

# A study on the usage of mass media by adolescents

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**ABSTRACT :** In the present era of technology mass media is one of the most important of everyone's life and it is difficult to survive without mass media and communicating to each other. In 21<sup>st</sup> century technological advancement had influenced every aspects of our life and with this change the use of mass media is drastically expanded and took a significant place in almost all the fields. Mostly used mass media is electronic media as in this period of digitization the use of computer, television, internet etc. became the powerful and the most effective instruments of spreading or sharing information. In the past few year the teaching pattern is also changed which influenced the students to adopt and use mass mediums which are easily assessable to them. Today's generation is highly using these mediums for getting information, dissemination of information, for expressing and sharing views, opinion and ideas, advertising, marketing and also for entertainment. Hence, this study was conducted to find out the use of mass mediums (electronic media), pattern of using mass mediums for information and mark out the purpose and time spends by the adolescents, for which 120 school going children between 11 years age group were selected through random sampling technique. A self-structured questionnaire was used to assess the mass mediums media (electronic media) usage. The results revealed that majority of students *i.e.* 39.16 per cent use mass medium for getting new ideas and information, 25.83 per cent for creating awareness, 21.66 per cent for entertainment and 13.33 per cent for other purpose.

**KEY WORDS :** Adolescents, Electronic media, Usage pattern, Communication

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## INTRODUCTION

Technological advancement of media changed the present lifestyle of human being and thus it took an important place in everyone's life. Mass media plays an important role in guiding people's beliefs, values and actions it includes both print and electronic media. The

term 'Electronic Media' is more effective and often used in contrast with print media. The electronic media mainly consist of radio; television, mobile, computer, laptop and internet etc.

In this world of science, technology and digitization media is as important as shelter, food and clothing. In the present time our lives are becoming easier but also

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complex at the same time. Electronic media is one of the most important pillars of country's transformation and development. According to World Population Prospect-2012, 19.6 per cent population in India are adolescents. If we see the usage of mass media majority of users are youngsters who are using these technologies in almost every field like education, entertainment, social networking, creating awareness and communication etc. Today, education system is also changed as traditional practices of teaching are replaced by modern one. With the increased use of computer and internet it's become easy for teachers and students both to assimilate information on various topics. It's a popular saying that every coin has two sides thus media has too, media has demonstrated potentially profound effects, both positive and negative, on adolescence's cognitive, social, and behavioural development. Hence, considering the increasing exposure of adolescents to electronic forms of media this study was an attempt to know about the usage pattern of electronic media for information attaining by students.

## METHODOLOGY

Purposive research design was adopted for the present study and 'survey method' was used for collecting the data. School going adolescents between 11-19 years of age groups were randomly chosen for this study. Total samples of 120 adolescent students were selected from various school of the Varanasi city.

A self structured questionnaire was used to assess the mass media usage among the school children. The questionnaire consists of questions regarding personal information, frequency of mass media usage, preference and reason of using mass media and utility of the information after media usage etc.

## OBSERVATION AND ASSESSMENT

The data collected on different aspects *i.e.* personal information, preference of electronic media usage, reason for using electronic media and use of information after using it as per the plan were tabulated. The Results obtained from study are presented and discussed in the following tables.

The Table 1 shows the age group, religion, income, family type and family size of the respondents in which majority of respondents *i.e.* 69.1 per cent comes under 16-19 years age group and majority of respondents 92.5

per cent belongs to Hindu religion and majority of respondents 45.8 per cent comes under middle income group (Rs. 25000-50,000).

In the case of family, majority of respondents 72.5 per cent falls under the category of nuclear family type and maximum respondents 60.8 per cent were living in the small size family.

Table 2 depicts the frequency distribution of respondents according to preference of electronic media usage in which majority of respondents *i.e.* 64.1 per cent preferred to watch television similar results were found in The National Youth Readership Survey (NYRS), 2009, Television remains as the most popular source of information with 78 per cent youth viewer-ship. 19.1 per cent preferred to use the laptop without internet, 18.3 per cent preferred to use radio, 15.83 per cent preferred to use computer without internet, 13.3 per cent preferred to use computer with internet, 13.3 per cent preferred to use mobile without internet, 12.5 per cent preferred laptop with internet and minimum 5.83 per cent of respondents preferred to use mobile with internet for getting information, dissemination of information, for expressing and sharing views, opinion and ideas, advertising, marketing and for entertainment.

Above data shows that television is the most accessible tool by adolescents because of other mediums are on expenses for providing information and recent updates. In television there are so many educational programmes and channels which guide them in many ways. So majority of students prefer television as electronic media.

Table 3 shows the distribution of respondents on the basis of reasons for using the electronic media in which majority of the respondents *i.e.* 39.16 per cent use electronic media for getting new ideas and information related to their course and career, 25.83 per cent respondents use it for creating awareness, 21.66 and 13.33 per cent respondents use electronic media for entertainment and other purpose, respectively.

It is depicted from the Table 3 that most of the students are using electronic media for getting information about their courses and career because at that stage of life they are more concern about their career and they use electronic media as a tool for gathering information.

Table 4 indicates the distribution of respondents on the basis of utilization of information after using electronic media. In this table majority of the respondents note down the information, 25 per cent respondents retain the

**Table 1 : Distribution of respondents according to their age group, religion, income, family type and family size**

Sr. No.	Parameters	Classification	Number of respondents (n=120)	
			Frequency	Percentage
1.	Age group	11-15 years	37	30.8
		16-19 years	83	69.1
		Total	120	100
2.	Religion	Hindu	111	92.5
		Muslim	5	4.1
		Christian	4	3.3
		Total	120	100
3.	Income (per month)	Low income group (Rs. 5000-25000)	30	25
		Middle income group (Rs. 25,000-50,000)	55	45.8
		Higher income group (Rs. 50,000-100,000)	35	29.1
		Total	120	100
4.	Family type	Nuclear family	87	72.5
		Joint family	33	27.5
		Total	120	100
5.	Family size	Small (upto 5 members)	73	60.8
		Medium (6-8 members)	28	23.3
		Large (more than 8 members)	19	15.8
		Total	120	100

**Table 2 : Frequency and percentage distribution of respondents according to preference of electronic media usage**

Sr. No.	Electronic media sources	Frequency	Percentage (%)
1.	Television	77	64.1
2.	Laptop without internet	23	19.1
3.	Radio	22	18.3
4.	Computer without internet	19	15.83
5.	Computer with internet	16	13.3
6.	Mobile without internet	16	13.3
7.	Laptop with internet	15	12.5
8.	Mobile with internet	7	5.83
	Total	120	100

**Table 3 : Distribution of respondents on the basis of reasons for preferring electronic media**

Sr. No.	Reasons for preferring electronic media	Frequency	Percentage (%)
1.	For creating awareness	31	25.83
2.	For getting new ideas and information related to their course and career	47	39.16
3.	For entertainment	26	21.66
4.	Any other	16	13.33
	Total	120	100

**Table 4 : Distribution of respondents on the basis of utilization of information after using electronic media**

Sr. No.	Utility of information after electronic media use	Frequency	Percentage (%)
1.	Note down it	34	28.3
2.	Retain in memory	30	25
3.	Incorporate in behaviour	25	20.8
4.	Discuss with friends	18	15
5.	Other	13	10.8
	Total	120	100

information in memory they are getting from electronic media, 20.8 per cent respondents incorporate it in their behaviour, 15 per cent discuss with friends and 10.8 per cent respondents for other purpose.

Above data from Table 4 shows that majority of the students utilizes the information by noting it down this may be because they want to preserve the information they are getting from various sources to use it in future.

### Conclusion:

This study depicted that school going adolescents (11-15 age group) use electronic media for getting information and some new ideas but late adolescents (16-19 age group) are mainly involved in using electronic media and they mostly prefer television for getting new ideas and information related to their course and career. Majority of students retains this information in mind for further use. Electronic media also play a very important role in shaping the behaviour of adolescents which is positive or negative so their parents need to help them in suggesting the role of media in their life.

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