

**A study of uses and effects of mass
media on individuals
(with respect to Kanpur city)**

THESIS
SUBMITTED TO
BABASAHEB BHIMRAO AMBEDKAR UNIVERSITY
(A Central University)
LUCKNOW

BABASAHEB
BHIMRAO
AMBEDKAR
UNIVERSITY



•LUCKNOW•
प्रज्ञा शील करुणा
ESTABLISHED 1996

FOR THE DEGREE OF
Doctor of Philosophy
In
MASS COMMUNICATION AND JOURNALISM

By
Kaushal Tripathi

Enrolment No: 409/09

Under the Supervision of

Dr. Gopal Singh

Professor

DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM
SCHOOL FOR INFORMATION SCIENCE AND TECHNOLOGY
BABASAHEB BHIMRAO AMBEDKAR UNIVERSITY

(A Central University)

VIDYA VIHAR, RAEBARELI ROAD, LUCKNOW-226 025

2016

ABSTRACT

The journey of man from medium to media in the last two centuries has changed the world and human in many parlances. And still the wheel of fortune is rolling, rolling and rolling. Who are living can only imagine what future will serve to them in respect of media technology. Today everybody sings the raga of new media technology. If we are living in the era of new media technology, than what termed be phrased for the coming technologies of future. Termed like old media and new media are already fading in the current time. Earlier there are hot and cold media terminologies. It seems that it is easier for the engineer to develop an advance media technology than the academicians to coin a new term for that, just joking. Ok, let's come to the present, we are rolling in the roller-coaster of media available to us. Until or unless we are not letting loose ourselves.

There are many who believes in the existence of god or there are some who don't. Hence there is not a single opinion among men about the supreme almighty. But today no-one denied the fact that media has effect more or less on every aspect of life. Some are chasing (using) the beast (media) or some are chased (used) by the beast (media). In both the cases beast is there. And media is not less than a beast.

In this research, the researcher is interested in finding the relationship between the media and the individual. How individual uses the media. And because he is using it, one can't denied that he has no effect on him. Is the individual using the media according to his will or he is addicted to it? Hence there is a question. Is individual is riding the media or media is riding the individual? There are many answers given by the media experts and everyone has its own logic and concept.

Chapter I Introduction

What this study is about?

This research study, 'A study of uses and effects of mass media on Individuals (with respect to Kanpur city)' incorporates two different approaches, which are interrelated to each other. The first one is 'Uses of mass media by the individual' and

the other one is 'effect of mass media on individual'. This research work deals with the above two, one by one. But first look at what mass media are? And what are new emerging trends, which posed a challenge for the so called traditional media.

Mass Media

The mass media, the vehicles of mass communication, are many. The prominent ones which have become household names are newspapers, magazines, books, radio, films, television, and more recently, satellite TV and cable TV, new media technology with internet as leading one.

The mass media have assumed a significant role in our life. Individually or collectively they cater the needs of different audiences who have desired specific preferences. Some have interest for entertainment, or some other on vide diasporas of sports, news, plays, serials, dance, music etc. Others may have greater interest in news and views.

Every medium has certain strengths in its own perspective in serving people and each has gone through several stages of development with pressure and completion from newer communication technologies.

New characteristics on which relative assessment of the various technologies is compared

Interactivity- this is the property of a medium in which user can interact with the medium in real time. *Asynchronocity*- refers to that property of the medium where by the simultaneous presence of all the participants in a communication exercise is not compulsory. *Demassification*- refers to the extent to which a given technology can lead itself to such individualised communication.

Mass media emerging trends

With day to day advancement in media technology new trends have evolved. The traditional media are in a state of 'survival for the fittest' in front of new media technology. They can only save themselves by becoming flexible and modern with time. Instead of struggling, they are in a process of makeover so that they can tackle the every tide of coming technology. Some of the new trends are: *audience*

segmentation, convergence, increase audience control, user generated content, multiple platforms, mobile medium.

Uses of mass media by the individual

There are many paradigms that researcher could use to study mass communication. In this study researcher is following the *functional approach* of the mass communication discipline. Functional approach in its simplest form holds that something can be well understood by examining how it is used. In mass communication this means, examining the use that audience make of their interaction with the media. On the other hand, researcher could look through a close-up lens at the individual receivers of the content and ask them to report on how they use mass media. This approach is called *microanalysis*.

At the individual level the functional approach is given the general name of the **uses and gratification model**. In its simplest form the uses and gratification model posits that audience members have certain needs or drives that are satisfied by using both non media and media sources. This research is more concerned with media-related sources of satisfaction.

Uses and gratification model

The uses and gratification approach was first described in an article by Elihu Katz (1959) in which he was reacting to a claim by Bernard Berelson (1959) that the field of communication research appeared to be dead. Katz argued that the field was dying was the study of mass communication as persuasion. He pointed out that most communication research up to that time had been aimed at investigating the question “What do media do to people?” Katz suggested that the field might save itself by turning to the question. “What do people do with the media?”

The uses and gratification approach views the audience as active, meaning that they actively seek out specific media and content to achieve certain results or gratifications that satisfy their personal needs. They suggest that media users seek out a medium source that best fulfils the needs of the user and they have alternate choices to satisfy their need.

Fundamental assumption of uses and gratification theory

1. People use media for their very own purpose.
2. People want to gratify their need.
3. Media compete for user's attention and time.
4. Media affect different people differently.
5. People can report about their media uses accurately.

Criticisms of uses and gratification research

It is highly individualistic, taking into account only the individual psychological gratification derived from individual media use. There is relatively little attention paid to media content, researchers attending to why people use the media, but less to what meanings they actually get out of their media use. The approach starts from the view that the media are always functional to people and may thus implicitly offer a justification for the way the media are currently organized.

Meaning of Media 'Effects'

'Media effects' are understood by different people differently. Everyone has its own perspective or vision to the word. It is precisely called as meaning of a word lies in the mind of the people and hence each will have its own meaning. A person, researcher or professional has certain individual and social arena to perform. He delineates the meaning of everything in all aspects related to his part of globe.

History of media effect research

A brief history of media effect research is presented as summarized by Denis McQuail in four phases of media effect. The four phases are; Phase I-All powerful media, Phase II-Theory of powerful put to the test, Phase III-Powerful media rediscovered and Phase IV-Negotiated media influence.

Prominent media effects theory

A brief account of prominent media effects theory is presented. They are following; *Hypodermic or Bullet theory*, *Psychological or Individual difference theory*, *Personal Influence theory*, *Reinforcement: Limited effects theory*, *Narcosis and*

Catharsis, Incidental effects, Cultivation theory, Technological effects- McLuhanesque perspective, Agenda setting theory, the spiral of silence theory and dependency theory.

OPERATIONAL DEFINITIONS OF TERMS USED IN THE RESEARCH WORK

Operational definitions of the following term were provided in the end of the first chapter of this research work : *Ownership of the media, mode of engagement, preference of order (least preferred, average preferred and most preferred), performance, innovation, convenience, reliability, time shifting, social interaction, attention, information, empowerment, identity, freedom, privacy, Entertainment, time pass, companionship, escapism, enjoyment, relaxation, excitement.*

Chapter II Review of Literature

This chapter of the research work is focussed on the media effect studies and uses and gratification studies took place in the past. All these studies have established and enriched this field of mass communication in a number of ways. They have different viewpoints, approaches, believes, method all confronting or providing support to one or another in certain manners. Researcher had divided the chapter into three parts, the first part providing an insight of the media effect research studies beginning from the start of the nineteenth century to the present. The second part is related with the studies related to the beginning and formulation of the Uses and Gratification approach. A number of studies are herein presented to have an understanding of the approach. A brief summary of Uses and Gratification research related to new media technology were presented in the end of the chapter so that researcher can have the idea that what the new technology brings to us and what challenges it created for the researchers.

Some other aspects of media effects discussed in this chapter are: *E.M. Perse: Four models of media effects, Processes of Media Effect: a Typology, Individual Response and Reaction: the Stimulus–Response Model, Mediating Conditions of Effect, Source–Receiver Relations and Effect, Collective Reaction Effects,*

Entertainment Effects, CNN effect, Third-party effects, Framing Effects, Priming, Cognitive Dissonance, Symbolic Interactionism, Media Logic, Internet News Effect.

Chapter III Research Methodology

Defining research problem

- There are three main paradigms in media effects: strong effects, limited effects, and minimal effect but everyone has limitation. Researcher will try to find out the relation between media, Individual and effect in current perspective.
- Individuals are usually more dependent on available media if their access to media alternatives is limited. The more alternatives there are for an individual, the less is the dependency on, and influence of, a specific medium.
- Traditional Role of media of IEC is now fading and many new roles media is playing in the life of the user.
- With the incoming of new media technology the user behavior of the individual is changing rapidly.
- The traditional media have still hold on the older generation. The old generation while have their faithfulness to the established media, they are also not much behind in using the new media.

Objectives of the research

- a) To study the media habits of the individual regarding their access of mass media.
- b) To study the correlation between demographic variables and uses of mass medium.
- c) Modes of engagement with different mass media.

- d) To study the driving forces behind their exposing patterns to the mass media.
- e) To study the gratification individuals derive from mass media.
- f) To establish a relationship between the individual preferences and what media serve to the individuals.

Hypothesis

- H.1 Access of media has positive relation with income and education qualification and negative with age.
- H.2 Income and age have a reciprocal relationship toward the new media technology.
- H.3 Entertainment and communication are more preferable choice than information in low income and young generation.
- H.4 Passion for personal media is more in comparison to family and community media.
- H.5 Technology and Individual specific driving forces are preferred in young age while society driving force in older ones.
- H.6 Gratification for companionship and relaxation is more preferred by old age group while time pass and excitement by the younger ones. Enjoyment and escapism is the choice for middle age people.
- H.7 Young generation is more satisfied with internet media while old with print media and mid age with television.

Type of research: This study is a *fundamental* research. It is also quantitative as it deals with number of variables relating to amount of consuming times in hours or frequency of using a media, various demographic variables etc which can be found out by *quantitative* methods. As this research is also *qualitative* as a lots of variable are, depending on their memory, their wishes, their attitude etc. As per

the criteria of media effects research is concern, it comes under *uses and gratification* studies.

Area of research: Kanpur formerly Cawnpore is the second most populous city and the largest urban agglomeration in the Indian state of Uttar Pradesh. It is one of the largest industrial cities in India.

Method of data collection: Survey is used as primary method of data collection while for review of literature and various other related information secondary sources of data collection were looked.

Nature of Data: Nominal Data

Technique of data collection: Questionnaire

Time period of data survey: The time period of Data Collection is from the beginning of the January 2014 to the end of the February 2014.

Sampling technique: Non probability Sampling (Purposive Sampling)

Size of sample: To obtain the required data for the present study a survey is conducted with a self explanatory, structured, closed end questionnaire in the Kanpur city. More than 500 questionnaires were distributed in the various area/wards of the Kanpur city. Out of the distributed questionnaires, total 417 questionnaires were returned to the researcher. For the simplicity of calculation 400 questionnaires were selected randomly, hence the sample size of the survey is 400.

Data analysis

1. Classification and Tabulation : Tables of columns and rows
2. Presentation : Column, Line, Bar and Pie diagram
3. Statistical method :
 - Frequency and percentage
 - Central Tendency: mode
 - Correlation: cross tabulation

Chapter IV Classification, Tabulation and Analysis

The Questionnaire includes the following questions in the various categories. The responses were elaborately classified, tabulated and analysed in this chapter under following heads.

General Information

1. Gender
2. Age
3. Education
4. Income
5. Status of your living (with respect to family members)

Access of Media

6. What is the type of ownership of media you have.
7. Amount of money you expend on each media
8. Type of Access of different media.

Media Habits of Individuals

9. Time spent on each media

Uses of the mass media

10. Purpose of using media.

Modes of Engagement

11. Modes of engagement by the individual with different media.

Driving Forces

12. Driving forces behind exposing to the mass media

Gratification Derived

13. To study the gratification individuals derive from mass media.

Relationship between user and media

14. To establish a relationship between the individual preferences and what media serve to the individuals.
 - A. Individual preferences for various programs.
 - B. What Media serve to the need of Individual Preferences?

Chapter V Conclusion

The research 'A study of uses and effects of mass media on individuals' has derived its genesis from the very popular concept of Elihu Katz, Jay G Blumer and Michael Gurevitch,, what they termed as 'uses and gratification' theory of media effects. They turned their attention towards the users that how they used the media to live out their fantasy lives and to seek out other gratifications, or even to inform and educate themselves about the world and its people. Thus the media 'effect' was related to the needs and activities of audiences. The theory stands on the concept of 'Active Audience'. Here active stands for the willingness of the users to expose themselves to the media of their choice, the time they preferred, for the content which suits to them and many other interactions. The core concept of uses and gratification is to think or explore the media effect from the point of the user. That is just opposite of the concept '*what media do to the people to what people do to the media*'.

In this research, researcher also defined uses of the mass media by individual and to study their uses of the different media and to relate it to the kind of effects. The research has several objectives and there are related hypothesis. Here are the conclusion and results of the research.

GENERAL INFORMATION OF THE RESPONDENTS`

To obtain the required data for the present study a survey is conducted with a self explanatory, structured, closed end questionnaire in the Kanpur city. More than 500 questionnaires were distributed in the various area/wards of the Kanpur city. Out of the distributed questionnaires, total 417 questionnaires were returned to the researcher. For the simplicity of calculation 400 questionnaires were selected randomly, hence the sample size of the survey is 400.

- From the present study it is found that among the selected respondents, The 236(59%) respondents were male while rest 164(41%) are female, which shows that the distribution of the respondents` is slightly tilted towards male respondents`.
- The age wise distribution of the respondents` in 16-25yrs is 166(41%), 26-40yrs is 132(33%) and 40 yrs and above category is 102(26%). The shift is towards younger aged group.
- Among the selected respondents` 153(38%) are in under graduate group, 156(39%) are in under Post Graduate group and 91(23%) are in Post Graduate and above category. Under graduate respondents` form the major part of the survey.
- Income distribution of the respondents` is 246(61%) in under 25,000/-, 110(28%) in 25,000/- to 50,000/- and 44(11%) in above 50,000/- category. It is evident that the majority of the respondents` are from first category.
- Distribution of the respondents` according to the status of living (with respect to family planning) is 119(30%) as single, 45(11%) as couple, 106(27%) as couple with children`s and 130(33%) as couple with children`s and parents category. It is clear from the distribution that the majority of the respondents` were lying on the extreme right and left categories.

Objective (a): To study the media habits of the individual regarding their access of mass media.

Ownership

- Nothing much difference is observed in gender wise category. Responses were mostly in synchronicity with each other. Slight difference is observed in books and internet. Female owned more books while their counterpart male owned internet.
- Senior aged group owned nearly, double the ownership of newspaper compared to the younger one. Ownership of the media is homogenously distributed in each educational group. As the income increases a slight increase in ownership of media is observed in almost each category. Low income group share more newspaper while the mid and higher income group, the internet. In

a new technological era, it is a myth that aged ones are not feeling comfortable with internet.

- Radio and internet both have very high percentage of personal ownership, followed by newspaper, books and magazine. Television is still a sharing medium in each category.
- Demographic profile of respondents` generally doesn't have a major effect on the ownership of the medium.

Money expenditure

- Radio has a lowest expenditure compared to any other mass media. Both male as well as female respondents spend less the Rs. 200 per months on the radio. Gender specific variation is not seen in the responses of the respondents`, as a difference of five percent and less is ignorable and can be minimise with the increase of sample size.
- Old age respondents are expending more on newspaper than middle aged group. Normally a small amount of money is used by each category to purchase the book but the amount increases with the income and educational level of the respondents. Middle and upper income groups spend more on the newspaper, magazines, television and internet.

Type of access

- It is found that majority of female respondents are accessing radio through mobile while male through radio sets. The higher aged and higher income group access radio via radio set in comparison to others. Undergraduates, low and middle income group are accessing radio more on mobile than other groups. Even in urban respondents, access of radio through internet is still not very popular.
- Newspaper is generally access on monthly subscription basis. Accessibility of newspaper via monthly subscription ship is increases with age and income but gender wise difference is insignificant. Under graduates are accessing more through monthly subscription than any other form. For magazine, gender wise difference is ignorable. Buying of magazines is popular among mid and higher

educational groups. Purchasing of books by younger generation is rare in comparison to old aged group. A small group of young ones still accessing television via cable.

- Overall Radio listening is increasing on mobile than the radio sets, while radio on Internet is ignorable. Magazine is mostly access through personal purchase, but still a large number of respondents are those who access the magazines through other or in public library. Books are generally rare buying. Television is mostly viewed on DTH. The time of Cable television is fading away. Internet access is mostly common through mobile as Smartphone's are available at low prices with flexible plans for internet tariff.
- In nut shell most common form of access of different media is as follows- Radio is on mobile, Newspaper by Monthly subscription, magazine by ordinary buying, Television by DTH and Internet via prepaid mobile.

Time Spent

- Females were found more profound of listening radio compared to male. Average time consumed by a respondent increases with increasing the age. The time spending on listening radio is decreasing with increasing income as well as the educational level.
- Newspaper reading has also a positive relation with the age, income and the educational level of the respondents, i.e. time spending on the newspaper reading increases with age, income and the educational level.
- Three fourth of male and female were spending only half an hour on magazine. Elder ones are spending more time on magazine. Highly educated respondents are spending more time on reading the magazine. In all income groups, magazine reading is on lower side. Book reading has negligible gender difference. Magazines as well as book reading are higher in elder ones. Book reading is higher among lower income group.
- Females spend more time in watching television, nearly two times than the male. It is also found that elder aged respondents with low education level are also spend more time on television while respondents of upper income group spend less time on television.

- Females are spending a bit lower time on internet than males. Internet is popular among middle and young age groups. The time consuming on internet access is higher in upper income group.
- From the present study it is found that majority of respondents give less than one hour per day for the reading of newspaper and less than half an hour for the magazine. Similarly, more than two hours per day is given to the television and internet but radio receives a very small time compared to other media.

Hypothesis for the first objective are as follows.

H.1 *Access of media has positive relation with income and education qualification and negative with age.*

Result: Demographic profile of respondents` generally doesn't have a special pattern for the ownership of the media. Access of different media could not be correlated with the income of the owner. The access of internet and newspaper is positively correlated with the income and educational level of the respondents.

H.2 *Income and age have a reciprocal relationship toward the new media technology.*

Result: With increase in income of the respondents' ownership, time spending and money expenditure on internet is increases, while ownership of new media is decreases slightly with age. Expenditure and time spending on internet is also higher in younger and middle aged groups.

Objective (b): To study the correlation between demographic variables and uses of mass medium.

- Uses of mass media are categorized into four categories according to the purpose of using media, i.e., Information, Education, Communication and Entertainment. As gender has only two groups of male and female a correlation data is not much valid. But with the data obtained from the present study, it is found that magazine and internet are preferred for entertainment by both males than females. In all other categories there is a slight difference.

- Normally, the use of media increases with age of the respondents, Radio has a positive correlation for getting information while negative for entertainment. Contrary to it, Print media have no such relation. The extreme aged group are on one side while the mid aged group on other.
- Television has negative correlation for information while positive for entertainment. Communication has positive while Education and entertainment have negative correlation for internet with increasing age.

Study shows that, use of radio for education has positive and for entertainment has negative correlation with increase in educational level for radio. Newspaper has a positive correlation for information with increasing level of education. Magazine has negative correlation for information and education and highly positive correlation for entertainment with increase in qualification. Book has positive correlation for education.

Hypothesis for the second objective is as follows.

H.3 *Entertainment and communication is more preferable choice than information in low income and young generation.*

Result: Present study exhibit that young generation preferably uses various mass media for entertainment and communication rather than for getting information. Radio and television accessed more for entertainment than to information and communication, while print and internet media used for information and communication than the entertainment.

Objective (c): Modes of engagement with different mass media.

- Modes of engagement with different mass media are studied on the basis of user and place. The first one (user) specify the use of media as personal or family/community. The second one (place) is for in home or outside.
- If people are in concern, then radio is mostly listened as a personal medium in both the gender. Radio is personal medium for young and old aged groups. The less the respondent is educated more it is using radio as personal medium.

- Newspaper is mostly a family/community medium. Females are bit more personal reader of newspaper than males. Newspaper with age follows the similar trend as seen for radio. Mid educational group is a bit more personal reader of newspaper. As income increases newspaper becomes more personal.
- Gender wise difference in magazine is ignorable. Male and female both uses magazine as a personal medium. Age difference is also not visible for magazine. It is mostly personal medium for all aged group. With increasing age magazine is becoming more and more personal.
- There is no impact of income on the book reading habits. It is also found that male read book slight individually than the female. Book reading habits increases with the age.
- Television is a family medium for both the gender. All generation watch television in collaboration with others. Television is highly personal for very high income group.
- Internet is a highly personal medium. Females are more alone user than males. Mid age group used it as more personal than any other. It is found that higher the respondents` educational level and income group internet is preferred as a personal medium.

Study reveals that the most of the respondents access various mass media at home except internet. Television and newspaper stand at first and second place respectively, for most accessed medium at home. Females are more comfortable at home comparatively to males in accessing media. Young one preferred radio outside home.

Hypothesis for the third objective is as follows.

H.4 *Passion for personal media is increasing in comparison to family and community media.*

Result: Increase in age and income have slightly positive relationship with the tendency to use media as personal. Otherwise no such significant trend is visible. Internet is becoming more and more personal with increasing educational level and income while radio is with age.

Objective (d): To study the driving forces behind their exposing patterns to the mass media.

Technology Specific

- Radio is most preferred for *reliability* as compared to other three (*Performance, Innovation and Convenience*) driving force. The *reliability* of the radio is higher for the aged group. Use of radio as a medium of *convenience* is increases with increase in the age. Radio is least *innovative* medium.
- For newspaper the young aged have mostly average preference for almost all categories, but for *performance* is the most. The same is the case with mid age group, but a bit on lower side. Again *reliability* and *convenience* is preferred by the old age group.
- *Performance* and *innovation* as a driving force for, magazine and book is decreasing with age. The opposite is true for *reliability* and *convenience*.
- Television and internet is the medium of *performance* and *innovation* in young and mid aged groups. For aged Television is a medium of *reliability* and *convenience*.
- Overall *performance* and *Innovation* is the main preference choice for younger ones, *convenience* and *reliability* are for elder ones. Radio is least *innovative* while Internet is most. Print media are more *reliable* and *convenient* than any other. Television is the best *performer*.

Society specific

- Radio as a medium of *information* and *time shifting* is least preferred by the young group while favoured most by the upper aged group. The aged one rated radio very high for *social interaction* and after that to *attention* as social driving force.
- Newspaper is the chief source of *information* for mid and aged group respondents`. As the age of the respondents` is increases tendency for *social*

interaction increases. *Time shifting* is evenly distributed. *Attention* doesn't have any clear response.

- In each age group magazine is considered as a source of *information*. The same is the case with *time shifting*. *Social interaction* and *attention* as a driving force for magazine has a positive relationship with increasing age.
- Book is preferable for *information* and *social interaction* for the aged group while for *time shifting* and *attention* for young age group.
- Choice for television as a medium for *information* is increases with age. Again *time shifting* and *attention* were the key social driving gratification for young generation. *Social interaction* follows earlier trends.
- Internet is preferable for *time shifting* and *attention* as the main social driving force for the young generation. *Social interaction* and *information* is preferred by the aged group.
- Overall, *Time Shifting* and *Attention* were the preference of younger generation. *Information* and *social interaction* is preferred by the elder ones. Radio is the best medium for *information* for aged group. Television is the first choice for *time shifting* for the young generation. Internet is best suitable for *social interaction* and *attention*.

Individual Specific

- Radio is a medium of *empowerment* for the aged ones as individual specific driving force. *Freedom* and *privacy* as an individual driving force for radio increases with age. No one preferred it as a medium of *identity*.
- Newspaper is preferred for *empowerment* by the aged. *Freedom* as a driving force increases with age for newspaper. *Privacy* and *identity* is no one's concern.
- Magazine as *empowerment* and *identity* driving force is discarded by all the aged groups. *Freedom* is desired by the aged ones. Magazine loses *privacy* as a driving force with age.

- Book as *empowerment* and *freedom* is the choice of mid and aged groups. *Privacy* is more important for young age respondents`. Younger the respondent, the more it preferred as a medium of *identity*.
- Television is favoured for *empowerment* and *freedom* for the aged one. *Privacy* is a concern for the young aged. It is the most *identity* gaining driving force for the younger group.
- Internet is the medium of *empowerment* and *freedom* for aged and *privacy* and *attention* for the mid and young aged groups.
- Overall, *Privacy* and *identity* are more preferred by younger ones in a media while *freedom* and *empowerment* by elder ones. Internet is the best medium for *identity* and *privacy* for the young aged. Print media is leading in *Empowerment*. Television is preferred more for *freedom*.

Hypothesis for the fourth objective is as follows.

H.5 *Technology and Individual specific driving forces is preferred in young age while society driving force in older one.*

Result: The result of the study doesn't agree with the hypothesis. Every aged group has certain driving forces for which he/she moves to a particular media. In present study, researcher has categorised driving force into three major categories and further into four sub categories.

The young aged group preferred *performance* and *innovation* in technological driving force, *time shifting* and *attention* as society specific driving force and *privacy* and *identity* as individual specific force. Similarly, the aged group prefer *convenience* and *reliability* as technology specific, *information* and *social interaction* as society specific and *empowerment* and *freedom* as individual specific driving force.

Objective (e): To study the gratification individuals derive from mass media.

- Newspaper is favored for *time pass* and *relaxation* as gratification derive for the aged ones. The young and mid aged totally rejected it for *escapism*. It is not popular for *companionship*, *excitement* and *enjoyment*.

- Magazine is preferred for *time pass* in young and mid age groups. *Companionship* is next. All other gratification derive are disfavored all together.
- Book is a slightly preferred for *time pass* and *companionship*. For all other gratification derive it is disliked.
- Radio as a gratification obtained is preferred by the young group for *escapism* and a bit for *enjoyment*. As age increase, *relaxation* as gratification obtained is increases. *Time pass*, *companionship* and *excitement* are not the choice for radio in any group.
- Television is leading medium in gratifying all derives, discussed in the survey. The most favorable is *relaxation* and *time pass*. After it comes *escapism* and *enjoyment*. *Excitement* and *companionship* stands at last.
- Internet is best preferred for *companionship* and *excitement* by young age group while *time pass* and *escapism* comes thereafter. It is basically a medium of youth.
- Overall, *Relaxation* and *companionship* are more preferred by the elder ones. *Escape* and *Enjoyment* is popular among middle aged individuals. *Excitement* and *time pass* are more preferable for the younger aged ones.

Hypothesis for the Fifth objective is as follows.

H.6 *Gratification for companionship and relaxation is liked by old age while privacy and identity by the younger ones. Enjoyment and escapism in low income and middle age people.*

Result: The result obtained in the study broadly supported the above hypothesis. But as one move to more refine answer, it is found that the gratification derives are media dependent. As the medium changes, the driving force changes with the media. For example *relaxation* is preferred in radio by the age old while *escapism* by the young one. Television is universal gratifying media. Newspaper and magazines are good for *time pass* for age old and rejected by mid and young age respondents.

Objective (f): To establish a relationship between the individual preferences and what media serve to the individuals.

Individual preference for various programs

- ***Movies:*** Out of six media, discussed here, only two are included in the survey for movies, i.e., Television and Internet. The young aged preferred internet for movies, while aged respondents preferred television. The mid aged ones are in between the two.
- ***Music:*** To listen the various types of music respondents from all aged groups preferred radio, while the television and internet are the favorable of the young ones.
- ***Soap opera:*** Television is the best suitable medium for the soap opera in almost all aged group. Young respondents show a slight shift towards internet but still far behind the television.
- ***Infotainment:*** Television and Internet are leading the competition far ahead than others in the young and mid aged groups while radio and newspaper for the old age groups. Book and magazine were least preferred.
- ***News:*** Internet is most preferable for news in young age, followed by the newspaper and television in order. For the mid aged television and newspaper both are most preferable. For the aged ones newspaper is the first choice than television and after it radio.
- ***Sports:*** In case of the sports, television is most favorable, followed by the internet and newspaper in the young generation. For the mid age group television comes first, then newspaper and after it internet. For the aged group the order of preference is television, radio and newspaper.
- ***Lifestyle:*** Internet is most preferable for young aged while television and newspaper are thereafter in case of life style. Television is highly preferred media by middle aged respondents.
- ***Adventure:*** Television is the first choice thereafter internet for the young aged. For mid age and old age respondents` television stands alone.

- **Devotional:** Television is most suitable for the mid and upper age group thereafter magazine comes as second choice for the aged respondents. Middle and young ones are hardly interested in the devotional program on any of the media.
- **Shopping:** Internet is most favorable for young and mid aged respondents` thereafter television. The reverse is true for old age.

What media serve to the need of individual preference?

- **Movies:** Internet is more satisfactory medium for movies for mid and young aged groups. For all other groups television is still preferred media.
- **Music:** Radio is still satisfying every aged group. Television is losing its ground to the internet for all aged, but more for the young aged.
- **Soap opera:** Television is found satisfactory, but in comparison to the individual preference the percentage for what it is serving is decreased. All other medium were discarded, even internet is helpless.
- **Infotainment:** Internet and radio are found more promising while newspaper and television are doing well in their limitation.
- **News:** Internet is most favorable for young and mid aged respondents` thereafter newspaper and television. For the aged ones newspaper is most satisfactory, radio and television comes thereafter.
- **Sports:** Internet comes first, television and newspaper thereafter in order for the young aged ones. For the mid aged group television is the first choice, then internet and radio. The trend for the aged one is similar to the mid age group but the level of satisfaction is slightly more.
- **Lifestyle:** Internet is most favorable for young aged. Thereafter, magazine, newspaper and television come in order. For the mid aged ones television and internet are the main satisfactory medium. Newspaper and magazine are the choice for the aged ones.
- **Adventure:** Television is far ahead than any other media for all aged groups and is more satisfactory for the younger aged side. Internet comes at second and book at third preference.

- ***Devotional:*** After television, book and magazine were the choice for the young aged groups. For mid aged group magazine comes after television. The same is the case with the aged respondents` but the satisfaction level a bit on higher side.
- ***Shopping:*** Internet is found most satisfactory for the young aged group. Magazine comes thereafter. Mid aged ones are following the similar trend. Even old aged ones are not far behind.

Hypothesis for the Fifth objective is as follows.

H.7 *Young generation is more satisfied with internet media while old age with print media and mid age with television.*

Result: As researcher had discussed in the above conclusion of individual preferences for the program and what media serve to them. The researcher had found that young aged individuals are moving towards internet for every form of content. The mid aged are still with television but a shift is observed towards internet. Old age individual are with newspaper for some of their preference but television is slightly replacing the above. Even they are also founding internet as interesting medium.
