

Attitude Towards Media And Technology And Attitude Usage As Perceived By The Youth In Edamalaipatty Pudur, Tiruchirappalli.

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ABSTRACT: *In current world, social media plays an indispensable role in our society, as every operations depends on it. Undoubtedly technology helps the man kind in plethora ways but in the other flip side it also gives some cons of it. As everyone knows that youths are the back bone of our country, and social media had tempt youth students to the extreme level because of various reasons. So the researcher tries to explore the usage of social media in the various aspects like Smart phone usage, General social media usage, Internet searching, E mailing, Media sharing, Text messaging items, video gaming, online friendships, Facebook friendships ,Phone calling and TV viewing. This study examined the usage of social media among college students in Trichy district with the sample size of 30. The main aim of the research is to measure the attitude towards media and technology perceived by the youth. The researcher has adopted the snow ball sampling design, Non probability method and used a self-prepared questionnaire. The data has been analysed and it is discussed as follows.*

Keywords: *social media, College students, Youth*

1. INTRODUCTION:

Generally speaking, now a day's many people are habituated towards the social networking sites and sometimes its affects their brain development. Even now due to this pandemic educational institution focus on virtual learning platform to mold their competence level. Excessive watching of TV has also become one of social and cultural norms. Instead of playing outdoor games, Individuals seem to be watching everything by using media. This trend is worrisome.

2. REVIEW OF LITERATURE:

Waleed Mugahed Al-Rahmi (2013) undergone this study suggested three predictors of using social media for improve student's academic performance by collaborative learning among students they are as follows with interactivity with peers, interactivity with the teacher and engagement. In the results acquired, it may be concluded that social media facilitates the academic experience with the majority of the participants but need to control and manage

their time. Unless will affect the use of social media negatively on the academic performance of students.

Junco (2013) Additional studies with different samples, collected from different parts of the country or the world, should be done to further validate the MTUAS. Further, although validity was assessed with concurrently collected measures of time spent using various technologies, technology-related anxiety, and Internet addiction, future research should consider validating the measurement tool with actual usage measured similar.

Hypothesis:

- ✓ There is a significant difference between gender and sub scales of Media and Technology
- ✓ There is a significant relationship between age and sub scales of Media and Technology
- ✓ There is a significant relationship between the total number of family members and subscales of Media and technology

3. METHODS AND MATERIALS:

The study was carried out in the area of Edamalaipattipudur, Trichy district. The researcher collected the data from 30 respondents and the universe of the study is 100. A structured questionnaire was used to elicit the personal data. The researcher adopted the snow ball sampling method because of this pandemic era. Media and Technology usage and attitude scale (60 items) by L.D. Rosen.,(2013) was used. This scale includes 44 items which comprises 11 subscales: Smart phone usage (9 items), General social media usage (9 items), Internet searching (4 items), E mailing (4 items), Media sharing (4 items), Text messaging items (4 items), video gaming (3 items),online friendships (4 items), Facebook friendships(2 items),Phone calling (2 items) and TV viewing (2 items) 10 points frequency scale for items 1- 40 (with scoring in parentheses)

Table 1. Distribution of the respondents by their Age group, Gender, Religion and Type of family

Factors	Category	Frequency (n:30)	Percentages (100 %)
Age	18-19 years	9	30.0
	20-21 years	11	36.7
	22-23 years	6	20.0
	24-25 years	4	13.3
Gender	Male	14	46.7
	Female	16	53.3
Type of Family	Nuclear	24	80.0
	Joint	6	20.0
Religion	Hindu	15	50
	Christian	15	50
Place of Residence	Rural	8	26.7
	Urban	14	46.7
	Semi Urban	8	26.7
College	Bishop Heber College	12	40.0

	Holy Cross College	7	23.3
	Christhuraj College	3	10.0
	Jamal Mohammed College	2	6.7
	E.V.R College	6	20.0
Educational Qualification	Under Graduation	18	60.0
	Post – Graduation	12	40.0
Income	Below 1 lakh	15	50.0
	Between 1 lakh to 3 lakh	8	26.7
	Between 4 lakh to 5 lakh	2	6.7
	Above 5 Lakh	5	16.7

The Table No 1 indicates that more than a third (36.7%) were belongs to the age group 20- 21 years which shows that these age group participated in this research. More than half (53.3%) of the respondents are female. Four fifths (80%) of the respondents belongs to nuclear family. (50%) Half of the respondents belongs to Hindu religion and remaining belongs to Christian. More than two fifths (46.7%) of respondents residing in urban region. Two fifths (40%) of the respondents were from Bishop Heber College, Three fifths (60%) of the respondents doing their under graduation. (50%) Half of the respondent’s family income are below 1 lakh

Table 2: Relationship between Age of the respondents with subscales of Media and technology.

Variable	Correlation Value	Statistical Inference
Emailing	.329	P>0.05,Not significant
Text messaging	.056	P>0.05, Not significant
Phone calling	.144	P>0.05,Not significant
Smart Phone usage	.071	P>0.05,Not significant
TV Viewing	.016	P>0.05,Not significant
Media Sharing	.273	P>0.05,Not significant
Internet Searching	.093	P>0.05,Not significant
Video Gaming	.030	P>0.05,Not significant
General Social Media	.075	P>0.05,Not significant
Positive Attitude Towards Technology	-.189	P>0.05,Not significant
Negative Attitude Towards Technology	.244	P>0.05,Not significant
Anxiety on Technology Dependence on Technology_	-.087	P>0.05,Not significant
Preference or Task Switching	.027	P>0.05,Not significant

The above table indicates that there is no significant relationship between age of the respondents and Subscales (Emailing, text messaging, Phone calling, Smart Phone Usage, Tv Viewing, Media sharing , Internet searching, Video gaming and General Social Media). Hence inferred from the table the subscales does not influence the age. These two variables age and subscale does not tend to either increase or decrease.

Table 3: Relationship between total number of family members of the respondents with subscales of Media and Technology

Variable	Correlation Value	Statistical Inference
Emailing	.297	P>0.05,Not significant
Text messaging	.166	P>0.05, Not significant
Phone calling	.046	P>0.05,Not significant
Smart Phone usage	.137	P>0.05,Not significant
TV Viewing	.104	P>0.05,Not significant
Media Sharing	.088	P>0.05,Not significant
Internet Searching	.121	P>0.05,Not significant
Video Gaming	.086	P>0.05,Not significant
General Social Media	.214	P>0.05,Not significant
Positive Attitude Towards Technology	-.077	P>0.05,Not significant
Negative Attitude Towards Technology	.051	P>0.05,Not significant
Anxiety on Technology Dependence on Technology_	-.326	P>0.05,Not significant
Preference or Task Switching	-.200	P>0.05,Not significant

It is inferred from the above table 3 is that there is no significant relationship between the total number of family members of the respondents and Subscales (Emailing, text messaging, Phone calling, Smart Phone Usage, Tv Viewing, Media sharing , Internet searching, Video gaming and General Social Media and with the attitude scale). Hence inferred from the table the subscales does not influence the family members of the respondents.

Table 4: Difference between male and female of the respondents and Subscales of Media and Technology.

Subscales	Mean	Standard Deviation	Statistical Inference
E Mailing			
Male	20.86	8.891	t = 0.903
Female	18.06	8.054	df =28
			P > 0.05
			Not Significant

Text Messaging			
Male	16.71	7.184	t = .134 df = 28 P > 0.05 Not Significant
Female	16.44	3.847	
Phone Calling			
Male	10.86	3.527	t = -.405 df = 28 P > 0.05 Not Significant
Female	11.44	4.226	
Smartphone Usage			
Male	46.29	12.952	t = -.778 df = 28 P > 0.05 Not Significant
Female	50.00	13.125	
TV Viewing			
Male	9.50	4.895	t = -.830 df = 28 P > 0.05 Not Significant
Female	10.94	4.582	
Media Sharing			
Male	15.57	7.398	t = .809 df = 28 P > 0.05 Not Significant
Female	13.00	9.661	
Internet Searching			
Male	18.86	7.725	t = .124 df = 28 P > 0.05 Not Significant
Female	18.44	10.373	
Video Gaming			
Male	5.86	5.231	t = 1.466 df = 28 P > 0.05 Not Significant
Female	8.81	5.741	
General Social Media			
Male	29.57	11.895	t = -.234 df = 28 P > 0.05 Not Significant
Female	30.88	17.606	

Positive Attitude Towards Technology	19.93 22.00	2.921 2.852	t = -1.962 df = 28 P > 0.05 Not Significant
Male Female			
Negative Attitude Towards Technology	11.64 12.13	1.946 1.544	t = -.756 df = 28 P > 0.05 Not Significant
Male Female			
Anxiety on Technology Dependence on Technology	8.21 8.50	3.215 3.077	t = -.249 df = 28 P > 0.05 Not Significant
Male Female			
Preference or Task Switching	11.21 12.06	2.119 2.620	t = -.966 df = 28 P > 0.05 Not Significant
Male Female			

The above table indicates that there is no association relationship between the gender and subscales (Emailing, text messaging, Phone calling, Smart Phone Usage, Tv Viewing, Media sharing, Internet searching, Video gaming and General Social Media and with the attitude scale). There is no statically significant difference between gender of the respondents and media and technology and attitude subscales. Though, there is no significance when compare to female, male respondents are slightly higher usage in emailing and social media or more when compare to male respondents.

4. FINDINGS:

- ✓ Majority of the respondents are (36.7%) of 20-21 years
- ✓ Vast majority of the respondents are female (53.3%)
- ✓ Four fifths (80%) of the respondents belongs to nuclear family, it also the reason the youth spends more time in virtual sites.
- ✓ (50%) Half of the respondents belongs to Hindu religion and remaining belongs to Christian.
- ✓ More than two fifths (46.7%) of respondents residing in urban region.

- ✓ Two fifths (40%) of the respondents were from Bishop Heber College,
- ✓ Three fifths (60%) of the respondents doing their under graduation.
- ✓ (50%) Half of the respondent's family income are below 1 lakh.
- ✓ Irrespective of gender and total number of family members does not influence the subscales of media and technology.

5. SUGGESTIONS:

1. Media and technology influence all the individuals irrespective to their age, we can use the advancement of technology, but it should not tangled us in the web.
2. Media and technology should be used wisely for the education purpose and the entertainment in an appropriate way.
3. Though technology touched the sky in the achievement as there is no privacy, we need to read the instruction of the respective website carefully.
4. Some of media users misusing the technology in a wrong way.
5. Need to check and verify of information of web as sometimes it is not reliable.
6. Mankind has been habituated with various virtual platforms. It is hard to reverse the trend. The only thing we can hope from people is use the products reasonably.

6. CONCLUSION:

In a nut shell, Phone related usage, Preference of task switching, anxiety towards the technology, either it is positive or negative, social media or gaming female usage is more when compare to female. In addition to it, when we speak about the uses of media and technology, the list is endless need to be very careful by using the media and technology otherwise it will ruin our life, reduces the creativity power, social isolation and addiction towards the virtual platform. Anything excess is undesirable, therefore youth should be monitored by their parents for their better lives. If we did not control the using of media and technology it will conquer our life.

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