CHAPTER IX
FINDINGS AND SUGGESTIONS

This section of the chapter is mainly concerned with findings of the present study that is the “Television as a Medium of Information for Social Change- a Study of Rural Meghalaya. The findings of this study are in agreement or disagreement with some of the findings obtained by other investigators in the same field.

9.1 Television and Social Changes

1. The present investigator found that the residence of all the six villages were very co-operative, pleasant, affable, friendly, warm, jovial, simple, loving, welcoming, and obliging. Because of their generosity in sparing their valuable time the investigator was fortunate to receive all the duly filled in 300 questionnaires that were distributed to them.

2. The study revealed that all the respondents of the field of study, fully agree that television is a powerful and attractive medium of information, education and entertainment which brings change in the society, to very great extent the respondents with television agree the television promotes national integration, and to a very small extent social acceptance. This finding is in accord with the finding of Kirk (2002) who conducted a research study on television and social change in rural India. In his study Kirk found that television has changed the social, cultural life of the village of Danawli, in Maharashtra.

3. Further another finding of the present study reveals that there is significant relation between watching television and other media, be it print or electronic
media. This finding is again in line with the finding of Chauhan (1991) who found that watching television enriched the reading habit of newspapers. The interesting of some the study was that the people of the traditional media, print media, are converging with the electronic media and the latest and the fastest media is taking the help and support of the other two media in order to enrich its programmes.

4. In the present study significant relationship was found between the traditional method of getting in information and the latest means of getting the information that is through the electronic media. Through the responses of the respondents it is clear that they receive information by talking with their friends and elders reading newspapers listening to radio and watching television and other sources of information.

5. It is found from the present study that people of the place communicate in their language that is Khasi and almost to no extent they communicate with other languages of the state, in English and Hindi, Nepali and other languages. The inter mingling of students developed cultural exchange between the people of the place and others. This finding is again in agreement with the findings of Bayer, J M (2005) According to her “Television is expected to be significant in language teaching, general education, and politics. For example, we have a serial on television that teaches Hindi where the students represent the major linguistic backgrounds, and we get a feel of Hindi pronounced by various language speakers. Television is a means to teach children language with entertainment through the cartoon series in different languages. The themes
presented by these cartoons are both Indian and non-Indian. For example, the Kannada TV channel televises "Cinderella" through Kannada."

6. The study reveals that the respondents are exposed to regional, national and international news and they make a choice of listening to different programmes of their choice like agricultural, discussions quiz films, serials and others. But those with television choose to listen to different types of music news and other programmes compared with those without television. They listen in Hindi, English, and other languages.

7. The respondents have indicated that they go to different places to watch films, by doing so they are exposed to different cultures, languages and customs of the place, watching movies in different places socialises them and thus changes takes in their life.

8. The present study found that 82 of the families from the village with television and 149 families from the villages without television do not have a television set at home. The finding shows that they are not fully aware of the opportunities that the television programmes offer, this could be one of the reasons for their backwardness.

9. The responses of the respondents reveal that all of them prefer to have television sets at home. 24 of them prefer Black and white television sets and 276 of them would like to have colour television.

10. The respondents have indicated that 262 of the total score watch various programmes like music, sports, discussion etc. but the difference between those with television and those without television is that those with television
watch different programmes are higher than those without television, because they have access to the television sets.

11. The study reveals that the majority of them watch television programmes for an hour, 48 of them watch for 2 to 4 hours and only 12 of them watch it for more than 4 hours. The also study reveals that those who have television might fall into the category of those who watch for 2 to 4 hours and more than four hours.

12. According to the responses the study shows that the majority of them watch television in the evening and at night. A very few of them watch late at night unlike the urban dwellers who watch late at night.

13. The Respondents with television agree to a very great extent that television has an impact on education, to some extent on other’s culture, and to some extent it builds up social relationship and it informs them about agriculture child care and health care. The study reveals again that those with television are able to understand what the television programmes offer them than those without television.

14. The views of the majority of the respondents both with television and without it show that changes are made in the line of food habits, education, dress, recreation, sleeping habit friends, celebrations, marketing preservation of culture, worship, values village administration and other things which indicate that all of them bring changes in the society, because when there is a collective change them we could say that the society has undergone social change.
15. It is interesting to note from the study that those with television prefer to have television as their preference and those with radio prefer radio than to television and newspapers which contradicts. Table number 4.23 where all of them had said that they prefer either black and white or colour television.

16. The table 6.1.6 indicates that there is positive and negative correlation of television with factors of social development. This is evident among the respondents from the villages with television and villages without television. Striking difference of awareness between the two types of samples are also evident.

9.2 Television and Culture

17. The present study shows that the coming of television did not change to a very great extent their family gathering, they still come to a great extent for meals together, to some extent for prayer and to a small extent for celebrations. It is very noticeable to find out that those with television still keep up to the family gatherings than those with out television.

18. The study finds that those who have television have reduced their eating betel leaves and nuts, smoking, and drinking but it shows that their involvement in gambling is more than that those who do not have television but those without television eat betel leaves and nuts, smoking and drinking more than those who have television, it could be that television might have enlightened those with television of the bad impacts of smoking and drinking and of tobacco, but they have taken to gambling which is usually practiced by urbanites.
19. Again the study proves that eating in different places like hotel, tea shops and relations’ houses, by those with television in more than those than by those without television, this finding also shows the style of life that television portrays in its programmes. People with television seem to adapt to the pattern of life that television shows advertise.

20. The study reveals that those with television share the responsibilities of looking after the children in the absence of the mother at home which is not practiced in the families of those without television; again it shows that the impact of television has changed the behaviour of the society and sense of responsibility.

21. The study reveals that not only there is change in the families due to the coming of television but also there is change in the mode of election of the headman of the village. Instead of him being traditionally appointed he is elected by the members of the villages. There is change in the political life of those with television whereas those without television opine that there they traditionally appointed, and believe in traditional administrative structure. The impact of television is quite apparent in choosing democratic way of electing headman.

22. The study also throws light on the authority in the village were television is available. The study reveals that although the village headman is responsible to a very extent for the smooth running of the village but also youth leader, women’s association, men’s association, rich families and some clans shoulder and share the responsibilities for the smooth running of the village.
23. It is found that there is a significant difference between those with television and those without it. The percentage of the scores, Mean and Median show that the choice of celebrations differ among them. Those with television seem to celebrate Sunday gathering, dances, weddings more than the others without television. But those without television prefer to celebrate Sunday gatherings, deaths and harvesting. The study shows that there is cultural change is taking place due to television.

24. The study reveals that respondents with television and without it grade differently the different types of entertainments that are prevalent in the village. Their sources of entertainment are different. Those with television have more of dances of community television games religious celebrations, whereas, those without television grade the cleaning projects and community picnic more than other things.

25. The table 6.12 shows that the influence of television on cultural changes seems to be more significant in the villages that have no television. It may be noted that the respondents who belong to villages without television have rare access to television through hiring or visiting places with television. Usual viewers seem to have less influence on cultural changes than occasional viewership. Both the sample types show high canonical correlation of television and cultural changes. This entail that the effect of television on all the sampled villages is great. Among the various factors of the present study cultural changes are most significantly related with television.
9.3 Television and Education

26. The study reveals those with television are of the opinion that to a great extent that educational programmes on education educates oneself and it inspires the elders to send the children to school and provide opportunities and save money for their higher education and it develops their knowledge due to the information and education they receive from the television and those without television also of the opinion that to some extent the educational television enriches their life by providing information. It is obvious from the study that those with television recognise the impact of television in the line of education of oneself and their children than those without it.

27. The study also reveals that both the respondents are of the view that television informs them about the impact of environmental crisis, the development of science and Technology, ways and means of building up of national integration and they are aware of the educational programmes that telecasts lessons on various subjects for the benefits of distant learners and others. The study found that the awareness of the influence of television is great among those with television and almost to no extent the respondents without television are aware of the opportunities that television offers to inform them.

28. The study shows that the scores of the percentage, Mean and Median show that all the respondents agree that television being a motion media creates concreteness, captures attention, and offers through pictures, voice and colour a number of programmes which helps to creates interest in learning and help to retain and recall when it is necessary. The only difference between those with
television and without it is that the level of information that they have of television is different. Those with television are very much aware of uniqueness of television programmes than those without the television.

29. The study also reveals that television educational programmes in particular and other television programmes enriches the students learning, they are able to understand better with cause they see and hear what is taking place in different programmes. They also understand that teachers can make their lessons interesting by using the televised programmes to create interest in student to learn fast and understand better since television can cut through geographical barriers and bring inaccessible events in a concrete way.

30. The study reveal that all the members of the society whether they are young are old are benefiting from the television programmes. They elders not only treat it as their friend to spend their time with it but also they are educated and informed of various issues of life.

31. The responses of the respondents revealed that television helps in educating its audiences. The various programmes in different channels bring education and information and entertainment 24 hours of the day to them. One need to do is to select the programmes that are useful in ones life.

32. The respondents from the villages without television indicated the influence of television over educational development more significantly than those respondents from the villages with television. Though there are slight variations in the values of canonical correlations analysis, both the sample types are scoring high and based on these scores it is safe to assume that
education development are significantly correlated with television (Table 6.18).

9.4 Impact of Television on Economic condition

33. The present study informs that the monthly income of the respondents' family is very scanty. The majority of the family comes under below poverty line. The study also reveals that because of their low income, 142 of the families from 300 families under study do not own land nor they have good housing facilities. Only 18 of the total respondents live in concrete houses and 117 of them have thatched houses. They are able to cultivate mostly vegetables and fruits. Because of their low income they cannot take the knowledge of science and Technology to their field.

34. The study also indicated that the majority of them are engaged in traditional type of work like cutting, wood, collecting honey. Only 55.55 of the total score are engaged in professional or government jobs or business and other types of work.

35. The study also brought to light to the researcher and the translators, the pathetic condition of the people in a few villages under study. They have neither good road or water facilities nor electricity. The people are lacking the basic amenities of life.

36. Is inspiring to note from the study that the majority of the respondents save money for various purposes. Only 9.16% of the total score do not save. They save and spend it on children’s education, for their children’s future, for
medical expense, for tours and weddings and other religious and social celebrations.

37. It is interesting to know that both the groups with television and without television spend money on watching television programmes and videos. It is fitting to highlight here that 22 of the respondents from the villages where television is not available spend more than Rs. 500 per month to watch films, television programmes and video shows.

38. Table 6.24 indicates that the respondents with television show that watching television has reduced on saving for medical expenses; the reason could be that they are informed about preventive methods and also learned how to take care of them. They also learnt to spend less on religious celebrations and cooking. They may follow the television programmes where the celebrities spend on fast food, restaurants. On the other hand the respondents from the villages with television indicate that television had highly increased the spending habits so as to be able to watch television programmes or video shows of their choice. However, the findings show that there are both positive and negative relationship on both the villages with television and villages without television. From the above findings it can be stated that television had a great impact on social cultural educational and economic factors of a society.

9.5 Suggestions

The following are some of the suggestions made for future research based on the experiences gained while conducting the study.
1. Studies should be conducted on the skills of the residents of the villages so that these skills could be utilised in the production of programmes according to the relevance of their background. This will create interest in them to extend their contribution in the preservation of culture and at the same time it will create job opportunities for them.

2. The future of the country is in the hands of the youth, so the study may be conducted to find out the impact of television on rural youth and children so that the television programmes could be based on their needs and interest.

3. The people of the villages are not well organised. They are not able to prioritise their basic needs. Research could be undertaken to study their problems, and use the electronic media to improve their quality of life.

4. Comparative study of the use of television in the urban and rural areas to be undertaken so that they will be encouraged to find the differences between their life and the life of people in towns and cities.

5. The majority of the respondents are of the opinion that education brings development in the society. A study of the impact of distance education on rural life could be undertaken. So as to make necessary arrangements for the distance education to reach the unreachable.

6. The respondents are of the opinion that television enriches their knowledge of health care and child care. A study could be undertaken to know how much of awareness of health is created among the people in the village so that the evil practices of smoking, over eating of beetle leaves, and drinking could be wiped out.
7. Many of the villages in the remote areas of Meghalaya do not have electricity, which is one of the causes of not able to have television in the villages, so a study could be undertaken to find out how to harness the solar energy and development of villages.

8. A study on the impact convergence of media may be undertaken to instil in the people of the rural areas the need for the preservation of culture and to make use of multimedia for development.

9. Majority of the people of the rural areas are educated up to primary level so the education and information could be intertwined with entertainment so that the facts of life may reach them as they will be entertained by television. A study on the compression of media could be of a great help in the process of development.

10. For further research, samples should be collected on the basis of owning or not owning television. A few households owning television in the village being used to generalise the village as having shows on marked differences with the villages without television.

11. From the data collected and the personal experiences of the researcher, the presence of television in a few household appears to have inculcated so much of jealousy in the minds of the respondents who did not own television sets but came from the villages where television facilities are available. The jealousy factor of the respondents from the villages with television seems to have negated the perception of television. On the other hand, the absence of television owners in the villages seems to have made the respondents from
these villages very fascinated with television. This fascination to television factor of respondents from the villages without television seems to have influenced them to validate the perception of television more positively. It is suggested that a parameter to measure other psychological factors like jealousy and fascination may be incorporated in future researches on the perception of the same population types.

With these few suggestions, the investigator closes the report of her present study, she is very much aware of the limitations of the present research study, yet she feels that the finding are interesting, informative, educative and useful for the development of the villages where about 80% of the population of the country reside. She is optimistic that the findings and suggestions given by her may be considered useful for incorporating needed modifications in the programmes that endeavour for the progress and development of the people in the villages of Meghalaya.

9.6 Limitations

1. The study needs to be made on a larger sample of urban, semi urban with television and the villages without television so as to get the exact facts of the impact of television on society.

2. Studying population from the same villages having television and without television could have given better result.

3. The present study was only limited to the comparative study of villages with television and without television. A comparative study of the cities, towns and
villages could have been undertaken to compare the impact of television in cities, towns and villages so that it can inspire people to use television to bring development in the villages.

9.7 Conclusion
It is an established and proved fact that television has been one of most influencing factors to bring various changes in a society. Due to its various advantages over the other media of communication and information, its popularity is much higher than others in rural as well as in urban areas. Most of the leisure time all over the world today in being spent on viewing television programmes which have wide varieties and different purposes in addition to recreation. The overall objective this study is to measure the impact of television viewing; therefore, two types of population have been taken into account as explained earlier in chapter III of research methodology. One group is of those families from the villages which have television facilities and the other group of population is from the villages which do not have television. It cannot be ruled out that the second group is not affected by television. Nevertheless impact is obviously less as they do not get opportunity to watch television programmes. The group without television in the villages, views television programmes in neighbouring villages or elsewhere wherever possible.

Before interpretation of data is taken up, certain general features of the two groups (having television in the villages and not having television in the villages) are being discussed here which have both similarities as well as dissimilarities. They differ sharply in certain behaviour and activities from each other. Some of the
activities of these villages are not affected by television. Maximum respondents (67%) having television in their villages fall within the income group of Rs. 1000/- per month. However, those who are from the villages which do not have television are less in this range of income. First and the second group have the monthly income of Rs. 1000/- at the ratio of 67.33% and 48% respectively. This means that monthly income does not matter much in having television. Percentage of family income within Rs. 1000/- of those having television in the villages is higher than those who are not having television in the villages. But majority of the families fall under the monthly income is only up to Rs. 1000/- (57.67%). 47.33% of the families have their own land. Almost equal numbers of families of both groups are landless. As such income as well as possession of land does not affect upon having or not having television in the villages. However, families from the villages with television facilities depend more on cash crop (10.67%) against 4.35% of the second group. The second group had been found depending more on food crops. 36.23% against the first group which grown minimum food crops (9.33%) 

So far as use of implements tolls of cultivation are concerned, there is no marked difference between the two nevertheless, the first group make more use of mechanical tools with mean value of 1.63 against the second group which has lesser mean value of 1%. The engagements of the respondents of both groups in various preceding chapter are almost with same percentages except that percentage of engagement in teaching work is more by the first group that is 11.445 against 8.75% of the second group. The daily work of the two groups was ascertained, and was found that the second group work far longer hours than the first one who has television
facilities in their villages. 55.33% of the first group devote more than 8 hrs in their daily work, whereas, 44.67% of the first group spend the same hours after their daily working for longer hours in their occupation work, the respondents were found to spend some time for their leisure and recreation. Quite obviously, the first group spends more time watching television almost two times more than the second group. However, those not having television devote their time in socialising and other recreation like playing and other types of recreation and amusement.

So far as financial management at home is concerned, maximum families of the second group allow mother, father or both manage the expenditure having 29.6% 26.5% respectively against corresponding group which has 23.6% and 22.1% in favour of mother and father respectively. Another marked difference between the two groups was observed that the first group was found to have common responsibility of both mother and father to control and manage finances having 21.3% against 13.1% of the second group. It seems that television has impact on having common responsibility of father and mother rather than individual control that is either mother or father. If there is saving from the income, the first category prefers to spend on travel and acquiring property like buying house, furniture etc. Remaining expenditure from the saving of both the groups is almost same without any marked difference. There other expenditure on food, house rent, medical etc is almost same except that the first group spend more (24.2%) on children's education against 19.2% of expenditure of second group. It proves that television has created more awareness of children’s education among parents.
Languages of communication among people in these villages are their own local language that is Khasi, Pnar, and Garo. However, marked differences between the two groups in respect of use of languages in observed. Use of English was found more that is 9.575 with those who have television in the villages as against low use of this language i.e 2.63% by the second group which does not have television. Another difference is in use of Khasi language which is comparatively more with the second group i.e., 47% against first group having television which was found to use Khasi language to the extent of 32.5%, while communicating with other people, the first group having television facilities in the villages use English and Hindi was found by 21.4% and 14.25 of the respondents falling in the first group against 12.6% and 12% of the second respectively. This proves that viewing of television has influenced learning other languages like English and Hindi for communication.

Those who do not have television in their villages, they were also not found to make good use of other media except listening to radio. As high as 43.3% of the respondents from the second group where found to like listening to radio as against the first group which use radio to the extent of only 23.8%. Social interaction with friends and relatives was found more with the second group with 28.7% against 25.2% of first group of respondents. Taking respondents from the both groups, maximum use is still of radio, i.e., 34.4% followed by discussion and talking with friends 26.9% over all use of television still is minimum, i.e., only 12.9% because only 68% families from the villages with television had television sets in their homes. It was also proved that use of one media lead to use of another media. Interesting to note is that those who have television facilities listen to radio more than viewing television programmes, because
more than half of the respondents do not have television in their homes even though they television in their villages. First group was found reading more newspapers than the second group, which has no television facility in their villages. Music was found quite popular in the villages. People were found of western music which is interestingly more popular among people who do not have television. They listen to music on radio. The extent of use among the first and second group was found 12.5% and 19% respectively. However, pop music was more popular (7.23%) with the first group against second group which listens pop music less than the first group. 7.23% and 4.35% respectively. Film songs and devotional songs were found popular among villages having television 9.2% and 16.45 respectively against 6.575 and 11% of the residents not having television. However, regional songs are most popular among respondents of the second group almost two times. There is no marked difference in choice of listening to national and regional news programs on radio. Agriculture related programmes are almost equally popular between the both groups. However, Hindi programmes are more popular with second group whereas Khasi language continues to be more popular with the first group having 40.55 against 26.6% of second group. Newspaper reading is quite encouraging. 65.335 of people were found with the first group, whereas, 24.675 of the people without having television facilities read newspapers. There is no difference in choice of language to view films. Both groups prefer viewing films in Hindi language.

Both the groups view television programmes. Second group though does not have television in their villages. Programmes relating to sports, film/serial and quiz are more popular among the first group having percentage of users as 17.6, 14.2 and 8.56
against 13.18.4 and 5.1 percentages of second group. However, news and educational programmes are more popular with the second group having the percentages of use as 23.3 and 22.9 respectively against 15.3% and 16.7% of the first group. Time for watching television of second group is in the morning hours whereas, first group i.e., those who have television prefer evening hours and also late night. So far as usefulness of television to those villages is concerned, they watch it with a purpose of entertainment, information and education. They also feel that it influences on their social relationship, health care child care etc. Evidently impact is almost two times more on those who have television as compared to those not having television in the villages. It is so powerful a media that every one in every society is affected. It is only the degree which differs from individual to individual and society to society. In the present study three important media have been taken into account to determine as to which of them is more popular. It was found that preference to radio listening is a little more among people having no television, having choice references between first and second group as 35.45 and 39.9% Interesting to note is that radio listening is quite popular if average of both the groups is taken together followed by television.

It is a common observation that socialisation is more in rural people as compared to urban population. Common occasions for family gathering are praying, watching television eating together. Both the groups socialise more during eating or feasting together almost equally. Their places of eating together are hotel, teashops, and relations’ houses. First group socialises more while eating with relations followed by at teashops having 42.1% and 38.1% respectively. Teashop gathering is a little more with second group followed by getting an eating together with relations.
Betel eating, smoking, drinking habits are more with those groups of people who do not have television in their villages except gambling which is more with the first group consequently, first group also spend more money on gambling which is almost nil with the second group the reasons of this difference could be that first group is more conscious about their health and expenditure and try to avoid cultivating habits which may affect their health and expenditure.

Responsibility of looking after children in the absence of mother, mode of election and participation in their village administration, celebrations in the villages, marketing behaviour, mode and sources of entertainment have no significant difference between the two groups was noticed. There could be various reasons for social change which are taking place in every society. In additions to the influence of media, there could be many more reasons. It is a proved fact that education is an important tool for social change. The study showed that education is most affecting factor as revealed in graphic presentation no.4.10 for social change which is more in case of people who have television. As such having television and education are related. These are supplementary to each other. Overall impact of education combining the both groups was found maximum. Second factor is radio which was even more potential for bringing change in the social process as per observation of the second group the reason could be that they are able to own a radio set, followed by educational factor. Third factor is interaction with people in the form of dialogue or any other platform, where people can meet and discuss matters of common interest. But such interaction people get influenced and impressed from each other. Impact of such interaction was found equal between the two groups.
Economic conditions are again important. Social changes take place more frequently among people who are economically well in comparison to those who are weaker. In the present study, social change was found more effective due to economic growth with the first group having 17% of people favouring the factor against 15.4% of second group.

Television plays an important role in educational process where everyone learns form television programmes irrespective of age. However, children are more receptive to learning through television programmes. Teachers also can improve their teaching. It has been proved to create awareness for education in both the groups. Hence, the vital role is to be played by the governments and non-governmental organisations and society at large to make use of television to make India a developed country.