



Impact of Media and its Effects on Youth

KEYWORDS

New Media, Television, Movies, Influence, Adaptation, Entertainment.

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ABSTRACT Media is a channel or a medium of broadcast that is used to spread information & educate among the people, or just for entertainment etc. Media plays an extensive role in an individual's daily life. Right from the second we wake up till we go to bed after saying goodnight to our wife/husband, kid, parents, siblings or friends, we are surrounded in a world built just for you by the media. With the arrival of advanced technology, there has been a drastic shift from the telegraph, and then the radio, newspapers, magazines and now to the most widely used- the internet. Today media mainly focused on youth, the media affects everyone, depends what type the youth look at. Now- a- days many youth people they are spending their own times with Computers, Texting, Face book, YouTube, Smart phones with apps, iPods, Television, Movies, Video, games, Tweeting, MySpace. One of the most important things that media does for the youth is keeps them informed and engaged as well as encourages them to move in the right direction. However, there are many other who would also insist that it has done more harm than good, especially to the youth. Young people are at a stage of life where they want to enjoy what they do, but in the right manners and ways available and provided to them. Media has been said to have both the positive as well as negative effects on the youth. So, with the help of this study we can find out whether media has been more on the positive side or negative side. Thus the present study aims to find the how media influences their youths and how it affects their positive impact and negative impact on youth in Pondicherry

INTRODUCTION:

Media is a enormous form of communication that permeates nearly every aspect of modern culture. Teenagers are exposed to all sorts of media outlets, from television, movies and advertising to social media sites such as Face book, tweeter. Media isn't inherently positive or negative; however, teens should have a healthy balance between exposure to media and other, intellectually and physically stimulating activities. It's no secret that media has had an increasingly negative impact on the way teenage girls/Boys measure their personal image and beauty standards. The sizes of supermodels and actresses often influence teenage girls/Boys -- who are actively seeking to find an identity -- to believe they have to be thin to exemplify beauty.

Movies and television programs often show characters using drugs and alcohol and engaging in violent behaviors. At a developmental stage when teens seek greater freedom and independence, the glorification of drugs, alcohol, risky sexual and violent behaviors in the media make it challenging for teens to make responsible behavioral choices. Still, media cannot solely be blamed for teens' consumption of drugs and alcohol, or involvement in sexual activities;

Teens can learn to enhance social interactions with their peers through involvement in social media, Social media also allows teens to cultivate new friendships, which brings them access to wider networks and provides even greater learning and social opportunities. Other benefits for teens engaged in social media include increased social confidence, more social support and heightened media literacy. Social media diversifies teens' social skills, which will help them navigate through a technologically astute society. The media affects everyone, depends what type the youth look at. A few teens focus on the bad sections of the media and soon strive to be a part of it. However, many are not succumbed to a life of crime. Media has affected their thinking patterns and their opinions towards various topic and subjects as well as opened new avenues and a whole plethora of subjects that were previously not even given a mention. One of the most important things that media does for the youth is keeps them informed and engaged as well as encourages them to move in the right direc-

tion. However, there are many other who would also insist that it has done more harm than good, especially to the youth.

PROBLEMS

1. Could be **more time consuming**
2. It could have serious detrimental outcomes on both mental and even physical health of youth
3. Significant harmful effect on academic performance,
4. Negative influence of beliefs and behaviors

RESEARCH DESIGN OBJECTIVE OF THE STUDY

- The main objective of the study is to find out that what effects media has on the youth
 - Impact of high exposure on behavior and mental health
 - Impact of Teen Social-Networking
 - To study the Use/ Consumption of Media
 - To study the Bullying-Direct Bullying, Indirect Bulling, Cyber Bullying
 - To study the Eating habits and physical health change
 - To become proactive in learning to choose and use media wisely
- Media has been said to have both the positive as well as negative effects on the youth. So, with the help of this study we can find out whether media has been more on the positive side or negative side.

HYPOTHESIS:

Let us assume that media plays both a positive and a negative role in the building of the nation and in the same way has both a positive as well as a negative impact on the youth

RESEARCH DESIGN:

It refers to the arrangement of the conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose. In this particular study, the impact of media is being judged as in what manner does the media affects the youth. It is being assumed that the media has both negative and a positive role to play in the nation or more precisely society building process.

DATA COLLECTION AND ANALYSIS:

The study will be 'QUALITATIVE'

Primary data:

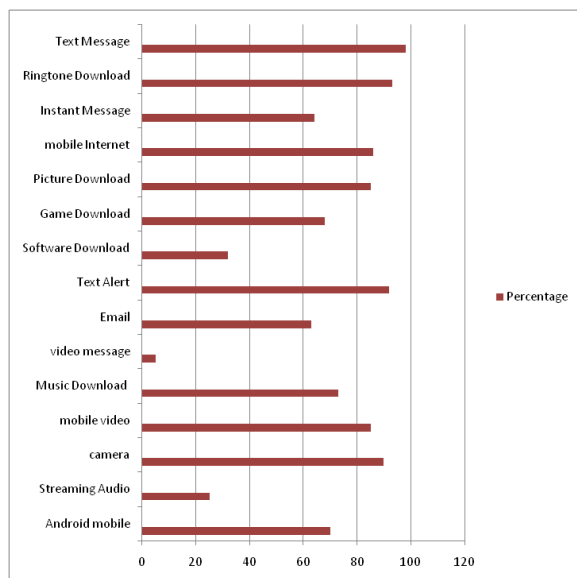
A questionnaire was prepared for getting the information from youth about Impact of media and effects on Youth (Computers, Texting, Face book, YouTube, Smart phones with apps, iPods, Television, Movies, Video, games, Tweeting, MySpace). . It was mainly directed towards what kind of impact does the media has on the impressionable minds & how media decides their buying and

Eating habit. The survey had to be done at the point of purchase, / Consumption of Media, violence, Bulling, Culture change of youth. So it was carried out in higher education students in Pondicherry & places like schools/colleges where we can actually meet the youth/Teenagers. Second part of the survey was conducted in my college "Achariya Arts And Science College Villianur ,Puducherry. In my collage. Students come from in and around puduchery with designed a questioner. Another part of the survey was conducted by In depth interview, Face to face interview, telephone interview, observation method.

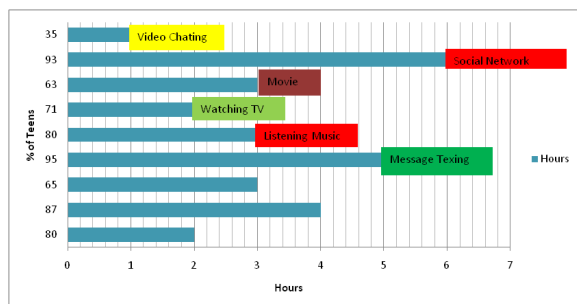
Technique:

Analysis of Findings, Tabulation & Presentation

Mobile Media Usage by Pondicherry youth / Teens Age 15-2



USE/ CONSUMPTION OF MEDIA



- 80% of teens are active users of the internet , they are spending Minimum 2 hours per day
- 87% of teens are active users of the Mobile internet , they are spending Minimum 4 hours per day
- 95% Teens average over 3000 texts per month, they are spending Minimum 5 hours per day
- 80% Teens listening Music, they are spending Minimum 3 hours per day
- 71% Teens Watching TV, they are spending Minimum 2

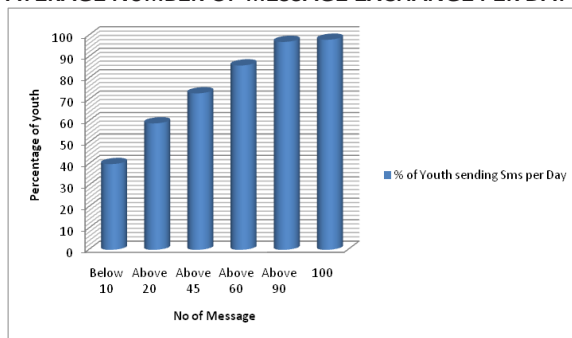
hours per day

- 63% Teens Watching Movie , they are spending Minimum 3 hours per day
- 93% Teens Using Social Networking, they are spending Minimum 6 hours per day
- 35% Teens Using video chatting, they are spending Minimum 1 hours per day

The above Media they are Using Optional in a day.

- Text messaging & Social Networking has increased most dramatically, along with media multi-tasking.

AVERAGE NUMBER OF MESSAGE EXCHANGE PER DAY :



WHAT TEENS DO ONLINE :

The percentage of Pondicherry youths Internet users, ages 15-21, who do the following online:

- 92% Using social network site (Face book, tweeter, etc)
- 89% send or read email
- 75% go to websites about movies, TV shows, music groups, or sports
- 80% go to websites for downloading songs ,videos ,games etc,
- 81% play online games
- 70% go online to get news or information about current events
- 65% send or receive instant messages
- 59% go online to get information about college
- 40% buy online merchandise
- 25% look for information about a health topic that's hard to talk about
- 59% for Education Purpose (Like Downloading information about their subjects)

TEENS USING SOCIAL NETWORKING SITES BY NUMBERS:

- 74% of teens check their sites more than once a day.
- 45% of teens check their site more than 10 times a day.
- 52% of teens have posted something & sharing .
- 47% of teens have used sites to make fun of other students
- 42% of teens sharing social issues.
- 25% of teens have created a profile which a false identity.
- 20%of teens have hacked into someone else's social-networking account.
- 12% of teens posting unwanted images & videos

IMPACT OF MEDIA ON TEENS

- 53% of teens -Introduced fear & hobbies
- 76% of teens -Media Multi tasking affects attention
- 83% of teens Reality Vs fantasy
- 45% of teens following media person as a role model
- 89%of teens having Time consuming

IMPACT OF HIGH EXPOSURE ON BEHAVIOUR AND MENTAL HEALTH:

- School going children use more media than any other age group(6-8hours minimum per day)
- Lower academic performance grade
- Lower attachment to school

- Shorter attention spans
- Among youth who report internet harassment victimization & unwanted thing.
- 75% youths prefer outside food
- 78% female & Male following unhealthy diet food
- 83% prefers fast food

MEDIA VIOLENCE A PUBLIC HEALTH PROBLEM:

- Exposure to media violent does not affect all children its depends on their age, gender & social aggression .
- Studies do not provide evidence that media violence exposure leads to aggressive behavior.
- Average effect sizes are $r = .05$
- Compared to $r = .90$ for smoking ; genetics and violence $r = .45$;
- Self control and illegal behavior $r = .58$; poverty and crime $r = .25$;
- exposure to child physical& child abuse $r = .15$

CYBER BULLYING:

- Like face-to-face bullying, there are victims, perpetrators and bully-victims
- Females more likely both: cyber bully-victims
- Incidence of cyber bullying increases with age(vs. face-to-face bullying)

- Risk by computer time and sharing passwords
- 20-35% admit cyber bullying others
- From $\frac{1}{2}$ to $\frac{3}{4}$ youth admit bullying others
- About 1 in 3 youth report they have been a victim of bullying

CONCLUSION :

The above study and the conducted survey would easily reveal that the media has both positive as well as negative effects on today's youth. The media has brought the people all over the world very closer. We have to take the positive aspects and use it for good purpose. The media and public should help to drive away the negative effects of the media. Today Computer monitoring software not significant Know the internet yourself, Monitor child use and check their sites and phones yourself Educate youth about use and victimization Work directly with schools; know their policies about social media, cyber-bullying Utilize social media for prevention and intervention (e.g., face book, text message, tweeter)

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