

ORIGINAL ARTICLE

Analysis of effect on media on human behaviour

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ABSTRACT:

Background: Youth use media, or digital technology, on a daily basis as means for communication, information, and pleasure, and it has essentially taken over their lives. The present study was conducted to assess effect on media on human behaviour. **Materials & Methods:** 70 subjects age ranged 18-25 years of both genders were recruited for the study and a questionnaire was distributed and response was recorded. **Results:** Out of 70 subjects, 32 were males and 38 were females. Maximum change in behaviour was observed in cases where time spent on media was 4-8 hours (32). In maximum cases, change in behaviour was moderate (27). The difference was significant ($P < 0.05$). Main purpose of accessing media was learning by 25, mode of earning by 15 and entertainment by 30. Television programme preferred to watch most of the time was sports by 17, movies by 13, news by 14 and entertainment by 26. An internal urge to behave in the same manner the main character or the lead role or the person was never in 12, seldom in 18, often in 24 and always in 16. Connecting real life incidents with the reel life incidents was never in 9, seldom in 21, often in 15 and always in 25. When the reel life incidents become a reality, on decide it to tackle in the same manner as it was done in the Television programme was never in 8, seldom in 23, often in 24 and always in 15. 37 behaves according to the following scenes when one see a superhero fly, fight and save the world, do you dream and 33 behave differently. The difference was significant ($P < 0.05$). **Conclusion:** A person's behaviour and the way they are influenced by media can be greatly affected by the passage of time. This behavioural impact on a person clearly grows with the duration of media access.

Keywords: behaviour, Media, Television

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INTRODUCTION

Media are regarded as the driving force behind change and development, and therefore it is expected that they will accelerate social welfare and universal emancipation. The communication process has led to a public that is better informed.¹ Along with its function as a gatekeeper, the media has fostered notions of advancement and modernity, bolstered individuals, and disseminated novel concepts. In a democratic nation like India, the media is seen as the people's ally and voice against the forces of authority, wealth, and exploitation.² But do the media actually accomplish these tasks, and have they solely been beneficial to people?

Young people employ media and digital technology daily for communication, information, and entertainment purposes, and it has essentially dominated their lives.³ The youth of today can access media around the clock; they rely on mobile phones for alarms, engage with various technologies throughout the day, and ultimately use laptops or smartphones to surf the web as they fall asleep. Numerous young individuals have access to a range of media technologies, such as television, computers, the internet, and mobile phones.⁴

The detrimental effects of media on human behavior are also seen in children and other groups who abuse the media.⁵ The media has a negative impact on society in various ways as a result. This is achieved in

two manners: initially, by misleading the public with inaccuracies, and subsequently, through the media's creation of a new reality instead of covering real occurrences.⁶ As a result, their behavior is influenced by the media, which has detrimental effects on society. Individuals should be capable of putting up with the media, as it impacts them in both beneficial and detrimental ways. This can be achieved by understanding that everything has two sides and that both sides are equally valuable.⁷ The present study was conducted to assess effect on media on human behaviour.

MATERIALS & METHODS

The present study consisted of 70 subjects age ranged 18-25 years of both genders. All gave their written consent to participate in the study.

Data such as name, age, gender etc. was recorded. A survey was prepared. The first query pertains to the television program that garnered the highest viewership. The second and third questions relate to the daily time investment of young people in media and their motivations for accessing it. In the second question, if the subject chooses the first choice, which is less than 2 hours, he is not at all addicted, if he chooses the second option, which is 2-4 hours, he is less addictive, if he chooses the third option, which is 4-8 hours, he is addictive, and if he chooses the last option, which is more than 8 hours, he is very

addictive. From the fifth through the eighth question, each one concerns how the usage of media in various ways has altered the subject's behavior. There are four potential responses to the question of whether media has ever influenced a subject's behavior: never, rarely, often, and always. The ninth question, which is the last one, presents people with situations manufactured by the media in order to gain insight into their

behavior in those environments. Each of the six sections offers two choices: in accordance with and otherwise. Thus, would suggest that the patient has changed behavior, while differently would suggest the contrary. Data thus obtained were subjected to statistical analysis. P value < 0.05 was considered significant.

RESULTS

Table I Distribution of patients

Total- 70		
Gender	Male	Female
Number	32	38

Table I shows that out of 70 subjects, 32 were males and 38 were females.

Table II Assessment of behaviour changes

Change in behaviour	<2 hours	2-4 hours	4-8 hours	P value
Not at all	2	6	4	0.29
Very low	3	7	5	0.68
Moderate	6	8	13	0.42
Very high	3	5	8	0.21

Table II, graph I shows that maximum change in behaviour was observed in cases where time spend on media was 4-8 hours (32). In maximum cases, change in behaviour was moderate (27). The difference was significant (P < 0.05).

Graph I Assessment of behaviour changes

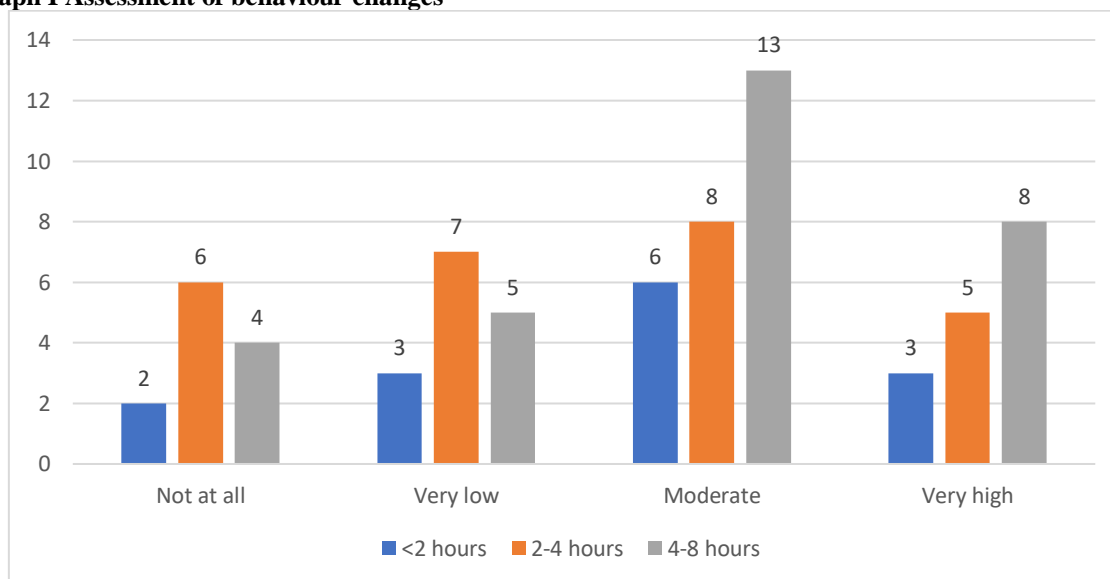


Table III Assessment of parameters

Parameters	Variables	Number	P value
Main purpose of accessing media?	Learning	25	0.05
	Mode of earning	15	
	Entertainment	30	
Which Television programme do you prefer to watch most of the time?	Sports	17	0.43
	Movies	13	
	News	14	
	Entertainment	26	
Do you feel an internal urge to behave in the same manner the main character or the lead role or the person you are influenced by acts in the	Never	12	0.65
	Seldom	18	
	Often	24	

Television programme?	Always	16	0.05
Do you connect your real life incidents with the reel life incidents?	Never	9	
	Seldom	21	
	Often	15	
	Always	25	
When the reel life incidents becomes a reality, do you decide it to tackle in the same manner as it was done in the Television programme?	Never	8	0.05
	Seldom	23	
	Often	24	
	Always	15	
Do you feel or behave according to the following scenes or the following news, or is your behaviour different? (i) When you see a superhero fly, fight and save the world, do you dream?	Accordingly	37	0.93
	Differently	33	

Table III shows that main purpose of accessing media was learning by 25, mode of earning by 15 and entertainment by 30. Television programme preferred to watch most of the time was sports by 17, movies by 13, news by 14 and entertainment by 26. An internal urge to behave in the same manner the main character or the lead role or the person was never in 12, seldom in 18, often in 24 and always in 16. Connecting real life incidents with the reel life incidents was never in 9, seldom in 21, often in 15 and always in 25. When the reel life incidents become a reality, on decide it to tackle in the same manner as it was done in the Television programme was never in 8, seldom in 23, often in 24 and always in 15. 37 behaves according to the following scenes when one see a superhero fly, fight and save the world, do you dream and 33 behave differently. The difference was significant ($P < 0.05$).

DISCUSSION

Young people employ media and digital technology daily for communication, information, and entertainment purposes, and it has essentially dominated their lives. Young people today can access media at any time of the day; they rely on mobile phones for alarms, engage with various technologies throughout the day, and ultimately use laptops or smartphones to surf the web as they fall asleep.⁸ A number of youth have access to a range of media technologies, such as television, computers, the internet, and mobile phones. This media undoubtedly influences us by offering ideas, motivating us to act on what we observe, and inspiring us to engage in particular activities.⁹ The present study was conducted to assess effect on media on human behaviour.

We found that out of 70 subjects, 32 were males and 38 were females. Subrahmanyam K¹⁰ suggest that playing computer games can be an important building block to computer literacy because it enhances children's ability to read and visualize images in three-dimensional space and track multiple images simultaneously. The limited evidence available also indicates that home computer use is linked to slightly better academic performance. The research findings are more mixed, however, regarding the effects on children's social development. Although little evidence indicates that the moderate use of computers

to play games has a negative impact on children's friendships and family relationships, recent survey data show that increased use of the Internet may be linked to increases in loneliness and depression. Of most concern are the findings that playing violent computer games may increase aggressiveness and desensitize a child to suffering, and that the use of computers may blur a child's ability to distinguish real life from simulation. The authors concluded that more systematic research is needed in these areas to help parents and policymakers maximize the positive effects and to minimize the negative effects of home computers in children's lives.

We found that maximum change in behaviour was observed in cases where time spend on media was 4-8 hours (32). In maximum cases, change in behaviour was moderate (27). Berger et al¹¹ examined patterns of internet use for health information among those with and without stigmatized illnesses. A national survey of internet users in the USA was conducted. Respondents who self-reported a stigmatized condition-defined as anxiety, depression, herpes, or urinary incontinence-were compared to respondents who reported having at least one other chronic illness, such as cancer, heart problems, diabetes, and back pain. The analytical sample consisted of 7014 respondents. Cross-sectional associations between stigmatized illness and frequency of internet use for information about health care, use of the internet for communication about health, changes in health care utilization after internet use, and satisfaction with the internet were determined. After controlling for a number of potential confounders, those with stigmatized illnesses were significantly more likely to have used the internet for health information, to have communicated with clinicians about their condition using the internet, and to have increased utilization of health care based on information found on the internet, than those with non-stigmatized conditions. Length of time spent online, frequency of internet use, satisfaction with health information found on the internet, and discussion of internet findings with health care providers did not significantly differ between the two groups. Results from this survey suggest that the internet may be a valuable health

communication and education tool for populations who are affected by stigmatized illnesses.

We found that main purpose of accessing media was learning by 25, mode of earning by 15 and entertainment by 30. Television programme preferred to watch most of the time was sports by 17, movies by 13, news by 14 and entertainment by 26. An internal urge to behave in the same manner the main character or the lead role or the person was never in 12, seldom in 18, often in 24 and always in 16. Connecting real life incidents with the reel life incidents was never in 9, seldom in 21, often in 15 and always in 25. When the reel life incidents become a reality, on decide it to tackle in the same manner as it was done in the Television programme was never in 8, seldom in 23, often in 24 and always in 15. 37 behaves according to the following scenes when one see a superhero fly, fight and save the world, do you dream and 33 behave differently. Iverson et al¹² described online health information-seeking behaviors among patients and evaluated the effects of this information on patient self-care and the patient-physician relationship. Of 154 patient responses received, 89 patients (58%) reported using the Internet to find health information. Slightly more than half of these individuals (49 [55%]) reported a change in the way they think about their health as a result of that information. In addition, most of these individuals (41 [46%]) reported making subsequent health-related behavioral changes. The largest segment of this population was aged 31 to 45 years (17 [57%]). They reported asking more questions during office visits (27 [66%]), following physician advice more closely (22 [54%]), and making self-directed dietary changes (22 [54%]). By and large, these patients informed their physicians of these changes (30 [73%]), especially as they believed physicians were willing to discuss the health information they obtained online (75 [84%]). The limitation of the study is small sample size.

CONCLUSION

Authors found that a person's behaviour and the way they are influenced by media can be greatly affected by the passage of time. This behavioural impact on a person clearly grows with the duration of media access.

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