



IMPACT OF NEW MEDIA ON SCHOOL GOING CHILDREN IN MYSORE CITY: AN EMPIRICAL STUDY

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Abstract

A rush of new media technologies has re-oriented the media habits of children and other young generation. The pace of development of new media has both encouraging and alarming consequences according to empirical evidence. The present investigation was carried out in Mysore city to understand the impact of new media on high school students. The past studies have not identified the ways and means of preventing unhealthy new media exposure among high school students with respect to Indian society. Hence, it is essential to know how new media use will influence the high school students in terms of physical, educational, social and psychological development to confirm or reconsider the results from the previous studies.

The present study was carried out on the basis of survey research methodology. The northern and southern zones of Mysore city were selected as the locale of the study. All the 415 respondents were the true representatives of the genders, public and private educational institutions, different age groups, religious groups, caste groups, income groups and so on. The study revealed that the high school students of Mysore city have cultivated a positive attitude towards new media. The new media have had a positive impact on the respondents. The new media access, contents, uses and gratification should be subjected to healthy norms and guidelines in order to develop the human resources in the right direction by providing healthy and constructive services. The codes of practice should be developed in consultation with media experts, jurists and activists.

The students should be protected from exposure to adult programs and other unsolicited material which adversely affect their health and progress. The use of new media for educational use and gratification needs to be emphasized by the various stakeholders of educational progress in modern society. The young generation of students needs proper orientation on the judicious access, uses and gratification of new media on the basis of meaningful research, extension and developmental activities.

PREAMBLE

The new media technologies are basically digital, networkable, compressible and interactive. Broadly speaking, the Internet, websites, computer multimedia, video games, augmented reality, CD-ROMS and DVDs constitute the gamut of 'new media'. Practically, the term 'new media' refers to on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, and creative participation. The new media are also known for real-time generation of new and unregulated content. The new media entered the world during the fag end of 20th century. The proliferation of Internet and other new media has changed the media scenario completely in India. A rush of new media technologies has re-oriented the media habits of children and other



young generation. The pace of development of new media has both encouraging and alarming consequences according to empirical evidence. The present generation of children and adolescents has the world at their fingertips because of new media revolution. The Internet, computer and mobile technologies have created new vistas of learning to the young generation all over the world. The new media are no more luxuries in the present times. The use of new media has become a basic necessity for students who have acquired mental maturity much before the physical maturity. The young students have become eager to explore the world of new media technologies. The advent of new media technologies has changed the lives of children and adolescents. The present investigation was carried out in Mysore city to understand the impact of new media on high school students.

REVIEW OF LITERATURE

Few researchers have assessed the growth, development, role, problems and prospects of new media in India and abroad. However, quite a few studies are distantly related with the main theme of the present study are briefly presented in this chapter. Prominent among them include – Varalakshmi (1993:16), Wilson (1994:17), Kim (1997:11), Bowden et.al. (2001:04), Bhatt (2001:03), Gustavo (2001:09), Gross et.al. (2002:08), Bryant (2004:05), Doreswamy (2004:07), Balasubramanian (2004:02), Kumar and Kaur (2006:12), Allen (2007:01), Sridevi (2010:14), Sukanya (2012:15), David (2012:06) and Rudrayya (2013:13). The review of literature clearly reveals that there is not even a single study conducted by any researcher in Mysore city on the impact of new media on high school students of Mysore city.

SOCIAL SIGNIFICANCE OF THE STUDY

The past studies have reported both positive and negative impact of the new media on the daily lives of users in modern society. There have been some concerns about the negative impact of the new media on students concerning violent and sexual content and a displacement effect in such areas as social relationships, including interaction with family and friends, physical activity and other leisure-time activities, such as reading and playing. During the last one decade, quite a few conferences have been organized on new media exposure among various users in modern society. Research journals have also focused the attention of the global community on the impact of new media in the daily lives of the people. The attitude of people towards new media, the access to new media, the influence of new media and other aspects are also examined by the researchers. Research articles are published on new media exposure in Indian and foreign journals. There is a widespread interest about the impact of new media on people including the high school students.

The past studies have not identified the ways and means of preventing unhealthy new media exposure among high school students with respect to Indian society. Hence, it is essential to know how new media use will influence the college students in terms of physical, educational, social and psychological development to confirm or reconsider the results from the previous studies. As the numbers of college students who use the new media grow, the impact of the new media on students' daily lives as well as how and why students use the New media should be examined. A perusal of available literature on the impact of new media on users clearly reveals that limited investigations are carried out in Karnataka on the access, uses, gratifications and effects of new media with special reference to high school students. Hence the problem "*Impact of New Media on School Going Children: A Study of Select Secondary Schools in Mysore City*" was chosen for the present study.

OBJECTIVES OF THE STUDY

With access, uses and impact of new media among the high school students of Mysore city being the thrust area, the research proposes to:

1. To understand the relationship between demographic features and new media exposure among the respondents.
2. To examine the attitude of the respondents towards new media.
3. To evaluate the impact of new media exposure on the respondents; and



4. To explore the possibilities of safeguarding and promoting the personal and academic interests of the respondents.

RESEARCH DESIGN

The present study was carried out on the basis of survey research methodology. The northern and southern zones of Mysore city were selected as the locale of the study. About 16 public and private high schools were selected for the purpose of selecting the subjects of study. About 415 respondents were retained for the purpose of study since they provided complete information. It may be noted that about 212 boys and 203 girls were selected for the purpose of study in the first stage. All the 415 respondents were the true representatives of the genders, public and private educational institutions, different age groups, religious groups, caste groups, income groups and so on.

Distribution of Study Area and Sample

Type of School	Mysore City	Number of Boys	Number of Girls	Total Respondents
Public School	203	92	110	202
Private School	212	120	93	213
Total	415	212	203	415

Statistical Analysis

The primary data were analyzed on the basis of certain standardized statistical tests which include – percentage analysis, graphical representation, Chi-square test and cross tabulation. All the statistical methods were carried out through the SPSS for Windows (version 16.0). A brief discussion of these statistical tests is as follows.

FINDINGS OF THE STUDY

Demographic Details of the Respondents

There were more number of male respondents (51.08%) among the students. A majority of the students (80.00%) belonged to the 14-15 years. A majority of the students (77.83%) belonged to the 9th and 10th standards. A majority of the students (96.87%) belonged to the middle income group and low income groups. A majority of the students (51.08%) studied in private schools. A majority of the students (68.19%) represented the other backward communities.

Attitude of the Respondents towards New Media

- A majority of the adolescents (89.88%) have stated that new media were informal centers of learning in modern times.
- A majority of the adolescents (63.86%) have stated that new media had expanded their horizon of learning in modern times.
- A majority of the adolescents (69.88%) have stated that new media had expanded their horizon of learning in modern times..
- A majority of the adolescents (71.33%) have stated that new media had increased their cognitive performance in modern times.
- A majority of the adolescents (81.45%) have stated that new media had encouraged the socialization practices among them in modern times.
- A majority of the adolescents (60.72%) have stated that new media had improved their personal mobility in modern times.
- A majority of the adolescents (81.93%) have stated that new media had been the tools of interactive learning for them in modern times.
- A majority of the adolescents (74.22%) have stated that new media had been tools of participatory learning to them in modern times.



- A majority of the adolescents (64.58%) have stated that new media had opened up new vistas for academic progress of the students in modern times.
- A minority of the adolescents (49.40%) have stated that new media had not bridged the gap between them and mainstream of learning in modern times.
- A majority of the adolescents (58.80%) have stated that new media had facilitated better insight in to their lives in modern times.
- A majority of the adolescents (63.37%) have stated that new media had enriched their personality in modern times.
- A majority of the adolescents (50.60%) have stated that new media had improved the family atmosphere and relationships in modern times.
- A majority of the adolescents (74.70%) have stated that new media had improved the social atmosphere and relationships in modern times.
- A majority of the adolescents (60.77%) have stated that new media activities had not forced them to demand more money from the parents in modern times. But, they have either disagreed or remained neutral in this regard.
- A majority of the adolescents (58.31%) have stated that new media services had not complimented the services offered by the teachers in modern times. But, they have either disagreed or remained neutral in this regard.
- A majority of the adolescents (62.89%) have stated that parental intervention for new media activities had benefitted the students practically in modern times.
- A majority of the adolescents (53.01%) have stated that new media filters had not kept a watch on children's online activities in modern times. But, they have either disagreed or remained neutral in this regard.
- A majority of the adolescents (67.23%) have stated that new media had brought about the personality development of students in modern times.
- A minority of the adolescents (48.92%) have stated that parents should not restrict the students to browse adult specific contents of new media in modern times.

Impact of New Media on Respondents

- A majority of the adolescents (77.11%) have stated that new media had facilitated the identification of career opportunities in modern times.
- A majority of the adolescents (65.54%) have stated that new media had facilitated the broad mindedness in them in modern times.
- A majority of the adolescents (85.78%) have stated that new media had enabled them to develop communication skills in modern times.
- A majority of the adolescents (60.48%) have stated that new media had accelerated their academic progress in modern times.
- A majority of the adolescents (69.64%) have stated that new media had enabled them to acquire cognitive skills in modern times.
- A majority of the adolescents (51.57%) have stated that new media had enabled them to cultivate pro-social behaviors in modern times.
- A majority of the adolescents (62.89%) have stated that new media had enabled them to identify good role models in modern times.
- A majority of the adolescents (58.07%) have stated that new media had enabled them to develop good mannerisms in modern times.
- A majority of the adolescents (51.57%) have stated that new media had enabled them to develop cordial human relations in modern times.



- A majority of the adolescents (61.45%) have stated that new media had enabled them to develop problem solving ability in modern times.
- A majority of the adolescents (63.13%) have stated that new media had enabled them to develop leadership qualities in modern times.
- A majority of the adolescents (58.07%) have stated that new media had enabled them to develop social mobility and active personality in modern times.
- A majority of the adolescents (51.81%) have stated that new media had enabled them to cultivate healthy life styles in modern times.
- A majority of the adolescents (62.41%) have stated that new media had brought about health consciousness among them in modern times.
- A majority of the adolescents (72.05%) have stated that new media had brought about academic interaction among the students in modern times.
- A majority of the adolescents (62.32%) have stated that new media had brought about sense of responsibility among them in modern times.
- A majority of the adolescents (58.31%) have stated that new media had brought about adventurous personality among them in modern times.
- A majority of the adolescents (52.29%) have stated that new media had brought about rational mindset among them in modern times.
- A majority of the adolescents (65.54%) have stated that new media had boosted their creative skills in modern times.
- A majority of the adolescents (72.77%) have stated that new media had brought about competitive spirit in them in modern times.
- A majority of the adolescents (63.13%) have stated that new media had enabled them to adapt to the changing environment in modern times.
- A majority of the adolescents (67.47%) have stated that new media had brought about active and dynamic personality in them in modern times.
- A majority of the adolescents (64.58%) have stated that new media had brought about self confidence in them in modern times.
- A minority of the adolescents (49.16%) have stated that new media had brought about sensitization among them in modern times.
- A majority of the adolescents (60.24%) have stated that new media had not brought about aggressiveness in them in modern times.
- A majority of the adolescents (66.02%) have stated that new media had not made them suffer from neurotism in modern times.
- A majority of the adolescents (66.99%) have stated that new media had not made them suffer from desensitization in modern times.
- A majority of the adolescents (71.81%) have stated that new media had not made them develop gullibility in modern times.
- A majority of the adolescents (70.36%) have stated that new media had not made them cultivate sexuality in modern times.
- A majority of the adolescents (66.27%) have stated that new media had not made them suffer from poor body image in modern times.
- A majority of the adolescents (50.36%) have stated that new media had made them suffer from sleep disorders in modern times.
- A majority of the adolescents (51.81%) have stated that new media had not made them suffer from unhealthy food habits in modern times.



- A majority of the adolescents (56.63%) have stated that new media exposure had not made them inactive and lethargic in modern times.
- A majority of the adolescents (71.08%) have stated that new media exposure had not made them suffer from drug abuse in modern times.
- A majority of the adolescents (52.77%) have stated that new media exposure had not made them suffer from indiscipline in modern times.
- A majority of the adolescents (67.95%) have stated that they had not suffered from any kind of human indecency on account of new media exposure in modern times.
- A majority of the adolescents (66.75%) have stated that they had not suffered from any kind of obesity on account of new media exposure in modern times.
- A majority of the adolescents (62.89%) have stated that they had not suffered from any kind of eating disorder on account of new media exposure in modern times.
- A majority of the adolescents (66.75%) have stated that they had not suffered from any kind of impulsive and less preserving mindset on account of new media exposure in modern times.
- A majority of the adolescents (57.11%) have stated that they had not suffered from high risk behavior on account of new media exposure in modern times.
- A majority of the adolescents (54.70%) have stated that they had not suffered from strained human relations on account of new media exposure in modern times.
- A majority of the adolescents (55.66%) have stated that they had not suffered from attention deficit on account of new media exposure in modern times.
- A majority of the adolescents (57.83%) have stated that they had not suffered from isolation on account of new media exposure in modern times.
- A majority of the adolescents (50.60%) have stated that they had not suffered from unhealthy interactions with family members on account of new media exposure in modern times.
- A majority of the adolescents (71.81%) have stated that they had not suffered from low self-esteem on account of new media exposure in modern times.
- A majority of the adolescents (70.60%) have stated that they had not suffered from displacement of societal institutions on account of new media exposure in modern times.
- A majority of the adolescents (63.61%) have stated that they had not lost interest in life on account of new media exposure in modern times.
- A majority of the adolescents (64.10%) have stated that they had not suffered from body mass index-BMI on account of new media exposure in modern times.
- A majority of the adolescents (51.57%) have stated that they had not suffered from displacement of healthy activities on account of new media exposure in modern times.
- A majority of the adolescents (67.95%) have stated that new media affinity had reduced outdoor play time in modern times.
- A majority of the adolescents (60.24%) have stated that new media exposure had not led to multiple identities in modern times.
- A majority of the adolescents (68.92%) have stated that reading habit was replaced by new media in modern times.
- A majority of the adolescents (69.16%) school have stated that new media had provided multi-faceted food for thought and actions to the students in modern times.
- A majority of the adolescents (69.64%) have stated that new media had reduced their time for extra-curricular activities in modern times.
- A majority of the adolescents (81.20%) have stated that they were addicted to computers, video games, mobile games and chatting over internet in modern times.



- A majority of the adolescents (50.36%) have stated that new media exposure had reduced their inter-personal communication in modern times.

TESTING OF HYPOTHESES

The objectives of the present study and the analysis of the findings of the studies reviewed in the earlier chapter have led to generating the following set of hypotheses.

- *H1. The high school students have not cultivated a positive attitude towards new media.*
The data analysis indicates that the high school students of Mysore city have cultivated a positive attitude towards new media. Hence, the hypothesis stands disproved according to the data analysis.
- *H2. The new media do not have a positive impact on the high school students.*
The data analysis clearly amplifies that the new media have had a positive impact on the high school students of Mysore city. Hence, the hypothesis stands disproved according to the data analysis.

IMPLICATIONS OF THE STUDY

The implications of the findings of the study with reference to the impact of new media on school going children of Mysore city in general terms are given below. The implications of the study are classified under eleven different heads namely, a) implications on Government of India, b) implications on Karnataka State Government, c) implications on NGOs, d) implications on educational institutions, e) implications on professional bodies, f) implications on mass media, g) implications on research and development organizations, h) implications on parents, i) implications on teachers, j) implications on practitioners and k) implications on activists.

Implications on Government of India

The present investigation reveals that it is imperative to formulate a national media policy with special reference to application of new media and social media for education and developmental endeavors in a developing country like India. There is also a need constitution of National Media Council in particular in order to empower the people including the young generation of students educationally and otherwise. The Internet access, contents, uses and gratification should be subjected to healthy norms and guidelines in order to develop the human resources in the right direction by providing healthy and constructive services. The codes of practice should be developed in consultation with media experts, jurists and activists. The students should be protected from exposure to adult programs and other unsolicited material which adversely affect their health and progress.

Implications on NGOs

The new media and social media should be actively utilized by them for various educational and developmental endeavors in a developing country like India. These organizations should also play a major role in transforming the lives of students and adults through better Internet exposure and utility in modern society.

Implications on Educational Institutions

The educational institutions should also have adequate new media infrastructural facilities, trained man power, orientation programmes and allied activities which would improve new media exposure among the high school students.

Implications on Research and Development Organizations

The research and development organizations are known as the creamy layer institutions which facilitate inclusive development, sustainable development and inclusive development in the country. The digitalization of information resources and services should also be undertaken in particular to empower the students academically. A new virtual environment should be created in the educational institutions, research centers and development organizations in order to cater to the informational, educational and developmental needs of the young generation. Series of research activities, extension programmes and publication programmes are also required in the new



virtual environment in order to sensitize various stakeholders of education, health and development in modern society.

Implications on Parents

Parents-adolescent relationship assumes great significance in the present times. The parents are also the angel guardians of children. They should play a crucial role in the development of adolescents. They should have regular interaction with the teachers who are the second parents. The parents should also effectively monitor and evaluate the values, beliefs, attitudes, behaviors and adjustment patterns of the adolescents. The parents should also actively involve in the welfare activities of the adolescents. The parents should also act as sensors for the risk behaviors of the adolescents. They should take the responsibility of providing able guidance, counseling, training and motivation which would make the adolescents more informed, skilled, matured and competent persons. The parents should also show active interest in reforming the adolescents and molding their personalities on sound footing of experience and vision. The parents should also provide moral, emotional, financial and allied support for the development of adolescents. The parents should also encourage their children to participate in creative and constructive curricular and extra-curricular activities. The parents should also provide necessary autonomy to the adolescents at home and ensure their healthy development. They also provide necessary Medicare, psychotherapy, guidance and counseling in times of need. Parental care, involvement, guidance and support immensely benefit the adolescents since they are more potent influence than peers and siblings. Good parenting and strong families can prevent the adolescents from developing risk behaviors. Parents must be always vigilant to protect their children from the potential threats that seem increasingly complex in the modern society.

Implications on Future Research

This study is an attempt to understand the impact of new media on high school students of Mysore city. The new media have practically brought the whole world under a common banner called 'virtual environment'. The new media provide several facilities to the mankind as centers of informal learning, participatory communication and decentralized development. The new media have also brought about the globalization of knowledge, experience and expertise. The present study reveals that adolescents have cultivated a positive attitude towards new media. The respondents have also experienced both positive and negative effects of new media in the new millennium according to the study. But during the course of the study, it is understood that there are many areas which warrant serious research interest in this virgin area as far as the adolescent development in Mysore City and other parts of the country is concerned.

There are many areas of future research namely, academic environment and adolescent development, political environment and adolescent development, cultural environment and adolescent development, psychological environment and adolescent development, religious environment and adolescent development, human rights environment and adolescent development, management environment and adolescent development, media environment and adolescent development, social mobilization for adolescent development, political mobilization for adolescent development, media activism for adolescent development, judicial activism for adolescent development and other aspects of media intervention for adolescent development which are equally important from the point of view of adolescent development in India and elsewhere.

New media intervention for students' welfare and development is a vast area of research. Personality development of students is also another vital area of research in modern society. Research on students' Internet exposure is usually directed at examining the standard of contents of Internet from students' development point of view. There is a need for establishment of linkage between new media institutions and educational institutions in a developing country like India. Future studies should clearly establish how new media contents, services and resources facilitate the progress of students in general.



CONCLUSION

The use of new media for educational use and gratification needs to be emphasized by the various stakeholders of educational progress in modern society. The young generation of students needs proper orientation on the judicious access, uses and gratification of new media on the basis of meaningful research, extension and developmental activities. The urban and rural background has no bearing on the uses and gratification of new media in modern society among the high school students. The data analysis clearly revealed that the tendency of using new media for constructive educational and developmental purposes should be encouraged among the high school students in modern society. The young generation of students should be properly motivated to use the new media for meaningful social interactions and network development purposes. The high school students should be persuaded by the teachers and parents to actively use the new media to learn soft skills which matter most from personality development point of view.

The present empirical evidence reveals that socially and economically backward sections of the high school students use new media for education and entertainment purposes while the forward section of the high school students primarily use new media for spending time and deriving entertainment. The new media affinity of the high school students needs to be examined systematically in terms of uses and gratification. The findings commonly revealed similarities among the high school students of public and private educational institutions of Mysore city to a great extent. The current new media uses and gratification of high school students demonstrate certain shortcomings and drawbacks from personality development point of view. The future agenda for educational administrators and other stakeholders of educational management in Karnataka State must deal with expansion of new media, decentralization of new media, democratization of new media, localization of new media and application of new media for development in a developing state like Karnataka. The stakeholders of education should also specifically understand the needs of students in specific age groups and deliver students –specific information services in order to promote personality of students in this age of competitive learning and development.

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