



## ELECTRONIC MEDIA USAGE AMONG SECONDARY STUDENTS - A GENDER WISE ANALYSIS

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**ABSTRACT**

The main objectives of the study were to find out the level of electronic media usage among secondary students and difference between male and female secondary students in their electronic media usage. The sample consists of 300 secondary students randomly selected from 10 schools of Sankarankovil taluk, Tirunelveli district of Tamil Nadu. Electronic Media Inventory was used as tool to collect data. The research reveals that the level of electronic media usage among secondary students was moderate and there is significant difference found between male and female secondary students in their electronic media usage.

**KEYWORDS :** Electronic Media usage, Secondary students

**INTRODUCTION**

In this era of communication and technology media play a great role in shaping an individual's personality. Every one, in one-way or the other, knowingly or unknowingly are affected by the media with which they come into contact. More predominantly electronic media play a greater role in shaping one's personality. The electronic media include radio, Television, Computer etc. The trend towards innovations and improvements in teaching methods and efficient communication towards individualization of instruction and effective learning of the masses, indicate the significance of electronic media.

**SIGNIFICANCE OF THE STUDY**

Media which use the electronic or electrochemical energy for the audience to access the content is called electronic media. It has become a member of the family as it provides comfort like family members and it also accompanies when one is alone. Though the availability of foreign channels and the contents of these channels were a cultural shock for tradition bound Indian Society, yet, the people of India had accepted this shock with great enthusiasm. The use of electronic media is inevitable in the education field. Nowadays students are always spent their valuable time on social media. By this they express, discuss and explore new ideas and exchange their thoughts to a large number of people at once. This gives an insight to the investigator to choose the topic Electronic media usage among higher secondary students.

**OBJECTIVES OF THE STUDY**

1. To find out the level of electronic media usage among secondary students with regard to Gender.
2. To find out the significant difference, if any, between male and female secondary students in their electronic media usage.

**METHOD ADOPTED**

Survey method was adopted for the present study.

**POPULATION AND SAMPLE**

The population for the study includes all the secondary students studying in high and higher secondary schools of Sankarankovil taluk, Tirunelveli district of Tamil Nadu.

The investigator had used simple random sampling technique for selecting a sample of 300 Secondary students from 10 schools of Sankarankovil taluk, Tirunelveli district of Tamil Nadu.

**TOOL USED**

The tool used for the present study was *Electronic Media Inventory* developed and validated by Mr. J. Suresh (Investigator) and Dr. T. Ranjith Kumar (Research Supervisor) in 2016. The tool was meant for secondary students and it consists of 41 statements.

**ANALYSIS OF DATA**

The statistics employed in the study were percentage analysis and 't' test. The analyses were presented in the following tables.

**Table 1**

**Electronic Media Usage of secondary students with regard to gender**

Variable	Gender	N	Low		Moderate		High	
			No	%	No	%	No	%
Electronic Media Usage	Male	150	36	24.0	91	60.7	23	15.3
	Female	150	17	11.3	100	66.7	33	22.0

It is inferred from the above table (1) that 24.0% of the male secondary students have low, 60.7% of them have moderate and 15.3% of them have high level of electronic media usage. It is also inferred that 11.3% of the female secondary students have low, 66.7% of them have moderate and 22.0% of them have high level of electronic media usage.

**H<sub>0</sub>1:** There is no significant difference between male and female secondary students in their electronic media usage.

**Table 2**

**Difference between male and female secondary students in their electronic media usage**

Variable	Group	N	Mean	SD	t - value	Remarks 5% level of significance
Electronic Media	Male	150	39.50	11.349	3.296	S
	Female	150	43.79	11.213		

At 5% level of significance, for df 298, the table value of 't' is 1.96 (Biswal & Dash, 2006).

It is inferred from the above table (2) that there is significant difference between male and female secondary students in their electronic media usage.

While comparing the mean scores of male (126.35) and female (117.86) secondary students, male students have higher electronic media usage than the female students.

**FINDINGS**

1. 24.0% of the male secondary students have low, 60.7% of them have average and 15.3% of them have high level of electronic media usage.
2. 11.3% of the female higher secondary students have low, 66.7% of them have average and 22.0% of them have high level of electronic media usage.
3. There is significant difference between male and female higher secondary students in their electronic media usage.

**IMPLICATIONS**

From the results of the study it is recommended that, proper guidance should be given to the female students to the safer use of electronic media. Teacher should encourage their students to use electronic media to get information which helps their studies. The pros and cons of using electronic media should be taught to the students through seminars and conferences.

**REFERENCES**

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