

Mass Media Exposure of the P.G. Students in North-Eastern Hill University of Meghalaya

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ABSTRACT

The study was conducted in North-Eastern Hill University (NEHU), Tura campus, and West Garo Hills district of Meghalaya during the year 2011-2012. Total of the 165 respondents were selected for the present study. Collected data were tabulated, organized and analyzed for drawing results by using percentage, mean, standard deviation and correlation co-efficient. Majority (70.30%) of the PG students belonged to middle age (between 22-25 years) group. 43.03 per cent of the PG students had undergone Certificate course in computer. Majority of the PG students (64.85%) were found to have urban background and 35.15 per cent of them had rural background. 82.42 per cent of the PG students had medium level of aspiration followed by high (16.98 %) and only 0.60 per cent of the PG students had low level of aspiration. Majority (47.88%) of the PG students' fathers were graduate. 46.67 per cent of the PG students mothers had high school education. It was found that majority (84.24%) of the PG students belonged to nuclear family and only 15.76% per cent of the PG students belonged to joint family. It could be inferred that majority (64.24%) of the PG students had medium family size. It has been observed that computer education, background, social participation, level of aspiration, father's occupation and type of family were positively and significantly correlated to the mass media exposure of the PG students at 0.01 level of probability. These five characteristics may be termed as good predictors of mass media exposure of the PG students. The R² value (0.759) indicated that all the eleven independent variables jointly contributed 75.9 per cent towards the variations in mass media exposure. The F-value (43.889) was also found to be significant at 0.01 level of probability. On the basis of the study conducted, it could be concluded that majority of the students had medium mass media exposure computer educations, background, social participation, level of aspiration and fathers' occupation were the important factors which have contributed to the mass media exposure of the NEHU students.

Key words: Mass media exposure; level of aspiration; awareness and utilization.

INTRODUCTION

Mass media play a significant role in the socialization of the young. An extensive exposure necessarily influences the young, who are always believed to be passive respondents. Effective use of the mass media has the potential for increasing the public understanding for achieving the goals of development programmes and activities of development workers. It can increase public support for development programmes and it can have a significant impact on the decisions of development planners, policy makers and legislators that affect these programmes. It can help people to function better in the community by providing information that can support the capacities of persons under stress and consequently it can significantly expand the impact of the development programmes in any community. The "Mass Media" are the entire array of the media specifically envisioned and designed to reach a large audience through radio, television, magazines, newspapers and the World Wide

Web (www). The term was coined in the year 1920s with the advent of nationwide radio network and mass circulation of newspapers and magazines. It refers collectively to all media technologies that are intended to reach a large number of audiences via mass communication. Broadcast media also known as electronic media transmit their information electronically and comprise television, film and radio, movies, CDs, DVDs and some other devices like cameras and video consoles. Alternatively, print media use a physical object as a means of sending their information such as newspapers, magazines, brochures, newsletters, books, leaflets and pamphlets. Internet media is able to achieve mass media status as it provides mass media services such as email, websites, blogging, video conferencing and television. The internet provides an excellent framework for learning, communication, information exchange and collaboration in education. Outdoor media is a form of mass media which comprises billboards, sign boards transslides, placards placed inside and outside of

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commercial buildings, shops and buses, flying billboards, blimps and sky writing. Public speaking and event organizing can also be considered as forms of mass media. Mass media consisting of newspaper, magazines, traditional media, and radio and information technology are proved to be the most powerful opinion makers in this information age (Mehrotra *et al.* 1991). Media is the central heart to the information nucleus of a society. Increase in literacy facilitates the expansion of media reach, rapid growth of different forms of media, which arouse in people hunger and interest to learn more about contemporary issues. After the independence new horizons were seen by the country in all aspects of five year plans stressing the need to solve some of the national problems such as, lack of cultural identity, absence of economic policy and so on, the development of mass media was boosted. The need for communicating with the masses and influencing them was felt in order to have the impact of the independence. This led to tremendous progress in the fields of print and the broadcast media. The mass media constitute a powerful and pervading force in our lives. We are exposed daily to bombardment of media messages. Most of the information we receive about our community or state, the nation and the world come to us through newspapers, magazines, television and radio. Mass media play a triple role at a time, *i.e.*, informing, entertaining and educating the masses (Chandra 2001). The use of mass media has shown increasing tendency with the introduction of highly sophisticated technology. Yet, intensive efforts are required to increase the mass media awareness among the masses about the extent of ineffective use of communication techniques regarding various mass media available. In view of above facts and notions, the present study was carried out with the specific objectives *viz.* to study the socio-personal profile and assess the mass media exposure of the post graduate (PG) students in North Eastern Hill University of Meghalaya.

METHODOLOGY

The research design adopted for this study was ex-post- facto research design. This design was considered appropriate because the phenomenon has already occurred. It is a systematic empirical study in which the researcher does not have direct control over the independent variables because their manifestations have already occurred (Kerlinger 1973). The study was conducted in North-Eastern Hill University (NEHU), Tura campus, West Garo Hills district of Meghalaya during the year 2011-2012. NEHU has two campuses, *i.e.*, NEHU, Shillong Campus and NEHU, Tura Campus. Out of these, NEHU, Tura Campus was selected purposively. In NEHU, Tura Campus, there are five departments-

Department of Garo, Department of Education, Department of English, Department of Management and Department of Rural Development and Agricultural Production (RDAP). Being the resident of Tura and having well acquaintance about language, exiting culture and communication facilities, all of the five departments were selected purposively for the present study. A total of 165 PG students were admitted during the 2011-2012 session (Department of Garo 33 students, education 33 students, english 33 students, management 33 students and rural development agricultural production 33 students). All the 165 PG students were selected for present study (*i.e.* complete survey method). Collected data were tabulated, organized and analyzed for drawing results by using percentage, mean, standard deviation and correlation co-efficient.

RESULTS AND DISCUSSIONS

Socio-personal profile of the PG students:

Majority (70.30%) of the PG students belonged to middle age (between 22-25 years) group followed by young age group 18.80 per cent and old age (above 25 years) group 10.90 per cent. Maniar *et al.* (2011) also reported similar findings. It could be observed from table-1 that majority (43.037%) of the PG students had Certificate course in computer followed by Diploma Course 27.27, per cent degree Course 1.82 per cent and 27.88 per cent of them knew how to type and handle computers without undergoing special computer courses. It could be concluded that the students had computer knowledge. The data presented in table-1 indicates that majority of the PG students (64.85%) were found to have urban background and (35.15%) of them had rural background. Sharma and Hasan (2012) also reported similar findings.

**Table1: Distribution of socio-personal profile of the PG students
n=165**

Category	Frequency (f)	Percentage (%)
Age		
Young (Below 22 years)	31	18.80
Middle (Between 22-25 years)	116	70.30
Old (Above 25 years)	18	10.90
Computer Education		
Typing and Handling	46	27.88
Certificate Course	71	43.03
Diploma Course	45	27.27
Degree Course	3	1.82
P.G. Degree Course	0	0
Background		
Rural	30	18.18
Urban	135	81.82
Social Participation		
No participation	43	26.06
Member of any organization	56	33.94

Member of more than one organization	19	11.52
Office bearer in any organization	13	7.88
Participation in any community work	34	20.60
Level of Aspiration		
Low	1	0.60
Medium	136	82.42
High	28	16.98
Father's Education		
Illiterate	2	0.21
Can read and write	4	2.42
Primary school	5	3.03
Middle school	13	7.88
High school	62	37.58
Graduate	79	47.88
Mother's Education		
Illiterate	7	4.24
Can read and write	6	3.64
Primary school	11	6.67
Middle school	38	23.03
High school	77	46.67
Graduate	26	15.75
Father's Occupation		
Agriculture	12	7.27
Service	118	71.52
Business	35	21.21
Mother's Occupation		
Housewife	89	53.94
Service	63	38.18
Business	13	07.88
Types of family		
Nuclear	139	84.24
Joint	26	15.76
Size of family		
Small (4 members)	29	17.58
Medium (5-8 members)	106	64.24
Large (9 and above)	30	18.18

Note: Figure in parentheses show percentage to total.

The data in Table 1 revealed that 26.06 per cent of the PG students belonged to 'no participation category'. Among the participants, 33.94 per cent were found under membership in any organization followed by participation in any community work (20.60%) membership in more than one organization (11.52%) and 'office bearer in any organization (7.88%)'. The findings were similar with the findings of Chauhan (2010). Majority (82.42%) of the PG students had medium level of aspiration followed by high (16.98%) and only 0.60 per cent of the PG students had low level of aspiration. The findings were closely related to the findings of Laishram (2011). It could be observed from table-1 that majority (47.88%) of the PG students' fathers were graduate, followed by those educated up to high school (37.58%), middle school (7.88%) of primary

school (3.03%) can read and write 2.42 per cent and only 1.21 of per cent them were illiterate. It could be concluded that the fathers were more literate than illiterate. This situation might be due to significance of education which plays a vital role in everyone's life. Maniar *et al.* (2011) reported similar findings. Majority (46.67%) of the PG students mothers had high school education, followed by middle school 23.03 per cent graduate 15.75 per cent primary school 6.67 per cent illiterate 4.24 per cent and can read and write 3.64 per cent. Majority of the respondents' fathers belonged to service sector (71.52%) followed by business 21.21 per cent and agriculture 7.27 per cent. The data in Table-1 reveal that majority (53.94%) of the mothers were housewives 38.18 per cent mothers belonged to service category and business 7.88 per cent. Maniar *et al.* (2011) reported similar findings.

The data in Table 1 revealed that majority (84.24%) of the PG students belonged to nuclear family and another 15.76 per cent of the PG students belonged to joint family. The findings were closely related to the findings of Pandey and Mehta (2002). It could be inferred that majority (64.24%) of the respondents had medium family size, followed by large 18.18 per cent and small 17.58 per cent family size. Cost of living is increasing day-by-day. They might have found it beneficial to have lesser family members to lead a better and comfortable life. They might have also realized the advantages of small family in terms of educating their children, saving money and assets.

Mass Media Exposure of the PG students:

Table 2: Distribution of respondents on the basis of their mass media awareness

Mass Media	n=165	
	Frequency	Percentage
Radio	15	09.09
Television	20	12.12
Internet	45	27.27
Print media	60	36.37
Mobile Phones	20	12.12
Technical Publication	05	03.03

Table1 reveals that majority (36.37 %) of the PG students were found to be aware about print media followed by 27.27 per cent Internet, 12.12 per cent Television & Mobile Phone, 09.09 per cent Radio and 03.03 per cent technical publication of the PG students respectively. Thus, it can be said that print media was found to be quite popular in the area under the study. The findings were closely related to the findings of Pandey and Mehta (2002).

Table 3: Distribution of PG students on the basis of their mass media utilization
n=165

Mass Media	Frequency	Percentage
Radio	05	03.03
Television	15	09.09
Internet	65	39.39
Print media	50	30.30
Mobile Phones	25	15.15
Technical Publication	05	03.03

The data in Table-3 shows that more than half (39.39%) of the PG students were found to utilize the internet followed by 30.30 per cent print media, 15.15 per cent mobile phone, 09.09 per cent television and 03.03 per cent radio & technical publication (both) pg students respectively. The possible reason for this could be that the respondents were post-graduate students who had to use mass media for different educational purposes. They also might have used mass media for entertainment and communication. Sharma (2012) also reported similar findings.

Table 4: Distribution of PG students on the basis of their purpose of for mass media utilization

Category	Frequency	Percentage
For gaining knowledge	76	46.06
For getting reviews and up-to-date information	28	16.96
For entertainment	50	30.30
For other specific purpose	11	6.66

The data in Table-4 reveals that majority (46.06%) of the respondents used mass media for gaining knowledge, 30.30 per cent of them used mass media for entertainment, 16.96 per cent of them used mass media for getting reviews and information and 6.66 per cent of them used mass media for other specific purpose.

Table 5: Distribution of PG students on the basis of their perception of the role of mass media in development

Particulars	Frequency	Percentage	Rank
Direct role	25	4.27	VII
Indirect and supplementary	15	2.56	VIII
Informative and educative	70	11.96	IV
Entertainment and Passing time	118	20.17	II
Motivate people for development	44	7.52	VI
It guiding people towards developmental works in the right direction	112	19.14	III
Besides informing, educating, entertaining & motivating, mass media also take an active part in the process of development.	143	24.44	I
Regularly give all aspects (+ve & -ve) of development & motivate people & fix their participation in development.	58	9.91	V

table-5 depicts that besides informing, educating, entertaining and motivating, mass media also take an active part in the process of development and entertainment and passing time were placed at first and second rank order with 24.44 per cent and 20.17 per cent of the respondents, respectively; whereas it guide the people towards developmental works in the right direction, to inform and educate and regularly gives all aspects (+ve & -ve) of development & motivate people & fix their participation in development were placed at third, fourth and fifth rank order with 19.14, 11.96 and 9.91 per cent of the respondents respectively. The statements motivate people for development, direct role and indirect and supplementary were placed in sixth, seventh and eight rank orders with 7.52, 4.27 and 2.56 percent of the respondents respectively. An examination of the findings in Table 4 indicated that majority of the respondents perceived that besides informing, educating, entertaining and motivating; mass media also take an active part in the process of development.

Table 6: Distribution of PG students according to their preference given to mass media

Mass Media	Frequency	Percentage	Rank
Radio	0	0.00	
Television	30	18.18	III
Internet	52	31.52	II
Print media	70	42.42	I
Mobile Phones	13	7.88	IV
Technical Publication	0	0.00	
Films	0	0.00	
Billboard, Placards	0	0.00	

The Table 6 revealed that majority of the PG students (42.42%) ranked print media as the most preferred mass media followed by internet (31.52%), television (18.18%) and mobile phone (7.88%). Thus, it could be concluded that the print media was the most preferred media of the students of NEHU, Tura Campus. The possible reason for this could be that the all respondents were literate. They were students who spent more time with Print media which were within the reach. Print media are also cost effective. They could gain easy access to books, journals, newspapers, research papers, etc. as everything possible was made available to them at the institution library itself. Internet on the other hand made information available in a quick and easy manner and helped them with their assignments and research works besides print media. The result was contradictory to those of Muhammad *et al.* (2005), who found that television was preferred mostly by the respondents regarding its effectiveness. The possible reason for the difference may be time factor, the gap between the two studies is more

than 6 years. Thus, with the passage of time, the situation might have changed.

Table 7: Distribution of respondents according to their overall mass media exposure of the PG students n=165

Category	Frequency	Percentage
Low	24	14.54
Medium	112	67.89
High	29	17.57
Total	165	100

Mean= 40.21 S.D. = 9.10

The PG students categorized were on the basis of degree of mass media exposure. Later on the mean score and standard error of mean were worked out. Sum of mean and standard error has been categorized at low degree of mass media exposure.

The results presented in table 7 indicates that majority (67.89%) of the PG students were found having medium mass media exposure, 17.54 per cent of the PG students were of high mass media exposure and 14.54 of per cent them had low mass media exposure. The possible reason for this could be that the respondents were young students curious to know what is happening around them now and then at a rapid pace and this would have been possible only with the use of mass media. They could gain access to the world of knowledge and information simply through different mass media sitting at home. They could do their assignments and research works in an easier manner with the help of mass media. Moreover, majority of them were from urban areas whose fathers had service as their occupation which might have given them the opportunity to enjoy the benefits of mass media to a greater extent. The mass media have brought the entire world at their doorstep. Mass media made available almost unlimited resources at their disposal and facilitated several activities for which they had to venture out of their homes. The finding was in concurrence with the findings of Dhadwad *et al.* (2012).

Table 8: Correlation coefficient of mass media exposure of the PG students with the independent variables.

Independent Variables	Correlation Coefficient "r"
Age	0.078 (NS)
Computer Education	0.688**
Background	0.593**
Social Participation	0.747**
Level of Aspiration	0.659**
Father's Education	0.019(NS)
Mother's Education	0.147(NS)
Family Size	0.148 (NS)

* Significant at 0.05 level of probability
 ** Significant at 0.01 level of probability

NS: Non- Significant

This section deals with the nature of relationship between the dependent variable and the selected independent variables. Correlation between the dependent variable, i.e., mass media exposure and the eleven independent variables were computed for the sample students. This helped in getting an idea about the relationship of the dependent variable with the independent variables. The 'r' values are shown in table-8.

It may be observed from the values of co-efficient of correlation presented in table-8 reveals that the variables viz. computer education, background, social participation and level of aspiration, were to be positively and significantly correlated to the mass media exposure of the students at 0.01 level of probability, but age, father's education, mother's education and family size were not significantly correlated to the mass media exposure of the students at 0.05 level of probability. Similar results were also reported by Ani and Baba (2009) Kumar *et al.* (2002) and Sharma (2012).

Table 9: Regression Analysis of Mass Media Exposure of the PG students with the independent variables.

Independent variables	Beta	Regression Co-efficient	Standard Error	t-value
Age	0.009	0.047	0.228	0.206
Computer Education	0.250	2.900	0.628	4.620**
Background	0.211	4.554	1.073	4.245**
Social Participation	0.334	2.079	0.357	5.819**
Level of Aspiration	0.189	1.781	0.521	3.419**
Father's Education	0.070	0.642	0.446	1.440
Mother's Education	-0.003	-0.026	0.407	-0.064
Family Size	0.06	0.905	0.674	1.343

* Significant at 0.05 level of probability R²= 0.756
 ** Significant at 0.01 level of probability F= 43.889

It can be observed from Table 9 that computer education (X2), background (X3), social participation (X4) and level of aspiration (X5) and positively and significantly to the prediction of mass media exposure of the students. These five characteristics may be termed as good predictors of mass media exposure of the PG students. The R² value (0.759) indicates that all the eleven independent variables jointly contributed 75.9 per cent towards the variations in mass media exposure. The F-value (43.889) was also found to be significant at 0.01 level of probability. This indicates the significant effectiveness of the independent variables in predicting the extent of mass media exposure of the respondents when all the variables were functioning jointly.

CONCLUSION

Majority (67.89%) of the PG students were found having medium mass media exposure, 17.54 per cent of

the PG students were of high mass media exposure and 14.54 of per cent them had low mass media exposure. computer education, background, social participation and level of aspiration, were to be positively and significantly correlated to the mass media exposure of the students at 0.01 level of probability. On the basis of the study conducted, it is concluded that majority of the students were medium mass media exposure. Computer education background, social participation and level of aspiration and were the important factors which have contributed to the mass media exposure of the NEHU students.

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