Correlation Between Mass Media And Socio-Economic Status Of School Going Adolescents In Varanasi City

Alpana Singh

Assit. Prof. Home Science Deenanath Pandey Govt. Girls P.G. College, Deoria (U.P.) India

***Abstract:** Mass media is essentially a working group organized round some device for circulating the some massage, at about the same time to large number of people. Mass media transfer knowledge more effectively to large number of receivers at multiple points irrespective of the distance between source and receiver. Mass medias are able to improve socio-economic status of individual and there by society and nation through education and guidance. To improve the quality and impact of mass media it is essential to study mass media communication time to time. The purpose of this study is to explore in depth the correlation between mass media exposure and socio-economic status of male and female students.*

The mass media of communication play most indispensable role in moulding the outlook of people. It is helpful in creating the required awareness among the people towards a better life. Mass media has an important role in furthering education and development. Western media theorists have ascribed three major functions of mass media communication. They are surveillance of environment i.e. collection and distribution concerning the event which happen, second interpretation of the information and prescription for conduct in relation to the events; and third transmission of the social heritage from one generation to the next generation. Out of these three functions one important function is entertainment. Surveillance of information is important aspect of mass media.

Socio-economic status is social and economic standard of individual or family in society. According to Kulshrestha and Day (1972) " Socio-economic status is a study of individuals position with in the social relationship. It influences individual relationship with others. It includes prestige, influence and respect. It is also known as social class social status or socio-economic background. In present study socio-economic status has been considered as parents education, occupation, monthly income, library and club membership etc.

Objectives of the study- Objective writing is very important aspect for any research. It provides guidelines at every stage of research. The present investigation was designed with following objectives-

1. To find out difference between different level of mass media exposure of male and female students on socio economic status.

2. To find out correlation between mass media exposure and socio- economic status of male and female students

Hypothesis- In this study objective wise null hypothesis are prepared in

specific manner-

1. There is no significant difference between level of different mass media exposure of male and female intermediate students on socio-economic status.

2. There is no significant relationship between mass media exposure and socio-economic status of male and female intermediate students.

In this age of scientific excellence half of the world population's is still living below poverty line. These people are illiterate and are without adequate basic needs i.e. food, shelter, and clothing. Although world has become global village and flow

of information and generation of information was never as fast as it is today (Singh, 2000). Fast flow of information depends on media of mass communication. Mass media are able to improve socio-economic status of individual and thereby society and nation through education and guidance. To improve the quality and impact of mass media, it is essential to study mass media communication time to time.

Sample of the study-   In the present investigation 400 boys and girls students of 15-19 year age group were selected from eight schools of Varanasi city. Out of 400 subjects 200 were the girls and 200 were the boys. They all were selected by simple random sampling procedure using lottery method. Total eight school from Varanasi city were selected randomly.

Tools used - In order to meet the objective of the present study the following tools were used-

1. Mass media schedule
2. Socio-economic status scale (Kalliath, 1999)

To achieve the objectives of the study well structured general information schedule related to mass media was prepared by researcher and pretested on a sample of 30 students. Necessary modifications were made in the light of the experience of pretesting of the schedule.

Kalliath SES inventory is designed to measure and quantify the social position of an individual in the social hierarchy that prevails in modern urban rational conglomerations. This inventory is specially targeted at the typical urbanite in a metropolis, city or a town. The tool may be administered to individuals of any age group ranging from 10 years on words.

Analysis and Interpretation- Results related to difference between students of different mass media exposure on socio- economic status are given in table 1.1 and table 1.2 for male and table 1.3 and 1.4 for female students, sums, sum of squares, means and standard deviation of low, middle and high exposure groups of male students on socio economic status are given in table 1.1.

Result of analysis of variance related to impact of mass media exposure on socio- economic status for male student is given in table 1.2

Results of analysis of variance for male shows that F- value is 15.772 which is significant at 0.01 level. This means that significant difference exists between low, middle and high exposure groups student on socio economic status.

Table 1.1 Sum, sum of square, mean and S.D. of different mass media exposure level male students on socio economic status -

Exposure	N	Sum	Sum of square	Mean	S.D.
Low	48	2126	103756	44.292	14.286
Middle	88	4849	291853	55.102	16.837
High	64	3926	256740	61.344	15.889
Total	200	10901	652349	54.505	17.057

Table 1.2 Summary of analysis of variance for mass media exposure on SES for male students -

Source of variation	DF	Sum of squares	Mean sum of square	F
Among Group	2	8031.56	4015.781	
Within Group	197	50158.44	254.611	15.772
Total	199	58190.00		

Result of analysis of variance for female students given in table 1.4, shows that F value is 8.618, which is significant at 0.01 level. This means that socio economic status of Low, middle and high mass media exposure groups differ significantly.

Table 1.3:- Sum, sum of squares, mean, standard deviation of different mass media exposure level female students on socio sconomic status .

Exposure	N	Sum	Sum of square	Mean	S.D.
Low	62	3798	245610	61.258	14.571
Middle	60	4366	338390	72.767	18.727
High	78	5690	447370	69.270	18.982
Total	200	13854	1031370	69.27	18.935

Table 1.4 Summary of analysis of variance for mass media exposure on SES for female students -

Source of variation	DF	Sum of squares	Mean sum of square	F
Among Group	2	5769.02	2884.510	
Within Group	197	65934.40	334.692	8.618
Total	199	71703.42		

Therefore null hypothesis that - " There is no significance difference between level of

different mass media exposure of male and female intermediate students on socio economic status" is rejected at 0.01 level of significance.

To find out relationship between mass media exposure and socio- economic status, product moment correlation coefficient were calculated. The result of correlation are given in table 1.5 and 1.6 for male and female students respectively. It is depicted in table 1.5 that value of correlation coefficient is 0.356 which is significant at 0.1 level. This means that mass media exposure is positively and significantly correlated with socio- economic status.

Table 1.5   Summary of correlation between mass media exposure and socio- economic status of male students-

Statistical Parameters	Mass media exposure	Socio- economic status
Sum	31604.000	10901.000
Sum of squares	6650016.000	652349.000
Mean	158.020	54.505
S.D	91.221	17.100
Product		1833723
Correlation coefficient		0.356
Level of significance		P∠0.01

Table 1.6   Summary of correlation between mass media exposure and socio- economic status of female students-

Statistical Parameters	Mass media exposure	Socio- economic status
Sum	36890.000	13854.000
Sum of squares	8440500.000	1031370.000
Mean	184.450	69.270
S.D	90.674	18.982
Product		2639355
Correlation coefficient		0.244
Level of significance		P ∠0.01

The result of correlation for female students depicted in table 1.6 is 0.244 which is significant at 0.01 level. This means that mass media exposure is positively and significantly correlated with socio- economic status.

Therefore the null hypothesis that "There is no significant relationship between mass media exposure and socio-economic status of male and female intermediate students", is rejected at 0.01 level of significance. It means mass media is correlated positively and significantly with socio-economic status of male and female students.

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