

Impact of Mass Media on the Living Style of Adolescent Girls (16-19 years)

Dr. Punam Kumari
Associate Professor and Head
PG. Dept. of Home Science
Patna University, Patna

ABSTRACT

This study was undertaken to explore the impact of mass media on the living style of adolescent girls (16-19 years) of Patna Women's College and Magadh Mahila College. It aimed to understand the different sources of information and to what extent girls were negatively and positively impacted by media. 150 girls were selected by purposive sampling method. Structured schedule was used to collect information and percentage was drawn for respondents orientation. It was found that 54 percent respondents became lazy, 66 percent got isolated, 32 percent became aggressive, 18 percent glamorized towards alcohol and drugs, 34 percent got distracted and maximum (72%) respondents reported that they spent most of their time on social media and internet. At the same time it was also found that 86 percent respondents were updated with various informations, 58 percent learnt creativity whether 76 percent reported job opportunities and 88 percent found it a significant source of learning and education. Maximum (96%) respondents found it as a tool of strengthening social awareness. It was further suggested that adolescent girls should be counseled how to protect their eyes from the dangerous ray of computer and other electronic devices. They should also be trained how to keep posture of the body during using mass-media.

KEY WORDS: Mass media, Internet, Adolescent girls, Isolation and Aggression.

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I. INTRODUCTION:

Mass media is a lifeline source of communication that reaches a large number of people with a common message. It has deep roots in our life. It makes us aware about the different aspects of life and also the way to survive in the modern age. Due to the mass media the world has become a global village. Electronic and print media have brought countries of the world closer to each other.

We live in a modern world and a fascinating society where we start our day with the morning news that make us energized for the whole day. We live the world where life without technology appears impossible and life without media is very difficult.

Mass media has a significant influence on all age group of people but adolescents especially girls, are more exposed to the effects of mass media. This is because adolescent girls are extremely conscious of their physical appearance and social appreciation. Therefore, mass media has a powerful impact on them. Girls of this age neglect their studies and sports activities in place of their computers and television. Due to poor physical and mental development they often face health problem. They try to look like celebrities but they do not know how to get good marks at school. Mass media imposes a model of style, behaviour and fashion that makes them look alike and act similarly.

PURPOSE OF THE STUDY:

The influence of mass media on the lifestyle of adolescent girls is profound. Mass media influences the girls of this age in many ways like dressing, talking, thinking and behaving. Therefore, mass media has a powerful impact on their life on the whole. This study will help in exploring the harmful as well as beneficial impact of mass media on adolescent girls. The study will further help counsellors and parents to promote the healthy use of mass media.

OBJECTIVES OF THE STUDY:

1. To study the sources of the mass media which are influencing adolescent girls the most.
2. To explore the impact of mass media on adolescent girls.

HYPOTHESES OF THE STUDY:

1. Mass media has a very strong influence on adolescent girls.
2. Mass media will affect the overall personality of adolescent girls.

II. REVIEW OF LITERATURE:

Bickam et.al. (2006) investigated the relationship between TV viewing time, content, context and peer integration. As children spend more aggregate time on watching TV, they spend a significantly shorter amount of time with friends as compared to those who do not. Thus, viewing television causes poor peer relationships and thereby increases the risk for social isolation, anxiety disorder, agoraphobia and antisocial behaviour, including aggression and gang involvement.

Kaur Jasraj. 2001 - "Impact of T.V on the social interaction of Rural Illiterate, Non-Illiterate Adults": The study intended to examine the Impact of T.V on the social interaction of Rural Illiterate, Non-Illiterate Adults. A wide difference existed regarding the impact of cinema or T.V. viewing on the social interaction of rural adults. More male illiterates than female illiterates perceived negative impact of T.V. viewing on all the aspects of social interaction. There was a significant difference between the perception of light viewers and heavy viewers regarding impact of T.V. viewing on social interaction of rural adults as both perceived negative impact of T.V. programmes on all the aspects of social interaction.

Dass, B.C. and Dass, S. 2001 - "Viewing Doordarshan Programmes, - Preferences of high school students": There were no differences in viewing preferences of T.V. programmes between students belonging to high, low and middle socio-economic status groups. It was found that majority of the students knew Hindi, English as compared to other languages. Majority of students had T V sets in their homes.

Rather (2013) noted that wrong and excessive use of mass-media has negative effect on academic performance and health of the young. Easy excess and wrong use of mass-media leads the children and young to poor performance in all aspects of development of personality, abnormality and unethical activities.

Mumi (2010) stated that mass-media is a boon if used properly and a curse if used wrongly. The present investigation has objective to find out the use and effects of mass-media by/on the students and to ascertain the concerns of the parents towards use of mass-media by their children and to find out some preventive measures to overcome this problem.

III. METHODOLOGY:

- ❖ **Area of the Study :** Adolescent girls (16-19year) from the Patna Women's College and Magadh Mahila College have been taken for the study.
- ❖ **Sample size:** 150 adolescent girls were selected through purposive sampling method in the age group of 16-19 years.
- ❖ **Data analysis Technique :** Tabulation and frequency distribution method have been used for data analysis.
- ❖ **Statistical Analysis :** Percentage was drawn for the respondents orientation.

IV. RESULT AND DISCUSSION:

Table-1
Use of mass media by respondents

Sources	Respondents (N=150)	Percentage
Social media	69	46
Print media	18	12
Electronic media	63	42
Total	150	100

Table 1 depicts that 46 percentage of respondents used social media, 42 percentage electronic media and only 12 percent used print media. Further they told that they used internet on a daily basis.

Table-2
Type of media preferred by the respondents

Media type	Respondents (N=150)	Percentage
Newspaper	18	12
Radio	2	1.3

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Mobile	69	46
Television	27	18
Internet	34	22.7
Total	150	100

It is clear from the above table that maximum (46%) respondents preferred mobile, 22.7 percent internet, 18 percent television, 12 percent newspaper and very few (1.3%) preferred radio to acquire information from various fields. Basically they consulted mass media to gather academic, health and social information. They neglect their study as they give more time and also concentrate on social media.

Table-3
Problems faced by respondents

Problems	Respondents (N=150)	Percentage
Indigestion	15	10
Back pain	24	16
Eye problem	30	20
Isolation	42	28
Obesity	21	14
Others	18	12
Total	150	100

Above table depicts that the maximum (28%) respondents isolated themselves from the society and social activities because they are fully indulge in social media. Further it was noticed that Problems faced by them were eye problem (20%), back pain (16%), obesity (14%) and Indigestion (10%). We can say that mass media adversely affect the physical health of adolescent girls.

Table-4
Positive impact of social media

Impacts	Respondents (N=150)	Percentage
Keeps updated	129	86
Creativity	87	58
Job opportunities	114	76
Learning and education	132	88
Strengthening social awareness	144	96

It is clear from the table 4 that 86 percent respondents told that mass media keeps them updated with various informations, 58 percent respondents learn creativity whether 76 percent reported job opportunities and 88 percent found it a source of learning and education. Maximum (96%) respondents found it as a tool of strengthening social awareness.

Table-5
Negative impact of social media

Impacts	Respondents (N=150)	Percentage
Laziness	81	54
Isolation	99	66
Aggression	48	32
Wastage of time	108	72
Glamorizes alcohol and drugs	27	18
Distraction	51	34

Above table shows that 54 percent respondents became lazy, 32 percent aggressive, 66 percent got isolated, 18 percent glamorized towards alcohol and drugs, 34 percent got distracted and maximum (72%) respondents reported that they spent most of their time on social media and internet.

V. CONCLUSION:

- It is very clear from the study that mass media and internet were found to be more popular among adolescent girls.
- The study also highlighted that a majority of the respondents used internet to get various information.
- Overuse of mass media had created many physical as well as mental problems among them.
- Today technology and mass media have changed the world with too many ideas and opportunities but it has some positive and negative impacts too. As per the results shown above mass media/ social media is affecting our new generation in both positive and negative manner.

VI. SUGGESTIONS:

- Parents should discuss the pros and cons of mass-media with their children and motivate them to watch useful and informative programs and also tell them harms of excessive use of mass-media.
- Adolescent girls should be counseled that how to protect their eyes from the dangerous ray of computer and other electronic devices. They should also be trained how to keep posture of the body during using mass-media.

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