

A Pilot Study on the Consumption of Mainstream Media and it's Negative Impact on Teenagers

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ABSTRACT

Mass media is a very powerful tool to influence the minds of a teenager. Teenagers are in that stage of growing up where everything influences them. Today's Socialization is turned as a chaos through apps From Facebook to Tinder, Instagram to WhatsApp, YouTube to Ticktock everyone has been socialized.

As per Psychological point view... teenagers, young generation are been exploited in the name of Socialization. People under these categories are involved Anti National, Anti-Social activities and Crime based activities like Drug abduction, Rape-Molestation, Kidnap-Murder.

The Present Study tries to focus on the x-facts of this Problem and try to understand how and what kind of role is played by the media which pressurize the young generation. This Study is Literally focused on the impact of Mainstream Media which includes Social Media, Internet, Entertainment Genres like Cinema, TV Soaps, Reality Shows, YouTube Videos, Entertainment Apps etc. on Young Generation or Teenagers on Negative Side.

For this purpose 100 subjects (male and female) were selected randomly from selected Degree Colleges (Undergraduate) in southern part of Bangalore City, with a pretested Self-Assessment tool to measure the usage and consumption of both mainstream media and internet among students of various stream based on their demographic variables like gender, education, course stream. Findings of the study indicates that there is a significant difference in relation to male, female and respective educational streams between Arts, Science and Commerce.

KEYWORDS: Teens, Teenagers, Movie, Crime, Advertisement Social Media, Impact, Drugs, Juvenile, Mainstream Media, Socio-Psychological, Financial Status, Family, Parents

1. INTRODUCTION

We know that Man is a social animal. Who always like to live in the society and he is a part of the society? Every human being likes to express or share his/her views and thoughts which may be positive or negative in approach.

To express or share an idea, thought, or opinion, he or she needs a medium. The means of sharing is a kind of exercise which we (media students) call as a communication process. Every communication process has its own platform to convey and results in equally positive or negative reaction (outcomes) between the messenger and receiver.

It is a realistic part of Communication. "Without the communication process, no individual or group-based goal can be achieved. Of every living being, we, the human beings are into mainstream communication which is the most important part of our daily life and survival.

Mainstream media is a term commonly used to collectively refer various mass news media that influence many people, that reflect and shape prevailing currents of thought. The term is used to contrast the alternative media, which, may

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contain crowd sponsored, unverified, unedited, uncensored content, dissenting thought, at variance with the prevailing views of mainstream media. Mass Media or Mainstream Media is a bye-product of communication to the world, through the help of technology in various terms.

Media has created a perfect platform in the 21st century, notwithstanding the fact that the media has certainly played its part in life changing activities of man before 21st century. Without media our life could have been miserable. Media has changed the thinking capacity of man, channeling of thought, as well as shaping the psychological and physical approach. Today media plays different roles for different people.

For a middle class common man, media is an informational service, where he or she gets the news updates, current affairs, Government announcement etc., while for business people media is considered as the marketing tool where they sell and promote their goods and services through ads, attracting the targeted consumer. For politicians, media is a tool for propaganda as well as agenda setting.

These are the different scenarios in our day to day life. But have we ever thought how the young and future generations or teenagers are being targeted by the mainstream media?

This philosophical sounding logical question suddenly makes us squirm. Many studies say that teenagers or adolescents between the age of 17 to 20 are the real prime time customers of mainstream media. It has been observed that an average of 6 – 7 among every 10 teenagers, have been part or played a part in different mainstream media platforms.

There are teenagers who follow celebrities and/or sports personalities in social media

They buy the products or merchandise, endorsed by their superheroes

Many teenagers like to gain name and fame in as much short time as possible and are busily involved in trend setting

Lonely adolescent kids are seriously involved in social media, in search of friends and love to hang around

1.1. CONCEPTUAL FRAME

Social media involve social networking sites, social apps (WhatsApp, Instagram, tik tok, share chat, hello) tv channels (news and infotainments), news (print and online magazines) cinema, documentaries, short movies, streaming video sites (Netflix, Amazon Prime, Hotstar). These are some of the popular platforms which come under the mainstream media and they are just a few amongst many that are famous among the teenagers.

The reality is that today's younger generation are the prime-time users and target customers for the mainstream media.

Adolescence (from Latin adolescence, meaning 'to grow up') is a transitional stage of physical and psychological development that is generally defined to occur during the period from puberty to legal adulthood (age of majority). Adolescence is usually associated with the teenage years, but its physical, psychological or cultural expressions may begin earlier and end later.

1.1.1. The usage of media from the teenagers point of view:

EDUCATION:

Most of the media is used for educational purposes. Schools and universities allow its students to get the benefit of online education materials like research articles, study materials, eBooks through e-library or from external networks. Technology is also used to track the day to day activities of students, utilizing it to improve their curriculum and pedagogy. Online classes, assignments, MOOC (Massive Open Online Courses) are some of the tools which are familiarly used by the educational institutions.

Educational media, particularly educational channels on local and national television, started with the Sesame Street in 1969. The Sesame Street included social-emotional learning goals as their initial concept, initially focusing on academic learning. They took opinions of parents and educational experts and academicians. In the 1990s, the curriculum of Sesame Street underwent a paradigm shift

more towards social-emotional learning. A different mode of education was emerging at the time. Sesame Street's approach to formally include academic and social-emotional curricula in its content, slowly gained support and was adapted to the educational media genre more generally.

Developers and researchers agreed that educational media could be used to stimulate academic and social-emotional learning. This trend towards a more encompassing definition of learning could be seen in educational media legislation at the time. The goals of educational media vary significantly, but most have attempted to support youths' academic skills, social-emotional learning, or creativity. The goals of educational media vary significantly, but most have attempted to support academic skills, social-emotional learning, and creativity.

Infotainment:

Infotainment is also a part of day to day life of a teenager, getting news updates various genres, enjoying music and videos through online are some of the common trends.

Movies/Web series:

Movies is another section which makes the most impact on the young people. Movies are the factories where dreams are generated, and the audience are its customers who enhance the dream that they think it fulfils. Fashion, endorsement, action, new gadgets and gadget ideas that are used in movies, concept of love and romance, emotional drama sets the agenda in the mind of a movie fan.

Online gaming:

Online gaming is becoming a fast addiction of today's youth. Games are not played for fun. PUBG, Counter Strike, Candy Crush Saga, Lord of Rings are some of the famous online games. They do not attract the youngsters, but also involves in some results in serious accidents, where many have lost their lives where the Government had to intervene, banning the game. Blue Whale and Momo are a couple of examples

Dating and Gambling:

Social hookup, aka, dating sites are also more popular among the youngsters who have real fantasies about sexual attraction of both opposite sex and same sex. Frequently, young people have been targeted by the fraudsters. There are many examples, where people have lost money, even lives, some caught in the quagmire of crime-based activity like flesh trade and illegal human traffic.

Social APPS:

Making unique things not only ignites a sense of curiosity but also creates a trend setting. Social app is the platform where a youngster can become a hit or failure, overnight, in the name of adventure.

Youth and Ads

Youth are an increasingly important commercial target group in recent decades. While marketers in the 1990s were targeting to reach children as young as five, today their aim is to reach younger audience.

Why are youth and the brands marketers so commercially twined? The reason is that marketers have realized the youth simultaneously represent three markets: a primary market, a market of influencers and a future market

Children are looked at as consumers as they form an important segment of the primary market, as they have a sizable influence on family purchases. Besides influencing what groceries end up in the family home, they influence the family's choice of restaurants, vacation destination and car. This increasing influence of youth on family purchases has been increasing in an upward curve.

1.1.2. The Popularity of Social Media and its effect on Youth.

Most social media are a security threat and results in the decrease of informational privacy. Yet, they provide increased psychological privacy. Unlike offline or conventional communication, social media allow users to control when, what, and how they express themselves and to whom. This is particularly relevant to teens, who, more so than adults, define privacy as the control of what, when, and with whom they communicate when they are out of sight of their parents and siblings, or even when being around with them.

Self-concept clarity: It is the degree to which the beliefs about our identity are clearly defined and stable. There are two contrasting hypotheses about the effects of social media use on self-concept clarity. The fragmentation hypothesis claims that because it is very easy for teens to experiment with their identity online, they are faced with too many different views online.

Self-Esteem: it is the degree to which we value ourselves. Human beings, young and old, feel a universal urge to maintain their self-esteem at the same level and most often try hard to increase it. There are two main predictors of self-esteem: the feeling that we have control of our environment, and the approval that we hope to get from that environment. Social media offer teens numerous possibilities for putting in place privacy control and receive positive feedback. The benefits of social media on self-esteem are most pronounced for those who use social media to connect with their close friends.

Self-Awareness: There are two types of self-awareness, private and public. Private self-awareness is our tendency to pay attention to the inner aspects of our identity. Public self-awareness is our attention to the way we portray and the way we want to be perceived by others. Individuals with strong public awareness are very good at predicting how others will respond to them and adjust their self-projection accordingly.

Narcissism: Narcissists are excessively preoccupied by others opinion of them, and they will go to great lengths to be positively assessed. Narcissism is a personality trait that all people have to some degree. At its extreme, it is a psychiatric disorder that occurs in 1–2 percent of the population. Narcissists have a complex range of symptoms. They have an inflated self-image and overblown self-confidence with a dangerous mix of ego. They are vain, they overestimate their talents and feats, and they expect these to be admired. They have little empathy, that they exploit and manipulate their environment, turning arrogant or aggressive if they do not get their way.

Narcissism is a negative trait. Some psychologists argue that narcissism, on a modest scale, is conducive to self-development. Indeed, research among adults suggest that

narcissism goes together with many positive characteristics, including self-esteem, assertiveness, extraversion, and our own research on teens indicates a positive relationship between narcissism and self-esteem.

Friendships and Connectedness: A newer social media applications encourage users to communicate with their existing friends, and that is exactly what teens most typically use them for. Unsurprisingly, recent studies into the effects of online communication have found that online communication leads to increased social involvement, that results both in positive and negative effects. Mutual and gradually more intimate self-disclosure is how friendships and romantic relationships are formed and maintained. It seems that especially for teens, this norm of reciprocity takes importance, online as well as offline.

Cyberbullying: Cyberbullying takes place when online applications are used to insult, exclude or in any way hurt others. As with offline bullying, cyberbullying is not an incidental, one-time attack, but comprises purposeful and repeated aggressive actions, that increases in verbal abuse and assault, by individuals or groups, against which the victims cannot easily defend themselves.

Cyberbullying occurs particularly often between the ages of thirteen and fifteen, and although boys, in general, bully more than girls do offline, boys and girls seem to have an equal share in online bullying. Cyberbullying is a troubling and undesired side effect of the social media. The affordances lead to an increased chance of engaging in uninhibited behavior, the impact of that behavior being less visible. They afford greater ease in distributing bullying communications and enhance their visibility among a wider audience.

Sexual self-exploration: adolescents routinely use the internet to learn about sex and sexual identity. In addition, they routinely use social media to obtain advice about sexual issues or to discuss the moral, emotional, and social aspects of sex. This applies in particular to gay and bisexual adolescents who subscribe to LGBT activities. Homosexuality still cannot be freely discussed in some circles. It is not just gay and bisexual adolescents who are relying on social media to explore their sexuality. With the rise of smartphones, subscription to social media, sexting and other online form of sex, has gained wide interest.

Stranger danger: Sexual grooming occurs when someone approaches a child or a teen with an intent of initiating offline sexual contact and a probable eventual physical sexual exploitation. A groomer usually starts by striking up an online friendship with the teens. The most vulnerable to grooming are girls and gay boys. Furthermore, teens who are uncertain about their sexual identity, who were abused as children, and who have already demonstrated offline risk behavior are more vulnerable.

1.1.3. Mainstream Media and Violence.

Every time a child or teenager committed an act of violence, the debate about the effects of media violence on aggression keeps flaring up. Is it possible that children and teens to become aggressive, or even criminal, from seeing violence on television, in movies, or in games? If so, are some children and teens particularly vulnerable to media violence effects?

This chapter reviews the latest findings on the effects of media violence on aggression and criminal behavior.

The first is that the persons exposure to media violence must predate his or her criminal behavior. The second is that all other possible explanations or reasons for that behavior can be excluded. In the case of copycat crimes, it is typically suggested that there is a relationship between the reporting of violence by media and criminally violent behavior. Criminally violent behavior should not be confused with aggression or aggressive behavior

The effects of media violence are heightened if the perpetrators are appealing to and invite children and/or adolescents to identify with them. The major reason is the way the media depict any form of violence, its personification and justification.

Violence, in any form, is rewarded, as media both conventional and online, give more than the importance and exposure it needs. Role models or heroes are often rewarded for their violent acts. When they receive compliments or win the admiration of their fans, they communicate that the violence was for some reason and violence pays and project it is a successful way of resolving conflicts.

Violence is justified. The media often depicts violence, when carried out by the good, going out to punish the bad, or evil, as justified. It is meant to help or protect someone, or to save the world. Children are more influenced by justified violence than unjustified, senseless violence, which is portrayed by cartoon characters and movies, such as ironman, batman, superman, captain America, avengers etc.

Violence has no consequences. The consequences of violence, pain, wounds – both physical and psychological, to self and others, are rarely depicted in childrens television shows. These portrayals of violence increase aggression because they cause children or adolescents to believe that they do not need to take violence, its effects, seriously, particularly when it is inflicted to others, for a good cause.

Violence is arousing. Media violence that leads to physical arousal stimulates aggression. When violence is depicted, combined with action and stirring music, young children in particular may become agitated and display aggressive behavior afterwards.

Advertisements of daily soaps, movie trailers, web series also showcase violence like sexual assault, harassment, domestic violence against women and children. Crime reports or crime-based programs which includes bloody scenes, murders are telecast. Notwithstanding, cinema depicts extreme hot scenes of making love, kissing and adult content, where mostly women are portrayed as sexual objects, that become trendsetters that attracts youth and exploits them. Children's mind is disturbed, beyond their age.

1.1.4. Media and Parenting

Parenting has never been easy. Today's parents seem to be facing an unusually complex, varied difficulties involving many variables. One of the many challenging aspects of parenting is to find a way to balance the nurturing side and

the strict or firm side or parenting. Indeed, this balance is a core aspect of most parenting theories.

Authoritative parents formulate rules for their childrens behavior that are developmentally appropriate. They provide structure within a warm and loving relationship. Children raised with authoritative parents do better in school, are more successful later in life, and are happier.

Some parents, especially those with a higher education, find it a challenge to set and enforce rules because they wrongly associate rules with harshness and a lack of warmth. Some parents are either too busy or too tired to enforce the rules that they set. And still others may find it difficult to discipline their children in public because they feel they are being watched and are afraid about the perceptions of others around.

According to Judith Smetana, the effectiveness of parental discipline seems to depend strongly on the degree to which children consider their parents authority legitimate. In her social domain theory, she distinguishes between three domains of parenting: the moral, the conventional, and the personal. The moral domain deals with problems such as lying and stealing. Most children and teens find parental interference in this domain legitimate as it is wrong to lie or steal, even if it goes unnoticed. Thus, the children consider that their parents are allowed to punish if they discover transgressions within this domain.

Children are also relatively tolerant of interference in the conventional domain, which involves matters such as table manners and doing homework, things that are part of daily chores. Children are less tolerant or even intolerant, however, of parental interference in the personal domain, which includes matters such as clothing, friends and media use. Parental mediation refers to all the actions of adults aimed at controlling children on usage of online media, particular social sites, setting limits on their media use, use media safely, selectively, and judiciously.

It is important to be aware of mass media and the impact it has on teenagers, especially for parents, because they need to be aware of how it is affecting their child. If parents are more aware, they can be more understanding and helpful towards their children. The disadvantages are rather more important than the advantages because if one does not think about them then one will also not be able to come up with solutions and there can be severe consequences, resulting in frictions in parent-child relationship.

Parents need to realize that it is impossible to separate a teens life from media, especially in today's world. However, parents can take the lead in restricting usage by spending more time with their teens and consistently discussing matters that are influencing the teenagers. Parents should encourage their children for more outdoor activities as well limit the time their teenagers spend on the watching television and surfing the internet. Also, since advertising is a very powerful tool, it could be used in a more positive way to put better influence on teenagers.

1.1.5. Psychological effects of Social Networking:

Social networking sites are gaining more popularity among the youngsters. Researchers say that a lot of internet

addiction can also cause clinical disorders. Social networking can also affect the extent that a person who feels lonely. Newsweek editor Joannah Cornoblatt says that social networking sites may provide people with a false sense of connection, or relationship that ultimately increases the loneliness in people who feel lone. John T Cacioppo, a neuroscientist at the University of Chicago claims that social networks can create foster feelings of sensitivity to disconnections.

What drives the youngsters to communicate via social media, even about intimate matters? In short, this is due to the outreach of social media, which gives adolescents an enhanced false sense of control. The affordances of the social media gives them the impression that they are able to determine with whom, how, and when they interact, and whether they should or should not reveal their identity. Unfortunately, many youngsters fail to identify the line when to stop between the real and the virtual world.

1.1.6. Impact of Internet on health

Now days people read the articles, blogs more on the internet rather than conventional media, particularly the newspapers or the books. In recent time the overuse of the internet is increased drastically specially with the teenagers. Internet addiction increases the dependency of the person more on the internet and mobile devices.

One can have the unpleasant feelings like depression, emptiness, etc., when not online. Also, some may have psychological problems because of addiction. Internet provides many facilities like social networking, dating, online gaming etc. and because of this it affects the students academic performance also. One study from china shows that the students nowadays spends lots of time over the playing the online games and online chatting.

This has decreased the performance of the students effectively, both academic and emotional. The dependency and addiction results in the symptoms like anger, depression, mood swings, anxiety, fear, irritability, sadness, loneliness, boredom, restlessness and also physical health issues.

1.1.7. Case Studies How Teenagers involved in Crime:

- A. The Delhi rape case of Nirbhaya (occurred 16 December 2012 in Munirka) was the prime example where a teenager also involved in a rape case of a 23-year-old female physiotherapy intern, the victim. However, the court initially punished the juvenile (Pawan Gupta) to maximum sentence of three years imprisonment in a reform facility, as per the juvenile justice act 2000. The case then a took another, that resulted in the hanging all the four accused.
- B. Similarly in November 2019, the replica of above was repeated in the outskirts of Hyderabad. This time the victim was 26-year-old veterinary doctor who was raped and burnt alive by four persons. Among the four accused, two were minors (as claimed by their parents) but the police officials declined that the accused was minor citing the Aadhaar card records.
- C. Anti national activities: Jamia Islamia University, JNU protest, CAA protest in Bengaluru, students involvement in terrorist and anti-social groups are some of the best examples which clearly shows how the teenagers are

deliberately dragged in without any ground check. In fact, the hidden reasons may be varied but the involvement of teenagers is really terrible and this also leads to many questions in the scenario. Meanwhile all the political analysts, social researchers, media gurus describe this is as a collateral drama in the name of freedom and right to protest, while the ground report says that its a failure of monarchy and that the Government failed to control the mobs and the protest in and around the education place. In the other scenario Hon'ble Kerala High Court passed an historical judgement by placing a ban on strikes called by students in schools and colleges.

1.2. THE CONCEPT OF DEMOGRAPHIC VARIABLES

A demographic variable is a variable that is collected by the researchers to describe the nature and distribution of the sample used with inferential statistics. Within applied statistics and research, these are variables such as age, gender, ethnicity, socioeconomic measures etc. Demographic variables are often reported using descriptive statistics. In this study the demographic variables refer s to gender of the student, their education stream. These variables are measured and analyzed in order to determine the self-assessment on the usage of internet and the knowledge about the awareness on the impact of Mainstream Media

1.3. STATEMENT OF THE PROBLEM

A PILOT STUDY ON THE CONSUMPTION OF MAINSTREAM MEDIA AND ITS NEGATIVE IMPACT ON TEENAGERS

1.4. SIGNIFICANCE OF THE STUDY

We live in digital era. Mainstream Media like Social Media, News, Internet, Cinema, Folk Arts, Advertisements, Social apps are some of the main focusses platform where we come across and spend our leisure or valued time to get relaxed, refreshed and also to get knowledge and information about the happenings in and around our places. Today we cannot survive without these platforms. It is our daily routine, or it is the part of our social life. Most of us consider that some part of Mainstream media must be essential for our Kids or for students as part of infotainment and also to nurture their Education and also to build a good general knowledge and also to develop communicative skills.

Meanwhile at the same time we forget that there are also some kind of side effects which can cause damage on the children who are in adolescents or in their teenage hood. Many cases had proved that certain cases has been came because of our life style, socio-economic factor and also due to negligence .mental health problems like Depression, Cyber bullying, Addict to drugs and alcohols, obesity, lack of activeness etc. are the most common health issues we can see in youth, apart from that many teenagers are also involved in anti-social activities, criminal activities and also faced the term of Prison.

It cannot be said that the youth or adolescents are the responsible for this problem. Even Parents are also have a least part, Media also has its own part which negatively create more impact on the mindset of youth.

Adolescents is the age where a normal teenager builds a world of curiosity and interest. He' /She thinks that their life must be filled with flying colors. Every moment of life must

be filled with joy and happiness. This mindset makes them mentally weak. It can also be said that the level of self-confidence, determination, the problem solving ability may slowly get decline due to the negative frame of mind which leads students to do errors.

This study focuses on the hidden factors or the X factors of Mainstream Media and traces how the consumption of media (all platform) can cause the negative impact on youth. The study carries a pretested Self-assessment tool to identify and understand the consumer mindset in teenagers. It also focuses on usage of internet among youth, just to trace the purpose of internet apart from education and infotainment. Hoping that this study will be more helpful to tackle and find out the solution for future problems.

1.5. RESUME OF SUCCEEDING CHAPTERS

The work consists of five chapters. In this first chapter I have tried to explain the concept of the study, the problem of the study and the significance of the study. The second chapter will be dealing with literature reviews on the related topics to the theme of this research. Third chapter will show forth the methodology of the study dealing with the samples, variables objectives, hypothesis, tool used to collect of data and the method used to calculate and evaluate the collected data. The fourth chapter will clearly depict the analysis of the collected data with tables and diagrammatic representations. Finally, the fifth chapter gives the result or the findings of the study based on the analysis of the collected data

2. REVIEW OF LITERATURE

2.1. INTRODUCTION TO LITERATURE REVIEW

Effective research is based on past knowledge, a review of which helps us to eliminate the duplication of what has already been done. It also provides us useful hypothesis and helpful suggestions for significant investigation. It is a valuable guide to define the problems and to make a significant study of design ad sources of data. This is also extends the knowledge in the problem area and provides the background for the research study. This is a task calling for deep insight and a clear perspective of the overall field and is a crucial aspect of the planning of the study. A careful review of the study done on educational research in India, research journals, handbooks, thesis, articles, internet search, online library, websites etc. was made for the present study. Related studies on the topic are given in this chapter.

2.2. 2.2 REVIEW OF RELATED STUDIES

A. Social Media and Youth: LESLIE HADDON (London School of Economics and Political Science, UK)

The words social media first started to be used in 2005 and reflected an interest in the growth of relatively more recent interrelated parts of the internet, sometimes called Web2.0 (Itoetal.,2010). In examining social media and youth, it is also important to distinguish what is meant by youth. This term can cover different ages in different countries. In some societies youth extends into the late twenties, whereas in others such an age would be considered young adulthood. The legal definitions of adulthood, the age at which young people are legally considered adults and are allowed to do different things legally (e.g., have sex drive, buy alcohol), also varies from country to country.

One early and ongoing focus of studies was on how the mobile phone fits into relations between young people, their

parents and other elders, given that parents often provide their children with mobile phones and subsequently finance much of their use. The motivation seemed to have been chiefly to monitor where their children, just as some parents later checked their childrens social media websites to find out what they were doing, that surveillance was always regarded as problematic. Youth wanted some privacy and private space from their parents. Those studies also identified some resistance, especially among older children, to total monitoring, noting young peoples parent management strategies (such as saying the battery had run out or they could not find the signal). The equivalent strategies were later to be found in some of their search on youth use of social media websites.

The first report on youth and online victimization was published in 2000 and lists of parental concerns and strategies for influencing their childrens experiences in 2001. The first published work on SNS appeared by 2006, and, of all social media, these sites, especially the more high-profile ones like Myspace and Facebook, are the ones on which the social networking practices of youth have been researched most.

The term social media, one of the earliest discussions related to concerns about the a social internet, that is, its negative effect on sociability. Studies repeatedly show one of the key parental rules to be a limit on how much time young people are allowed to spend online overall, and how much time they can spend on particular online activities. They also show that parents often try to control the timing of online activities, for example allowing their children to participate in gaming online only after, and as a reward for, doing homework, or allowing no external online communications during family times, for example meal times.

Young people had talked about the invasion of their privacy when their parents entered their bedrooms without knocking or checked on the histories of their online use in terms of websites visited. In the case of social network sites where youth have constructed very personal spaces, when parents seek to find out what they are doing or posting on those spaces. Studies suggest that a sense of invasion of privacy is even more acute, and sometimes met by making profiles private to keep parents out, even to the extent of maintaining dual profiles – one personal and one for the parents.

Communication on social media networks has been characterized as a form of virtual co-presence, a sustained conversation, again involving light weight communication such as providing status updates on SNS. It has also been regarded as a continuation of the process whereby young people keep tabs on each other (as in the case of texting).

While researchers have commented on the gossip and related social dramas that predated the internet, social media, especially social networking sites, through their affordances can make these interactions more visible. Hence, they can increase the scope and scale of such acts of drama – for example, arguments and even bullying – in effect amplifying them (boyd,2010)

Apart from privacy from parents, privacy online in general was another early theme in internet research. Youngsters

started providing personal information, likes and dislikes, to commercial companies. Attention subsequently turned to what information youth made public about themselves, both narrowly in terms of personal details that identified them offline (relevant for the dangers involved in meeting strangers) and, more broadly, in terms of what they were willing to reveal about themselves which could have subsequent implications for their personal and private life

In the eyes of media experts, analysts, commentators, parents and researchers, youngsters sometimes seemed to reveal more about themselves than previous generations. Yet studies have noted that while they provide enough information to remain interesting to visitors and, sometimes, to create a sense of intimacy, young people in practice often have a refined sense of privacy, expressing a concern. A wide variety of disparate concerns had been voiced about online dangers to children (occasionally to youth).

B. A Global Research Agenda for Children's Rights in The Digital Age: Sonia Livingstone & Monica Bulger

When children's social environment is no longer only physical but also digital, then that's got to have an impact on almost every aspect of their lives. Research relating to children's rights in the digital environment often aims to advise on how to ameliorate such problems. Still, UNICEF's (2011) recent review identified critical research gaps globally, particularly in parts of Asia, the Middle East and Africa where it is not even known how many children access the internet, let alone the contexts or consequences. Such research as exists suggests that children's rights online are far from realized.

Although children's digital access and literacy are growing at a tremendous pace, many features of the digital environment remain substantially underused even by well-resourced children (Livingstone & Helsper, 2010), and educational benefits are proving elusive (Livingstone, 2012a). The untapped opportunities are barely addressed in lower income countries and among socially excluded groups of children. Furthermore, there are grounds for concern that the internet is becoming part of, even compounding, such harmful online experiences as sexual exploitation, bullying or exposure to pornography. But not all risks result in harm, and research also suggests that use of ICTs can help children cope with the problems they encounter (Livingstone, Haddon, & Goëtzig, 2012).

Unfortunately, when the digital world collides, or anything to do with adolescence, with a policymaker, they see it in terms of risk rather than opportunity. A majority of parents are worried about their child's privacy and safety, at growing levels of risk as children make new friends online. Their report reveals thought-provoking, cross-cultural differences too. It is common to share mobile phones in some countries, for instance, and many gain accesses to the internet mainly through their mobile phone (rather than, as has been the case in the global north, via a computer). This form of adoption may evade the household boundary-setting or supervision that occurs when broadband access is located primarily at home. Kenyan youth reported frequently sharing pornographic material, along with a willingness to meet strangers in exchange for minutes on their mobile (Gigli & Marles, 2013). Indeed, the consequences of mobile

firsts are becoming evident in relation to both opportunities and risks.

The sheer range of risks to be considered, cyber bullying, child trafficking, online grooming, race hate, misinformation and a host of forms of manipulation or exploitation. Another is confusion about what constitutes harm in relation to the internet. For instance, in relation to exposure to pornography, is the harm a child of being upset, gaining sexual knowledge too early, learning to demean women in adult life or something else. More problematic is that even the most extreme risks get tangled up with ordinary activities, when, for instance, is a message from a new contact a friendly approach or the first step in a grooming sequence. Drawing too clear a line between risks and opportunities obscures the risky opportunities by which teenagers explore the internet and experiment with identity and relationships.

Internet has diffused through societies, there is no evidence of the harms that occur in childhood are increasing, with recent decades seeing an overall decrease. It is worth noting that the design of the online environment may also leave children vulnerable to privacy or reputation or sexual risks. For example, by assuming adult rather than child users or having complicated terms and conditions or failing to build in safety provisions appropriate for their child users. However, that children in the global south receive little, if any digital literacy that could enable them to meet the interpretative challenges that are demanding even for those in the global north for whom such services were designed.

In short, investigating the conditions under which the internet is empowering but, also, the conditions under which it is threatening remains a priority. While the goals of maximizing opportunities and minimizing risks may be universal, the means of achieving this and the mediating role of key risk or protective factors will surely vary according to particular cultural or national context.

C. How Media Attract and Affect Youth: Patti M. Valkenburg Jessica Taylor Piotrowski

The changes in the media landscape are due, not only to the development of new media, but also to the repurposing of traditional media. Youth, and adults too, are watching television differently from the way they did in previous decades. They are watching more programs online, recording more programs to watch later, and often using a second screen while they are watching so that they can comment on a show, avoid advertising, or stay in contact with other people. Most teens are still interested in the news, more than adults sometimes think, watching the evening news on TV and buying the (paper) newspaper is a thing of the past. The advent of smart TVs has introduced a dimension of risks to the consumers, by way of being hacked into peering into their private lives, remotely, by an unknown stranger.

Teens have become news grazers. The vast majority (93 percent) pick up the news from a variety of online and offline sources, depending on which is most convenient at the moment. The topic of youth and media has acquired greater significance in academia, drawing interest from more and more scientific disciplines. Within psychiatry and pediatric medicine, there are countless studies of the effects of media

use on aggressive behavior, attention-deficit-hyperactivity disorder (adhd), and obesity. Neuroscientists are researching whether, media use causes changes in-brain spots responsible for aggressive behavior, spatial awareness, and motor skills. Sociology is studying the dynamics of youth cultures and teenage behavior in online social networks.

The concerns raised by social media were broader than those raised by television and games. In addition to fears about exposing children to violence, sex, aggressive or frightening content, social media raised concerns about online social interaction. Media effects are not simple. Not all media are the same, not all children are the same, and not all environmental contexts are the same. Some research has shown that media can affect certain children in certain situations negatively, while other research shows the reverse current data suggest that teens spend about six hours a day interacting with screens.

This total includes nearly two hours spent chatting with friends via media such as WhatsApp, texting, or snapchat, as well as more than an hour a day spent on social media sites such as Facebook, youtube, and instagram. In other words, the time that adolescents spend using social media, more than three hours a day, has now surpassed the amount of time they spend on entertainment media. Media usually presents information as though teenagers reflect one homogenous group, the truth is that adolescence is a period of significant developmental changes, where each age group or gender responds differently for an input.

After all, a thirteen-year-old differs enormously from an eighteen-year-old. Admittedly, it is not easy to divide the period of adolescence into segments. Individual differences in this period are at least as large as they are in childhood.

Teens increasingly advanced way of thinking has significant implications on their behavior and interests. They think more clearly than preadolescents about the future and take those thoughts into account when making decisions. They start taking a sincere interest in or get worried about major global issues, such as the conflicts in the Middle East, the financial crisis, or global warming. They become sensitive enough to be able to compare situations and use their comparisons in arguments.

In addition to adolescents increasingly abstract thinking and problem-solving skills, their metacognitive skills improve significantly during this period. During this period of identity experimentation, teens can be moody, and their self-esteem may waver. Early adolescents tend to be more troubled by day-to-day fluctuations in self-esteem than older adolescents, since they are more likely to base their self-esteem on how people in their environment react to their behavior and appearance

Approximately half of teens sometimes experiment with their identity on the internet, with girls doing so more frequently than boys. Adolescents' experiment with their identity online mainly to gauge other peoples reactions to their online behavior. They are typically more flirtatious online than offline and indicate that they are less inhibited when communicating online than offline. Early adolescents usually have a strong desire to conform to the standards of their cliques and subcultures.

They are no longer interested in toys, and they avoid products that they perceive as being marketed to children. Their strong desire to conform to the standards of their clique and subculture makes them extremely brand conscious.

Sexuality does not suddenly emerge with the onset of puberty, but puberty does mark the first time that young people are both physically able to reproduce and cognitively advanced enough to think about it. It makes sense, then, that puberty marks a time when sexual development is most intense.

Although sexuality in television and film has largely remained a staple in teensmedia consumption, the emergence of digital media has brought about an entirely new way to access sexual content. In fact, a sizable number of teens regularly use the internet to obtain advice about sex or to discuss moral, emotional, and social issues related to sex. The internet provides them with a (perceived) safe space, not only to talk, but also experiment.

D. Impact of media use on children and youth:

The fact that there was a time when the internet, television and cell phones were considered a necessity but now they seem to be more of a commodity. Teenagers addiction pretty much explains that there is bound to be a downside to the influence mass media has on teens. The teenagers of today seem too engrossed in watching their favorite shows on television or using social media applications on their phones or computers that they are slowly losing touch with reality. They have become addicted and there are many consequences to this unhealthy addiction. One becomes lazy and does not feel the need to get up and do something productive. It leads to obesity and tardiness.

Teenagers also tend to spend hours over the internet interacting with strangers who could pose as a threat as it is easy to fake an identity over the internet. They would very much prefer using Facebook, twitter or tumblr etc. instead of studying or doing an outdoor activity. Therefore, this addiction can be very destructive, over time.

Mass media is a very powerful tool to influence the minds of anyone, let alone a teenager. Teenagers are in that stage of growing up where everything around them influences them. The way they talk, dress and act depend a lot on what they are exposed to. For example, if a teenager sees his or her favorite celebrity endorsing a product which may or may not be necessary, he or she may want to buy it regardless of how useful the product is. This is a strategy many big businesses use to their advantage as they can easily sell products, even if they are of bad quality, or even injurious to health.

Advertising is a very manipulative technique to promote products. Special attention needs to be paid to effects of advertising. Three product categories are especially important for teenshealth: cigarettes, alcoholic beverages, and food. According to the teen marketing experts, adolescents admit that advertising is a more important trend source than DJs, vjs, movies, celebrities, or the coolest and weirdest people at school

Television is a medium people widely now have easy access to. Nowadays, there are many shows such as breaking bad,

game of thrones and da Vincis demons etc. on television that glorify sex, drugs, alcohol and violence. Online streaming and downloading has made it even more convenient to watch shows and films which means that teenagers have easier access to their favorite shows that contain obscenity. This kind of exposure poses as a threat as many teenagers find sex, drugs, alcohol, smoking and violence to be cool. As a result, many teenagers fall prey to problem of addiction.

Drugs, alcohol, smoking and sex are all termed as things that are addictive and if one develops the problem of addiction, life becomes really hard to cope with. Media not only has the ability to manipulate peoples mind and attitudes, it also influences gender stereotypes.

Advertising, news industries and entertainment, usually portray men and women with stereotypes, in which women and girls are likely to be placed in disadvantaged situations, for example passive and submissive roles. This happens a lot in third world countries. Several TV shows and commercials show women usually playing the role of a housewife while men are shown to be more career-oriented, focusing on their occupations. As a consequence, traditional gender roles and power relations have been deeply imputed in peoples subconsciousness through the mass media which limits the development of human personalities as well as social equality.

When youngsters look at advertisements, TV shows or films, they are exposed to images of stereotypical representations. This stereotyping can be seen for all ages. For example, you can see little girls playing with barbie dolls and teddy bears or having tea parties while boys are shown playing with action figures. Male teenagers are usually portrayed as sporty whereas female teenagers are depicted as girls who have interest in fashion.

Women are more often presented in commercials doing grocery because they are seen as responsible for making daily purchases. Men commonly advertise cigarettes, cars, business products or investments, while women are shown rather in the commercials with jeweler, cosmetics, shoes, bags and clothing. Another important distinction is the face-ism phenomenon in the advertisements, which refers to showing the entire figure in case of a woman and close-up shots in case of a man

E. Impact of social media and screen-use on young peoples health: The House of Commons

Adults and children are spending ever-increasing amounts of time online. Across the world, every 60 seconds an estimated 156 million emails are sent, 3.8 million search requests are made on Google and two million minutes of calls are made via Skype, with the average internet user now spending around 6 hours each day using internet-powered devices and services. Much of this time is also spent on social media.

The responsibility for ensuring the wellbeing of children when they are online is diffuse and is shared across the government, industry, parents, careers, schools, young people and non-governmental organizations, each of whom has an essential role to play.

Witnesses emphasized that screen-use and screen-time tended to be poorly defined, both in research studies and in

the mainstream press, with limited effort being made to consider what the screen was being used for and the type of screen being used. The science media center, for example, noted that different types of technologies were simply lumped together under the heading screen time, to the extent that it had become shorthand for many diverse things.

Hate speech and violence, glamorizes and normalises gang behavior, violent behaviour and the behaviors and criminality that are associated with gangs. At the other end of the spectrum, in some cases the use of social media as some form of taunt or challenge has led directly to very serious criminality, up to and including murders. The perennial problem that underpins lots of violence across societies and throughout history is that, when an individual or a group disrespects or threatens another individual or group, it leads to violence. Social media does not fundamentally alter the nature of that – it just enhances the problem.

Social media and advertising: social media have also changed the nature and delivery of advertising. The institute of alcohol studies noted that marketing to children and young people was often achieved via user-generated content and social media influencers, rather than by the brand or organization making a direct pitch. It suggested that the nature and reach of social media might mean that this secondary sharing of user-generated content is more potent than the original campaign from the brand.

Child abuse, is facilitated using internet-connected technology including, but not limited to: harassment; stalking; threatening behavior; child sexual abuse material; inciting a child to sexual activity; sexual exploitation; grooming; sexual communication with a child; and, causing a child to view/provide images or watch videos of a sexual act. Although victims of online abuse and exploitation accessing services do not necessarily have a stereotypical history of sexual abuse and or exploitation. Increasingly, referrals are for children who come from stable, safe and supportive family environments, there is no typical victim.

Perhaps, social networking and messaging apps allow offenders to immerse themselves into the most intimate aspects of childrens lives. Messages can be exchanged at night, out of sight of parents and careers, which can build feelings of secrecy and intimacy in increasingly exploitative and abusive relationships.

One in 10 children involved in video streaming have been asked to take off their clothes. It is a lower amount for live streaming, but that is a dreadfully high figure and it is growing.

People should know the similarities and differences between the online world and the physical world, including: the impact of unhealthy or obsessive comparison with others online through setting unrealistic expectations for body image, over-reliance on online relationships (including social media), how advertising and information is targeted at them and how to be a discerning consumer of information online how to identify harmful behaviors online (including bullying, abuse or harassment) and how to report, or get support, if they have been affected by those behaviors.

2.3. OVERVIEW OF THE LITERATURE REVIEWED

From the above-mentioned studies conducted by different scholars, it is observed that mainstream media has effected more among the teenagers with both positive and negative impact. The researcher has made significant contributions in this study, But it becomes clear that correlational studies relating to the demographic variables are still not matching. There are some areas which is still not clearly inspected may be due to the emergence of new trends among media. Henceforth, considering the ex facto, there is a hope for conducting the self-assessment study on the consumption of internet and knowledge of awareness on current Mainstream Media contents among Degree Students (Teenagers). In the following chapters we shall see how such a study has been conducted by the author on Undergraduate Students

3. METHODOLOGY OF THE STUDY

3.1. INTRODUCTION

The previous chapter discussed about the review to the present study. This chapter discusses about the methodologies, n definition of terms and concepts used in the present study, statement of the problem, hypothesis that has to be tested, variables in the study, objectives of the study, design of the study, sampling procedure, population of the study, tools used and their description and finally the statistical analysis of the present study.

3.2. STATEMENT OF THE PROBLEM

A PILOT STUDY ON THE CONSUMPTION OF MAINSTREAM MEDIA AND ITS NEGATIVE IMPACT ON TEENAGERS

3.3. DESIGN OF THE STUDY

The main purpose of this study to understand the hidden reasons on the negative impact of mainstream media on adolescents or teenagers of the age between 17 to 20. It was the need of the researcher to find out the problems which caused the damage on both psychological and sociological approach among the teenagers of all classes in the society. This also involves the daily routines of teenagers which also includes the usage of social media as well as mainstream media. In order to achieve the above mentioned objectives, the preset study adopted survey method using self-efficiency scale (SES)

The SAS is to assess the level of belief in one's understanding about the concept within the age range of 17 and above (20 years max). It is a like type scale having 2 stages. 1st stage will carry 3 response options, 2 stands for 'agree', 1 stands for neutral and 0 stands for disagree. 100 students of various degree colleges from southern part of Bengaluru were selected samples.

The students were giving a questionnaire and were asked to complete the questionnaire and submit them as soon as they complete. The instructions were printed on the first page. The students read the instructions carefully if there was any confusion, they were asked to get it clarified. Each examinee was attended very carefully. There was no fixed time limit for the survey. However, it took generally about 10 to 15 minutes in its completion. The response of the subjects on each item was scored and a total score was obtained. Then the obtained scores were arranged from the highest level in decreasing order to their lowest level and the median value was provided.

3.4. OPERATIONAL DEFINITIONS

3.4.1. DEGREE COLLEGE STUDENTS

Degree college students are those teenagers who are from 1st, 2nd and 3rd year bachelors degree. In this case I have specifically considered the targeted age group between 18 to 20 years. The teenagers who are undergoing bachelors degree in various subjects (disciplines) both in government and private colleges are my samples for the research.

3.4.2. Demographic Variables

Demographic variables would mean personal statistics that include such information as gender, education level, location, ethnicity, race, language, and family size. In this study I have taken gender, education, discipline and colleges as the demographic variables of the degree students, the demography in the present study are given below:

Gender: Male and Female

Education: Bachelors Degree (Under Graduate)

Disciplines: Arts, Commerce, Science

Colleges: Government and Private

3.5. Objectives of the study:

The objective of the study is to measure the usage of mainstream media (both online and offline) among the teenagers to their demographic variables. The study tries to find out the level of user engagement based on the following demographic variables:

Based on the gender of teenagers (degree students)

Based on their medium of education (colleges)

Based on their discipline of education

Based on their knowledge of understanding the concept of mainstream media

Based on their daily routine or activities in different medias

3.6. Variables of the study:

A variable is defined as anything that has a quality or quantity that varies. A Variable is any entity that can take on different values. Variables are not always quantitative or numerical, all research projects are based around variables. It is characteristic or attribute of an individual, group, educational system or the environment in a research study, identifying the key variables is important because they provide focus when writing the introduction section, helps in searching research articles of literature review. These terms are optionally defined if necessary, to provide focus to the methods section. Variables are classified as independent variables and dependent variables. The independent and dependent variables of this study are the following:

Independent Variables: Gender, Educational Institutions, Education Discipline

Dependent Variables: Usage of Mainstream media and Self Efficacy of Degree Students

3.7. Hypothesis Of the study:

Based on the objectives of the present study, the following hypothesis were formulated:

Hypothesis 1:

There is no significant difference among the graduate students in their consumption and awareness in the usage of mainstream media with their respect to gender.

Hypothesis 2:

There is no significant difference among graduate students in their consumption and awareness in the usage of mainstream media with their respective type of college

Hypothesis 3:

There is no significant difference between arts and science students with respect to the consumption and awareness in the usage of mainstream media

Hypothesis 4:

There is no significant difference between arts and commerce students with respect to the consumption and awareness in the usage of mainstream media

Hypothesis 5:

There is no significant difference between science and commerce students with respect to the consumption and awareness in the usage of mainstream media

3.8. Samples of the study:

The population of the present study involves degree college students of various undergraduate degree colleges which comes under both private and government sector of Karnataka state.

3.8.1. Sampling procedure

Samples is that part of an aggregate or totality on the basis of which a judgement or inference about the aggregate or totality is made. Sampling is the process of selecting units from a population of interest so that by studying the sample we may fairly generalize our results back to the populations from which they are chosen. According to Milder Parton, "sampling method is a process or the method of drawing a definite number of the individuals, case or the observations from a particular universe, selecting part of a total group for investigation".

The characteristics of good sample are, true representation of the good population, free from bias, objective, accurate, comprehensive, economical, approachable, good size, feasible, practical and homogenous. There are various types of sampling such as convenience samplings, stratified sampling, random sampling and quota sampling. Here the researcher has used the random sampling method.

3.8.2. Selection of Sample

In the present study of 150 teenagers of various degree colleges (Bengaluru South), random sampling technique has been adapted, a sample size of 100 has been represented that includes students of various combinations and academic year (pursuing) of both private and government colleges.

3.9. Tool used for the study

The tool used for the study is self-rating scale based on the knowledge of media consumption among the students.

3.10. Statistical Analysis of the Study

Survey method was used to collect data for the research with the help of the self-rating scale based on the knowledge of media consumption. It is a Likert type scale having 3 response options where 2 stands for agree, 1 stands for neutral and 0 stands for disagree. Instructions were printed on the first page of the questionnaire. The students were guided to read the instructions carefully and if there were doubts, they were asked to get them clarified. Each examinee was attended very carefully.

There were 12 questions to be answered with a tick marked against one of the given 3 options. The other 8 questions

were self-rating, regarding of usage and understanding the concept of media between 0-5. The questions included both negative and positive aspects. There were x positive items and y negative items which were directly known only to the researcher. The time limit was given for 15 minutes for its completion.

The response of the students on each item was scored. The scoring positivity items of self-rating scale based on the knowledge of media consumption, was done by giving a score of 2,1,0 for agree, neutral, and disagree and negative items were scored 0,1,2 respectively. Scores thus obtained were added together to yield total score.

SPSS 16.0 computer package (google collage) and microsoft excel was used for analysis. Both descriptive (normality test) and inferential statistics (t test) were employed for data analysis.

3.11. Resume of the Succeeding Chapter

In this chapter we have seen the methodology carried out in the study, showing forth the methodology of the study dealing with samples, variables, objectives, hypothesis, tool used to collect the data and the method used to calculate and evaluate the collected data with tables and diagrammatic representations. Finally, the fifth chapter gives the result or the findings of the study based on the analysis of the collected data.

4. DATA ANALYSIS AND INTERPRETATION

INTRODUCTION

The validity, reliability and adequate data does not serve any useful purpose unless it is carefully processed systematically classified, tabulated, scientifically analyzed, intelligently interpreted and rationally concluded. The purpose of the study is to find out the negative impact of mainstream media among teenagers as per their usage. After the data has been collected using the self-scoring scale, it was proceeded and tabulated using IBM spss statistics software. The data collected using the self-scoring scale of degree students of all disciplines from different colleges of Bangalore (south) have been analyzed using the independent t test and normality test by using spss21 version statistical software obtained thereby have been analyzed, interpreted and organized under following 3 heads:

Descriptive Statistics (Opinion poll)

Analysis based on Independent T Test

Analysis Based on Normality Test

4.1. Section1: Descriptive Statistics

4.1.1. Descriptive statistical report on opinion Poll of the Usage and understanding the Concept of Mainstream Media

A. The first finding is based on the self-scoring test about the impact of Effective Media on the Health issues on teenagers. The figures are depicted below, as per the collected data:

About 32.9% of teenagers agree that the content executed in mainstream media is more effective and provoke teenagers to fall in serious mental and physical health issues like depression, drug addiction, sexual diseases, mental stress etc. 18.7% teenagers agree that they follow bad habits such as cyber bullying, cultivating the habit of smoking, drinks etc. while 16.8% teenagers feel that breaking head in social media or spending the time is useless rather than utilizing

the time in some good activities like reading books, playing games in outdoor, spending time with family. 20% teenagers say that the media does not effectively impact on the teenagers and push them into bad habits. They say that it depends on the mentality of the teenagers and how they consume it.

B. The Second finding is based on the attitude towards consuming the Social bias and Framed news among teenagers.

As per the statistics obtained, 41% percent teens say that the content framed in mainstream media were far from reality, fake and framed by media itself to mislead the public with falsified news. 36% teenagers say that the available content in mainstream media includes social bias and it discriminates the public options. 12% teenagers agree that media likely to run on trip and popularity so fake and social bias are needed as per the media psychology. 23% of teens don't agree on the above statement. Quite interestingly 43% of people even do not understand the meaning and concept of social bias.

C. The Third Finding is based on the generic opinion regarding in the role of Media in Sensationalizing and Glamourizing the Contents.

As per the statistical reports 25.8% of teenagers think most of the media channels (both social media and news

4.2. Section 2: Inferential statistics on Daily usage of Internet and Apps among Students

The graph below is based on the daily usage of internet and social apps among the students grouped by gender/stream and college wise.

Both Normality and T Test shows the significant difference among the students and their internet usage as per their need

Scale Reliability Statistics Normality Test				
scale	mean	sd	Greatest lower bound	Average interitem correlation
2.007	0.475	0.921	0.33	

Scale Reliability Statistics: T Test				
SCALE between groups	MEAN	SD	Greatest lower bound	Average interitem correlation
2.185	0.499	0.955	0.264	

4.2.1. Section 1: Inferential statistics on the Knowledge of Mainstream Media among Degree Students

Hypothesis 1

There is no significant difference among graduate students in their consumption and awareness in the usage of mainstream media with their respect to the type of college

Table 4.4.2.1 showing independent sample Test

Comparison Between Govt and Private Colleges				
College	Mean	ST. Deviation	variance	STD ERRORS
Govt	15.84	9.47	7.773	0.337
Private	15.92	8.033	5.575	0.662
College	ST. Deviation	SE	T Value	P
Govt	9.47	1.34	0.169	4.763
Private	8.042	1.137		

Table 4.4.3.1 shows the t value of the consumption and awareness in the usage of mainstream media among government and private colleges is 0.169 both are significant at 0.9 level (p>0.5). Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted interpreting that there is significant difference in the consumption of internet usage between government and private college students. The mean value of government students is (15.84) which is less compared to private college students (15.92). Therefore, private college students have more consumption of internet and awareness among mainstream media.

Hypothesis 2:

There is no significant difference among the graduate students in their consumption and awareness in the usage of mainstream media with respect to gender.

The comparison of normality and t test about the consumption and awareness in the usage of mainstream media with their respect to gender. Is given below in 4.4.2.2

Comparison Between Gender - Normality Test					
Gender	Valid	Mean	Medan	ST Deviation	variance
Girls	51	16.78	15	8.485	6.144
Boys	49	15.381	17	9.047	7.078

Comparison Between Gender - T Test						
Gender	N	Mean	ST. Deviation	SE	T Value	P Value
Girls	52	15.115	9.02	1.252	-10.317	3.888
Boys	48	16.626	8.49	1.225		

From the table 4.4.3.2 it is clear that boys are ahead and have more internet consumption and have a good knowledge and awareness of mainstream media. The result showed that there is a lot of difference, the average p value is >0.5 in the internet consumption among the genders. So, the statistical report says that girls have less usage of internet than boys and the awareness among is bit low compared to their opposite gender. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted interpreting that there is significant difference in the consumption of internet usage between boys and girls of under graduation.

Hypothesis 3

There is no significant difference between arts and science students with respect to the consumption and awareness in the usage of mainstream media:

ARTS v SCIENCE					
STREAM	VALID	MEAN	MEDIAN	SD	STD MEAN EROOR
Arts	38	15.947	17	8.07	1.308
Science	38	15.472	16	8.28	1.394

A one way between group analysis of variance conducted to know the consumption and awareness in the usage of mainstream media among arts and science students.

Hence there is no significance difference between both stream students. Hence the statistics shows that both stream students have equal method of consumption of internet usage. As per the normality reliability analysis the mean error of arts students is 1.308 and science students is 1.394. So, the level of internet consumption is almost same. The null hypothesis is accepted, and the alternate hypothesis is rejected

Hypothesis 4

There is no significant difference between arts and commerce students with respect to the consumption and awareness in the usage of mainstream media

ARTS v COMMERCE					
STREAM	VALID	MEAN	MEDIAN	SD	STD MEAN ERROR
Arts	38	15.947	17	8.07	1.308
Commerce	24	15.75	17.5	9.078	1.854

A one way between group analysis of variance conducted to know the consumption and awareness in the usage of mainstream media among arts and commerce students.

There is a significance difference between both stream students. The statistics shows that both stream students have huge difference in the consumption of internet usage. As per the normality reliability analysis the mean error of arts students is 1.308 and commerce students is 1.854.

So, the level of internet consumption and the awareness of mainstream media is high in commerce students compared to arts student. Therefore, the null hypothesis is rejected, and the alternate hypothesis is accepted.

Hypothesis 5

There is no significant difference between science and commerce students with respect to the consumption and awareness in the usage of mainstream media

SCIENCE v COMMERCE					
STREAM	VALID	MEAN	MEDIAN	SD	STD MEAN ERROR
Science	38	15.472	16	8.28	1.394
Commerce	24	15.75	17.5	9.078	1.854

A one way between group analysis of variance conducted to know the consumption and awareness in the usage of mainstream media among science and commerce students.

Hence there is a significance difference between both stream students. The statistics shows that students of both streams have huge difference in the consumption of internet usage. As per the normality reliability analysis the mean error of science students is 1.394 and commerce students is 1.854.

So the level of internet consumption and the awareness of mainstream media is high in commerce students compared to science students. Hence forth the null hypothesis is rejected and the alternate hypothesis is accepted.

4.3. Resume of the Succeeding Chapter

In this chapter we have come across the analysis of the collected data with tables and diagrammatic representations. The next chapter explains the findings of the study based on the analysis of the collected data and the educational implications and limitations of the study.

5. Summary and Conclusions

The previous chapters disclosed the details of the research, methodology of the study, review of studies conducted early on the related topics, research design and the analysis of the data, the present chapter gives the major findings of the study and the recommendations.

5.1. BRIEF REPORT OF THE WORK CARRIED OUT

The whole study based on the problem "A PILOT STUDY ON THE CONSUMPTION OF MAINSTREAM MEDIA AND ITS NEGATIVE IMPACT ON TEENAGERS". The study tried to peep into the internet consumption, side effects of mainstream media, the level of impact on teenagers applied through the mainstream media in their socio-economic and psychological life styles, the knowledge of awareness, assumption of the mainstream media product factors like Cinema, Web series, News, News based Documentaries other Infotainment segments along with social media and social apps which are normally used in day do day life among the teenagers, specially graduate students.

To achieve the above-mentioned objectives the study adopted "survey method "using self-assessment scale. This was an experiment-based tool done with pretest analysis. It intends to assess the level of self-assessment i.e. Grasping the knowledge of day do day activities among the usage or consumption of mainstream media along with the study. This was applied only on the students who are 18 to 20 years and pursuing graduation. More than 100 students participated from various private and government degree colleges of Bangalore university and other private university of southern part of Bangalore city.

The self-assessment scale was used on hundred students to collect the data. The response of the subjects on each item was scored and a total score was obtained. Then the obtained total scores were arranged from the highest level in decreasing order to their lowest level and the median value was obtained from it. There were 20 questions to be answered which included both positive and negative aspects.

The independent and dependent variables of the study were the following: Independent variables: demographic variables

i.e., gender, educational institutions, education discipline, age
Dependent variables: usage of mainstream media and self-assessment of degree students grounded on the objectives of the study, five hypotheses were formulated based on which the analysis were held. The five hypotheses were the following

Hypothesis 1:

There is no significant difference among graduate students in their consumption and awareness in the usage of mainstream media with their respective type of college

Hypothesis 2:

There is no significant difference among the graduate students in their consumption and awareness in the usage of mainstream media with their respect to gender

Hypothesis 3:

There is no significant difference between arts and science students with respect to the consumption and awareness in the usage of mainstream media

Hypothesis 4:

There is no significant difference between arts and commerce students with respect to the consumption and awareness in the usage of mainstream media

Hypothesis 5:

There is no significant difference between science and commerce students with respect to the consumption and awareness in the usage of mainstream media After the collection of data, spss 16.0 compute package and Microsoft excel was used for the analysis of the collected data. Both descriptive (normality test, mean, standard deviation, and inferential statistics (t test) were employed in the process of analysis to obtain the results. The normality test showed that the collected data were good. The t-tests based on the hypothesis gave satisfactory results for the study.

5.2. FINDINGS OF THE STUDY:

There is a significant difference in the consumption and awareness of mainstream media between the government and private college students. The private college students have more knowledge and awareness about mainstream media and its usage in day to day life with available source than the government college students.

The comparison study on the consumption and awareness of mainstream media between girls and boys, gender wise showed a significant difference. The statistic report says that

boys are ahead in the consumption of mainstream media including social apps more than the girls who shows limited usage.

The comparison report on the consumption and awareness of mainstream media between the stream (course discipline) of arts and science has no significant difference. The statistic report says that the students of both streams have same quantity of consumption and awareness of mainstream media as is available, both at college and home.

The comparison report on the consumption and awareness of mainstream media between the stream (course discipline) of arts and commerce has significant difference. The statistic report says that the students of commerce stream are ahead of usage or consumption of mainstream media than their counterparts of arts stream.

The comparison report on the consumption and awareness of mainstream media between the stream (course discipline) of science and commerce has significant difference. The statistic report says that the students of commerce stream are ahead of usage or consumption of mainstream media than their counterparts of science stream.

5.3. IMPLICATIONS OF THE STUDY:

We have seen the major findings of the study undertaken to find out the actual usage of mainstream media and about their awareness among the teenagers especially above age 18 to 20 years, as per their demographic variables like gender, education stream. These findings have certain serious implications when we think of them in the wider concept of their day to day activity along with the usage of social media or app with other infotainment and mainstream media.

Let us see the implications that the present study shows. The private college students are more ahead in the consumption of internet and social media apps. Compared to the government college students they have more resources at college and home. The findings did not stretch deeper into the economic status or financial status of their parents.

But the study illustrates that the students from private college have familiar condition to afford the facility. It also says that the private college students spend more time on social media apps for infotainment and also for educational purpose. Besides the safe Internet time, they have also faced more negative problems or effects due to addiction.

At the same time government college students have limitations in the consumption of mainstream media. Either it may be due to financial status or lack of interest. The study also reveals that about 10% of the students do not want to know what is happening around us and do not think to explore or share what they come across in their daily life. This shows the lack of grasping or sharing knowledge apart from studies. This may be due to their personal problems, but it also inhibits their anticipation of grasping knowledge. So, it is more important for every student to utilize the opportunity and the technology to develop and update themselves.

The present study clearly reveals that the current generation students think that the addiction of mainstream media has

made more impact on the teenagers on both negative and positive side. It also says that most of teenagers are wasting time and do not want to do physical exercise like being around with friends and families, playing outdoor games, spending time in libraries etc. Health issues like depression, addiction to drugs, alcohol are also faced by the teenagers, apart from that many teenagers were also involved in anti-social activities which is a serious concern.

Hence it is important for the parents, professors, college administrators, medial professionals (doctors, psychologist) and social representatives to bring awareness among the students about the bad impact of the mainstream media. It is also responsibility for the media to be professional and not to drag the subject which can also cause lateral damage on the mindset of weakest people. Hence most of the time adolescents are mainly targeted or affected with these kinds of matters. So, it is everyone's responsibility to act positive.

The teenagers must rethink every time while they come across to news or new incidents and also have to discuss with parents and elders to know and understand the problems rather than googling and finding the solution for themselves, which again may not be reliable. The artificial intelligence can replace the human but not the human mind. Hence the love, affection, bonding, acceptance always become important to humans. It is good to be more modern and updated, but the virtuality could never replace the reality. That, every teenager must understand.

Mainstream media is always a part of our life. It doesn't mean that you must accept everything that comes along your way, as is, at its face value. We are the customers or targeted audience and mainstream media just want us to be their endorsement users. So, it is up to us, to develop a well informed consumer behavior, deciding what to select or accept and what to reject.

5.4. SCOPE FOR THE FUTURE WORK

There can be further comprehensive and detailed study on this topic, using larger sample size on post graduate students.

As mentioned earlier, the majority of existing research are done only on the health and mental health issue regarding negative impact of mainstream media on teenagers (specially children below 18 years). But there is still a need for more research examining how the social and economical factor can cause more reason behind the impact as well as how the mainstream media can help the teenagers to cope up the issue and face it with positive frame of mind.

It is highly recommended to conduct the following study on students under different age groups and also with other professional course students, so that the result can be analyzed and compared across the students of different educational background.

Similar study can be conducted among other colleges and universities.

Similar study can be conducted by adding more demographic variables to the self-accessing scale (pretested or experimental level) for graduate and post graduate and Ph. D Students

The study can be expanded to both rural and urban colleges

A comprehensive study can be conducted across non regular students or private students or students who are doing distance education and affiliated to cbcs course from various university.

5.5. LIMITATION OF THE STUDY:

The results of the study are only accurate if the participants were honest and have more updated knowledge on the current trending issues, have ability to answer the self-assessment scale

The sample of the study consisted only UG students of selected private and government colleges, students within southern part of Bangalore city. It did not include other colleges. Therefore, the study may not be representative of a larger population.

The study is restricted only on undergraduate students of selected private and government colleges of southern part of Bangalore urban area.

The study cannot be generalized to other colleges of Banaglore city.

5.6. CONCLUSION

Self-assessment knowledge makes students to think, reassess their own experience and knowledge grasp. It helps student to self-evaluate the day to day process on their consumption of mainstream media along with education and other activities. This study revealed on self-assessment of their consumption and awareness on mainstream media. It also shows that boys are more active in using internet and other social media apps than girls. The study also reveals that most of the students do not have more awareness about the current situation or the collateral damage which is happen as the side effect from media.

The students knew that spending more time on mainstream media can cause more issues on their health as well as their lifestyle too and they even knew that they are targeted through media, knowingly leading to addiction. Just imagine how a teenager become a cyber bully because everyone ignores him, and he wants everyone's attention towards him.

A small lazy act can make a life worst than we can imagine. Today we are living in the smartphone era where everything can be accessed on fingertip. Many gaming apps, news apps, social apps are creating more impact on the young generation. But the reality is, it can cause a severe damage in their lives. There is a case where a young woman killed her own father for not allowing her to play pubg game, a boy left home for not allowing to use tiktok app. These are some minor cases which are have come to limelight putting the media under the scanner. But one cannot imagine that how many such kind of cases occur in and around our society.

This study wanted to reveal the hidden reasons and the assumption of knowledge among the youths who enhance the mainstream media as a part of their daily life and as also a platform of infotainment.

Mainstream media is the most complicated subject which can't be diversified or biforcated as per the users part of

consumptional knowledge. Every consumer has his/her own taste and he/she may or may not reveal it. But they have to understand the impacts and sideeffects as well as the positivity and negativity of this platform.

It cannot be assumed that mainstream media only carries information along with entertainment or other news. We cannot expect someone to keep control on the consumption as per need. Mainstream media carries adult content, violence, anti-social subjects, social issues, developmental programs, knowledge based programs etc.

It is our responsibility to know and understand the way of accepting these subjects. Specially the youngsters or the teenagers must develop the positive frame of mind and also the ability of asking questions, finding solutions and also the habit of discussing and sharing the knowledge in a positive manner. Negative impact can cause or make an impact more damage but never gives a solution for a problem.

Notwithstanding this, the parents, lecturers, social thinkers, psychologist and last but not the least the media persons also must understand their roles and responsibilities towards their children, students, patients and consumers. Because the relationship between each of us forms a chain management and if the chain breaks, then there will be an irreparable collateral damage. Accepting the mistakes are fine but preventing the mistakes under any circumstance always becomes a huge responsibility.

So it is our responsibility to generate more awareness about the consumption of mainstream media and also need to educate the younger generation about how to deal the problems in a positive frame of mind, because no social media or any other mainstream media ever creates or changes our human life. We, the human beings, need to change our life according to the situation and we must judge and face the problems along with solutions than giving up with fear and tension, overcome with a sense of helplessness. It can be said that if the mind is free and healthy then everything is fine. So, think logic and live better.

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APPENDIX

PART 1 Self-Assessment Test on the Awareness of Mainstream Media

NO	ITEM	Agree	Neutral	Disagree
1	Do you think Electronic Mass media can cause more impact on teenagers?			
2	Do you think media mirrors or constructs reality?			
3	Can TV violence have social utility?			
4	Does the agenda setting concept fit social networks?			
5	Do you think, sometimes media is responsible for different problem?			
6	Is it true that action content in media causes delinquency among adolescents?			
7	Do you think Entertainment source (like Cinema, Daily Soaps and Reality Shows focus more on Anti-Social segments)			
8	Do you think media replaced the role of parents, all learning, and socializing processes among Teenagers?			
9	Do you think Movie, Web Series carry more domestic Violence and Crime against Men and Women?			
10	Do you think that social media affect family relations?			
11	Do you agree that online games also carry violence?			
12	Do crime programmes influence crime related risk perception of audience?			

PART 2 PLATFORMS AND RATINGS

SI.NO	REASONS	SUBJECT	RATINGS
1	Which of the Social networking Sites do you use?	SOCIAL PLATFORM	YOUR RATINGS
	Facebook		
	WhatsApp		
	Instagram		
	Twitter		
	Others		
2	Which of the Media do you rely on for Updates	NEWS PLATFORM	YOUR RATINGS
	News Channels		
	News apps		
	Twitter		
	Facebook		
	Others		
3	How you rate this as per your knowledge seen in Mass media	GENERES	YOUR RATINGS
	1. News/Generic Awareness		
	2. Entertainment		
	3. Education		
	2. Violence/Domestic Violence		
	3. Anti-Social Activity		
	4. Sexuality		
	5. Crime		
4	What are your thoughts about media and emotional appeal channels?	REACTIONS ON MAINSTREAM MEDIA	YOUR RATINGS
	Good to be connected with friends and families		
	It is unbiased		
	News in Media Create more Chaos & Misleads		
	It depends on Individual thoughts		
	Fake and unreality		

PART 3 REASONS AND OPINIONS ON MAINSTREAM MEDIA

SI. NO	QUESTIONS AND REASONS
1	Do you think Mass Media contents Effect on Health Seeking Behaviour among Teenagers (if yes mention 3 Examples/Reasons)
	Reason 1
	Reason 2
	Reason 3
2	According to you What is the difference between framing effects for News issues and Social Bias? (Mention 3 Examples/Reasons)
	Reason 1:
	Reason 2:
	Reason 3:
3	What is your opinion on the role of media- in sensationalize and glamourize crimes? (Mention 3 Examples/Reasons)
	Reason 1:
	Reason 2:
	Reason 3:
4	According to you What should be the ideal role and function of Social Media? (Mention 3 Examples/Reasons)
	Reason 1:
	Reason 2:
	Reason 3