



## RESEARCH TOPIC: TV AND ITS IMPACT ON TEENAGERS

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### Abstract

TV influences almost everyone. It has its impact on all age groups. TV is a universal media. But it has to be noted that the section of the society which watches TV to the maximum is the youth and the age group which is most sensitive and susceptible to be influenced is the teenagers i.e, between 13 years and 19 years. Being sensitive and susceptible is the basic reason why this age group has been selected for research purpose. Teenagers are neither children nor adults. They need special attention and proper guidance, without which there are possibilities that they get perverted. So the research topic very sensitive, and has its significance. The objective of the study is to explore true potential of Television in influencing the children and teenagers. The teenagers require special attention and parental guidance in all aspects and this need is best fulfilled by Television through its potential. Because the research has proved that teenagers spend more time on Television than any other activity.

### Introduction

Television made a humble beginning in India in New Delhi on 15<sup>th</sup> September 1959 with a small transmitter and a make shift studio. The regular daily transmission started in 1965 as a part of All India Radio. At this point of time no one would have expected television to be such a successful and effective mass media in future. Today television is the most effective and influential mass media and the latest innovation in television is satellite T.V which has become an integral part of modern house hold.

“Idiot Box” to knowledge bank.. There has been a transition of slogan used for television with channels like Discovery, national geographic or history channel television is no longer an Idiot Box, but a treasure house of knowledge and as far as entertainment is concerned T.V is ahead of its counter parts like Radio and Print Media. It would not been an exaggeration to say that T.V is even ahead of Cinema as we have observed the development of T.V as resulted in decline of people going to theatres to watch movies. All this did not happen overnight it has taken decades to reach this state of media glory.

TV influences almost everyone. It has its impact on all age groups. TV is a Universal media. But it has to be noted that the section of the society which watches TV to the maximum is the youth and the age group which is most sensitive and susceptible to be influenced is the teenager i.e, between 13 years and 19 years. Being sensitive and susceptible is the basic reason why this age group has been selected for research purpose. Teenagers are neither children nor adults. They need special attention and proper guidance, without which there are possibilities that they get perverted. So the research topic is very sensitive, and has its significance.

### Objectives

1. The basic objectives of research are to explore true potential of Television in influencing the youth, especially the teenagers.
2. Teenagers of all the age group are the most sensitive, and susceptible because biological reasons. Hormones influence their behavior and it becomes important to guide and care for this age group. They can be influence by all factors, but most influential factor is media, especially television. Through the research it is aimed to measure the impact of television on the teenagers.
3. Teenagers live in virtual world, which is very different from reality and this status is to a great extent, created by television in the modern times. So the intellectual development and social interactions of the teenagers is determined by media and again in particular television because it is television to which the teenagers have the maximum exposure to. The research aims to check how the reality shows on television influence the behavior of teenagers.
4. Teenagers have their role models and in most of the cases, they imitate the role models they have selected from different media and try to imitate their behavior and lifestyles, so it is true that teenagers experiment with alcohol, cigarettes, or even drugs depending on the exposure they receive about the use of these elements on television. The research tries to ascertain this aspect.
5. Though teenage pregnancy is not as serious a problem in India as it is in United States the advent of satellite channels has exposed the teenagers in India to intimate contents through television, arousing keen interest in teenagers for exploring sexual activities. With this development the research aims to evaluate the role of television in influencing the sexual behavior of teenagers. .



6. Through this research it is aimed to reveal in minutest detail the positive effect of T.V and its potential to guide, care and educate the teenagers.

### Methodology

Although this research is a social research all possible scientific methodology was used in the research to collect data, create hypothesis and to arrive at conclusion. The research design include

### Survey Method

This method was used to collect the data about the impact T.V on teenagers. Certain schools and colleges in Bangalore were selected on random basis and the questionnaire was administered to 1st PUC and 2nd PUC students in the classroom atmosphere. There was a casual and informal discussion with the students and valuable information about the research topic was collected. The sample size was 100 and the samples were collected on random basis.

### Review of Literature

The following researches, books and publications have influenced and are taken as reference for this research

1. Research work entitled **“twenty years of television in Israel: Are there long run effects on values, social connectedness and cultural practices”** was published in the journal of communication 47(2) spring 1997, page no: 3 to 20, the research was done by **Eihu Katz, Hadassah Haas and Michael Gurevitch**. This study has employed survey method using questionnaire given to the different groups of people in Israel. The research had following observation. It was based on identical studies of the uses of leisure, culture and communication in Israel in 1970 and 1990 and thereby it was tried to evaluate possible long run effects on the introduction of TV broadcasting 20 years after its inception. Time spent outside the home did not decrease but there was drop in attendance of spectacles of all kinds like theater and sports and a rise in activities that are interactive, time flexible and Peer based it has observed that there was decline in collectivity orientation and political activism which was the fear expressed about the introduction of the median.
2. The research work entitled **“Effect of TV on the culture of Bangladesh. The viewer’s perception”** was published in the European journal of business & management volume-4, No.9, 2012, page No: 45 to 55. The study had the following observations: TV was started in Bangladesh in the year 1992 and soon became very established business and most popular mode of recreation. For 28 years state regulated Bangladesh television monopolized the industry but the entry of TV was taken as a threat to the culture and norms of Bangladesh people. It was believed that with the TV the people were getting used to foreign life style. The topic was researched by Robaka Shamsheer and Mohammed Nayeem Abdulla, the methodology adopted included primary and secondary data collection some of the historical data was taken from secondary sources. Secondary data was collected through content analysis from the various published sources including books online journals, news papers, magazines and reports the data received through the survey was analyzed. The research concluded that like any other business cable TV and TV are also business for profit but the broadcasters should be sensitized to the responsibilities to preserve the culture of Bangladesh and improve the image of the country at the international level. The study concentrated more on cultural imperialism and there were starting revelation in the study that the dress code of woman were influenced by TV and being influenced by the foreign culture woman were actually wearing short cloth. It was not the only reason for cultural change in Bangladeshi society but TV is definitely one of the major reasons for change in the culture of the society and this change is expected to continue even further.
3. Yale Global Online Magazine published an article entitled **“Impact of Arab TV on the prospectus of democracy in the Arab world”** the article was authored by **S.Abdulla Schiefer** of foreign policy research institute on 13<sup>th</sup> may 2005. The article had following observation the history of televised news in the Middle East has been a fascinating one traditionally in the Arab world news broadcasters relayed on simple reporting of state activity like presidents giving prepared speeches, inaugurating new public work or returning from trip abroad. There was hardly any analysis and variety. The limited range of terrestrial television prevented the viewers in the Arab world access the reporting from abroad which was subjected to international standards of Journalism. However US led invasion of Iraq in 1991 the climate for TV improved and expanded rapidly. In order to counter propaganda issued by Iraqi radio Arab nations began to pick up CNN news and other English language satellite broadcasts. Eventually leading to the demand for Arab satellite networks. As a consequence meaningful journalism developed in Egypt, Saudi Arabia and other nations. From this Al-Jazeera emerged there was healthy discussion and debate of several issues which increased the prospectus of democratic values.
4. Research were conducted by **Kuldeep R Rampal** professor of Mass communication at Central Missouri State University was entitled **“cultural bane or sociological boon: Impact of the TV on the urban youth in India”** this



study tried to evaluate the influence of TV on the urban youth of India. The study revealed that TV played a major role in influencing the sexual behavior of teenagers. Spice girls song being popular on M TV was taken as an example the indecent presentation of woman on FTV was also expressed in the study. The negative implications of the TV did not stop here. TV as a factor in violence was also cited. It was shown through records that there was drastic increase in the crime rate in the past 2 decades. The major reason for this could have been TV. One of the psychiatrist analyzed that there is cut throat competition right from the kindergarten and the life style of the rich and famous as depicted on TV is straight to be followed by the youth when they cannot afford it they resort to crime. Survey and questionnaire was the methodology that was used.

### Data Analysis and Findings

The data and information for the research was collected through the survey method. The questionnaire was administered to 100 PUC students of colleges in Bangalore city. Care was taken to make sure that both male and female respondents were adequately represented though there was a slight disparity. 55% of the respondents were female and 45% male. Of the 100 respondents 90% belonged to the age group of 15 to 18 years. 5% belonged to the age group 13 to 15 years and 5% of the age group 18 to 20 years.

#### Age of the Respondents

Age	13-15 Years	15-18 Years	18-20 Years
	5%	90%	5%

#### Gender of the Respondents

Gender	MALE	FEMALE
	45%	55%

98% of the respondents said they watched TV regularly only the negligible 2% said they did not watch TV.

#### Do you Watch TV Regularly

Do You Watch TV Regularly	YES	NO
	98%	2%

As all the respondents were students it was a positive indication that not much of the respondents were addicted to watching TV. The following table shows the number of hours the respondents spent watching TV in percentage.

#### How Many Hours Do you Watch TV

Time Spent Watching TV	Less Than 1hour	1-2 Hours	2-3 Hours	3-4 Hours	More Than 4 Hours
	22%	28%	16%	17%	17%

Contrary to the expectations only 2% of the respondents said they watched quiz programmes and the teenagers did not show any special likings towards plethora of soaps that are being telecast. films were the most popular category of programmed for teenagers other category like sports and music shared equal points of likings followed by cartoons and wildlife.

#### What TV Shows Do you Watch Most

Quiz	Soaps	Cartoons	Films	Wildlife	Others
2%	2%	10%	38%	10%	38%

When the teenagers were asked how they prefer to watch TV 65% of them responded they like to watch TV with family while 35% of them said they like watching TV alone.

#### How Do you like to Watch TV

With Family	Alone
65%	35%

There was rather strong belief among the teenagers that TV influences violent behavior among young people. 73% of the respondents agreed TV induces violent behavior.



**Does TV Influence Violent Behavior among Young People**

Yes	No
73%	27%

The questionnaire had an interesting query would you live without TV for a week as expected majority of them replied NO.

**Could You Live Without TV for a Week**

Yes	No
39%	61%

When asked who decides what to watch on TV 56% felt it is the child who decides and the remaining 44% felt it is the parent who decides what to watch on TV.

**WHO DECIDES WHAT TO WATCH ON TV**

Child	Parent
56%	44%

The respondent did not seem to be comfortable answering questions about explicit scenes on TV. When they were asked how do they feel watching explicit scenes with parents some of them felt embarrassing but majority of them felt it was normal.

**Your Reaction to Watching Explicit Scenes on TV with Parents**

Unusual	Embarrassing	Normal
0%	39%	61%

Finally the students were asked if their TV viewing habit was an hindrance to do their home work assignments and keeping track of due dates 62% agreed and 38% disagreed.

**Watching TV Makes It Hard To Keep Track Of Home Work Assignments and Due Dates**

Yes	No
62%	38%

**Conclusions**

Through the different methodology used to collect data like questionnaire and the analysis of the data and information collected, it can be established that TV is an integral part of the life of the teenagers and the most effective mass media. Different students watched different content on TV which may have different effect but the TV in itself is undoubtedly a technological boon when little care is taken to use it in a positive way. For instance TV is criticized of causing obesity among teenagers as watching TV does not involve any physical activity. But this is not 100% true, during the research it was found that teenagers tune in to the music channels and actually workout or exercise as they watch TV. In some cases they watch TV and learn aerobics or yoga. When this example is carefully analyzed it leads to the discovery of a new concept in TV viewing habits what can be termed as RESSISTANCE. TV does not have the same effect as it used to have in the initial stages. It does not require 100% attention which means the teenagers can watch TV and at the same time do their home work assignments or engage them in workout. But the most dangerous threat the TV poses to the teenagers is the exposure.. The exposure to the use of tobacco, alcohol or even drugs as well as the exposure to the explicit scenes on TV. but the sensitive handling of the subject can go a long way in effectively resolving this threat. The key solution to the problem is GUIDANCE. It can be parental guidance or the guidance of the teachers. The teenagers need to be persuaded and educated about the dangerous consequences of the use of tobacco, alcohol or drugs. it does not mean scaring them away but educating them and persuading them. Films, Music and sports are the most favorite category of programme among teenagers care has to be taken while preparing the content for this category so that it does not instigate violent behavior or promote the use of tobacco, alcohol etc., TV is a universal media even the illiterates can be educated and persuaded through this media. The careful planning in consultation with the qualified psychiatrist can educate and persuade the teenagers and prevent them from getting perverted. This will actually reduce the crime rate in the society because it is these teenagers who are more prone to commit crime than any other group.