

A STUDY ON IMPACT OF MEDIA ON ADULTS WITH SPECIAL REFERENCE TO THIRUVARUR TOWN

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Abstract

Today News Channels, Newspapers, radio, internet etc. help us to estimate the realities of live and focused on the every on the every social matters with the pure and free effect, it has a chance to explore the issues of society more openly. Mass media plays an important role in the behaviour of human beings especially in adults. Human behaviour was majorly influenced by what they see than what they practise. This paper aims at knowing that the above said fact was true or false and also aimed at analysing the extent of media's influence in human behaviour.

Keywords:*Behaviour, Media, Human, Influence and Adults*

Introduction

Media – the word media acquired heaps of importance of late where flourishing business houses are running in the race to indulge into the giant media industry. The press comprising of newspapers, magazines, electronic media, television, radio, films and internet. The simple function that we evaluate is media provides the public with a bunch of news, information and entertainment. Social responsibility is the obligation of the decision maker to take decision which protect and improve the welfare of the society as a whole along with their own interest. Press dominated the initial years particularly during the national movement in India where it appeared to be the mouth piece of almost every freedom fighter. Social media have become a more convenient way to interact among every age group. IBM Institute for Business Value, in its study, mentions that – The widespread social networking phenomenon reflects shifts in two long term communication trends: first, a shift in communications patterns from point – to – point, two – way conversations, to many to – many collaborative communication and , seconds, a transition of control of the Internet World Stats, telecommunications to open internet platform providers.

Review of Literature

Hartman (2011), article “corporate social responsibility in the food sector” in European review of agriculture.

Brammer, Jackson & Matten (2012), study entitled as “corporate social responsibility and institutional theory new perspective on private governance” in social economic review depicted that CSR is not only a voluntary action but beyond that. In this study, CSR had defined under institutional theory. The institutional theory stated corporate social activities are not voluntary activities but it is a part of interface between business and society. Regulation / governance are necessary for enhancing the corporate performance of businesses through CSR. The theory also suggested that in what form companies should take its social responsibilities whether historical, political or legal form.

Objectives of the Study

1. To examine the impact of media's social responsibility among students
2. To find the behavioral changes made by media among the adults due to media's social responsibility
3. To analyze the actions taken by media's social issues
4. To discover the factors by which the students are affected by media's.

Research Methodology

Research methodology is the way a research problem is systematically solved employing the relevant research methods. There the various steps adopted and the logic in sequencing the steps is explained.

Sampling Method

Convenience sampling (also known as grab sampling, accidental sampling, or opportunity sampling) is a type of **non-probability sampling** that involves the sample being drawn from that part of the population that is close to hand. This type of sampling is most useful for pilot testing.

Sampling size

The substantial portions of the target customer that are sampled to achieve reliable result are 75 respondents out of youth population in Thanjavur.

Statistical tool used

Statistical analysis is the method used to analyze the data collected and inference made. Statistical tools used were simple percentage analysis and chi – square test.

Area of study

The district of Thiruvarur was carved out as a separate district by detaching Valangaiman Taluk from Thanjavur District and Thiruvarur, Nannilam, Kudavasal, Needamangalam, Mannargudi, Thirutturaippondi Taluks from Nagappatinam District on 01.01.1997.

- ❖ The total area of the district is 2377 sq.km.
- ❖ There are 2 revenue divisions, 7 taluks, 10 community development blocks, 3 municipalities, 7 town panchayats and 573 villages in Thiruvarur district.
- ❖ The river Cauvery and its tributaries are the main rivers of the district.
- ❖ Thiruvarur lies in the Cauvery River basin and the main occupation of the inhabitants of the town and surrounding regions is agriculture.
- ❖ Since the district is situated in by Cauvery Deltaic Zone, sandy coastal alluvium is the predominant soil type in this district accounting for 56.78% and other types of soil cover 43.22% of the total area. Paddy is cultivated during three seasons and other cereal crops of the district are cumbu, ragi, maize, korra and varagu.

Analysis and Interpretation

Null Hypothesis (Ho): There is no significant difference between age and spending time for media

Alternative Hypothesis(H1): There is a significant difference between age and spending time for media

Chi – Square Test:

$$x^2 = \sum (O_i - E_i)^2 / E_i$$

TEST –1 To test the respondents age and spending time for media

	Spending Time				Total
	0 – 1 hrs	1 – 2 hrs	2 – 3 hrs	More than 3hrs	
15 yrs – 18 yrs	5	5	5	10	25
18 yrs – 20 yrs	2	5	3	5	15
20 yrs – 22 yrs	5	5	5	5	20
22 yrs – 25 yrs	5	5	5	2	15
Total	15	20	18	22	75

Expected Frequency (Ei)

5	6.67	3	7.33	25
3	4	3.6	4.4	15
4	5.33	4.8	5.86	20
3	4	3.6	4.6	15
15	201	18	22	75

O _i	E _i	(O _i -E _i)	(O _i -E _i) / E
5	5	0	0
2	3	1	0.3333
5	4	1	0.25
3	5	4	0.8
5	6.67	2.78	0.4167
5	4	1	0.25
5	5.33	0.10	0.0187
5	4	1	0.25
5	3	4	1.3333
3	3.6	0.36	0.1
5	4.8	0.04	8.3333
5	3.6	1.96	0.5444
10	7.33	7.12	0.9713
5	4.4	0.36	0.0818
5	5.36	0.31	0.0529
2	4.4	5.76	1.3090
$\sum (O_i - E_i)^2 / E_i$			13.956

Degree of Freedom = (r-1) (c-1)
 = (4-1) (4-1)
 = 3 x 3

Degree of Freedom = 9

Calculated value $\chi^2 = 13.956$

The tabulated value of $\chi^2_{0.05, df=9}$ at 5% level of significant is 16.919

Since, Calculated value of χ^2 is less than the tabulated value. Hence, null hypothesis is accepted. So it concludes that there is no significant difference between age and spending time for media.

Findings

- ❖ Majority 64% of the respondents agree that the media provide general awareness about the society.
- ❖ Majority 72% of the respondents are satisfied with the information by media's towards social responsibility.
- ❖ Majority 59% of the respondents stated that programmes about social issues help to solve problem.
- ❖ Majority 67% of the respondents agree that the media social responsibility interferes with society.

Suggestions

- ❖ The impact of social media responsibility is highly influenced especially among the students.
- ❖ It is suggested to adopt more powerful programs to telecast to enhance the adults mentality among the social behavioral.
- ❖ People have to careful when accepting media's information through mass media. Therefore, they need to improve critical thoughts for filtering correct knowledge.
- ❖ The media in the advance society should perform noble machine of enlightening students and discourage sectarian, communal and divisive trends.

Conclusion

The study concluded that positive contribution of media development sector can't be ignored or denied. Thus, the media mouldy the society in the package of progress and provide a proper ship as per society demands by the time. It is found that media has made both positive and negative impact on the society. The youth is using social media networks for many hours in a day resulting in decreasing their health in general and mental health in particular. As media is playing both a constructive as well as destructive role its up to the individuals to decide which one to use.

References

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