

Familial interaction and isolation effects with reference to New Media exposure among school children of Mysore

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Abstract

The present study examines the new media exposure impact of the isolation effects and the unhealthy familial interaction among the high school children of Mysore at Karnataka State, India. There is a **significant** association ($P=0.0370$; $CC=0.155$) between the age and impact of new media on adolescents. There is a **significant** association ($P=0.0000$; $CC=0.268$) between the class and impact of new media on adolescents. There is a **significant** association ($P=0.0198$; $CC=0.166$) between the economic status and impact of new media on adolescents. There is a **significant** association ($P=0.0025$; $CC=0.216$) between the social status and impact of new media on adolescents. There is a **significant** association ($P=0.0004$; $CC=0.192$) between the type of school and impact of new media on adolescents.

Keywords: type of school, class, economic status, social status, impact of new media, adolescents, exposure, familial interaction, isolation, effects,

Introduction:

The digital technology in the form of new media is playing an important role in the lives of adolescents and school children. The socio-psychological and goal directed media use activity driven by motives is explained by Rubin (1994) thus: “communication behavior, including media selection and use, is goal-directed, purposive and motivated; people take the initiative in selecting and using communication vehicles to satisfy felt needs or desires; a host of social and psychological factors mediate people’s communication behavior; and media compete with other forms of communication (i.e., functional alternatives) for selection, attention, and use to gratify their needs or wants”.

The current study has classified the different social groups and income groups under the socio-economic influence on the new media exposure and its various effects on the high school students of Mysore city.

Methodology

Primary data was gathered by administering the interview schedules to the high school students studying in public and private educational institutions located in two zones of Mysore city namely-northern zone and southern zone. Stratified sampling technique was used to select the subjects. Further, the study was conducted in two phases. In the first phase, general information regarding family background and personal details were collected from the subjects of the study. The data on the socio-economic status were also collected by administering the interview schedule. In the second phase of the study, the standardized interview schedules' scales on the new media exposure, new media access, uses of new media and gratification of new media were administered to the subjects. The responses from about 415 subjects (212 boys and 203 girls) were noted down by the researcher and a team of trained investigators after interacting with the subjects and explaining the aims and objectives of the study. In the present study, the relationship between the gender and new media exposure and impact of new media among the high school students of Mysore city are examined.

Table 01. New media exposure makes students suffer from isolation

Variables	Sub variables		Responses			Total	Test statistic
			Agree	Neutral	Disagree		
Gender	Boys	F	89	81	42	212	P=0.2826 CC=0.078 Df=2 Chi-square=2.528
		%	41.98	38.21	19.81	100	
	Girls	F	86	88	29	203	
		%	42.36	43.35	14.29	100	
Age	13years	F	44	22	17	83	P=0.0604 CC=0.146 Df=4 Chi-square=9.026
		%	53.01	26.51	20.48	100	
	14years	F	62	65	24	151	
		%	41.06	43.05	15.89	100	
	15years	F	69	82	30	181	
		%	38.12	45.30	16.57	100	
Educationa l Standard	8 th standard	F	44	35	13	92	P=0.0960 CC=0.138 Df=4 Chi-square=7.883
		%	47.83	38.04	14.13	100	
	9 th standard	F	54	75	24	153	
		%	35.29	49.02	15.69	100	
	10 th standard	F	77	59	34	170	
		%	45.29	34.71	20.00	100	
Types of School	Public School	F	82	84	37	203	P=0.7301 CC=0.039 Df=2 Chi-square=0.629
		%	40.39	41.38	18.23	100	
	Private School	F	93	85	34	212	
		%	43.87	40.09	16.04	100	
Economic Status	High	F	6	4	3	13	P=0.3629 CC=0.102 Df=4 Chi-square=4.332
		%	46.15	30.77	23.08	100	
	Middle	F	125	109	52	286	
		%	43.71	38.11	18.18	100	
	Low	F	44	56	16	116	
		%					

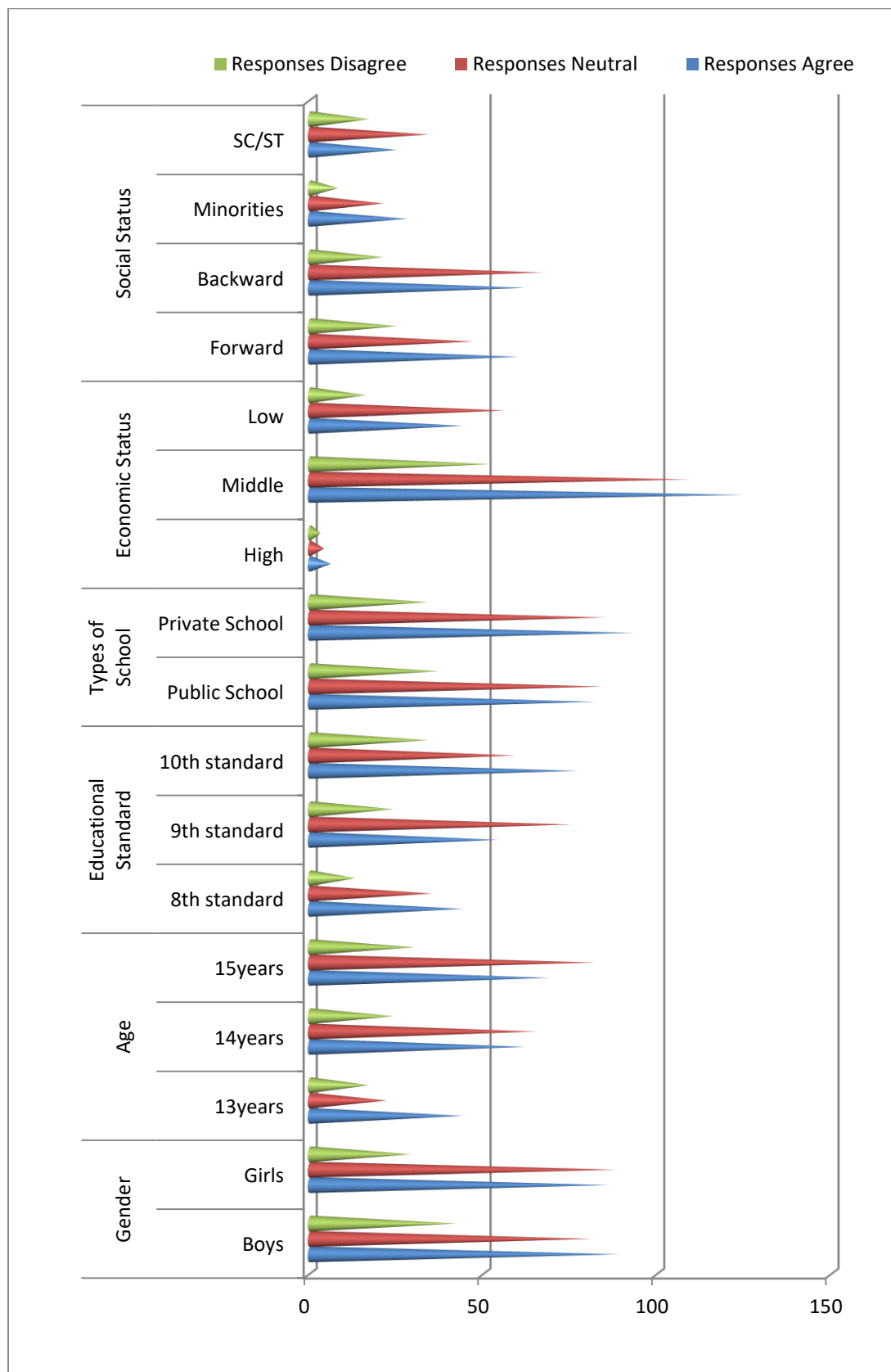
		%	37.93	48.28	13.79	100	
Social Status	Forward	F	60	47	25	132	P=0.3073 CC=0.130 Df=6 Chi-square=7.149
		%	45.45	35.61	18.94	100	
	Backward	F	62	67	21	150	
		%	41.33	44.67	14.00	100	
	Minorities	F	28	21	8	57	
		%	49.12	36.84	14.04	100	
	SC/ST	F	25	34	17	76	
		%	32.89	44.74	22.37	100	
Total			175	169	71	415	P(Overall)=1.8393
		%	42.17	40.72	17.11	100	

Table No.01 provides the opinion of the respondents about the impact of new media on them. It reads: “New media exposure makes students suffer from isolation”. A majority of the adolescent boys (58.02%) and adolescent girls (57.64%) have stated that they had not suffered from isolation on account of new media exposure in modern times. But, they have either disagreed or remained neutral over this issue. There is non-significant association (P=0.2826; CC=0.078) between the gender and impact of new media on adolescents.

Figure 01 New media exposure makes students suffer from isolation

A majority of the adolescents representing the 13 years age group (53.01%) have stated that they had suffered from isolation on account of new media exposure in modern times. A majority of the adolescents representing the 14 years age group (58.94%) and 15 years age group (61.88%) have disagreed with their counterparts in this regard. There is non-significant association (P=0.0604; CC=0.146) between the age and impact of new media on adolescents.

A majority of the adolescents representing the 8th standard (52.17%), 9th standard (64.71%) and 10th standard (54.71%) have stated that they had not suffered from isolation on account of new media exposure in modern times. But, they have either disagreed or remained neutral over this issue. There is non-significant association (P=0.0960; CC=0.138) between the class and impact of new media on adolescents.



A majority of the adolescents representing the high income group (53.85%), middle income group (52.45%) and low income group (65.52 have stated that they had not suffered from isolation on account of new media exposure in modern times. But, they have either disagreed or remained neutral over this issue. There is non-significant association ($P=0.0587$; $CC=0.146$) between the economic status and impact of new media on adolescents.

A majority of the adolescents representing the forward communities (51.52%), backward communities (56.29%), minorities (62.02%) and Dalits (67.11%) have stated that they had not suffered from isolation on account of new media exposure in modern times. But, they have either disagreed or remained neutral over this issue. There is non-significant association ($P=0.3073$; $CC=0.130$) between the social status and impact of new media on adolescents.

A majority of the adolescents of public school (59.61%) and private schools (56.13%) have stated that they had not suffered from isolation on account of new media exposure in modern times. But, they have either disagreed or remained neutral over this issue. There is non-significant association ($P=0.7301$; $CC=0.039$) between the type of school and impact of new media on adolescents.

Overall, a majority of the adolescents (57.83%) regardless of gender, age, class, economic status, social status and type of school have stated that they had not suffered from isolation on account of new media exposure in modern times. But, they have either disagreed or remained neutral over this issue. There is non-significant association ($P=1.8393$) between the demographic features and impact of new media on adolescents.

Table 02 New media exposure makes students suffer from unhealthy interactions with family members

Variables	Sub variables		Responses			Total	Test statistic
			Agree	Neutral	Disagree		
Gender	Boys	F	84	58	70	212	P=0.0000 CC=0.232 Df=2 Chi-square=23.699
		%	39.62	27.36	33.02	100	
	Girls	F	121	53	29	203	
		%	59.61	26.11	14.29	100	
Age	13years	F	50	11	22	83	P=0.0370 CC=0.155 Df=4 Chi-square=10.211
		%	60.24	13.25	26.51	100	
	14years	F	73	45	33	151	
		%	48.34	29.80	21.85	100	
	15years	F	82	55	44	181	
		%	45.30	30.39	24.31	100	
Educationa l Standard	8 th standard	F	56	26	10	92	P=0.0000 CC=0.268 Df=4 Chi-square=32.202
		%	60.87	28.26	10.87	100	
	9 th standard	F	52	56	45	153	
		%	33.99	36.60	29.41	100	
		F	97	29	44	170	
		%					

	10th standard	%	57.06	17.06	25.88	100	
Types of School	Public School	F	83	71	49	203	P=0.0004 CC=0.192 Df=2 Chi-square=15.900
		%	40.89	34.98	24.14	100	
	Private School	F	122	40	50	212	
		%	57.55	18.87	23.58	100	
Economic Status	High	F	8	1	4	13	P=0.0198 CC=0.166 Df=4 Chi-square=11.693
		%	61.54	7.69	30.77	100	
	Middle	F	152	67	67	286	
		%	53.15	23.43	23.43	100	
	Low	F	45	43	28	116	
		%	38.79	37.07	24.14	100	
Social Status	Forward	F	85	23	24	132	P=0.0025 CC=0.216 Df=6 Chi-square=20.275
		%	64.39	17.42	18.18	100	
	Backward	F	69	44	37	150	
		%	46.00	29.33	24.67	100	
	Minorities	F	23	20	14	57	
		%	40.35	35.09	24.56	100	
	SC/ST	F	28	24	24	76	
		%	36.84	31.58	31.58	100	
Total			205	111	99	415	P(Overall)=0.0597
		%	49.40	26.75	23.86	100	

Table No.02 provides the opinion of the respondents about the impact of new media on them. It reads: “New media exposure makes students suffer from unhealthy interactions with family members”. A majority of the adolescent girls (59.61%) have stated that they had suffered from unhealthy interactions with family members on account of new media exposure in modern times. A majority of the adolescent boys (60.38%) have disagreed with their female counterparts in this regard. There is a **significant** association (**P=0.0000**; **CC=0.232**) between the gender and impact of new media on adolescents.

A majority of the adolescents representing the 13 years age group (60.24%) have stated that they had suffered from unhealthy interactions with family members on account of new media exposure in modern times. A majority of the adolescents representing the 14 years age group (51.66%) and 15 years age group (54.70%) have disagreed with their counterparts in this regard. There is a **significant** association (**P=0.0370**; **CC=0.155**) between the age and impact of new media on adolescents.

A majority of the adolescents representing the 8th standard (60.87%) and 10th standard (57.06%) have stated that they had suffered from unhealthy interactions with family members on account of new media exposure in modern times. A majority of the adolescents representing the 9th standard (66.01%) have disagreed with their counterparts in this regard. There is a **significant** association (**P=0.0000**; **CC=0.268**) between the class and impact of new media on adolescents.

A majority of the adolescents representing the high income group (61.54%) and middle income group (53.15%) have stated that they had suffered from unhealthy interactions with family members on account of new media exposure in modern times. A majority of the adolescents representing the low income group (61.21%) have disagreed with their counterparts in this regard. There is a **significant** association ($P=0.0198$; $CC=0.166$) between the economic status and impact of new media on adolescents.

A majority of the adolescents representing the forward communities (64.39%) have stated that they had suffered from unhealthy interactions with family members on account of new media exposure in modern times. A majority of the adolescents representing the backward communities (54.00%), minorities (59.61%) and Dalits (63.16%) have disagreed with their counterparts in this regard. There is a **significant** association ($P=0.0025$; $CC=0.216$) between the social status and impact of new media on adolescents.

A majority of the adolescents of private schools (57.55%) have stated that they had suffered from unhealthy interactions with family members on account of new media exposure in modern times. A majority of the adolescents of public school (59.11%) have disagreed with their counterparts in this regard. There is a **significant** association ($P=0.0004$; $CC=0.192$) between the type of school and impact of new media on adolescents.

Overall, a majority of the adolescents (50.60%) regardless of gender, age, class, economic status, social status and type of school have stated that they had not suffered from unhealthy interactions with family members on account of new media exposure in modern times. But, they have either disagreed or remained neutral over this issue. There is non-significant association ($P=0.0597$) between the demographic features and impact of new media on adolescents.

Conclusion

There is a **significant** association between the type of school, class, economic status, the social status and impact of new media on adolescents.

There are basic gender differences which affect the individual identity. There are identity conflicts within the family and society among the genders. There is a significant gender difference within the family and outer society. The problems during adolescence differ in gender as boys and girls face different challenges and have different emotional needs. The psychosomatic issues such as depression, poor body image, eating disorders, lower self-esteem, and lack of self-confidence are more prone towards girls. Girls are usually found to be yielding and while boys are more aggressive. Girls also face the additional domestic tasks more so than boys. However in recent times girls have risen to the occasions and are empowering themselves breaking the stereotype.

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