

## Abstract

The aim of the present research is to find out the relationship between audience involvement in a soap opera and the relationship satisfaction of family, partnership and friendship. 91 Hong Kong people were served as participants in the study. They completed questionnaires about their habits and attitude towards watching serial drama, profile of an impressive soap opera as well as how satisfied they were in their social relationships. Findings revealed that there was significant positive correlation between the audience involvement and romance relationship satisfaction but not familial relationship and friendship satisfaction. The implications of the findings were discussed.