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Research Article

MEDIA EXPOSURE IN VILLAGES AMONG DIFFERENT AGE GROUPS – A CASE STUDY OF KALISINDH THERMAL POWER PROJECT

Reeta Karra[1]., Mishra P. N[2] and Pooja Jain[3]

[1]Engineer, Service Building, H-I, First Floor, Kalisindh Thermal Power Project, Near village Undal, Rajasthan Rajya Vidyut Utpadan Nigam Limited, Jhalawar-326023 (Raj.) India
[2]Management and Head School of Economics, Devi Ahilya Vishwavidhyalay, Takshshila Campus, Khandwa Road, Indore-452017 (M.P.) India
[3]International Institute of Professional Studies, Devi Ahilya Vishwavidhyalay, Takshshila Campus, Khandwa Road, Indore-452017 (M.P.) India

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ABSTRACT

People of different age groups acts in different manner in society. Requirements and expectations of people from different age groups may differ. Media exposure helps to people of all age groups in being updated from around the world. It keeps connected and updated people living at every corner of world with day to day activities occurred anywhere in the world. Social life of people of all age groups is being influenced in so many ways by use of media communication. A thermal power plant named as Kalisindh Thermal Power Project is constructed near village Undal in State Rajasthan. Media exposure in villages among people of different age groups living in vicinity of this power plant has been analyzed in this paper. Required information has been gathered from people living in villages situated in vicinity of this power plant through survey. During survey a structured questionnaire was filled. Convenience sampling method is used for collection of sample. Frequency, percentage, simple arithmetic mean and ANOVA are the statistical tools used for the analysis.

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INTRODUCTION

People of different age groups are always differ from each other in so many ways. Their point of views, perceptions towards life and society differ. Their requirements and expectations from Government and society may differ. Young people may move towards social change while older people may resist some times. People of all age groups need to keep themselves updated and connected with each other. Media is very helpful in this context for all age groups. If media communication is available people feel closer to each other. It keeps them updated with day to day activities occurred anywhere in the world.

Kalisindh Thermal Power Plant (KaTPP) is constructed in state Rajasthan. It is located near village Undal approximately 15 km far from District Jhalawar. Media exposure in villages among people of different age groups living in vicinity of this power plant has been analyzed in this paper.

Pace (1993) described the effect of television introduction in Brazil on a small, isolated, Amazon community. He argued that the introduction of television changed the framework of social interactions, increased general world knowledge and changed people's perceptions about the status of their village in the wider world.

LITERATURE REVIEW

Behl (1988) found Television to bring about great changes in the round of household activities, including a new definition of the concept of time, alterations in the appearance of the house and its inhabitants, and an increased democratization of human relations with respect to the status of gender and age.

Mankekar (1993, 1998); Fernandes (2000); Johnson (2001); Scrase (2002) opined that beyond providing entertainment, television vastly increases both the availability of information about the outside world and exposure to other ways of life. This is especially true for remote, rural villages; where several

Corresponding author:* **Reeta Karra
Engineer, Service Building, H-I, First Floor, Kalisindh Thermal Power Project, Near village Undal, Rajasthan Rajya Vidyut Utpadan Nigam Limited, Jhalawar-326023 (Raj.) India

ethnographic and anthropological studies had suggested that television is the primary channel through which households get information about life outside their village.

Interorganizational Committee (1995) defined meaning of social impacts as the consequences to human populations of any public or private actions-that alter the ways in which people live, work, play, relate to one another, organize to meet their needs, and generally cope as members of society. The term also includes cultural impacts involving changes to the norms, values and beliefs that guide and rationalize their cognition of themselves and their society.

Robinson, Barth and Kohut (1997) compared the daily mass media habits of heavy, light, and nonusers of personal computers and on-line services based on 1994 and 1995 national surveys conducted by the Times-Mirror Center for the People and the Press. No significant or consistent evidence of time displacement of mass media was found.

Dahl (1998, 2006) discussed major differences between groups of people in terms of media use and political motivation and participation might violate the norm of political equality.

Delli Carpini (2000) pointed out that, compared to older generations or young adults from previous eras, the young adults of the year 2000 were less likely to: trust fellow citizens, be interested in politics, feel obligation in association with citizenship, be knowledgeable about the substance of politics, read newspapers or watch the news, register to vote, or to engage in any civic or political cause beyond voting.

Delli Carpini (2000); Henn and Foard (2012); Kimberlee (2002); Mesch and Coleman (2007) found evidences from a range of democracies; which showed that voting turnout is lower among younger citizens.

Johnson (2001) analyzed in his article the role of television in rural life, and the influence it has had on various social, economic and political processes that have been revolutionizing the landscape of village India in recent years. He discussed the unique characteristics of television that make it an important agent of cultural change. Villani (2001) reviewed the impact of media on children and adolescents and concluded the primary effects of media exposure are increased violent and aggressive behaviour, increased high – risk behaviours, including alcohol and tobacco use, and accelerated onset of sexual activity.

Scarse (2002) explained about the social impact of television among the middle classes in terms of the nature of middle-class cultural formation in Bengal since the time of British colonization of India. Thomas (2003) stated that the number of television sets in Asia has increased more than six-fold, from 100 million to 650 million, since the 1980s. In China, television exposure grew from 18 million people in 1977 to 1 billion by 1995.

Vigna and Kaplan (2007) observed large effects of the Fox News channel on voting patterns in the United States. Palfrey and Gasser (2008) suggested that younger citizens' greater use of social media may compensate for the decline in their use of traditional news media. Boulianne (2009); Delli Carpini (2004); Norris (2000); Strömbäck and Shehata (2010) revealed in their research that following traditional news media has positive effects on political participation. The age gap in news media attention may translate into increasing differences in political motivation and participation.

Olken (2009) investigated the impact of television and radio on social capital in Indonesia and found that increased signal reception, leads to more time watching television and listening to the radio, and less participation in social organizations and with lower self-reported trust. Lenhart *et al*. (2010); Loader (2007); Norris (2002a) stated that younger citizens are more prolific users of digital media than older citizens.

O'Keeffe *et al* (2011) stated in a clinical report that engaging in various forms of social media is a routine activity that research has shown to benefit children and adolescents by enhancing communication, social connection, and even technical skills. Because of their limited capacity for self-regulation and susceptibility to peer pressure, children and adolescents were at some risk as they navigate and experiment with social media.
Henn and Foard (2012) discussed about increased differences between younger and older citizens in terms of news media consumption and political participation.

Holt *et al* (2013) investigated use of media in different age groups. They investigated the impact of social media use for political purposes and of attention to political news in traditional media, on political interest and offline political participation. Their study suggested that frequent social media use among young citizens can function as a leveller in terms of motivating political participation.

Karra *et. al*. (2016) analyzed impact of media profile on villagers' social life. They concluded that villages are partially connected with communication network. They found that in villages people are dependent on TV for news and entertainment at home.

Objectives

The study is focused to a single objective of analysis of Media exposure in villages among people of different age groups.

Rationale

People of all age groups are required to be connected with their friends and relatives through communication network. People living in urban areas are very well connected with the whole world through advance communication network. But people living in rural areas are how well versed about communication networks. Kalisindh Thermal Power Project is constructed near village Undal, Rajasthan. Many villages are also situated in near about area of this Thermal Power Project. No study has been carried out to find out media exposure in villages among people of different age groups. This research is to analyze media exposure among people of different age groups living in villages located near to the Kalisindh Thermal Power Project. The researcher has gone through tremendous amount of literature available related to this field of study but very little research in this field has been carried out till now. This study is a venture to plug this gap.

Hypothesis

Following hypotheses have been framed and tested for the study:-

H_1: "There is no significant effect of age on receiving a newspaper at home"
H_2: "There is no significant effect of age on receiving magazine at home"
H_3: "There is no significant effect of age on own TV at home"
H_4: "There is no significant effect of age on own radio at home"
H_5: "There is no significant effect of age on availability of FM/MW/SW in radio"
H_6: "There is no significant effect of age on Internet connection at home"

RESEARCH METHODOLOGY

The type of research used for this study is descriptive in nature. For construction of Kalisindh Thermal Power Plant land of five villages viz Devri, Motipura, Nimoda, Singhania and Undal had been acquired. A survey of villagers living in these villages has been carried out. During survey information was collected by filling a structured questionnaire form. Convenience sampling method considered appropriate for selection of villagers during survey as all villagers belong from the same background. Reliability analysis was done to identify internal consistency of the variables. Table -1 shows Cronbach alpha value of the scale. Which is greater than 0.7. It shows adequate internal consistency. Statistical tools used for the analysis are frequency, percentage, simple arithmetic mean and ANOVA.

Table 1 Reliability Statistics

Name of Village	Cronbach Alpha
Devri	0.735
Motipura	0.771
Nimoda	0.724
Singhania	0.757
Undal	0.809

Data Analysis and Findings

People of all age groups need to keep themselves updated and connected with each other. Media is very helpful in this context for all age groups. In this paper our objective is to study Media exposure in villages among people of different age groups. For this purpose following indicators were considered:-

- Receive a newspaper at home
- Receive a magazine at home
- Own TV at home
- Own Radio at home
- Availability of FM/MW/SW in Radio
- Internet connection at home

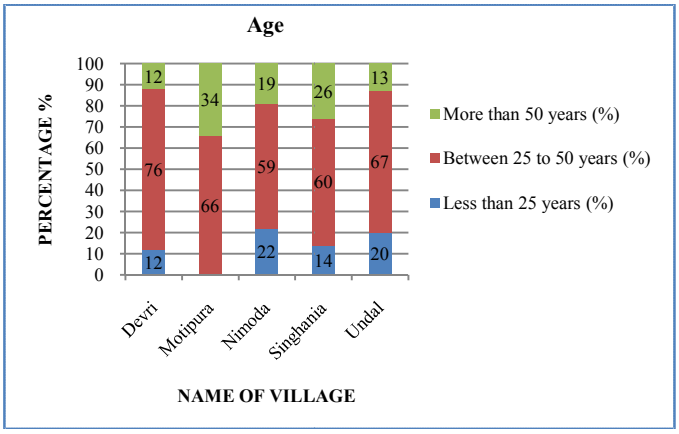
As the result of Data Analysis following findings have emerged:-

Media Exposure in villages among people of different age groups

Table – 2 and Bar Graph – 1 show that majority of respondents from all five villages, who participated in this survey, are of middle age group i.e. between 25 to 50 years. 76% respondents from village Devri, 66% from village Motipura, 59% from village Nimoda, 60% from village Singhania and 67 % from village Undal participated from middle age group. Only 12% respondents from village Devri, 22% from village Nimoda, 14% from Village Singhania and 20 % from village Undal participated from age group less than 25 years. Only 12% respondents from village Devri, 34% from village Motipura, 19% from village Nimoda, 26% from Village Singhania and 13 % from village Undal participated from age group more than 50 years. It infers that most of decisions in most of families in villages are taken by middle age group person.

Table 2 Age

Name of Village	Less than 25 years (%)	Between 25 to 50 years (%)	More than 50 years (%)
Devri	12	76	12
Motipura	0	66	34
Nimoda	22	59	19
Singhania	14	60	26
Undal	20	67	13



Bar Graph 1 Age

Interpretation of ANOVA

Statistical tool ANOVA has been applied on all indicators considered for Media Exposure in villages. The findings and interpretation have been described as under:-

Interaction between Age and Receiving a Newspaper at Home

ONE WAY ANOVA for indicator 'Receive a Newspaper at home' of 'Media Exposure in villages among people of different age groups' is presented as below:

Table 3ANOVA: Receive a newspaper at home

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.185	2	0.093	0.580	0.561
Within Groups	39.933	250	0.160		
Total	40.119	252			

It can be observed from the above table that F value of interaction between age and receiving a newspaper at home is 0.561 with degree of freedom 2, which is not significant. It means that there is no significant difference in perception of people from different age groups with respect to receiving a newspaper at home. In light of this the null hypothesis namely "There is no significant effect of age on receiving a newspaper at home" is not rejected. Hence, it may be concluded that indicator receiving a newspaper at home of Media exposure in

villages among people of different age groups is independent of age and perception of people from different age groups is at par for this indicator.

Interaction between Age and Receiving Magazine at Home

ONE WAY ANOVA of indicator 'Receive Magazine at Home' of 'Media Exposure in villages among people of different age groups' is presented as below:

Table 4 ANOVA: Receive magazines at home

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.019	2	0.009	1.195	0.305
Within Groups	1.965	250	0.008		
Total	1.984	252			

It can be observed from the above table that F value of interaction between age and receiving magazine at home is 1.195 with degree of freedom 2, which is not significant. It means that there is no significant difference in perception of people from different age groups with respect to receiving magazine at home. In light of this the null hypothesis namely "There is no significant effect of age on receiving magazine at home" is not rejected. Hence, it may be concluded that indicator receiving magazine at home of Media exposure in villages among people of different age groups is independent of age and perception of people from different age groups is at par for this indicator.

Interaction between Age and Own TV at Home

ONE WAY ANOVA of indicator 'Own TV at Home' of 'Media Exposure in villages among people of different age groups' is presented as below:

Table 5 ANOVA: Own TV

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.775	2	0.388	1.685	0.187
Within Groups	57.494	250	0.230		
Total	58.269	252			

It can be observed from the above table that F value of interaction between age and own TV at home is 1.685 with degree of freedom 2, which is not significant. It means that there is no significant difference in perception of people from different age groups with respect to own TV at home. In light of this the null hypothesis namely "There is no significant effect of age on own TV at home" is not rejected. Hence, it may be concluded that indicator own TV at home of Media exposure in villages among people of different age groups is independent of age and perception of people from different age groups is at par for this indicator.

Interaction between Age and Own Radio at Home

ONE WAY ANOVA of indicator 'Own Radio at Home' of 'Media Exposure in villages among people of different age groups' is presented as below:

Table 6 ANOVA: Own Radio at home

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.018	2	0.009	0.774	0.462
Within Groups	2.946	250	0.012		
Total	2.964	252			

It can be observed from the above table that F value of interaction between age and own radio at home is 0.774 with degree of freedom 2, which is not significant. It means that there is no significant difference in perception of people from different age groups with respect to own radio at home. In light of this the null hypothesis namely "There is no significant effect of age on own radio at home" is not rejected. Hence, it may be concluded that indicator own radio at home of Media exposure in villages among people of different age groups is independent of age and perception of people from different age groups is at par for this indicator.

Interaction between Age and Availability of FM/MW/SW in Radio

ONE WAY ANOVA of indicator 'availability of FM/MW/SW in radio' of 'Media Exposure in villages among people of different age groups' is presented as below:

Table 7 ANOVA: Availability of FM/MW/SW in Radio

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.018	2	0.009	0.774	0.462
Within Groups	2.946	250	0.012		
Total	2.964	252			

It can be observed from the above table that F value of interaction between age and availability of FM/MW/SW in radio is 0.774 with degree of freedom 2, which is not significant. It means that there is no significant difference in perception of people from different age groups with respect to availability of FM/MW/SW in radio. In light of this the null hypothesis namely "There is no significant effect of age on availability of FM/MW/SW in radio" is not rejected. Hence, it may be concluded that indicator availability of FM/MW/SW in radio of Media exposure in villages among people of different age groups is independent of age and perception of people from different age groups is at par for this indicator.

Interaction between Age and Internet Connection at Home

ONE WAY ANOVA of indicator 'Internet connection at home' of 'Media Exposure in villages among people of different age groups' is presented as below:

Table 8 ANOVA: Internet connection at home

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.031	2	0.016	0.505	0.604
Within Groups	7.716	250	0.031		
Total	7.747	252			

It can be observed from the above table that F value of interaction between age and Internet connection at home is 0.505 with degree of freedom 2, which is not significant. It means that there is no significant difference in perception of people from different age groups with respect to Internet connection at home. In light of this the null hypothesis namely "There is no significant effect of age on Internet connection at home" is not rejected. Hence, it may be concluded that indicator Internet connection at home of Media exposure in villages among people of different age groups is independent of age and perception of people from different age groups is at par for this indicator.

CONCLUSION AND SUGGESTIONS

In modern era communication network is necessary for people of all age groups to keep updated and connected with each other. The study revealed that Age has no significant effect on

Media exposure in villages. Thus, we conclude that Media exposure in villages is independent of age and behaviour of people belongs from different age groups are at par in rural area.

There is lot of competition in every field of business. The same is true for companies involved in communication network. For attracting the customers, companies are deriving new offers day by day. Communication companies can grab the opportunity of these villages for expending their business and develop communication network of their companies. It may help villagers to keep connected with outside world and communication companies can get their business.

Limitations of the Study

- The study is limited to the villagers living in villages located near to the Kalisindh Thermal Power Plant only; therefore findings cannot be extended to other areas. However, few findings are common, which can be extended in other areas too.
- For collecting primary data from villagers for the study, Non probabilistic convenience sampling has been used and it has its own limitations.
- Results cannot be generalized.

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