CONCLUSION
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The impact of television has been enormous. It has effected nearly all aspect of our social life. Moreover, television has now emerged as one of the most potent medium for raising awareness especially among the students. The rapid changes in television have overshadowed the print media and radio. As it presents us to each other with a greater disposition to treat all of us as equal worth any other medium. Every day, millions of Indian students reach out to television, to know what is going on. The desire to be connected remain in touch and be informed is basic. We are optimistic about television because it has assumed an important role in social transformation. It could reach people in large scale compared to other mass media. The role of TV is even greater in a vast country like India with widely differing linguistically and cultural segmented regions and people.

The present study was conducted to know the social and educational impact of television on high school students. The focus of the study was to understand the frequency of television watching and their reactions about television programmes. The purpose was also to study the impact of television on their daily routine, and how far television watching had improved family relations, promoted a particular type of family structure and social values. Further, to understand the reactions and to know how far the television programmes helped in gaining information and knowledge and finally to study their suggestions with respect to various aspect of television.

In order to study the attitudes of high school students, we randomly selected ten high school students of Rohtak city as the field of our study. The respondents of our study were the class 10th students. We randomly selected
20 per cent of the 10th class students of different high school. This has been done only after we conducted a pilot study. We have not include government schools because majority of the respondents stays in the outskirt of Rohtak city. The most of students of these schools complained that they do not have cable connection and they sometime watch Doordarshan. Further, the problem of shortage of electricity which obstructed the students to watch their favourite programmes regularly. The respondents of our study were personally interviewed through interview schedule. Out of total sample comprised of 342 students, 47.9 per cent were male and 52.1 per cent were female. 83.7 per cent of the total respondents belonged to 13 to 15 years age group, while 16.3 per cent of respondents belonged to 16 to 18 years age group. Out of total respondents, 91.6 percent respondents were of general castes, 5.2 percent were backward castes and 3.2 percent were of scheduled castes. Regarding the father’s occupational background of the respondents, we found that 20.7 percent were from professional background, 47.4 percent were from business, 17.0 percent were from defence background, 2.3 percent were agriculturists and 12.6 percent were other occupational background. About respondents father’s education, we found that 2.0 percent respondents fathers were intermediates, 14.0 percent were diploma holders, 47.4 percent were graduates, 27.2 percent were postgraduates and 9.4 percent were above postgraduates. The majority of the respondents were light T.V. viewers that is 86.2 per cent and only 13.8 per cent respondents were heavy T.V. viewers. About 87.0 per cent of the respondents lived in their own houses; whereas only 13.0 per cent of the respondents lived in rented houses. Further 16.7 per cent respondents belonged to lower income category, 55.9 per cent respondents belonged to middle income category, and 27.4 per cent
respondents belonged to upper income category. Finally, most of the respondents that is 76.3 per cent belonged to nuclear family, while the rest of the respondents that is 23.7 per cent belonged to joint family system.

The chapter on Social Impact of Television examines as to how far the students make use of television in their daily life. We also try to understand the role of TV in developing better family relations, strengthening of family structure and unity among the members of the family and finally, we want to find out whether the television helps in the promotion of the feeling of social harmony, consumerist mentality, elimination of gap between rich and poor masses and secular values. Out of the total 342 respondents, 85.4 per cent of them used to watch T. V. at night. Both male and female preferred to watch television at night. Majority of the respondents from lower income category did not prefer to watch television at night as compared to upper and middle income categories. The majority of the respondent who belong to 13 to 15 years age group that is 87.8 percent and 73.2 percent respondents from 16 to 18 years age group watch T.V. at night. Again majority of the respondents that is 89.8 percent from nuclear families watch T.V. at night as compared to 71.7 percent from joint families. When asked about their activities that they generally do while watching television, we found that 83.4 per cent doing nothing while watching television. The majority of heavy television viewers preferred to watch television during their meals as compared to light television viewers. Moreover, majority of the upper and lower income categories as compared to middle income category preferred to watch television while eating food/during meal. Out of total respondents, 89.7 percent male and 77.6 percent female do nothing while watching television. The respondents from 13 to 15 years age group that is 80.0 percent and 73.2
percent from 16 to 18 years age group like to watch T.V. along with their families. Majority of the respondents from upper income category that is 84.0 per cent and middle income category that is 80.7 per cent preferred to watch television along with their family members as compared to lower income category that is 66.7 per cent. Regarding the decision about the switching of television programmes/channels, we found that majority of the respondents that is 80.1 per cent said that it was their collective decision to watch television/channels. Whereas 6.4 percent respondents said that it was their individual decision, 2.4 percent said mother’s decision and only 1.7 percent respondents accepted their father decision. But majority of the respondents from middle income that is 82.8 percent and 81.9 percent from upper income categories preferred collective decision as compared to 68.4 percent respondents from lower income category.

Regarding the use of other mass media compared to television, we found that television was still the most popular medium with 40.7 per cent; whereas 26.0 per cent respondents stated that they read newspapers, 9.0 per cent listened to radio and 7.0 per cent preferred to watch films in cinema halls. Majority of the light television viewers and the respondents who belonged to 16 to 18 years age groups preferred television as compared to other mass media. Moreover, 73.3 percent respondents from 16 to 18 years age group as compared to 34.3 percent from 13 to 15 years age group prefer television as compared to other mass media. After the exposures to television, 31.6 per cent of the respondents said that they directly come home to watch television, while 28.9 per cent said that they did not watch television immediately after coming from schools. The study also found that 25.2 per cent of the respondents watched television programmes during late night
hours. The majority of the respondents from defence background that is 89.7 percent watch T.V. at night. On the other hand, most of the respondents that is 80.6 percent from general caste watch T.V. at night compared to background castes and scheduled castes respondents. Interestingly, most of the light television viewers preferred to watch television at late hours as compared to heavy television viewers. The majority of the respondents that is 36.8 percent do not watch T.V. regularly till their dinner time, but only 19.6 percent watch it. Majority of the male respondents as compared to female respondents watch T.V. till dinner time. Whereas most of the respondents from general castes that is 20.4 percent and the respondents from nuclear families that is 20.7 percent watch television regularly till their dinner time. The students from 13 to 15 years age group that is 28.7 percent and 7.2 percent from 16 to 18 years age group like to watch television during late hours at night. Further, majority of the respondents from business background that is 28.3 percent and 27.6 percent from defence background like to television during late night. Again most of the respondents from joint families that is 27.1 percent also like to watch T.V. during late nights. When asked about the changes in their reading habits before going to bed, we found that 35.4 per cent of the respondents felt no change after the exposure of television while only 23.6 per cent respondents noticed change. Finally, 65.8 per cent respondents switched to different television programmes and channels compared to 28.0 per cent respondents who switched off the television sets when the programmes were not of their choice.

Further, the study indicated that 85.9 per cent of the respondents felt that television had positive contribution in their lives. They felt television viewing helped in developing better relations among the family members.
Majority of the respondents from nuclear families that is 87.3 percent and 81.4 percent from joint families also suggested that watching of television together develops better family relations. Moreover 82.2 per cent of the respondents said that television could create unity among family members. Majority of the male respondents as compared to female respondents and majority of the respondents who belonged to 16 to 18 years age group thought that the television could create unity among family members. Similarly majority of the male respondents that is 84.8 percent and 79.8 percent female respondents indicated that watching of television create unity among family members. Whereas 84.4 percent respondents from general castes as compared to 72.8 percent from scheduled castes and 50.0 percent from background castes also suggested that watching of television create unity among family members. Both the light television viewers and the heavy television viewers were also of the opinion that watching television programmes along with family members might create unity among the members. Further, 73.3 per cent of the total respondents said that watching television did not encourage loneliness but only 13.8 per cent respondents encourage loneliness. Majority of male respondents that is 90.8 per cent as compared to female respondents that is 87.9 per cent said that television watching was a substitute for loneliness, 88.9 per cent of the respondents were of the view that television strengthened the feelings of social harmony. Majority of both male and female respondents thought that watching television programmes based on national integration could promote the feeling of social harmony. Both light and heavy television viewers also carried the similar opinion regarding this issue. Again 81.6 per cent of the respondents suggested that watching good television programmes particularly
religious programmes could promote the feelings of secular values. Most of the respondents from nuclear families that is 85.9 percent as compared to 61.9 percent from joint families also think that T.V. watching promotes secular values among the viewers. Majority of light television viewers that is 85.8 percent as compared to heavy television viewers that is 55.3 percent were of the opinion that the television could promote secular values among the masses. In our study, 73.7 per cent respondents felt that television had strengthened the joint family norms and only 16.4 per cent respondents felt otherwise. 83.6 per cent both male and female respondents thought that television watching had influenced their opinion and behaviour. The light and heavy television viewers as well as the respondents who belonged to 13 to 15 years age group and 16 to 18 years age group were equally divided regarding their opinion about the influence of television on their behaviour. Out of total respondents, 57.3 per cent felt that television helped in relaxation and 26.0 per cent respondents felt that television helped to reduce stress and boredom, while only 10.5 per cent of the respondents opined that television watching was a wastage of time. Moreover majority of light television that is 60.0 per cent thought that television helped in relaxation; whereas majority of the heavy television viewers that is 44.6 per cent thought that television helped in reducing stress and boredom. Regarding the issue of commercials, we found that 73.7 per cent of the respondents thought that television promoted consumerist mentality. Majority of female respondents as compared to male respondents thought that television promoted consumerist mentality. Moreover, 86.1 percent respondents from upper income and 72.7 percent from middle income categories as compared to 56.2 percent from lower income category also indicated that watching of television promotes
consumerist mentality. Majority of the respondents that is 71.8 per cent as compared to 11.1 per cent respondents thought that commercials served the interest of the rich people. Whereas 75.6 percent respondents from nuclear families and 61.8 percent from joint families are of the same views. Again, majority of the respondents from defence background that is 75.9 percent and 72.3 percent from business background also think that commercials served the interest of the rich people as compared to other occupational categories. While majority of the respondents from middle income that is 75.1 per cent and upper income categories that is 73.4 per cent as compared to lower income category that is 53.1 per cent said that the television commercials served the interest of the rich people. Further, the study also indicated that T.V. as a whole had widened the gap between the rich and the poor people in general. The majority of the light television viewers as compared to heavy television viewers thought that television had widened the gap between the rich and the poor people. Similarly, majority of the respondents that is 93.3 percent whose father’s education are post graduation and above also think that the exposure to T.V. has widened the gap between the rich and the poor people.

Finally, the chapter on Educational Impact of Television, deals with the frequency, reactions and reasons for watching different educational programmes which are telecast on television. We also try to understand as to how far the students have been benefited from educational TV programs in terms of gaining of knowledge and studies. Further, we want to know the type of satisfaction, dissatisfaction and other harmful effect associated with TV watching and finally, we study the improvements regarding television programmes suggested by the students. Out of total respondents, 37.7 per cent
of the respondents watched education based television programmes occasionally, while 35.4 per cent watched the programmes regularly and 26.9 per cent watched rarely. Majority of the male respondents that is 42.0 per cent as compared to female respondents that is 29.3 per cent watched educational programme regularly. Majority of heavy T.V. viewers that is 51.0 per cent as compared to light television viewers that is 32.9 per cent watched educational programmes regularly, while majority of the respondents from lower income category that is 40.4 per cent watched educational programmes regularly as compared to upper income that is 35.1 per cent and the middle income categories that is 34.0 per cent. Further, majority of the scheduled caste respondents that is 36.4 percent and general castes respondents that is 35.5 percent watch educational television programmes occasionally while backward caste respondents that is 33.3 percent watch these programmes regularly. Majority of the respondents from nuclear families that is 36.0 percent watch these programmes regularly as compared to joint families. The respondents whose father education are graduate and above watch educational T.V. programmes more regularly. Moreover the respondents from business background that is 38.9 percent and professional background that is 33.8 percent watch these programmes regularly. When respondents were asked to express their liking about educational programmes, we found that the most liked educational based programmes were Kaun Banega Crorepati, Chhaper Phar ke, Lonely Planet, Bournvita Quiz Context, Bazzi Kiski, Sport Center, Power Zone, Medical Detective and Wild Discovery, Discovery Channel, National Geography, Believe it or not, Guinness Book of records. The majority of the male and female respondents replied that their knowledge have increase after the exposure to television, while majority of the light T.V.
viewers that is 42.0 per cent as compared to heavy T.V. viewers that is 29.8 per cent opined that they had gained knowledge and had benefited after the exposure to T.V. Further, majority of the respondents from backward caste that is 66.6 percent, 63.7 percent from scheduled castes and 38.0 percent from general castes gained knowledge after the exposure to television. While most of the respondents that is 60.5 percent from joint families gained more knowledge as compared to nuclear families. But the respondents whose father’s education are above post graduates that is 50.0 percent gained more knowledge from educational T.V. programmes. 47.4 per cent respondents from lower income category gained more knowledge as compared to 41.5 per cent of the upper income and 37.7 per cent of the middle income categories. 28.9 per cent of the respondents felt much better in terms of information and knowledge than other students after watching educational programmes on television. But 35.9 per cent felt no change in terms of knowledge after watching of television programmes. Whereas majority of the respondents from scheduled castes that is 63.7 percent were more satisfied about these educational programmes as compared to the respondents from backward castes that is 50.0 percent and general castes that is 26.6 percent respectively. But the most of the respondents from nuclear families as compared to the respondents from joint families that is 55.5 percent felt more satisfied after watching educational programmes on television. 41.5 per cent female respondents and 37.9 per cent of the male respondents felt that they had developed more tolerant attitude towards others weaknesses after the exposure to T.V. While majority of heavy and light television viewers also developed the feelings of tolerance towards other’s weaknesses after the exposure to T.V. programmes. Majority of both male and female respondents
replied that they had gained knowledge about current affairs after watching education based programmes. Majority of the respondents from lower income category that is 50.9 per cent admitted that they had gained more information and knowledge regarding the current affairs as compared to upper and middle income categories. Whereas majority of the respondents whose father's education are above post graduation that is 56.3 percent gained more knowledge from current affairs programmes. When asked about the watching of news on television, we found that 58.8 per cent of the respondents watched news on television. 60.7 per cent of the respondents watched television news regularly, 25.9 per cent watched occasionally and only 13.4 per cent respondents watched television news rarely. 33.8 per cent of the respondents watched television news for updating their knowledge about current affairs. 24.4 per cent respondents watched television news for curiosity/satisfaction and 23.4 per cent respondents watched television news because of its audio-visual presentations. But majority of the respondents from 16-18 years age group that is 55.9 percent watch T.V. news for latest informations as compared to 13-15 years age group that is 29.3 percent. Further, most of the respondents from nuclear families also watch T.V. news for latest informations. Regarding the watching of educational quiz television programmes, we found that 48.5 per cent of the respondents watched it occasionally, 30.1 per cent watched it rarely and 21.4 per cent watched it regularly. Majority of male respondents as compared to female respondents watched quiz programmes regularly; whereas majority of the respondents from lower and upper categories watched quiz programmes occasionally, but the majority of the respondents from middle income category watched it regularly. 61.9 per cent of the respondents admitted that the quiz programmes
had enhanced their vocabulary/knowledge, while 21.7 per cent respondents watched it because it is both interesting and based on education. 97.7 per cent of the respondents said that the television had helped them in organizing latest information and having knowledge about the world by sitting at home itself. Majority of male respondents that is 85.6 per cent and female respondents that is 83.8 per cent replied that they had benefited by watching educational programmes on television as they found it useful in their studies. Majority of the respondents from upper and middle income categories had been benefited from watching educational programmes on television than the respondents from lower income category. The study also indicated that majority of the respondents from 13 to 15 years age group that is 86.8 percent as compared to 76.8 percent from 16 to 18 years age group have been benefited in their studies from these educational television programmes. Further, most of the respondents from nuclear families that is 87.3 percent have stated that they have been benefited from educational programmes. When asked, in what way they had benefited by these programmes, 48.8 per cent respondents told that watching television increased their all around knowledge, 29.5 per cent respondents said that television taught good social values and only 21.7 per cent respondents said that it helped them in improving their knowledge about current affairs. The majority of the respondents from 16 to 18 years age group that is 53.5 percent and 47.9 percent respondents from 13 to 15 years age group indicated that their knowledge have increased after watching educational programmes on television. But most of the respondents from 13 to 15 years age group indicated that these programmes teaches good social values and also provide upto the date information about current affairs compared to the respondents
from 16 to 18 years age group. But 60.6 per cent of the respondents said that there was no change in their results and only 20.7 per cent respondents pointed out that their marks have increased after the exposure to television. Majority of the respondents said that they watched television programmes at the expense of their studies. But 77.0 per cent of the respondents said that they did not watch television at the expense of their studies during their examinations. Majority of respondents that is 58.2 per cent said that the television created hurdles as it did not allow them to concentrate in their studies. Further, the study also indicated that majority of the respondents that is 76.5 percent from joint families as compared to 52.4 percent respondents from nuclear families answered that television watching create disturbance in their studies. 61.2 per cent respondents pointed out that long hours of watching television made them too tired for going to school for next day; whereas 82.8 per cent respondents complaint of eye-strain/headache after continuous watching programmes television. But 69.0 per cent of the respondents felt satisfied after watching education based programmes. Finally, most of the respondents suggested that there should be more television programmes based on information and knowledge, student oriented programmes apart from programmed based on family, social values and national unity.

Suggestions

On the basis of the findings of our study we may say that television in India has both positive and negative effects. The policy makers and media specialists may attempt to initiate media policy, social and technological reforms in order to optimize the positive effects of television, while minimizing negative effects. Moreover, satellite television programmes if
properly planned and produced can help reduce illiteracy and increase the knowledge gap, and it can also help in national integration.

In the present study, we have tried to study different television programmes to understand the social and educational impact on students. This study may serve as the data base for future studies. On the bases of our study and experience we feel that there is an urgent need to conduct more studies in this field. A comparative study can be conducted between rural and urban high school students of Rohtak city. Studies can also be conducted to find out as to what extent is the commercialization of cable television helped in propagating values of consumerism. Finally, a cross cultural comprehensive study may be conducted to study the impact on students on different aspects of their social life.