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Developing Patterns Of Communication Through Electronic Media And Changing Attitudes.

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Abstract:

This paper analyses how electronic devices are used to interact with one another and how pattern of interaction have changed over time. In recent years devices like smart phones, laptops, tablets etc. have become so handy that one can carry these anywhere else. With the help of speedy internet it has become more popular among each section of society. The study also discusses the popularity of internet among respondents and its effect in present times. The objective of the study is to know that what medium of interaction does respondents prefer and their frequency of talking or chatting. The study also tried to find out the purpose of using electronic media among respondents and in what specific time do they access the internet and what is the trust level of respondents on mass - media and how helpful are the forms of media on their values, attitudes and personality. The study found that 'internet' among the various forms of media has the greater influence on respondents and as far as values, attitudes and personality are concerned, the majority of respondents found mass media 'moderately helpful' in building these traits.

Keywords: Electronic media, internet, patterns of communication, attitudes, interaction.

Introduction:

The introduction of electronic devices to society has led to the communication from one part of the world to other very easily. This grabbed pace when internet was introduced, it connected the whole world into a global village. The development of internet services led to innovation in almost every sphere of life, and it got more interesting and useful when combined with the devices like mobile phone and computers. Television was a kind of one-way communication to the public, where different information and cultures were shared with the public. Hence, it was more an informative source. The internet services, as it is named 'INTERNET', means a medium which is a connection between people, offered two-way communication to people. They could share their information over it and equally ask for other's information. In the modern day internet has gained popularity because of its ease to be operated in each and every day happenings of life. We can talk and chat over it, shop over it, share pictures over it, watch news over it, avail banking facilities on it, book tickets over it, pay our expenses over it and many more. Its reach to every household made it a necessary component in a family too because of its super communicative nature.

According to International Telecommunication Union (ITU), by the end of the 2018, an estimated 51.2 percent of the global population will be using internet. Also, the number of mobile subscriptions is greater than the global population. The developing countries are registering higher penetration rate of broadband service that has reached 61 per 100 inhabitants in 2018, with much

more further scope. ITU estimates that in developing countries almost half of the households have internet access at home, with the growth rate of 7.7percent in 2005 to 63.4% of all mobile phone users having access to internet by 2019.

The internet services are used through various mediums, like smart phones, laptops, desktops, tablets etc. but technology has made its operation so handy to be comfortable that the smart phone is the most potable medium of its use. It’s operation is now not limited to adults only but can be easily operated by children too. Even it has been noticed that in some of the fields of internet children are more expert than the adults. With the increased innovation and development in the technology internet made its entry to every section of population through smart phones. Almost three quarters (72%) of internet users will access the web solely through their smart phones by 2025. World advertising research centre reported that just over 1.3 billion are forecast to access the internet via smart phones and personal computers by 2025. They estimated that currently, around 2 billion people access internet only through their smart phones, which equates to 51% of the global base of 3.9 mobile users. And among these the second most growth in smart phones comes from India after China.

Materials and method:

This study is based on the sample of 246 respondents including both male and female students, between the age group of 18 to 29 years. The area of study is the H.N.B. Garhwal University, Srinagar, Uttarakhand. Stratified random sampling was done to achieve the sample size and the responses were taken on the basis of interview schedule. The analysis of data is done with the help of SPSS package. Hence the tabulation of responses was done to have the comparison between the male and female students.

Table 1.1- Trending electronic device in use among respondents.

Which electronic device do you use mostly?

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|-----------|---------|---------------|--------------------|
| Smart phone | 200 | 81.3 | 81.3 | 81.3 |
| Laptop | 27 | 11.0 | 11.0 | 92.3 |
| Tablet | 7 | 2.8 | 2.8 | 95.1 |
| Simple phone | 6 | 2.4 | 2.4 | 97.6 |
| I-phone | 6 | 2.4 | 2.4 | 100.0 |
| Total | 246 | 100.0 | 100.0 | |

The above table shows that maximum number of respondents i.e. 81.3% use smart phones to access internet. Then were the 11% of respondents, who use laptop and 2.8% use tablet, only 2.4% use simple phone and i-phone to access internet. The majority of smart phone usage was quite known fact because we all know that it’s multiple features and easy handling makes its reach easier to every hand. Also, its necessity is quite popular in every household as compared to other mentioned devices. The share of using i-phone is less because of its very high cost and in the previous chapter

we observed that the monthly family income of majority of the respondents is between 10,000-20,000.

From the above table it is evident that use of simple phones (non-android) has become minimal, because of no access of internet on it. This shows the huge craving for internet among youngsters and also, they call it the true social connection of society because it provides the access to anyone, everyone, anywhere and most importantly whenever they want. The popularity behind the use of smart phones is its easy handling, and it was reported that as compared to other devices smart phones are available with easy connectivity of internet too. Also, it can be handled while sitting anywhere or laying on bed and can be carried anywhere.

Table 1.2- Choice of the respondents for medium of interaction.

| | | Frequency | Percent | Mean | Std. Dev. |
|------------------------|--------------|------------|----------------|------|-----------|
| Medium for interaction | Face-to-face | 124 | 50.4% | 1.85 | .961 |
| | Phone call | 47 | 19.1% | | |
| | Chatting | 64 | 26.0% | | |
| | Video call | 11 | 04.5% | | |
| | Total | 246 | 100.00% | | |

The above table shows that people still feel that face-to-face interaction is most convenient than other mediums of interaction. This data is relevant to family communication, where some of the respondents mentioned that for family related matters they prefer face-to-face communication only. Then at the second place they prefer chatting over talking on phone call, from here it is quite evident that chatting is quite popular mode of communication, the main reason behind it is its silent and private nature. That’s why it is not only preferred by youngsters but also the elders. As the respondents in the study are hosteliars and they mostly have roommates, so to maintain privacy and to not disturb others they prefer chatting over both phone call and video call.

Table 1.3- Preference of the respondents to talk to other person.

With whom do you prefer to talk mostly?

| | | Frequency | Percent | Mean | Std. Dev. |
|---------------------------|---------------------|------------|----------------|------|-----------|
| Preference to talk mostly | Parents | 86 | 35.0% | 1.85 | .961 |
| | Friends | 80 | 32.5% | | |
| | Siblings (Bro/sis.) | 25 | 10.2% | | |
| | Personal friend | 46 | 18.6% | | |
| | Others | 09 | 03.7% | | |
| | Total | 246 | 100.00% | | |

The figures shown in above table are quite satisfying and good for the institution of family in India. As we know that family in India is one of the strongest bond holding institution that binds its members in one hold and considered to be the base of a society. The above table shows that the majority of the respondents still prefer to talk to parents mostly. This connection could be because of their dependency on parents, but still the figure is positive in sense of presence of a bond of communication. 32.5% of respondents share their communicative space with their friends. This could be because of sharing close space of interaction with each other and also it was reported that with friends they do not feel bored or if that was the case, they can frankly report of it. But the share of the siblings is quite less, this could be due to the engagement of siblings in different fields of academics other than the respondent's. 18.6% of the respondents share the space with some personal or special friend.

Table1.4- Forms of media and the impact on respondents

**Marital Status of the respondents * What form of media creates a greater impact on you?
Cross-tabulation**

| | | | What form of media creates a greater impact on you? | | | | Total |
|---|--------------|-------------------|---|-------------|-------------|--------------|---------------|
| | | | Print media | Radio | Television | Internet | |
| Marital Status of the respondents | Married | Count | 04 | 00 | 02 | 00 | 06 |
| | | % of Total | 1.6% | 0.0% | 0.8% | 0.0% | 2.4% |
| | Unmarried | Count | 47 | 09 | 17 | 163 | 236 |
| | | % of Total | 19.1% | 3.7% | 6.9% | 66.3% | 95.9% |
| | Separated | Count | 00 | 00 | 00 | 02 | 02 |
| | | % of Total | 0.0% | 0.0% | 0.0% | 0.8% | 0.8% |
| | Other | Count | 02 | 00 | 00 | 00 | 02 |
| | | % of Total | 0.8% | 0.0% | 0.0% | 0.0% | 0.8% |
| | Total | Count | 53 | 09 | 19 | 165 | 246 |
| | | % of Total | 21.5% | 3.7% | 7.7% | 67.1% | 100.0% |

In the above table respondents have responded towards the form of media that creates impact on them. Electronic media activate and reinforce attitude and contribute significantly in the formation of new attitudes (Gitten,1998). The impact of media can be in any terms like educational, entertainment, informational, or it can have negative impacts too. The world we are living in is a revolutionizing world where youth wants to be more aware and updated. Newton and Minow (2009) identified that electronic media has become a powerful and economical tool that has a great potential if used imaginatively and with vision.

In the above table it has been seen that the highest impact (67.1%) is shown by the internet on the respondents. This could be because of the fact that internet provides the information that is needed and whenever needed. So, the information is available on one click. That's why it's comfortable and effortless nature led individuals to make its maximum use. Moreover, internet

provides the information related to every aspect of life and world, whether it is about past, present or future. While the other forms of media provide information in particular context. The next is the print media (21.5%) that is considered to be impactful as compared to other forms of media. As the respondents in the study are the students of university those rely on printed documents more for learning and reading. And for this print media is one of the best reliable and verifiable medium. The books, newspapers, manuals, articles, magazines proved to be the best medium to acquiring verified knowledge by different writers and thinkers. Also many of the students in university are preparing for competitive exams too, and they use to prepare notes on important topics for which they consider print media too for having a fully analyzed news and views of different intellectuals.

The impact of television is only 7.7%, this is because the television has now gained popularity more for its entertaining feature, while the less percentage for radio is due to its out datedness in present world. The social learning theory also tells that the visual form of media always has the tendency of making greater impact on viewers as compared to audio.

Table 1.5- Age wise response of the respondents towards the purpose of using electronic media.

- **Age of the Respondents * What is your purpose of using electronic media?**
Cross-tabulation

| | | What is your purpose of using electronic media? | | | | | Total | |
|------------------------|----------------|---|--------------|-----------------|--------------|--------------|--------------|---------------|
| | | Entertainment | Educational | Communicational | Expressive | All of these | | |
| Age of the Respondents | 18-20 years | Count | 28 | 38 | 15 | 00 | 14 | 95 |
| | | % of Total | 11.4% | 15.4% | 6.1% | 0.0% | 5.7% | 38.6% |
| | 21-23 years | Count | 18 | 54 | 19 | 00 | 07 | 98 |
| | | % of Total | 7.3% | 22.0% | 7.7% | 0.0% | 2.8% | 39.8% |
| | 24-26 years | Count | 12 | 08 | 07 | 00 | 05 | 32 |
| | | % of Total | 4.9% | 3.3% | 2.8% | 0.0% | 2.0% | 13.0% |
| | 27-29 years | Count | 01 | 07 | 00 | 01 | 03 | 12 |
| | | % of Total | 0.4% | 2.8% | 0.0% | 0.4% | 1.2% | 4.9% |
| | Above 29 years | Count | 05 | 04 | 00 | 00 | 00 | 09 |
| | | % of Total | 2.0% | 1.6% | 0.0% | 0.0% | 0.0% | 3.7% |
| | Total | Count | 64 | 111 | 41 | 01 | 29 | 246 |
| | | % of Total | 26.0% | 45.1% | 16.7% | 0.4% | 11.8% | 100.0% |

Internet and electronic devices are not just the medium of communication now, but they have found a great success from entertainment and educational purposes. The above table shows that in majority of age groups respondents use electronic media for educational purpose. Only in the age

group of 24-26 and above 29 there is a slight increase in the percentage of entertainment purpose. This may be due to the less number of respondents in this age group. But above all the electronic media is majorly used among students for these two purposes only (educational and entertainment). Digital access makes it easier to grab the information provided. Nowadays children grow up with computers and a variety of digital devices and they are adapted to the e-learning that has created curiosity among them. Even the schools have included e-learning and e-libraries into their curriculum. Educational use of internet helps student to understand the content visually and to share opinions and discussions online for better assessment. **Poore (2013)** argued that the new social media has reformed the traditional media resources such as the usage of newspapers, books and magazines have reduced due to the availability of information on online resources. **Okoro (2012)** said that integrating social media technologies into higher education can enhance ongoing communication between teacher and student which helps in promoting collaborative learning activities. But it is also noticing that the overuse of internet has negative effects too. Our children’s digital lives are turning them into much different creatures from us-and not necessarily for the better.”- Dalton Conley.

The internet has provided the multiple app support that has increasingly contributed to multimedia entertainment. Even the apps like facebook, whatsapp which started their journey as communicational apps have now become the access point of entertainment. People log on to these not for communication more, but for the entertainment. So, nowadays communication and entertainment go hand in hand, one can communicate while playing some entertaining app. Most people use their social media accounts not really to be informed but to be entertained. Though the communication might still be an important factor, it will never be effective when people see no entertainment value in it (**Brown,G.2019**) .

Table 1.6- Gender wise response for the usage of online applications.

Sex of the respondents * In sphere time which app do you use mostly?

Cross-tabulation

| | | Which app do you use mostly? | | | | | Total | |
|------------------------|-------------------|------------------------------|---------------|---------------|-------------|-------------|---------------|--------------|
| | | Educational apps | Chatting Apps | Creative Apps | Dating Apps | Streaming | | |
| Sex of the respondents | Male | Count | 44 | 96 | 14 | 08 | 01 | 163 |
| | | % of Total | 17.9% | 39.0% | 5.7% | 3.3% | 0.4% | 66.3% |
| | Female | Count | 28 | 50 | 05 | 00 | 00 | 83 |
| | | % of Total | 11.4% | 20.3% | 2.0% | 0.0% | 0.0% | 33.7% |
| Total | Count | 72 | 146 | 19 | 08 | 01 | 246 | |
| | % of Total | 29.3% | 59.3% | 7.7% | 3.3% | 0.4% | 100.0% | |

The accelerating use of smart phones has led to popularity of variety of mobile apps. As we saw in the above table that internet is not limited to communication only but has become a popular entertaining medium. So, people now prefer to spend their sphere time also on their smart phones, which provides them the variety of apps, that deals with visual information, or creativity like DIY

(do it yourself) tricks, chatting with friend who is sitting miles away from them, or the live streaming channels with a wide range of programmes and web-series.

The above table shows that the majority of respondents (59.3%) prefer chatting apps in their sphere time. Chatting enables them to talk and share their views with their closed ones. Also, it is the silent mode of communication, that allows people to talk in public place too, without disturbing others. So, chatting got popularity because of its ability to get connected into ones private sphere but in public place too. Chatting apps are indicative of the social media apps that provide socializing space to people. Whatsapp, facebook, instagram, messenger are some of its form that enable chatting to known person as well as to the person we want to chat with. Then the next preferred app is the educational app (29.3%). This could be because of the fact that the respondents chosen for the study are from the academic background and due to increased competition they prefer educational app even in their extra time. Also, the social learning theory emphasizes the fact that visual learning gets more grabbed as compared to audio learning. So the respondents may be acquiring educational access to learn from the visual effects to get the learning better and in the easy language.

Creative apps got less percentage may be because of the living surroundings of the respondents. The respondents are the residents of hostel where they get less opportunity to explore their creativity as compared to their home. Dating app is used by males more as compared to females. Males also reported to use this app out of pastime, which shows that the dating has become a trend of entertainment and enjoyment among youngsters. But females still seem to be out of it due to its fake characteristic. The streaming live channels have started getting in trend. If someone wants to watch programmes having a characteristics of a movie then streaming videos or the web series are best to watch. As these are new in trend so the respondent in response of it is only one.

Table 1.7- Creativity on internet.

Class of the respondents * Have you done anything creative on internet?

Cross-tabulation

| | | Have you done anything creative on internet? | | | | Total |
|--------------|-------------------|--|--------------|--------------|----------------|---------------|
| | | Yes | No | Sometimes | Not interested | |
| U.G. | Count | 28 | 33 | 33 | 18 | 112 |
| | % of Total | 11.4% | 13.4% | 13.4% | 7.3% | 45.5% |
| P.G. | Count | 25 | 31 | 22 | 15 | 93 |
| | % of Total | 10.2% | 12.6% | 8.9% | 6.1% | 37.8% |
| Ph. D. | Count | 05 | 14 | 13 | 09 | 41 |
| | % of Total | 2.0% | 5.7% | 5.3% | 3.7% | 16.7% |
| Total | Count | 58 | 78 | 68 | 42 | 246 |
| | % of Total | 23.6% | 31.7% | 27.6% | 17.1% | 100.0% |

Creativity is defined as the ability to generate unique and novel ideas that are relevant or useful (Stefl.M.,Rohm.A.,2017). It has also been reported that the addiction to internet has led to the

killing of our creative potential. Because internet serves every information in readymade forms. The ease of online search and our accessibility to almost infinite bits of information has begun to program our brains to operate in the shallow waters of thought and creativity (Carr,N.G.,2010). It is human nature to seek pleasure and to avoid pain, and so it is no wonder that we embrace google’s easy access to answers (Steffi,M.,Rohm,A.,2017). However, creativity depends on the particular situation and context. But the difference nowadays is that in need we immediately access internet for the solution of a problem, instead of exercising our brain.

In response to the above question majority (31.7%) have said ‘No’. while 27.6% have said that they sometimes have done something creative on internet. Some of the B. tech course students have told that they have created an internet link to do some survey programmes among the students of their fraternity. As far as the response “yes” is considered (23.6%), many put the creative videos like ‘tik-tok’, ‘musically’ under creativity. Because some of the respondents said that these video makings enhance their acting skills and provide enjoyment too. But still the majority (31.7%) lies with the response “No”.

Table 1.8- Time of accessing applications.

Sex of the respondents * What specific time do you use for accessing the apps?

Cross-tabulation

| | | | What specific time do you use for accessing the apps? | | | | -Total |
|------------------------|-------------------|--------------|---|--------------|--------------|---------------|--------------|
| | | | Early Morning | Day time | Evening | Late Night | |
| Sex of the respondents | Male | Count | 22 | 45 | 32 | 64 | 163 |
| | | % of Total | 8.9% | 18.3% | 13.0% | 26.0% | 66.3% |
| | Female | Count | 18 | 28 | 12 | 25 | 83 |
| | | % of Total | 7.3% | 11.4% | 4.9% | 10.2% | 33.7% |
| Total | Count | 40 | 73 | 44 | 89 | 246 | |
| | % of Total | 16.3% | 29.7% | 17.9% | 36.2% | 100.0% | |

In recent times, it has been seen that social media has led to the trend of accessing internet at late night too. With television people have a specific time of watching their favorite programmes and mostly of them get telecast within the 11 p.m. slot. Hence, after that people directly enter to their sleeping zones. But, internet has no such time slots for anything to do or watch on it. Internet can easily provide access to any of the activities done on it. It has no divisions on personal and professional grounds. The work may be office work or some personal interaction can be performed on it anytime. It has free shopping time, banking time with no Sundays off. So, people sticking to their blue screens even in dark is no rare scene.

In the above table too it has been seen that respondents access their internet apps mostly at late night. Majority (36.2%) of the respondents access these apps so late because for them it is their most personal time when no one disturbs them in the middle of their work. So, they can access internet for as long as they want. Also, they know that the other person too is available on the other side. Late night access is also associated with the sleep problems among adolescents, which leads to difficulty in waking up in the morning too.

Also, in the above table it has been seen that the late night activities are seen higher among males as compared to females. Females are observed to be more active during daytime. On the basis of categorization as males and females, the percentage of boys calculated is 39.26% and that of girls is 30.12%. As we discussed about the sleeping problems due to late night usage of internet, it is very evident from the above table that early morning usage of internet hence is so less. Among males the percentage of early morning access is only 8.9% and females is only 7.3%. Excessive internet use such as playing games, shopping, chatting, watching pornography, and so on, is a cause of reduced physical activity and sleep time, which has adverse effects on physical and mental health during adolescence, when one should be forming proper health habits (Park,S.,2014). Also, it has been found in previous researches that problematic internet use can cause psychosocial problems such as excessive stress, depression, anxiety, lack of self-esteem and suicidal ideation.(Kelley K.J.,Grubner.E.M.,2013)

In the above table, it is also observed that for males, second preference is for daytime access, while for females it is the late night access. This shows that females are more aware of the sleeping pattern and the health consequences than males, while males take it lightly.

Table 1.9- Trust on Mass media.

Age of the Respondents * How satisfied are you on what you see and hear from the mass media?

Crosstabulation

| | | How satisfied are you on what you see and hear from the mass media? | | | | Total | |
|------------------------|----------------|---|----------------------|--------------------|----------------------|--------------|---------------|
| | | Extremely satisfied | Moderately satisfied | Slightly satisfied | Not at all satisfied | | |
| Age of the Respondents | 18-20 years | Count | 31 | 20 | 28 | 16 | 95 |
| | | % of Total | 12.6% | 8.1% | 11.4% | 6.5% | 38.6% |
| | 21-23 years | Count | 17 | 31 | 30 | 20 | 98 |
| | | % of Total | 6.9% | 12.6% | 12.2% | 8.1% | 39.8% |
| | 24-26 years | Count | 05 | 06 | 17 | 04 | 32 |
| | | % of Total | 2.0% | 2.4% | 6.9% | 1.6% | 13.0% |
| | 27-29 years | Count | 02 | 05 | 02 | 03 | 12 |
| | | % of Total | 0.8% | 2.0% | 0.8% | 1.2% | 4.9% |
| | Above 29 years | Count | 04 | 02 | 03 | 00 | 09 |
| | | % of Total | 1.6% | 0.8% | 1.2% | 0.0% | 3.7% |
| | Total | Count | 59 | 64 | 80 | 43 | 246 |
| | | % of Total | 24.0% | 26.0% | 32.5% | 17.5% | 100.0% |

Nowadays news or the current happenings around us are mostly watched on social media. Sometimes we watch it through some official handle of an authentic channel and sometimes it is shared by some locals of the concerned areas. We nowadays watch and hear various incidents when the coverage of an incident is taken with the intention of proving something right or wrong and promoting certain ideology behind it right or wrong. In recent times many incidents like mob-lynching were carried out under certain ideology, without knowing the actual truth behind

the scenes. Such incidents are the examples of crowd behavior, where the individuals involved loose their individual identity and power to think individually. Most of the people rely on online media for information, but it is not still certain if online media meet people’s expectations. Despite of the fact that there is a serious concern about misinformation on the Internet, but online audiences are increasing (Hilligoss and Rieh,2008) and when people are using online media , they must place some reliance on it (Fogg,2003).

The theory of media dependency posits that as turmoil and periods of political transitions exist, citizens are more likely to turn to media as a source of reassurance and information (Ball-Rokeach,S.J., DeFleur,M.L.,1976). At the individual level, the theory says that citizens engage in purposive media use, rather than simply generally higher levels of media use in countries in transition, individuals use media as source of information (in times of heightened anxiety, information often serves that purpose). Mass media would assuage worries through providing information and attract an increased level of use (Loveless,M.,2008).

The question is how much we should consider and believe such content, and how much we should avoid them. Social media do provide us awareness in various manners. Even in today’s world of internet people stay away from wrongdoings in public, because they do not want to get caught in cameras and getting viral within seconds. Also, many politicians and the government agencies spread their message and day to day updates on social media to reach out to the public. The credibility of the online information may derive from the capability of mutual interaction between the users and the sources (Mehrabi,D.,Hassan,M.A.,Ali,M.S.,2009).

In the above table in the 18-20 age group, the majority (12.6%) was found to be extremely satisfied with what they watch on mass media. In the 21-23 age group majority (12.6%) was moderately satisfied followed by slightly satisfied (12.2%) with mass media content. In the 24-26 age group half of the respondents (6.9%) were found to be slightly satisfied with the content, in the 27-29 age group, majority (2%) was moderately satisfied with the content which they watch on mass media and for the above 29 years of age of respondents the majority (1.2%) lied with the extremely satisfied respondents, however their number was very less. The overall majority (32.5%) of respondents were slightly satisfied with what they watch and hear on mass media. This means that respondents are aware that media do provides the information but also there is a high potential of exploiting an information and getting misguided.

Table 1.10- Relationships and electronic media.

Sex of the respondents * Electronic media and internet makes relationship strong?

Cross-tabulation

| | | Electronic media and internet makes relationship strong? | | | | Total | |
|------------------------|--------|--|-----------|-----------|------------|-----------|--------------|
| | | Yes | No | Sometimes | Cannot say | | |
| Sex of the respondents | Male | Count | 59 | 27 | 53 | 24 | 163 |
| | | % of Total | 24.0% | 11.0% | 21.5% | 9.8% | |
| | Female | Count | 12 | 25 | 30 | 16 | 83 |
| | | % of Total | 4.9% | 10.2% | 12.2% | 6.5% | 33.7% |
| Total | | Count | 71 | 52 | 83 | 40 | 246 |

| | | | | | |
|-------------------|--------------|--------------|--------------|--------------|---------------|
| % of Total | 28.9% | 21.1% | 33.7% | 16.3% | 100.0% |
|-------------------|--------------|--------------|--------------|--------------|---------------|

Internet has led to the communicative revolution all around the world. Whether it is the friends or the family, internet provided the easiest and fastest communication with them. We not only share messages, but can exchange pictures and videos too on it. **Merkle (2000)** described the internet as a social technology which is creating a new genre of interpersonal relationships. It is clearly evident that nowadays electronic devices like mobile phone, laptops, tablets enable us to communicate with any person we want to. With the addition of internet to these devices each and every kind of barrier in between communication has been broken. If we want to talk we can connect a call (normal internet call, like whatsapp call), if we want to see other person live, we can make a video call, no matter what is the distance in between. Thus the computer-mediated relationships challenge proximity as a pre-requisite to relationship formation (**Mc kenna & Bargh,2000**). Social media use and the interaction through it exist in family relationships, friendship, work relationship, etc. But often people are seen sticked to their mobile devices ignoring the people present in their surroundings. This shows the dominance of online relationships over face-to-face relations.

The above table shows that majority of males (24%) consider that electronic media and internet makes their relationship strong, while the majority of females (12.2%) consider that it is possible sometimes only. The second preference for males was sometimes (21.5%), but females said ‘no’(12.2%) in response to the question. Therefore female respondents seems to be quite against the notion of making relationship strong through internet because the least number of females have said ‘yes’(4.9%) in response to the question. This may be because of the problem of getting unknown calls and friend requests that usually gets difficult to handle by females, while males are seen to easily escape out of those calls. Because often the caller seems to be interested in female voice and starts annoying by making vulgar comments. Thus the females choose very selective contacts in their list to interact with, while males do not find any such barrier of talking to anyone else.

Table 1.11- Effect of Mass media on the values, attitude and personality of respondents.

Sex of the respondents * How helpful were the forms of mass media on your values, attitude & personality development

Cross-tabulation

| | | | How helpful were the forms of mass media on your values, attitude & personality development | | | | Total |
|------------------------|--------|-------------------|---|--------------------|------------------|--------------------|---------------|
| | | | Extremely helpful | Moderately helpful | Slightly helpful | Not at all helpful | |
| Sex of the respondents | Male | Count | 32 | 61 | 42 | 28 | 163 |
| | | % of Total | 13.0% | 24.8% | 17.1% | 11.4% | 66.3% |
| | Female | Count | 19 | 35 | 14 | 15 | 83 |
| | | % of Total | 7.7% | 14.2% | 5.7% | 6.1% | 33.7% |
| Total | | Count | 51 | 96 | 56 | 43 | 246 |
| | | % of Total | 20.7% | 39.0% | 22.8% | 17.5% | 100.0% |

Media being a medium of immense worldwide reach is also a medium of socialization. With the advent of diverse mediums of mass media it has affected our lifestyles, socialization, values, attitudes towards particular situation. With the revolution in technology today's child comes in contact of the mediums like television and internet in very early age, which has a big impact on his habits and learning. Everything is viewed, and the world is already supporting the frail shoulders of video-child, human being is educated by television, even before learning to read and write (Sartori,2006). The quality and quantity of media consumption depends largely on the habits of the family, the education level of oarents and socio-emotional environment in which the child was born , grew-up and was formed, thus the consumption of media is part of the culture of each family (Bradea,A.,Blandul,V.C.,2015).

In the above table majority of both males (24.8%) and females (14.2%) accepted that mass media is moderately helpful in values, attitude and personality development. Today people highly depend on social networking sites to interact with people, so may be their personalities have evolved to their satisfied level. Also, the respondents being university students refer to educational apps to study and clarify the concepts, which open up their mind, thus building awareness and attitude towards the life. However, there is third preference to extremely helpful (13%) category by males and females gave it second preference (7.7%). This could be because of the fact that negative effects of media are also very evident in society. The violence shown on it sometimes leads to aggressive behavior of viewers, while many reality television shows demoralize the competent power of participants in the name of 'eviction' and to make high TRPs. Some of the program showing attractive stunts and well built body put pressure on those who find it difficult to meet those measures.

Findings:

In the findings of the study suggests that the majority of respondents still prefer the face-to-face interaction and thus the majority has the frequency of talking or chatting. As far as television is concerned, majority of respondents found it informative for themselves but accepted that it affects their family culture in present times too. It is also found that 'internet' among the various forms of media has the greater influence on respondents. When asked about the purpose of using electronic media the majority said that they use it for educational purpose, however the majority is slightly satisfied with whatever they see on mass media. As internet on mobile phones has become too handy that it can be accessed anywhere and anytime, thus on being asked about the access of various applications on phones, the majority of respondents were found to use chatting apps mostly and the late night access was most common among them. On being asked about doing anything creative on internet, the majority said straight 'no' and the majority of respondents said that internet makes relationship strong 'sometimes' only. As far as values, attitudes and personality are concerned, the majority of respondents found mass media 'moderately helpful' in building these traits.

According to 'media system dependency theory', the more the person depends on media to meet needs, the more important media will be in a person's life and therefore the more effects media will have on a person. Thus the paper shows that internet has become that medium on which

people are greater dependent. The creative corner of person is acquired by the late night access of internet and thus media has restricted the life world of people this may be the reason for lack of creativity among respondents.

The 'Cultivation Theory' clearly stated that the images and the ideas that media presents influence people to such an extent that their world view and perception start reflecting what they repeatedly watch and hear on television. So, this may be the reason that respondents witnessed the effect of mass media on their family culture.

Conclusion:

The electronic media has enhanced the social ties and it has proved to be a medium which can be accessed anywhere and anytime, which has led to popularity of in hand communication. Moreover people are found to use internet mostly for educational purpose which could be boon in education sector. People can develop more and more creative knowledge corners to attract more people to educational platforms. The most changed way of communication pattern that has appeared in recent times is the late night communication which has led to non peaceful nights that in long run can generate health and time management issues. But the positive sign is that people do not trust mass media as it is served but they crosscheck and verify the information before. As far as impact on personality and values is concerned, it can be concluded that this all mostly depends on socialization process but we all have to keep this also in our minds that a habit which is repeated daily can slowly comes into our routine. So, to avoid negative impact of media we have to set our priorities and manage the time slots of its usage and purpose.

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