



International Journal of Advanced Psychiatric Nursing

E-ISSN: 2664-1356
P-ISSN: 2664-1348
www.psychiatricjournal.net
IJAPN 2023; 5(2): 64-69
Received: 19-05-2023
Accepted: 24-06-2023

Barsa Das
Associate Professor,
Department of Nursing, Disha
Nursing Institute, The West
Bengal University of Health
Sciences, West Bengal, India

Assessment of attitude regarding effect of mass media on behavioral pattern of adolescents in selected high schools, West Bengal

Barsa Das

DOI: <https://doi.org/10.33545/26641348.2023.v5.i2a.132>

Abstract

A descriptive study was conducted to assess the attitude regarding effect of mass media on behavioral pattern of adolescents in selected high schools with the objective to identify the attitude regarding effect of mass media on behavioral pattern of adolescents and to find out the association between attitude and selected demographic variables. The conceptual framework adopted for the study was based on Modified Nola Pender's Health Promotion Model 2006. 200 adolescent high school students were selected by stratified random sampling from selected govt. co-ed high schools. The tools used for the study were semi structured questionnaire to assess the demographic profile and structured rating scale to identify attitude regarding effect of mass media on behavioral pattern of adolescents. The findings of the study revealed that maximum respondents had moderately positive attitude regarding effect of mass media on food habit (57% male and 48% female), aggression and violent behavior (71% male and 74% female), and sexual behavior (61% male and 77% female). The study also revealed that there was significant association between attitude of adolescents regarding sexual behavior and age, gender and place of living. Considering the findings of the study some recommendations were made that include to conduct a comparative study to assess the attitude between male and female students as well as between urban and rural area and to conduct the study among adolescents on other variables.

Keywords: Attitude, mass media, adolescent, behavioral pattern

Introduction

The term adolescence is commonly used to describe the transition stage between childhood and adulthood. Adolescence is also equated to both the terms 'teenage years' and 'puberty'^[1]. Adolescents are usually dealing with pre-pubertal and pubertal changes, which make them more aware of their own bodies and feelings; this is linked with a natural curiosity. In the 21st century technology has expanded the availability of information through various routes such as television, music, movies, internet and magazine, these routes avail adolescents to endless learning venues about any issues that might be of interest to them^[2]. Though mass media has potential for positive effects on adolescent's health behavior, communication at the same point it also has an ill effect on many aspects of adolescent's behavior, health development including physical health, sexual initiation, aggressive feeling and beliefs, consumerism and social isolation.

Need for the study

Adolescents are usually dealing with pre-pubertal and pubertal changes, which make them more aware of their own bodies and feelings, this is linked with a natural curiosity and television is a common media mode and research indicates approximately 83% of programming contains sex, cigarette smoking, alcohol consumption, crime which leads to many discussions with their peers, can promote the belief among them that early smoking, alcohol, sex makes a person 'look like an adult'. In the 21st century technology has expanded the availability of information through various routes such as television, music, movies, internet and magazines, these routes avail the adolescents to endless learning venues about any issues that might be of interest to them^[2].

Corresponding Author:
Barsa Das
Associate Professor,
Department of Nursing, Disha
Nursing Institute, The West
Bengal University of Health
Sciences, West Bengal, India

Mass media violence with a variety of physical, mental, social health children and adolescents including aggressive behavior, desensitization, to violence, fear, depression, nightmares, and sleep disturbance more than 3500 research studies examined the association between media violence and violent behaviors. Children are influenced by media they learn by observing, initiating and making behaviors their own. Aggressive attitude and behaviors are learned by imitating observed models [10].

Ray *et al.* (2006) from India reported that children having exposure to violence through media had poorer school performance and its impact on their psychological adjustments was detrimental [11].

Hopf *et al.* (2008) [12] showed that the more frequently children view horror and violent films during childhood, and the more frequently they play violent electronic games at the beginning of adolescence, the higher will these students' violence and delinquency be at the age of 14 [12].

Moreno M (2009) conducted a study on "Social media influences adolescent's behavior", in which it was found that 54% of My Space profiles contained high risk behavior information, with 41% referencing substance abuse, 24% referencing sexual behavior and 14% referencing violence [13].

Casiano H, Kinley D J, Katz LY, Chartier M J, Sareen J (2012) conducted a regression analyses on "Media use and health outcomes in adolescents" to determine the association between hours of use of television/videos, video games, and computers/ Internet, and health outcomes including depression, alcohol dependence, binge drinking, suicidal ideation, help-seeking behavior, risky sexual activity, and obesity. And they found that obesity was associated with frequent television/video use (Adjusted Odds Ratio (AOR) 1.10). Depression and risky sexual behavior were less likely in frequent video game users (AOR 0.87 and 0.73) [14].

Keeping this view in mind, the researcher has intended to do a study to assess the attitude regarding effect of mass media on behavioral pattern of adolescents.

Statement of the problem

"Assessment of attitude regarding effect of mass media on behavioral pattern of adolescents in selected high schools, West Bengal"

Purpose of the study

To assess the attitude regarding effect of mass media on behavioral pattern among adolescents.

Objectives

1. To determine the attitude regarding effects of mass media on behavioral patterns of adolescents.
2. To find out the association between attitude and selected demographic variables.

Delimitation

The study was delimited to

- Adolescents who are studying in class IX and XI
- Adolescents who are able to speak and understand English and Bengali.

Conceptual Framework

The conceptual framework in this study is based on Modified Nola Pender's Health Promotion Model 2006.

Research Methodology

Research Approach

In the present study survey research approach was used.

Research Design

Descriptive survey research design was used.

Variable

Attitude regarding effect of mass media on behavioral pattern of adolescents

Settings

Jadavpur Vidyapith, West Bengal
 Dubrajpur Uttarayan Vidyayatan, West Bengal
 Loulara R.C. Academy, West Bengal

Reason for selecting the settings were

- Convenient to the investigator.
- Easy accessibility.
- Administrative approval
- Co-operation from all levels of staffs.

Population

Adolescents school students.

Sample

Adolescent school students of selected high schools.

Sample size

200 adolescents school students.

Sampling Technique

Stratified random sampling.

Table 1: Data collection tools and techniques

Tool No	Tools	Variables to be measured	Techniques/Methods
1.	Semi Structured Questionnaire	Demographic data	Paper pencil test
2.	Structured Rating Scale	Attitude regarding effect of mass media	Paper pencil test

Content validity of the tool

Content validity of the tool was obtained by submitting the tool along with criteria check list to nine experts to obtain their opinion and suggestion. Three of them were from Clinical Psychology department, two of them were from Psychiatric Social Work department, four of them were from Psychiatric Nursing department.

Pretesting

The pre testing of the tool was done to check the clarity of the items and feasibility and practicability of the item. The tool was administered to 10 adolescent high school students. The time taken for completion of questionnaire was 35-40 minutes for each subject. Some language modification was done to make them understandable.

Reliability of the tool

The reliability of structured rating was established by Cronbach’s alpha method. The reliability co-efficient was 0.88, which indicate a high reliability.

Data analysis and Discussion

Major findings related to demographic characteristics of the samples

- Majority of students that is 66% male, 77% female were belonged to the age group of 14-16 years.
- Maximum number of students that is 98% male 99% female were belonged to Hindu religion

- Majority of the students, that is 56% male and 61% female were belonged to Nuclear family.
- Half of the students that is 50% male and 50% female were from urban community.
- Majority that is father of 29% male student and 33% female student were in govt. service.
- Majority that is mother of 77% male student and 95% female student were homemaker.
- Maximum respondent that is 36% male and 44% female student had a monthly family income of >20,000 rupees.
- Majority of respondents that is 32% male and 28% female had exposure to television.

Major findings related to attitude of adolescents regarding effects of mass media on behavioral pattern of adolescents

Table 2: Frequency and percentage distribution of level of attitude regarding effect of mass media on behavioral pattern of adolescents. n=100+100

Characteristics	Male		Female	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Food habit				
Negative attitude	nil	--	nil	--
Neutral attitude	03	03	04	04
Moderately positive attitude	57	57	48	48
Strongly positive attitude	40	40	48	48
Aggression and violent behavior				
Negative attitude	nil	--	nil	--
Neutral attitude	08	08	09	09
Moderately positive attitude	71	71	74	74
Strongly positive attitude	21	21	17	17
Sexual behavior				
Negative attitude	nil	--	nil	--
Neutral attitude	02	02	07	07
Moderately positive attitude	61	61	77	77
Strongly positive attitude	37	37	16	16

Table 2 indicate that maximum respondents that is 57% male and 48% female had moderately positive attitude and 40% male and 48% female respondents had strongly positive attitude and rest 3% male and 4% female had neutral attitude regarding effect of mass media on food habit of adolescents.

The above table also depicts that maximum respondents that is 71% male and 74% female had moderately positive attitude and 21% male and 17% female respondents had strongly positive attitude and rest 8% male and 9% female respondents had neutral attitude regarding effect of mass media on aggressive and violent behavior of adolescents.

It is also evident from the table that maximum respondents that is 61% male and 77% female had moderately positive attitude and 37% male and 16% female respondents had strongly positive attitude and rest 2% male and 7% female respondents had neutral attitude regarding effect of mass media on sexual behavior of adolescents. A significant number of male students that is 37% had strongly positive attitude regarding effect of mass media in their sexual behavioral pattern whereas only 16% of the female students possess such attitude. Thus it can be concluded that the attitude regarding effect of mass media on their sexual behavioral pattern varies according to gender.

Major findings related to the association between attitude of adolescent students regarding effect of mass media and selected demographic variables

Statistically significant relation was found between attitude of adolescents regarding sexual behavior and age, gender and place of living.

Discussion in relation to other study

On the basis of the findings in the present study and objectives of the study, discussion was held on its relation to other studies.

Findings related to description of sample characteristics of the respondents

The findings of the present study revealed that maximum number of respondents that is 66% male and 77% female belonged to the age group of 14-16 years and 34% male and 23% female were in the age group of 17-19 years.

The findings of the study are consistent with the study conducted by Ms Jenny Ojha (2014) at Bengaluru, showed that 60% were of age 16 years, 33.8% were of age 15 years and 6.3% were of 17 years age group and 56.3% of them were females [25].

The findings of the present study also revealed that maximum number of students that is 98% male, 99% female belonged to Hindu religion, and rest 2% male and 1% female students belonged to Muslim religion. Maximum number of students that is 56% male and 61% female belonged to nuclear family, 38% male and 34% female students belonged to joint family and rest 6% male and 5% female students belonged to extended nuclear family. 33% male and 21% female students had a monthly family income

of <5,000 rupees. 17% male and 17% female students had a monthly family income of between 5001-10,000 rupees, 9% male and 8% female student had a monthly family income of between 10,001-15,000 rupees.

The findings are consistent with a study conducted by Ms Jenny Ojha (2014) at Bengaluru where she showed 43.8% of respondents were Hindu 5% were Muslim, 80% were from nuclear family 18.8% were from joint family and 1.3% were from extended nuclear family, 7% of them had monthly family income of <5,000 rupees, 32.5% of them had monthly family income of between 5001-10000 rupees and 60% of them had income of above 10000 per month.

The findings of the present study also revealed that maximum respondent that is, 32% male and 28% female had exposure to television, 10% male and 6% female had exposure to newspaper, 9% male and 7% female respondents had exposure to social sites, 2% male and 1% female respondents had exposure to magazine and 3% male and 1% female respondents had exposure to radio. 17% male and 25% female had exposure to all types of mass media.

The findings of the study also consistent with that of the findings of Ms Jenny Ojha (2014) at Bengaluru, where she showed 28% of respondents had the exposure of watching movies and 25% of them had exposure to newspaper.

Findings related to attitude of adolescents regarding effect of mass media on behavioral pattern of adolescents

The findings of the present study revealed that maximum respondents that is 57% male and 48% female had moderately positive attitude and 40% male and 48% female respondents had strongly positive attitude and rest 3% male and 04% female had neutral attitude regarding effect of mass media on food habit of adolescents. 71% male and 74% female had moderately positive attitude and 21% male and 17% female respondents had strongly positive attitude and rest 8% male and 9% female respondents had neutral attitude regarding effect of mass media on aggressive and violent behavior of adolescents. 61% male and 77% female had moderately positive attitude and 37% male and 16% female respondents had strongly positive attitude and rest 2% male and 7% female respondents had neutral attitude regarding effect of mass media on sexual behavior of adolescents.

The findings also comply with another study conducted by Ms Jenny Ojha (2014) at Bengaluru, where she showed majority that is 71.3% had favorable attitude and 28.8% had moderately favorable attitude.

Findings related to the association between attitude of adolescent students regarding effect of mass media and selected demographic variables

The findings of the present study revealed that there was no significant association between food habit and violent and aggressive behavior and other demographic characteristics like age, gender, type of family, place of living, monthly family income, occupation of father, occupation of mother. But there was significant association between attitude of adolescents regarding sexual behavior and age, gender and place of living.

The findings were consistent with a study conducted by Ms Jenny Ojha (2014) at Bengaluru, where she has identified that there was no significant association between age, religion, type of family with the level of attitude of

adolescents regarding psychological effects caused by social media. But there was significant association between genders with the level of attitude of adolescents regarding psychological effects caused by social media.

Conclusion

Conclusion were drawn on the basis of objectives and findings of the study. And it was found that maximum respondents had moderately positive attitude regarding food habit, aggressive and violent behavior and sexual behavior. The attitude of adolescents regarding effect of mass media on their sexual behavioral pattern varies according to gender. There was significant association between attitude of adolescents regarding sexual behavior and age, gender and place of living.

Acknowledgement

“With God all things are possible”

First of all the investigator is grateful to the Almighty God whose grace and blessings that had showered upon her throughout the study period to make the study a success.

This dissertation is the product of many person's contribution of extensive help, guidance, inspiration and support. Without their support all the efforts would have been meaningless and not possible to complete the study.

The investigator expresses her sincere gratitude, deepest appreciation and great honor to be under the inspiring, valuable and expert guidance of Madam Shipra Modak, Senior Lecturer, West Bengal Government College of Nursing and Sir Prasanta Kumar Roy, Assistant Professor, Department of Clinical Psychology, Institute of Psychiatry. They had been a pillar of strength for the investigator from the conception to the execution of the study. Their help, constant encouragement and support throughout the period made her in success completion of the project. The investigator consider it a privilege to have done the research work under their guidance.

The investigator expresses her sincere thanks and profound gratitude to the former principal, Professor Bulbul Kundu, West Bengal Government College of Nursing, S.S.K.M. Hospital, Kolkata for granting her the permission to conduct the research study and for her constant support, encouragement and guidance towards the study.

The investigator expresses her sincere gratitude to Professor Bishnupriya Biswas, Principal, West Bengal Government College of Nursing and all the faculty members attached with M.Sc Nursing programme for their keen support and valuable opinion for successful completion of the study.

She extends her gratefulness to the Ethical Committee, IPGMER & SSKM Hospital for the necessary permission to conduct the study.

The investigator offers her sincere thanks to Director of Health Services and Joint Director of Health Services (Nursing), Government of West Bengal for granting permission to conduct the study.

The investigator's special and sincere thanks to Mrs. Ayesha Rizwani, Librarian and other staff of West Bengal Government College of Nursing for extending library facilities and for their constant help and support which helped the investigator in many ways.

The investigator's special thanks goes to all the concerned teaching and non-teaching staff who have extended a helping hand throughout the period of present study and

without those help and co-operation the study could not have been completed successfully.

She express her sense of debt to Mr. Partha Bhowmick, Ex. Demonstrator, Department of Health Statistics, All India Institute of Hygiene and Public Health, Kolkata from whom she obtained expert guidance in statistical analysis.

The investigator conveys her heartiest thanks to the District Inspectors, Head Masters and all the faculties of the selected high schools which were used for settings.\

The investigator also wishes to express her heartfelt thanks to all the study subjects for their co-operations and the precious time as it was a privilege being allowed to assess them with such patience in spite of many inconveniences and without whose aid the study could not have been accomplished.

The investigator wishes to express her deep gratitude and sincere thanks to the experts in the field of Psychiatry, Psychology, Psychiatric Social Work and Mental Health Nursing who ungrudgingly had spent their valuable time in validating the tool for the study.

Sincere thanks to Mr. Parimal Bhattacharyya, M.A (English, Pol Science and Education), M.Phil, B.Ed, Head Master of Jadavpur Vidyapith, Kolkata-32, for linguistic validation of the tool and for editing the dissertation.

An expression of sincere, deep and never ending thanks to her beloved father Sri Bidyut Das for his tired less sacrifice. The investigator is also thankful to her beloved mother Smt. Dipali Das for her constant moral support throughout the period of study which helped the investigator to move ahead.

The investigator takes the opportunity to express her gratitude to all who extend their helping hand, all friends, well-wishers and to each individual who surround her, helped her directly or indirectly in the successful completion of the study.

Author's Contribution

The thesis was conducted by Barsa Das under guidance of Ms. Shipra Modak (guide), and Mr. Prasanta Kumar Roy (Co-guide)

Author's Contribution

Not available

Conflict of Interest

Not available

Financial Support

Not available

Reference

- Kaplan PS. Adolescence. Adapted from the American Academy of Child and Adolescent Psychiatry; c2004. Available from:
- Dickey SL. A study to determine the effects of mass on adolescents. Florida state University; c2007. p. 1-26. Available from URL: etd.lib.fsu.edu/theses/available/etd-11132007.../sld_thesis.pdf - United States.
- Available from: <http://www.allfreeeasys.comeasys/the-mass-media-have-great-influence>.
- Basavanthappa BT. Psychiatric Mental Health Nursing. 1st edition. New Delhi: Jaypee Brothers Medical Publication private limited; c2007. p. 659-660.
- Thomas and Robertson. Consumer Behaviour and Health Care Change: The Role of Mass Media. 1978;5:525-527. Available From URL: [www. Advances in Consumer research.com](http://www.advancesinconsumerresearch.com)
- India Guide: Population of India: West Bengal's Population; c2014. Available from: URL: <http://www.indiaonlinepages.com/population/westbengalpopulation>.
- Hassan Md. SB, Osman MN, Azarian ZS. Effects of Watching Violence Movies on the Attitudes Concerning Aggression among Middle Schoolboys (13-17 years old) at International Schools; c2009. p. 141-156 Available from <http://www.eurojournals.com/ejsr.html>
- Wusu, Onipede. Influence of mass media on sexual health behavior of college students in Nigeria: A Study of Lagos State University, 2007, 17(2).
- Mallick N, Ray S, Mukhopadhyay S. Hindawi Publishing Corporation Advances in Public Health, 2014, Article ID 257396. Available from: <http://dx.doi.org/10.1155/2014/257396>
- Cheryl K *et al.* The Journal of the American Academy of Psychoanalysis and Dynamic Psychiatry. Media violence research and youth violence data; c2004. p. 144-150 Available from URL:<http://www.academic/psychiatry28>
- Ray M, Mali P. Adolescent violence exposure, gender issues and impact. Indian Pediatric. 2006;72:217-221
- Hopf WH, Huber GL, Weiss RH. Media violence and youth violence. J Media Psych. 2008;20:79-96.
- Moreno M. Social media influences adolescent behavior. UW health online 2009, 26(2). Available from: URL: <http://www.med.wisc.edu.com>
- Casiano H, Kinley DJ, Katz LY, Chartier MJ, Sareen J. Media use and health outcomes in adolescents: Findings from a nationally representative survey. J can Acad child Adolescence Psychiatry. 2012;21(4):296-301.
- Polit DF, Hungler BP, Nursing Research 6th edition New York: Lippincott William and Wilkins; c2011. p. 95.
- Pender NJ. Health Promotion Model Manual university of Michigan; c2011 Available from: <http://hdl.handle.net/2027.42/85350>
- Sharma SK. Nursing Research and Statistics. New Delhi, Elsevier India Pvt. Ltd; c2011. p. 70.
- Hill AJ. Motivation for eating behavior in adolescent girls: The body beautiful. Proc Nutr Soc. 2006;65(4):376-84.
- Ma HK. Internet and antisocial internet behavior of adolescents. Scientific World Journal. 2011;11:2187-2196
- Luder MT, Pitteli, Berchtold A, Michaud PA, *et al.* Associations between online pornography and sexual behavior among adolescents; myth or reality? Arch Sex Behav. 2011 Oct;40(5):1027-1035
- Amore S, Bezares P, Perez De Ealate J, *et al.* Tellelevision an agent of socialization influence of TV on the construction of subjectivity in children. Spain. 2010 Jan-Feb;21(39):5-7.
- Asekun-Olarinmoye OS, Asekun-Olarinmoye EO, Adebimpe WO, Omisore AG. Effect of mass media and

- Internet on sexual behavior of undergraduates. Nigeria, 2014 January. Available from:
<https://doi.org/10.2147/AHMT.S54339>
23. Mendhekar DN, Arora K, Lohia D, Aggarwal A, Jiloha RC. Anorexia nervosa: An Indian perspective, National Medical Journal of India. 2009;22(4):181-182.
 24. Dr. Chrustowski. Magazine influence on body image and violence among children Springer, North America. 2008 July;12(5):44-46.
 25. Ojha J. A study to assess the knowledge and attitude regarding psychological effects caused by social media among adolescents. Bengaluru; c2014. p. 1-85

How to Cite This Article

Das B. Assessment of attitude regarding effect of mass media on behavioral pattern of adolescents in selected high schools, West Bengal. International Journal of Advanced Psychiatric Nursing 2023; 5(2): 64-69

Creative Commons (CC) License

This is an open access journal, and articles are distributed under the terms of the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International (CC BY-NC-SA 4.0) License, which allows others to remix, tweak, and build upon the work non-commercially, as long as appropriate credit is given and the new creations are licensed under the identical terms.