DISCUSSION
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In a scientific process of research the final step is to summarize the findings, arrive at conclusions, make recommendations, and formulate proper generalizations for population to which they are applicable. It serves as a refresher for the persons involved in the research project to focus the investigator's perspective of the problems. It has dissemination function because it is crucial to the future practical application of the study's findings. It aids the future workers to understand the general purpose and the conclusions.

This chapter discusses about the observations of the present study and the results are discussed in the light of earlier studies conducted so far. It is very essential to interpret the collected data scientifically. Appropriate analysis and discussion are necessary to make selection, administration and score worthwhile.

Not much, rather very little work has been done in dealing with the effect of media on creativity and personality among the adolescents in India, however, what so ever researches conducted in India and abroad are reviewed and presented for discussion with the present findings. The researcher indeed has very limited resources from which she could seek help while framing her discussion matter. There are hardly any references available. Thus, what so ever analysis and reasons for the results are given, are in the light of the researcher's mental status and understanding of the subject? All care has been taken in analysing each and every result with open mind and broadened horizons. Throughout the research the researcher has taken utmost precaution to avoid ambiguity and superficiality of thoughts.

On the basis of analysis and interpretation of data discussed in the previous chapter, certain findings have been generalized and conclusions were drawn. The same are presented here.

* Out of 300 respondents, 50.00% each were male and female adolescents respectively. Srivastava et.al. (2011) observed in their study that 65.89% of adolescents were females and remaining 34.11% were males. Silva (1981) reported that more number of the male and female adolescents showed interest in Hindi medium programmes as compared to the other language.
* Out of 300 respondents that majority of the respondents (59.33%) were using television as mass media, followed by (23.00%) newspaper and the minimum (17.67%) were using newage media. Among the males, majority of them (58.00%) were using television, followed by (22.67%) newspaper and the minimum (19.33%) were using newage media. Similar pattern regarding the use of media was observed among female adolescents. Paik (2001) stated that adolescents are active consumer of newspapers broadcast on radio and television. Printed in magazines distributed on the Internet, and presented in video games. As technology has advanced, access to these varying types of media has become common in U.S. 98.0% household have at least one television, 70% have more than one television, and 51% of households with children have a computer. Naresh (2009) stated that computer and internet, give more effect on boys while T.V., newspaper and radio give more effect on girls.

* Out of 300 students, majority of them (59.00%) were in the age group of 20-21 years and remaining (41.00%) were in the age group of 18-19 years. The above findings also according to the district statistics reported by Sarkar and Paul (1990), Census (2001). Dhwan et.al. (2010) reported that 55.0% were in the age group of 20-22 years. Among the adolescents aged 18-19 years, majority of them (56.04%) were using television as mass media, followed by (17.89%) newspaper and the minimum (17.07%) were using newage media. Similar pattern regarding the use of media was also observed among the adolescents aged 20-21 years. Larson et.al. (1989) observed that young people spend their time with electronic media. Further they reported that both sexes spent their time in watching T.V. and substantial increase in time spent listening to popular music. boys spent significantly more time in T.V. watching and girls spent more time in listening music and reading. Werner Wilson, Morrissary and Fitzars (2004) stated that mass media plays a paramount role in today's society. As it showers over increasing numbers of people all around the world use to communicates news and events on a daily basis. Rocio Blog (2006) reported that the mass media including T.V. radio and newspaper have a great influence on people and especially on the younger generation. Mori (2004) reported that young people aged between 11 and 18 were more likely to watch T.V. than picking up a book. Becker (2000) reported that most are higher income families have access to a home computer. Day, Janus and Davis (2003) stated that 97.3% of the enrolled in college using computer.

* Out of 300 students, majority of them (70.67%) were belonging to nuclear families and remaining (29.33%) were from joint families. Among the adolescents of nuclear families, majority of them (59.43%) were using television as mass media, followed by (23.11%) newspaper and the minimum (17.46%) were using newage media. Similar pattern regarding the use of media was also observed among the adolescents belonging to joint
families. Das (2000) also found that most of the families about 90.4% belonged to simple households or nuclear families and about 10% belonged to complex households or joint families.

* Out of 300 students, majority of them (68.00%) were belonging to general caste and remaining (32.00%) were from other caste. Among the adolescents of general caste, majority of them (52.94%) were using television as mass media, followed by (25.49%) newspaper and the minimum (21.57%) were using newage media. Similar pattern regarding use of media was observed among adolescents of other caste. Khatoon, Asia (2007) also found in his study that majority of the respondents were belonging to middle income group. Yadav et.al. (2009) observed that 69.11% of adolescents belonged to upper caste, followed by 22.06% backward caste and remaining 8.82% were scheduled caste. Dhwan et.al. (2010) found in their study that 52.0% belonged to general caste, followed by 30.0% backward caste and minimum (18.0%) belonged to schedule caste. Srivastava et.al. (2011) observed in their study that 64.14% of adolescents were from upper caste, followed by 23.32% from backward caste and minimum (12.54%) were from schedule caste.

* Out of 300 respondents, majority of them (69.33%) were of 1-2 birth order and remaining (30.67%) were of 3rd birth order and above. Among the adolescents of 1-2 birth order, majority of them (56.73%) were using television as a mass media, followed by (28.37%) newspaper and minimum (14.90%) were using newage media. Among the adolescents of 3rd birth order and above, majority of them (65.22%) were using television as a mass media, followed by (23.91%) new age media and minimum (10.87%) were using newspaper. Bentijies (1989) and Cennomo (1993) said that the print newspaper is mostly an information source. Individual can read newspaper at home, but they can also do that in the bus, in the park and many other places.

* Out of 300 respondents, majority of them (55.67%) had 3 siblings and above and remaining (44.33%) had 1-2 siblings. Among the adolescents having 1-2 siblings, majority of them (62.41%) were using television as mass media, followed by (21.05%) newspaper and minimum (16.54%) were using newage media. Among the adolescents having 3 siblings and above, majority of them (56.89%) were using television as mass media, followed by (24.55%) newspaper and minimum (18.56%) were using newage media. Robert (2000) said that the adolescents use of media have revealed that television viewing maintained its dominant position in today's youth. Liu (2000) reported that watching T.V. was the most preferred way of passing time. Brown, J.D. (2002) stated that adolescents spent lots of time with media. Teens spend 5-6 hours a day with television. Harris (2002) reported that 49.7% of students were on-line less than
10 hours per week. There was a non significant gender difference in internet use with 
51.4% of males and 48.6% of females being on-line for less than 10 hours per week. 
**Turrow (1999)** reported that the using the computer to communicate is a popular 
activity among adolescents. He reported that after home work, e-mail and chat room 
are their most frequent internet activities.

* Out of 300 respondents, majority of them (52.33%) were belonging to families having 
monthly income of below Rs. 15,000 and remaining (47.67%) were belonging to families 
having monthly income of Rs. 15,000 and above. Among the adolescents belonging to 
families having monthly income of below Rs. 15,000, majority of them (59.24%) were 
using television as a mass media, followed by (34.30%) newspaper and minimum 
(6.37%) were using newage media. Among the adolescents belonging to families having 
monthly income of Rs. 15,000 and above, majority of them (59.44%) were using 
television as a mass media, followed by (30.07%) newage media and minimum (10.49%) 
were using newspaper. **Lyle and Hoffman (1972)** observed that children from the lower 
social class and minority background watch more television than the middle and the 
upper middle class children. **Sarkar and Paul (1990)** found in their study that majority of 
respondents were of lower socio-economic status (58.8%). **Alpi et.al. (2007)** found that 
52.00% of the healthy respondents had a monthly income of Rs. 0-10,000, followed by 
32.00% having Rs. 10,000-20,000 and the rest 16.00% respondents had an income 
above Rs. 20,000. **Fauzia et.al. (2007)** observed in their study that majority 39.0% of 
parents were earning between Rs. 10,000-25,000 per month followed by 36.0% of 
parents earning upto Rs. 10,000 and rest 25.0% were reported with an average monthly 
income above Rs. 25,000. **Yadav et.al. (2009)** observed that 76.48% were from the 
families having monthly income ten thousand Rupees and above and remaining 23.52% 
were from the families having monthly income below Rupees ten thousand.

Out of 300 adolescents, majority of them (80.0%) were of the opinion that mass media 
is all the above (way of communication, give information and give entertainment), 
followed by (7.0%) each give information and entertainment respectively and minimum 
(6.00%) were of the opinion that mass media is way of communication. **Vijayakumar, M. 
(1999)** reported that high percentage of children watch television for entertainment, 
majority of the children watch the television daily which has becomes a part of their life 
style. **Hurlock, (1981)** stated that some people use the mass media as a form of 
relaxation and entertainment while others use them as an escape from unpleasant 
reality.

* Regarding the print media, majority of the adolescents (66.7%) aware about it, 
followed by 26.7% a little and the minimum (6.6%) did not know about print media.
Mohmood (2000) studied that it is the media which connect people with machines and in turn creates awareness in the society. Newspaper and television played a vital role in creating awareness.

* Out of 300 adolescents, majority of them (68.7%) knew about electronic media, followed by (16.3%) a little and the minimum (15.0%) did not know about electronic media. Strasburge, C., Barbara, J. Wilson (2002) said that media give us news, entertainment and education. The influence of mass media on our teenagers and society is so big.

Out of 300 adolescents, majority of them (64.0%) knew about newage media, followed by (21.0%) a little and the minimum (15.0%) did not know about newage media. Smith, E.S. (2003) stated that some people refer to the mass media at the mainstream media. Ruggiero (2000) reported that internet is the newest form of mass media that has become available and used by adolescents in present time.

* Out of 300 adolescents, majority of them (45.0%) were of the opinion that newage media is the best, followed by (26.0%) electronic media and minimum (5.0%) were of the opinion that none of the media is best. Werner Wilson, Morrissary and Fitzars (2004) stated that mass media plays a paramount role in today's society. Mass media caters to a diverse audience ranging from children to adolescents to adults.

* Out of 300 adolescents, majority of them (96.33%) were using television, followed by (60.0%) newage media and minimum (55.0%) were using newspaper based on adolescents use multiple media types. Also, as per study on the preference of media, Out of 300 adolescents majority of them (59.4%) gave Good preference to television followed by (23.0%) to newspaper and minimum (17.6%) adolescents gave Good preference to newage media. Further, (38.02%) adolescents have given average preference to newage media, followed by (33.23%) to Television and (28.74%) to Newspaper. Whereas (50.75%) adolescents have given no preference to newspaper, (45.11%) to newage media and minimum (4.13%) adolescents gave no preference to Television. Brett Brown (2009) reported that over the last decade the daily experience of adolescents has been transformed by developments in electronic media, including the computer, the internet and cell phones they all are the daily tool of communication, information and amusement for a majority of adolescents. Turrow (1999) reported that the using the computer to communicate is a popular activity among adolescents.

* Out of 300 adolescents, majority of them (59.4%) use television the most, followed by (23.0%) newspaper and minimum (17.6%) use newage media the most. Aghi (1989)
observed that children are the main viewers of television; they form a large majority of television audience for all programmes. Sharma (1981) said that television is most popular form of media. It is the most appropriate means of communication. Robert (2000) said that the adolescents’ use of media has revealed that television viewing maintained its dominant position in today's youth. Lyle and Hoffman (1972) observed that children from the lower social class and minority back ground watch more television than the middle and the upper middle class children. Inderjeet (2009) reported that newspaper still important today because its cheap, convenient for read and have variety.

* Out of 300 adolescents, majority of them (37.7%) were using media for the last three years, followed by (35.0%) four years and above and minimum (9.6%) were using media for the last one year. Comstock and Scharrer (2001) stated that exposure of T.V. is almost universal in the united states than other industrialized countries. Nearly all homes have at least one T.V. set and more than half have two or more.

* Out of 300 adolescents, majority of them (46.3%) spent 2-4 hours for using media, followed by (43.7%) below two hours and minimum (1.3%) spent 6-8 hours for using media. Frederick et.al. (1975) suggested that those children who watched television for normal amount of time i.e. 2-3 hours per day their achievement is not affected. Narayanan (1983) found that viewers of television are spending more and more time at homes and less in social visits. Mahajan (1990) observed that respondents were frequently watching television programmes and on an average, devoted one to three hours daily to tele viewing. Gupta et.al. (1994) revealed that children spend around 18.5 hours/week to watch television. Comstock and Scharrer (2001) stated that the T.V. switched on for about 7 hours per day in the American household. Brown, J.D. (2002) stated that adolescents spent lots of time with media. Teens spend 5-6 hours a day with television.

* Out of 300 adolescents, majority of them (49.0%) used media for education purpose, followed by (23.3%) for entertainment and minimum (5.0%) used media for creation. 22.7% of the adolescents used media for the personality development. Turrow (1999) reported that after home work, e-mail and chat room are their most frequent internet activities. Gupta (1992) revealed that majority of rural youths were occasional readers, listeners and viewers and time devoted was about 1-2 hours for reading, listening and viewing of media.

* Out of 300 adolescents, majority of them (53.0%) informed that personality is effected by television, followed by (36.3%) of newage media and minimum (10.7%) informed that personality is effected by newspaper. Singh (1986) observed that twenty-three percent
parents felt that television was having a bad effect on the health of their children, where as 42 percent did not agree with this.

* Out of 300 adolescents, majority of them (53.3%) informed that creativity is affected by television, followed by (39.0%) of newage media and minimum (5.7%) informed that creativity is affected by newspaper. Rocio Blog (2006) reported that the mass media including T.V., radio and newspaper have a great influence on people and especially on the younger generation.

* The mean scores of creativity towards fluency, flexibility and originality were found to be more among the adolescents using newage media, followed by the adolescents using newspaper and the minimum were recorded by the adolescents using television as media. Cathy, J. Cobb (2004) reported the effect of newspaper on adolescents' creativity was observed.

* The mean scores of extroversion personality was found to be more among the adolescents using newspaper, followed by the adolescents using television and the minimum was recorded by the adolescents using newage media. The mean scores of introversion personality was found to be more among the adolescents using newage media, followed by the adolescents using television and the minimum was recorded by the adolescents using newspaper. Mahajan and Singh (1997) studied that impact of mass media on personality of adolescent and found that media especially T.V. and satellite channels certainly effected the personality of adolescents.

* The mean scores of creativity towards fluency, flexibility and originality were found to be more among male adolescents using newage media, followed by the adolescents using newspaper and the minimum were recorded by the adolescents using television as media. Bhaskara (1986) indicated that boys were significant better than girls on creativity measures. Reddy (2003) found that creativity is the effect of mass media on adolescents creativity and indicated that girls are better in creativity than boys.

* The mean scores of creativity towards fluency, flexibility and originality were found to be more among female adolescents using newage media, followed by the adolescents using newspaper and the minimum were recorded by the adolescents using television as media. Chadha (1990) noticed that the females record higher than males on all the four components of creativity.

* The mean scores of extroversion personality was found to be more among male adolescents using newspaper, followed by male adolescents using television and the minimum was recorded by male adolescents using newage media. Panda, et.al. (1997) found that working mothers daughters were more extroverted, independent, confident,
emotionally stable, aggressive and less anxious than the daughters of non-working mothers. The mean score of introversion personality was found to be more among male adolescents using newage media, followed by the adolescents using news paper and the minimum was recorded by male adolescents using television. Himanshu Patak (2009) reported that youngsters adopting to the lifestyle for maintaining their personality as they watch it on their favorite show on the T.V. Gitten (1998) reported that the personality of an individual makes up of his genetic and social inheritance and mass media have greater influence on the latter component of human personality. Hearold, (1986) stated that the effects of television violence on Physical aggression are about the same for boys and girls upto the age of 10, after which it sharply increases for boys and decreases for girls.

* The mean scores of extroversion personality was found to be more among female adolescents using newspaper, followed by male adolescents using television and the minimum was recorded by female adolescents using newage media. The mean scores of introversion personality was found to be more among female adolescents using newage media, followed by female adolescents using television and the minimum was recorded by male adolescents using news paper. Joshi (2000) found a difference in extraversion between boys and girls. He indicated that difference existed between the girls of urban and rural areas on extraversion, while the boys of urban and rural areas differed on extraversion.

* The mean scores of creativity towards fluency, flexibility and originality were found to be more among adolescents aged 18-19 years using newage media, followed by the adolescents aged 18-19 years using news paper and the minimum were recorded by the adolescents aged 18-19 years using television as media. Diwvedi and Sharma (1989) reported that creativity increased up to the age of 13, 14 years.

* The mean score of extroversion personality was found to be more among adolescents aged 18-19 years using newspaper, followed by adolescents aged 18-19 years using television and the minimum was recorded by adolescents aged 18-19 years using newage media. The mean score of introversion personality was found to be more among adolescents aged 18-19 years using newage media, followed by the adolescents using television and the minimum was recorded by adolescents aged 18-19 years using newspaper. Kendra van wagner (2005) reported that personality crosses from within the individuals and remain constant throughout life. Lefkovitzs (1977) in longitudinal study indicated that heavy television viewers were more aggressive and they continued to be so even in adult life.
* The mean score of extroversion personality was found to be more among adolescents aged 20-21 years using newspaper, followed by adolescents aged 20-21 years using television and the minimum was recorded by adolescents aged 20-21 years using newage media. The mean score of introversion personality was found to be more among adolescents aged 20-21 years using newage media, followed by the adolescents using newspaper and the minimum was recorded by adolescents aged 20-21 years using television. Malamuth and Lampett (2001) stated that individual personality factor may be important, as research suggested that the type of media people selected and found gratifying in predictably related to their personalities and other individuals’ differences.

* The mean score of extroversion personality was found to be more among adolescents of nuclear families using newspaper, followed by adolescents of nuclear families using television and the minimum was recorded by adolescents of nuclear families using newage media. The mean score of introversion personality was found to be more among adolescents of nuclear families using newage media, followed by the adolescents of nuclear families using television and the minimum was recorded by adolescents of nuclear families using newspaper. Robinson (1981) suggested displacement effect of television on many activities of daily life. A substantial decrease was noted in sleep, social gathering activities away from home and leisure time activities like correspondence, conversation, household works, newspaper reading etc.

* The mean score of extroversion personality was found to be more among adolescents of joint families using newspaper, followed by adolescents of joint families using television and the minimum was recorded by adolescents of joint families using newage media. The mean score of introversion personality was found to be more among adolescents of joint families using newspaper, followed by the adolescents of joint families using newage media and the minimum was recorded by adolescents of joint families using television. Dhill et al. (2005) observed a significant difference on aggression in which rural T.V. viewing teenagers were found higher than that of urban T.V. viewing teenagers.

* The mean scores of creativity towards fluency, flexibility and originality were found to be more among adolescents of 1-2 birth order using newage media, followed by the adolescents of 1-2 birth order using newspaper and the minimum were recorded by the adolescents of 1-2 birth order using television as media. Comeau Halen (1990) reported that the first born children were found to be superior to the later born in verbal fluency.

* The mean scores of creativity towards fluency was found to be more among adolescents having family monthly income below Rs.15000 using newspaper, followed
by the adolescents having family monthly income below Rs.15000 using newage media and the minimum were recorded by the adolescents having family monthly income below Rs.15000 using television as media. The mean scores of creativity towards flexibility and originality were found to be more among adolescents having family monthly income below Rs.15000 using newage media, followed by the adolescents having family monthly income below Rs.15000 using newspaper and the minimum were recorded by the adolescents of having family monthly income below Rs.15000 using television as media. **Lyle and Hoffman (1972)** observed that children from the lower social class and minority background watch more television than the middle and the upper middle class children.

* The mean scores of creativity towards fluency was found to be more among adolescents having family monthly income of Rs.15000 and above using newage media, followed by the adolescents having family monthly income of Rs.15000 and above using newspaper and the minimum were recorded by the adolescents having family monthly income of Rs.15000 and above using television as media. The mean scores of creativity towards flexibility and originality were found to be more among adolescents having family monthly income Rs.15000 and above using newage media, followed by the adolescents having family monthly income of Rs.15000 and above using newspaper and the minimum were recorded by the adolescents of having family monthly income of Rs.15000 and above using television as media. **Caravalas and Bruko (1990)** observed a positive and significant correlation between creativity and mass media.

Significant and positive correlations were observed between age with creativity of fluency, flexibility and originality among the adolescents using newspaper. **Caravalas and Bruko (1990)** observed a positive and significant correlation between creativity and mass media.

* Insignificant and positive correlation was observed between the age with introversion personality among the adolescents using newspaper. However, insignificant and negative correlation was observed between the age with extroversion personality among the adolescents using newspaper. **Gitten (1998)** reported that the mass media have greater influence on the latter component of human personality.

* Insignificant and positive correlation was observed between the age with extroversion personality among the adolescents using newspaper. However, insignificant and negative correlation was observed between the age with introversion personality among the adolescents using newspaper. **Malamuth and Lampett (2001)** stated that the type of media people select and find gratifying is predictably related to their personalities and other individuals differences.
* Significant and negative correlation was observed between birth order with introversion personality among the adolescents using television. However, insignificant and positive correlation was observed between the birth order with extroversion personality among the adolescents using television.

* Significant and positive correlations were observed between the number of sibling with creativity of fluency, flexibility and originality among the adolescents using new age media. Thiruvalluvar (2000) revealed that none of the demographic variables influenced the creativity among adolescents.

* Insignificant and positive correlations were observed between number of sibling with extroversion and introversion personality among the adolescents using television. Narayanan (1983) reported that television kept in children indoors in the evenings when they should be outdoor engaged in games.

* Insignificant and negative correlations were observed between number of family members with creativity of fluency, flexibility and originality among the adolescent using newage media. Gupta (1992) revealed that mass media exposure was having the significant impact on political awareness nationalism and favourable opinion towards women. Rubinstein, (1981) suggested displacement effect of television on many activities of daily life. A substantial decrease was noted in sleep, social gathering, activities away from home and leisure time activities like correspondence, conversation, household works, newspaper reading etc.

* Significant and positive correlation was observed between number of family members with introversion personality among the adolescents using newspaper while negative and significant correlation was observed between number of family members with extroversion personality among the adolescents using newspaper. Hurlock (1981) in her study also stated that within the home television watching produces a closer physical proximity of family members, but it often restricts social interaction among them. It limits conversation and interrupts other play activities.

* Insignificant and positive correlation was observed between number of family members with introversion personality among the adolescents using television, while negative and insignificant correlation was observed between number of family members with extroversion personality among the adolescents using television. Mahajan and Singh (1997) studied that impact of mass media on personality of adolescence and found that media especially T.V. and satellite channels certainly effected the personality of adolescents.
* Insignificant and positive correlation was observed between number of family members with extroversion personality among the adolescents using newage media, while negative and insignificant correlation was observed between number of family members with introversion personality among the adolescents using newage media. **Reddy (1984)** indicated that television fulfilled their need for information and education and helped them to know about the customs, traditions, socialization and values.

* Significant and positive correlations were observed between family monthly income with creativity of fluency, flexibility and originality among the adolescents using television. **Rubinstein (1983), Singer and Singer, (1983)** showed that television commercials have influenced children's food habit and preferences and general outlook to life.

* Significant and positive correlations were observed between family monthly income with creativity of flexibility and originality among the adolescents using newage media. However, insignificant and positive correlation was observed between family monthly income with creativity of fluency among the adolescents using newage media. **Kandu and Mallick (1987)** found that socio-economic status is an important factor in fostering creativity. The influence upon the person's creative ability may be both positive and negative, from various factors, nature of inner condition of an individual. It is evident that creativity can not be forced but may be stimulated to emerge and there may be optimum level under the favourable environmental condition. **Steiner, (1965)** found that children from the lower socio-economic groups watched more television and with great concentration.

* Significant and positive correlation was observed between family monthly income with introversion personality among the adolescents using television. However, significant and negative correlation was observed between family monthly income with extroversion personality among the adolescents using television. **Singh (1986)** reported that television viewing has increased the family's togetherness. People like to watch television in a relaxed and cheerful mood. A habit of silence and concentration prevails when television is being viewed. **Gupta et.al. (1994)** observed the immense effect of television on dietary habits as well as utility of advertisements on television.

* Insignificant and negative correlations were observed between family monthly income with introversion and extroversion personality among the adolescents using newage media. **Duglas (1994)** found that 40% people were influenced by the ads and buy new products but 60% people do not show immediate responses to the new products.