

A Study on the influence of the Electronic Media (Cyber Communication, Satellite TV & Mobile) on the Social Demeanor of the Senior Secondary Students.

Dr. Munendra Kumar

Prof. & Head,

Kishan Institute of Teachers Education Meerut, C.C.S. University MEERUT (U.P.) India.

ABSTRACT

This study was conducted to examine the study on the influence of the electronic media (Cyber communication Satellite, T.V. & Mobile) on the social demeanor of the senior secondary students" of Meerut City. The sample of 248 XI & XII class student was selected from senior secondary school of Meerut City (Affiliated by C.B.S.E. Board) Tool for collecting the data included Global Adjustment scale for school students constructed and standardized by Mr. Sanjay Vohara. The data were analyzed using closcriptine and inferential statics. The finding of the study revealed that electronic media effect on social demeanour of students. The finding of the study may be used in devising skill training programme to develop a harmony between need and circumstances of the individual.

Key words:- Electronic media, Senior Secondary students, Social Demeanor.

INTRODUCTION

Electronic media are major factor in shaping the new global economy and producing rapid changes in society. Within the past decade, the new media have fundamentally changed the way people communicate and do business. They have produced significant transformations in industry, agriculture, medicine, business, engineering and other fields. They also have the potential to transform the nature of education-where and how learning takes place and the roles of students and teachers in the learning process & social adjustment and behaviour of students and teachers.

Electronic Media are electronic media that use electronics or electromechanical energy for the end user (audience) to access the content. This is in contrast to static media (mainly print media), which are most often created electronically, but don't require electronics to be accessed by the end user in the printed form. The primary electronic media sources familiar to the general public are better known as video recordings, audio recordings, multimedia presentations, CD-ROM and Online content. Most new media are in the form of digital media. However, electronic media may be in either analog or digital format.

REVIEW OF LITERATURE

Social Network is a 'social space' for people who want to expose themselves amongst others and stay connected with each other. These sites are public web-based services that allow users to develop a personal profile, identify other users ("friends") with whom they have a connection, read and react to postings made by other users on the site, and send and receive messages either privately or publicly (Boyd & Ellison 2007).

Individuals may choose to send private messages, chat, do instant messaging, write on other user's walls, organize social activities, and keep informed about other user's daily activities. However, users can limit themselves on what information they would like to share publicly. There are sites that are business related such as LinkedIn or social in nature like Facebook. Members can join user-generated content sites through self-registration or an existing offline connection. However, a valid e-mail address is required in both cases (Murchu et al. 2004; Gangadharbatla, 2008).

Recent trends show that the usage of social media has increased. One of the most well-known social media sites is Facebook. This site currently boasts over 901 million monthly active users, and more than 125 billion friend connections at the end (Key Facts, 2012). Individuals who exhibited higher levels of extroversion were more likely to belong to more Facebook groups; however, this personality trait was not associated with having a larger number of friends (Ross et al., 2009). Smock et al. (2011) applied the uses and gratification approach to analyze why individuals use Facebook in general, as well as why they use certain functions on the website. The researchers found that users who update their status are motivated chiefly by a desire for expressive information sharing, whereas individuals who post comments do so for relaxing entertainment, companionship, and social interaction. This gratification theory assumes that students take active part in integrating media in their lives and are responsible for choosing it to meet their specific need. Another theory known as 'Signaling theory' is a framework used to understand how individuals disclose information on their SNS profiles; it further examines how one's self-presentation in SNS develops identity and trust with others (Donath, 2007; Ahn, 2011).

NEED OF THE STUDY

No such guidelines exist in India. The India Academy of Pediatrics should take the lead in formulating and implementing the guidelines to help parents and children to develop healthy media using habits.

The 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 demeanor. Media also has potential for positive effects on child health. We need to find way to optimize the role of media in our society, taking advantage of their positive attributes and minimizing their negative ones. The ultimate goal is to reach youth with positive messaging. Embracing me'di rather than trying to counteract it promises to be an effective tool in snapping the behaviour of students.

Satellite T.V. ,Mobile and Internet on our children at every where. Are there any serious moral risks and challenges due to the Electronic Media and its increasing usage among students ? or Vice-Versa? Finding out that was the real challenge for the resarcher.

So the researcher decided to plunge into the research study on the effect of Electronic Media (Satellite T.V., Mobile and Internet) on the social Demeanor of students".

STATEMENT OF THE PROBLEM

Hence the problem for the present study can be stated as:

"A STUDY ON THE INFLUENCE OF THE ELECTRONIC MEDIA (CYBER COMMUNICATION & SATTELITE T.V., MOBILES) ON THE SOCIAL DEMEANOR OF THE SENIOR SECONDARY

STUDENTS"

OBJECTIVES OF THE STUDY:

1. To study the social demeanor adjustment of students using and not using electronic media in their peer groups.
2. To study the school demeanor adjustment of students using and not using Electronic media.
3. To study the family demeanor adjustment of students using and not using Electronic media.
4. To study the sexual demeanor adjustment of students and not using Electronic media.
5. To study the emotional demeanor adjustment of students using and not using Electronic media.
6. To study the relation between family and emotional demeanor adjustment of students using Electronic media.
7. To study the relation between the sexual and social demeanor adjustment of students using Electronic media.
8. To study the remedial and improve mental measures for the better social Demeanor of Students.

HYPOTHESIS:

1. There is no significant difference in the social demeanor adjustment of students using and not using Electronic media, in their peer groups.
2. There is no significant difference in the family demeanor adjustment of students using and not using Electronic media.
3. There is no significant difference in the school demeanor adjustment of students using and not using Electronic media.
4. Significant difference does not exist in the sexual demeanor adjustment of students using and not using Electronic media.
5. Significant difference does not exist in the emotional demeanor adjustment of students using and not using Electronic media.
6. There is no relationship between the family and demeanor emotional adjustment of the students using electronic media.
7. There is no relationship between the sexual and social demeanor adjustment of the studnets using Electronic media.

DELIMITATIONS OF THE STUNDY :

PRESENT STUDY IS DELIMITED TO –

1. Students studying Senior Secondary on School of C.B.S.E. Board Meerut City.
2. The Students studying in XI, XII irrespective of their age, locality, stream of study.
3. In this Research only the three types of Electronic Media (Mobiles, Internet and T.V.) effects on students's demeanor is present.
4. Social demeanor adjustment of students in family peers and school and its association interpretation with sexual and emotional socia- personal variables.

RESEARCH METHODOLOGY:

Survey method of the research was chosen for achieving the objectives of the study and for testing the hypotheses formulated in the study.

Experimental studies are concerned with establishment of cause- effect relationship between variables.

POPULATION OF THE STUDY:

All the Senior Secondary school students studied of Senior Secondary Schools of Meerut City constituted the population of study. The investigator selection class XI and XII class student of different streams.

SELECTION OF SAMPLE:-

A random stratified sample was used for the purpose of the present study. Efforts were made to select the sample in such a manner that it should be the true representative of the senior secondary students belonging. As the sample comprised of 248 students of XI,XII from 15 Senior Secondary Schools.

RESEARCH TOOLS USED**GOBAL ADJUSTMENT SCALE:-**

The scale is developed by Mr. Sanjay Vohara psychologist PSY-COM Services, Delhi. The scale checks the adjustment of the students on the following fronts.

1. Emotional
2. Family
3. School
4. Sexual
5. Social

STASTICAL TECHNIQUE USED:

't' test and Person's Product Moment co-efficient of correlation were the statistical techniques used in this study.

The analysis of the data has been divided has been divided into following parts.

PART-A Classification of data into two parts Experimental and controlled Group.

PART-B Raw scores of students were recorded under the following heads.

EXPERIMENTALAL GROUP

1. Family Adjustment
2. School Adjustment
3. Social Adjustment
4. Sexual Adjustment
5. Emotional Adjustment

CONTROLLED GROUP

1. Family Adjustment
2. School Adjustment
3. Social Adjustment
4. Sexual Adjustment
5. Emotional Adjustment

PART-C Sten Scores of the Experimental group was calculated.

PART-D Comparisons of Experimental and Controlled group were done.

PART-E Relation between the following heads were tested for the Experimental group.

1. Family and Emotional adjustment
2. Sexual and School

TABLE-1.0

S.No	Experimental Group	Controlled Group	Total
1.	122	126	248

Electronic media, no doubt is the buzzword today. It is really omnipresent, Omnipotent and omniscient. It is a revolution in the field of electronic media and technology.

FINDINGS OF THE STUDY

Table is the summary of the consolidated stem score of the exponential group, which included 122 firstly calculated raw scores were then Converted to stem scores and then stem scores were individually picked up and totaled in heads of Excellent, Good, Average, Poor and unsatisfactory.

The total stem scores of the entire five social and socio-personal variables Under the categories of Excellent, Good Average, Poor and unsatisfactory were the real indicator of the adjustment of students into their social and socio-personal environment.

TABLE : SUMMARY OF CONSOLIDATED SEEN SCORES

CATEGORY	Fm	Sc	So	Se	Em
Excellent	51	32	33	13	12
Good	41	44	45	55	39
Average	17	33	30	50	53
Poor	12	13	13	4	15
Unsatisfactory	1	0	1	0	3
Total	122	122	122	122	122

Fm (family) category said that out of 122 students, the maximum 51 had excellent family demeanor adjustment, 41 were good 17 were average and 2 were poor and 1 had unsatisfactory family behavioral adjustment.

Sc (School) category said that out of 122 student the maximum 44 had good school demeanor adjustment, 33 were average, 32 were excellent and 13 poor and on one had unsatisfactory school demeanor adjustment.

So (Social) category said that out of 122 students. The maximum 45 had good social demeanor adjustment with peers, 33 had excellent social demeanor adjustment, 30 were average, 13 were poor, and only one had unsatisfactory social demeanor adjustment.

Se (Sexual) category said that out of 122 students, 55 had good sexual adjustment, 50 were average sexually adjusted, 13 were excellent, 4 were poor and no one had unsatisfactory sexual adjustment.

Em (emotional) category said out of 122 students, the maximum 53 had average emotional adjustment, 39 were good emotionally adjusted, 15 were poor, 12 were excellent and 3 had unsatisfactory emotional adjustment.

TABLE-7.0 : SUMMARY OF 't' VALUES OF THE GROUPS COMPARED

Adjustment	Df	't' scores	Level of significance*
Family	246	0.1354	Insignificant
School	246	1.3419	Insignificant
Peers	246	0.9890	Insignificant
Sexual	246	0.2569	Insignificant
Emotional	246	1.5612	Insignificant

*0.05 Level of significance.

The Table 7.0 shows the 't' values of the compared Experimental and controlled groups for the social and socio-personal demeanor adjustment areas. The total number of students in Experimental group and controlled group was 122 and 126 respectively.

't' value for the family demeanor adjustment was 0.1354, which was insignificant at 0.05 level. So it can be said that there exist no significant difference in the family demeanor adjustment of the students using and not using Electronic media.

't' value for the School Demeanor adjustment was 1.3419, which was insignificant at 0.05 level. So it can be said that there exist no significant in the school demeanor adjustment of the students and not using Electronic media.

't' value for the Social demeanor adjustment (with peers) was 0.9890, which was insignificant at 0.05 level. So it can be said there exist no significant difference in the social demeanor adjustment of the students using and not using Electronic media.

't' value for the sexual adjustment was 0.2569 which was insignificant at 0.05 level. So it can be said that there exist no significant difference in the sexual demeanor adjustment of the students using and not using Electronic media.

't' value for the emotional adjustment was 105612, which was insignificant at 0.05 level. So it can be said that there exist no significant difference in the demeanor adjustment of the students using and not using

Electronic media.

RELATION BETWEEN FAMILY AND EMOTIONAL SEXUAL AND SOCIAL ADJUSTMENT

Family and Emotional adjustment was measured by the Pearson's product-moment coefficient of correlation. The calculations were made on Experimental group. Where 'N' was 122. The correlation was 0.312. Which was significant at 0.01 levels? The relationship was measured positive but low as per the findings of degree of correlation. Sexual and social adjustment was measured by Pearson's product-moment coefficient of correlation. The calculation was made on Experimental group. Where 'N' was the 'r' was 0.241. Which also was significant at 0.01 levels? The relationship was measured positive but low as per the findings of degree of correlation.

CONCLUSION

This section presents the conclusions, which is based on the finding of the study. The investigator is now in a position to draw some conclusions on the basis of the findings mentioned earlier. The following conclusions have been drawn on the basis of the findings of the study.

- The students of School of Meerut City affiliated by C.B.S.E. Board, are socially well adjusted.
- Maximum number of students those who use Electronic media have the excellent family demeanor adjustment.
- Maximum number of students using Electronic media has good second demeanor adjustment with peers.
- Maximum number of students using Electronic media has good social demeanor adjustment with peers.
- The social Demeanor of the students using and not using Electronic media is more or less identical in a given situation.
- Electronic media does not at significant levels effects the social Demeanor of students in their families.
- Electronic media not at significant levels effects the social Demeanor of students in their schools.
- Electronic media does not at significant levels effects the social Demeanor of students with peers.
- There is a low but positive relationship between the family and emotional adjustment of the students using Electronic media.
- Excellent adjustment of the students in the family is leading a satisfying emotional adjustment.
- There is a low but positive relation between the sexual and social (with peer) demeanor adjustment of students using Electronic media.
- A good sexual adjustment of student using Electronic media leads to a good social adjustment in their peer group.

Educational Implication of the study:

The conclusion and results bring say that Electronic media is not negatively effecting the little Gods of school as suspected and near the belief as speculated by the electronic media electronic media. But students when asked agreed to impart sex education to them. Which is already been introduction in many a states, though still some governments are opposing and against its introduction. Sex education through schools and teachers who are said to be the temple of education and the third parent respectively, are far better and reliable sources than the unorganized sources like peers and electronic media electronic media catering the Electronic media of every strata of population collectively.

As per the findings the using Electronic media have an excellent family adjustment. That is the probable reason that negativity of Electronic media is being notified, as the values are still intact in teh students. Parents are suggested to work under the following heads.

1. Be clear about your own social values and attitudes.
2. Talk early and often with your children about sex.
3. Know what your kids are watching, reading and listening to.
4. Supervise and monitor children.
5. Know your children's friends and their family.

It has been found in the research that maximum students school adjustment is good yet not excellent, those who are using Electronic media. Very important to say the sexual and emotional adjustment is alos very much average of the students using Electronic media. School is a place where students socialize. They make friends there it has been observed that many a times the life long friends are whom you meet in school days.

In the area of co-education, the students must possess the basic social skills for better school life. it is suggested to the policy makers, principles and teacher to give them the training in possessing the basis life skills, Life are abilities for adaptive and positive Demeanors that enable individuals to deal effectively with demand and challenges of everyday.

Core life skills are:

1. Self Awareness
2. Empathy
3. Critical thinking
4. Creative Thinking
5. Problem Solving
6. Decision making
7. Interpersonal Relation
8. Effective Communication
9. Coping with stress

Electronic media can be used for productive and beneficial socializations e-mailing and chatting can bring real bonding in students. It can prove as a new and interesting way of sharing notes and discussions. Concept of e-learning and knowledge full serial and movies is also going momentum in India. Thus it and its

use should be appreciated in school but with proper monitoring.

Suggestion And Recommendations:

1. It is suggested that the similar study can be done in the teens of private, aided schools and can be further extended to colleges and universities.
2. Similar study can be done taking girls as the equal and integral part of the population.
3. Comparative study can be done on government and public schools students.
4. A Comparative study can be done for boys and girls.
5. The study of Electronic media on academic performance of the students can also be interested.

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