This research examines the public perceptions about the effects of Hollywood, Lollywood and Bollywood movies on crime in Punjab. The researchers used quantitative research methodology for the study. They operationalized the variables, developed the hypotheses, prepared a research model, and collected data online from a sample of 168 common respondents in view of the Covid-19 lockdown, which made it difficult to collect data from more respondents, and analysed.

OPERATIONALIZATION

This study uses the following terms with the meanings operationalized here below:

1.1) CRIME

Crime is an intentionally committed act that poses harm and danger to any person, group, living or non-living thing and is punishable under the law.

1.2) FASCINATION

Fascinating means stimulating strong interest or obsession with the acts of a specific person.

1.3) VIOLENCE

Violence involves action, or physical or moral force used against any living or non-living thing, person, community, or group with the intention to cause harm, damage, or injury.

1.4) CRIMINALITY

Criminality is an activity of a person that involves crime.

4) OBJECTIVES OF THE STUDY

The paper aims at studying public perceptions about the effects of Hollywood, Bollywood, and Lollywood films on crime in Punjab.

5) HYPOTHESES

The study examines the public opinion about the effect of Hollywood, Bollywood, and Lollywood crime thrillers on crime in Punjab through the following hypotheses:

H1: Crime fascination motivates the viewers to learn the crime committing techniques from movies

H2: Portrayal of crime in films creates an urge in viewers to commit the crime.

H3: There is a significant positive relationship between committing a crime and watching crimes in crime thrillers.

H4: Hollywood crime thrillers have a stronger effect on crime in Punjab than the Bollywood crime thrillers.

H5: Bollywood Hindi crime thrillers have a stronger effect on crime in Punjab than the Bollywood Punjabi crime thrillers.

H6: Hollywood crime thrillers have a stronger effect on crime in Punjab than the Lollywood crime thrillers.

H7: Bollywood crime thrillers have a stronger effect on crime in Punjab than the Lollywood crime thrillers.

H8: Bollywood crime thrillers have a stronger effect on crime in Punjab than the Lollywood Punjabi crime thrillers.

H9: Hollywood crime thrillers inspire to commit crime more than the Bollywood crime thrillers.

H10: Hollywood crime thrillers inspire to commit crime more than the Lollywood crime thrillers.

H11: Bollywood crime thrillers inspire to commit crime more than the Lollywood crime thrillers.

H12: Hollywood crime thrillers create a greater urge for crime fascination than the Bollywood crime thrillers.

H13: Hollywood crime thrillers create a greater urge for crime fascination than the Lollywood crime thrillers

H14: Bollywood crime thrillers create a greater urge for crime fascination than the Lollywood crime thrillers.

H15: Films showing violence against minorities may promote violence against the minorities.

H16: Crime thrillers have a stronger effect on men than women (urge for crime fascination, learning, and committing).

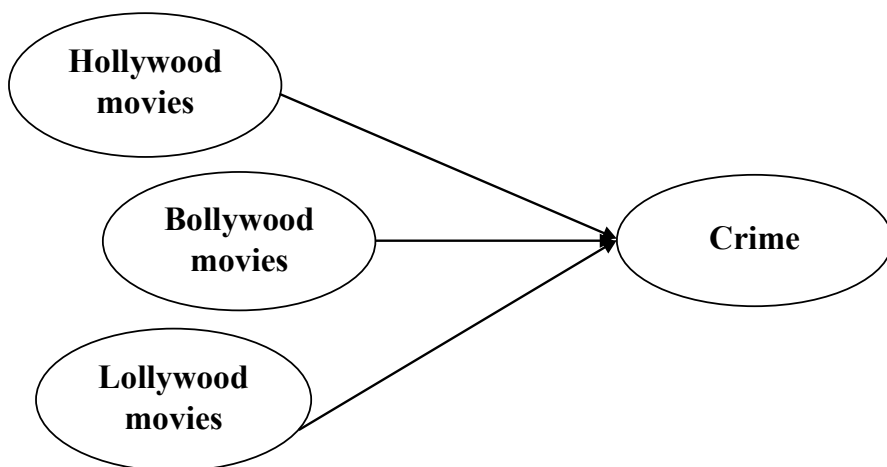
6) RESEARCH MODEL

Hollywood, Bollywood and Lollywood crime thrillers have a strong effect on crime in Punjab. The study presumes film is an independent variable and the effect is a dependent

variable. as shown in figure-1 below:

Independent Variable

Dependent Variable



7) RESEARCH DESIGN

The study is based on a survey. It examines the perceptions of public at large regarding the relationship between the crime in Punjab and crime fascination created in the viewers after watching Hollywood, Bollywood, and Lollywood movies. The researchers developed a number of hypotheses to study the relationship between crime genre films and the increase in crime rate in Punjab, Pakistan. They developed an online survey questionnaire to collect data from general public regarding their opinions about the effect of crime thrillers on crime in Punjab. These questions focus on the relationship between crime and crime fascination, or inspiration, or rate increase etc. via the Hollywood, Bollywood and Lollywood movies. The questionnaire included 75 items. The researchers analysed data to examine responses of general public about the effects of Hollywood, Bollywood, and Lollywood crime genre movies on crime in Punjab.

1.1) POPULATION

Anyone accessing and filling the survey questionnaire in Pakistan, especially Punjab whose population was 110 million in the year 2018 (“PBS,” 2019).

1.2) SAMPLING

The author has drawn a sample of 168 respondents out of this population for the study.

1.3) SAMPLING TECHNIQUE

The authors used the convenient sampling method to collect online data due to the COVID-19 lockdown. The first author shared the link to the survey questionnaire/ Google Form on his wall on Facebook and in many WhatsApp groups and set the settings to global audience, and collected data.

1.4) SAMPLE SIZE

The data was collected a total of 168 respondents residing in urban and rural Punjab during the Covid-19 pandemic lockdown in June 2020. While the questionnaire is still uploaded online, the researchers used only the data collected from 168 respondents due to the shortage of time.

1.5) RESEARCH INSTRUMENTS

The data was collected through a survey questionnaire, involving demographic questions and scientific scales based on 75 items.

1.6) DEMOGRAPHIC SHEET

The demographic sheet helped in filtering out the sample, and identifying if the sample fits the requirements of the study. The demographic variables included age, gender, qualifications, marital status, number of siblings, number of children, urban neighbourhood and preferences for movies. The details of the demographics of the

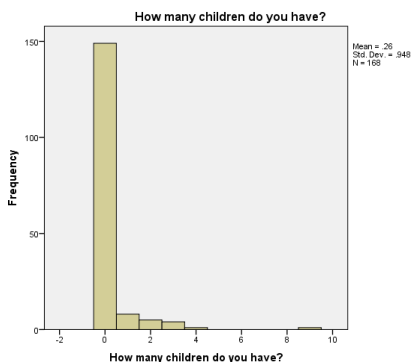
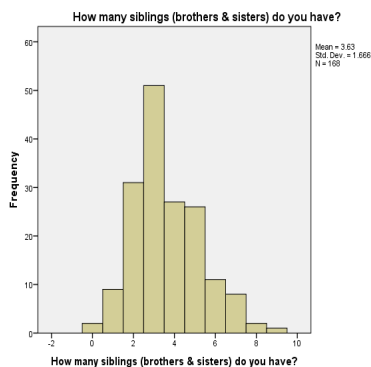
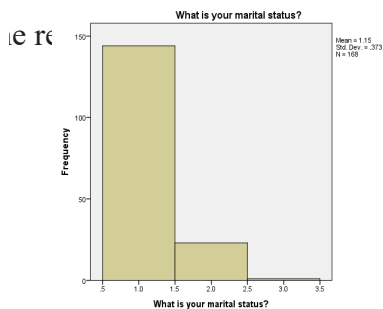
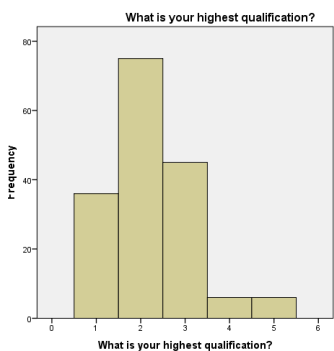
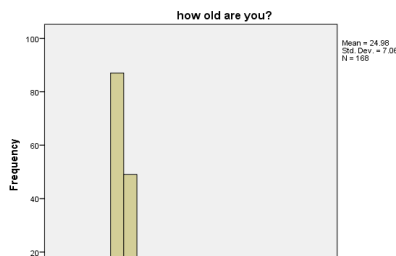
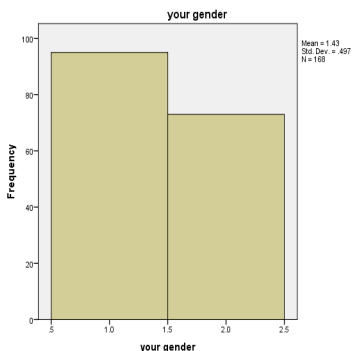
participants are noted below:

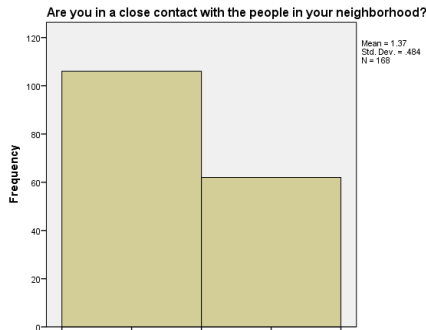
Table-1: Demographics of the Population

<i>Variables</i>	<i>F</i>	<i>%</i>
Gender		
Male	95	56.5
Female	73	43.5
Education		
Bachelors (14 years)	36	21.4
Bachelors (16 years)	75	44.6
Masters (18 years)	45	26.8
PhD	6	3.6
Others	6	3.6
Relationship Status		
Married	23	13.7
Unmarried	144	85.7
Divorced	1	0.6
Children		
0	149	88.7
1	8	4.8
2	5	3
3	4	2.4
4	1	.6
9	1	.6
Siblings		
0	2	1.2
1	9	5.4
2	31	18.5
3	51	30.4
4	27	16.1
5	26	15.5
6	11	6.5
7	8	4.8
8	2	1.2
9	1	.6
Neighborhood		
Yes	106	63.1
No	62	36.9

Note: f = frequency, % = Percentag

The Table-3.1 shows values of different demographics. They allow to understand the movie viewing trends in the population of Punjab. The male and female sample is not equal in numbers. 56.5% of the sample is male. 43.5 % is female. See table1 for details of demographic characteristics of the respondents.





1.7) QUESTIONNAIRE

The researchers developed a survey questionnaire for studying the effect of Hollywood, Bollywood and Lollywood films on crime in Punjab. The instrument is based on demographic questions and 8 sub sections comprising 62 items (75 altogether). The subsections include love for movies, movies and crime fascination, movies and crime inspiration, comparing inspiration each of Hollywood, Bollywood, and Lollywood films, crime learning from movies (perceived behavior change), perceived opinion related to glorification of negative characters in films, perceived opinion, influence of portrayed violence/crime on behavior change. A total of 62 items were measured on 5-point Likert Scale and 3-point Likert Scale due to the nature of the questions. The data collected reflected on perceptions such as 1) Crime fascination motivates the viewers to learn how to commit a crime, 2) Crime inspiration encourages film viewers to learn to commit a crime, 3) Portrayal of violence creates an urge to commit a crime in viewers, 4) Male and female viewers find crime movies equally inspiring in regards to Hollywood, Bollywood and Lollywood films.

1.8) PROCEDURE

The researchers developed an online survey questionnaire to collect data from the public in Punjab. The participants are familiar were asked to fill the questionnaire voluntarily. The researchers conducted on Cronbach's alpha test to check the validity of the research tool and it was found valid. In addition, independent sample t-tests were conducted to analyse public responses to the hypotheses about the effects of Hollywood, Bollywood, and Lollywood films on crime in Punjab.

8) ETHICAL CONSIDERATION

The respondents filled the online and anonymous survey questionnaire on voluntary basis. They held the right to withdraw from the study at any stage. It was made sure that the participants were familiar with the aims of the study. They were allowed to avoid answering any question in case of discomfort. The Google form allowed anonymity to respondents.

9) VALIDITY AND RELIABILITY

This quantitative study included an online survey questionnaire. The researchers first collected data from 30 respondents to check the reliability of the research tool. Cronbach's alpha test was used to check the validity of the questionnaire and it was found valid.

10) DISCUSSION AND ANALYSES

The authors used SPSS-21 (Statistical Package for Social Sciences Version 21) to test and draw statistical inferences. They checked the data for identifying any invalid cases, missing values and invalid data before analysing data via SPSS. Cronbach's alpha test was carried out to identify the validity of the instrument used for the study. Inferential statistic tests were conducted to analyse demographics. Pearson Product Moment Correlation test was run for revealing the relationship between various variables. Regression analysis and independent sample t-tests were conducted to check the hypotheses.

11) FINDINGS

The study focused on public perceptions about the effect of Hollywood, Bollywood and Lollywood movies on the crime in Punjab, Pakistan. The data was collected using an online survey questionnaire. The tests were conducted and showed strong relationship between film viewing and committing crime. The Table-4.1 below shows the psychometric properties of standardized scales:

Table-4.1: Psychometric Properties of Standardize Scales

<i>Variables</i>	<i>K</i>	<i>M(SD)</i>	<i>Range</i>		<i>α</i>	<i>Skewness</i>
			<i>Actual</i>	<i>Potential</i>		
Love for Movies	9	26.21 (5.91)	9-37	9-45	.81	.084
Movies and Crime Fascination	6	21.27 (8.51)	6-30	9-45	.81	.084
Movies and Crime Inspiration	3	7.24 (3.19)	3-14	3-15	.75	-.10
COMPARISON OF CRIME INSPIRATION BETWEEN HOLLYWOOD AND BOLLYWOOD FILMS	13	45.76 (8.90)	13-39	13-42	.89	.43

PERCEIVED BEHAVIOR CHANGE (CRIME LEARNING FROM MOVIES)	5	7.14 (6.18)	5-15	5-18	.76	-.61
PERCEIVED OPINION RELATED TO FILMS CHARACTERS	3	9.4 (1.87)	3-12	3-15	.87	-1.48
PERCEIVED OPINION PORTRAYAL OF AND INFLUENCE OF VIOLENCE BY FILMS	3	8.5 (4.13)	3-15	3-18	.86	-1.75
Criminality and behavior change	8	11.10 (1.57)	8-24	8-32	.82	-.19

Note: k= Number of Items in the subscales, M = Mean, SD=Standard Deviation,
 α =Reliability

The Table-4.1 shows that the values for alpha for different items as high: The value of alpha for Love for Movies is .81, and the mean is 26.21 (SD = 5.91). The alpha value for Movies and Crime Fascination is .81, and the mean value is 21.27 (SD = 8.51). The alpha value for Movies and Crime Inspiration is .75, and the mean value is 7.24 (SD = 3.19). The alpha value for Comparison of Inspiration from both Hollywood and Bollywood is .89, and the mean value is 45.76 (SD = 8.90). The alpha value for Perceived behavior change (Crime Learning from Movies) is .76, and the mean is 7.14 (SD = 6.18). The alpha value for Perceived Opinion about influence of films' characters on viewers is .87, and the mean is 9.4 (SD = 1.87). The alpha value of Perceived opinion about influence of portrayal of violence is .86, and mean value is 8.5 (SD = 4.13). The alpha value for criminality and behavior change is .82, and the mean is 11.10 (SD = 1.57). The higher alpha values show the results are valid, and there is a significant relationship between viewing and committing crimes.

Table-4.2: Analysis of watching crime

thrillers and learning crime techniques

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.727 ^a	.528	.525	7.18473

a. Predictors: (Constant), Crime_Fascination

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	9592.348	1	9592.348	185.825	.000 ^b
Residual	8568.985	166	51.620		
Total	18161.333	167			

a. Dependent Variable: CrimeLearning

b. Predictors: (Constant), Crime_Fascination

The Table-4.2 shows that there is a positive relationship between learning crime techniques from movies and viewing movies. The adjusted r square value (0.52) implies that 52.5 percent respondents think that viewers can learn crime techniques from movies. This proves the first hypothesis 'Crime fascination motivates the viewers to learn the crime techniques from movies.' Public believes that the viewers can learn crime techniques from movies.

Table-4.3: Regression analysis for watching

a crime thriller and urge to commit a crime

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.310 ^a	.196	.190	2.21594

a. Predictors: (Constant), Portrayal of crime

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.492	1	86.492	17.614	.000 ^b
	Residual	815.127	166	4.910		
	Total	901.619	167			

a. Dependent Variable: CrimeUrgeTotal

b. Predictors: (Constant), Portrayal of crime

The Table-4.3 shows that there is a positive relationship between watching a crime thriller and the urge to commit a crime. The adjusted r square value 0.19 indicates that 19 percent respondents think that viewers can have the urge to commit a crime after watching a crime thriller. This proves the second hypothesis 'Portrayal of crime in films creates an urge in viewers to commit the crime.' The public thinks that the viewers can have an urge to commit a crime after watching it in a crime thriller.

Table-4.4: Summary of correlation between
watching crime thrillers and committing crimes

Correlations		Watching a Crime	Committing a crime
Watching a Crime	Pearson Correlation	1	.673**
	Sig. (2-tailed)		.000
	N	168	168
committing a crime	Pearson Correlation	.673**	1
	Sig. (2-tailed)	.000	
	N	168	168

**. Correlation is significant at the 0.01 level (2-tailed).

The table 4.4 shows the public perception regarding the correlation between watching crime thrillers and committing crimes. It shows that the value of committing a crime is significant at the confidence level of 0.01. This proves that the third hypothesis 'There is a significant positive relationship between committing a crime and watching a crime in crime thrillers' is correct, as the correlation value of viewing a crime and committing a crime is significantly higher than the confidence level of 0.01. This means that 67.3 percent of the respondents think that there is correlation between watching a crime in a crime thriller and committing a crime.

Table-4.5: t-test comparing the effect of Hollywood and Bollywood crime thrillers on crime in Punjab

Variables	HCT		BCT		<i>t</i> (166)	<i>P</i>	Cohen's <i>d</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			
Effect on crime	16.32	4.78	19.50	4.43	2.490	.004	0.14

M = Mean; SD = Standard Deviation; HCT = Hollywood Crime Thrillers; BCT = Bollywood Crime Thrillers

The table 4.5 shows that the public thinks that Bollywood crime thrillers have a stronger effect on crime in Punjab than the Hollywood crime thrillers. The Mean value for the effect of Bollywood films on crime is 19.50 and the 'p' value is below 0.05. This means that public thinks Bollywood Crime Thrillers have a stronger effect on crime in Punjab than Hollywood Crime Thrillers. This means that the fourth hypothesis 'Hollywood crime thrillers have a stronger effect on crime in Punjab than the Bollywood crime thrillers' is rejected.

Table-4.6: t-test comparing the effect of Bollywood Hindi and Bollywood Punjabi crime thrillers

Variables	BHCT		BPCT		<i>t</i> (166)	<i>P</i>	Cohen's <i>d</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			
Effect on crime	16.50	2.57	12.18	2.61	3.210	.001	0.10

BHCT = Bollywood Hindi Crime Thrillers; BPCT = Bollywood Punjabi Crime Thrillers

The table 4.6 shows that the viewers think that Bollywood Hindi crime thrillers have a stronger effect on crime in Punjab than India's Punjabi crime thrillers. It is clear that the Mean value for Bollywood Hindi Crime Thrillers on effect on crime is 16.50 and the 'p' value is below 0.05. This means that Bollywood Hindi Crime Thrillers have a stronger effect on crime in Punjab than Bollywood Punjabi Crime Thrillers. This proves the fifth hypothesis 'Bollywood Hindi crime thrillers have a stronger effect on crime in Punjab than the Bollywood Punjabi crime thrillers' is correct.

Table 4.7: t-test comparing the effect of Hollywood and Lollywood crime thrillers

Variables	HCT		LCT		<i>t</i> (166)	<i>p</i>	Cohen's <i>d</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			
Effect on crime	16.32	4.78	12.10	2.71	3.304	.007	0.11

HCT = Hollywood Crime Thrillers; LCT = Lollywood Crime Thrillers

The table 4.7 provides the comparison of the effect of Hollywood crime thrillers and Lollywood crime thrillers on crime in Punjab. It is clear that the public thinks the effect of Hollywood crime thrillers on crime is greater than the effect of Lollywood crime thrillers on crime in Punjab. The Mean value for the effect of Hollywood Crime Thrillers on crime is 16.32 and the 'p' value is below 0.05. This means that Hollywood Crime Thrillers have a stronger effect on crime in Punjab than Lollywood Crime Thrillers. This proves that the sixth hypothesis 'Hollywood crime thrillers have a stronger effect on crime in Punjab than the Lollywood crime thrillers' is correct, as perceived by the public.

Table 4.8: t-test compering the effect of Bollywood and Lollywood crime thrillers

Variables	BCT		LCT		<i>t</i> (166)	<i>p</i>	Cohen's <i>d</i>
	<i>M</i>	<i>SD</i>	<i>Mz</i>	<i>SD</i>			
Effect on crime	19.50	4.43	14.22	2.18	3.540	.001	0.16

BCT = Bollywood Crime Thrillers; LCT = Lollywood Crime Thrillers

The table 4.8 indicates the comparison of the effect of Bollywood crime thrillers on crime in Punjab with Lollywood crime thrillers. The Mean value for Bollywood Crime Thrillers on effect on crime is 19.50 and the 'p' value below 0.05. This means that the public thinks that Bollywood Crime Thrillers have a stronger effect on crime in Punjab, Pakistan as opposed to Lollywood crime thrillers. This proves that hypothesis seven 'Bollywood crime thrillers have a stronger effect on crime in Punjab than the Lollywood crime thrillers', is valid.

Table 4.9: t-test compering the effect of
Bollywood and Lollywood Punjabi crime thrillers

Variables	BCT		LPCT		<i>t</i> (166)	<i>P</i>	Cohen's <i>d</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			
Effect on crime	19.50	4.43	15.12	4.10	3.240	.002	0.09

BCT = Bollywood Crime Thrillers; LPCT = Lollywood Punjabi Crime Thrillers

The table 4.9 indicates the comparison of effect of Bollywood crime thrillers on crime in Punjab with Pakistani Punjabi crime thrillers. It shows that the Mean value

for Bollywood Crime Thrillers is 19.50 and the 'p' value is below 0.05. This means that the public thinks that, between the two, Bollywood Crime Thrillers have a stronger effect on crime in Punjab. This proves that hypothesis eight 'Bollywood crime thrillers have a stronger effect on crime in Punjab than the Lollywood Punjabi crime thrillers', is true.

Table 4.10: t-test for inspiration to commit a crime

between Hollywood crime thrillers and Bollywood crime thrillers

Variables	HCT		BCT		<i>t</i> (166)	<i>p</i>	Cohen's <i>d</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			
ICC	12.50	2.81	10.32	2.48	3.451	.022	0.07

HCT = Hollywood Crime Thrillers; BCT = Bollywood Crime Thrillers, ICC = Inspiration to commit crime

The table 4.10 compares the comparison of Hollywood crime thrillers for the inspiration to commit crime with Bollywood crime thrillers. It can be seen in the table that the Mean value for Hollywood Crime Thrillers is 12.50 and the 'p' value is below 0.05. This means that public thinks Hollywood Crime Thrillers are more inspiring for committing crimes than Bollywood Crime Thrillers. This proves hypothesis nine 'Hollywood crime thrillers inspire to commit crime more than the Bollywood crime thrillers, is correct.

Table 4.11: t-test comparing inspirational

effect of Hollywood and Lollywood crime thrillers

Variables	HCT		LCT		<i>t</i> (166)	<i>p</i>	Cohen's <i>d</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			
ICC	12.50	2.81	9.42	2.48	4.151	.024	0.18

HCT = Hollywood Crime Thrillers; LCT = Lollywood Crime Thrillers, ICC = Inspiration to commit crime

The table 4.11 indicates the comparison of Hollywood crime thrillers with Lollywood crime thrillers for inspiration to commit crime. The table shows that the Mean value for Hollywood Crime Thrillers on inspiration to commit crime is 12.50 and the 'p' value is below 0.05. This implies that the public thinks Hollywood Crime Thrillers are more inspiring than Lollywood Crime Thrillers. This proves that the hypothesis ten 'Hollywood crime thrillers inspire to commit crime more than the Lollywood crime thrillers, is correct.

Table 4.12: t-test for inspiration to commit a crime

between Bollywood crime thrillers and Lollywood crime thrillers

Variables	BCT		LCT		<i>t</i> (166)	<i>P</i>	Cohen's <i>d</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			
ICC	10.32	2.48	9.42	2.48	3.381	.034	0.11

BCT = Bollywood Crime Thrillers; LCT = Lollywood Crime Thrillers, ICC = Inspiration to commit crime

The table 4.12 shows the comparison of Bollywood crime thrillers with Lollywood crime thrillers for inspiration to commit crime. It can be seen in the table that the Mean value for Hollywood Crime Thrillers on inspiration to commit crime is 10.32 and the 'p' value is below 0.05. This infers that public thinks Bollywood Crime Thrillers have a stronger inspirational effect on viewers than Lollywood Crime Thrillers. This proves that hypothesis 11 'Bollywood crime thrillers inspire to commit crime more than the Lollywood crime thrillers, is right.

Table 4.13: T-Test for urge for crime fascination

between Hollywood crime thrillers and Bollywood crime thrillers

Variables	HCT		BCT		<i>t</i> (166)	<i>p</i>	Cohen's <i>d</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			
UCF	14.20	2.21	17.43	2.84	3.450	.001	0.15

UCF= Urge for Crime Fascination, HCT=Hollywood Crime Thriller, BCT=Bollywood crime thriller

The table 4.13 presents the comparison of Hollywood crime thrillers with Bollywood crime thrillers for urge for crime fascination. The table shows that the Mean value for Bollywood Crime Thrillers for urge for crime fascination is 17.43 and the 'p' value is below 0.05. This means that the respondents think that Bollywood Crime Thrillers create a stronger urge for crime fascination as opposed to Hollywood crime thrillers. This proves that hypothesis 12 'Hollywood crime thrillers create a greater urge for crime fascination than the Bollywood crime thrillers, is right.

Table 4.14: t-test for urge for crime fascination

between Hollywood crime thrillers and Lollywood crime thrillers

Variables	HCT		LCT		<i>t</i> (166)	<i>p</i>	Cohen's <i>d</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			
UCF	14.20	2.21	11.47	2.94	3.527	.001	0.17

UCF= Urge for Crime Fascination, HCT=Hollywood Crime Thriller, LCT=Lollywood crime thriller

The table 4.14 confers the comparison of Hollywood crime thrillers with Lollywood crime thrillers for urge for crime fascination. It is clear that the Mean value for Hollywood Crime Thrillers is 17.43 and the 'p' value is below 0.05. This indicates that the public thinks that Hollywood Crime Thrillers create a stronger urge for crime fascination as opposed to Lollywood Crime Thrillers. This proves that hypothesis 13 'Hollywood crime thrillers create a greater urge for crime fascination than the Lollywood crime thrillers', is correct.

Table 4.15: t-test for urge for crime fascination

between Bollywood crime thrillers and Lollywood crime thrillers

Variables	BCT		LCT		<i>t</i> (166)	<i>p</i>	Cohen's <i>d</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			
UCF	17.43	2.84	11.47	2.94	4.264	.001	0.19

UCF= Urge for Crime Fascination, BCT=Hollywood Crime Thriller, LCT=Lollywood crime thriller

The table 4.15 indicates the comparison of Bollywood crime thrillers with Lollywood crime thrillers for urge for crime fascination. The table shows that the Mean value for Bollywood Crime Thrillers on urge for crime fascination is 17.43 and the 'p' value is below 0.05. This means that Bollywood Crime Thrillers create a stronger urge for crime fascination as opposed to Lollywood Crime Thrillers, as perceived by the public. This proves that hypothesis 14 'Bollywood crime thrillers create a greater urge for crime fascination than the Lollywood crime thrillers', is correct.

Table 4.16: One-Way Analyses of Variance

about violence against minorities in crime genre films

MEASURE	BHCT		BPCT		LUCT		LPCT		<i>F</i> (3, 167)	η^2
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>		
VAM	18.92	4.80	15.88	4.89	17.97	4.83	13.47	3.80	8.87***	.20

VAM= Violence against minorities, BHCT=Bollywood Hindi crime thriller, BPCT=Bollywood Punjabi crime thriller, LUCT=Lollywood Urdu crime thriller, LPCT=Lollywood Punjabi crime thriller

The table 4.16 indicates the variance about the effect of specific Indian (Hindi and Punjabi) and Pakistani (Urdu and Punjabi) crime genre films in promoting violence against the minorities in Punjab. The table shows that Mean value for Bollywood Hindi Crime Thrillers is 18.92 and the Standard Deviation value is 4.80. It means that, in public's opinion, Bollywood Hindi Crime Thrillers promote the most violence against the minorities. It also proves that the hypothesis 15, 'Films showing violence against minorities may promote violence against the minorities' is valid.

Table 4.17: Independent Sample t-test for
crime fascination, learning, and urge in male and female

VARIABLES	MALE		FEMALE		<i>t</i> (166)	<i>P</i>	COHEN'S <i>D</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			
Crime Fascination	18.55	4.43	18.37	4.78	0.249	.804	0.12
Crime Learning	41.63	10.16	42.86	10.80	-.758	.450	0.10
Crime Urge	11.80	2.36	12.53	2.22	-2.050	.032	0.20

From the table 4.17, the comparison of crime fascination, learning, and urge for crime genre films among male and female respondents can be seen. It is clear that the value for crime fascination in males is higher 18.55 than females 18.37; the value for crime learning in female 42.86 is higher than males 41.63, and the value for urge to commit crime in female is 12.53 is higher than males 11.80. The public thinks male respondents have greater tendency towards crime fascination as opposed to women; female respondents have greater tendency towards crime learning as opposed to men, and female respondents have greater urge to commit the crime they see in the crime genre films. This proves the hypothesis 16, 'Male and female viewers of crime thrillers have difference in crime fascination, crime learning, and urge to commit crime'.

12) SUMMARY OF THE FINDINGS

The public thinks viewers can learn how to commit a crime from Hollywood, Bollywood, and Lollywood crime thrillers. The results also show that public believes that there is a significant relationship between watching crime thrillers and committing crimes. The results also show that public thinks Hollywood and Bollywood crime thrillers have a greater effect on crime in Punjab. Bollywood crime thrillers inspire viewers more to commit crimes than the Lollywood crime thrillers, and they create a stronger urge for crime fascination than Lollywood crime thrillers. Both Hollywood and Bollywood crime thrillers leave a stronger effect on crime in Punjab than Lollywood films.

13) DISCUSSION

The study examined public about the effects of Hollywood, Bollywood, and Lollywood crime thrillers on crime in Punjab, the biggest province in Pakistan.

Films big a big source of entertainment have an influence on their conduct and choices. The study is based on views of a sample of 168 participants. The researchers developed and shared an online survey questionnaire with the participants, using social media. The researchers evaluate the tool using Cronbach's alpha test and it was found valid. They examined demographics of the participants using inferential statistical tests, and relationships of variables, using Pearson Product Moment Correlation test and independent sample t-test.

The study found that Pakistani public thinks Hollywood, Bollywood and Lollywood movies increase the crime and violence rates in Punjab. The Movies and Crime Fascination, Criminality and Behavior and Portrayal of Violence showed 52 percent of variance in Crime Fascination, and Crime Inspiration. The study found that gendered responses to Crime Fascination, Crime Inspiration and Criminality and Criminal Behavior. All the hypotheses except hypothesis no. 4 were found correct.

Public believes Hollywood, Bollywood and Lollywood films have a positive effect on the crime in Punjab. The results showed a positive correlation between the Love for crime movies and the crime rate. The public thinks love for crime movies increases the crime rate in Punjab. According to Carolyn Jess-Cooke, the advanced technology, state-of-the-art methods and techniques of production, and visual-audio effects holds the potentials to make a small incident a significant one in the form of movies on the big screen (2019). The attract viewers, enhancing their love for movies, thus, crime in real world.

The public feels violent/crime genre films leave long-lasting effects on the minds of the viewers. The findings are consistent with findings of the past literature. The Hollywood and Bollywood films exchange aspects of their societies with Pakistani audience. Hugh D. Barlow and David Kauzlarich say foreign films contain highly barbaric scenes, physical bloodshed, and vulgar songs which leave a long-lasting effect on the minds of the viewers (2014). Violent movies formulate emulative behavioural response in the actual life of heavy viewers. They make them aggressive. Audience learns to handle real life situations in ways seen in particular movies. They tend to follow the actions of the lead role if the film glorifies a criminal, or the crime

Dhoom (Chopra, & Gadhvi, 2006) glorifies the crimes committed by the famous Bollywood actors Hrithik Roshan and Aishwarya Rai. The Cash (Sinha, Ranjan & Maklai, 2007) series does the same, glorifying the actions of Ajay Devgn. The viewers sympathise with the criminals in these Bollywood films, and identify with them. It increases the chances of a viewer committing a serious offence (Kadleck, & Holsinger, 2018). The crime films show horrible bloodshed, callous fights, and vulgarity and have a strong relationship with the crime in Punjab. Their heroes usually kill their rivals themselves instead of taking the case to the court (López, 2018), giving a social message to deal with all matters directly and penalize unacceptable social behaviour (Khalid, & Bashir, 2018). They show violence as a just act (Nicol, McNulty, and Pulham, 2018). Maula Jatt (1979) glorified Maula's criminal actions as just, as he helps the needy and poor, and saves them from barbaric actions of other criminals. He protects people from crime by committing

crime himself, and sets up new conventions.

Revenge films introduce conventions of extrajudicial killings by the main hero, and leave a negative effect on viewers. Thus, Nicole Rafter says “crime films should be “conceptualized as an aspect of popular criminology” (2007). All the hypotheses are found correct except the one that shows Bollywood films have a stronger effect than the Hollywood films. Violence-hungry audience emulate violent behaviour. An extremely violent act by a hero for rescuing the oppressed is more troublesome, as it justifies his violent acts as opposed to the violent acts of a villain. Hero’s justifiable criminal actions increase the crime rate more than the unjustifiable actions of the villain. The respondents feel heroes of Hollywood, Bollywood and Lollywood crime films introduce new crime trends in everyday life.

14) RESULTS

The study helps in identifying fears and threats associated with the effects of crime thrillers on people of Punjab. The study has both content and face validity though the results are not generalizable due to the short sample size. The instrument is valid and can be used for collecting more data to produce generalizable results after the end of the COVID-19 pandemic and lockdown. The research found threats associated with negative effects of Hollywood, Bollywood and Lollywood crime films. The study shows strong positive association between increase in the crime rate in Punjab and crime shown in Hollywood, Bollywood, and Lollywood films. Public is concerned as Punjab has confronted a strong wave of crime, violence and sexual abuse in recent years. Crime films invigorate the situation than solve it.

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