



A Study of the Impact of Mass Media on Study Habits and Values of Adolescents

Research Paper

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Introduction:- The Mass Media function both incidentally and by design in the socialization process. Inevitably they transmit the culture of the broader society in terms of beliefs, values, ideology, approved and disapproved behavior/habitual pattern and modes of behavior. Through watching the heroes and villains on TV and in movies young people learn what goals are valued in the society.

Thus Mass Media can also be termed as a powerful motivator in the society. However it differs from person to person how he takes the things for the benefit and good of the society or otherwise. Values are the inborn qualities of human being it might inculcate among the children by the parents. If the parents have good values then the children will also have the same. So it is the responsibility of the parents to inculcate good values among the children. Values have many dimensions like religious, morale, social, economic etc. With the help of the values personality is developed among the children. That will be responsible for all round development of the child. However, as soon as the child grows the values are subject to change with the change in the friend circle, change in the environment and the schools and colleges where he studies and the social and economic needs.

Study habits differ from person to person. Some find it more interesting and convenient to study late in the night where as some cannot awake late but find it more useful to get up early in the morning and study. Let there be any method or any time, main aim should be to get information through the media of newspapers, magazines, books and other method to enrich the knowledge besides using for benefits of the reader or student.

In sociology, adolescence is seen as a cultural phenomenon for the working world and therefore its end points are not easily tied to physical milestones. The time is identified with dramatic changes in the body, along with developments in a person's psychology and academic career. In the onset of adolescence, children usually complete elementary school and enter secondary education, such as middle school or high school. A person between early childhood

and the teenage years is sometimes referred to as a pre teen or teen.

Objectives:-

- To study the impact of mass media on values of adolescents.
- To study the impact of mass media on study habits of adolescents.

Hypothesis:-

- There is no significant difference in the impact of mass media on study habits comprehension dimension of adolescents studying in government and private schools.
- There is no significant difference in the impact of mass media on study habits concentration dimension of adolescents studying in government and private schools.
- There is no significant difference in the impact of mass media on study habits sets dimension of adolescents studying in government and private schools.
- There is no significant difference in the impact of mass media on study habits interaction dimension of adolescents studying in government and private schools.
- There is no significant difference in the impact of mass media on religious values of adolescents studying in government and private schools.
- There is no significant difference in the impact of mass media on social values of adolescents studying in government and private schools.
- There is no significant difference in the impact of mass media on family prestige values of adolescents studying in government and private schools.

Sample:-

The sample of the study consists of 240 students. 120 girls and 120 boys.

Tool used:-

- Study habits lists- by M Mukhopdhaya and Dr AN Sansanwal Value Test- Self made by researcher.

Statistics used:-

- Arithmetic mean • Standard deviation • Test of significance • Correlation

Findings:-

- The mean score of both the groups is 34 and 31 which

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shows difference in the impact of mass media. Government schools adolescents students are much influenced by the mass media and their study habits are much affected than the private schools.

- The mean score of both the groups is 21 and 24 which shows difference in the impact of mass media. Government schools adolescents students are much less influenced by the mass media as far as concentration dimension is concerned and their study habits are not much affected than the private schools.
- The mean score of both the groups is 25 and 21.75 which shows difference in the impact of mass media. Government schools adolescents students are much influenced by the mass media and their study habits on task orientation dimension are much affected than the private schools.
- The mean score of both the groups is 6.5 and 7.7 which shows difference in the impact of mass media. Government schools adolescents students are much influenced by the mass media in case of interaction dimension and their study habits are much affected than the private schools.
- The mean score of both the groups is 11 and 10 respectively. It means that mean score of government schools adolescents are more than the private schools. Government schools adolescents have more impact of mass media on family prestige values in them. They are influence by TV, Newspaper, Radio more than the private schools.
- The mean score of both the groups is 11 and 10 respectively. It means that mean score shows that the students of

Government schools have higher score in social values. They are more participative in social values than the private school going boys. Government schools students believe that TV and newspapers have major impact on social values like honesty etc.

- The mean score of both the groups are 7 and 10 respectively. It means that mean score of private schools adolescents are more than the government schools. Private schools students have major impact of mass media on family prestige values in them. They are influence by TV, Newspaper, Radio more than the government schools.

Conclusion:-

Adolescents are constantly being bombarded by messages from all type of media. To no one's surprise, movies are one of the primary voices that our children hear. Frankly, most of the messages our kids hear from movies are negative. It often seems like parents would do well to have their kids avoid all movies. But, for the most families, that position seems rather unrealistic.

Therefore, we can say that mass media communication has also have negative impact on the adolescents. However such problems can be overcome by constant guidance, supervision and regular checks by parents. The present study analysed impact of mass media on value orientations and observed group difference in values among adolescents students of government and private school boys and girls, and with level of schooling.

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