



Utilization of Mass Media among College Students of Punjab

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ABSTRACT The potential benefits of technology can only be garnered when we understand the trends in utilization of such technology among the stakeholders. Hence, this work particularly examined the purpose of mass media such as television, newspaper, magazines, mobile phones and internet utilization among under graduate students in Punjab. The present study was conducted in the two districts, namely, Mansa and Moga of Punjab. The data were collected from 200 undergraduate students (100 girls and 100 boys) of the four colleges by survey method using structured questionnaire. Majority of the boys (75%), watched television for news whereas majority of the girls students watched television (85%) for entertainment. All students (boys and girls) used mobile phones for making and receiving calls. Majority of the students used internet on mobiles for chatting purpose, making assignments and social networking.

INTRODUCTION

In today's world mass media plays a significant role. It broadcasts information as fast as possible as well provides entertainment to massive audiences. Mass Media comprises of press, television, radio, books and the Internet. Media is one of the most influential aspects of our lives. By making a certain type of message, the media can manipulate people's attitudes and opinions. Over the years, as technological advances have taken place, this type of communication has become very easy and feasible to have. Almost every household now owns an internet connection, television or cell phone etc. It is the primary means of communication used to reach the vast majority of the general public. The general public typically relies on the mass media to receive information regarding political issues, social issues, entertainment, and news in pop culture.

Mass media is a powerful influence in the present era. Starting from books to internet, it has a catalytic action to the wide population. It really connects the whole universe with a noble mission to share the sorrows and sufferings, pains and strains, success stories of the society.

Media, whether it is print media or electronic media, play an important role in the lives of youth. Internet is a familiar term for students.

Every student in college campus talks about the importance of internet. Newspapers provide up-to date information on local, state/provincial, national, and world issues. Magazines provide information on current happenings around the world. They also provide information for research, entertainment and leisure. College students also watch TV as it is a source of entertainment. Radio is still the most effective and easily accessible medium of information even in the era of modern technology. Cell phones are an integral part of college life and culture. Even a casual observation of today's college students will reveal cell phones being used, both overtly and covertly, in every possible campus setting, including the classroom. In addition, social media too has the potential effect on student's academic achievement, which offers a lot of exciting opportunities for research (Junco et al. 2011). The pervasive use of this new communication platforms, especially among students in higher institutions are gathering momentum and receiving attention from researchers. According to Lewis (2009), Sponcil and Gitimu (2013), and Yoo and Kim (2013), students of higher institutions are the major users of social networks. Further, users of social networks are no longer "just" information consumers; they are increasingly becoming information designers and opinion makers, building up a high level of influence by constantly exchanging and evaluating information about certain events, services and products (Bharadwaja and Sharma 2017). However,

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despite the excitement and potential benefit of integrating social media in learning environment, analyzing the purpose of mass media utilization by college students is very limited particularly in developing country like India. Lee (2009) concluded that although there are severe risks to our media saturated youth there are also beneficial social developments to this media culture. Abelardo Pardo believes that technology offers a platform for innovation, and allows its users to express their opinions about how they feel towards the information being published. He adds that, social media is also a platform that allows students to interact with one another, with their teachers and communities that share their same education. Pardo also states that these types of interaction are “an essential part of how humans learn” (Pardo 2013: 45)

In view of above discussion an attempt has been made to study the purpose of utilization of mass media and social media in information delivery, education technology and various other domains among undergraduate students of Punjab. So the present study was planned to be conducted on purpose of using newspaper, television and mobile phones among college students in Punjab.

Objectives

- ◆ To know the extent of usage of social media by the college students of Punjab
- ◆ To study the purpose of using newspaper, television and mobile phone among college students.

RESEARCH METHODOLOGY

This study was conducted in Mansa and Moga districts of Punjab during 2018-19. One hundred girls and one hundred boys from both districts of Punjab were selected by proportionate random sampling technique from undergraduate level. Data were collected from UG students of colleges through survey method using structured questionnaire. The questionnaires consisted of questions regarding the purpose of using social media per day and for what they use social media for.

The data obtained was analyzed in several ways, with grouping the students with similar answers.

Statistical tools like frequency, percentage etc. were used to analyze the data. The study was delimited to only undergraduate college students enrolled in the two colleges from Mansa District and two colleges from Moga district of Punjab.

RESULTS AND DISCUSSION

Data shown in Table 1 reveals about purpose of watching television among college students. Majority of the boys (75%) watch television for news followed by 70 percent for entertainment programmes, 62 percent for educational, 52 percent for health programmes, 35 percent for sports, 20 percent for advertisement whereas majority of the girls watch television (85%) for entertainment programmes followed by 69 percent for educational programmes, 65 percent for health programmes, 45 percent for news, 35 percent for advertisement and 29 percent for sports. Data shows that the girls were more interested in watching television as compared to boys. All the students said that they get proper knowledge about our country and state, which is beneficial for any competitive examination. The girls said that they watch television for entertainment and they feel stress free. These findings are in line with the results reported by Arulchelvan and Viswanathan (2006) and Mishra et al. (2012).

A perusal of the data depicted in Table 2 reveals that majority of the girls (100%) use mobile phones for making and receiving calls followed by 89 percent use internet in mobile, 86 percent listen to music, 85 percent take photos, 80 percent browse the web, 79 percent use the calculator, 72 percent shoot videos, 65 percent enjoy mobile games, 64 percent use the mobile for alarms, 64 percent send/ receive e-mail, 63 percent use image editor and 56 percent for putting down notes or task. On the other hand, boys use mobiles (100%) for making and receiving calls followed by 87 percent use internet in mobile, 82 percent browse the web, 80 percent listen to music, 79 percent shoot videos, 75 percent use calculator, 73 percent take photos, 72 percent send and receive emails, 70 percent en-

Table 1: Respondents distribution according to the purpose for watching television

S. No.	Purpose of watching television	Girls (n=100)		Boys (n=100)		Total (N=200)	
		Frequency	% age	Frequency	% age	Frequency	% age
1	Health programmes	65	65	52	52	117	58.5
2	Advertisement	35	35	20	20	55	27.2
3	Sports	29	29	35	35	64	32
4	News	45	45	75	75	120	60
5	Educational programmes	69	69	62	62	131	65.5
6	Entertainment programmes	85	85	70	70	155	77.5

Table 2: Respondents distribution according to the purpose for using mobile phone

S. No.	Purpose of using mobile phone	Girls (n=100)		Boys (n=100)		Total (N=200)	
		Frequency	% age	Frequency	% age	Frequency	% age
1	Make calls /receive call	100	100	100	100		
2	Send SMS	81	81	80	80	161	80.5
3	Listen to music	86	86	80	80	166	83
4	Enjoy mobile games	65	65	70	70	135	67.5
5	Use calculator	79	79	75	75	154	77
6	Put down note or task	59	59	56	56	115	57.5
7	Take photo	85	85	73	73	158	79
8	Use as alarm clock	64	64	53	53	117	58.5
9	Shoot video	72	72	79	79	151	75.5
10	Image editor	63	63	65	65	128	64
11	Browser the web	80	80	82	82	162	81
12	Send/receive e-mail	64	64	72	72	136	68
13	Use internet in mobile	89	89	87	87	176	88

joy mobile games, 65 percent use image editor and 59 percent put down note or task. It can be inferred that boys were more interested in using mobile phones for especially games as compared to girls. This finding is supported by the findings of Nawaz and Ahmad (2012). It can be concluded that boys and girls use that internet frequently. All the students said that they feel mobile phones have many properties which are very useful to update their knowledge related to studies. Similar findings have been reported by Venkata et al. (2014).

Data in Table 3 throws light on the purpose of using newspaper and magazines. Majority of girls (85%) use newspapers and magazines for news items, 82 percent for beauty tips, 78 percent for recipes, 78 percent for educational purpose, 78 percent read success stories, 75 percent for jokes, 68 percent for serial story type, 68 percent for fashion, 67 percent for reading advertisements, 65 percent for health, 60 percent learn cooking methods, 58 percent for family resource management, 55 percent for sports

news and 48 percent for solving puzzles whereas majority of the boys (76%) use newspapers and magazines for news items, 75 percent for sports type, 69 percent for solving puzzles, 56 percent for educational purposes, 55 percent for interview type, 55 percent for fashion, 50 percent for success story, 48 percent for advertisement, 48 percent for feature article, 46 percent for jokes, 40 percent for beauty tips, 35 percent for serial story type, 30 percent for family resource management, 25 percent for cooking method, 20 percent for health and 10 percent for learning recipes. It can be concluded that on one hand majority of the boys were reading newspaper and magazines for sports and for news on the other hand, majority of the girls were reading newspaper for beauty tips. Students said that we get sufficient knowledge related to cooking from magazines and newspapers are beneficial for our daily life and get motivated from success stories. The results of the present investigation are supported by the results reported by Tripathi et al. (2016).

Table 3: Respondents distribution according to the purpose for using newspaper and magazines

S. No.	Purpose of using newspaper and magazines	Girls (n=100)		Boys (n=100)		Total (N=200)	
		Frequency	% age	Frequency	% age	Frequency	% age
1	News items	85	85	76	76	161	80.5
2	Feature articles	58	58	48	48	106	53
3	Beauty tips	82	82	40	40	122	61
4	Recipes	78	78	10	10	88	44
5	Success story	78	78	50	50	128	64
6	Educational	78	78	56	56	134	67
8	Serial story types	68	68	35	35	103	51.5
9	Interview types	65	65	55	55	120	60
10	Family resource management	58	58	30	30	88	44
11	Advertisement	67	67	48	48	115	57.5
13	Sports types	55	55	75	75	130	65
14	Fashion	68	68	55	55	123	61.5
15	Puzzle	42	42	69	69	111	55.5
16	Jokes	75	75	46	46	121	60.5
17	Cooking methods	60	60	25	25	85	42.5
18	Health	65	65	20	20	85	42.5

Data in Table 4 shows the purpose for using internet among college students. Majority of the girls (95%) use internet for chatting, 85 percent make assignments, 84 percent download songs, 79 percent read emails, 75 percent download information, 75 percent use for sending mails, 75 percent for social networking, 69 percent downloading image, and 58 percent use image editor whereas the 81 percent boys use internet for sending emails, 79 percent for downloading information, 76 percent for social networking, 75 percent download songs, 75 percent make assignments, 72 percent read emails, 70 percent for chatting, 64 percent for editing images, 60 percent for downloading games and 53 percent for downloading images. All the respondents

said that internet is a very easy source to receive knowledge about any subject.

CONCLUSION

As technology is improving the social media has become the routine for each and every person, people are seen addicted to these technologies every day. The study further deduces that a majority of respondents have a positive attitude towards the use of social media in seeking information regarding knowledge hence the assumption that social media is largely beneficial as a source of specific information. A majority, however, seem to be discouraged by the perceived technical difficulties in accessing the information. It can further be deduced from the

Table 4: Respondents distribution according to the purpose for using internet

S. No.	Purpose of using internet	Girls (n=100)		Boys (n=100)		Total (N=200)	
		Frequency	% age	Frequency	% age	Frequency	% age
1	Chatting	95	95	70	70	165	82.5
2	Sending mail	75	75	81	81	156	78
3	Making assignments	85	85	75	75	160	80
4	Reading mail	79	79	72	72	151	75.5
5	Downloading information	75	75	79	79	154	77
6	Downloading songs	84	84	75	75	159	79.5
7	Downloading game.	65	65	60	60	125	62.5
8	Downloading images	69	69	53	53	122	61
10	Image editor	58	58	64	64	122	61
11	Use internet social networking	75	75	76	76	151	75.5

findings obtained that WhatsApp is the most common social media platform among students in the study area. It can also be deduced that overall, social media users in the study area access the various platforms from weekly to monthly basis depending on the popularity of the platforms. However, while social media is increasingly being taken up by students in the study area, the same is yet to be fully utilized to obtain specific information.

RECOMMENDATIONS

Social media can play a role in building feedback mechanisms and allowing for the monitoring and evaluation of the impact of any projects. Social media can also be utilized more because of it is cheaper to access hence it can be advantageous to organizations who want to disseminate any new technology.

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