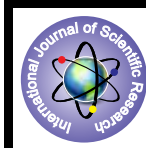


Impact of Media on Health & Behaviour of Adolescent



Medical Science

KEYWORDS : Adolescents, Health, Media.

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ABSTRACT

Introduction: The Media have assumed central roles in our adolescents' daily lives. The media has demonstrated potentially profound effects, both positive and negative, on their life style¹.

Aims & Objectives:(1).To identify impact of media on adolescents' health & behaviour including Eating patterns & violent behaviour. (2).To find the advantage of positive attributes among their life style.

Methods and Material: A cross sectional study was carried out in a randomly selected Sardarirth Vidyalaya in Asarwa. A total of 300 adolescents studying in 8th & 9th standard were interviewed by using predesigned & pretested proforma.

Results: Violent behaviour had been reported in 65%. Excessive eating pattern was found among 63% while using media more than 3 hours a day (P<0.0039). A significant (P<0.0001) no. of females tried to maintain their weight. Knowledge regarding preventive measures of malaria & dengue was found in 95% students.

Introduction:

As we all know after introducing media in our life has changed completely. Both old media (television, radio, movies, news papers & magazines) & new media (computers & internet, mobile phones, video games) can have an impact on virtually every health concern of adolescents' including eating problems, body weight, violent behaviour. Time spent to media decreases the amount of time available for pursuing other healthy activities such as sports, physical activities, community services, family time. But as we all know every thing has its positive & negative impact. An individual child's developmental level is a critical factor in determining whether the medium will have positive or negative effect². As in now due to various technology people from one country can talk to other country without any disturbance. Due to computer & internet we can find all the information of various activities which occur in the world without any waste of time. Due to radio, television, news papers, any news which we want to spread can spread to many people at a time. But a study also showed significant association between electronic game use and obesity, with nearly a 2 fold increased risk of obesity for every hour spent playing electronic games daily³. An inverse relationship between time spent using video games & daily physical activity has also been observed⁴. Children having exposure to violence through media had poorer school performance and its impact on their psychological adjustment was detrimental⁵.

Objectives:

- (1). To identify the impact of various media on health & behaviour of adolescents like eating patterns, violence, body image, body weight.
- (2). To find the impact of media on positive aspects like education level, knowledge level.

Materials and Methodology:

Study design: Cross sectional study

Study period: December 2012 to January 2013

Study area: Sarda tirth vidyalaya school, asarwa, ahmedabad which was randomly selected from all the schools of asarwa area.

Study group: After taking permission from the school princi-

pal, a total of 300 adolescents of 8th & 9th standard were interviewed during their free period & recess time.

Data collection: Predesigned & pretested proforma was used.

Study method: Verbal consent was taken from each student for this study. A personal interview was carried out with pre-designed questionnaire. Information regarding age, sex, various media used by them, most common media used by them, their attitude towards media etc. was collected. Data was compiled & Analysis was done in Microsoft excel 2007 & epi info version 7.

Results:

TABLE 1 : IMPACT OF MEDIA ON VIOLENT BEHAVIOUR

Doing Aggressive Behaviour			
Media	No	Yes	Total
Electronic Media*	98(34.27%)	188(65.73%)	286(100%)
Print Media**	7(50%)	7(50%)	14(100%)
Total	105(35%)	195(65%)	300(100%)

*electronic media include TV, Computer & Internet, Mobile Phones, Radio

**print media include News paper, Magazines & Novels (chi square 1.45, P<0.22).

Violent behaviour was reported among 65.73% adolescents who were using electronic media & the observed difference was statistically not significant.

TABLE 2 : EFFECT OF MEDIA ON MAINTAINANCE OF WEIGHT

Maintainance Of Weight After Using Various Media			
Sex	Weight Change		Total
	No	Yes	
Female	27(20.77%)	103(79.23%)	130(100%)
Male	141(82.94%)	29(17.06%)	170(100%)
Total	168(56%)	132(44%)	300(100%)

(chi square 115.56, P <0.001)

A significant ($p < 0.05$) number of adolescents girls 79.23% had the desire to maintain their weight.

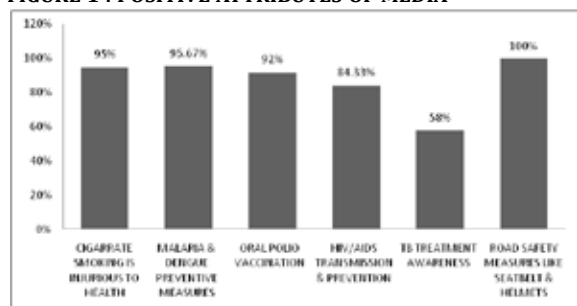
TABLE 3 : EXCESSIVE EATING PATTERN OF ADOLESCENTS' USING MEDIA

Media Hours	Eat Excessively During Media Time		Total
	No	Yes	
≤3 hours	42(49.41%)	43(50.59%)	85(100%)
>3 hours	68(31.63%)	147(68.37%)	215(100%)
Total	110(36.67%)	190(63.33%)	300(100%)

(chi square 8.29, $P < 0.001$)

68.37% adolescents ate excessively while using media for more time & difference was statistically significant.

FIGURE 1 : POSITIVE ATTRIBUTES OF MEDIA



Discussion:

Out of 300 adolescents 130 (43.33%) were female & 170 (56.67%) were male. They belonged to age group from 11 to 16 years.

It was observed that multiple media were accessed by adolescents & television (TV) is most commonly used media⁶. Our study showed this result in 61.33% adolescents.

Exposure to media violence has been positively related to subsequent aggressive behaviour ideas, arousal & anger. Adolescents having exposure to violence through media had poor school performance. In our study (table no.1), violent behaviour has been reported among 65.73% adolescents who were using electronic media while it was 50% for those using print media.

The media promotes an unrealistic thin body ideal that in turn, is at least partially responsible for promoting eating disorders. The frequency of reading fashion magazines & watching fashion shows was positively associated with prevalence

of undergoing dieting & exercises to lose weight & improve body shape^{7,8}. We found that 79.23% (table no.2) adolescent girls had the desire to maintain their weight & become thin like models.

We found in our study that while spending their time on various media, the adolescents ate junk food, fast food more than home-made food & it was found more in adolescents who were using electronic media (53.50%). It was found that excessive eating was related to spending more media time⁹. 63.33% adolescents (table no.3) ate excessively while using media & difference was statistically significant.

In study we found that due to use of various media adolescents had knowledge regarding various health control programmes & preventing measures for various diseases.(figure no.1)due to media 95% of adolescents knew that cigarette smoking is injurious to health, 95.67% knew about malaria & dengue preventive measures like DDT Spraying, use of mosquito nets, repellents , 92% knew about oral polio vaccination, 84.33% knew about HIV/AIDS transmission route & how to prevent transmission,58% knew that DOTS as treatment of TB, 100% knew that seatbelt & helmets used for safety purpose.

Conclusions and Recommendations:

The media has disturbing potential to negatively affect many aspects of adolescents healthy development including weight status, aggressive behaviour, eating patterns. Media also has potential for positive effect on adolescents health. We need to find ways to optimize role of media in our society, taking advantage of their positive attributes & minimizing their negative ones.

The ultimate goal is to reach youth with positive messaging.

Recommendation for parents & the media is to increase the benefits & reduce the harm that media can have for adolescents.

The American Academy of Paediatrics has recommended guidelines for use of media in children¹⁰. There is no such guideline available in India. So Indian Academy of Paediatrics should take the lead in formulating & implementing the guidelines to help parents and children to develop healthy media using habits¹.

Media should highlight the programme which may produce positive impact on adolescents' life style in future. The active role of parents is to reduce the electronic media use of adolescents. Parents should not allow their children to purchase & store the junk food, Fast food in home. Teachers and parents should encourage print media instead of electronic media.

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