

Applying IPA to evaluate the hosts of variety shows for television stations in Taiwan

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Objective

- To provide a reference for the management of television stations as they select the hosts for variety shows by obtaining the overall performance of TV variety show hosts with the importance-performance analysis (IPA), from the perspective of the audience

Result

- According to the results of past literature, this study obtained the criteria for analysing the overall performance of TV variety show hosts
- Next, based on the opinions of 254 people, IPA was used to discuss the corresponding results of each criterion in terms of importance and performance

Result

Criterion	Importance	Performance
Agreeableness (C_1)	4.3150	4.2126
Popularity among audiences (C_2)	4.3661	4.2835
Work attitude (C_3)	4.3150	3.9567
Expression ability (C_4)	4.3543	4.3465
Emotional control ability (C_5)	4.2283	4.2362
Improvisation (C_6)	4.2559	4.2480
Experience as a TV host (C_7)	4.2598	4.3268
Performance fee paid to the host (C_8)	2.7480	2.8228
Conformance to the show's style (C_9)	4.4370	4.4291
Views on the YouTube channel (C_{10})	2.6457	2.8150
Number of Facebook followers (C_{11})	2.6850	4.1417
Number of Instagram followers (C_{12})	2.6929	4.1654
Arithmetic mean	3.7753	3.9987

Result

- The factors in the region of high importance and high performance included: agreeableness, popularity among audiences, expression ability, emotional control ability, improvisation, experience as a TV host, and conformance to the show's style
- The factors in the region of low importance and high performance included: the number of Facebook followers and number of Instagram followers

Result

- The factors in the region of low importance and low performance included: the performance fee paid to the host and views on the YouTube channel
- The factors in the region of high importance and low performance included: work attitude