This chapter presents the findings and discussion arrived at as a result of analysis and interpretations.

5.1 MAJOR FINDINGS

The present study tries to examine the influence of mass media on psycho-social behaviour of the adolescents. The study carried out among 600 students of Higher Secondary classes (11th and 12th) of various areas of undivided Kamrup district. It has been found that all the boys and girls (100%) irrespective of rural and urban areas use mass media - print or electronic or both for various purpose or needs. The family environment and socio economic status of the sample adolescents are not of equal standard. But the interpretation of data shows uniformity in result in case of adolescents of both the rural and urban Kamrup.

5.1.1 Findings related to the Influence of Print Media on Psycho-social Behaviour of Adolescents.

- The print media i.e. newspaper is very popular among the adolescents of rural and urban areas. 98% of the adolescents have the habit of reading newspaper in the rural areas where as in the urban areas 99% of the respondents have the habit of reading newspaper. Only 9 adolescents out of 600 do not have this habit.
In the rural areas, adolescents prefer to read the Assamese dailies rather than English dailies. But in the same line of investigation made in urban areas adolescents prefer to read the English dailies to Assamese dailies.

As a print media newspaper is very popular among the adolescents. Though boys and girls do not differ significantly, the sport page of the newspaper is more influential than the other pages to the adolescent boys which reflect the interest of the boys towards games and sports. On the other hand, girls are more interested towards the “horoscope” section of the newspaper which indicates the uncertainty that prevails in their mind.

Regarding utilisation of print media by adolescents, it is found that the highest use of print media i.e. 88.00% by adolescents was to know the current events. 86.67% adolescents use print media to gain information. Next to it, 42.67% adolescents use print media for entertainment. Only 10.50% adolescents use print media to get rid of tension.

The influence of print media in case of developing social awareness irrespective of sex and area, the highest response of adolescents 62.51% was observed regarding environmental awareness. They were of the view that print media i.e. news paper and magazine play an important role in their life in developing social awareness specially regarding environmental issues or awareness. The least influence of print media on the development of social awareness irrespective of sex and area was observed regarding prejudices.
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➢ The influence of print media on the development of education among adolescents, the highest use of print media for educational purpose was found 52.67% in case of acquisition of general knowledge. But there was difference between the rural and urban adolescents' responses.

➢ The least influence of print media among the adolescent in the field of education was 18.00% in case of collection of study materials.

➢ Again, regarding the influence of print media on life style among the adolescents, the highest influence among the urban adolescents was observed 51.67% in case of hair style whereas in the rural area the highest influence was 48.00% in case of dressing style.

➢ Development of awareness regarding sanitation, rural girls are found to be more influenced by print media (59.33%). Whereas, rural boys are less influenced by it (16.67%).

➢ The awareness regarding girl's education, marriage etc average 46.17% adolescents are influenced by print media. The highest percentage was found to be 58.67 in case of urban girls and the lowest percentage was found to be 30.17 in case of urban boys.

5.1.2 Findings related to the Influence of Electronic Media on Psychosocial Behaviour of Adolescents.

➢ Adolescents are users of various electronic media. Among these various electronic media, the highest time spend by the adolescents is with television.
Findings and Discussion

➢ Internet is also gaining popularity among the adolescents and they use it for various purposes.

➢ Radio as an electronic media is very popular source of information and entertainment among adolescents. The result of the study reveals that adolescents irrespective of boys and girls are good listeners of radio specially the musical programme (FM Radio) and they listen it through their cell phones.

➢ In the indicator utilisation of electronic media, the highest use of electronic media by the adolescents is observed 92.17% in ‘to gain information’ where boys’ responses are 94.00% and girls’ responses are 90.33%. On the other hand, the least influence is observed 40.33% in to broaden imagination.

➢ Regarding the development of social awareness, the highest influence of electronic media among the adolescents is highest (82.50%) in environmental awareness irrespective of sex and area i.e. rural and urban. Next to it, electronic media also have higher influence on awareness regarding girl's education and marriage among the adolescents. The least influence in this regard is observed in the awareness regarding prejudices.

➢ Many rural adolescents are of the view that the TV programme like ‘Kalyani’ provides them good information related to sanitation, health and hygiene.

➢ Regarding the influence of electronic media on development of education among adolescents, the highest influence was observed
58.17% in the acquisition of general knowledge where urban adolescents and rural adolescents’ responses are 60.67% and 55.67% respectively.

➢ There is a difference between the urban and rural adolescents regarding the use of electronic media for collection of study materials. 63.34% of urban adolescents utilise electronic media for collecting study materials, whereas only 24.34% rural adolescents use electronic media for that purpose.

➢ The influence of electronic media on development of life style of adolescents also, difference can be observed between the urban and rural adolescents. Significant influence of electronic media can be observed on urban adolescents in their dressing style by 84.34%, 54.67% in the hair style, 49.34% in their consumption pattern and 43.34% on the body image.

➢ Adolescents view advertisement with interest and found them informative which promise that the product will do something special for them and transform their life. The advertisements like cell phones, motor bikes etc. attract the boys more and they wish to be proud owner of such commodities as they regard these as their symbol of status. Similarly, girls are also influenced by the advertisement based on cosmetics, soft drinks, chocolates etc. due to the non informative factors like celebrities, catchy slogans, visual effects, good music and action related with the advertisement.
5.1.3 Findings related to the comparison between the Influence of Print and Electronic Media on Psycho-social Behaviour of Adolescents

➢ One of the major finding of the study is that electronic media is more powerful than the print media. Though adolescents are good consumer of the print media, the electronic media like television, radio, even internet also found to be more frequently used by the adolescents.

➢ In case of electronic media, the highest influence 73.19% was observed in the utilisation. Similarly, in case of print media also the highest influence 49.19% was observed in the utilisation.

➢ The responses of the adolescents regarding print and electronic media in different indicators show that the adolescents’ response was higher in electronic media than the print media. The highest difference (22.93%) is found in case of utilisation of media where the response of adolescents in electronic media was 66.93% and in print media 44.00%.

➢ Regarding the influence of media on social awareness among adolescents 63.67% was recorded for electronic media and 46.40% recorded for print media.

➢ In the field of education also, influence of electronic media (51.67%) is higher than the influence of print media (33.34%) among the adolescents.

➢ Regarding the influence of mass media on life styles of adolescents, the influence of electronic media 57.92% was recorded which is higher than the influence of print media 46.92%.
5.1.4 Findings related to the Influence of Mass Media on Attitude of Adolescents towards Love, Sex and Drug use.

- According to adolescents, mass media play a major role in providing information relating to sex, sexuality etc. They are also of the opinion that they come to know about the diseases like AIDS first from the media than the text books.

- 57.50% adolescents agreed that mass media influence the love life of adolescents but 27% adolescents disagree with the statement.

- 58.67% adolescents agreed that mass media also influence the sex knowledge of the boys and girls. On the other hand only 13.67% were of the view that mass media could not influence the adolescents in this regard.

- The respondents are of the view that 54.17% respondent are of the view that the knowledge of drugs and related matters been acquired from mass media.

- Adolescents are of the view that next to mass media friends also play an important role in providing information on love, sex, drugs etc.

- Besides books and magazines, both Indian and western films are the source of information on love sex and drugs related matters for the respondents.

- Adolescent boys (not all) find nothing wrong in open advertisement of some commodities like cigarette, alcohol drinks, condoms etc. It may be due to the attitude of the adolescents towards such commodities. They think it as a symbol of youth, vigure, strength and courage which
may instigate the adolescent boys to be the consumer of alcohol.

5.1.5 Findings related to the Influence of Mass Media on Values of Adolescents

➢ The highest influence of mass media on values of adolescents is found 52.68% in case of theoretical value. Here the responses of the girls were higher (63.01%) than the response of the boys (45.34%).

➢ The least influence of mass media was observed in political value 21.51%. Here difference is found between the boys and the girls.

➢ Next to theoretical, economic value of the adolescents are influenced by mass media 44.18% where, the boys response are found to be 59.01% and the girls response are 29.34%. Economic value indicates materialistic, money oriented nature of the person. Therefore it can be said that boys are more influenced by money, matter etc than the girls.

➢ Similarly, in the social value the response of the adolescents were found to be 42.35%, where the boys and girls response were 41.35% and 43.34% respectively.

➢ In the religious value, the responses of the adolescents were 31.34% where the boys response were 16.01% and the girls' response were 46.66% which reflect that girls are more interested as well as influenced by the religious films, serials, story books or magazines etc than the boys.

➢ The influence of mass media on adolescent's aesthetic value was found 24.17% and the girls aesthetic value were influenced more 32.00% by
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the mass media than the boys’ aesthetic value 15.67% which reflect that girls are more influenced by truth, beauty, artistic sense of mass media than the boys.

➢ Through observation, it was found that the adolescent boys very often use slang language among the peer group. On the other hand, politeness in behaviour was observed by the investigator in case of girls. This may be due to the change of value system or the different type of value that exist in the younger generation.

5.1.6 Findings related to the Influence of Mass Media on Interest of Adolescents

➢ Influence of mass media on the development of interest of the adolescents is highest in the field of sports (83.67%) in respect of urban adolescents. On the other hand, highest response of 65.67% is observed in case of rural adolescents in the cultural field.

➢ Next to sports, urban adolescents’ interest is also influenced by mass media 82.50% in the cultural field.

➢ The least response of the urban adolescents is recorded 13.00% in respect of the influence of mass media on the development of other activities. Similarly, the least response of 13.67% is recorded among rural adolescents in the field of making new friends.

➢ The influence of mass media on the interest of rural girls in fashion were found notably higher (32.00%) than the rural boys (18.00%), urban boys (22.67%) even than the urban girls (26.00%).
5.2 DISCUSSION

The term mass media is defined as a means of communication that operate on a large scale, reaching and involving everyone in society to a greater or lesser degree. The popularity of mass media and its abundance in the life of adolescents raises the question of its influence on psycho social behaviour of adolescents.

The purpose of the present study has been to highlight the influence of mass media on psycho social behaviour of the adolescents. Mass media both print and electronic media are by and large available to all the adolescents and they use mass media for varied purpose.

The media both print and electronic is popular among the adolescents and it influences the psycho social behaviour of adolescents. Between these two media electronic media found to be more influential. As a source of information, mass media has both the positive and negative influences over the adolescents. The positive influences are such that they can collect information and knowledge in the various fields very easily which may help in their academic, mental, social and cultural aspects. Again the negative influences are that too much of exposure, time spends over it, the misuse and wrong acceptance etc may harm their individual judgment, creativity, social life etc.

The highest time spend just after sleeping by an adolescent is with television. This is because of the exposure of television at own houses. Saxena, (2005) also inferred similar result in her study that playing and sleeping time of children had reduced and television viewing time had
Adolescents of the present study are of the opinion that they come to know about the diseases like AIDS first from the media than the text book. Sing, (2000) also found in her study that school students got the information relating to AIDS from various sources of mass media like hoardings, transit messages on bus stops.

In the present study it is found that mass media influence the attitude of adolescents towards love. Again, 58.67% of adolescents agree that mass media is the main source of information regarding sex. They are of the view that both friends and mass media play a major role in providing information relating to sex, sexuality etc. It may be due to the fact that in Indian society, discussion on sex continues to be a taboo since long. This conservative attitude of elders prevents the imparting of healthy facts about sex to the teenagers. So they may turn to some other sources to get information. They may be knocking at the wrong doors and getting wrong and dangerous information. Inaccurate and distorted information may create unhealthy attitudes towards sex. In the similar line Okey, (2002) and Chaves et al. (2005) in their studies revealed that one largely unexpected factor that may contribute to adolescents' sexual activity is their exposure to mass media. It is important to be aware of the media that adolescents are consuming these because it can greatly influence their sexual ideas, attitudes and behaviour.

The values of the adolescents are influenced by mass media. In the present study, political value has been least influenced by mass media with a record of 17.68%, where 14.01% found against boys and 21.34% against girls.
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It shows a clear picture that girls are more influenced by mass media in political value than the boys. This may be due to the fact that gradual increase of women participation in politics. The leaders like Sonia Ghandhi, Momta Benarjee, Mayawati, Sushma Swaraj and Joyalalitha are always in the point of discussion of mass media and this leads the adolescent girls to be interested in politics. The religious value of the girls has also been affected by mass media. The result revealed that girls are more interested towards religious films, serials, story etc. This finding is in agreement with the findings of Kalamani, (1991). Again, the present study also reveal that mass media has influenced 59.01% boys in their economic value which mean that boys are more influenced by money, matter etc. Similarly, Singh and Kaur (2004) also found that 74.00% respondents were of the view that mass media have raised aspiration of the people through exposure to materialistic world.

Adolescents watch advertisement with interest and found them entertaining, informative and beneficial. They are manipulated by different advertisements which promise that the product will do something special for them and transform their life. The advertisements like cell phones, motor bikes etc. attract the boys more and they wish to be proud owner of such commodities as they regard these as their symbol of status. Similarly, girls are also influenced by the advertisement based on cosmetics, soft drinks, chocolates etc. due to the non informative factors like celebrities, catchy slogans, visual effects, good music and action related with the advertisement. In the same line of study made by Kaur and Kaur (2002) found that media specially television and satellite channels certainly affected the life style of
It is clear from the findings of the study that the interests of the adolescents are significantly influenced by mass media specially in the field of cultural (74.09%) and sports (66.67%). The reason behind is that adolescents are really inspired by the name, fame and popularity of the artists of the cultural fields and the sports persons. The interest towards fashion is also influenced by mass media. The findings of the study reveal that the rural girls are more interested in fashion (32.00%) than the rural boys (18.00%), urban boys (22.67%) and even more than urban girls (26.00%) and this is due to the exposure of fashion in magazine, TV etc. It shows the fact that rural girls are also not legging behind in the field of fashion and mass media is playing an important role in this regard. Kaur and Kaur (2002) in their study also observed that TV was the most important media of information regarding fashion awareness among rural and urban adolescents.