

# Role of Mass Media on Behavioural Patterns among School Children of Selected Educational Institutes at Gandhinagar

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## Abstract

Children learn better when they socialise with items, tools and people in their environment. Provision of creative fun-filled environment boosts children's learning.<sup>6</sup> Objectives of the study was to assess the exposure level of Mass Media in School children, To determine the impact of Mass Media on behavioural patterns of School children and To determine the relationship between the behavioural patterns of School children and selected demographic variable. The research design adopted for this study is descriptive design. The subjects consisted of 80 School children who fulfilled the inclusion criteria of this study and Stratified random sampling was used to select respondents from each strata. A likert scale was used to assess use of mass media and the impact of mass media on behaviour pattern from the subjects. The data analysis was done with descriptive and inferential statistics. The data was analyzed using the frequency distribution and percentage. The association of the mass media usage & behaviour pattern with the demographic variable was done. The level of significance was set at 0.05. The findings indicates that more than half (53.8%) of the School children had moderate impact of mass media on behavioural pattern, 41.3% of them had mild impact and 5% of them had severe impact of mass media on behavioural patterns. Conclusion of the findings in the study conducted indicate that more than half (53.8%) of the School children had moderate impact of mass media on behavioural pattern, 41.3% of them had mild impact and 5% of them had severe impact of mass media on behavioural patterns also affected academic performance, daily activities & isolation, sleep, dietary pattern.

**Key Words:** *Mass media, Behavior patterns, School children.*

## Introduction and Background

The continuing modernization and technical advancement of the developing world has brought rapid life style changes.<sup>5</sup> All these changes have their root in childhood. Physical activity is an important component of a healthy life style, in case of children but moreover it is seen due to increased use of mass media now days it causes various problems especially related to behavioural changes along with physical problems.<sup>1</sup>

Jaffar Abbas and etc. had done study on The Impact of Social Media on Learning Behaviour for Sustainable Education: Evidence of Students from Selected Universities in Pakistan on 2019. This study aims to examine the constructive and adverse factors that impact on students' minds and how these helped students to share positive and negative aspects with

others. This study adapted the cluster sampling method, and respondents participated from five selected regions. Researchers distributed 1013 questionnaires among the targeted sample of university students with an age range of 16 to 35 years, and they collected 831 complete/valid responses. This study applied the social gratification theory to examine students' behaviour practicing social media usage. This study specifically identified 18 adversarial and constructive factors of social media from the previous literature. The findings revealed that the usage of social media in Pakistan has a negative influence on a student's behaviour as compared to positive aspects. This study presents a relationship between antithetical and creative characteristics of social media and exhibits avenues for future studies by facilitating a better understanding of web-based social network use.<sup>2</sup>

Esther W. Mwangi and etc. had study on the role of mass media as a socialisation agent in shaping behaviour of primary school pupils in thika sub-county, Kenya on 2019. The main goal of this study was to assess the role of mass media as a socialisation agent in shaping pupils' behaviour in primary schools in Thika Sub-County, Kenya. The study was guided by Albert Bandura's Imitative Observation Theory. This theory indicates that behaviour depicted by others is easily imitated by young children. The study adopted the descriptive survey research design. The target population comprised of 69 head teachers, 570 teachers, 3256 pupils and one Sub County Education officer. The study applied Gay Principle to determine the sample size of 7 head teachers, 57 teachers and 35 primary school pupils. Simple random sampling was applied to select the respondents who participated in the study. The main research instrument was the questionnaire. Data was analysed descriptively using Statistical Package for Social Sciences (SPSS) version 20. The study found that majority (88.0%) of the teachers agreed that their pupils had access to mass media in form of television and Internet based media. The study noted only a very small proportion of children did not have access to mass media at home. The study concluded that at home, most children spend most of their time listening to radio, watching television programmes, or playing video games.<sup>4</sup>

### Material and Method

A descriptive study was conducted on 80 School children of selected educational institutes at Gandhinagar. Stratified random sampling technique was used for selecting the samples. A written consent was taken from the subjects. The tool was administered to the students. Assurance was given regarding the confidentiality and conducive environment was maintained.

#### Tools and Techniques:

The tools and techniques used in the present study were as follows" Baseline Performa.

1. Questionnaire related to exposure to mass media.
2. Rating scale on behavioural patterns of School children
3. Rating scale for impact of mass media on

behaviour pattern assessment

### Findings

**Table 1: Impact of Mass media on behavioural patterns of School children**

Impact of mass media	Freq	%
Mild (Score 20-33)	33	41.3%
Moderate (Score 34-47)	43	53.8%
Severe (Score 48-60)	4	5.0%

More than half (53.8%) of the School children had moderate impact of mass media on behavioural pattern, 41.3% of them had mild impact and 5% of them had severe impact of mass media on behavioural patterns.

### Conclusion

The findings reveal that the use of mass media has major impact on the behavioural patterns of School children. Thus various interventions can be planned based on this study which would help the School children improve the behaviour related problems in relation to the exposure to the mass media.

**Ethical approval:** Obtained from institutional ethical board and formal permission was taken from school.

**Source of Funding:** Self

**Conflict of Interest:** None

### References

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