

Access to Mass Media among Urban and Rural Teenagers of India

Abhishek Pandey

Research Scholar, Commerce Department, S.S.J. Campus, Kumaun University, Almora

Professor B.P. Singhal

Professor and Campus Head, Commerce Department, S.S.J. Campus, Kumaun University, Almora

Abstract

Duration spent by teenagers on mass media items like television, radio, internet, computers and mobile is incrementing day by day. Teenagers have now less interest in print media items like newspapers, magazines, articles and journals etc. Teenagers are living in broadcast and digital world where all information is spreading out in few minutes or seconds. They are much fascinated and dependent withal on mass media. To be update in any field of erudition mass media avails in a diversified manner and presents latest and advanced information. But every phenomenon has pros and cons additionally. Is overuse and over dependency on mass media affecting other gregarious and cultural aspects among teenagers? It is an astronomically immense question. Now a days teenagers are less convivial and less involved and gregarious – cultural activities. One fundamental reason is over access to broadcast, digital and print media on urban and rural teenagers. In lieu of doing ingenious activities, playing alfresco games, participation in convivial – cultural activities, understanding the human values, teenagers are much diligent in their own world of television, mobile and internet. This unbalanced and unstructured growing pattern is very deleterious for future human resources of the country. Main objective of this research paper was to find and quantify comparative access to different media items through urban and rural teenagers and its impact on their growing pattern and it was found that there is paramount difference in urban and rural teenager's access to various media items.

Key Words: access, teenagers, exposure, impact, media, rural, urban

Introduction:

The matter of effect of mass media on teenager's psychological, phrenic and physical health is very paramount. Providing advices and guidance on opportune and balanced utilization of media items including television, music, video games, mobile and internet is become indispensable. Exploring salutary and inimical effects of mass media exposure has become essential for parents. Teenager's developmental level is a paramount factor to determine positive and

negative impact of any mass media item. Not each and every aspect of media is deplorable but adequate data is available exhibiting negative effects among teenagers like incrementing violence, utilization of offensive language, incongruous sexuality and disassociation with society and conflicts with parents.

The average Canadian child watches proximately 14 hours of television each week (Fall 2002) and by his or her high school graduation, the average teenager will have spent more time optically canvassing television than in the classroom

(Johnson JG 2002). The duration that younger North American children currently spend visually examining television has not decremented significantly (Committee on Communications Children 1995). A substantial number of children commence visually examining television at an earlier age and in more preponderant amounts than what experts' recommend (Certain LK & Khan RS 2002). Study shows that impact of television influence is directly cognate to duration spent on optically canvassing television. At teenager's developmental stage, protracted visually examining of things shown on television, becomes the authentic world for teenagers. Television viewing frequently limits children's time for vital activities such as playing, reading, learning to verbalize, spending time with peers and family, storytelling, participating in customary exercise, and developing other indispensable physical, noetic and gregarious skills (S Lipnowski 2002). Teenager's susceptibility, developmental pattern, rate of physical and phrenic magnification and involution in society are the paramount aspects which are directly affected by influence of television.

Music videos may have a paramount behavioral impact by desensitizing viewers to violence and making teenagers more liable to approve of premarital sex and up to 75% of videos contain sexually explicit material (American Academy of Pediatrics 1996). Sex, drugs, aggression and violence can be visually perceived facilely in today's music videos. More than three times, models are playing role of aggressor in most of the videos as compared to female models engendering erroneous stereotypes. A detailed analysis of music

videos raised concerns about its effects on adolescents' normative prospects about conflict resolution, race and male-female relationships (Rich M, Woods ER1998).

The impact of playing video games on teenagers has been a matter of public health concerns for many years. The study concluded that many video games rated as opportune for all audiences contained paramount amounts of violence (64% contained intentional violence and 60% rewarded players for injuring a character). Consequently current ratings of video games leave much room for improvement (Walsh A. David & Gentile A. Douglas. 2001).

The internet has paramount capacity and potential to present all inculcative and other utilizable information in few seconds and in a very advanced and multifarious manner. It is not less than an immensely colossal library. Internet is very dynamic medium for communication of information. But the duration spent visually examining television and sitting in front of computers can affect a children's postural development (Salter Bruce Robert 1983). Exorbitant amounts of time at a computer can contribute to exorbitant corpulence, undeveloped convivial skills and a form of addictive behavior (Canadian Pediatric Society 2002). Because of this plate form teenagers are getting pornographic material facilely, wasting their time in fake internet relationships and unwanted and dispensable activities. Conventional vigilance of parents is required because technology cannot supersede right guidance and supervision.

Literature review:

Johnson JG (2002) Television viewing and truculent comportment were assessed over a 17-year interval in a community sample of 707 individuals. There was a paramount sodality between the duration spent visually examining television during adolescence and early adulthood and the likelihood of subsequent truculent acts against others. This sodality remained paramount after precedent truculent demeanor, childhood neglect, family income, neighborhood violence, parental edification, and psychiatric disorders were controlled statistically.

Cohen P (2007) Frequently television viewing during adolescence was associated with elevated risk for subsequent attention and learning difficulties after family characteristics and prior cognitive difficulties were controlled. Youths who optically canvassed 1 or more hours of television per day at mean age 14 years were at elevated risk for poor homework completion, negative postures toward school, poor grades, and long-term academic failure. Youths who visually examined 3 or more hours of television per day were the most liable to experience these outcomes. In integration, youths who optically canvassed 3 or more hours of television per day were at elevated risk for subsequent attention quandaries and were the least liable to receive postsecondary inculcation. There was diminutive evidence of bi directionality in the sodality of television viewing with attention and learning difficulties.

Kasen S (2006) Adolescents who optically canvassed 3 or more hours of television per day during adolescence were at a significantly elevated risk for frequent

slumber quandaries by early adulthood. This elevation in risk remained consequential after scion age, sex, anterior slumber quandaries, scion psychiatric disorders, progeny neglect, parental scholastic level, parental annual income, and parental psychiatric symptoms were controlled statistically. Adolescents who reduced their television viewing from 1 hour or longer to less than 1 hour per day experienced a paramount reduction in risk for subsequent slumber quandaries. Slumber quandaries during adolescence were not independently associated with subsequent television viewing when prior television viewing was controlled.

Hakim Khalid Mehraj (2014) Major chunk of youth is utilizing gregarious media networks more than 5 hours a day resulting in decrementing their general health in general and noetic health in particular. We additionally found that media is playing both constructive as well as destructive roles on one hand it has lots of advantages but on the other hand it has lots of disadvantages and at the cessation it's up to the individual and society to decide which ones to utilize.

Objectives:

The objective of the study is to quantify access to mass media including broadcast, digital and print media for different activities on urban and rural teenagers discretely and to ascertain paramount differences. How exorbitant mass media exposure influence teenager's developmental aspects and growing pattern is additionally the main objective of the study.

Hypothesis:

Bearing in mind the nature of the study following Null and Alternative hypotheses were formulated.

H₀: There is no significant difference in urban and rural teenagers regarding making access to mass media.

H_A: There is a significant difference in urban and rural teenagers regarding making access to mass media items.

Research Methodology:

The endeavor is made to provide consummate and consistent results on mass media exposure on teenagers for sundry different activities. This study is predicated on multi stage stratified cluster sampling. After determining the clusters, simple desultory sampling method is utilized to cull villages out of the culled cluster of blocks. Udham Singh Nagar, a district of Uttarakhand state in northern India is the locale of the study. The cities determinately culled were Kashipur, Rudrapur and Khatima.

Two schools from urban area and two schools from rural area in each city are culled. There are 6 urban and 6 rural schools in total are culled for the study. The sample in the study is restricted to 240 teenagers that consisted of 120 urban and 120 rural teenagers keeping in mind the research objective. Primary data of this research has been accumulated on the substructure of pretested questionnaire through personal interview method.

Data Analysis and Interpretation is predicated on congruous statistical implements utilizing SPSS and with the avail of tables to ken that is there any consequential difference in between male and females, rural respondents and urban

respondents and respondents of different age groups because in this research, hypothesis is null hypothesis stating these variables are thoroughly independent. Statistical analysis is largely done on discrete data. This analysis is predicated on frequency tests, chi-square test, t test and one way ANOVA. Frequency tests is done to ken the exact values occurring in numbers as well as in percentage. Chi-square test is done to ken whether there is ostensible relationship in some factors or not. T test and ANOVA are habituated to ascertain paramount differences in mean scores. To ken the possibility that results are occurring just by chance probability test (p value) is additionally calculated. Calculated test values must be more preponderant than their table's critical value to repudiate the null hypothesis. Level of significance is .05 and .01. All the statistical calculations are done on IBM SPSS v20.

Finding and Discussion:

When access to sundry media items analyzed on the substratum of area it is found that all the differences in between urban and rural teenagers are consequential at $p = 0.000$ except access to television. All respondents either from urban or from rural area have conventional access to television. But in case of cable connections or setup boxes 100% urban teenagers and only 67.5% rural respondents have access to it and 32.5% rural respondents are still dependent on Doordarshan and DD Metro. Access to radio in rural areas is very high 54.16% as compared to urban 23.33%. Teenagers from rural areas verbalize that most of the times when electricity is not there then radio is the only option for regalement and news.

Table 1

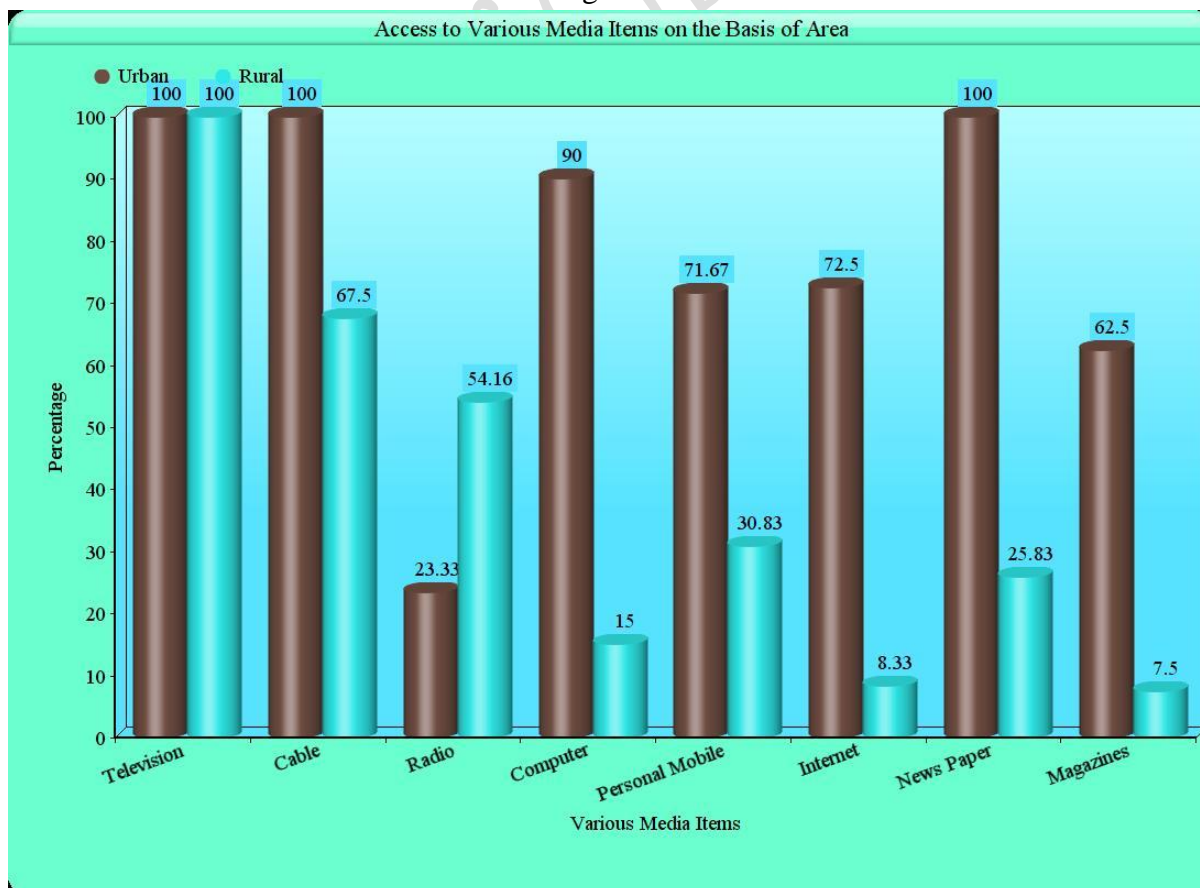
| Various Media Items | Area | | Total (240) | Chi Square Value | T Test Value | ANOVA F Value | P Value |
|---------------------|-------------|-------------|--------------|------------------|--------------|---------------|----------|
| | Urban (120) | Rural (120) | | | | | |
| Television | 120 (100%) | 120 (100%) | 240 (100%) | --- | --- | --- | --- |
| Cable/Set up Box | 120 (100%) | 81 (67.5%) | 201 (83.75%) | 46.567 | 7.569 | 57.296 | 0.000*** |
| Radio | 28 (23.33%) | 65 (54.16%) | 93 (38.75%) | 24.033 | -5.146 | 26.485 | 0.000*** |
| Computer | 108 (90%) | 18 (15%) | 126 (52.5%) | 135.338 | 17.543 | 307.75 | 0.000*** |
| Personal Mobile | 86 (71.67%) | 37 (30.83%) | 123 (51.25%) | 40.042 | 6.904 | 47.66 | 0.000*** |
| Internet | 87 (72.5%) | 10 (8.33%) | 97 (40.41%) | 102.585 | 13.33 | 177.67 | 0.000*** |
| News Paper | 120 (100%) | 31 (25.83%) | 151 (62.91%) | 141.457 | 18.484 | 341.65 | 0.000*** |
| Magazines | 75 (62.5%) | 09 (7.5%) | 84 (35%) | 79.780 | 10.886 | 118.51 | 0.000*** |

*** Significant probability value = 0.000.

Access to computer in urban areas is very high as 90% but in case of rural areas it is only 15%. In urban areas everyone has laptop or desktop at their domicile or they have computers in their school labs. Apart from this urban teenagers go to cyber cafes withal for their cyberspace and other computational work but in rural areas many parents do not have good source of

income to purchase personal computer for their teenagers as well as due to poor conditions of regime schools, computers in school labs are also not available. Due to illiteracy and electricity quandaries cyber cafes could not be found in rural areas to make access to computers for rural teenagers.

Figure 1



71.67% teenagers in urban areas own their personal mobile and only 30.83% teenagers have their personal mobiles in rural areas. Again buying capacity is higher in urban areas as compared to rural areas. Urban teenagers have second hand market additionally to buy mobiles and they are well cognizant of perpetually transmuting mobile technologies. It was found that for most of the parents cerebrate mobile is the fundamental indispensability for their teenagers so that they can be in touch with their teenagers. But in rural areas parents do not give multimedia mobiles to their teenagers due to low buying capacity and no utilization of mobile regalement. Especially girls are not given mobiles up to age of 16 at least in rural areas. As a result access to internet in rural areas becomes very low as 8.33% only because of not having multimedia mobiles, personal computer, school labs with computers and cyber cafes.

They have very low erudition of internet and on its use. But in urban areas 72.5% teenagers have conventional access to internet and they have very prodigious erudition of internet. Virtually every teenager is on Face book, Google and watches videos on YouTube. They have access to internet through their personal mobiles, personal or parent's computer, school labs or from cyber cafes. Difference in reading newspaper is additionally eminent. 100% urban teenagers have access to newspaper either at their habitation or their schools.

Many different newspapers are available in Hindi as well in English language in urban areas and urban parents are additionally very conscious to make their teenagers a conventional newspaper reader. But in rural areas accessibility to newspaper is

only 25.83% for teenagers. Only one or two Hindi newspaper can reach to deep rural areas. Availability of English newspaper was not found. Adolescent rural teenagers and their parents are not vigilant of paramount of reading newspaper conventionally. Same transpired with the magazines additionally.

Where 62.5% urban teenagers have conventional access to magazines only 7.5% rural teenagers read magazines. Lack of availability of magazines in rural area shops, school libraries and apathy are the only reasons for low access to magazines. Urban teenagers are provided good magazines on competitions, sports and current affairs through their parents and their schools. So television is the only media which has rural as well as urban teenager's access equipollently. No one is there who is living without optically canvassing television either in urban or in rural area.

Conclusion:

Above analysis concludes that in making access to mass media including broadcasting, digital and print media, urban teenagers are far ahead as compared to rural teenagers. Urban teenagers have wide and dynamic variety of media options for edifying purposes as well as regalement purposes. Urban teenagers are well equipped with latest and advanced technologies for communication, learning, gaming and regalement. In a same manner violence, slumbering disorders, and conflict in teenager – parent relationship, high duration spent on television and access to sexually explicit material were withal found in urban teenagers. In a just antithesis way, rural teenagers have adequate access to television only. Due to

illiteracy, impotent purchasing potency, lack of advanced technological products and accommodations, they are still not plenarily vigilant of modern world. Along with this, growing and learning pattern of rural teenagers were withal found very different as compared to urban teenagers.

Rural teenagers neither have good access to digital media nor print media and there is still a great desideratum of amendment, advancement and development in broadcast, digital and print media in rural areas of India.

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