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### **Impact of Television Show on Attitude of Adolescents**

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#### **ABSTRACT:**

The influence of the television show on the psychological development of the adolescents is profound. Therefore, the study aimed to identify the impact of television show on adolescents and how it leads to attitude and behavior of adolescents. For this study a sample of 100 adolescent students of Kolkata and South 24 Parganas are selected by using simple random sampling technique. One questionnaire was made by researcher for collection of data. Descriptive and inferential statistical techniques have been done for analysis of the collected data. The findings revealed that there is no significant difference towards impact of television show among adolescence students with respect to variable like gender, locality but according to economic class and medium of instruction have no attitudinal difference among the students. The findings of the study will help to discover psychological needs and problem of adolescents.

**KEYWORDS:** Television show, Adolescent, Attitude and Behavior

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## **INTRODUCTION:**

Television is one of the powerful electronic medium of mass communication, which invented in the year 1920 (Ghulam Mustafa Khan,2012).It is the transmission of information accompanied with sound. The television set has two main purposes, one is to provide a voice for those communities who haven't been heard, and the other is to increase the understanding of the world (Okpala, Imaobong M,2012). In India daily transmission began in 1965 as a part of All India Radio (AIR).

Adolescence is the most vital and delicate stage of human life. During adolescence pupils try to follow new fashion, culture and style which is being presented in different shows on television. IT is a powerful medium which helps to change the attitude of children and adolescents in particular and forms habit that reflects those represented in various television programmes. Most of the adolescents in different countries spend almost 3-4 hours per day in watching T.V as per statement of UNESCO (Ali Hassan, Muhammad Danital, 2013).In the field of education, the influence of television is well recognized. However, there is a difference in view point regarding effect of television on school-going adolescents.

Ghulam Mustafa Khan(2012) revealed that the impact of television has been instant and profound and the study also explored the major influence of television and relationship between children relative amount, nature, and extent of television viewing and their academic achievement. Specifically,Okpala,Imaobong(2012)indicate that television viewing can impact both positively and negatively on the behavior of most adolescents. Ali Hassan and MahammadDniyal(2013) concluded that Effects of television programs on students, depends upon the time of spend in watching television, the research showed that there does not exist a negative relationship between watching television and the performance of the students in their classroom until they start watching more than 10 hours or more per week and the situation will be worsen when the amount of watching television exceeds than 30 hours or more per week. FO Lanre-Babalola(2017)indicated that electronic media content has a significant influence on the sexual behaviors of adolescents

Thus it is importance to know how far affected the attitude of adolescence to viewing television shows. Therefore the present research has identified the behavioral changes prevalent in adolescents as a result of time spent in viewing television shows, the type of shows they prefer to watch and the influences of viewing these shows on the attitude and behavior of the adolescents.

## **OBJECTIVES OF THE STUDY:**

1. To identify the impacts of television show in attitudinal changes among male and female adolescent students.
2. To identify the impacts of television show in attitudinal changes among rural and urban adolescent students.
3. To study the impacts of television show in attitudinal changes among upper, middle and lower economic classes adolescent students.
4. To study the impacts of television show in attitudinal changes between adolescent students of Bengali medium and English medium schools.

## **HYPOTHESES:**

***H<sub>01</sub>***. There is no significant difference between male and female adolescent students on their attitude due to impact of television show.

***H<sub>02</sub>***. There is no significant difference between rural and urban adolescent students on their attitude due to impact of television show.

***H<sub>03</sub>***. There is no significant difference among upper, middle and lower economic class adolescent students on their attitude due to impact of television show.

***H<sub>04</sub>***. There is no significant difference between Bengali medium and English medium schools' adolescent students on their attitude due to impact of television show.

## **METHODOLOGY:**

### ***Dependent Variable:***

In the present investigation, the dependent variable of the study refers to impact of television show on attitude of adolescent students.

### ***Independent Variable:***

The independent variable of the study refers to viewing television show.

### ***Categorical variables:***

The categorical variables of the study refers to male and female, rural and urban, upper, middle and lower economic class, Bengali medium and English medium of instructions.

### ***Research design:***

The Descriptive Survey Method is used in the study. It describes the current position of the research work. It involves interpretation, comparison, measurement, classification, evaluation and generalization. All these direct towards a proper understanding solution of significant educational problem.

***Sample of the study:***

100 secondary (X) standard students were selected randomly from districts of South 24 parganas and Kolkata as sample for this study. Number of total sample is 100, the rural sample is 50(50%)

and urban sample is 50 (50 %).

***Tool for the study:***

The researcher has made standardize questionnaire which includes five point scale for measuring attitude of T.V shows of adolescence were composed of 20 items.

***Data collection:***

For study 100 students of secondary (X) level were selected randomly from different schools of South24 Parganas and Kolkata districts.

***Standardization of the tests:***

The tests were administered (pilot study) on representative samples and all tests were found reliable. The internal consistencies of the tests were calculated by finding the inter item and item total correlations. All tests were validated by three experts.

**ANALYSIS AND INTERPRETATION:**

***Interpretation of H<sub>0</sub>1:***

There is no significant difference between male and female adolescent students on their attitude due to impact of television show.

**Table no.1 Testing of Null Hypothesis H<sub>0</sub>1**

Descriptive statistics					t test for Equality of Means			
Categorical variables	Dependent variable	N	Mean	Std. Deviation	df	t Stat	P(T<=t) two-tail	t Critical two-tail
Male students	Impact of T.V show on attitude of adolescents	50	63.24	9.52	98	-4.65	1.01397E*-	1.98
Female students		50	71.82	8.89				

(\* significant at 0.05 level of significance)

***Comment:***

It is found that (table no: 1) the mean score of attitude towards television show of male adolescent students is 63.24 with S.D 9.52 and female adolescent students is 71.82 with S.D 8.89. Whether the difference in mean is significant or not, the t-test is employed and after analysis it is found that (table no: 1) the calculated  $t_{(98)} = 4.65$ ,  $P = 1.01397E$  ( $P < 0.05$ ). So ‘t’ is significant and

$H_0$  is rejected. Hence we can conclude that, there is significant difference between male and female adolescent students on their attitude due to impact of television show.

**Interpretation of  $H_02$ :**

There is no significant difference between rural and urban adolescent students on their attitude due to impact of television show.

**Table no.2 Testing of Null Hypothesis  $H_02$**

Descriptive statistics					t test for Equality of Means			
Categorical variables	Dependent variable	N	Mean	Std. Daviation	df	t Stat	P(T<=t) two-tail	t Critical two-tail
Rural students	Impact of T.V show on attitude of adolescents	50	65.24	12.43	98	-2.30	0.023*	1.98
Urban students		50	69.82	6.47				

(\* significant at 0.05 level of significance)

**Comment:**

It is found that (table no:2), the mean score of attitude towards television show of rural adolescent students is 65.25 with S.D 12.43 and urban adolescent students is 69.82 with S.D 6.47. Whether the difference in mean is significant or not, the t-test is employed and after analysis it is found that (table no: 2) the calculated  $t_{(98)} = 2.30$ ,  $P = 0.023$  ( $P < 0.05$ ). So 't' is significant and  $H_02$  is rejected. Hence we can conclude that, there is significant difference between rural and urban adolescent students on their attitude due to impact of television show.

**Interpretation of  $H_03$ :**

There is no significant difference among upper, middle and lower economic class adolescent students on their attitude due to impact of television show.

**Table no.3 Testing of Null Hypothesis  $H_03$  through One way ANOVA**

Descriptive statistics					F test for Equality of Means			
Factor variables	Dependent variable	N	Mean	S.D	df	F	P- value	F crit
Upper economic class students	Impact of T.V show on attitude of adolescents	32	68	10.39	2, 97	0.641	0.528*	3.09
Middle economic class students		37	66.08	10.29				
Lower economic class students		31	68.77	10.78				

(\* Not significant at 0.05 level of significance)

**Comment:**

It is found that (table no:3), the mean score of attitude towards television show of upper economic class adolescent students is 68 with S.D 10.39 , middle economic class adolescent students is 66.08 with S.D 10.29 and lower economic class adolescent students is 68.77 with S.D 10.78. Whether the difference in mean is significant or not, the F-test or ANOVA is employed and after analysis it is found that (table no:3) the calculated  $F_{(2,97)} = 0.641$ ,  $P = 0.528$  ( $P > 0.05$ ). So ‘F’ is not significant and  $H_{03}$  is not rejected. Hence we can concluded that, there is no significant difference among upper, middle and lower economic class adolescent students on their attitude due to television show.

**Interpretation of  $H_{04}$ :**

There is no significant difference between Bengali medium and English medium schools’ adolescent students on their attitude due to impact of television show.

**Table no.4 Testing of Null Hypothesis  $H_{04}$**

Descriptive statistics					t test for Equality of Means			
Categorical variables	Dependent variable	N	Mean	S.D	df	t Stat	P(T<=t) two-tail	t Critical two-tail
Bengali medium schools’ students	Impact of T.V show on attitude of adolescents	56	68.53	7.69	98	1.121	0.264*	1.984
English medium schools’ students		44	66.25	12.55				

(\* Not significant at 0.05 level of significance)

**Comment:**

It is found that (table no:4), the mean score of attitude towards television show of adolescent students of Bengali medium school’s is 68.53 with S.D 7.69 and English medium school is 66.25 with S.D 12.55. Whether the difference in mean is significant or not, the t-test is employed and after analysis it is found that (table no: 4) the calculated  $t_{(98)} = 1.12$ ,  $P = 0.264$  ( $P > 0.05$ ). So ‘t’ is significant and  $H_{04}$  is not rejected. Hence we can concluded that, there is no significant difference between Bengali medium and English medium schools’ adolescent students on their attitude due to impact of television show.

**FINDINGS:**

After the careful analysis of the obtained data and interpretation of the results with regard to the objectives and hypotheses of the study, the investigator reached at the following findings:

- The female adolescent students are significantly different from male adolescent students in respect to their attitude due to impact of television show.
- The urban adolescent students are significantly different from rural adolescent students in respect to their attitude due to impact of television show.
- The adolescent students belong to upper, middle and lower economic class have no attitudinal difference due to impact of television show.
- The adolescent students belong to Bengali medium school and English medium school have no attitudinal difference due to impact of television show.

### **CONCLUSION:**

Television show is one of the most important influences on attitude and behavior of adolescents. Various forms of attitude associated with this as identified by this study includes such as aggression, sexual behavior, moral behavior dressing sense. It is therefore recommended that television operators should give more broadcast to programs that will impact positively on adolescents such as moral guidance and self confidence and less broadcast to those with negative impact such as sexual things, aggression, violence.

### **LIMITATION OF THE STUDY:**

It will be better if the samples are chosen from different parts of West Bengal for drawing a conclusion and also different age group of adolescent students for generalizing the result. In fact, bigger sample size is always good.

### **IMPLICATION OF THE STUDY:**

This study has implication for students, parents, school counselors, media organisation, the government and the society as a whole. The results have shown that prolonged television viewing influences the attitude of adolescents. There is need for the education of students, parents, media organisations, government and the entire society on the negative effects television has on adolescents. This awareness will help in understanding of the problems as it affects the adolescents.

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