Findings and Conclusion

~ Abstract ~

This chapter discusses the major findings of the present study. It also deals with the generalization of the outcomes of the study so that concrete conclusions can be drawn. It also checks whether the research objectives of the present study have been achieved or not. Practical and theoretical contributions of the study have also been highlighted. The chapter also sheds light on the limitations faced by the researcher during the course of current study. Suggestions to overcome those limitations have also been provided in this chapter.
6.1 INTRODUCTION
The research problem under study is to find the interdependence between interpersonal and mass communication. So, the media habits of the respondents were first accessed and analysed by asking a number of different questions and thereafter, in the next part of the questionnaire, the researcher asked some questions related to respondents’ interpersonal communication habits and after that some well drafted questions related to interpersonal and mass communication were asked. The information obtained was analysed by using Tabulation, Compare Mean T Test, Correlation Analysis and Regression Analysis test to establish the interrelationship and interdependence between these two different facets of communication.

Before presenting the findings and outcomes of the study, it is imperative to note that the research was carried out with a view to find the interdependence of interpersonal and mass communication. For this purpose, the researcher chose samples from the general public by using Non Probability sampling technique so that all type of strata and sampling units representing the true population can be taken. A sample of 500 individuals was selected and responses were collected from them. The findings are based on the same after employing a number of statistical operations.

6.2 FINDINGS
MEDIA HABITS OF THE RESPONDENTS
(a) Frequency of Media Usage on Working Day vs. Holiday
During normal working day, Television is the most widely used medium as claimed by majority of the respondents. Second most preferable medium of communication is Mobile. Third place is acquired by Newspaper. The least used mean of mass communication is Radio.

While on holiday, the usage of the means of mass media like Cinema and Television increases whereas it decreases for the rest of the means of communication except
Magazine the usage of which remains constant. The standard deviation is minimum for Television and standard error in mean is also minimum in case of television.

(b) **Time Spent on Different Means of Media on Working Day vs. Holiday**

When time spent on different means of media was analysed, it was found that maximum time was consumed by Television, followed by Mobile and then Internet. Newspaper also proved to be the major time consumer on a normal working day. On the contrary, on holiday time devoted to Television, Cinema and Magazine increases and time spent on Mobile, Internet and Newspaper decreases while Radio consumed same time on both working day and holiday.

(c) **Type of Programs Watched, Listened to or Read on Different Means of Communication on Working Day vs. Holiday**

For Songs and Films, most of the respondents rely on Television during working day but majority of the respondents shifted to Cinema on holiday. For inputs related to Sports, majority of the respondents preferred Newspaper and Television on normal working day. But on holiday, this order got reversed and the respondents showed a shift to Television from Newspaper. For inputs related to News and Current Affairs, respondents preferred Newspaper, Television and Magazine in the specific order on both working day and holiday. While considering Social, Literature and Cultural contents, the most preferable mean is Magazine on working day. But on holiday, the 1st choice for obtaining Social, Literature and Cultural contents shifted to Newspaper. For Serials (Daily Soaps), Comedy and Reality Shows related inputs, the respondents relied mainly on Television on working day and its use got increased on holiday. For obtaining updates related to Economics, Commerce and Employment, Newspaper is the first choice of the respondents but the number of its users got decreased on holiday. For inputs related to Education, Science and Research, Internet is the first choice of the respondents on working day and on holiday. For Electronic or Digital communication like E-mails, Chatting and Surfing in cyberspace, the first choice of the respondents was Mobile followed by Internet, the only option available to the respondents. The choice pattern remained the same on both working day and holiday.

(d) **Social Media Usage Habits of Respondents**

Social media is accessed by 80.2% respondents. Most of them use it on Mobile Phones. Around 60% of the respondents used social media for sharing information and knowledge. 54% respondents used social media as a tool for remaining in touch with old friends and relatives’. 42.6% for updating knowledge and 38.6% for social networking
purpose. Male respondents are more prone to social media than female respondents. Social media boundaries are equally spread in the rural as well as in urban area.

(e) Belief of respondents on information provided by different means of Mass Media

Newspaper comes out to be the most believed media type for accuracy of news and information, followed by Internet, Television, Magazine and Radio in a line as per the view of respondents.

(f) Sources for obtaining information on current affairs and latest happenings

Television is the prime source of information on current affairs and latest happenings as claimed by 3/4 of the respondents and second preferred source is internet followed by Newspaper. Friends and family members also served as sources of information on current affairs and latest happenings as claimed by 45% respondents. Radio is at the last position with 9.6% votes in its favour.

INTERPERSONAL COMMUNICATION HABITS OF THE RESPONDENTS

(a) Time Spent by Respondents on Interpersonal Communication

Around 31% respondents claimed to devote more than 3 hours a day on discussion with friends and family members while around 24% respondents said that they discuss and gossip with near and dear ones for more than 2 hours a day. 28.2% respondents said that they spare more than 1 hour in a day for discussion with family and friends. 16.2% respondents spent less than 1 hour while only 1% respondents said that they have no time for this at all.

Demographic analysis of the same shows that females are more talkative and spend more time on interpersonal communication in comparison to males, while habitat base analysis shows that persons from urban background devote more time to the same in comparison to rural and semi urban residents. Another major finding is that exposure to media is directly proportional to the interpersonal communication level of that individual.

(b) Major Topics of Discussion/ Gossips in Interpersonal Communication

The most discussed issue in interpersonal communication is social and family issue and 2nd most discussed issue is education and academic issue. 3rd most discussed issue is economic, job and career issue followed by political, entertainment, health and sports issues.

(c) Source of Guidance or Interaction for respondents along with topics of discussion
Analysis shows that for topics and issues related to Politics, most of the respondents discuss with Friends & Co-workers and 2\textsuperscript{nd} choice is Brother and Sister. For topics and issues related to social and family matters, parents and siblings work as guiding light for respondents. Sports related issues are most discussed with friends and co-workers and siblings. Issues of Economy, Job and Career are discussed more with parents and siblings. Education and Academic problems are most addressed by the siblings and parents perform the function of Guide. Friends and Co-workers also work as reference for such issues. Health problems and Issues are discussed with Parents and Siblings. Entertainment topics are most discussed with Co-workers and Siblings.

**d) Topics on which different persons interact or discuss with respondents**

On political issues, friends and co-workers discuss with respondents. Siblings also prefer to discuss these issues with respondents. On the issues related to society and family siblings, parents and co-workers discuss with respondents. On issues related to sports, economy, job and career as well as entertainment friends and co-workers discussed with respondents. On topics related to education and academics, respondents work as source of information for siblings, friends and parents. Health issues are mostly discussed by parents and siblings.

**e) Mode of interaction opted by respondents for Discussion and Gossips.**

The most used mode of interaction by the respondents is Mobile which is used by 93.4% respondents. Face to face interaction is claimed by 448 (89.6%) respondents. SMS (short messaging service), Electronic Mails (E-mails) and Chatting were also opted by 45.6%, 41% and 36.4% respondents respectively. Letter writing (Correspondence) is the least used mode of interaction and it is losing its significance.

**LINKAGE BETWEEN INTERPERSONAL COMMUNICATION AND MASS COMMUNICATION**

**a) Inclusion of Mass Media Issues in Interpersonal Communication of respondents**

83% respondents out of 500 admitted that issues raised by mass media are later on included in their interpersonal interaction with other. Gender wise analysis of the same shows that the discussion of females is more affected by mass media in comparison to males. Respondents from urban habitat included issues of mass media more in their interpersonal communication in comparison to the respondents from rural and semi urban areas. Highly media exposed persons gave more space to the issues of mass
communication in their gossips in comparison to low and moderately media exposed persons.

(b) Issues of Mass Communication included in Interpersonal Communication

61.6% respondents said that political issues prompted by means of mass communication are the part of their discussion. 47.2% respondents agreed to that social and family topics raised by means of communication were there in their interpersonal discussions. 20.6% respondents included sports issues, 32.6% respondents included economy, job and career issues and 35.4% respondents included education and academics related matters rose by means of mass communication in their interpersonal discussion. Entertainment is the part of 39.4% respondents’ discussions.

(c) Persons with whom respondents discuss after accessing mass media content

Out of 149 i.e. 29.8% Radio users, information provided by Radio was discussed by 87i.e. 17.4% respondents with their parents and by 66 i.e.13.2% respondents with their friends and colleagues. About the information broadcasted by Television, 38% respondents discussed with parents, 32.2% respondents with siblings; 28.6% with friends. In the case of Newspaper, 176i.e.35.2% respondents discussed the information provided by it with parents, 172i.e. 34.4% with siblings. Internet, which is being used by 395i.e.79% respondents, 301 i.e. 60.2% respondents communicated with their friends and co-workers, 153i.e.30.6% respondents with their brothers and sisters. Magazine which was accessed by 198 i.e. 39.6% respondents, is the part of 147 i.e. 29.4% respondents for conversation with their friends and colleagues, 71 i.e.14.2% with their siblings. Cinema based information was used by 209 i.e.41.8% respondents for discussion with their friends and by 104 i.e.20.8% respondents for discussion with life partner.

(d) Issues on which respondents discuss or interact after Media Exposure

Out of topics listened to on Radio, 103i.e.20.6% respondents discussed on the topics related to Entertainment and 49 i.e. 9.8% on Sports issues. About Television, 181i.e. 36.2% respondents discussed on the issues related to Entertainment with others. 175 i.e.35% respondents on Political issues. 257 i.e.51.4% respondents interacted on Political issues with others after reading Newspaper. 83 i.e.16.6% respondents discussed on Social and Family issues. Out of Internet users, 164 i.e.32.8% respondents used Education and Academics related information in discussions and gossips. 150 i.e. 30% respondents used Entertainment related information. Magazines were used by 198 i.e. 39.6% respondents. Out of these, 78i.e.15.6% respondents said that Entertainment related information was discussed with others later on. Cinema was used by 227i.e.45.4% respondents for
interacting about Entertainment issues and by 51 \textit{i.e.} 10.2\% respondents for discussing issues related to Society and Family.

**(e) Linkage between Interpersonal Communication and Mass Communication**

74.4\% respondents said that their opinion is highly affected by mass media. 47.2\% respondents agreed to the statement that media provide base for their interpersonal communication. Only 17.8\% respondents agreed to the statement that their interpersonal communication and contents of media has no linkage while 61\% respondents acknowledged that linkage is present there. 26\% respondents agreed to the statement that their opinion is independent and not based on mass media, while 58.6\% respondents said that their opinion is subjected to mass media contents. 52.6\% respondents agreed to the statement that issues of their interpersonal communication later appear in mass media.

**(f) Topics provided by Means of Mass Communication for Interpersonal Communication**

Politics related issues are provided by Newspaper and Television in a line as claimed by 55.2\% and 38.6\% respondents respectively. In the case of social and family related issues, Television appears to be the most powerful media followed by Cinema. Sports related interpersonal discussions are stimulated by Radio followed by Television. The base of information related to economy, job and career is prepared and provided by Internet, Newspaper and Magazines. Education and academic oriented discussions are routed by Internet. Health related dialogues in interpersonal communication are pinned by Magazines mainly and Radio to some extent. Entertainment related interpersonal dialogues revolve around Television followed by Internet and Newspaper respectively.

**(g) Issues of Interpersonal Communication that later got reflected in Mass Media**

55.8\% respondents said that it is Newspaper which picks the political issues from their interpersonal discussions and 34\% respondents opted for Television. Social & family issues are picked by Television as per 46.8\% respondents’ view and 29.4\% respondents voted for Internet. Interpersonal discussions on sports appeared in Newspaper followed by Radio and Television respectively. Interpersonal gossips and discussions related to economy, job and career are mostly raised by Internet as claimed by 28.6\% respondents. Interpersonal communication related to education and academics appeared mostly in Internet and Magazines occupied second position. Health related interpersonal discussions found their place in Magazines followed by Radio, Internet, Television and Newspaper respectively. Last but very significant issue of interpersonal communication, entertainment is reflected mostly in Cinema followed by Television.
(h) Relationship and Interdependence between Interpersonal and Mass Communication

The analysis shows that there is positive correlation between two statements- the first stating that issues of interpersonal communication are based on mass media and second stating that mass communication reflects issues of interpersonal communication. The correlation is positive for all the means of communication except for Television which shows negative correlation. It implies that television do not represent the issues of interpersonal communication in their real nature.

Regression analysis is also applied in between these two statements. The Regression Coefficient is negative for Television, which justify the Correlation results for Television and shows that interdependence is there for all means of communication except Television and issues of interpersonal communication and mass communication are interdependent to each other.

(i) Impact of Development in Media Technology on Interpersonal Communication

The study shows that 488 i.e. 97.6% respondents out of 500 felt the impact of emerging technology and admitted that development in media technology has changed their practice of interpersonal communication.

(j) Nature of change predicted in Interpersonal Communication due to Development in Media Technology

92% respondents said that base for their interpersonal communication is provided by mass communication. 75.2% respondents agreed to statement that issues of interpersonal communication are also raised by mass communication. 71.2% respondents agreed to statement that media has changed the form of discussions and gossips taking place in streets and Mohallas. 54.4% respondents admitted that media development has increased distances between hearts. 41.6% respondents acknowledged that emotions and sensitivities in interpersonal communication are diminishing and going to vanish. 77.2% respondents claimed that shows like comedy circus has replaced homely jokes and discussions with family members. 54.6% respondents approved that their opinion on any social issue revolves around the points raised by media and said that media is narrowing their thinking horizons. 84.4% respondents approved the statement that Google, internet, mobile and television etc. have affected their logical skills and thinking power. 88% respondents admitted that modern technology based media has replaced the traditional means of entertainment like Chaupal, Nukkad Natak, Saang, Ramleela and Bhajan etc.
6.3 CONCLUSION

In the present study, the researcher is able to achieve all the objectives and he found a number of solid and conclusive findings.

The outcome of the study shows that issues of mass media certainly figure in interpersonal communication of people as claimed by 83.2% of the respondents. Especially Political and Social & Family issues figure out in Interpersonal Discussions. Research also concludes that the interpersonal issues are represented in mass communication mostly through Television and Newspapers.

Most of the interpersonal interactions and discussions take place with family members, friends and co-workers. Television is the most widely used mean of mass communication followed by Mobile, Newspaper and Internet in a specific order. Television proves to be the major time consuming mean of communication followed by Mobile Phone, Internet and Newspaper, but on holiday, Cinema is a time killer. Correlation of media habits on holiday and working day shows the same usage pattern.

The major issues of interpersonal communication with family members are issues related to society and family, education, job & career and political matters. The most discussed topics of interpersonal discussion are entertainment and political issues discussed with friends and co-workers. Television provides entertainment related topics for interpersonal gossips and discussions and newspaper provides political issues while internet provides academic, education and research related topics for interpersonal discussion. Mobile is the most used mean of communication for discussion and interaction with friends, family members and relatives.

Around 83% respondents admitted that issues raised by mass media later appear in their interaction with others. Correlation test applied on the statement shows positive correlation and proves that interpersonal discussions and mass media are correlated and interdependent. Issues raised by mass media related to politics, society and entertainment are most included topics in interpersonal communication as Pearson’s correlation and Regression test shows positive correlation and Regression analysis also shows that these are interdependent on each other for their issues.

80% of the respondents are in touch with social media and it is mainly used for sharing information and knowledge along with remaining in touch with old friends and relatives. Newspaper is the most believed media type for accuracy of information, followed by Internet and Television. Television is the prime source for obtaining information on
current affairs and latest happenings followed by Internet and Newspaper. Mass media proves to be the issue provider for interpersonal discussions. Issues of interpersonal communication definitely appear in mass media, especially through Newspapers and Television.

Development in media technology has affected the form, nature and content of interpersonal communication. The traditional modes of fun and entertainment have been replaced by reality and comedy shows and the tools of new media has affected and narrowed the logical skills & thinking power of people.

6.4 PRACTICAL AND INDUSTRIAL IMPLICATIONS

The results of the present study are of great significance for media houses and media professionals as they can be utilized by them in reconstructing and reformulating their strategies for different types of media. The present study sheds light on the usage pattern of the different means of mass communication by general public on working day versus holiday, information which is of great value for professionals of the field. The study also highlights the types of programs listened to, read or watched on different means of communication by public. It will help the media houses in considering how they can increase the number of audience of their respective industry. The study reflects that 80% of the respondents are social media users. These users can be a soft target of e-commerce companies, online retail houses and a tool of viral marketing for expansion and promotion of business. Calculation of respondents’ belief on information provided by different means of communication, in the study, shows that credibility of Radio, Cinema and Magazine is on stake. So it will help the media persons in determining how they can maintain credibility for these media types amongst public. The study categorises and enlists the issues of interpersonal communication as well as the type of programs accessed by respondents on mass media, an information which will provide media houses a new blend for their future planning about increasing the customer base by increasing the viewership and audience.

6.5 THEORETICAL IMPLICATIONS

The study fills the gap between the past studies and the recent research by presenting the research problem in a comprehensive manner. The study also defines the statistical parameters for measuring interaction and interdependence between interpersonal
communication and mass communication. The present study is one of the initial studies done on interdependence of interpersonal communication and mass communication in the Indian context as the concept of ‘Interdependence of Interpersonal and Mass Communication’ is a novice trend in India. The study depicts unanimity amongst diversity, a unique feature of Indian culture, by including people belonging to different age group having different educational qualifications and with diverse family background.

6.6 LIMITATIONS

The study has some limitations also because few studies were available on it in the Indian context. So, most of the review work pertains to the foreign countries. A cross sectional study was conducted on the selected sample in the current study. Therefore results need to be tested over time to check whether the same variables affect the interdependence and interrelation of interpersonal and mass communication. Non probability sampling was used in the study; therefore care must be taken while projecting the results of the study. As researcher has used non probability sampling to generalise sample with population parameters, it may cause some biasness in the results.

Time and resources were also the limiting factors for the present study as study was carried out for academic purpose only. Time bound presentation and analysis limited some new horizons which can be explored. The respondents, in the present study, were taken from different cities belonging to diverse backgrounds and it was not possible to interact personally to take personal interview of each and every respondent. So the results of the study are mere projections of the responses filled by the respondents in questionnaire, due to which some hidden aspects of their behaviour remained unassessed.

6.7 SUGGESTIONS

During the course of the study, the researcher came across several new facts which he presented as suggestions:

The sample area is taken as 6 different districts of Haryana State. For the further researches, the area should be large to generalise the study to the Nation. Probability sampling with large number can be used to avoid biasness. Researcher classified the means of mass communication in eight categories only; it can be more to have more specific results.
Present study is a general study having all the strata of the society; some class specific small studies may be carried with tailored objectives and specific results.