IMPACT OF ELECTRONIC MEDIA ON INTERPERSONAL COMMUNICATION AND AGGRESSION AMONG ADOLESCENT STUDENTS.

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ABSTRACT: -

Background: *Use of electronic media nowadays has more attention seeking aspect in the world. The young adolescents are more prone towards using electronic media because of the technology development, peer pressure, societal issues and so on. Using of electronic media in high rate will be affected on their mental health issues. Hence the present study tries to find out the psychological aspects which would be affected by the using electronic media more.* **Objective:** *To study the impact of Electronic Media on Interpersonal communication and Aggression among Adolescent students.* **Sample & Method:** *Survey research method was carried out with the total sample of 600 adolescent students (300 Boys, and 300 Girls). They were assessed Interpersonal communication measured by interpersonal communication inventory which was developed by Millard J. Bienvenu (1996), and Aggression measured by using Aggression scale was developed by Dr. G.P. Mathur and Dr. Raj Kumari Bhatnagar (Aggression Scale, 2004).* **Result & Conclusions:** *In the study it was hypothesized that Technology use decreases Interpersonal communication and increases aggression among adolescent students. The study has shown that adolescents who use technology at high rate, have shown low Interpersonal communication skills compared to adolescents who use technology at very low rate. And also the level of aggression is also high in adolescents who use technology or electronic media at high rate compared to adolescents who use electronic media at low rate.*

KEYWORDS: *Electronic Media, Interpersonal communication, Aggression, Adolescents.*

INTRODUCTION :

Developing concern exists among researchers regarding the effects of the electronic media on youth regarding potential risks to safety, well-being, and skill development (Selfhout, Branje, Delsing, Bogt & Meeus, 2009; Caplan, 2003; Gross, 2004). Media networking is a current phenomenon that consists of both web-based communications with Internet users through websites (Whatsapp, Hike, Telegram, Facebook, MySpace, YouTube) and interaction with others via cellular phones. According to Social media statistics, there were 526 million daily active users global on average in March 2012. Further, the 2010 Media Industry Fact Sheet reported that two-thirds of the population over the age of 13 are connected by cell phones. Social networking has become common in today's society, especially among adolescents and young adults, and continues to grow in popularity. These social media activities occur among people who already know each other personally as well as those who have never met in person.

Increased utilization of computers and cell phones to communicate, tasks that have historically required interpersonal skills and face-to-face interaction, may be altering the means in which young people attain and practice skills that are very much essential to function in their daily lives.

One of the major influencing factors in the social environment of the 21st century is electronic media. It encompasses every walk of our life and often cannot estimate the influence of the burgeoning technological applications on society. The applications like Radio, television, movies, video games, cell phones, and computer networks have their own potential influence on individuals of the society. The electronic media, no doubt, have established possibly intense effects, both positive and negative, on individuals', specifically children, cognitive, behavioral and social development (Ray & Jat, 2010). The usage of media not his only restricted to entertainment, however, it encompasses the communication, information, education and enlightenment. Having many advantages that media has the representation of violence has become the significant concern to all. Media violence, currently, has an important issue globally, which creates grave hazard to adolescents and also to entire population.

Ray and Jat (2010) mentioned that exposure to media violence has been positively related to subsequent aggressive behavior, ideas, arousal of anger, further they also pinioned that children who watched a specific aggressive behavior (e.g. hitting) displayed by others (in the media or in the environment around them) have more probability to perform the same aggressive behavior immediately. Study from Yama and his colleagues (2001) suggested the children who exhibit feats, tensions, bad dreams and tendencies towards delinquencies are consequence of recurrent and a consistent exposure to murder mystery movies, and stories filled with violence and torture children watch all these on TV and movies. Further Hopf and his friends revealed that those students who exhibit more violent and delinquent behavior at the age of 14 who view horror and violent films during childhood, and more often play violent electronic games at early adolescence.

METHOD:
Objectives
1. To study the levels of electronic media used by the college students.
2. To study the level Interpersonal communication among the college students.
3. To study the level of aggression among college students.

Hypotheses:
Hypothesis 1. Use of electronic media decreases Interpersonal communication.
Hypothesis 2. Use of electronic media increases aggression.

Participants
A total of Six hundred participants were selected from different colleges and undergraduate Pre University colleges in Bengaluru and Mysuru, Karnataka for this study (N = 600, Males = 300 and Females = 300). Who are studying undergraduate courses with the age range between 16 to 21 years.

Measures
Interpersonal Communication Inventory: Interpersonal communication inventory was developed by Millard J. Bienvenu in 1996. To measure interpersonal communication of the people. It has 54 items, which measure the process of communication as an element of social interaction. It is intended to measure content but to identify patterns, characteristics, and styles of communication.

Aggression scale: Aggression scale was developed by Dr. G.P. Mathur and Dr. Raj Kumari Bhatnagar in 2004. This scale is used to study the level of aggression in any age group (above 14 years). This scale consists of 55 statements. Each statement describes different forms of individual's aggression in different situations. It is a Likert type 5-point scale. Reliability coefficient was .88 in males and .81 in case of females. Validity is .80 in males and .78 in females.

Procedure:

Initially the investigator established rapport with the authorities and students and taken consent for their involvement in the proposed research. They were briefed about their participation and requested to fill up the bilingual research instruments under study. They were administered Electronic Media use index, interpersonal communication inventory, and Aggression scale. During the process of administering the research questionnaires doubts were clarified.

After the data gathered from the participants, scoring was done according to the key given by the authors of the questionnaires.

Analysis of Results:

The data collected have been analysed using descriptive statistics such as Total, mean, and Standard Deviation. Independent t-tests were used to examine the significance of the difference between the two groups (High technology users and low technology users). Effectiveness of technology use on Interpersonal communication and Aggression were examined by applying independent sample t-test.

Table 1 Mean, Standard Deviations and t-value of Aggression of high technology users   and low technology users.

Variable	Groups	Mean	SD	t-value	p-value
Aggression	High Technology Users	197.28	40.59	24.676	.001
	Low Technology Users	124.53	30.97		

Significant @ 0.05,

As shown in table 1, the data was analysed to examine the difference between high technology users and low technology users in their aggression scores. The mean and standard deviation scores of high technology users are 197.28 and 40.59respectively. The low technology users have the mean and standard deviation scores of 124.53 and 30.97 respectively. Independent t test was used to find out the difference between these two groups. It has found significant difference between the high technology users and low technology users (t = 24.676, p = .001 which is greater than 0.01) in their aggression. The result is displayed graphically in the Figure 1.
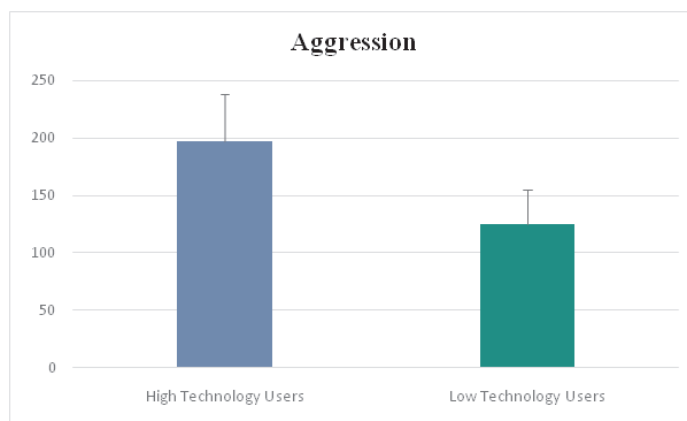
Figure 1. Showing mean and standard deviation scores of high technology users and low technology users in Aggression.

Table 2. Mean, Standard Deviations and t-value of Interpersonal communication of high technology users and low technology users.

Variable	Groups	Mean	SD	t-value	p-value
Interpersonal Communication	High Technology Users	72.51	14.63		
				5.152	.001
	Low Technology Users	84.63	38.00		

Significant @ 0.05,

As shown in table 2, the data was analysed to examine the difference between high technology users and low technology users in their interpersonal communication scores. The mean and standard deviation scores of high technology users are 72.51 and 14.63respectively. The low technology users have the mean and standard deviation scores of 84.63 and 38.00 respectively. Independent t test was used to find out the difference between these two groups in their interpersonal relationship. It has found significant difference between the high technology users and low technology users (t = 5.152, p = .001 which is greater than 0.01) in their interpersonal relationship. The result is displayed graphically in the Figure 2.
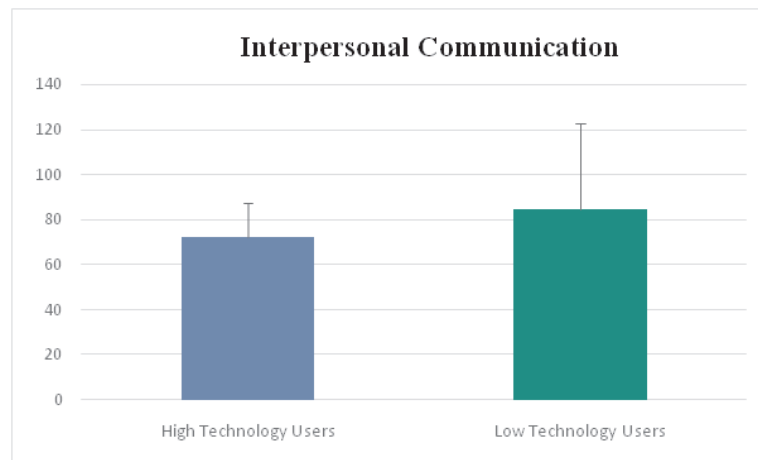

Figure 2. Showing mean and standard deviation scores of high technology users and low technology users in Interpersonal communication.

Discussion and Conclusion:

The present study was conducted to examine the impact of electronic media on Interpersonal communication and aggression among college students. 600 college students 300 males and 300 females were selected as participants in this study. The variables tested were technology used index (Independent variable), Interpersonal communication and aggression (Dependent variables).

The research has focused on the impact of electronic media on interpersonal communication among adolescents. It was hypothesized that use of electronic media decreases interpersonal communication among adolescents. The results of the present study also in accordance with hypothesis and found that adolescents who use electronic media devices more their interpersonal communication have reduced compared to adolescents who use less. The following evidences are also the findings of the present research.

The adolescents and young adults of today use technology such as the Internet and social media more than any other method through which to communicate and socialize (Mishna, McLuckie, & Saini, 2009; Kaynay & Yelsma, 2000; Nie & Hillygus, 2002). Recent research studies have revealed that communication technology is increasing exponentially with each generation and is becoming a mainstay within our society (Mishna et al., 2009). According to statistics gathered by ComScore Networks, 713 million people ages 15 or older, which was 14% of the global population, used the Internet in June 2006, with 153 million being in the United States (Lipsan, 2006). Despite the potential benefits for adolescents who engage in the various types of social networking, such as the sense of being understood and supported by peers (Selfhout et al., 2009) the research is showing that the excess use of this technology may underhandedly inhibit proper interpersonal skill development (Wolak, Mitchell, & Finkelhor, 2003). Due to the nature of the social work profession and its efforts to enhance the lives of youth and plan for their successful transition into adulthood, further examination of the impact of social networking on adolescents is justified. Therefore, the purpose of this study to examine the impact of social networking on the skills of communication and conflict resolution within the young adult population.

The present study also indicated that adolescents who use electronic media more and exposed to violent and aggressive behavior in medias they have shown high level of aggressive behavior that those adolescents who use electronic less and exposed to aggressive and violent acts less in medias. Ojewola (2014) mentioned that media violence could have profound effect on children as well as on adolescents, are affected physiologically and psychologically. Further, it was mentioned that youths are more prone to watching violent media programmes and often insensitive to violence consequently think that it as a way of solving conflict. While television movies and music videos regularize carrying and using of weapons, it also exaggerates them as sources of personal power (Federman, 1998). Media appears to have superior medium of influencing youth's attitudes and actions (Strasburger, 2006).

Study from Yama and his colleagues (2001) suggested the children who exhibit feats, tensions, bad dreams and tendencies towards delinquencies are consequence of recurrent and a consistent exposure to murder mystery movies, and stories filled with violence and torture children watch on TV and movies.   Further Hopf and his friends (2009) revealed that those students who exhibit more violent and delinquent behavior at the age of 14 who view horror and violent films during childhood, and more often play violent electronic games at early adolescence. The results of many experimental studies, where people allocated randomly to be exposed to violent or nonviolent media, indicated that the people who exposed to violent media cause an increased possibility of aggression in the short term when compared people who are exposed to non-violent media (Anderson et al., 2004; Anderson & Dill, 2000; Sestir, & Davis, 2005).

In this study it is concluded that the highly use of electronic media has a negative impact on adolescent college students and it has increased the symptoms of less interpersonal communication and high level of aggression. The main goal of this research was to facilitate insight about how highly usage of technology affected negatively on adolescents' mental health and psychological aspects, so that future researches could more focus on enhancing the interpersonal communication skills and reduce the level aggression which were resulted from using technology with high rate by applying the therapeutic strategies. Moreover, therapists and mental health professional need to develop treatment approaches like Cognitive Behavior Therapy/ Rational Emotive Behavior Therapy/ Mindfulness Based Cognitive / Cognitive-Hypno Therapy and offer a sympathetic and non-judgmental space which would allow the adolescents or college students to off load the negative thoughts and feelings and enhance their positive attitude towards their lives.

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