

Media Awareness among the School Going Students: A Study of Manth Village in Raipur District of Chhattisgarh

Satyabrata Das,

Asst. Prof., ASC

University Chhattisgarh, Raipur

sdas1@rpr.amity.edu 9260970429

Dr. Vinod Pandey

Professor, Dept. of J. and Mass Comm Amity

Gujarat Vidyapith, Ahmadabad

vinod29.pandey@gmail.com 9427625185,

Abstract

This study focus on the use of new media like internet , smart phone apps by the school going students of Math village and how they use it for their personal benefit as well as the development of the society. In this digital era, we all depend on the internet and mobile App in our day to day life. From early morning to till bed late night, somehow or the other we get involved in mobile phone in sending good morning message to interacting fellow mates, from office to shopping mall, from education to employment and many more similar situation where Internet is the prime source of information and communication. It is noticed that only the youth class is highly dependent on the internet and mobile for their day to day activities in fulfilling their need and desire. Not only they use it for their study but also they use it for their personal entertainment. However, students can exploit this and use it for a better life, a better tomorrow. It should be used to connect, stay in touch, share views but not waste time on..In this century of digitization, parents also get connected with their kids through mobile when especially their kids remain outside for a longer period of time by mutual sharing of messages. It is also observed that school going students from villages are less aware about the Internet and mobile phone use than the students reside in city. Here, the study will focus on the degree of awareness among the school going students in the Manth village. Sample will be decided through random sampling method. The sample size for the study is 100 students. Survey questionnaire method will be employed for the data collection.

Introduction

Media has turned into a basic piece of our everyday life. It has impacted the open to such an extent that individuals need paper with their morning tea. Media, possibly it is print, electronic or web based life has developed as the fundamental wellspring of data. Internet based life is getting to be one of the most well known and most got to media of correspondence nowadays. Web based life has brought various individuals from the diverse topographical territory on one stage on which they can share their inclination, thoughts, feelings, data and substantially more. With the progression of science and innovation, the world has approached one another. Today individuals don't need to hang tight for the dispersal procedure yet the condition is with the end goal that each web based life client has turned into a wellspring of data all alone. The everyday news and perspectives to which the online networking client runs over spread a wide scope of points. These points or subjects are identified with the happenings of our encompassing. Individuals can like, show feelings through the rundown of emojis or even remark in like manner. The online networking go about as an umbrella that comprises an assortment of fascinating highlights that have our life

exceptionally simpler. Highlights of labelling companions, area sharing, photograph and video transfers, message talking, video calling, looking through companions and so on have made our life all the more captivating. Culture, Communication and Development are unpredictably related ideas that are exceptionally important with regards to creating nations in the contemporary Global South. While the points of view of improvement have been changing from monetary development to social advancement, human improvement, and maintainable advancement, both correspondence and human sciences have been instrumental in taking advancement to the following level. Correspondence rose as a field of concentrate with regards to improvement of the purported Third World in the post-World War II period with the rise of broad communications, i.e., papers, radio, and TV. Wilbur Schramm, Daniel Lerner and Everett Rogers, among other Western researchers, made a start with their models and ways to deal with the investigation of modernization and the job of correspondence in that procedure, establishing the framework for what came to be known as the 'overwhelming worldview'. Conduct sciences have added to a lot in creating ideas and research strategies that helped understanding the connection between language, human correspondence, culture, broad communications, and the association and the executives of improvement and social change.

The more young age inspected in this assessment paper are school under examinations between the ages of 16 to 19 years of age. A few of the stages they use are Facebook, YouTube, Google, and numerous others that will be talked about in the discoveries of this exploration. The more youthful age are the people that will lead our reality later on, they should be knowledgeable to have the option to affect this world and make India a superior nation making progress toward progress. Accordingly, look into must be led about the various things they are presented to, that may impact them adversely or emphatically. This exploration plans to survey the recurrence at which the understudies are long range interpersonal communication, and whether it has any impact on their scholastic execution. In the event that there is an effect on their scholastic execution, how can it impact it. Every one of these inquiries will be replied through this exploration paper. More youthful age neglected in this paper are school going understudies matured around 16-19 years.

The stage they use are Facebook, YouTube, Google, WhatsApp and numerous other. More youthful individuals are the person that will lead our nation created from each circle. They should be knowledgeable to have the option to effect and make India progressively created. Advanced in nature, the web resembles a worldwide town permitting everybody boundless access to anything, whenever and anyplace. It rises above physical limits permitting associations on an individual, individual and expert level. All the more significantly, the excellence of the web lies in the way that it is intelligent and supports investment just as a feeling of network when contrasted with some other types of media. The 21st century is a mechanical world. Wherever you look, you see that everybody has a device: regardless of whether it's a telephone, tablet or a workstation. You can't get away from this innovation since it is joined of living in an associated world. New media has gradually looked its way into homerooms and it is reshaping instruction and eventually the improvement of our country. Our developing dependence on innovation is rethinking instruction. Innovation makes training productive, connecting with, and effectively available. There are numerous

points of interest to new media and its impact on understudies learning and eventually influence their future.

A study of 115 understudies was directed in the Math town and close-by in Tilda Tehsil of Raipur region, Chhattisgarh of which 100 understudies reacted. The analysts arranged a meeting plan for the information accumulation remembering the job and utilization of new media in making mindfulness among individuals and their self-awareness. The examination study was directed through helpful testing. The examination work centers around the investigation of the job and utilization of new media in awaring individuals and its effect.

Literature Review

Kaveri Subrahmanyam and *Patricia Greenfield* express that utilizing on the web correspondence has both negative and beneficial outcomes, in light of the fact that there are unsafe manners by which the web could be utilized. They likewise express that these days, schools are attempting their best to control how understudies utilize advanced media on school grounds (*Subrahmanyam* and *Greenfield*, 2008). In certain schools, pioneers accept that online life positively affects the improvement of the understudies' instruction. In different schools, pioneers have prohibited the entrance of informal community destinations, since they dread the understudies' collaboration on them, in spite of the fact that, they know the positive effect online life has on the understudies' instruction (*Ahn*, 2010). *Ahn* likewise expresses that the instances of the media stages the more youthful age use are: YouTube, to share and stream recordings, and Facebook, to have a total personality on the web, and a system of companions. *Ahn* says, specialists take a gander at the profiles of the web based life clients as a feature of the procedure required for the understudies to build up their character (*Ahn*, 2010). *Gwenn Schurigin O'Keeffe* and *Kathleen Clarke-Pearson* accept that there are negative effects brought about by web-based social networking, which incorporate getting to unseemly substance and not "understanding on the web security."

They additionally state that, there is online badgering and cyber-bullying, which is brought about by dangers of distributed commitment (*O'Keeffe* and *Clarke-Pearson*, 2011). *Paul Kirschner* and *Aryn Karpinski* characterize Facebook and other interpersonal organization locales as an online catalog that enables individuals to discover their companions, family and partners through finding them on informal community destinations (*Kirschner* and *Karpinsk*, 2010). *Curtis* expresses that youngsters everywhere throughout the world are beginning to lose enthusiasm for the utilization of Facebook and are utilizing Snapchat, Twitter and Instagram (*Curtis*, 2013). *Victoria Rideout* states that, among the more youthful age, the time they spend via web-based networking media, what she calls 'diversion media' is "more than double the normal measure of time went through in school every year." (*Rideout*, 2012, p. 5) She likewise includes that an American youngster spends overall seven and a half hours daily only for having some good times on the media, that, yet they perform multiple tasks, between all the various media they use. For instance, they can be tuning in to music, sending a tweet and furthermore posting on Facebook. *Rideout* says, that since online networking is seven days seven days, in contrast to class or having an all day work, throughout the years the measure of time one could spend over the web "has detonated" (*Rideout*, 2012, p. 5). *Abelardo Pardo* accepts that innovation offers a stage for advancement, and enables its clients to express their assessments about how they feel towards the data

being distributed. He includes that, online life is additionally a stage that enables understudies to interface with each other, with their instructors and networks that offer their equivalent training. Pardo additionally expresses that these kinds of connection are "a fundamental piece of how people learn." (Pardo, 2013, p. 45). Kirschner and Karpinski, examine Wim Veen's new term, "Homo Zappiens", which alludes to the students of the new age, and the new way they use to learn. This new way is known as "meta-subjective abilities," which means they learn individually without the requirement for guidelines, it is additionally called "find based learning." They likewise include that, the more youthful age imparts an indistinct attach to innovation since their introduction to the world, driving them to perform various tasks.

They note that 46% of the more youthful age who access the web use it to assist them with their school assignments (Kirschner and Karpinski, 2010). June Ahn talks about in her exploration a hypothesis called 'Flagging Theory', this hypothesis alludes to how people on informal community destinations present themselves, and build up their characters and fabricate trust with others. She additionally includes that, by having numerous companions on the various stages, this makes the individual lose the trust of their companions since they begin including individuals they don't have the foggiest idea, to demonstrate others how well known they are (Ahn, 2011b).

As indicated by O'Keeffe and Clarke-Pearson, in the American Academy of Pediatrics, there are two or three advantages to internet based life use. They trust one of the most significant advantages of internet based life is that it improves how an individual comprehends himself by drawing in with others, and getting to be imaginative through blogging. This prompts better results in their individual school work. Another significant advantage as indicated by O'Keeffe and Clarke-Pearson, is the way that utilizing web based life offers understudies the chance to improve their learning, since they get the opportunity to impart information to each other and direct gathering activities all the more effectively (O'Keeffe and Clarke-Pearson, 2011).

Victor Lavy and Edith Sand's exploration was directed in a Tel Aviv School to decide the impact of the kinds of companions via web-based networking media stages of centre school understudies. They isolated the kinds of companions into classes. "Proportional companions" which are companions that share something for all intents and purpose with one another, for example, scholastics and interests. A subsequent gathering was the "non-proportional companions", the individuals who turned down the "kinship offer" of another understudy. They found that understudies with complementary companions in their group had a huge beneficial outcome on three of their test scores; Hebrew, Math and English. Then again, understudies that had no normal companions demonstrated that there was a negative impact on a similar three test scores. This reveals to us that if understudies are in contact with companions who offer similar interests, objectives and training via web-based networking media, at that point they are bound to help each other in performing admirably in their investigations, because of inspiration and different elements (Lavy, 2012).

Singh et al. [14] exhibited the examination exertion in guaranteeing mindfulness about the informal communication site idea, benefits, bad marks and significance. The examination procedure in this paper depended on essential and optional information respects

to gathering of clients having comparable sort of interests, occupations, exercises, foundations or some other kind of genuine likenesses.

Mamta et al. [10] tried for association that exists between Higher Education and Social Networking Site. Mining calculations given by NASA instruments Like-Analyser, Gephi, Wolfram Alpha and NodeXL to survey nearness and investment factor of understudies and instruction experts in informal organization diagrams are used in this examination and investigation discovering identified with interpersonal organization examination anticipated that long range informal communication on Facebook and advanced education work in parallel. In the midst of customary print media, there used to be single direction data scattering which was confined as far as possible and nearness. The procedure of data dissemination with landing of Internet changed essentially.

Purva et al. [12] exhibited that online long range interpersonal communication like Facebook and Twitter have the quickest methods for correspondence and having increased wide ubiquity, have upset relational interchanges by giving a stage to people to conveying everything that needs to be conveyed at a worldwide level, past their prompt topography. The creators present the investigation on dissemination elements of explicit true occasions, talked about on Twitter, regarding area and time. The occasions were orders into general classifications based fleeting (short or long), land dispersion (nearby or worldwide), data dissemination (viral or progressive), impact (prominent or disliked) and the reason (common or arranged). It was infer that the three-dimensional investigation of certifiable occasions by investigating connections among them. The quantity of interpersonal interaction site clients is expanding colossally in India as well as over the globe. Davmane et al. [3] dissected the variables for the online informal communication locales according to clients conduct with respect to client companions, the friend gatherings, get to designs, measure of time spend, the impact on close to home and expert life. Client demeanour and conduct is likewise studied for more than 700 clients utilizing a survey comprising of 27 addresses which concentrated on conduct of Indian clients as far as ease of use, patterns and access.

Objective

The objective of this study is to analyse and investigate the impact of new media (Social media) on the students and their addiction towards it.

Research Method and Sampling

As in other disciplines, in the field of communication too, a large number of studies conducted by academics fit into the category of basic or pure research as these are carried out to understand a phenomenon or to gain new insights into it. The phenomenon of social media and its addiction among the young is rich in pure research.

Here the sample consisted of 100 students (boys and girls both) aged 16-19 years. They are from different socio-economic background. Four intermediate schools near Manth and Tilda tehsil were taken under study. Random sampling .This research aims to find the impact of new media (social networking sites) on the academic performance of the younger students of

the Raipur district and other self development purpose. For this study, researcher conducted survey questionnaire at four schools in tilda tehsil of Raipur district. Swami Vivekanand Kanyasala, Gyanjyoti School, Bharast Dewangan higher secondary school and Maa Sarada School.

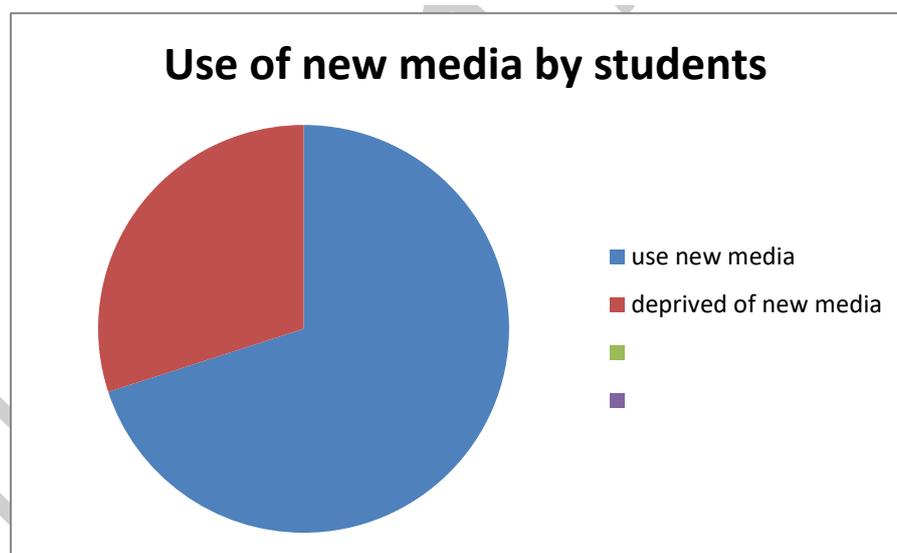
Results and Analysis

Researcher conducted a survey to get responses from 120 students both boys and girls. Out of which 100 students responded. 60 students were boys and 40 students were girls of 12th standard of the four schools. Out of which 85 students had mobile and smart phone to use the internet and 15 students didn't have phone.

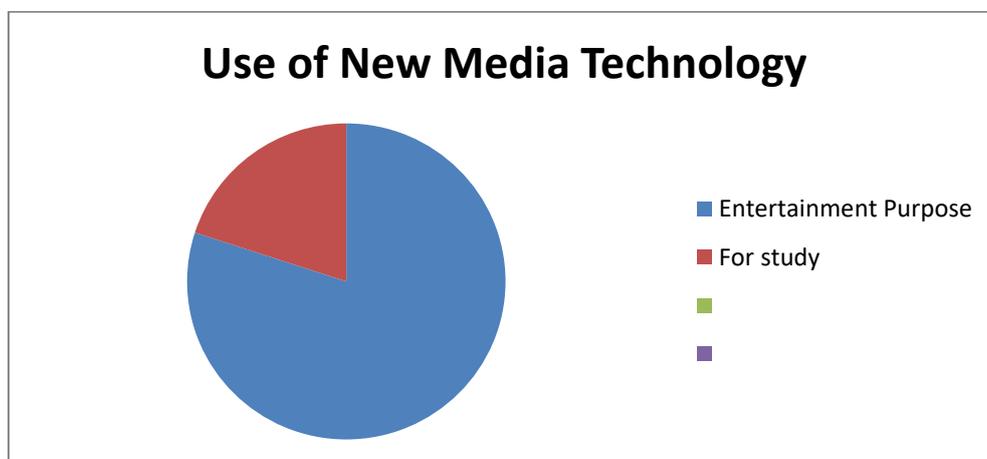
The following responses were received:

Out of 100 students, girls were 20% and boys were 80% using new media technology through internet. As compiled, the following results were found:

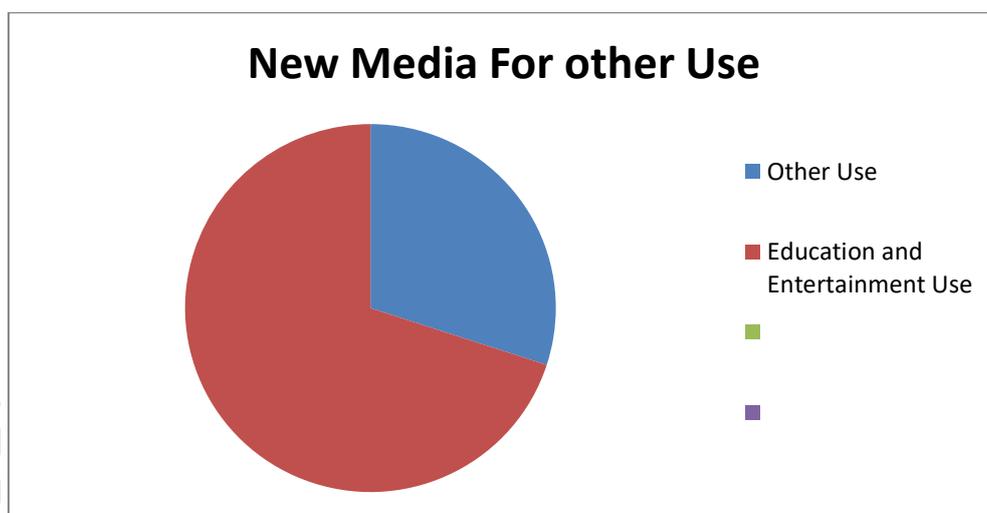
- 70% students (56) use new media technology for education purpose like sharing digital study materials. Teachers also share important news related to academic session, notice and other important information required for students. The rest 30% gets deprived of this facility as they don't have mobile phones. However they use the computers in a particular period to get particular facility.



- 80% students (64) use new media technology like Whatsapp, Facebook, Instagram and You tube ,Google etc. for their entertainment purpose.



- 30% students(24) use this technology for other use than education and entertainment like railway reservation, online bill payment, online movie booking, online money transfer, online merchant, off line merchant through Apps.



Conclusion

Here the result shows only 70% of the students use new media technology for their study and other related study materials to get benefitted. Still 30% not getting any benefit from the new media platform as not having mobile phone .They take the benefit from the internet only during the computer periods which is not up to the mark.80% use new technology for the entertainment purpose and only 30% use it for getting other facilities like bill payment, online money transaction, online and offline merchant through this new technology platform. From the study it is obvious that the reach and use of new technology is average and it needs to be developed. The media awareness among the student is still required.ICT in Manth Village

and its Tehsil is yet to cover those areas which are lacking its functioning so as to make it more powerful and developed.

For future research, there is a need to build the example size and select a superior agent test. This investigation may likewise suffer from the burdens of judgment inspecting viz., specialist's predisposition and generalizations that may misshape the outcomes; bunch chose may not speak to all the populace and furthermore it probably won't be conceivable to precisely recognize the example utilizing this technique on the off chance that the populace is extremely enormous. Additionally, since Social Networking is a worldwide wonder, similar investigation of understudies from inside India and furthermore of different nations can yield fascinating findings, inferring whether SN fixation exists, likewise on the off chance that it does is the example of understudies from different areas differ or not.

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