IMPACT OF E-MEDIA AMONG COLLEGE STUDENTS

Mr.M.Thirupathi, Assistant Professor, Acharya Institute of Graduate Studies, Bengaluru.

Dr.S.Gopalakrishnan, Associate Professor, Acharya Institute of Graduate Studies, Bengaloru.

ABSTRACT

The purpose of this Research is to find out the brunt of using manifold electronic media's by the pupil to academician feat and festive behaviour in the college in and around Bangalore. In the bestow era world is proper across-the-board village due to late information and news systems. Radio, Television (TV) movies, video Pancratium, cell phones, and computer networks have whispered pivotal roles in our student's maid lives. The media has demonstrated potentially pervading outcome, both indisputable and negative on student cognitive, festive and behavioural development. Through convenient sampling techniques 30 respondents were selected. A structured questionnaire was used for the data assembly. After crowd of data Garret Ranking Techniques were betake to draw deduction. The results show that ancestors of the respondents agreed that electronic media play a viable party for sustainable letters for academic intention. However, due to the peril of these, precede to misbehaviour in the college and public place.

Key Words:E-Media, Arts Students, Social Behaviour, Communication System.

INTRODUCTION

In the last ten years, the online globe has changed dramatically. E-Media helps to youthful men and women now exchange ideas, feelings, movable complaint, represent and videos at a accurately astonishing scold. As E- Media place continue to grow in popularity, it is our supposition that technology is a vital part in today's sap succession equality. E-Media is used as a third parent or servant. Lot of aspects are essential related to media exposure and students behaviour. Media exposure concern the neurodevelopment, nutrition and health and platonist achievements of the college departure students. Parent teaching plays an essential role in the behaviour modification of the youngsters.

Youngsters may be the most vulnerable between multitude and college age to certain counteract expression of media use such as obesity, intrusion, alarm and repose disturbances. It is now not just deceive and youngsters in baneful proximity's or with "pernicious" promoter who are like to be exposed to wretched things when they go out on the street. A "virtual" hurtful street is easily available to most youth now in their very close. Seventy-three percentages (73%) of wired American teens now manner familiar media websites. States that the social media sites encourage disprove behaviours for teen students such as procrastination and they are more likely to drink and drug.

Today's students, ages 18 to 25, consume multiple types of media (often simultaneously) and spend more time in front of computer, television, and game screens than any other activity in their lives except sleeping. Research has found strong associations between increases in advertising for non-nutritious foods and rates of obesity. The media has demonstrated potentially profound effects, both positive and negative, on student's cognitive, social, and behavioural development. Considering the increasing exposure of children to newer forms of media, we decided to review the current literature on the effects of media on student's health both in India. It is widely accepted that media has profound influence on students health, including violence, obesity, tobacco and alcohol use, and risky sexual behaviour.

STATEMENT OF THE PROBLEM

In the age of internet the media plays vital role among the students in moulding their behaviour. Recently the crime has been increased in the educational institutions because of the influence of various media which leads to paradigm shift to their cultures. At present the students are doing many crimes in the educational institution. So the researcher wants here to find whether the media shapes the behaviour of the students or it affects them in many walks of life.

IMPORTANCE OF THE STUDY

➢   It allows reaching a simplified strategy which leads to easy understanding on the part of the college going students.
➢   It develops the student's ability of using e-media for their learning.
➢   It encourages the use of e-media in the university environment of the colleges of daily bases.

SCOPE OF THE STUDY

In the forthcoming decades the media will be playing major role all over the field. So all the field of their business, educational institution have to use the media very meaningfully. And e-media have the cope to influencing behavioural patterns of human being. The years to come the educational institutions become smart classroom with the help of media. These are the scope of E-media in the future.

REVIEW OF LITERATURE

The research on the effects of TV violence has been summarized by the National Institute of Mental Health (1982) violence on television does lead to aggressive behaviour by children and teenagers who watch the programs. This conclusion is based on laboratory experiments and on field studies. College students also play lots of video games. The Cooperative Institutional Research Program (1998, 1999) found that in 1998, 13.3% of men entering college played at least 6 hrs per week as high school seniors. By 1999, that figure had increased to 14.8%.**(Gallup Organization, 1997)** a recent national survey of college students between 19 and 23 years, conducted by the Gallup Organization in conjunction with CNN/USA Today and the National Science Foundation, found that although boys were more likely to report playing video games on a daily basis, the same number of boys and girls reported using a computer on a daily basis.

Rideout, Foehr et.al (1999) The U.S. population consumes much media violence. Youths between the ages of 18 and 28 spend more than 40 hrs per week using some type of media, not counting college or home- work assignments. (Roberts et al. 1999),the finding based on aggregating in-school and out-of-school media uses, confirms the pattern of greater time spent watching television than using computers. The preference for the computer mentioned earlier may therefore be more a portent of things to come, rather than a reflection of

current usage. According to(Annenberg) survey of parents regarding Media in the Home youngster still watch more television (2.46 h/day) than they use computers (0.97 h/day) and video games (0.65 h/day). Although comparisons of media use in homes with and without computers were not made, data suggested that the majority of the homes (68.3%) had both a television and a computer.

According to **Ray and Day (1998)** found out that 83% of students surveyed felt that using this source saved them time, and found it relatively easy to use. Two thirds of those surveyed stated that if the CD-ROM was busy, they would wait for it to become free rather than use the print tool.

Jacobsen, &Forste, (2011) found that electronic media use is negatively associated with grades. We also find that about two-thirds of the students reported using electronic media while in class, studying, or doing homework.

(Anderson & Bushman, 2001) suggested that most of the bad effects of video games are blamed on the violence they contain. Students who play more violent video games are more likely to have increased aggressive thoughts, feelings, and behaviours, and decreased prosaically helping, according to a scientific study.The effect of video game violence in kids is worsened by the games' interactive nature. In many games, students are rewarded for being more violent. The act of violence is done repeatedly. The child is in control of the violence and experiences the violence in his own eyes (killings, kicking, stabbing and shooting). This active participation, repetition and reward are effective tools for learning behaviour. Indeed, many studies seem to indicate that violent video games may be related to aggressive behaviour.

OBJECTIVES OF THE STUDY

1.   To study the perception of e-media usage among the college students.
2.   To analyse the impact of social media and the students sustainable learning capacity in their academic field.
3.   To find out their desire for using e-media for different purpose of their life.

RESEARCH DESIGN

The research design used for this study is descriptive type. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual or a group.

SAMPLE SIZE

A sample size of 30 was used for this study. The information was obtained through a well-designed questionnaire which was collected through enumerators.

ANALYSIS AND INTERPRETATION

The analysis was carried out in two steps. In the first step, the respondent demographics and socio- economic characteristics were plotted and in the second step various level of satisfaction among college student for using e- media.

<div align="center">Table: 1<i>Biographical Analysis</i></div>

Particular	Frequency	Per cent

Gender wise		
Male	13	43
Female	17	57
Age wise distribution		
Below 20	10	34
21 – 25	18	60
26 – 30	1	3
Above 30	1	3
Educational qualification		
UG	10	33
PG	10	33
Research scholars	10	34
Income wise distribution		
Below 3000	1	3
3001 – 6000	4	14
Above 6001	1	3
No income group	24	80
Usage of media per day		
30 min	14	47
1 hr	10	33
2 hrs	3	10
More than two hrs	3	10

Inference

The above table reveals that among 30 respondents 17 (57%) of them are female students, and rest of the students 13 (43%) are male respondents. It is evident that most of the students 18 (60%) are at the age level of 20-25 years. Since this group of youngsters is vibrant to use E-media. It is learned that 10 (33%) of the respondents are doing UG program and other 10 (33%) of them are doing PG programme. Majority of the students 24 (80%) have not earned anything as a regular basis or occasional basis. So these respondents almost depend on their family members for their expenditures. And (47%) of these students have the habits of using various e-media for half an hour per day and only (10%) of the respondents are using e-media more than two hours per day.

Table: 2
E- Media can help for learning

Particular	Frequency	Percent
Yes	21	70.0
No	9	30.0
Total	30	100.0

Inference

Out of 30 respondents 70 per cent of the students said positively that they can learn and the rest 30 per cent of their said e-media cannot help for their learning.

Table: 3
E-media can be useful for their overall leaning

Various uses	1	2	3	4	5	6	7	8	Total	Garret Ranking
Through YouTube	0	9.71	8.57	7.75	4.47	5.85	6.09	3	45.44	VII
Through Facebook linked in Email	15.04	3.23	11.42	2.52	0	11.71	7.61	0	51.53	V
Through special discussion on the TV	11.28	3.23	5.71	15.04	2.23	5.85	4.57	2	49.91	VI
Through E-News papers	15.04	16.19	8.57	10.09	4.47	5.85	0	0	60.21	II
Through blog	0	0	0	0	15.47	1.95	1.52	12	30.94	VIII
Through Tablet or Mobile	22.57	19.42	5.71	0	8.95	3.90	0	1	61.55	I
Through Advertisements	7.52	3.23	11.42	12.61	8.95	3.90	3.04	1	51.67	IV
Through News on the Radio	7.52	12.95	8.57	15.04	2.23	1.95	9.14	2	59.4	III

Inference

Above table clearly shows that e-media can help the students for learning and their ranking. Among the various e-media, Tablet and mobile ranked first just because we carry it easily in the hand wherever we are E-Newspapers placed second ranking and the blog placed last ranking because they were not aware of it.

Table: 4

E- Media can't help for their leaning

Problems	1	2	3	4	Total	Garret Ranking
Lack of awareness	24.33	24.88	0	6	55.21	II
Lack of interest	24.33	24.88	0	12	61.21	I
Poor financial background	16.22	6.22	29.33	0	51.77	III
Lack of operating Knowledge	8.11	12.44	14.66	9	44.21	IV

Inference

Table clearly shows the problems faced by college students and their ranking among the various problem listed in the above table lack of interest is found to be the most important problem for usage of e-media. Which is followed by lack of awareness, poor financial background and lack of operating knowledge are the next important problems faced by the students for usage various e-media.

Table: 5
Need censor for all the E-media

Particular	Frequency	Percent
Yes	21	70
No	9	30
Total	30	100

Inference

It is learned from the table 70per cent of them have told the e-media needed censor for avoiding fake message on varies media.

Table: 6
Level of student's desires with various attributes

Attributes	SA	A	N	DA	SDA	Total
Change in mental preference	09	15	3	1	2	30
Reduce consumption of food	08	12	5	3	2	30
Changes in buying pattern	05	18	4	3	0	30
Changes in the relationship of peer group and family	08	12	5	2	3	30
Changes in the culture and social responsibilities	16	12	0	2	0	30
'More Screen time' leads to high rate of obesity.	7	12	6	4	1	30
Decreases in the involvement of sports and other activities.	10	11	5	4	0	30
Screen time may weaken Students heart, lung and diabetes.	9	13	3	5	0	30
Internet influence and effect on body image.	4	17	4	3	2	30
Media multitasking can hurt social and emotional development in major students.	7	13	5	4	1	30
Hearing profanity may lead to more aggressive acts.	7	10	8	4	1	30
Major youth media consumption may be hampering Academic Achievements.	10	12	4	4	0	30

.	Affecting sleeping pattern of students.	8	16	3	2	1	30
	Poor nutrition and obesity.	11	8	7	2	2	30
	Television electronic media displace social interaction.	5	16	5	3	1	30
	Violence and aggressive behaviour	10	7	10	3	0	30
	Tobacco and alcohol, smoking	9	12	3	5	1	30
	Reducing Attention	10	11	3	4	2	30
	Early sexual initiation	11	06	9	3	1	30
	Personality changes	09	15	2	3	1	30
	Hypertension activity	9	17	1	2	1	30
	Learning disorder	6	11	4	3	6	30
	Premature maturing of students.	5	12	6	3	4	30
	Total	193	288	105	72	32	690
	Percentage	27.97	41.74	15.22	10.43	4.64	100

(SA- Strongly Agree, A- Agree, N- Neutral, DA- Disagree, SDA- Strongly Disagree).

Inference

From the analysis it is understood that changes of buying pattern is playing vital role among the students. And when we have the habits of using e- media frequently it's going to affect their deep sleeping pattern. 17 students have agreed that internet influence and effect on body image. More than half per cent of the students have strongly agree on e-media can change in the culture and social responsibility.

SUGGESTION

As student have more of their communications through electronic media, and less of it face-to-face they begin to feel more lonely and depressed. "You know, more physicians are students especially have been using technology to cope with situations that may be more emotionally stressful. Hiding behind the digital wall, such as texting or Internet communications, allows student to deal with situations that they wouldn't want to face-to-face, such as ending relationships or dealing with bullies (Campbell). So it is responsible that the education institution have given the awareness about how to use it very meaningfully.

Many of the physical risks of technology, such as developmental problems and obesity, stem from children who overuse and abuse their technology of choice. For instance, student who are dealing with obesity related to playing video games are the student who play for extreme amounts of time per day and not playing outside. Putting a limit on how much student use technology and how much they share with it will help to prevent the risks of health related issues, lack of privacy, and loss of social skills.

We believe that when parents are actively involved in their children everyday activities, the student is more likely to embrace technology for creative, educational purposes rather than just as a medium for gaming or television viewing (entertainment usage). Other part of it as parents should not allow the students to keep their mobile on the mat during the sleeping time. It tempt ate the student to use mobile it leads to spoil their deep sleep.

CONCLUSION

From the study it is clear that in college students in and around Bengaluru would prefer to use social media and spend many hours watching and checking social media sites. It leads to negatively affect many aspects of student's healthy development, including obesity, poor nutrition, weight status, sexual initiation, aggressive feelings and beliefs, usage of alcohol and drugs, changes in behaviours, consumerism and social isolation. We found that most of the respondents (UG, PG and Research scholars) were believed that Social Media is definitely affecting students' efficiencies. Media not only has negative effects on the minds of the students, and also affects the entire society. We need to find ways to optimize the role of media in our student, taking advantage of their positive attributes and minimizing their negative ones. Hence, educators need to be concerned about these problems and try to find better ways to solve these problems.

LIMITATION

➢   The sample size of this study is limited to 30 students. Therefore it is unfeasible for broad generalization.

➢   The study is confined to the beneficiaries belonging to selected College students only.

➢   The validity of the conclusion depends upon the honesty and sincerity with which the data provided by the respondents.

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