



Assess the knowledge regarding impact of mass media on life style pattern among the adolescents studying at Gopal Krishna Gokhale College, Kolhapur.

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ABSTRACT

"Popular culture and the mass media have a symbiotic relationship each depends on the other in an intimate collaboration". It is one of the most powerful tools of communication in the developing countries, it can aid in promoting the right things at a right point of time, or can make use of any situation to create disturbance around the people or in the society. However, mass media can have both positive and negative impact and the lives and on the minds of the people. It depends on the mindset of the people as to which side they look for. Media influences is the actual force exerted by a media message resulting in either a change or reinforcement in audience or individual beliefs, media effects are measurable effects that result for media influences or a media message. Thus the investigator would like to take up the present study to assess the knowledge regarding impact of mass media on life style pattern among the adolescents.

INTRODUCTION:

The word "Adolescent" is derived from the Latin word "Adolescence" which means to grow to maturity that indicates the defining features of adolescence. "Popular culture and the mass media have a symbiotic relationship each depends on other in an intimate collaboration." It is one of the most powerful tools of communication in the developing countries, it can aid in promoting the right things at a right point of time, or can make use of any situation to create disturbance around the people or in society. Media helps to provide a strong message to the world about what is right or wrong. Media is present all around us for example when we watch the television listen to the radio, read books, newspaper, magazines, journals, etc.

NEED FOR THE STUDY:

The mass media educates people about the world outside of their local boundaries -at the same time it also inform audiences' about the world and it surroundings this may come in the form of new products, entertainment programmers or other media sources for eg, Trending news topics shared on face book. In media study, psychology, communication theory and sociology, media influence and media effects are the topics relating to mass media culture effect on individual or audience thought, attitude and behavior media effect that result from on media message. The mass media also acts on an important accountability mechanism by acting as watch drought of society for instance by raising or exposing important issues such as political corruption in a particular society/ country, people are able to hold the government accountable through public debate. "Media" is one of the most useful essence of human life. We speak of mass media, of media revaluation of an living in media society we are over loaded with all these letter, sounds and films, pixels, headlines, jingles. When we use the term media in this contact we speak of print and electronic media, the so called mass media affect our modern life in nearly every way with a turn of magazine page or an easy flip of the TV channel at our disposal is a huge array of potential identity replicas. In contemporary society, identity is continuously unstable, it must be selected, constructed and created with reference to inevitable surrounding media tradition. there are a variety of medium from which people can pick and access information from such as radio, TV, internet, or even cell phones.

GOOD INFLUENCE OF MASS MEDIA

Some of the good influence of the mass media are as follows:

- 1) We can get some real-time information that we want to get, can have a good understanding of the country and the world that we live in also it is great way to study.
- 2) We can hold our position and share our opinion with others freely on the internet in this way, not only we are receiver but also we are presented and transmitter.
- 3) They offer us more choices and space to spare our free time take internet as e.g.-we can spend our free time in watching movie listening pop music playing game or chat with our friends,doing like this, we can get relaxed and excited. All in all, in modern time, mass media, play a great role in our study work and life.

1)Help develops awareness:

Most teens live a sheltered life, but with exposure to various media outlets, they can developed awareness about society and the world. This culture and political awareness is vital if we want to groom a generation of socially responsible citizens, with news channel, magazines, social networking sites blaring about world happiness.

2) Help develops social skills:

Many teens are socially awaked media gives them the chance to groom their social skill. It also gives them the chance to expand their social circle and develop new friendship other benefits include social confidence,

heighten literacy in the media, and more social decertifies your teen's, social skills, which in turn helps him navigate successfully through modern society.

3) Inspire them:

When your teen watches on action flick, don't just despair about the violence, with a little guidance they can use the movie as inspiration.

BAD INFLUENCE OF THE MASS MEDIA

Some of the bad influence of the mass media is as follows:

1) Body image and self esteem:

Today's teenagers are exposed to images and statuses that portray statuses perfection. social media sites such as face book and Instagram have a tendency to show case idealized body types through images that have been cosmetically altered and therefore set unrealistic and unattainive beauty standards of adolescent children whose bodies are undergoing uncontrollable change.

2) Sexual behavior:

One of the negative effect of social media on teen is that sexually suggestive or explicit content is prevalent throughout numerous social networking sites. Exposure to sexual content that portrays unrealistic or harmful sexual behaviors and stereotypes can negative by influence teen agers who are only just beginning to develop their sexual identities this can result in them having unreasonable expectations of sexual norms.

3) Sleep:

Using social media can greatly disrupt sleep patterns by compelling teens to stay up late s can also confuse sleep cycle. Wake throughout the night to check notification the blue light from mobile phones screen. Research indicates that teenagers 8-10 hours of sleep and that not getting enough(sleep can affect their health in the following ways,)

- Difficulty learning and concentrating.
- feeling stressed or anxious.
- Becoming irritable.
- Unhealthy eating and weight gain.

4) Mental health problem:

Research indicates that teenagers who spend more than 2 hours a day on social media are more likely to experience mental health problems such as psychological distress teenage girl are particularly susceptible to peer pressure and are therefore at risk of having negative online experiences that can impact their development and lead to anxiety disorders and depression.

STATEMENT OF THE PROBLEM:

“A study to assess the knowledge regarding impact of mass media on life style pattern among the adolescents studying at Gopal Krishna Gokhale College, Kolhapur”.

OBJECTIVE:

To assess the knowledge regarding impact of mass media on life style pattern among the adolescents at Gopal Krishna Gokhale College, Kolhapur.

METHODOLOGY:

In the present study, focusing the nature of the research problem and to fulfill the objectives, quantitative survey research approach was considered to carry out the study. Descriptive research design was chosen for this study. The main purpose of the descriptive study is to observe, describe and document aspects of a situation as it naturally occurs. They are Independent variable, Dependent variable and Socio-demographic variable. The study was conducted at Gopal Krishna Gokhale College, Kolhapur. In the present study, population includes adolescents. The sample size of the present study consisted of 60 adolescents from Gopal Krishna Gokhale College, Kolhapur. Non-probability, purposive sampling technique was used to select the samples for the present study.



RESULT & DISCUSSION:**Section 1: Findings related to distribution of demographic data of adolescents.**

Table-1: Frequency and percentage distribution of knowledge scores according to their socio-demographic data.

Sr. No	Selected-SocioDemographic Variables	Frequency <i>f</i>	Percentage %
1	Age in years		
	a. 14 to 16	03	05
	b. 17 to 19	57	95
2	Gender		
	a. Male	37	61.66
	b. Female	23	38.34
3	Religion		
	a. Hindu	53	88.34
	b. Muslim	04	6.66
	c. Other	03	05
4	Type of family		
	a. Nuclear	23	38.34
	b. Joint	36	60
	c. Extended	01	1.66
5	Residential area		
	a. Urban	36	60
	b. Rural	24	40
6	Source of information		
	a. Television	09	15
	b. Mobile	33	55
	c. Friends	16	26.66
	d. Any other	02	03.34

Table no. 1 indicates that,

- ✓ Majority of the adolescents (57) belonged to 17 to 19 years of age group (95%) where as 03 adolescents belonged to 14 to 16 years (05%).
- ✓ Majority of adolescents (53) belonged to Hindu religion (88.34%) where as 04 belonged to Muslim religion (6.66%) and 03 belonged to other religion (05%).

- ✓ Majority of adolescents (23) belonged to nuclear family (38.34%) where as 36 belonged to joint family (60%), and 01 are staying in extent family (01.66%).
- ✓ Majority adolescents (36) belonged to urban area (60%) where as 24 belonged to rural area (14%).
- ✓ Majority adolescents (09) had source of information as Television (15%), where as 33 are gets information from Mobile (55%), 16 are gets information from Friend's (26.66%) and 02 are gets information any other (3.34%).

Section 2: Findings on knowledge scores regarding impact of mass media on life style pattern among adolescents.

Table 2:-Frequency and Percentage (%) distribution of knowledge regarding impact of mass media on life style pattern among adolescents.

Knowledge scores	Frequency	Percentage
	<i>F</i>	%
Good (14-20)	18	30
Average (07-13)	39	65
Poor (00-06)	03	05

n=60

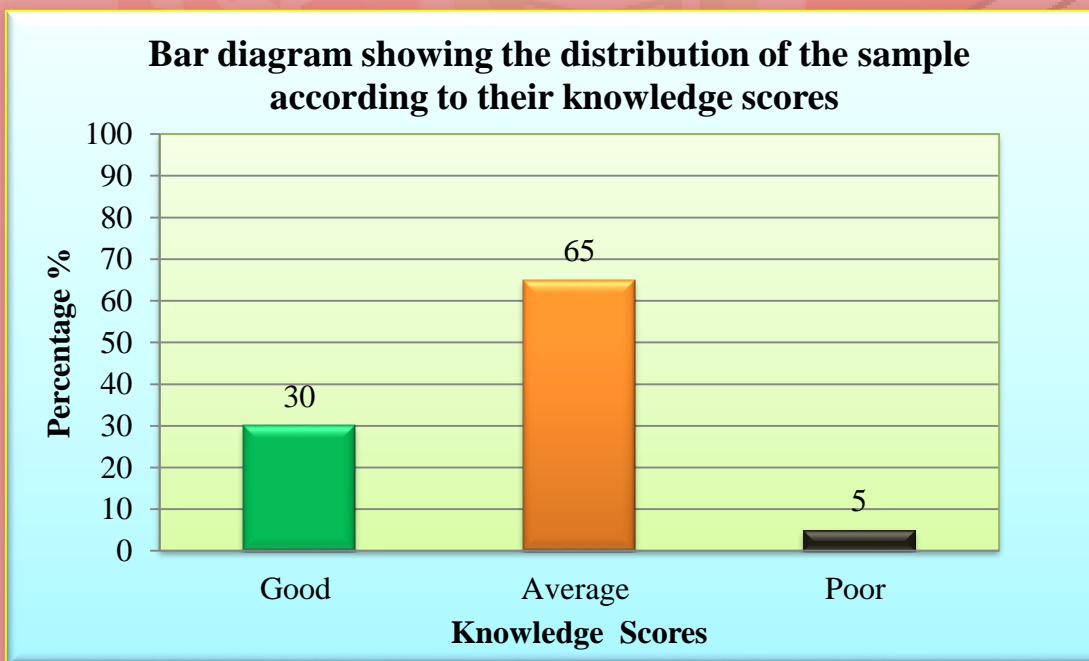


Table 3:-Calculated mean,median,mode,rangeand SD of knowledge scores regarding impact of mass media on life style pattern among adolescents.

n = 60				
Mean	Median	Mode	Range	Standard deviation
12.11	30.5	67.26	14	3.14

Table no 3 indicates that;

The data represented shows that after analysis of knowledge scores regarding impact of mass media on life style pattern among adolescents mean calculated was 12.11, median was 30.5,mode was67.26 , range was 14and SD was 3.14.

RECOMMENDATIONS:

1. A similar study on larger and wider sample would be more pertinent in making broad generalizations.
2. A similar study can be replicated with experimental and control group.

MAJOR FINDINGS OF THE STUDY WERE:

The maximum number of adolescents 39 had average knowledge (65 %),while 18 adolescents had good knowledge (30 %) where as 03 adolescents had poor knowledge (05 %).

CONCLUSION:

Based on the findings of the study, the following conclusions were drawn; maximum number of adolescents 39 had average knowledge (65 %), while 18 adolescents had good knowledge (30 %) where as 03 adolescents had poor knowledge (05 %). There is an emerging need to provide information booklet on impact of mass media on life style pattern among adolescents. It is high time we should understand that all the adolescents should know the impact which will help them to prevent themselves.

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