CHAPTER-6  
FINDINGS AND CONCLUSION

6.1 Introduction

The present study “Interface between Interpersonal communication and Mass Communication in Family system”, explains how various contents received from mass media are analysed and interpreted and how the level of exposure of mass communication affects the interpersonal communication in family system. The study initially evaluates the media habits of family representatives (i.e. respondents) and then categorised the data into two generation groups according to ages for better comparison and evaluation before analysing and interpretation of results. The study analysed interface between interpersonal communication behaviour of families in general and that of residents of Faridabad in particular and subsequently related it to level of exposure to media.

The key findings and conclusions are discussed in the following sections.

6.2 Key Findings

(A) Survey: The survey of Faridabad residents revealed:

*Mass media sources*

1. The popularity of print media especially newspaper has not diminished with the intervention of numerous other sources. There is no difference in the subscription in two age groups in reading morning newspaper. Over 70.4% of respondents in youth and 73.2% of adults subscribe at least one newspaper.

2. Magazines are not popular in households. Over 76.5% respondents in youths and 70.5% in adults are irregular users. Introduction of e-magazines and other information are easily fulfilled by internet.

3. Listening to radio has declined enormously in both the generation groups aged 20-40 years (young) and above 40 years (adults). However, introduction of smart phones enhanced the indoor and outdoor listening interest of respondents. Around 48.8% youths and 49.3% adults are mobile radio users.

4. Television continues to dominate the two groups as first preference. Over 95.1% youth and 96.9% adult households have at least one television set.
5. The domination of mobile phones over landline telephone set is seen in majority of households. Over 96.67% of youth prefer mobile connection in comparison to 26.3 land line youth respondents and 98.8% in adult age groups prefer mobile connection in comparison to 32.3% land line adult respondents.

6. About 44.71% of young generation and about 53.6% adult generation have at least two mobile handsets at home.

7. Computers/Laptops are used by 52.94% in young and 78.87% in adult age group respondents at their home.

8. Over 73.33% in young and 52% in adult age group respondents have at least internet connections.

9. About 70.28% in young age and 76.74% in adult age group prefer Hindi newspaper whereas English newspaper is preferred around 24.9% in youths and 23.44% in adults.

Time spent on mass media sources

10. Time spent listening to radio averages one hour in both the age groups. Around 65% of young and 45% of adult generation listen to radio for an hour on weekdays.

11. Daily time spent on watching television is maximum one hour in both the groups.

12. A maximum of one hour is spent daily reading newspaper on week days by 65.3% of youth and 67.7% of adult respondents.

13. 44.7% of young respondents and 37.7% of adult respondents do not spend time reading magazines on weekdays.

14. Time spent in using internet does not vary on weekdays or holidays. About 91.6% of youth and 86.5% of adults spend time on internet on weekdays in comparison to 95.4% youth and 94.2% adults using internet on holidays.

15. About 75% of young group and 60% of adult group use computer for maximum of one hour daily and about 91% youth and 89.7% adults use computer on holidays.

16. 60% respondents in both young and adult groups spend an hour on week days and around 80% use internet for minimum an hour on holidays.

17. Around 50% respondents in both age group use social media network for minimum of an hour daily.
18. Around 35% use Facebook and 38% use Whatsapp in young and adult groups.
19. About 32% of young group and 24% of adult group visit cinema hall once in a week.

*Choice of contents in mass media sources*

20. Daily political news and sports are most preferred content in newspaper and magazines in both young and adult groups.
21. Film songs are most preferred while listening on radio/mobile radios.
22. Family and comedy movies are top preferences of young generation group whereas adult group watch family and religious movies as favourite.

*Interpersonal communication pattern in Family*

23. Maximum interpersonal communication occurs between husband and wife.
24. Within family, sharing of personal thoughts is more between husband and wives. Wife share more with their husbands than husbands sharing with their wives in both the age groups. The Pearson chi square results for sharing of personal thoughts within each group respondents show significant differences in each group when evaluated individually (Table-5.32 and 5.33) whereas comparative results show that there is significant difference in responses of wives and other family members among the two age groups. The relations like husbands, mothers, fathers, sons, daughters, brothers and sisters show no significant differences in their responses in both young (20-40 years) and adult (above 40 years).

The comparative results show that wives in both the age groups behave differently while sharing of personal thoughts and feelings in interpersonal communication with other members of their family. (Table – 5.34)

25. About 70% Husband and wives in both age groups take advice from each other.
26. Mothers, daughters and sisters are more preferred in taking advice than father and son in young age groups whereas fathers and sons are more preferred in taking advice in adult group. The Pearson chi square results for taking advice within each group respondents show significant differences in each group when evaluated individually (table-5.35 and 5.36) whereas when comparative
results show that there is no significant difference in responses in all family members among the two age groups. (Table-5.37).

27. The Pearson chi square results for gossiping within each group show significant differences when evaluated individually (table-5.38and 5.39) whereas when comparative results show that there is significant difference in responses of wives, mothers and daughters among the two age groups. The relations like husbands, fathers, sons, brothers and sisters show no significant differences in their responses in both young (20-40 years) and adult (above 40 years).

The comparative results show that wives, mothers and daughters in both the age groups behave differently while gossiping in interpersonal communication with other members of their family. (Table – 5.40)

28. Husbands gossip more to their wives than wives doing so with their husbands in young generation age group and vice versa in adult age group respondents.

29. A significant difference is found when other members share their personal thoughts with respondents within the two age groups (Table: 5.41and 5.42). The comparison for responses in interpersonal communication using Pearson Chi-square test when other family members share personal thoughts with respondents in young group and in adult group show that there is no significant difference in responses in the family relations. (Table-5.43)

30. A significant difference is found when other members take advice with respondents within the two age groups (Table: 5.44and 5.45).The comparison for responses in interpersonal communication using Pearson Chi-square test when other family members take advice with respondents in young group and in adult group show that except for mothers and fathers there is no significant difference in responses in the family relations in both the age groups. (Table-5.46)

The results in Table 5.46 show that in both the generation group parents are always trusted than anyone else while taking advice. The young age group involve parents more than adult group.

31. A significant difference is found when other members gossip with respondents within the two age groups (Table-5.47and 5.48). The statistical comparison
using Pearson Chi-square test of responses for interpersonal communication when other family members gossip with respondents in young group and adult group show that there is significant difference in responses of husbands, wives, mothers and daughters among the two age groups. The other relations like father, son, brother and sister show no significant differences in their responses (Table-5.49).

**Interface Interpersonal communication in Family system on contents and information received through mass media communication sources**

(A) **Statistical calculations within the family of individual age group (20-40 and above 40 years)**

32. The results show that within the family of young group (20-40 years) there is significant difference in the interface interpersonal communication in family system on contents and information received through – Newspaper (Table-5.50), Magazines (Table-5.53), radio set/mobile radios (Table-5.56), television (Table-5.59), computers (Table-5.62) and social media (Table-5.65). Similarly, results also show that within the family of young group there is no significant difference in the interface interpersonal communication within family on contents and information received through –cinemas (Table-5.68)

33. The results show that within the family of adult group (above 40 years) there is significant difference in the interface interpersonal communication in family system on contents and information received through – newspaper, (Table-5.51), radio set/mobile radio (Table-5.57) and social media (Table-5.66). Similarly, the results also show that within the family of adult group (above 40 years) there is no significant difference in the interface interpersonal communication within family on contents and information received through – magazines (Table-5.54), television (Table-5.60), computer (Table 5.63) and cinemas (Table 5.69).

(B) **Statistical calculations comparing the two age group (20-40 and above 40 years)**

34. There is no significant difference in interpersonal communication on content received from newspaper (Table 5.52) when both the groups are compared
between the relations of husbands, wives, mothers, fathers, daughters, brothers and sisters, except for sons that showed significant difference.

35. There is no significant difference in interpersonal communication on content received from magazines (Table 5.55) when both the groups are compared between all close relations within the family.

36. There is no significant difference in interpersonal communication on content received from Radio sets or mobile radio (Table 5.58) when both the groups are compared between the relations of husbands, mothers, sons, daughters, brothers and sisters, except for wives and fathers that showed significant difference.

37. There is no significant difference in interpersonal communication on content received from television set (Table 5.61) when both the groups are compared between the relations of husbands, wives, mothers and fathers, , except for sons, daughters, brothers and sisters that showed significant difference.

38. There is no significant difference in interpersonal communication on content received from computers (Table 5.64) when both the groups are compared between all close relations within the family.

39. There is no significant difference in interpersonal communication on content received from social media (Table 5.67) when both the groups are compared between the relations of husbands, wives, mothers and fathers, sons and daughter, except for brothers and sisters that showed significant difference.

40. There is no significant difference in interpersonal communication on content received from cinemas (Table 5.70) when both the groups are compared between the relations of husbands, wives and sons, except for mothers and fathers brothers, sisters and daughters mothers and fathers showed significant difference.

41. The commonly discussed issues by respondents and with responses on contents and information received through mass media communication sources in present scenario in both the generation young and adult groups are - Joke/Quotations on social media, Cricket, Social media issues, Greetings and
messages on social media and serials (Table- 5.71 to 5.74). The results show no significant difference in sharing issues in contents received through mass media sources within family members in both the age groups. (table – 5.71-5.74)

Degree of credibility or acceptability of Mass media communication sources in interpersonal communication.

42. There is significant difference in degree of credibility or acceptability of mass media communication sources - Newspaper (5.75), television (5.77), radio sets (or mobile radio) (Table-5.78) cinemas (Table-5.79), internet (Table-5.80) in interpersonal communication between the two age groups, whereas the no significance difference is found in Magazines (5.76), and social media (Table-5.81).

43. There is no significant difference in credibility or acceptability in interface interpersonal communication between the two age groups within their families. (Table-5.82)

44. There is significance difference on issue that “common man is covered by the media.” in the two age groups. (Table-5.83)

45. There is no significant difference among the two age groups regarding the opinion that “There is no relationship between impact of mass media communication and one’s personal thoughts.” (Table-5.84)

46. There is significance difference among the two age groups regarding the opinion that “There is strong influence of mass media communication and one’s personal thoughts.” (Table-5.85)

47. There is no significant difference between the views within two age groups whether the issues and information received through mass media communication becomes interface in interpersonal communication in family system. (Table-5.86)

48. A significant difference is observed between the views within two age groups that interpersonal communication in family system becomes issues for mass media communication. (Table-5.87)

49. There is no significant difference between the views within two age groups that contents in the mass media affect the interpersonal communication in family system. (Table-5.88)
50. A significant difference is observed between the views within two age groups that contents in the mass media becomes the interpersonal communication in family system (Table-5.89)

51. There is no significant difference observed between the views within two age groups that mass media helps in resolving family problems and disputes. (Table-5.90)

6.3 Conclusion

1. Even today traditional print media i.e. newspaper remains the desirable mass media source in every household.

2. Magazine subscriptions are limited to few households. The changing trend in mass communication sources like internet provides every information needed hence the circulation of issues of numerous has eventually stopped.

3. Radio sets are obsolete items and have been replaced by handset radio inbuilt in mobile phones (i.e. smart phones) and enhanced the listening interest at the time television dominance continues due to its overwhelming popularity.

4. Television is no luxury as 95% households have television sets. Cable and dish television subscribers are increasing regularly and are accessible to majority of urban households.

5. Mobile users are rapidly increasing. Many urban households have two mobile handsets.

6. Computers/Laptops have changed from utility to necessity and computer savvy population is growing in every household.

7. Hindi daily newspapers have dominated all other subscriptions in majority of households.

8. With increase in number of mass media sources the exposure is also increasing exponentially and therefore interpersonal communication within families is governed by media issues and contents.

9. Both husband and wife are strongly bonded by interpersonal communication during sharing of personal thoughts or taking advices.

10. Social media has emerged as single largest source of communication in terms of daily time spent among both the generation groups in this family study.
11. The comparative results in the two generation groups show that wives behave differently and play vital role while sharing of personal thoughts and feelings in interpersonal communication with other members of their family.

12. The role of gender in interpersonal communication is practised within families as in this study mothers, daughters and sisters are more preferred in taking advice than father and son in families of young age group whereas fathers and sons are more preferred in taking advice in adult group.

13. Behaviour of gossiping in interpersonal communication within families show high gender differentiation in the study. Feminine relations—wives, mother and daughters in the young and adult families show significant difference in their attitudes and beliefs while gossiping.

14. No significant difference in young and adult family groups is seen in their in interpersonal communication on content received from mass media sources.

15. Degree of credibility of mass media is significantly different in both the age group families in case of content received from newspapers, televisions, radio sets (or mobile radio) cinemas and internet in interpersonal communication. However, social media content does not differ significantly in the two generation family groups.

16. Media contents strongly influence interpersonal family communication in both the age group families.

17. Interpersonal communication is found more credible than information received from mass media in both the age group families.

18. The opinion regarding mass media issues become issues of interpersonal communication does not differ significantly in young and adult family groups.