



Television Viewing Behavior Among Adult Learners

KEYWORDS

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Mass media has, in a big way, now emerged as a major source of communication. Recognizing its potentialities, the government and non-governmental agencies are using media for spread of information and creation of desired awareness among the masses. The major agencies of mass media, apart from traditional media are radio, television, films, news papers etc. Among them, Television is an inescapable part of modern culture. We depend on TV for entertainment, news, education, culture, weather, sports and even music. It has provided us with an exposure to the world outside our cozy homes. It has resulted in an exchange of views on a variety of subjects of a wide variety of people from all around the world, thereby leading to a global exchange of information and knowledge. With the launching of satellite instructional Television Experiment (SITE) In 1975, a wide variety of programmes for adults were started which aimed at promoting family planning, improving agriculture, improving health and hygiene in rural areas and developing occupational skills among them. Through its varied programmes, Doordarshan seeks to provide information, education and entertainment and started the national programmes whose basic idea is to create awareness about the national problems and solicit people's participation in social change and economic development in the country. To day television telecast extension programmes of varying duration on agriculture, irrigation, animal husbandry, health and, environment etc. Thus Television telecast numerous programmes which cater to the personal, economic, social and political needs of rural adults. It has thus become very important source of information and recreation. Recognizing this, the present study is intended to examine the accessibility, programme preferences and TV viewing behavior of adult learners.

Objectives

- To know the profile of the adult learners
- To identify the accessibility of TV to adult learners
- To study the TV viewing behavior of adult learners
- To know the difference in the TV viewing behavior among adult learners belonging different Age, Caste, Income, Occupation, Gender groups.

Methodology:

The locale of the study was Chittoor district in Andhra Pradesh State and it has three revenue divisions. 15 villages from each revenue division were randomly selected at the first stage. Thus 45 villages were selected and 10 learners from the adult education centre of each village were selected in the second stage. Thus 450 adult learners were formed as the sample for the present study. A schedule was prepared to collect the information on the profile of the sample, access, exposure and programme preferences of the learners. The data was collected, analyzed, percentages were calculated and the findings were presented below.

Table-1: Profile of the Sample

S.no	Item	Frequency	Percentage
1.	Sex		
	Male	263	58.44
	Female	187	41.56
2	Age		
	15-30	126	28
	30-50	151	33.56
	50 Above	113	25.11
3	Marital status		
	Married	231	51.33
	Un-Married	219	48.67
4	Caste		
	SC	154	34.22
	ST	148	32.89
	BC	73	16.22
	OC	75	16.67
5	Income		
	Below 25000	210	46.67
	25000-35000	170	37.78
	Above 35000	70	15.56
6	Occupation		
	labors	225	50
	Agriculture	196	43.56
	Others	29	6.44

The percentages obtained in the above table shows that among 450 learners 58.44 per cent were male and 41.56 per cent were female. 33.56 per cent were in the age group 26-40 and 28 per cent were of the age group 18-25 years. 33 per cent of the sample was married and 48.67 per cent were unmarried. 34.22 per cent of the sample belongs to scheduled caste, 32.89 per cent were of scheduled tribes and the remaining was of BC and OC. The annual income levels of the sample shows that 46.67 per cent were earning below 25,000 rupees, 37.78 per cent of the sample was earning 35,000 and 15 per cent earning above 35,000 rupees. Coming to the occupational status of the sample, majority of them are laborers. 43.56 per cent of the sample was undertaking the agriculture as their occupation and only 6.44 per cent were doing other works like carpentry, business etc.

Table-2: Accessibility of Television

S.no	Item	Frequency	Percentage
1	Availability of TV at their home	332	73.78
2	Watching TV in their neighbor's house	118	26.22
3	Timings of watching TV		
	Morning	98	21.77
	Afternoon	112	24.88
	Night	240	53.33

4	Availability of Dish connection	397	88.22
5	Channels available	397	88.22
6	Periodicity of watching TV		
	Occasional	98	21.77
	Daily	352	78.22

Utilization of any media by the people largely depends on availability of such media in the area where the people are living. It is with this idea an attempt was made to examine the availability of TV. The analysis of the information obtained from the sample shows that the television sets with dish connections were available in the houses of the 73.78 percent of the sample. 26.22 per cent of the sample was watching television in their neighbors' houses though they did not have the televisions. 88.22 percent of the sample said that the channels like ETV, TV9, Gemini, ZeeTelugu, MaaTV, Saptagiri, Sakshi TV, Doordarshan, and NTV were available. Majority of the sample i.e.53.33 percent were watching the television in the night times, 24.88 percent were watching the television in the afternoon and 21.77 per cent were watching in the morning. Even the availability of TV facility does not guarantee the usage of media by all people. A three point scale (i.e everyday, Occasional and Nil) was used to measure the exposure. The data indicates that 78.8% of the samples were watching TV every day. 21.77 occasionally among the viewers of everyday 58 per cent were watching 1 hour per day and the 42 per cent were watching more than 1 hour per day.

Table-3: TV viewing behavior of adult learners

S.no	Item	Frequency	Percentage
1.	Purpose of watching TV		
	Entertainment	281	62.44
	Gaining knowledge	169	37.56
2	Programme preferences		
	Serials	312	69.33
	Agriculture	82	18.22
	Health	150	33.33
	Legal	12	2.66
	Education	11	2.44
	News	98	21.77
Movies	210	46.67	
3	Channel watched by the learners		
	DD National	49	10.89
	Saptagiri	5	1.11
	ETV	10	2.22
	Maa TV	27	6.00
	Maa Movies	21	4.67
	Gemini TV	41	9.11
	Gemini Movies	47	10.44
	TV9	54	12.00
	Saakshi TV	42	9.33
	ETV2	85	18.89
NTV	69	15.33	
4	Awareness generated among adult learners	366	81.33
5	Areas in which awareness generated		
	Health	140	31.11
	Agricultural	23	5.11
	Political	77	17.11
	Education	12	2.66

The data revealed that 62.44 percent of the sample was watching television for entertainment purpose only. 37.56 percent expressed that they were watching television to gain some knowledge on different aspects of the society. Majority of the sample 69.33 per cent were interested to watch the serials followed by movies (46.67) programmes on agriculture, health, news, legal and education. 81.33 percent said that they were gaining knowledge and were aware of different aspects and issues taking place in the society. As per the responses of the sample, it is revealed that by watching television the awareness generated on political aspects among 17.11 per cent, on health aspects among 31.11 per cent, on agriculture aspects among 5.11 per cent, on legal aspects among 2.66 percent by watching the programmes like, sukhibava ,Bhavitha , Health file and news .

Findings

Majority of the learners were watching television for entertainment. Though watching for entertainment, they were becoming aware of so many things.

The programmes on agriculture, health and news contribute to enhance their awareness. Only few learners were watching these programmes.

TV serials and films have become daily diet to many people. The first preference of the majority of the respondents was to the serials and films only.

Only 2 per cent of the samples were watching education and legal programmes as these programmes are very important to take decisions on their children's education and family matters.

Suggestions:

The information on health, agriculture, science and political etc. should be the themes of the serials and to be delivered in the dialogues of characters in the serials so that they will get information along with the entertainment.

The TV should beam programmes in local dialects otherwise they may not be able to understand.

The health programmes should be telecasted in the evening because most of the learners were interested to watch the health programs. Majority of the respondents expressed their view that they are engaged in work out side the home. That is the reason expressed by the respondents for not watching the health programmes.

Majority of the respondents suggested that the duration of the programmes telecast to improve the vocational efficiency is very less i.e. for about 20 minutes. It is not sufficient. It should be of at least one hour.

Conclusion

The modern world is quite a different one on account of the development of science. There is so much to be learnt everyday. TV has the most electrifying influence on our psyche. With the help of the TV, the adult masses without any knowledge of reading and writing can understand what is happening in the society, learn things, which helps them to improve their conditions. The findings of the above study revealed that TV programmes shows considerable influence on the generation of awareness among the masses.

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