



## **An empirical study of media environment penetration among the adolescent child: A case of an Indian metropolitan family**

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### **Abstract**

The prime objectives of the above study was to check the penetration of media environment on the adolescent child which is a very critical & crucial development age between 10 to 19 years of a child as per the definition of adolescent by World Health Organization (WHO). In this case study the researcher will also find out the factors of media environment which is responsible for the development of a growing child and its moral and evil effect of on the growth of adolescent child not only in joint family but also in nuclear family too. For this the researcher has conducted a primary research on parents and adolescent child age between 10 to 19 years to get in-depth opinion and behavioural aspect of parent and child and also to check the effect of media environment on the growing child. In this research researcher has targeted the population of the urban society of Lucknow a metro city and applied the probability sampling technique to get the unbiased response from the respondents and for the such need the investigator have collected primary data from 31 parents and 31 adolescent children and applied the descriptive research design to get the conclusive oriented decision making about the case of adolescent child of Indian family specially in Lucknow the state capital of Uttar Pradesh, the fastest growing metro city of India. For collecting primary data the researcher has designed a well-planned structured questionnaire which was pretested before the final collection of primary data from the Indian family. Since our main respondents are adolescent child age between 10 to 19 years so it was very necessary to conduct the above research in the presence of their parents to get the accurate data from the child and for this purpose some relevant questions are asked to their parents also. After collected the primary data, the researcher has applied the IBM SPSS 23.0 software package for data analysis and interpretation of the above case for getting the real portrait of the effect of penetration of media environment on the adolescent child in the Indian metropolitan family. The statistical tools used in this case were frequency test and chi square test for scientific interpretation of the above situation. Most the adolescent child were aware or not aware about social media but they are exclusively using media applications without knowing the ethical and malicious effect of it and the parents are feeling proud in providing smart phones to their adolescent child. The adolescent child also forcing their parents for urgent need of Smart phones, Social media, whatsApp, Facebook, Twitter, Skype, Television media, Educational movies, Video games, YouTube etc. for their educational purpose and they say that without the above tools and information we could not study our subjects in school.

**Keywords:** adolescent child, media environment

### **Introduction**

The selected topic is best suited with the current scenario of the fast life of every individual and also the children are not untouched of this media environment such as Internet, Facebook, Skype, twitter, Yahoo messenger, Television, Google, Whatsapp, You-tube, Video Games, Smart Phones, News Paper, Comics, Motivational Books, Laptop, Personal Computer, Tablet, Mobile, Ear Phone, iPod, Play store, Magazine, Cartoon Network, Video Calling, Pen Drive, Memory Card, Card Reader, E-Education Learning, Website Learning Solution and School ERP. In day's fast life everyone wants everything very fast and for this alarming attitude internet and other media paly the vital role in providing fast information without segregating evil and moral values as a result every one including the children losing their patience level for understanding anything relegated with their future life and if the children's demand are not fulfilled by internet or their parents then there result frustration and anger in them are developing in every aspect of their life either in educational problem or family related situation or in relationships with

parents and society and this result to shrinking their understanding and wisdom because it is the well known facts that patience is the mother of all the traits. One is the advantages of this media environment is that today's children are much smarter than us. The children at the age of 2+ know about the features of smart phones because todays smart phones are touch screen, icon based, picture based features, user friendly and easy to operate in comparison to old button type mobile phones. Here I am not talking about only smart phones this is true for every electronic or mechanical instruments used by children and they easily understand and easily learn about any new concept of this fast changing environment because they see and use these media instruments daily in their life.

### **Significance of the study**

The importance of this study was not only for the adolescent child care and development policy making but their parents would also benefit from this research findings and suggestions. The main significance of this research was that

the parent could understand their children's problems like not understanding subjects in school, friendships problems, loneliness problems, health related problems, anger management and also why our children behaving like this or that way. One more benefit of this research was we can suggest positive and effective way to use media environment for the success of our children in their personal and professional life.

### Review of literature

After reviewing various research paper, articles, journals, online library etc. the researcher has found the following research work such as the usage of Internet among teenagers is on an upward direction these days in India. Teenagers use it for different purposes. Like other age groups, today's teenagers have been affected by the multimedia technology to a greater extent. Teens are spending increasing amounts of time, using internet and cell phones. Teenagers and youth today are unable to think about a day in their life without any of these media (Diamanduros, Jenkins, & Downs, 2007) [5]. In 1999, an average American child lived in a house hold with more than 2 TVs, 3 cassette players, 3 radios, 2 VCRs, 2 CD players, 1 video game player and 1 computer with internet connection (Roberts, Foehr, Rideout & Brodie, 1999). In 2004, an American survey found out that 73% of teenagers owned a computer and 44 percent owned a mobile phone. By 2006 this number was found to be increasing with more internet connections, and by 2009, 75% of American teenagers earned cell phones. It was also found out that the most (almost four hours a day) out of the teenagers' media time is taken by mobile phones for teenagers (Pew Internet and American Life Project, 2010) [10].

Now the scenario is different, at least in Indian context, where teenagers are more and more getting addicted to internet. Social Networking sites are now becoming more and more popular among them. The advancement in science and technology are beginning to alter even the way we communicate with each other. Any one of the media devices can easily be blamed for, not only reducing a child's sense of imagination and lack of physical exercise, but also the lack of communicating with others (Peetz-Ballweg, 2010). If it was the advent of the mobile phone which caused greater concern in this regard in the past, now it's the turn of internet and social networking media. There were interview studies and focus group discussions which reported youth and teenagers remember and type facebook id and password almost unknowingly whenever they sit in front of a computer (Young, 2012).

Teens join social networking sites basically to connect with people they already knew. In a 2006 survey by Pew found that 91% of the facebook users keep in touch with friends they see every day and 82% use these sites to connect with friends whom they meet rarely (Lenhart and Madden, 2007) [10]. When asked by danahboyd why they are using a particular social media site, many of the teenagers said: "That's where my friends are." Boyd would opine that teens adopt the tools that their friends use and in doing so they influence the people around them (boyd, 2008). Facebook is arguably the most popular social networking site at least among the Indian

teenagers because of its user friendly interface, opportunity for relaxation and the chance of maintaining relationships. There are students who log into facebook as their first activity of a day (Varghese & Nivedhitha, 2012). Many of the practicing Psychologists now opine that teenagers who are heavy users of social networking sites seem to be more depressed. They are reported to have interrupted sleep patterns and missed schools and meals. The trend has gone to the extreme that Psychologists now have started asking for the online behaviour of the patients of any sort before they do a full assessment (Shastri, 2011).

### Objectives

On the basis of numbers of literature reviewed and subject in-depth understanding we were in a position to fill the research gap by designing the various objectives related with the topic selected by us which will cover the entire problems related the adolescent of child in Indian nuclear family which is as follows:

1. To study the behaviour of adolescent child about the usages of various media environment.
2. To study the relationship or association between the penetration of various media environment and the demographic characteristics of the adolescent children in the Indian nuclear family.

### Hypothesis

On the basis of our objectives, literature review and research need we have formulated the various hypothesis such as:

H0: There is no association between Age of adolescent children and penetration of various media environment.

H0: There is no association between Education of adolescent children and penetration of various media environment.

### Research Methodology

#### Population

The population of our study was the all the nuclear family in urban are of Lucknow city. All the respondents are the parents having one or two children of age between 10 to 19 years. In this study we have not considered the joint family respondents where the environment of the joint family is totally different with respect to nuclear family.

#### Sampling Frame

The sampling frame in this research was the list of all the nuclear family in a society who are familiar with the researcher and researcher know them very well so that we could get the real and correct response from the child and their parents.

#### Sample Size

The sample size in the study was 31 covering the adolescent child.

#### Sampling Element

In our study the prime sampling element was the adolescent child and mother and father whosoever is available at the time the data collection process with the tools of Interview, questionnaire and schedule method.

**Sampling Technique**

The sampling technique used in this study was convenience as well as judgement sampling method under the technique of non probability sampling technique.

**Research Design**

We have applied both the research design technique such as exploratory research design and descriptive research design. For formulating hypothesis and in-depth study we have used exploratory research design and for testing of hypothesis we have applied descriptive research design for more conclusive oriented research for decision making.

**Data Collection**

The schedule and structured questionnaire method were used for the primary data collection and also we have reviewed the various secondary data source such as previous work of adolescent child, magazine, books, national and international

**Data Analysis**

**First stage analysis-frequency test**

journals, internet, library and digital library for in-depth understanding of the given subject under investigation.

**Statistical Tools**

We have applied the first stage analysis via frequency test and second stage analysis through chi-square test. The data analysis package used for this study was IBM SPSS 23.0, a statistical package for social science designed by International Business Machine company.

**Decision Rule**

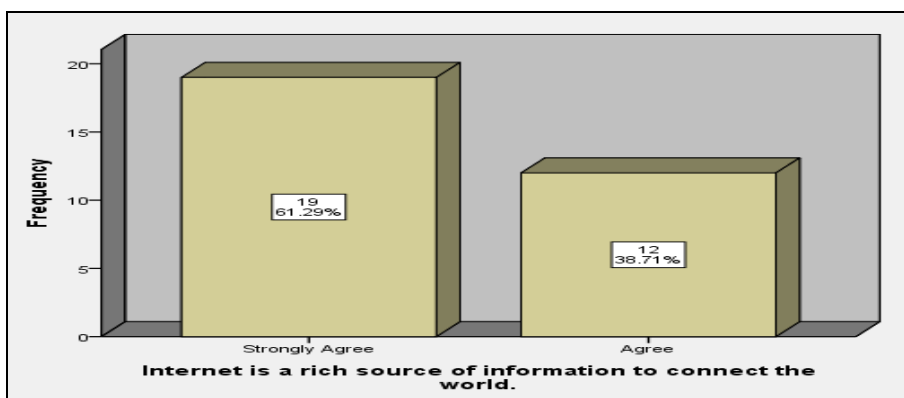
In our study we have fixed in advance 5% level of significance that means we would be 5 % wrong or 95% confident (correct) in our decision making.

If sig. value (p Value) will be less than 0.05 than reject Null Hypothesis (H0)

If sig. value (p value) is greater than 0.05 accept Null Hypothesis (H0)

**Table 1:** Internet is a rich source of information to connect the world.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	19	61.3	61.3	61.3
	Agree	12	38.7	38.7	100.0
	Total	31	100.0	100.0	



**Fig 1:** Internet is a rich source of Information to connect the world.

From the above table and bar it is clear that most of the children believe that internet is a rich source of information to connect the world. 61.29% children are strongly agree and

38.71% children are agree about the opinion that Internet is a rich source of information to connect the world.

**Table 2:** Social media is necessary for communicating our friend circle.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	16	51.6	51.6	51.6
	Agree	7	22.6	22.6	74.2
	Neutral	4	12.9	12.9	87.1
	Disagree	4	12.9	12.9	100.0
	Total	31	100.0	100.0	

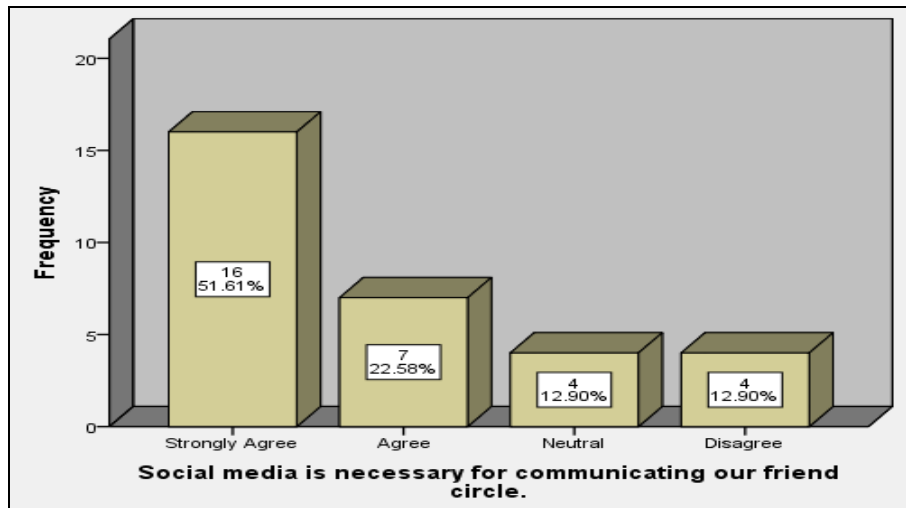


Fig 2: Social media is necessary for communication our friend circle.

From the above table and bar chart 51.61% children strongly agree and 12.90% children disagree about the opinion that social media is necessary for communicating our friend circle.

Table 3: You-tube is helpful in my education.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	16	51.6	51.6	51.6
	Agree	10	32.3	32.3	83.9
	Neutral	3	9.7	9.7	93.5
	Disagree	2	6.5	6.5	100.0
	Total	31	100.0	100.0	

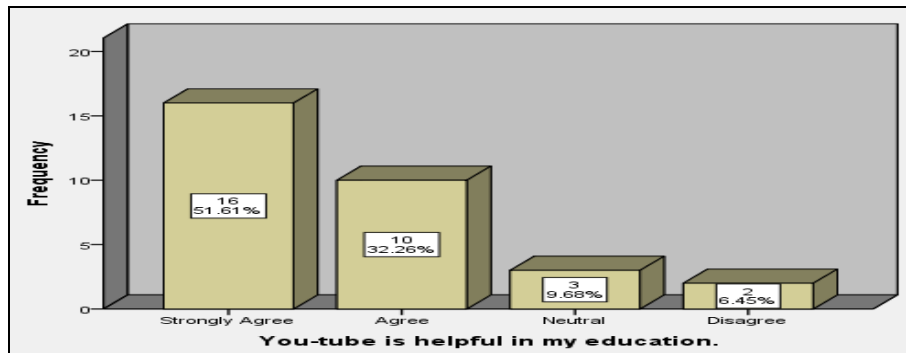


Fig 3: YouTube is helpful in my education.

From the above table and bar chart 51.61% children strongly agree and 6.45% disagree about the opinion that you-tube is helpful in our education.

Table 4: Internet is a rich source of entertainment.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	21	67.7	67.7	67.7
	Agree	8	25.8	25.8	93.5
	Neutral	1	3.2	3.2	96.8
	Disagree	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

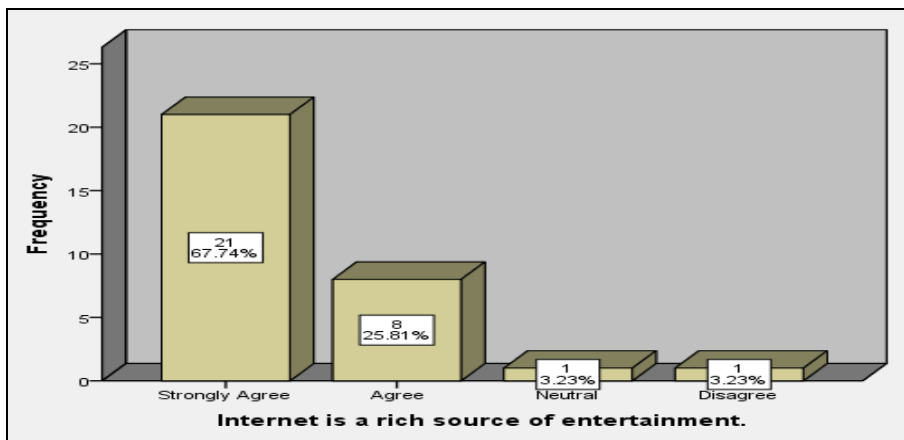


Fig 4: Internet is a rich source of entertainment.

From the above table and bar chart 67.74% children are opinion that internet is a rich source of entertainment.. strongly agree and only 3.23% children are disagree about the

Table 5: There is an evil effect of social media.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	3	9.7	9.7	9.7
	Agree	4	12.9	12.9	22.6
	Neutral	5	16.1	16.1	38.7
	Disagree	12	38.7	38.7	77.4
	Strongly Disagree	7	22.6	22.6	100.0
Total		31	100.0	100.0	

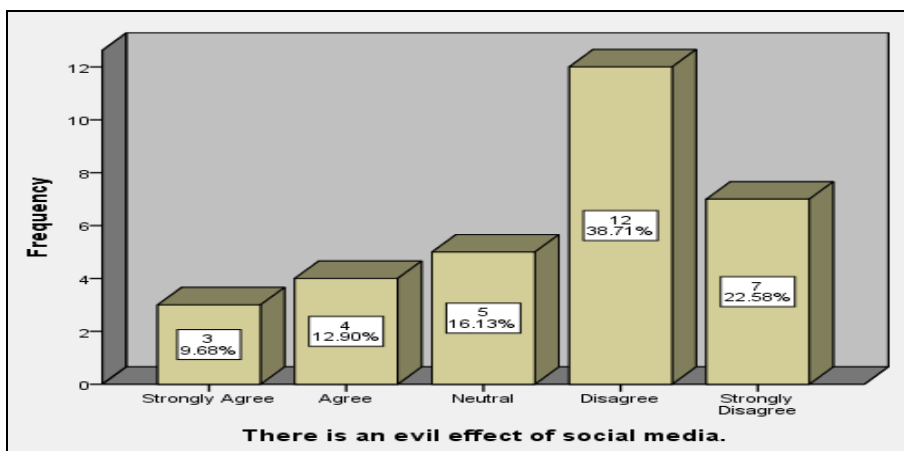


Fig 5: There is an evil effect of social media.

From the above table and bar chart 38.71% children are that there is an evil effect of social media. Therefore most of disagree and only 9.68% are strongly agree about the opinion the children believe that there is no evil effect of social media.

Table 6: Without smart phone I feel alone.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	6	19.4	19.4	19.4
	Agree	13	41.9	41.9	61.3
	Neutral	5	16.1	16.1	77.4
	Disagree	5	16.1	16.1	93.5
	Strongly Disagree	2	6.5	6.5	100.0
Total		31	100.0	100.0	

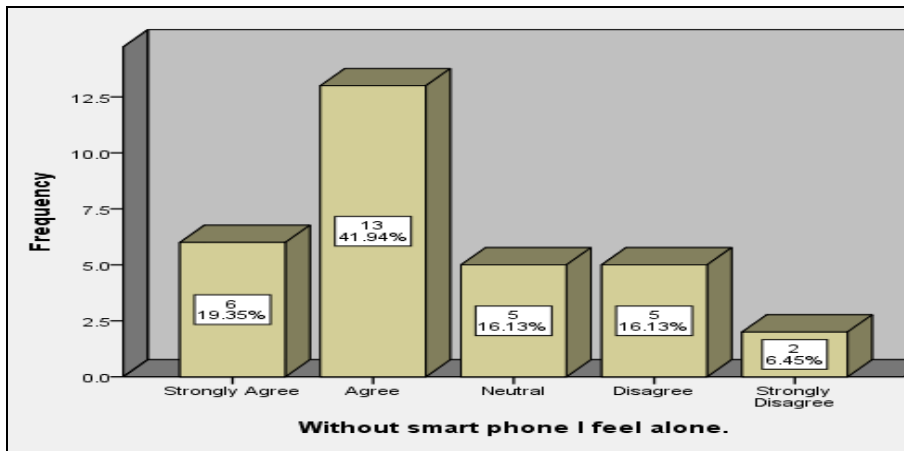


Fig 6: Without smart phone I feel alone.

From the above table and bar chart 41.94% children are agree and only 6.45% children are strongly disagree about the opinion that without smart phone I feel alone. Therefore most

of the children have their smartphone to avoid the condition of loneliness.

Table 7: Internet and Google have replaced the books.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	3	9.7	9.7	9.7
	Agree	7	22.6	22.6	32.3
	Neutral	7	22.6	22.6	54.8
	Disagree	14	45.2	45.2	100.0
	Total	31	100.0	100.0	

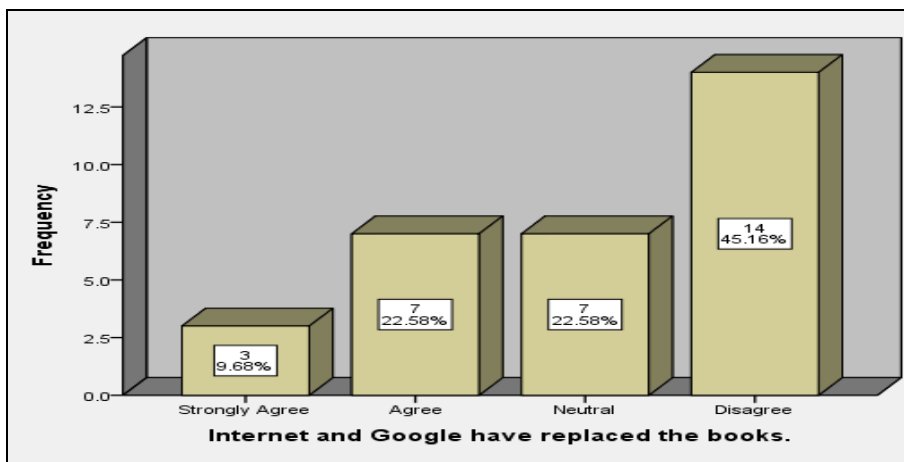


Fig 7: Internet and Google have replaced the books.

From the above table and bar chart 45.16% children are disagree and only 9.68% children are strongly agree about the opinion that internet and Google have replaced the books that

means most of the children believe that internet and Google cant not replace the books.

Table 8: I am growing fast because of social media.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	9	29.0	29.0	29.0
	Agree	14	45.2	45.2	74.2
	Neutral	6	19.4	19.4	93.5
	Disagree	2	6.5	6.5	100.0
	Total	31	100.0	100.0	

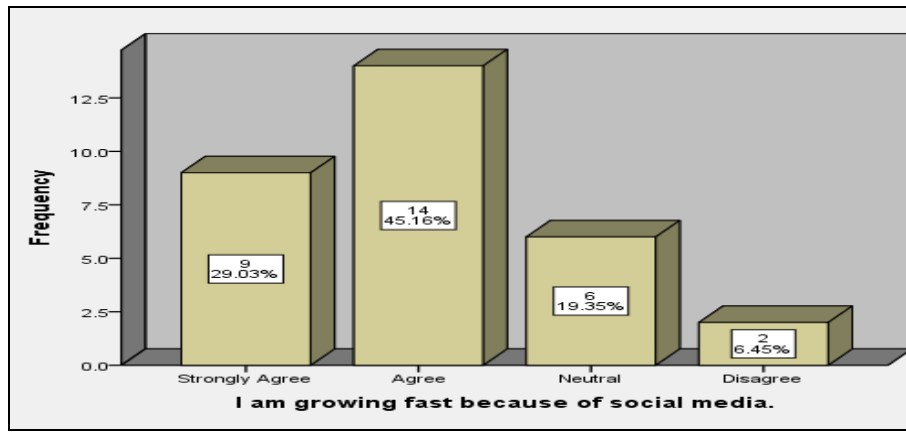


Fig 8: I am growing fast because of social media.

45.16% children are agree and only 6.45 % children are disagree about the opinion that we are growing fast because of social media and media environment.

Table 9: Outdoor games are eliminated because of social media.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	4	12.9	12.9	12.9
	Agree	6	19.4	19.4	32.3
	Neutral	4	12.9	12.9	45.2
	Disagree	8	25.8	25.8	71.0
	Strongly Disagree	9	29.0	29.0	100.0
	Total	31	100.0	100.0	

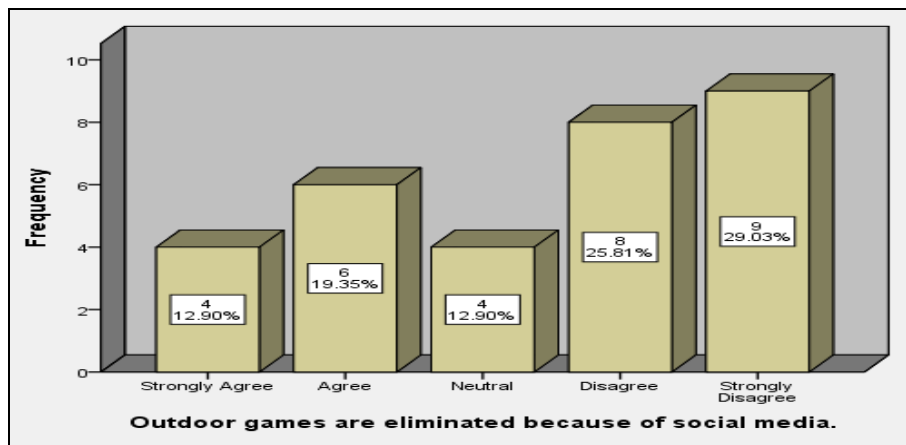


Fig 9: Outdoor games are eliminated because of social media.

From the above table and bar chart we have got the mixed response from the children about the opinion that outdoor games are eliminated because of social media.

Table 10: Our parents are suspicious about our social media usages.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	13	41.9	41.9	41.9
	Agree	7	22.6	22.6	64.5
	Neutral	3	9.7	9.7	74.2
	Disagree	3	9.7	9.7	83.9
	Strongly Disagree	5	16.1	16.1	100.0
	Total	31	100.0	100.0	

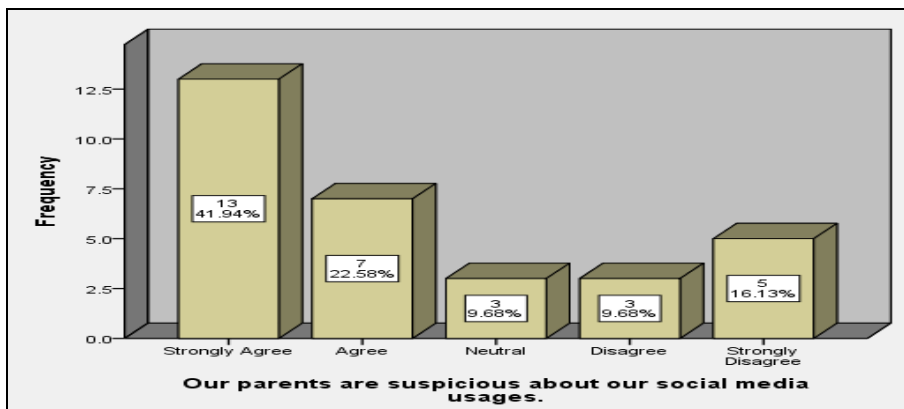


Fig 10: Our parents are suspicious about our social media usages.

From the above table and bar chart 41.94% children are strongly agree about the opinion that our parents are suspicious about our media usages.

**Second stage analysis-chi-square test**

This is the second stage analysis after the simple frequency and percentage tabulation for required variables from the questionnaire. This test studies a relationship or association between two selected variables. A cross tabulation with a chi-squared test basically answer the question like “Is there a

significant association between two variables?” The cross tab tool is applied between two related variables to check whether there is any significant relationship or not and both the variables should be categorical format. For this test we have applied two variables age and education of adolescent child with respect to the various media environment. We have applied the two cross tabs analysis one with age and other with education with respect to the various media environment. The output results are given in a tabular format for decision making.

Table 11: Chi Square Test Results

SN	Cross Tabs-Age* Media Environment	Value	Df	Asymptotic Significance (2-sided)	H0 (Reject/Accept) At 5% (0.05)sig level
1	Age*Facebook	7.668a	2	.022	Reject
	Age*Newspaper	6.262a	2	.044	Reject
	Age*Earphone	6.102a	2	.047	Reject
	Age*Play store	7.882a	2	.019	Reject
	Age*Cartoon Network	8.458a	2	.015	Reject
	Age*Pen drive	9.392a	2	.009	Reject
	Age* School ERP	9.642a	2	.008	Reject

Since the first hypothesis was H0: There is no association between Age of adolescent children and penetration of various media environment. From the chi square test table Sig value (p value) is less than commonly accepted level of significance

5% (0.05), hence reject the Null Hypothesis, Hence there is an association between Age of adolescent children and penetration of various media environment.

Table 12: Chi Square Test Results

S. No	Cross Tabs-Education* Media Environment	Value	Df	Asymptotic Significance (2-sided)	H0 (Reject/Accept) At 5% (0.05)sig level
1	Education*Facebook	9.365a	3	.025	Reject
	Education*Smartphones	9.159a	3	.027	Reject
	Education*Newspaper	11.643a	3	.009	Reject
	Education*Comics	10.144a	3	.017	Reject
	Education*Play store	11.303a	3	.010	Reject
	Education*Cartoon Network	9.673a	3	.022	Reject
	Education* Card Reader	16.850a	3	.001	Reject

Since the second hypothesis was H0: There is no association between Education of adolescent children and penetration of various media environment. From the chi square tests table all the Sig value (p value) is less than commonly accepted level of significance 5% (0.05), hence reject Null Hypothesis, Hence there is an association between Education of adolescent

children and penetration of various media environment.

**Results and interpretation**

In the first stage frequency analysis 61.29% children are strongly agree and 38.71% children are agree about the opinion that internet is a rich source of information to connect

the world, 51.61% children strongly agree and 12.90% children disagree about the opinion that social media is necessary for communicating our friend circle, 51.61% children strongly agree and 6.45% disagree about the opinion that you-tube is helpful in our education, 67.74% children are strongly agree and only 3.23% children are disagree about the opinion that internet is a rich source of entertainment, 38.71% children are disagreeing and only 9.68% are strongly agreed about the opinion that there is an evil effect of social media. Therefore most of the children believe that there is no evil effect of social media. 41.94% children are agreeing and only 6.45% children are strongly disagree about the opinion that without smart phone I feel alone. Therefore most of the children have their smartphone to avoid the condition of loneliness. 45.16% children are disagree and only 9.68% children are strongly agree about the opinion that internet and Google have replaced the books that means most of the children believe that internet and Google cant not replace the books. 45.16% children are agree and only 6.45 % children are disagree about the opinion that we are growing fast because of social media and media environment. There is a mixed response from the children about the opinion that outdoor games are eliminated because of social media. 41.94% children are strongly agree about the opinion that our parents are suspicious about our media usages.

In the second stage analysis we have the association of age and education with respect to various media environment such that there is an association between Age of adolescent children and penetration of various media environment and also there is an association between Education of adolescent children and penetration of various media environment. Therefore we can conclude that age and education of adolescent child are associated with the various media environment or we can say that there is a penetration of various media environment among the adolescent child of an Indian metropolitan family.

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