Chapter 6: Research Findings (Rfs) and Hypotheses (H) Testing

This chapter discusses various research findings (Rfs) that the researcher extracted while presenting and analysing data in the previous chapter. The sample included students of both government and private schools and their parents. The research found that media exposure, usage and consumption, outdoor activities, communication patterns, consumption of media messages, food consumption and media monitoring by parents varied among the constituents of the sample. Research findings were discussed in accordance with the objectives of the study. The validity of the hypotheses was tested and the researcher discussed research questions (RQs) with reference to the Rfs.

The first objective was to find out the media that the school students are exposed to, consume and use. \textit{Rf}_1 -- It was found that students were exposed to both traditional media (specifically television) and the new media (mobile phones, search engine, electronic mails, social networking sites and applications, including Facebook, YouTube, Twitter, and WhatsApp). \textit{Rf}_2 -- It was found that 54% of the students reported to have one television set at home, 35.2% were found having two television sets and 26.4% had three television sets at home. \textit{Rf}_3 -- It was found that 76.8% of the government school students reported to have one television set at home, 21.6% stated having two and 1.26% had three television sets at home. \textit{Rf}_4 -- It was noted that 31.5% private school students had one television set at home, 49.2% had two and 19.4% had three television sets at home. \textit{Rf}_5 -- It was found that 74.8% school students preferred watching entertainment channels on a regular basis, 58.8% watched infotainment channels, 22.4% watched lifestyle channels, 50.4% watched music channels, 44.4% watched movie channels, 40.8% news channels, 28.4% sports channels, 18% admitted they watched kids’ channels and lastly, 3.2% watched religious channels regularly.

\textit{Rf}_6 -- It was found that 64% students watched soap operas every day, 39.6 % watched news programmes, 14% cartoon programmes, 37.2% watched wildlife related programmes, 41.6% music programmes, 44% watched movies, 44.4% preferred watching programmes related to reality shows, 25.2% sports programmes and only 2% religious programmes. \textit{Rf}_7 -- It was noted that those students who did not have mobile phones reported they did use their parents’ mobile phones. As many as 152 sample units out of 250 (60.8 %) reported to have their personal mobile phones and 39.2% did not have personal mobile phones. \textit{Rf}_8 -- The data established that 60.8 % school students did not have email account, 69.2 % school students had their Facebook account, 91.6 % did not have Twitter account, and hence, never used it.
Besides, just 17.2% students used WhatsApp. **Rf5**–Regarding search engine usage, 46.4% students reported they did not use search engine. **Rf6**– Of the total sample, 24.4% and 18% reported to have spent 3 to 4 hours per day using and consuming media messages on Facebook and WhatsApp. **Rf11** – The researcher found that 78% of the school students admitted that they had gadgets like computer/laptop/tablet at home and 55.6% had the facility of Internet connection on their gadgets. **Rf12**– Students reported to have used the Internet primarily to access information related to their school assignments, to download songs, for shopping and to read about new technology. **Rf13**– The study also found that 46.4 % of school students made use of multiple media at the same point of time. **Rf14**–The research also discovered that when it came to watching videos, YouTube was the most preferred website.

**Hypothesis (H) Testing** –The present study assumed that – (H₁) majority of the school students are exposed to multimedia; – (H$_{1a}$) majority of private school students have more than one television sets at home as compared to government school students. The study found that none of the school students reported to have ‘no’ television set at home. As many as 60.8% school students possessed mobile phones and remaining 39.2% reported to have used their parents’ mobile phones. Besides, 75.6% students said they had Internet subscription on their mobile phones and 55.6% had Internet services on their computers/laptops, 69.2% admitted to have Facebook account, 54% reported they used WhatsApp for communication, 59.2% reportedly consumed media messages through YouTube, 36.4% reportedly had e-mail accounts. Further, it was found that 64% private school students reported to have more than one television set at their homes as compared to 11.6% government school students. Analysed data suggested an association (see Table 1) between government school students and private school students regarding the number of television sets they had in their homes. Thus, the data supported the above mentioned hypothesis H$_{(1)}$, and its sub part H$_{(1a)}$.

The second objective was to find out the amount of time school students spend on consuming and using different media. **Rf15**–It was found that 38.4 % consumed television from 2 to 3 hours per day. **Rf16**–Present research discovered that out of the sample 29.6% government school students spent 30 minutes to 1 hour, 28.8% government school students spent 1 to 2 hours per day on television viewing, 23.2% students spent 2 to 3 hours and 18.4% government school students spent more than 3 hours per day with television. **Rf17**–The study found that 9.7% private school students spent 30 minutes to 1 hour, 18.5% spent 1 to 2 hours per day on television, 54% spent 2 to 3 hours and 18.4% spent more than 2 hours per day watching television. **Rf18** -The study found that 24.4% of school students reported to have
spent 3 to 4 hours per day using Facebook on their mobile phones/computers/laptops/tablets. **Rf**19–Interestingly, the study further noted that 91.6% of the sample size never used Twitter. **Rf**20– The research found that 17.2 % students spent more than 4 hours using WhatsApp. **Rf**21– As many as 31.6% students stated they spent 1to 2 hours using search engine. **Rf**22– It was noted that 62% students said they never used an email. **Rf**23–The study found that out of the sample 61% of 13 years old students, 41.7% of 14 years old, 62.9% of 15 years old and 73.9% of 16 years old spent 2 to 3 hours per day with television. **Rf**24 – The research found that 68.9% of 17 years old students spent more than 3 hours watching television. **Rf**25– The study found that 68.4% of 13 years old students spent 1 to 2 hours using mobile phones, whereas 54.5% of 14 years old students spent 2 to 3 hours with mobile phones and 45.9% of 15 years old students and 53.3% of 16 years old students spent 3 to 4 hours per day using and consuming mobile phones. Further, the study indicated that 65.9% of 17 years old students spent more than 4 hours per day with mobile phones. **Rf**26– Interestingly, the study found that 17 years old students spent either 3 to 4 hours on mobile phones or more than 4 hours on mobile phones every day.

**Hypothesis Testing** –It was assumed (H2) in case of students that they spend more time with mobile phones than they do with television. Data interpretation and findings did not support this hypothesis as 54.8% students stated they spent two and more than two hours per day with mobile phone and 56.8% students reported to have spent more than two hours per day watching television.

The third objective was to find out if media consumption and usage of school students affect their physical health and; (a) to find out if the time spent with media displaces the time school students could have spent on physical activities. **Rf**27 – Majority of the students taken as a sample for the study were found to be physically inactive. **Rf**28 – As many as 56.8% students stated they did not play at all. **Rf**29 – As many as 43.6% of the sample said they played outdoor games and out of that, just 17.6% stated they indulged in outdoor activities every day. **Rf**30 – Those who claimed to have played, cricket was found to be the most popular game among them. **Rf**31–The study found that those who reportedly participated in outdoor activities, played for merely 1 hour every day. **Rf**32–On the contrary, the study found that 38.4% watched television from two to three hours per day. Whereas, 24.4% school students reported to have spent three to four hours per day using Facebook either on their mobile phones or on their computers/laptops and 54.8% students said they spent two and more than
two hours per day using mobile phone. *Rf*<sub>33</sub>–Media consumption and usage was seen as displacement of time and contributing to sedentary lifestyle among school students.

*Rf*<sub>34</sub>–The data further indicated that out of the sample taken for the present study 5.2% students were obese, 2.4% over weight and 22.8% under weight. *Rf*<sub>35</sub>– As many as 94% students affirmed they did consume fast food while consuming and using different media. *Rf*<sub>36</sub>– Maggi and soft drinks were found to be the top choices among students. *Rf*<sub>37</sub>–The study also found that out of the sample taken for the present research, 36 % students who had television in their rooms stated they did play outdoor games with their friends, 62.7% did not play with their friends, 11.9% did play on a regular basis and 88.1 % did not play outdoor games every day. *Rf*<sub>38</sub>– Another interesting finding of the study was that 118 students, out of a total of 134 students who claimed to have television sets in their rooms, admitted they did not play outdoor games every day.

**Hypothesis Testing** – For the third objective, it was assumed (*H<sub>3</sub>* ) that students spend less time on physical activities and (*H<sub>3a</sub>* ) government school students spend more time on physical activities as compared to private school students. Findings suggested students spent less time on physical activities as majority of them spent just one hour per day on outdoor games, 0.8% reported to have played more than three hours a day and 56.8% said they did not play at all. Secondly, 33.1% government school students said they did play outdoor games for 1 hour a day and 17.2% reported to have played more than one hour. However, in case of private school students 17.6% reported to playing for one hour every day and just 4.4% played for more than one hour. The data supported the above hypothesis.

The fourth objective was to find out if media consumption and usage by school students affect their social health; a) to find out if the time spent by students with media displaces face-to-face interaction with others; b) to find out if students use multiple media applications to communicate with others. *Rf*<sub>39</sub>–The study found that 70.4% government school students and 80.8% private school students did have Internet subscription on their mobile phones. *Rf*<sub>40</sub>–The research found that a large number of students preferred mediated communication/face-to-face or interpersonal form. *Rf*<sub>41</sub> – As many as 83.6% students said they used mobile phone to communicate with others. *Rf*<sub>42</sub>–As many as 78.8% students said they communicated via text messages, 62.8% used Facebook for communication, 54% reported to have used WhatsApp for communication with others. *Rf*<sub>43</sub>–E-mail service was not a popular medium for communication among the school students.
Students had friends, family members, classmates, neighbours and relatives in their friend list of Facebook account. The study found that 62.4% had friends in their Facebook account friend list, 48% had family members, 55.2% had classmates, 39.6% had neighbours and 52% said they had relatives in their Facebook friend list. After school hours, students spent time using and consuming various media. The study found that the time they spent on physical activities was less than the time they spent with media.

Hypothesis Testing: It was assumed that (H₄) students prefer mediated communication than the interpersonal form. Above mentioned findings supported this hypothesis. As many as 83.6% of students stated they did use mobile phone for communication purposes. The study also noted that students preferred communication using various new media applications including Facebook, text messaging and WhatsApp. Communication through text messages was found to be the most popular form among school students.

The fifth objective was to find out if media usage and consumption affect the mental health of students. As many as 64.8% government school students consumed content delivered by soap operas and 3.2% consumed religious content. News consumption was less among government school students. As many as 63.2% private school students affirmed that they watched soap operas and 0.8% watched religious channels. The study found that students with mobile phones had moderate depression and anxiety levels, whereas, the stress level was found to be normal. Depression and stress levels of students without mobile phone was found to be normal, while anxiety level was moderate. Depression level was found mild for students who spent 1 to 2 hours per day using mobile phones. Depression level was moderate among students who spent more than 4 hours using mobile phones. Furthermore, the students, who spent 1 to 2 hours per day with mobile phone, their anxiety level was found to be mild.

Students who spent 2 to 3 hours using mobile phone had moderate anxiety level. The study also found that the students who spent 3 to 4 hours and more than 4 hours per day with mobile phone had severe anxiety level. Stress level of all the students (having mobile phones) was found to be normal irrespective of the time they spent on using and consuming media messages received through mobile phones. Students having internet subscription on their mobile phones had moderate levels of depression and anxiety and had normal stress level. Students who did not have internet subscription on their cell phones had mild depression level, moderate anxiety level and normal stress level.
and anxiety levels of students having Facebook account were moderate, while stress level was normal.

*Rf*$_61$ - Depression level among students having no Facebook account was found to be mild, whereas anxiety level was moderate and stress level was normal. *Rf*$_62$ - It was found that students with and without mobile phones had normal stress level and moderate anxiety level. The depression level was normal among students who did not have mobile phone and moderate among those who owned a mobile phone.

*Rf*$_63$ - The research noted that stress level was normal among students irrespective of the time they spent with mobile phones. However, anxiety level was found to be increasing with increase in the time spent with mobile phone. Further, the depression level was normal in case of students who spent 1-2 hours with mobile phone and those with usage beyond this duration were observed having moderate level of depression. *Rf*$_64$ - The study found that stress level was normal among students having Facebook account. Depression and anxiety levels were found to be moderate among students having Facebook account. Depression level was found to be mild among students having no Facebook account, but anxiety level was found moderate among them. *Rf*$_65$ - Lastly, the study found that stress level was normal among students with and without internet subscription on their mobile phones, depression and anxiety levels were found to be moderate among them. Students who had internet subscription on their mobile phones were observed having mild level of depression and moderate level of anxiety.

**Hypothesis Testing:** For the purpose of this study, it was assumed (*H*$_3$) that the students who spend more time with mobile phone report higher level of depression, anxiety and stress. Research findings have partially supported this hypothesis. The data indicated that irrespective of the time students had spent with mobile phones, the stress level was found to be normal. Depression level was found to be mild in case of those students who spent 1 to 2 hours and was moderate among students who spent more than 2 hours on mobile phones. Anxiety level was mild among students where they spent 1 to 2 hours. Level of anxiety was found to be moderate among students who spent 2 to 3 hours using mobile phones; severe among those who spent 3 to 4 and more hours using mobile phone.

The sixth objective was to find out if parents monitor and guide media consumption and usage of their school-going children. *Rf*$_66$ - The study found that 14% students said their parents never co-viewed television with them. As many as 56.8% students stated that their parents did ‘sometime’ co-view television with them., 10.8% mentioned ‘rarely’ and 18.4% parents ‘always’ co-viewed television with their child/children. *Rf*$_67$ - It was found that
mothers co-viewed television more as compared to fathers. **Rf68**– The study discovered that 52.91% parents admitted that they did not have parental control feature on television and 47% stated they had the feature. **Rf69** - Further, the study found that fathers used parental control feature on television more frequently as compared to mothers. **Rf70**– The research found that fathers monitor media usage and consumption of their child/children more as compared to mothers.

**Rf71**– Interestingly, the study found that those parents with higher educational qualifications guided their child/children about media usage and consumption. **Rf72**– As many as 25.56% parents of government school students and 41.70% parents of private school students admitted they did use Internet services. **Rf73**– Merely 10.76% parents of government school students reported that they had their presence on social media. **Rf74**– As many as 22.42% parents of private school students had their presence on social media platforms. **Rf75** –0.45% parents of government school students felt media had extremely positive effects, 2.69% believed media had positive effects, 3.59% said they ‘don’t know’ about effects, 10.76% said it had negative effects and 25.11% said that media had both negative and positive effects. **Rf76**– As many as 2.24% of the parents of private school students felt that they ‘don’t know’ about media effects, 6.28% felt that media had negative effects and 48.88% said media had both negative and positive effects on the health of their child/children. **Rf77**– Out of the sample, a large number of parents were not aware of their child/children’s presence over social media platforms as 31.84% parents of government school students and 34.98% parents of private school students were not aware of their child/children’s presence on social media.

**Hypothesis Testing:** The research assumed (H6) that mothers monitor media usage and consumption of their child/children more as compared to fathers. The findings did not support this hypothesis, as fathers and mothers both monitor media usage and consumption of their child/children. (H6a) The researcher assumed that the parents with higher educational qualifications guided their child/children more as compared to those who had lower educational qualifications. The findings supported this hypothesis. It was observed from the data that parents who were graduates and postgraduates admitted they guided their child/children about media usage and consumption.

In the beginning of the research, the researcher had discussed the research questions (RQs) that provided the premise for the present study. Based on the research findings, the researcher has attempted to answer the research questions (RQs).
RQ 1  Have media become an indispensible component in the lives of students

Finding: Yes, media have become an integral component in the lives of school students. During the research, it was found that during data presentation and analyses that school students consume and use various media in their day-to-day lives. As many as 135 school students admitted to have one television set at home, 88 stated that they had two television sets and 26 responded that they had three television sets at home. Of the total 250 (sample size) students, 152 possessed personal mobile phones and only 98 students said they did not have mobile phone, but they did use their parents’ mobile phone for various purposes. As many as 195 school students said they had gadget (computer/laptop/tablet) at home and 139 said they had Internet connection at home. Regarding presence on the social networking sites, 173 school students had Facebook account, 135 said they did make use of WhatsApp to communicate with others. As many as 191 students reported they searched the Internet to collate information related to their school assignments and 68 students said they watched television for news. A very large number of students (N=200) said they watched television for entertainment purposes. Lastly, students also said they preferred mediated communication to interpersonal communication and in their Facebook accounts they had relatives, neighbours, classmates, friends and parents added to the friend list.

RQ 2  Do media consumption and usage depend on the cognitive level of students?

Finding: The study observed that media usage and consumption has partial effect on the cognitive level of the school students in case of television viewing. As many as 61% of 13 years old students, 41.7% of 14 years old, 62.9% of 15 years old, and 73.9% of 16 years old spent 2 to 3 hours per day with television. Further, the study observed that 68.9% of 17 years old students spent more than 3 hours watching television. However, the time spent on mobile phone depends on the cognitive level of the students as 68.4% of 13 years old students spent 1 to 2 hours using and consuming mobile phones, 54.5% of 14 years old students spent 2 to 3 hours with mobile phones, 45.9% of 15 years old students spent more than 3 hours using mobile phones.
old students and 53.3% of 16 years old students spent 3 to 4 hours media per
day using and consuming mobile phones and 65.9 % of 17 years old students
spent more than 4 hours per day with mobile phones.

**RQ 3** Do media consumption and usage have an effect on the health of students?

**Finding:** The study observed physical inactivity among the school students. A large
number of students admitted they did not indulge themselves in outdoor
activities every day. During data analyses it was seen that 56.8% school
students, reportedly, did not play at all and 43.6% stated they did play and out
of them just 17.6% stated they did indulge in outdoor activities every day.
Furthermore, the students preferred mediated communication as compared to
interpersonal communication. They confirmed using various mobile phone
applications to communicate with others. These applications include
Facebook, WhatsApp and text messaging. The study observed that students
preferred to have not only virtual presence but virtual relationships as well.
Those with Facebook account had parents, friends, classmates, relatives and
neighbours in their friend list. The data indicated that students believed in
having virtual interaction over face-to-face. Moreover, students were found to
be consuming fast food while consuming and using various media. However,
the prevalence of obesity and overweight not found very high among the
school students.

**RQ 4** Do parents’ guide and monitor their child/children about media
consumption and usage?

**Finding:** A good number of parents reported they did monitor media usage and
consumption of their child/children. As per the data, 14% students stated that
their parents never co-viewed television with them. It was observed that
mothers co-viewed television more as compared to fathers. Further, the study
found that the fathers monitored media usage and consumption of their
child/children more as compared to mothers. The study also observed that the
parents’ educational qualifications and guiding of child/children about media
usage and consumption were positively correlated. Parents with higher
educational qualification guided their child/children about media usage and consumption.

RQ 5 Do media consumption and usage differ among government school students and private school students?

Finding: The research noticed a gap between government school students and private school students regarding media usage and consumption. An association was found between both the variables. As many as 76.8% of the government school students reported to have one television set at home, while majority of the private school students had two or more television sets. The consumption of news channels was observed high among the private school students as compared to the government school students. Against 44.8% of the government school students, 76.8% private school students owned mobile phones. Regarding Facebook account, only 55.2% government school students had their Facebook account. However, 83.2% of the private school students had accounts on Facebook. Even WhatsApp and search engine usage was seen high among private school students as compared to government school students. In case of Internet connection at home, again 78.4% private school students affirmed it while merely 33.1% government school students reported of having the same.

Summary

In this chapter, the researcher discussed the findings that were drawn after analysing the data. The research found that media usage and consumption was affecting the physical, social and mental health of the students up to an extent. It was seen that students were exposed to both old and new media. The study found them consuming and using different media messages through various media channels depending upon their needs and desires. A good number of students were found to be ‘media multitaskers’. From the collected data, the study observed that media have carved a significant place in the lives of the school students, and eventually, they are spending their considerable amount of time with different media. The study found that majority of students spent minimum 2 hours and maximum more than 4 hours with different media. It was observed through the data that majority of the school students did not indulge themselves in physical activities and were found adopting a sedentary lifestyle. Though prevalence of obesity, overweight and underweight was found to be low among
students, one cannot ignore this. Keeping in mind the current, scenario including media proliferation and market economy the media usage and consumption would definitely increase in future, hence, it will affect more the health of the students. The researcher also found that majority of the students preferred mediated communication over interpersonal/face-to-face. Students admitted that they communicate through text messages followed by Facebook and WhatsApp. It clearly showed that students have restricted themselves in the virtual world and keeping themselves away from group formation process. This study indicated that even media usage and consumption is affecting their social health as well. Though prevalence of stress was not found among school students, depression and stress were noted among students. The level of depression varied from mild to moderate while levels of anxiety varied from mild to severe. However, majority of the students said they consumed television for entertainment purposes and viewership of soap operas was found high among the students. The age group of the sample for this study consisted of 13 to 17 years old students and this age is not meant to develop depression and anxiety. In case of parents, not all but some of them did guide and monitor the media usage and consumption of their child/children. They opined that media have both negative and positive effects on their wards. On the other hand many of the parents did not have presence on social media and were not even aware of their child’s/children’s presence on social media platforms. In the next chapter, the researcher has discussed the findings in the context of theories and literature review as discussed in chapter 2 and 3 respectively.