

Original Research Article

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Different Age Group's Opinion towards Mass Media

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ABSTRACT

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Primary focus of the paper is to examine the attitude towards use of mass media among different age category of respondents. The study was conducted in the Hisar city of Haryana State. Two localities were selected randomly viz. Sector-15 A and Jawahar Nagar. Out of each selected locality, 20 respondents each from different age categories i.e. 16-30 years, >30-45 years, >45-60 years and above 60 years were selected randomly. The overall mean scores of opinion towards TV across various age category indicated that 16-30 years respondents had positive opinion about TV while all other categories had mixed feelings and neutral opinion. While, respondents from all age categories had neutral opinion about radio. Among the respondents of 16-30 years and >30-45 years had positive opinion about mobile phone while the other two categories had neutral opinion. The overall mean scores revealed that respondents of all age categories had positive opinion towards the internet, maximum score obtained by 16-30 years age group. The respondents of >45-60 and above 60 age categories had positive opinion for print media, whereas the other two categories had neutral opinion.

Introduction

Present age is called the age of information. Mass media are the powerful and the most effective instruments of spreading or sharing information. With the advancement of digital technology, mass media have become powerful. It is the most influential source of various news, views, ideas and opinion. Mass media also helps making information available anywhere in the world. The means of communicating news and information is termed as mass media. Media is present all around us. For example, when we watch the Television; listen to the radio; read books,

newspapers, magazines, journals; etc. Mass media is classified in two categories. One is print media and another is electronic media. Print media include newspaper, magazines, journals and other printed materials. While electronic media included radio, television, satellite channels, internet, cinema etc. Mass media have made deep impact on people and their culture. It finishes the borders of different societies among the individuals and creates 'Globalization.' The globalization is a decent case to describe the friendship of media, since people can witness what is happening in different nations or how they dress up and what their way of life is. Mass

media play a significant role in today's world of communication and information. It is up to us to draw advantage or damage from media to assess and judge the message of media. We need to be cautious about dealing with mass media. As possible as we should use these mass media technologies for greater benefit in life.

Materials and Methods

The study was conducted in two localities of Hisar city of Haryana State. Out of each selected locality, 20 respondents each from different age categories i.e. 16-30 years, >30-45 years, >45-60 years and above 60 years was selected randomly from both the sexes. Thus a total of 160 respondents were selected. A well-structured pre-tested interview schedule was developed keeping in view the dependent and independent variables and objectives of the study. The data were collected personally by the investigator with the respondents. Frequency, percentage etc. were calculated.

Results and Discussion

Opinions of respondents towards TV

Opinion of respondents towards TV across various age categories has been presented in table 1. It is clear from the table that majority of respondents from all age categories had positive opinion and believed that "TV has assumed immense importance", "TV has improved the quality of education at all levels", and "TV is the biggest source of entertainment". However, they had negative opinion as well. More than 70 per cent respondents from all age categories believed that "people have lost morals and ethics because of TV". A large percentage also had opinion that "TV has negative impact on children" and "TV is biggest wastage of time these days". The negative opinion was found

more among older age groups in comparison to younger age. The overall mean scores indicate that 16-30 years respondents had positive opinion about TV while all other categories had mixed feelings and neutral opinion.

Opinions of respondents towards radio

The opinion of respondents towards radio across different age categories has been presented in table 2. It can be seen from the table that though majority of respondents from all age groups believed that "radio has lost its significance due to TV and modern media" but they also felt that "whatever new media radio is going to stay". Again the respondents had both positive and negative feelings towards radio. The overall mean scores indicate that respondents from all age categories had neutral opinion about radio.

Opinion of respondents towards mobile phone

The opinion of various categories of respondents towards mobile phone as presented in table 3 clearly reveals that almost all respondents from different age groups believed that "it is hard to imagine life without phones", "mobile phone is one of the best and useful inventions" and "mobile phone is the good source of talking or to connect with the person outside the region or country".

However, majority of respondents also felt that "too much use of phone incur health risks", "mobile tower cause risk to society", "mobile phone is the main reason of the accidents while travelling". The overall mean scores indicate that the respondents of 16-30 years and >30-45 years had positive opinion about mobile phone while the other two categories had neutral opinion.

Opinions of respondents towards internet

Table 4 reflects opinion of various categories of respondents towards internet. It can be seen from the table that a large majority of respondents believed that “the internet is quicker and cheaper to get information”, “the possibilities of internet will revolutionise education”, and “internet enables citizens to

have access anything and anywhere”. However, many of them were also concerned about the negative impact of internet such as “cyber bullying, privacy issues and inappropriate content”. The overall mean scores reveal that respondents of all age categories had positive opinion towards the internet, maximum score obtained by 16-30 years age group (1.84WMS).

Table.1 Opinion of respondents towards TV

Sr. No.	Opinion	Age categories			
		16-30 n=40 f(%)	>30-45 n=40 f(%)	>45-60 n=40 f(%)	60 above n=40 f(%)
1	TV has assumed immense importance in its reach.	35(87.5)	29(72.5)	24(60.0)	30(75.0)
2	TV has improved the quality of education at all levels.	38(95.0)	30(75.0)	27(67.5)	32(80.0)
3	TV is the biggest source of entertainment.	25(62.5)	34(85.0)	30(75.0)	27(67.5)
4	TV has negative impact on children.	21(52.5)	30(75.0)	25(62.5)	27(67.5)
5	People have lost morals and ethics because of TV.	28(70.0)	31(77.5)	29(72.5)	35(87.5)
6	TV is biggest wastage of time these days.	8(20.0)	16(40.0)	13(32.5)	17(42.5)
	Overall Weighted Mean Score	1.67	1.57	1.55	1.54

Negative =1.0-1.33, **Neutral** =1.34-1.66, **Positive** =1.66-2.0

Table.2 Opinion of respondents towards radio

Sr. No.	Opinion	Age categories			
		16-30 n=40 f(%)	>30-45 n=40 f(%)	>45-60 n=40 f(%)	60 above n=40 f(%)
1	Radio has lost its significance due to TV and modern media.	38(95.0)	35(87.5)	33(82.5)	31(77.2)
2	Whatever new media radio is going to stay.	25(62.5)	28(70.0)	32(80.0)	35(87.5)
3	Radio is cheapest and mobile source of entertainment.	18(45.0)	25(62.5)	29(72.5)	32(80.0)
4	Nobody uses radio these days.	26(65.0)	23(57.5)	18(45.0)	15(37.5)
5	Limiting range of radio is its disadvantage.	10(15.0)	18(45.0)	22(55.0)	32(80.0)
6	Radio is faster and flexible in the presentation of news and events more than other media.	15(37.5)	13(32.5)	14(35.0)	25(62.5)
	Overall Weighted Mean Score	1.43	1.45	1.50	1.55

Negative =1.0-1.33, **Neutral** =1.34-1.66, **Positive** =1.66-2.0

Table.3 Opinion of respondents towards mobile phone

Sr. No.	Opinion Mobile phone	Age categories			
		16-30 n=40 f(%)	>30-45 n=40 f(%)	>45-60 n=40 f(%)	60 above n=40 f(%)
1	It is hard to imagine life without phones.	40(100)	40(100)	40(100)	38(95.0)
2	Too much use of phone incur health risks.	32(80.0)	35(87.5)	37(92.5)	38(95.0)
3	Mobile tower cause risk to society.	32(80.0)	28(70.0)	34(85.5)	33(82.5)
4	Mobile phone is one of the best and useful inventions.	37(92.5)	35(87.5)	31(77.5)	27(67.5)
5	Mobile phone is the good source of talking or to connect with the person outside the region or country.	40(100)	39(97.2)	33(82.5)	29(72.5)
6	Mobile phone is the main reason of the accidents while travelling.	19(47.5)	22(55.0%)	35(87.5)	38(95.0)
	Over all Weighted Mean Score	1.69	1.67	1.49	1.43

Negative =1.0-1.33, **Neutral** =1.34-1.66, **Positive** =1.66-2.0

Table.4 Opinion of respondents towards internet

Sr. No.	Opinion Internet	Age categories			
		16-30 n=40 f(%)	>30-45 n=40 f(%)	>45-60 n=40 f(%)	above 60 n=40 f(%)
1	The internet is quicker and cheaper to get information	37(92.5)	32(80.0)	28(65.0)	22(55.0)
2	Cyber-bullying is an increasing problem	14(32.5)	17(42.5)	22(55.0)	27(67.5)
3	The possibilities of internet will revolutionise education	38(95.0)	37(92.5)	37(92.5)	27(67.5)
4	Internet enables citizens to have access anything and anywhere	40(100)	40(100)	40(100)	37(92.5)
5	Privacy issues	25(62.5)	33(82.5)	30(75.0)	29(72.5)
6	Inappropriate contents	18(45.0)	25(62.5)	28(70.0)	25(70.0)
	Over all Weighted Mean Score	1.84	1.75	1.68	1.67

Negative =1.0-1.33, **Neutral** =1.34-1.66, **Positive** =1.66-2.0

Table.5 Opinion of respondents towards print media

Sr. No.	Opinion Print	Age categories			
		16-30 n=40 f(%)	>30-45 n=40 f(%)	>45-60 n=40 f(%)	60 above n=40 f(%)
1	The shift to digital has demolished print publications	25(62.5)	12(30.0)	10(25.0)	7(17.5)
2	The idea of printing info on dead tree and then trucking it to house is old-fashioned and wasteful.	22(55.0)	13(32.5)	15(37.5)	11(27.5)
3	Paper publications are easy to misplace and hard to share.	28(70.0)	19(47.5)	16(40.0)	2(5.0)
4	Print info is outdated the moment it appears.	32(80.0)	25(62.5)	21(52.5)	8(20.0)
5	Print media till today is most reliable media.	28(70.0)	31(77.5)	33(82.5)	37(92.5)
6	Whatever new media come, print is going to have its place.	30(75.0)	28(70.0)	32(80.0)	38(95.0)
	Over all Weighted Mean Score	1.46	1.62	1.67	1.86

Negative =1.0-1.33, **Neutral** =1.34-1.66, **Positive** =1.66-2.0

Opinion of respondents towards print media

Opinion of various categories of respondents towards print media has been presented in table 5. It can be seen from the table that majority of respondents from all age categories believed that “print media till today is most reliable media” and “whatever new media come, print is going to have its place”. However, majority of 16-30 years age group also believed that “print info is outdated the moment it appears (80%)”, “paper publications are easy to misplace and hard to share (70%)”, “the shift to digital has demolished print publications (62.5%)” and “the idea of printing info on dead tree and then trucking it to house is old-fashioned and wasteful (55%)”, though the older age groups did not have this opinion. The weighted mean scores indicate that the respondents of >45-60 and above 60 age categories had positive opinion for print media, whereas the other two category had neutral opinion.

In conclusion, respondents of 16-45 years had medium addiction for smart phones while other age categories had medium addiction. 16-30 years respondents had positive opinion about TV while all other categories had mixed feelings and neutral opinion. Regarding, radio respondents from all age categories had neutral opinion about radio. About mobile the respondents of 16-30 years and >30-45 years had positive opinion while the other two categories had neutral opinion. Respondents of all age categories had positive opinion towards the internet, maximum score obtained by 16-30 years age group (1.84WMS). For print media the respondents of 16-30 years and 30-45 years had neutral opinion while the other two categories had positive opinion for print media.

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