

A Study on the Impact of Electronic Media in Relation To Social Awareness among High School Students in Coimbatore District

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Abstract: Electronic media has a powerful impact on everyone's life today, particularly younger generation of students. They are addicted to electronic media especially the 'monster', Internet, through mobile phones. They are totally immersed in the phones being unaware of what is happening around them at that particular moment. Recently, we came across students who played deadly online games like 'The Blue Whale Challenge' and 'Momo' which ended in taking the life of students. This could have been avoided if the students had avoided the use of internet. This was the background of this proposal. The students should spend more time on studies so that they can score good marks, improve their knowledge and understand about the society. The students should be aware of what is happening in and around the society they live in. This can be done by reading daily newspapers and most importantly electronic media like Television, Radio and internet connected mobile phones in a purposeful way. The happenings around them are easily and quickly available. The students should use this opportunity and update themselves and analyze the good and bad effects of each. This proposal studies the impact of electronic media in relation to social awareness among high school students in Coimbatore District.

Keywords: Electronic Media, Internet, Society, Social Awareness and High School Students.

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I. INTRODUCTION

Electronic media plays a crucial role in our everyday lives and has a very strong influence in moulding the student. Examples of electronic media are television, radio, internet and e-magazines. There are lots of positive aspects in electronic media. Students receive loads of information and knowledge from electronic media. Electronic media is the best way to bring awareness in the society because everyone depends on some kind of electronic media for the updates.

The positive effects of electronic media are welcomed by everyone. But, there is a need to prevent the electronic media from having a negative influence in moulding the student. The students at home and at school, must be taught to distinguish between the good and ill effects of the Electronic Media, especially, Internet.

The negative effects of electronic media in a student's life change their mental set-up. Students should spend their time in reading good books, studying, playing traditional game outdoors, exercising or engaging in social activities. But, today, they spend their time glued to the television and their cell phones. The internet, which is easily accessible even for a small child exposes them to undesired contents which they should not know and will not understand. Parents have a huge responsibility to protect their children from such kind of unwanted exposures.

With the advanced development of technology, the access to the information is a necessity. Internet is the good example for development of electronic media based on technology.

Internet is a kind of freely available electronic media which is misused by some people. Most of the commercial advertisements, commercial films, reality shows and music videos prepare their creations based on sexuality and lust in order to attract the young ones. The students are our next generation. Moulding the student in the right shape is very much essential. Now-a-days in the era of globalization, students' lives are more and more influenced by the electronic media.

The objective of this work is to check the impact of electronic media which includes cable T.V, internet etc on the social awareness of students.

II. LITERATURE REVIEW

A. Studies Conducted in India

Munni Ray and Kana Ram Jat(2010) observed that media has a disturbing potential to negatively affect many aspects of children's healthy development, including weight status, sexual initiation, aggressive

feelings and beliefs, consumerism and social isolation. Media also has potential for positive effects on child health.

DOCOMO (2011) According to a recent study conducted among the Indian children, the mobile phone ownership rate was 57%, peak age of ownership was 15 years, 80% make more than 6 calls per day. The internet usage through mobile was 18%. The number of social networking and blogging was 70%. (21% compared to other nationalities- following Egypt, Japan & Paraguay). Less than 50% of families put restrictions on mobile-phone use.

S.Subashini, Dr.R.Velmurgan (2012) identified the problems faced by Working Women by using online Social Media web Sites in Coimbatore city.

Virginia Paul, Dr. Priyanka Singh, Dr. Sunita B. John (2013) explained the effect of mass media, role and functions of news media as supporting change and the effect of mass media on social change. Mass media presence is felt more influence on the younger generation who are in the stage of self.

Vivek Agarwal, Saranya Dhanasekaran (2013) argued that Physicians should make parents and schools "media literate," meaning they should understand the risks of exposure to violence and other inappropriate sexual content. The parents should also monitor what programs their children are viewing and should also limit the time spent watching the same. Children should be taught how to interpret what they see on television and in the movies, including the intent and content of commercials without blindly copying or imitating the same. In doing so, children may be increasingly able to discern which media messages are suitable.

Dr.M.Neelamalar & Ms.P.Chitra (2014) aims at identifying and assessing issues regarding youth social networking usage and the resultant impact on their social interactions and social behavior on the whole. Findings say that a majority of the Indian youth are members in one or more social networking sites but also are low users of such sites and used Internet more for mailing and surfing the net (downloads).

M.Madhavan (2016) inferred that the sample respondents of different age categories, gender, educational qualification and occupations do not differ in their opinion on availability of information. As far as the impact of social media on entertainment, business development and public awareness are concerned; there is no any difference in the opinion of the sample respondents regarding the impact.

N.Naveena (2015) showed that the mass media provides an important link between the rural residents and vital national information. The mass media, in the form of the radio and television, are an effective way to persuade target audiences to adopt new behaviors, or to remind them of critical information. Besides informing the public about new diseases and where to seek help, they can also keep the public updated.

Neethu Joseph (2016) showed that the traditional games have been replaced by the electronic media. Although the students are engaged more in the electronic media, its judicial use has a positive impact on the wellbeing of the students. Demographic variables such as age, gender, type of family and family income does not affect the usage of electronic media among the school children.

Shabnoor Siddiqui and Tajinder Singh (2016) said Youngsters are seen in contact with the media daily. Social media has various merits but it also has some demerits which affect people negatively. False information can lead the education system to failure, in an organization wrong advertisement will affect the productivity, social media can abuse the society by invading on people's privacy, some useless blogs can influence youth that can become violent and can take some inappropriate actions. Use of social media is beneficial but should be used in a limited way without getting addicted.

Akashdeep Bhardwaj, Vinay Avasthi and Sam Goundar (2017) reviewed benefits of the social networking sites in culture development, building self-identity, developing relationships and acquisition of social, communication, and technical skills. For future research, there is a need to increase the sample size and select a better representative sample.

Gaurav Singh, Makhanlal Chaturvedi and Nity Pandey (2017) tells that social media is the most used medium among the respondents. It was also found that respondents use both newspapers as well as TV for information gathering. The researchers found that more than 70% of the respondents use media daily for getting up to date information.

Monica Munjial Singh and Mohammad Amiri (2017) observed that over utilization of social media is growing among the youth, between the ages of 16 years to 25 years. Majority of the selected youth are using social media for the purpose of site surfing, chatting, entertainment etc.

Nidhi Bhandari (2017) has proved the major source of learning and entertainment for both educated and uneducated Indian women has created mostly positive impact with few negative impacts as well. It is prominently seen growing dependency of Indian women on television has many social effects in their lives and thus leading Indian women on the path of progression and development. .

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Gitanjali Kalia (2017) studied the relevance and importance of social media. The study concludes that our education system needs change and social media should be widely utilized for the educational purposes.

N.Ram (2018) முகநூல் , வாட்ஸ் -அப் உள்ளிட்ட சமூக ஊடகங்கள் ஏற்படுத்தும் பாதிப்புகள் , தாக்கங்கள் குறித்து பள்ளியில் இருந்தே மாணவர்களுக்கு விழிப்புணர்வு ஏற்படுத்துவது அவசியம் என்று 'தி இந்து ' குடிமம் நடத்திய கருத்தரங்கில் 'இந்து ' என்றாம் வலியுறுத்தினார் . தகவல்கள் அனைத்து தரப்பினரையும் சென்றடைவது உண்மைதான் ஆனால் அனைத்தும் பாதிப்புகளையும் கருத்தில் கொள்ளவேண்டியுள்ளது . மக் களின் அன்றாட வாழ்க்கை , கல்வி , அரசியல் என அனைத்து துறைகளிலும் அனைவர்க்கும் தாக்கங்கள் அதிகம் . பயனுள்ள தகவல்கள் பரப்பப்படும் அதே நேரம் , தேவையற்ற விஷயங்கள் , வதந்திகள் , வெறுப்புணர்வு மற்றும் வன்முறையை தூண்டும் தகவல்களும் பரப்பப்படுவதையும் மனதில் கொள்ள வேண்டும் . தவறான தகவல்களுக்கு சம்பந்தப்பட்ட சமூக ஊடகங்கள் பொறுப்பு ஏற்பதில்லை . இத்தகைய சூழலில் அவற்றை ஒழுங்குபடுத்துவது அவசியமாகிறது .

<https://tamil.thehindu.com/tamilnadu/article25330500.ece>

B. Studies Conducted Abroad

Brett Brown and Pilar Marin (2009) over the last decade the daily experience of adolescents has been transformed by developments in electronic media, including the computer, the Internet, and cell phones. Beyond access, content and capabilities have exploded. Even television, long a ubiquitous presence in American households, has seen content change and has grown dramatically.

Doaa Alaa El Din Farag(2010) the purpose of this study is to answer the main research question, which is, to what extent does electronic media affect public policy making in Egypt, with regards to three cases studies. The objective is to determine whether electronic media has the power to mobilize public opinion towards a certain cause, which may then affect government action.

Seline Keating (2011) the author argued that electronic media is lessening children's opportunities to engage in traditional childhood play and socially interact with others. The latter is displayed quite clearly in the research findings, with children viewing television and playing computer consoles on their own most of the time. The findings also emphasize the truth and reality of educators and researchers anxieties and worries regarding electronic media, especially since the data highlights how the cognitive, emotional, social, moral and physical benefits that come from playing traditional childhood activities and that have excelled children in the past are now becoming a dying breed amongst the 21st century.

Siobhan McGrath (2012) this study examines the relationship between new media technologies within the household and social interaction between individuals. It explores how new media technologies such as, "video games, computer games, the internet and e-mail" as well as televisions, mobile phones, Mp3 players and other types of modern technology are playing a major role in everyday life in modern society. This study set out to explore if new media technologies within the home are serving to bring different generations of the family or a household together or if it is leading to an increasing privatization within the household.

Monika Nalewajek and Radoslaw Mącik (2013) the paper shows that shaping responsible consumption in offline world could be ineffective, and using social media can be beneficial. The authors attempted to determine whether there are present and how can be developed responsible consumption behavior on social networking sites like: Face book, Pinterest and YouTube.

Wajid Shahzad (2013) the purpose of the study was Electronic media influence student's social life positively in achieving the high success in studies. University students spend more time on internet that is on average 2 hours in a day as compared to college student. And both said that time which they spend on internet effect their social and behaviour learning and knowledge.

Wajid Shahzad (2013) his findings shed light on Social and behavior learning affect more in college students than in university level students. This paper has demonstrated the need to deepen as search shows the learning of students effected positively through electronic media so there should be improvement in the that some areas of developing districts have no internet facility that should be provided.

Yunus, Ender (2013) this thesis research focuses on the strength of social media in creating political awareness and mobilizing political protests in Turkey. In this study the recent social movements in Turkey are examined as case studies, to understand the role of social media in political movements, to be able to make predictions for the future. The problem was approached with combining qualitative and quantitative research methods.

Naveed Ahmad, Alamdar Hussain and Muhammad Sulaman Tariq (2014) they found out the awareness level of people and their political participation regarding politics and news channels/talk shows. In this research most of the respondents said that news channels help people to understand political issues and

news channels are credible source of information. Electronic media should be used to create a positive political awareness among the people of the area by showing them such programs which are based on reality in society, through it social integration and the goal of national solidarity can be achieved.

Ullah, Shakir(2014) they said, social behavior is the product of environment, media is a way to development but most of our adolescents female adopt negative traits from electronic media. Research finding support the fact that electronic media a powerful agent of socialization, it can educate and aware the masses and it can help students in their studies better than any other source. But its negative impacts outweigh the positive impacts. It is found in this research finding that if on one side electronic media help students for solving their academic problems, help in learning new ways of education and it is beneficial for students in their curricular activities on other hand it also negatively affect their academic performance, lead most of the students to delinquency, smoking behavior. Its negative consequences can be observed in form of physiological and psychological problems and finally study finding show that extensive viewer of media programs cause low academic grades among most of the female students.

Anwaar Ahmad Bhatti, Hassan Ali and Ammar Hassan(2016) the main objective of this research was to find out the influence of electronic media upon youth's perception about the prevailing political conditions and to evaluate which electronic media (internet or TV) is more effective in bringing political awareness in the behavior of the youth generation.

Helen Lazaratou, Angeliki Konsta, Konstantina Magklara and Dimitrios Dikeos (2017) their study provides a review of findings on the impact of electronic media use and school starting time on a number of sleeps characteristics in adolescence.

Javeria Nazeer (2017) the basic objective of this research was to study the impact of social media advertisements on attitude and behavior of University students. Therefore, this research tried to identify whether advertisements on social media has any impact on its users attitudes and behaviors. The study produced results by comparing diverse demographic variables and operationalization of exposure as independent variable and use of KAP survey model.

III. OBJECTIVES OF THE STUDY

1. To study the impact of electronic media in relation to social awareness among the selected high school students.
2. Research and adapt a tool for the impact of electronic media in relation to social awareness among the selected high school students.
3. To find out the role of electronic media in relation to social awareness among the selected high school students.
4. To find the impact on role of electronic media in relation to social awareness on personal variables such as gender, locality, age etc. among the selected high school students.

IV. RESEARCH QUESTIONS

1. Is there any difference in the impact of electronic media in relation to social awareness among selected high school students?
2. Is there any significant mean score difference based on age in the impact of electronic media in relation to social awareness among selected high school students?
3. Is there any significant mean score difference between boys and girls in the impact of electronic media in relation to social awareness among selected high school students?
4. Is there any significant mean score difference based on locality in the impact of electronic media in relation to social awareness among selected high school students?
5. Is there any significant mean score difference based on the type of school in the impact of electronic media in relation to social awareness among selected high school students?
6. Is there any significant mean score difference based on the medium of instruction in the impact of electronic media in relation to social awareness among selected high school students?

V. HYPOTHESES OF THE STUDY

1. There will be difference in the impact of electronic media in relation to social awareness among selected high school students.
2. There will be significant mean score difference based on age in the impact of electronic media in relation to social awareness among selected high school students.
3. There will be significant mean score difference between boys and girls in the impact of electronic media in relation to social awareness among selected high school students.
4. There will be significant mean score difference based on locality in the impact of electronic media in relation to social awareness among selected high school students.

5. There will be significant mean score difference based on the type of school in the impact of electronic media in relation to social awareness among selected high school students.
6. There will be significant mean score difference based on the medium of instruction in the impact of electronic media in relation to social awareness among selected high school students.

VI. DESIGN OF THE STUDY

A. *Locale Of The Study*

The locale of the present study is Suler taluk in Coimbatore District of Tamil Nadu state. The taluk of Suler is spread over an area of 13.87 sq km with a total population of nearly 24,359 persons. It is located about 19 km to the south of Coimbatore and situated 340 meters, above sea level. Suler is popular location for various textile mills and weaving slots and has a Air Force Base. There are nearly 30 schools in total in Suler.

B. *Population and sample*

1) *Population*

Population of the study comprised of all the high school students of Government, Aided and Private Schools in Suler in Coimbatore. The average literacy rate in Suler is 78%.

2) *Sample*

A sample is a subset of population selected for observation and analysis. Sample size of the study was 302. The sample after leaving out not properly filled questionnaires was 300. The sample will contain three groups of students namely government, private and aided school students studying 8th, 9th and 10th standard.

3) *Research Tool Used*

This study has been conducted for assessing the social awareness of high school students. This is a descriptive survey type study. A survey was conducted on the high school students of Suler and data was collected with the help of a adapted tool developed by R.Kiruthika in 2014.

C. *Variables Of The Study*

Variables are anything that can effect or change the results of a study. In research, this term refers to measurable characteristics, qualities, traits or attributes of a particular individual, object or situation being studied. Researchers often refer to variables by the terms dependent or independent. Dependent variables represent outcomes of interest and they are affected by independent variables. In this study the investigator followed both the independent and dependent variables.

a) *Independent variables:*

An independent variable is the one that is expected to influence the dependent variable. Its value may be changed or altered, which is independent of any other variables. This study focused on five independent variables namely students' gender, locality, age, type of school and medium of instruction.

b) *Dependent variable:*

The dependent variable is the one that depends on the independent variable. Any changes in independent variable will affect the dependent variable. This study focused on one dependent variable namely students' social awareness.

VII.SAMPLING TECHNIQUE

Sampling procedure is a definite plan determined before any data are actually collected for obtaining a sample from a given population under the simple random sampling technique. This sampling method is used for selecting samples. Simple random sampling is a method in which each and every element in the population has an equal chance of getting selected. The study is based on primary data collected which is collected from school students. 302 students of 8th, 9th and 10th standard were considered as samples for the present study using simple random sampling method. The sample which was collected from various schools in and around Suler Taluk is shown below:

Table 1: List of Schools used for data collection

S NO	NAME OF THE SCHOOL	NUMBER OF STUDENTS
1	Govt. Higher Secondary School.	84
2	Panchayat Union Middle school.	51
3	R.V.S Matriculation Higher Secondary School.	95
4	Govt. aided Girls Higher Secondary School.	72
	TOTAL	302

After rejecting the TWO not properly filled forms, the samples were distributed according to the variables as given below.

Table 2: Distribution of Samples based on Variables.

CATEGORY	SUB GROUPS	NO.	%	TOTAL
Age	13 Years	90	30	300
	14 Years	119	39.66	
	15 Years	74	24.66	
	16 Years	17	5.66	
Gender	Male	146	48.66	300
	Female	154	51.33	
Locality	Urban	93	31	300
	Rural	207	69	
Type of School	Govt. School	133	44.33	300
	Pvt. School	95	31.66	
	Govt. Aided School	72	24	
Medium of Instruction	Tamil	205	68.33	300
	English	95	31.66	
Using Computer / Laptop	Yes	105	35	300
	No	195	65	
Using Internet	Always	90	30	300
	Sometimes	143	47.67	
	Never	67	22.33	
Watching TV	Always	108	36	300
	Sometimes	174	58	
	Never	18	6	
Listening to Radio	Always	32	10.66	300
	Sometimes	123	41	
	Never	145	48.33	

VIII. HYPOTHESES

A. Testing Hypothesis I

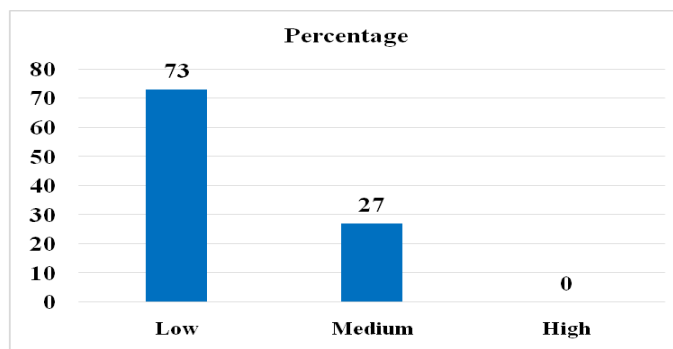
There will be difference in the impact of electronic media in relation to social awareness among the selected high school students.

TABLE 3: Frequency and percentage difference in the impact of electronic media in relation to social awareness among the selected high school students.

S.NO	LOW			MODERATE			HIGH		
	Q ₁	F	%	Q ₂	F	%	Q ₃	F	%
TOTAL	49	220	73	63	80	27	0	0	0

INTERPRETATION - The table 3 shows the level of difference in the impact of electronic media in relation to social awareness among the selected high school students. According to the table, totally 73 % of students belong to low level of social awareness, 27 % of students belong to moderate level of social awareness, and shockingly high level of social awareness among the selected high school students is zero. So, the HYPOTHESIS 1 IS ACCEPTED. Thus it is inferred that there is a difference in the impact of electronic media in relation to social awareness among selected high school students.

CHART 1: Percentage difference in the impact of electronic media in relation to social awareness among the selected high school students.



B. Testing Hypothesis II

There will be significant mean score difference in the impact of electronic media in relation to social awareness BASED ON AGE among the selected high school students.

TABLE 4: Mean score difference in the impact of electronic media in relation to social awareness BASED ON AGE among the selected high school students.

AGE GROUP	MEAN	N	STD.DEVIATION
13 Years	57.88	90	15.06
14 Years	57.99	119	16.79
15 Years	61.20	74	17.77
16 Years	62.00	17	20.53

The result inferred that the mean value of students whose age is ‘16 years’ are having high social awareness compared to other age group School Students.

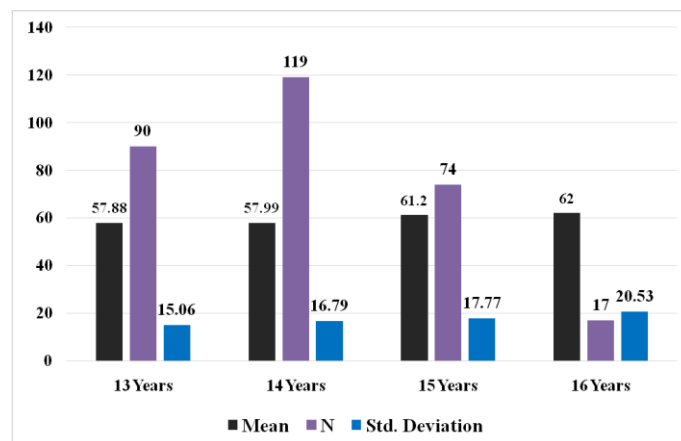
TABLE 5: F-Value in the impact of electronic media in relation to social awareness BASED ON AGE among the selected high school students.

ANOVA						
Medium Sum						
	Sum of Squares	df	Mean Square	F	p-value	Result
Between Groups	746.23	3	248.74	0.88	0.44	Not Significant
Within Groups	83228.60	296	281.17			
Total	83974.83	299				

(at 0.05 significant level the table value of ‘F’ is 3.09)

INTERPRETATION -The table 5 shows the mean score difference in the impact of electronic media in relation to social awareness BASED ON AGE among the selected high school students. From table, the calculated value is less than the table value. So **HYPOTHESIS 2 IS REJECTED**. It is inferred from the above table that there is no significant mean score difference in the impact of electronic media in relation to social awareness BASED ON AGE among the selected high school students.

CHART 2: Mean score difference in the impact of electronic media in relation to social awareness based on age among the selected high school students.



C. Testing Hypothesis III

There will be significant mean score difference BETWEEN BOYS & GIRLS in the impact of electronic media in relation to social awareness among the selected high school students.

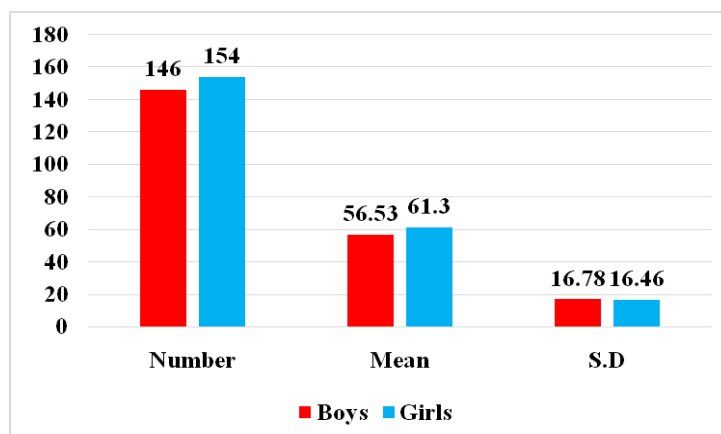
TABLE 6 - Mean score difference and t- ratio BETWEEN BOYS AND GIRLS in the impact of electronic media in relation to social awareness among the selected high school students.

Gender	Subject	N	Mean	s.d	d.f	t-value	p-value	Result
Gender	Male	146	56.53	16.78	298	-2.48	0.013	Significant
	Female	154	61.30	16.46				
	Total	300						

(at 0.05 significant level the table value of 't' is 1.98)

INTERPRETATION - The table 6 shows the mean score difference BETWEEN BOYS AND GIRLS in the impact of electronic media in relation to social awareness among the selected high school students. The calculated t-value is more than the table value. So HYPOTHESIS 3 IS ACCEPTED. Hence there is a significant mean score difference BETWEEN BOYS AND GIRLS in the impact of electronic media in relation to social awareness among selected high school students. The observed mean difference between the boys and girls are 56.53 and 61.30 respectively which infers that the Girl students are having high social awareness than the Boy students.

CHART 3: Mean score difference between boys and girls in the impact of electronic media in relation to social awareness among the selected high school students.



D. Testing Hypothesis IV

There will be significant mean score difference in the impact of electronic media in relation to social awareness BASED ON LOCALITY among the selected high school students.

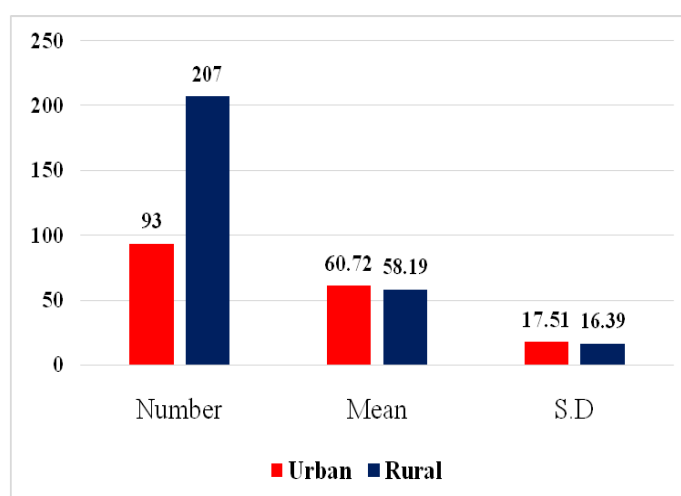
TABLE 7 - Mean score difference and t- ratio in the impact of electronic media in relation to social awareness **BASED ON LOCALITY** among the selected high school students.

Locality	Subject	N	Mean	S.d	D.f	t-value	P-value	Result
Locality	Urban	93	60.72	17.51	298	1.20	0.11	Not significant
	Rural	207	58.19	16.39				
Total		300						

(at 0.05 significant level the table value of 't' is 1.98)

INTERPRETATION - The table 7 shows the mean score difference in the impact of electronic media in relation to social awareness **BASED ON LOCALITY** among the selected high school students. The calculated t-value is less than the table value. So **HYPOTHESIS 4 IS REJECTED**. Hence there is no significant mean score difference in the impact of electronic media in relation to social awareness **BASED ON LOCALITY** among the selected high school students. The observed mean difference between the urban and rural school students are 60.72 and 58.19 respectively which infers that the urban school students are having high social awareness than the rural school students.

Chart 4 - Mean score difference in the impact of electronic media in relation to social awareness based on locality among the selected high school students.



E. Testing Hypothesis V

There will be significant mean score difference in the impact of electronic media in relation to the social awareness **BASED ON TYPE OF SCHOOL** among the selected high school students.

TABLE 8 - Mean score difference in the impact of electronic media in relation to social awareness **BASED ON TYPE OF SCHOOL** among the selected high school students.

TYPE OF SCHOOL	MEAN	N	S.D
Govt. School	58.71	133	17.56
Private School	58.25	95	16.62
Govt.Aidedi School	60.43	72	15.50

From the table 10, the mean value of students from 'Government School' students is 58.71 whereas the mean value of students from 'Private School' students is 58.25 and the mean value of students from 'Government Aided School' students is 60.43. The result inferred that the mean value of students from 'Government Aided School Students' are having high social awareness compared to Government School and Private School Students.

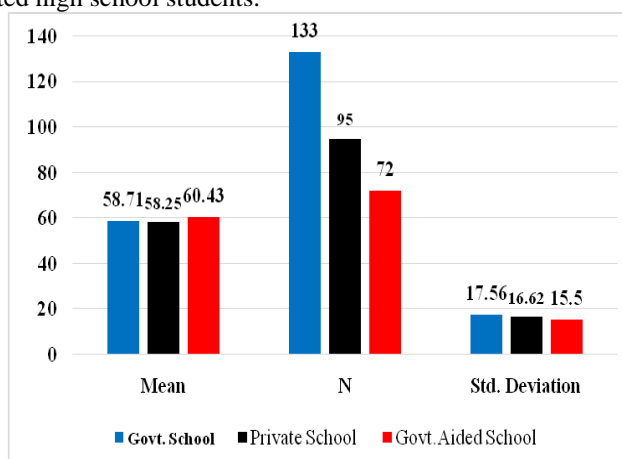
TABLE 9 - F-Value based on the type of school in the role of electronic media in relation to social awareness among the selected higher secondary students.

Anova						
Medium sum						
	Sum of squares	D.f	Mean square	F	P-value	Result
Between groups	211.68	2	105.84	0.37	0.68	Not Significant
Within groups	83763.15	297	282.03			
Total	83974.83	299				

(at 0.05 significant level the table value of 'F' is 3.09)

INTERPRETATION: The table 9 shows the mean score difference in the impact of electronic media in relation to social awareness BASED ON TYPE OF SCHOOL among the selected high school students. The calculated value is less than the table value. So HYPOTHESIS 5 IS REJECTED. Hence there is no significant mean score difference in the impact of electronic media in relation to social awareness BASED ON TYPE OF SCHOOL among the selected high school students.

Chart 5 - Mean score difference in the impact of electronic media in relation to social awareness based on type of school among the selected high school students.



F. Testing Hypothesis VI

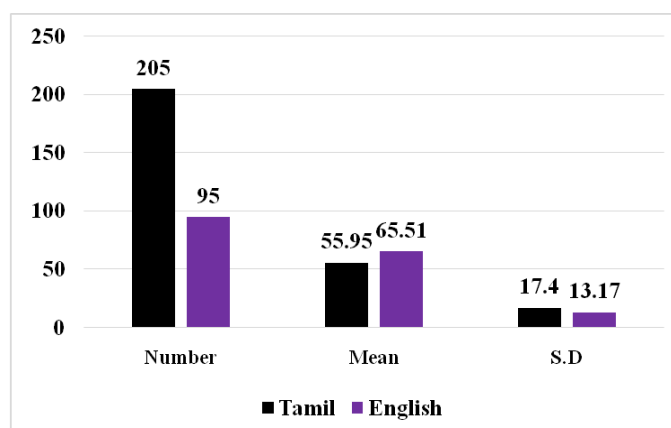
There will be significant mean score difference in the impact of electronic media in relation to social awareness BASED ON MEDIUM OF INSTRUCTION among the selected high school students.

TABLE 10 - Mean score difference and t- ratio in the impact of electronic media in relation to social awareness BASED ON MEDIUM OF INSTRUCTION among the selected high school students.

Medium Of Instruction	Subject	N	Mean	S.d	D.f	t-value	P-value	Result
	Tamil	20	55.95	17.40	298	4.72	<0.01	Significant
	English	95	65.51	13.17				
	Total							

INTERPRETATION - The table 10 shows the mean score difference in the impact of electronic media in relation to social awareness BASED ON MEDIUM OF INSTRUCTION among the selected high school students. The calculated value is more than the table value. So HYPOTHESIS 6 IS ACCEPTED. Hence there is a significant mean score difference in the impact of electronic media in relation to the social awareness BASED ON MEDIUM OF INSTRUCTION among the selected high school students. The observed mean difference between the Tamil and English medium students are 55.95 and 65.51 respectively which infers that the English medium students are having high social awareness than the Tamil medium students.

Chart 6 - Mean score difference in the impact of electronic media in relation to social awareness based on medium of instruction among the selected high school students.



IX. FINDINGS OF THE STUDY

- ✓ Totally 73 % of students belong to low level of social awareness, 27 % of students belong to moderate level of social awareness, and shockingly high level of social awareness among the selected high school students is zero.
- ✓ There is a difference in the impact of electronic media in relation to social awareness among selected high school students.
- ✓ Students whose age is '16 years' are having high social awareness compare to other age group School Students.
- ✓ Girl students are having high social awareness than the Boy students.
- ✓ The urban school students are having high social awareness than the rural school students.
- ✓ Government Aided School Students' are having high social awareness compared to Government School and Private School Students.
- ✓ The English medium students are having high social awareness than the Tamil medium students.
- ✓ 43% of students use Mobile phone with internet facility.
- ✓ There is no significant mean score difference in the impact of electronic media in relation to social awareness BASED ON AGE among the selected high school students.
- ✓ There is a significant mean score difference BETWEEN BOYS AND GIRLS in the impact of electronic media in relation to social awareness among selected high school students.
- ✓ There is no significant mean score difference in the impact of electronic media in relation to social awareness BASED ON LOCALITY among the selected high school students.
- ✓ There is no significant mean score difference in the impact of electronic media in relation to social awareness BASED ON TYPE OF SCHOOL among the selected high school students.
- ✓ There is a significant mean score difference in the impact of electronic media in relation to social awareness BASED ON MEDIUM OF INSTRUCTION among the selected high school students.

X. SUMMARY

- ✓ A study on the impact of electronic media in relation to social awareness among high school students in Coimbatore district reveal that there is significant mean score difference based on medium of instruction and gender.
- ✓ A study on the impact of electronic media in relation to social awareness among high school students in Coimbatore district reveal that there is no significant mean score difference based on age, locality and type of school.

XI. LIMITATIONS OF THE STUDY

- ✓ Only 302 students were selected as samples for the study.
- ✓ The study is restricted to High School Students in Coimbatore District only.
- ✓ The study is restricted to analyze the impact of electronic media in creating social awareness among students.
- ✓ The study is restricted only to few schools in Coimbatore.

XII. CONCLUSION AND FUTURE RECOMMENDATIONS

- ✓ A similar study can be conducted can be conducted by taking more number of students.
- ✓ The study can be conducted among other school students around Tamilnadu.
- ✓ Present study helps to investigate the level of social awareness among High school students.
- ✓ A similar study can be conducted using various variables.

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