



Research Article

A STUDY TO ASSESS THE ROLE OF MASS MEDIA AND TELECOMMUNICATION ON CHANGING BEHAVIOURAL PATTERNS AMONG ADOLESCENTS

Hemavathy. V and Saranya D

Department of psychiatric, Sree Balaji College of Nursing, Bharath University, India

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ABSTRACT

Adolescents are usually dealing with pre-pubertal and puberty changes which make them more aware of their own bodies and feelings; this is linked with a natural curiosity about new things and about sex, smoking, alcohol consumption, crime, fights, which leads to many discussions with their peers. This study focuses on the role of media and telecommunication on changing behavioural patterns among adolescents. The study was carried out in a selected school of Chennai. Total 30 samples were included for data collection. A questionnaire was prepared comprising of a set of 10 questions covering the main objectives. The study findings concluded that the impact of media and telecommunication on changing behavioural patterns among adolescents shows the changes as the result of Severe impact 4 (13%), Moderate impact 23 (77%), and Mild impact 3 (10%) is existing.

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INTRODUCTION

The role of mass-media in affecting knowledge, attitude and behavior towards health care may be thought of in terms of the following discussion. The mass media acts either as a “change agent “or as a “reinforcing agent “.Children begin watching television at a very early age sometimes as early as six months and are intense viewers by the time that they are two or three years old. The violence that is viewed is more important than the amount of television that is viewed. An average 28 hours per week. As children spend more total time watching television, they spend a significantly shorter amount of time with friends as compared to those who don’t, 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. Since adolescence is a crucial period for emotional life, it is extremely important to understand emotional and intelligence aspect in adolescents.

Objectives of The Study

- 1) To assess the impact of Media and telecommunication on adolescents behavioural pattern
2) To find out the association between impact of media and telecommunication with selected demographic variables.

MATERIALS AND METHODS

The study was performed in a selected school of Chennai. Students present at the day and time of visit were covered. A questionnaire was prepared comprising of a set of 10 questions covering the main objective of the study. The students were asked to fill the questionnaire irrespective of

their gender. The sample size was 30 and the sampling technique used was purposive sampling technique. The responses were calculated and tabulated with regard to influence of mass media and telecommunication in changing behavioural pattern among adolescents, who understands English and students who were available at the time of data collection, the exclusion criteria includes the students whom are Adolescent who were not willing to participate and who were not available at the time of data collection.

RESULTS

Out of 30 samples, it was found that the impact of mass media and telecommunication in changing behavioural pattern among adolescents shows Severe impact 4 (13%), Moderate impact 23 (77%), and Mild impact 3 (10%) among adolescents.

Frequency and percentage distribution according to their response to the questionnaire

Table with 4 columns: S.no, Scoring pattern, No.of.items, Percentage (%). It lists three categories of impact: Severe (4 items, 13%), Moderate (23 items, 77%), and Mild (3 items, 10%).

The above table shows the result of Severe impact 4 (13%), Moderate impact 23 (77%), Mild impact 3 (10%) is existing at the end of the research study.

CONCLUSION

The result showed the most of the adolescents gets influenced by the mass media and telecommunication in changing their behavioural pattern. The moderate impact is more than the severe and mild impacts. The difference was found not statistically significant.

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