



## Assess the Impact of Electronic Media among Students in selected High School at Bhopal.

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### Abstract

Today, everyone's life is significantly impacted by electronic media, especially the younger generations of students. They are completely absorbed in their mobile devices and are not aware of their immediate surroundings. The objectives were to assess how the chosen demographic parameters, including higher secondary pupils, are impacted by electronic media. Using a basic random sampling procedure, 100 kids from the upper secondary school were selected. The goals were to evaluate the effects of higher secondary students' use of electronic media, to evaluate the impact of electronic media, and to evaluate the relationship between the effects of electronic media on traditional play and the chosen demographic factors. We came to the conclusion from this study that there are no statistically significant differences based on demographic factors between the effects of electronic media on high school students.

### Introduction:

Electronic media is incredibly important to our daily lives and has a huge impact on how students are shaped. Internet, radio, television, and electronic periodicals are some examples of electronic media. There are several advantages to using electronic media. Electronic media provide a wealth of knowledge and information to students. Because everyone relies on some form of electronic media for news updates, it is the best approach to raise awareness in the community.<sup>1</sup>

Children's life in the twenty-first century include a significant amount of media technology. But the world of electronic media is rapidly evolving. During the middle of the 1990s, television was the dominant form of media. Today, it competes in a crowded market with gadgets like cell phones, iPods, video games, instant messaging, multiplayer video games, virtual reality websites, Web social networks, and e-mail.<sup>2</sup>

Everyone is happy with how electronic media has beneficial benefits. Nonetheless, it's important to guard against electronic media damaging a student's development. It is important to teach pupils how to discriminate between the positive and negative effects of electronic media, particularly the Internet, both at home and in the classroom. Electronic media's detrimental effects on a student's life alter their mental framework. Pupils should use their free time to read intriguing literature, study, play outdoor traditional games, exercise, or interact with others. However, kids now spend their time riveted to their smartphones and televisions. The internet exposes children to undesirable contents that they should not know and will not understand because it is so accessible to even young children.<sup>3</sup>

**Keyword:** *Electronic Media, Impact and High School*

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## Background of the study

Today's culture is becoming more and more reliant on the Internet, particularly among children and young people, for whom social networking, online gaming, and schoolwork rank among the most popular activities. Yet, the lack of consensus over the best strategy for educating and safeguarding children creates additional obstacles for a child's online experience and expression. Also, there is no widely agreed definition of what constitutes a child or what is appropriate for children, which makes it difficult to define "inappropriate content and behaviour." Cultural and geographic disparities in legal and social conventions also reflect this fact. 4

The internet is a type of freely accessible technological medium that some individuals abuse. In order to appeal to young people, the majority of commercial commercials, commercial films, reality programmes, and music videos produce their works based on lust and sexuality. Our future generations are the students. It's crucial to shape the pupil in the proper way. Nowadays, in the age of globalisation, electronic media has a growing influence on students' life. 5

## Objectives of the Study

1. To research how the use of electronic media affects the chosen high school students.
2. To determine how the electronic media are used by the chosen high school students.
3. To determine how the use of electronic media affects the selected high school students' personal characteristics, such as gender, location, age, etc.

## Hypotheses of the Study

1. The effects of electronic media will vary depending on which high school students are chosen.
2. Among the chosen high school pupils, there will be a sizable mean score difference based on age in the effects of electronic media.

## Methodology

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**Research Approach:** Quantitative approach.

**Research Design:** Descriptive research design.

**Setting:** Selected High School at Bhopal

**Population:** students from Higher Secondary schools Bhopal.

**Sample:** HigherSecondary students (8<sup>th</sup> to 12<sup>th</sup> standard)

**Sample Size :** 100 students

**Sampling Technique:** simple random sampling technique

## Variables of the Study

Anything that can influence or alter a study's findings is a variable. This phrase in research refers to quantifiable characteristics, qualities, traits, or attributes of a certain person, thing, or circumstance being investigated. Variables are frequently described as dependent or independent by researchers. Independent factors have an impact on dependent variables, which are outcomes of interest. The researcher tracked both the independent and dependent variables in this study.

### a) Independent Variables

In this study demographic variable is the independent variable.

### b) Dependent Variable

In this study impact of electronic media is the independent variable.

### Criteria for the Selection of Samples:

#### Inclusion Criteria:

- School students belonging to 8<sup>th</sup> to 12<sup>th</sup> standard
- Students who are willing to participate .

#### Exclusion Criteria:

- Students who are absent during Data collection.

**Data Collection Tool:** A self-administered questionnaire was used as a tool for data collection by the researcher. It consists of the following parts:

**Plan for Data Collection Procedure:** The relevant authorities gave the researcher advance approval. After obtaining consent, the researcher informed the participants about data collection and its process and obtained their signed consent forms. The researcher gave participants the self-structured questionnaire after obtaining their permission. They thoroughly study the inquiries before

**Ethical Consideration:**

Ethical clearance was obtained from Institution. Consent forms were signed before the data collection.

**Scoring interpretation:**

Score	Level of Impact
0-10	Mild impact
11-15	Moderate impact
16-20	Severe impact

**Part I:** Questionnaire on demographic variables

**Part II:** Questionnaire on impact of electronic media (20 questionnaire)

responding. Each participant was assigned a 20-minute time slot. The data was collected for a month.

**Statistical Method:** The data will be analysed using descriptive statistics like frequency distribution, percentage, mean, standard deviation, and inferential statistics like chi-square test.

**Result**

**Table -1 Frequency and Percentage distribution of subjects as per demographic variables**

(N=100)

Category	Variables	Frequency	Percentage
Age	13-14 Years	24	24%
	14 -15 Years	36	36%
	15-16 Years	20	20%
	16 Years & more	20	20%
Gender	Male	44	44%
	Female	56	56%
Locality	Urban	73	73%
	Rural	27	27%
Using Computer /Laptop	Yes	85	85%
	No	15	15%
Using Internet	Always	45	45%
	Sometimes	43	43%
	Never	12	12%
Watching TV	Always	38	38%
	Sometimes	52	52%
	Never	10	10%
Listening toRadio	Always	55	55%
	Sometimes	35	35%
	Never	10	10%

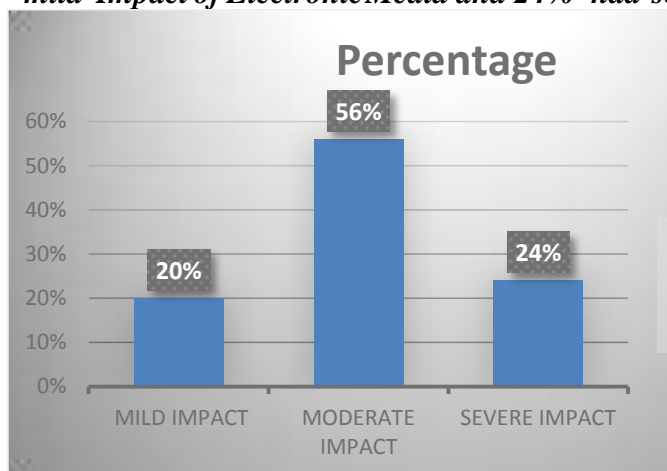
It is observed from the result as shown in table 1, that 24% students belongs to 13-14 years of age, 36% were between 14-15 year of age, 20% belongs to 15-16 Years of age group and 20% belongs to 16 years & more of age group. In gender 44 % were male and 56% were female. Regarding locality 73% belongs to urban area and 27% belongs to rural area. Regarding use of laptop/computer 85 % had laptop and using it continuously and 15% students don't have laptop /computer with

them. Regarding use of internet 45 % students using internet always , 43% sometimes and 12% students never used internet. Regarding the time spending with watching TV 38% students always used to see TV , 52% students spends sometimes with TV and 12 % students never spends time with watching TV. Regarding listening to radio 55% students always used to listen radio, 35% students spends sometimes and 10 % students never spends time.

**Table 2: Frequency and Percentage distribution of Impact of Electronic Media among Higher Secondary School children.**

Level of impact	Frequency	Percentage
Mild impact	20	20%
Moderate impact	56	56%
Severe impact	24	24%

**The findings showed that 56% of children had a Moderate Impact of Electronic media 20% had mild Impact of Electronic Media and 24% had severe impact of Electronic Media .**



**Figure 1 :- Bar diagram showing percentage distribution of Effects of Electronic Media among Higher Secondary School children.**

### Conclusion

Technology probably won't be able to keep up with how quickly the Internet changes. More successful and long-lasting policies are those that support the family, the community, education, and empowerment so that kids and teens can make wise decisions and take advantage of the Internet's generative ability. According to the study's findings, there are no appreciable differences depending on

demographic factors in the effects of electronic media on high school students.

### Recommendations:

**To confirm results, this study can be repeated with a large sample size and in other contexts. On the general public, a study on the effects of electronic media can be done.**

### Confidentiality of Data

Student feedback forms are collected, however

they are kept private. The only person with access to these documents is the lead investigator.

**Conflict of Interest:** None

**References:**

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