CHAPTER-7
RECOMMENDATION, SUGGESTIONS AND LIMITATIONS

There are numerous studies that have been conducted on family communication research and highlight issues of relationship, issues and effects. The socio-economic, cultural demographical, educational, age and gender are confounding factors that makes studies of family communication even more complex. The family communication theories developed so far do not have conceptual framework or models to justify and simplify the nexus of confounding factors that hamper in development of suitable framework for interface interpersonal family communication.

India is vast country with varied culture and traditions. Very few family communication studies influenced by mass media have been conducted. The versatility in culture and socio-economic conditions hamper the outcome of results. It is recommended that mass level funded studies on similar topics are needed so that the critical issues could be highlighted and better policies and platform could be developed to improve the life and status of such section of society.

There are various suggestions that emerged from present study.

1. In the present scenario, when the face-to-face communication is shifting to texting of messages, people communicate more on mass media sources for sharing information. The time spent with media sources has also increased. The interpersonal communication has decreased in general, however, there is still face-to-face interpersonal communication within the family system, infect better, than that communication with others (i.e. other than family member).

2. The communication studies on families do not have domain of their own. Therefore, it is suggested to have more meta-analysis on such studies and develop and standardized method for more effective study.

3. The confounding factors are major constrains for authentic results, therefore it is recommended to minimize these factors that bias results.

4. The social issues that invade the society and slowly weaken its establishment or diminish its existence start from the issues in the family; therefore, maximum
study is focused on relationships, issues and effects. There is very little literature to study the success of the families on the basis of effective communication.

5. The issues of mass media could help in better prediction of effectiveness of interpersonal communication within family system therefore the present study was designed. However, the study is inspired from various interpersonal and mass communication studies that need many more such studies to develop the proper frame or model.

6. The available researches and literature focus more on the negative consequences arising due to ill effect or negative propaganda of the media content in the families interpersonal communication however, very few studies focus the positive changes being observed in family interpersonal communication. Therefore it is recommended that more studies should be conducted using different design methods and comparing results on prevailing critical issues and its impact on the family system.

7.1 Limitations of this Study and Directions for Future Research

There are several aspects in which this study was limited. However, these limitations suggest a direction for future research.

1. The present study involves only one member of the family included as respondent for survey work.
2. Only 1025 respondents aged 20 years and above are selected for survey purpose.
3. The respondents are confined to Faridabad city only.
4. Due to time constraints, only 1515 families could be surveyed and sampling was done from limited pockets of the vast city municipal area. As suggested such studies should be conducted in vast areas covering at least 30% of the population to gain a broader perspective of social media and intercultural adaptation from a more diverse population.
5. Study could not inculcate more than one confounding factor therefore in future researches with two or more than two confounding factors could be applied into the design of the study with better statistical applications.
6. The study could be designed according to intercultural, socio economic and educational aspect and also including rural and urban areas in the future studies.