SOCIAL IMPACT OF TELEVISION ON URBAN YOUTH

IN KARNATAKA-AN EMPIRICAL STUDY

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ABSTRACT

The debacle of television as medium for social change is still an emerging, moving target for researchers across the globe; although there is rich oeuvre of both nugget and maverick research works available in this arena. The success tales of television as a medium for social change has negated the confabulations that television is basically an entertainment medium and it is hostile to thoughts. Television is an adaptive medium and can follow different approaches when efficaciously and judiciously used and will definitely contribute sustained nay-exacerbated development. Present study undertaken makes an effort to trace social impact of television on urban youth empirically in the Indian state of Karnataka. This study also made an effort to compare the impact of television between nuclear and joint family viewers. The study result accentuate the fact that the real impact of television on its viewers depends on its reach and accessibility, socio-economic status of the viewers and the time spent on viewing.

Keywords: Social impact, television, urban youth.

INTRODUCTION:

Television with its myriad possibilities of informing, entertaining and educating its viewers and also with its unequivocal consummate artistry to captivate the minds of millions, carved its own niche in the hearts of masses. TV has demounted sprucely and pushed behind all its counterparts, both its predecessors and successors in entertaining its viewers. Television has changed our understanding of all media, because it forced to see that technology made a difference in how we communicate.

Television has played a complicit role in the process of social change by acting as a catalyst. Of, late globalisation and transnationalisation of television has liberalised the television scenario and paved the way for the upsurge of umpteen private channels, which were instrumental in bringing about tacit but incessant social and cultural accelerations in India. The opening up of skies in 1991 was virtually an opening of Pandora's Box, as it triggered an impending information and entertainment implosion, brought in to Indian households by a plethora of television channels. Indian television audiences, who were fed on the Dooradrashan with an inexplicable boredom, were now exposed to variety of television programmes which had all the savour and artistry of foreign programmes, both in format and content. Since 2009 audiences are be subjected to a cacophony of nearly 450 commercially driven broadcasts (Ranganathan, Rodrigues, 2010), which caters to around 500 million viewers in India compared to 30 million in 1984-85 (India television.com, 2008).

When television was introduced in India in the late 1950's, one of the noble goals set by the decision makers was to act as a catalyst for social change (Government of India 1997, cited in Vilanilam 2005). Godwin and Schramm (1968) have promulgated that Television is indeed an effective educational medium in the modern society. They reported that by telecasting effective educational programmes which strengthens the curriculum, television can become an effective medium of education. Stainfield (1972) has analyzed the relation between Television medium and the social behaviour of viewers. He has advised that it is necessary that television should create meaningful attitude and behaviour thereby stopping taking an unnecessary horse ride on viewers. Bandura (1994) has deeply analyzed the techniques of modern mass media in enhancing the learning capacity of the people. He has discussed about the possibilities of effective usage of television to disseminate meaningful formal and informal education to the public.

Agarwal (1977) has studied the impact of SITE on Indian youth. He opined that satellite communication is useful for the growth of adolescent. He has stated many advices for the effective use of for the personality development of adolescent and all-round development. Ranjith Gupta (1977) has analyzed the contribution of television for the empowerment of downtrodden sections of Indian society. He says that without radical changes in the social structure empowerment of downtrodden cannot be achieved by any mass medium. He has put forth many advises in exploiting television as a tool for the empowerment of downtrodden in future.

Family plays an important in social learning in any society. Television plays a vital role in bringing new ideologies and concepts to family. According to Johnson (1980) family goes on with TV as more or less integral part of it. Based on longitudinal Swedish data she concludes that TV leads to family interaction and enhances family solidarity especially for children and young adolescents. A significant contribution comes from Lull (1980). He has generated a typology of the social uses of television following an ethnographic investigation of more than 200 families representing blue- collar, white-collar and farm types. Television was found to be useful to family members for purposes which range from structuring daily activities and talk patterns to far more subtle and involved tasks such as conflict reduction, reinforcement of family roles and intellectual validation as a means for dominating other family members. Television viewing in Indian family is more than an entertainment activity. According to Yadava and Reddy (1980) TV viewing in Indian family is more of a social activity than a private one.

The present study here makes an effort to analyze the social impact of television on its viewers and also attempt to compare the social impact of television between nuclear and joint family viewers.

SCOPE OF THE STUDY:

The study was limited to only few areas of social change indicators i.e. social uprising, agriculture, family type, inter caste marriage, education and politics. Though the papers is limited to few areas of social change indicators, it gives an insight of, how television as medium successful in projecting social issues for its viewers and how the viewers accept and adopt the same in their life. Both primary and secondary data were used for the study to reach a feasible conclusion.

LIMITATION OF THE STUDY:

This study is conducted in eight urban centers of Karnataka with limited sample size. Hence generalization of

the result to a large population is possible only to some extent. Only few areas of the social change indicators were addressed in this study, which gives only a broad picture of the social change.

MATERIALS AND METHODS OF THE STUDY:
PURPOSE AND OBJECTIVE OF THE STUDY:

This is an empirical study on social impact of Television on urban youth in Karnataka. The main purpose of this study is to gain an insight as how youth make use of Television, and how they adapt their social life according to their TV viewing habits. The specific research objectives are:-
1. To find out the relationship between viewing of Television programmes and its impact on social norms of urban youth,
2. To compare the socio-cultural impact of Television between nuclear family and joint family

HYPOTHESIS:

The following are proposed the hypotheses of the study.
H1:*Social impact of Television on urban youth significantly varies with average time spent on watching daily.*
H2:*Nuclear family viewers of TV programmes tend to show greater degree of acceptance to social norms than Joint family viewers.*

DEFINITION OF KEY TERMS:

Social norms: According to sociological dictionary "Social norms are group-held beliefs about how members of a society should behave in a given context". The norms of the society such as family system, Religion/Caste and Political system along with other social events that affects the social life is regarded as social norms. In present study Social norms are operationalised in to 10 variables broadly dealt with 6 parameters social awareness, politics, agriculture, Education, marriage and religion/cast. Each parameter is explained below.
1. Social awareness: Variables under social awareness are role of TV in projecting social issues, TV and social uprising, role of TV in instilling confidence and ideals.
2. Politics: Influence of TV on voting behavior.
3. Family: Preference of nuclear/joint family.
4. Marriage and religion/ cast: Preference to inter cast /religion marriages
5. Agriculture: Role of TV in imparting agricultural knowledge.
6. Education: Usefulness of TV for education and role of TV in disseminating Public Service Announcements.

Impact: Impact is defined as an influence, which sustained over a period of time and is successful in bringing about some significant changes in the core structure of the society.

Youth:"Those falling within the age group of 15-35 years constitute nearly 40% of the total population of India. This group, which is the most vibrant and dynamic segment of the country's population, constitutes potentially its most valuable human resource". (Ministry of Youth affairs and sports, Government of India)

METHOD OF RESEARCH:

Survey method using questionnaire is conducted, which is ideal method in obtaining data from large, representative but diverse and widely scattered groups of population. In the present study the survey research is conducted in 8 urban centers of Karnataka between December 2012 & February 2013. The urban centers selected for the study are Bangalore, Mangalore, Mysore, Hubli-Dharwar, Bellary, Davangere, Belgaum and Gulbarga.

SAMPLING PROCEDURE:

A systematic stratified sampling method is employed in this study. A total of 800 samples were selected for study from 8 urban centers of Karnataka, chosen for the study. i.e. 100 sample from each urban center. Since the 'youth' in this study are between the age group 15 to 35, they were further categorized in to four groups i.e. 15-20, 20-25, 25-30 and 30-35. Further efforts were taken to maintain equal number of joint family and nuclear family respondents in each age group.

METHOD OF DATA ANALYSIS:

The data was analysed mainly in terms of average time spent on viewing television and family type. Descriptive statistical analysis such as Mean and Standard deviation is used in this study along with contingency tables and graphs. Factor analysis using Varimax rotation is employed to classify similar items of social change indicators to proceed for MANOVA test. MANOVA test is used to measure the social impact in terms of average time spent on TV viewing. To compare the social impact between young viewers of nuclear and joint family, Mann-Whitney U- test is employed. The graphs, contingency table and statistical analysis details are presented in the Annexes part of this study.

RESULTS AND DISCUSSION:

After obtaining the data from the respondents, the data were coded and tables and cross tables were prepared. Percentages and others appropriate statistical tests were used in order to examine the relationship between the variables. The outcomes of the study are discussed below.

➢ The respondents were asked to choose their most preferred medium for information and entertainment .The result is depicted in Figure-1 (Refer Annexes). The expected or the obvious choice was Television where 46 % acknowledged it. Another 25 % preferred Newspaper as their medium or source of information, while 15 % of them indicating 'internet' as their main source of information and entertainment. Merely 6% and 8% of the total respondents preferred Radio and Movies as their medium for information and entertainment. This clearly is an indicative of the popularity of television among youth. The result of the study is supported by the FICC-KPMG, south Indian media entertainment projection report 2013.

➢ An important aspect in assessing the social impact is amount of time spent on watching TV average daily. In this regard, the respondents were asked to make their preference over the given options. Accordingly, it is observed from Figure-2(Refer Annexes), that 39 % of them watch television a minimum of 1 hour to a maximum of 2 hours in a day. Another 24 % of them spent less than hour and 26 % of respondents spent 2 - 3 hours per day. Remaining 11% of the respondents spent more than 3 hours in a day. It is evident that as average time increases, there is a decline in percent of respondents. This finding is supported by the earlier study conducted in the area of TV and rural development by Kumar & Hampesh, (2012).

➢ An attempt is made to analyse the programme preferences of nuclear and joint family viewers. The result is depicted in Table-1, by family type wise, in the form of frequency distribution. Interestingly, it is observed that they are not skewed to one particular kind of a programme and instead have an equal distribution or spread of data across all kinds of programmes. In essence, there is no one particular programme which could be rated as highly preferred one by both Nuclear and joint family youth. As observed from the table, 8.9 percent of nuclear family respondents and 8.8 percent of joint family respondents prefer to watch film – which is perhaps the highest percent, followed by news (8.3%) and sports (7.4%)rated by the respondents as the most preferred programmes. Similarly 7.2 %of respondents like music programmes and 7.1% of them watching comedy shows respectively.

➢ The data analysis revealed that respondents discuss the message they receive from TV with their family members, friends and peers. 73 percent of the respondents agreed that they discuss about television programmes with their family, friends and peers. Among the respondents who discussed about the programmes 60.4 percent were females and 39.6 percent were males. This finding is supported by the views of Yadava and Reddy, (1980). According to them TV viewing in Indian family is more of a social activity than a private one. In present study it is observed that females discussed more about TV programmes than males. This corresponds to the findings of Morley (1988), where he observed that Women talked more about TV programmes than men did.

➢ Youth's reactions and perceptions towards social issues shown in TV were anlaysed with the help of descriptive analysis. Table-2 and Table-2 (a). Majority of the respondents opined that television programmes of present days are meaningful and close to real life and televisions as a mass medium successful in projecting social issues for its viewers. The inimitable power of television as a mass medium in catapulting social change is very much evident from the opinion of the youth respondents under study. They agreed that when social issues related to poverty, casteism, and dowry etc shown on TV, they feel to contribute their bit to make the society better. They also opined that TV instill a lot of confidence and set ideals in them. This reaction of youth is clearly an indicative of the impact of TV on them.

➢ Another important finding from the study is related to the family system. Most of the respondents disagreed with the statement "nuclear family is better than joint family". That means even now the youth in Karnataka

prefer joint family system and television couldn't make any significant change in family system in Karnataka. (Karnataka, especially Hubli-Dharwar is famous for joint family system. The joint family system of Dharwar among Narasinganavar family is recognised as one of the largest joint family in the world)

➢ The study revealed that television plays an important role in creating political awareness among the youth. The youth under the present study agreed that they vote for certain political party because they knew from TV, that political party is doing good things for the society. They also revealed that, they don't vote for a contestant just because he/she reminds them a TV character. This findings indicates that urban youth in Karnataka are watching programmes like news and political discussions on TV and based on that they asses a political a party and vote for them. That means television plays the role of an opinion leader by projecting political issues before its viewers. Respondents also rated television as a successful medium and very much helpful for education and to know about the society. Respondents were also agreed that they discus about agricultural programmes and public service announcement with their family members and friends.

➢ Another major social issue addressed in the present study is about inter-cast/religion marriage. Traditional cast ridden Indian society always opposed inter-cast and inter-religion marriages. Many cases of 'honour killings' were reported by Mass Medias in Karnataka. In this context it would be indeed relevant to know the mindset of the youth about this issue. When respondents were asked about whether they would like to perform inter-cast marriages as shown in TV programmes, 21 percent said they will definitely do inter-cast /religion marriage and 26 percent expressed that 'they may do' 8 percent said 'they won't do but recommend others', 19 percent remained neutral. While 26 percent percentage of the respondents expressed that they don't do inter-cast/religion marriage. It is interesting to note that overall 74 percent remained positive to inter-cast/religion marriage. This means television to some extant plays role in creating awareness about inter-cast/religion marriage.

➢ The first hypothesis stated that Social impact of television on urban youth significantly varies with average time spent on watching daily. The statistical analysis of data using MANOVA (Table 5 and Table 5 (a))partially supported this hypothesis. A significant difference was found on the social impact indicating component-social uprising and education. i.e. Youth who are heavy viewers of TV tends to show the attitude of social uprising and greater degree of acceptance to educational programmes. This finding corresponds to the findings of Vijayalakshmi (2000).

➢ The second hypothesis predicted that nuclear family members tend to show greater degree of acceptance to social norms than joint family members. The data is statistically analysed with Mann-Whitney U test (Table 6 and Table 6 (a)). The test result accepted the hypothesis partially, as significant differences were found on the dependent variable, Marriage and family related issues. When Compared to Nuclear-family viewers, Joint-family viewers tend show greater degree of acceptance to family and marriage related issues shown in TV.

CONCLUSION:

The role of television in social change is not in doubt. The role covers social uprising, education, politics, family system education and marriage. The television sets public agenda and act as opinion leader in the process of social change. The study undertaken here concludes that "the real impact of television on its viewers depends on its reach and accessibility, socio-economic status of the viewers and the time spent on viewing".

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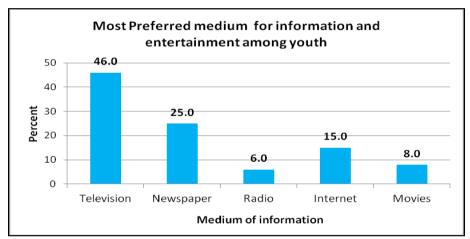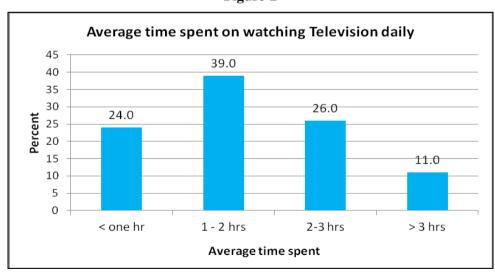
Annexes

Figure-1

Figure-2

Table-1: Kind of Programmes youth usually prefer to watch (Multiple responses)

	Percent		
	Nuclear Family Viewers	**Joint family Viewers**	**Total**
Serials	4.2	7.6	5.9
News	9.7	7.0	8.3
Quiz	6.5	5.7	6.1
Music	7.4	6.9	7.2

Documentaries	2.6	1.2	1.9
Dance Shows	4.7	5.6	5.2
Reality shows	5.6	5.6	5.6
Talk shows	5.2	4.7	5.0
Comedy Shows	7.3	6.8	7.1
Crime shows	2.9	1.5	2.2
Celebrity Shows	2.2	3.1	2.6
Agriculture	4.2	2.6	3.4
Spiritual	2.0	1.9	1.9
Cookery Shows	1.1	4.6	2.9
Health	4.3	4.9	4.6
Travel	3.9	2.6	3.2
Environment	2.0	3.9	3.0
Culture	3.0	3.5	3.2
Films	8.9	8.8	8.8
Sports	9.1	5.6	7.4
Science & Technology	3.2	5.8	4.5
Total	**100.0**	**100.0**	**100.0**

Table-2: Descriptive statistics of similar scale items on social issues

Items	Percentage of Respondents					Mean	Std. Dev
	S.A	A	D	S.D	Neu		
Television programmes of present days are meaningful and close to real life	37.0	47.0	4.0	3.0	9.0	2.02	1.22
Television as a mass medium is successful in projecting social issues	43.0	45.0	5.0	2.0	5.0	1.83	1.05
I feel contributing my bit to make the society better, when I see the issues such as poverty, casteism in TV	58.0	32.0	4.0	2.0	4.0	1.62	1.00
TV Characters Instill a lot of confidence and set of ideals in me	54.0	35.0	5.0	2.0	4.0	1.73	1.09
Nuclear family is any time better than a joint family	19.0	26.0	31.0	10.0	14.0	2.78	1.36
Vote for certain contestant in election because he/she reminds me certain television characters which I like	16.0	27.0	29.0	16.0	12.0	2.84	1.34
I know certain political party are doing lot of good things for society through TV and hence I vote them	32.0	33.0	17.0	9.0	9.0	2.33	1.35
Television as a mass medium, very much helpful for education and to know about the society	55.0	36.0	4.0	1.0	4.0	1.63	0.95

S.A – Strongly Agree, A- Agree, D –Disagree, S.D – Strongly Disagree, Neu – Neutral
Note: Figures are rounded off to next higher decimal.

Table-2 (a):Descriptive statistics of similar scale items on social issues

Items	Percentage of Respondents					Mean	Std. Dev
	Y.A	Y.O	Y.R	N.N	Neu		
After watching agricultural programmes on television, whether insisted family members, friends or relatives to practice agriculture.	25.0	33.0	18.0	15.0	9.0	2.55	1.39
Whether like to practice inter-caste marriage in your life as you have seen on TV.	21.0	26.0	8.0	26.0	19.0	3.10	1.65
Have your ever discussed about the messages of Public Service announcements with your friends and relatives.	28.0	41.0	20.0	8.0	3.0	2.81	1.09

Y.A – Yes-I do always, Y.O – Yes-often, Y.R- Yes- but rarely, N.N – No-Never, Neu -NeutralNote: Figures are rounded off to next higher decimal.

Table-3: Factor loadings of correlation coefficient based on Varimax rotation of social impact indicators

Rotated Component Matrix

	Component		
	Social_fac_1	Social_fac_2	Social_fac_3
Zscore: Feel to fight against poverty, dowry, casteism et	.732		
Zscore: TV characters instill confidence and set ideals	.634		
Zscore: TV successful in projecting social issues	.624		
Zscore: Much helpful for education and society	.468		
Zscore: Vote for a contestant, reminds TV characters		.769	
Zscore: vote certain political party		.669	
Zscore: Discussion about messages of PSA		.562	
Zscore: Discussion about agricultural programmes		.311	
Zscore: like to practice inter-caste marriage			.726
Zscore: Nuclear family is better than joint family			.677

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
  a. Rotation converged in 5 iterations.

Table-4:Factorsand Labels.

Factor	Label
Social_fac_1	Social uprising and Education
Social_fac_2	Political behavior and social Awareness
Social_fac_3	Family and Marriage related issues.

Table-5: Results of MANOVA Test of Significant Difference Between average Time spent for TV viewing and Social

Multivariate Tests -MANOVA RESULT FOF SOCIAL IMPACT INDICATORS[c]

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercep	Pillai's Trace	.001	.262 [a]	3.000	792.000	.852
	Wilks' Lambda	.999	.262 [a]	3.000	792.000	.852
	Hotelling's Trace	.001	.262 [a]	3.000	792.000	.852
	Roy's Largest Root	.001	.262 [a]	3.000	792.000	.852
Time_wat_tv	Pillai's Trace	.025	2.211	9.000	2382.000	.019
	Wilks' Lambda	.975	2.217	9.000	1927.670	.019
	Hotelling's Trace	.025	2.220	9.000	2372.000	.018
	Roy's Largest Root	.020	5.211 [b]	3.000	794.000	.001

a. Exact statistic

b. The statistic is an upper bound on F that yields a lower bound on the significance level.

c. Design: Intercept+Time_wat_tv

N

Table-5 (a): Test Between-Subjects Effects – Social Impact Indicators

Test Between-Subjects Effects - Social Impact Indicators

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig
Corrected Model	Social_fac_	69.806 [a]	3	23.269	3.618	.013
	Social_fac_	11.703 [b]	3	3.901	.902	.440
	Social_fac_	14.158 [c]	3	4.719	1.997	.113
Intercept	Social_fac_1	2.594	1	2.594	.403	.526
	Social_fac_2	.237	1	.237	.055	.815
	Social_fac_3	.536	1	.536	.227	.634
Time_wat_tv	Social_fac_1	69.806	3	23.269	3.618	.013
	Social_fac_2	11.703	3	3.901	.902	.440
	Social_fac_3	14.158	3	4.719	1.997	.113
Error	Social_fac_1	5106.709	794	6.432		
	Social_fac_2	3435.227	794	4.326		
	Social_fac_3	1876.377	794	2.363		
Total	Social_fac_1	5176.515	798			
	Social_fac_2	3446.930	798			
	Social_fac_3	1890.536	798			
Corrected Total	Social_fac_1	5176.515	797			
	Social_fac_2	3446.930	797			
	Social_fac_3	1890.536	797			

a. R Squared = .013 (Adjusted R Squared = .010)

b. R Squared = .003 (Adjusted R Squared = .000)

c. R Squared = .007 (Adjusted R Squared = .004)

Table-6: Mean ranks of three sub components of Social Impact indicators by

Ranks - Type of family and influence on social indicators

	Family type of	N	Mean Rank	Sum of Ranks
social_fac_1	Joint Family	378	401.04	151593.50
	Nuclear Family	420	398.11	167207.50
	Total	798		
social_fac_2	Joint Family	378	394.27	149033.00
	Nuclear Family	420	404.21	169768.00
	Total	798		
social_fac_3	Joint Family	378	383.96	145138.50
	Nuclear Family	420	413.48	173662.50
	Total	798		

Table-6 (a) :Test statistics

Test Statistics - Type of family for social impact indicators[a]

	social_fac_1	social_fac_2	social_fac_3
Mann-Whitney U	78797.500	77402.000	73507.500
Wilcoxon W	167207.500	149033.000	145138.500
Z	-.180	-.609	-1.809
Asymp. Sig. (2-tailed)	.857	.543	.070

a. Grouping Variable: Family type of the respondent

[1]