SOCIAL MEDIA HANDLES AS A FEEDBACK PLATFORM AMONG YOUNG RADIO LISTENERS

BY

ELIZABATH T SABU

Reg. No. C1GMCJ1008

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DON BOSCO ARTS AND SCIENCE COLLEGE

ANGADIKADAVU

APRIL-2023

SOCIAL MEDIA HANDLES AS A FEEDBACK PLATFORM AMONG YOUNG RADIO LISTENERS

DISSERTATION SUBMITTED TO THE KANNUR UNIVERSITY IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

BY

ELIZABATH T SABU

Reg. No. C1GMCJ1008

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU, IRITTY, KANNUR – 670706

APRIL 2023

MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU, KANNUR

CERTIFICATE

This is to certify that the dissertation entitled, "**SOCIAL MEDIA HANDLES AS A FEEDBACK PLATFORM AMONG YOUNG RADIO LISTENERS**" is a Bonafede record of work done by ELIZABATH T SABU under the guidance of Dr. Fr. Bastin Nellissery in partial fulfilment of the requirement for the award of the degree of Master Of Arts In Journalism And Mass Communication during the period of her study (2021 - 2023) in the Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu, Kannur, affiliated to the Kannur University.

DR. FR. BASTIN NELLISSERY
Head, Department of Mass Communication & Journalism
Don Bosco Arts and Science College

DECLARATION

I, **ELIZABATH T SABU**, the undersigned, hereby declare that the dissertation entitled, "**SOCIAL MEDIA HANDLES AS A FEEDBACK PLATFORM AMONG YOUNG RADIO LISTENERS**" submitted to the Kannur University, in partial fulfilment of the requirement for the award of the degree of Master of Arts in Journalism & Mass Communication, is a Bonafide work done by me under the guidance of Dr. Fr. Bastin Nellissery, Head, Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu. This work has not been placed by anybody in the University for the Award of any degree or diploma.

ANGADIKADAVU

ELIZABATH T SABU
APRIL 2023

ACKNOWLEDGEMENT

I sincerely wish to express my deep sense of gratitude to all those who helped and supported me to complete the work. First and foremost, I thank God Almighty who strengthened me at every moment and through whom I do all the things.

I would like to extend my sincere words of gratitude to Fr. Dr. Francis Karackat (Principal, Don Bosco Arts and Science College), Dr. Fr. Bastin Nellissery, Head, Department of Mass Communication & Journalism, and my supervisor, whose assistance, guidance and inspiration helped me to complete this study. I also thank other faculty members and the Library Staff for their immense help and assistance during the identification of the topic, literature search and review preparation.

On this occasion I thank all the respondents for their cooperation and availability. I also wish to express sincere thanks to my parents and friends who have always supported and encouraged me to finish the research work successfully.

ELIZABATH T SABU

ABSTRACT

Social media platforms have become a popular feedback channel among young radio listeners. This abstract discusses how social media handles are used by radio stations to receive feedback and engage with their audience. The study focuses on the young listeners aged between 18 to 40 years, who use social media platforms such as Twitter, Instagram, and Facebook to communicate with their favorite radio stations. The research examines the frequency and nature of the feedback received by radio stations via social media handles, and how the feedback is used to improve the quality of programming. Additionally, the study investigates the impact of social media feedback on young radio listeners' engagement and loyalty to their preferred stations. The findings highlight the significance of social media handles as a valuable feedback channel and how they have transformed the relationship between radio stations and their audience. Overall, the study provides insights into the evolving media landscape and the importance of social media platforms in shaping audience participation and engagement.

Key Words: social media, youngsters, feedback, Influence

CONTENTS

LIST OF TABLES

S.NO	TABLE	DESCRIPTION
1	Table 1	Age
2	Table 2	Gender
3	Table 3	Occupation
4	Table 4	How often do you listen to radio?
5	Table 5	Do you follow any radio station on social media?
6	Table 6	which social media platform(s) do you follow the radio station?
7	Table 7	Have you ever given feedback to radio station through their social media handle?
8	Table 8	What was the nature of your feedback?
9	Table 9	Have you seen any radio station respond to feedback given on their social media handle
10	Table 10	Radio station responding to feedback
11	Table 11	social media content influences the radio content
12	Table 12	radio conduct poll
13	Table 13	use of polls or surveys influenced the radio content
14	Table 14	Radio stations incorporating social media content
15	Table 15	kind of content the radio station incorporates
16	Table 16	How important for radio stations to use social media for their programming
17	Table 17	Advantages of using social media to inform programming for radio stations
18	Table 18	Gender and Radio station cross tabulation

CHAPTER I

GENERAL INTRODUCTION

1.1 Introduction

The emergence of social media platforms has changed the way people communicate and interact with each other. In recent years, these platforms have become a popular means for radio stations to engage with their audience and gather feedback. Among the users of social media platforms, young radio listeners are a significant demographic who are highly active on these platforms. Therefore, it is important to understand how social media platforms can be used as a feedback platform among young radio listeners. Social media platforms offer a range of interactive features, such as commenting, liking, sharing, and direct messaging, which allow users to engage with the content and each other. By using these features, radio stations can gain valuable insights into the opinions and preferences of their audience. This feedback can help radio stations to tailor their programming and content to better meet the needs and expectations of their listeners.

In particular, this research topic focuses on young radio listeners, who are often active users of social media and have grown up with the technology. The research seeks to understand how young people use social media to interact with radio programs, what types of feedback they provide, and how this feedback is used by radio stations to improve their content and engage with their audiences. However, social media platforms can also pose challenges for radio stations in terms of managing feedback, maintaining civility and respect in online discussions, and dealing with negative comments or feedback. Therefore, it is important to understand the potential benefits and drawbacks of using social media platforms as a feedback platform among young radio listeners and to develop strategies for managing feedback effectively.

Overall, social media platforms offer a powerful means for radio stations to engage with young listeners and gather feedback that can help improve programming and content. The research topic is important because it provides insights into how social media can be used as a feedback platform, and how this feedback can be used by radio stations to improve their programming and engage with their audiences. By understanding the ways in which young people use social media to provide feedback, radio stations can better target their content and engage with their audiences in meaningful ways.

1.2 Need and Significance of the study

The study can help us understand the influence of social media on young people's listening to radio. It can provide insights into how social media can be used as a feedback platform, and how this feedback can be used by radio stations to improve their programming and engage with their audiences. The study can help to identify the types of feedback that young people provide on social media and how it can be used to shape radio content that is relevant and appealing to this demographic. also, the study help in understanding how young people use social media to interact with radio programs can help to inform media and communication strategies that are

effective in engaging with this group. And In today's media landscape, radio stations face stiff competition from other forms of media, such as streaming services and podcasts. By understanding how to use social media as a feedback platform, radio stations can stay competitive and remain relevant to young audiences. Also this study can contribute to academic research in the fields of media studies, communication, and sociology. This research can help to deepen our understanding of how social media is changing the way we interact with media and how young people are using these platforms to engage with the world around them.

1.3 Operational definitions of key Words

Social Media

For the purposes of this study, social media refers to online platforms that enable users to create, share or exchange information, ideas, pictures, and videos in virtual communities and networks. Examples of social media platforms include but are not limited to Facebook, Twitter, Instagram, TikTok, Snapchat, and YouTube.

Youngsters

This study defines youngsters as individuals between the ages of 18-35 years old, who are active users of social media and listen to radio programs.

Feedback

Feedback, in this context, refers to the opinions, comments, and suggestions that young radio listeners provide on social media platforms about the radio programs they listen to. This includes both positive and negative feedback that can help to inform radio stations about how to improve their programming and engage with their audiences.

Influence

Influence, in this context, refers to the effect that social media feedback from young radio listeners can have on the programming decisions of radio stations. This includes how feedback is taken into consideration, and the changes made to programming to better align with the feedback received from social media.

1.4 Objective of the Study

Main Objective

- To find out the role of social media handles as a feedback platform among young radio listeners.

Sub Objectives

➢ To find radio listeners among youngsters.
➢ To find out that programs in radio influence the youth.
➢ To determine that information obtained from social media are used to inform programming.

> ➢ To find out how the use of social media influence in content generation.

1.5 Methodology of Research

Quantitative methodology was used for the research. Quantitative research is the process of collecting and analyzing numerical data.

1.6 Hypothesis

Youth who listen to radio, use social media handles as feedback platform.

1.7 Population of the Study

The populations of the study are students, Employers, Un-employers. The data is collected using a questionnaire via google form.

1.8 Scope and Limitation of the Study

Scope

The study focuses on the role of social media in influencing the youth to listen radio stations.

Limitations

The research is conducted within the limited circle of knowledge and resources of the researcher and the study is based on particular samples collected from students, Employers, Un-employers.

1.9 Organization of the Report

Chapter 1 consist of the need and significant of the study, statement of the problem, operational definition, objectives, methodology, scope and limitation of the study. Chapter 2 consists of theoretical overview. Chapter 3 consists of the review of the literature of the studies related to the topic. Chapter 4 consists of the methodology of the study, the variables, samples, description of the tool and administration of the tool. Chapter 5 consists of the analysis and interpretation of the content. Chapter 6 consists of the summary, conclusion and suggestion of the study. The implication of the study and the suggestion for further research are discussed.

CHAPTER II

THEORETICAL OVERVIEW

The emergence of social media platforms has changed the way people communicate and interact with each other. In recent years, these platforms have become a popular means for radio stations to engage with their audience and gather feedback. Therefore, it is important to understand how social media platforms can be used as a feedback platform among young radio listeners.

2.1 Participatory Culture Theory

The theoretical framework for the research topic of social media platforms as a feedback platform among young radio listeners draws on several theories and concepts from media studies and communication research. Firstly, the study is grounded in the concept of participatory culture, which emphasizes the importance of active engagement and participation in media culture by audiences. This theory suggests that social media has enabled audiences to become active participants in the creation, distribution, and interpretation of media content, including radio programming.

2.2 Media Convergence

Secondly, the study draws on the concept of media convergence, which refers to the ways in which different media platforms are integrated and intersect with each other in the contemporary media landscape. This theory suggests that social media has enabled radio stations to reach and engage with their audiences through multiple platforms, including social media, in addition to traditional radio broadcasting.

2.3 Uses and Gratifications Theory

Thirdly, the study is informed by the Uses and Gratifications Theory, which emphasizes the active role of audiences in choosing and using media to fulfill specific needs or gratifications. This theory suggests that social media feedback from young radio listeners can provide valuable insights into the preferences, needs, and interests of this demographic, which can inform radio programming decisions.

2.4 Media Effects

Finally, the study draws on the concept of media effects, which refers to the ways in which media content and messages can influence audience attitudes, beliefs, and behaviors. This theory suggests that social media feedback from young radio listeners can have a direct impact on the programming decisions of radio stations, and ultimately shape the content and messages that are delivered to the broader audience.

CHAPTER III

REVIEW OF LITERATURE

3.1 INTRODUCTION

A literature review is an overview of the previously published works on a specific topic. Literature review provides the researcher or author and the audience with general image of the existing knowledge on the topic. A literature review shows the readers that how the research fits into and adds to an existing body of agreed knowledge. A good literature review can ensure that a proper research question has been asked and a proper theoretical framework or research methodology have been chosen.

3.2 REVIEW OF RELATED STUDIES

Susanna Karttunen in his research, using social media at a radio station says, what the radio industry is like today, and explains what other contacting channels can be offered to listeners in addition to social media. Also discusses how and why a radio station should create a social media strategy. Social media has many good characteristics which radio stations can make good use of. Nowadays publishing content on various different platforms is important, and being increasingly popular, social media is a good choice for one of those platforms. In addition to being a good place to publish content, social media can be used for communicating with listeners. A radio station can choose which contacting channels they want to offer for their listeners on the basis of what kind kinds of people their listener base consists of (Karttunen, Using Social Media at a Radio Station, 2017).

Caro, H. D in his web journal says that, around the world, the rise of social media is causing traditional media, such as radio, to rethink how they interact with their audiences and how they distribute their content. For those involved in media development, combining social media and local radio is also a chance to strengthen community participation, especially of marginalized groups. For these reasons, DW Akademie has started a social media research project in Colombia. We want to find out what social media are used by people in certain regions, who is using the social media platforms of selected local radio stations and how people in the broadcast area feel these stations could improve their social media offerings. In 2000, Granada

was at the epicentre of Colombia's conflict, and around 14,000 people fled the area. Although families have started to trickle back to Granada, a large proportion of the population still lives outside the municipality. In Granada Stereo's work Internet and social media play a very important role. Our website desdegranada.com has been up and running for five years now. We use the site to let people know about the important things happening in Granada and in our programs. The website also enables those who left Granada during the difficult years of the armed conflict to stay in touch with what's happening in the municipality. So we have managed to identify a large community who live outside of town and keep in touch with them (Caro, 2015).

M M Mothiba in her case study states that, Mass media such as radio expect to have participation from most individuals, especially their listeners. Therefore, radio stations go extra mile to engage listeners to participate on their platforms using new forms of technology. Nowadays, radio stations use digital technology such as social media to engage and communicate with their listeners (Rosale, 2013). Radio stations post on their social media accounts during shows to engage with their listeners and this allows listeners to participate using their social media platforms. In recent years, listeners were only able to participate on radio shows via phone calls and short message service (SMS). However, new technology such as social media provide a greater platform for radio stations to instantly engage with listeners. Radio stations use microblogging sites such as Twitter (Mothiba, 2021).

James Muigai Mwaura in his case study stated that, social media has been instrumental in the great transformation of radio. he observes that online discussion groups resulted in creation of social networks. While underscoring the contribution of social media, Kellner observes that radio has already developed capacity to create new public spheres of debate, discussion and information. This new capacity has enabled radio to emerge as an important tool of communication that continues to transform cultures across the world. Girard who notes that in Africa, many of the national networks are in the process of decentralising, and setting new objectives that target development, education and community participation.

The communication process on radio starts when the radio broadcaster uses a microphone in a studio to send a broadcast message through a channel to the target receiver. McLeish (2005) reckons that radio broadcasters pour out millions of words aimed at educating, informing, entertaining and influencing their audiences. The broadcasters use their words creatively to capture and retain audiences to their programs or their stations. They are aware that attracting and retaining significant number of audiences is an assurance of obtaining a large market share

and reach which ultimately translates into good ratings and revenues (Mwaura, The Impact of Social Media on Radio, 2018).

Elias Radelius in his case study stated that, according to the World Wide Worx's Social Media Landscape Report 2014 for South Africa, social media use in South Africa is steadily increasing with Facebook users increasing from 6,8-million users in 2013 to 9.4-million in 2014. Mxit, the South African-grown social network, is being challenged by Facebook, but still manages to keep a loyal user base. The most popular alternative cross-platform messaging app is WhatsApp, which offers cheap messaging compared to SMS. An important aspect that the report reveals is the increased use of these platforms on mobile phones, with 87% of Facebook users and 85% of Twitter users using their phone to access the platforms (Worx, 2015). Radio listenership remains high in South Africa and reached almost 90% of the adult population in 2010 and listeners are increasingly using their mobile phones as receivers of radio broadcasts. While community radio is on the rise all across Africa, a recent study funded by the FXI (T, 2015) found that ownership by the community through their involvement in listener's forums and consultations is often stifled by the management of the stations as they experienced that those efforts were hijacked by interest's groups and minorities. The same study also found that community radio stations who fail to use the Internet and social media are losing listenership as the audience migrates to those platforms for information and communication (Radelius, 2014).

The new scenario poses a challenge to reception; the radio industry must generate and experiment with strategies to create an impact on the audience. This biosphere not only integrates production, broadcasting and reception of content, but it also connects how they relate in a mediatic, interactive and dialogic manner (Flaxman, Seth, Sharad Goel, & Justin Rao, 2016). The radio industry forms and groups a user community that shares common interests in the physical and digital world, and it allows radio to become a reference and source of information for the network. Users query information in diverse means simultaneously in order to determine the context, meaning and impact of news. Radio in a digital environment must meet an audience's information needs, but also the expectation of user recognition. The anthropological approach discusses inductive logics where the aca-fan seeks 15 min of fame. describe this as a community craving to be heard and for their questions to be incorporated into content production. Web media are going to become the foundation of the communicative ecosystem; they have won a large portion in terms of audience but are still falling short from a logistic and economic point of view. For this reason, radio intends to adapt to the digital

environment of audiences so it can continue to be a benchmark within the media industry. This digital strategy is based on four factors: the need to generate traffic, support for the work performed on the air, being part of network trends and participation in the user conversation (Rubio, 2021).

Manuel Martinez in his journal How social media has affected audience's direct participation in Spanish Radio Stations says social network platforms like Facebook or Twitter have broken the time and space barriers in the moment of the participation and have democratised the fact of expressing an opinion about every theme. According to Bonini, the radio is, among the traditional mass media, the one that benefited the most from the integration with social media, because it doesn't need the image support like television and it's faster than press. The author defines four ages in the history of radio in terms of the possibilities that the audience have to take part in the radio message. The first stage, between 1920 and 1945, was a time with an invisible medium for an invisible audience. In this era, the radio is a new phenomenon and the people don't yet know the enormous power of the transmissions and the only way that people have to stay in contact with the radio were the letters and the mail. The second age, between 1945 and 1994, is defined by an invisible medium for an audible public with the introduction of the telephone into radio's productive practices. The third age, since 1994 to 2004, adds the visual component to the radio because the media turns readable by the receptors, thanks to the World Wide Web. And the last step in this evolution is nowadays when a visible medium is ready for a networked society in a new scenario where the receptor could be at the same time a contents creator. Radio needs the contribution of their audience, but today contribution takes place not only through traditional tools like telephone or letters but through ICT tools (Martin, 2016).

Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration. People use social media to stay in touch and interact with friends, family and various communities. Businesses use social applications to market and promote their products and track customer concerns. Business-to-consumer websites include social components, such as comment fields for users. Various tools help businesses track, measure and analyse the attention the company gets from social media, including brand perception and customer insight. Social media has enormous traction globally. Mobile applications make these platforms easily accessible. Some popular examples of general social media platforms include Twitter, Facebook and LinkedIn.

In business, social media is used to market products, promote brands, connect to customers and foster new business. As a communication platform, social media promotes customer feedback and makes it easy for customers to share their experiences with a company. Businesses can respond quickly to positive and negative feedback, address customer problems and maintain or rebuild customer confidence. Social media is also used for crowdsourcing. That's the practice of using social networking to gather knowledge, goods or services. Companies use crowdsourcing to get ideas from employees, customers and the general public for improving products or developing future products or services (Lutkevich, 2017).

Transparency requires investigators engaged in recruitment activities to be truthful and honest when describing the aims, details, risks, and benefits of studies. In the context of social media recruitment, the demand for transparency has further implications. The first stems from the fact that certain social media venues, such as online patient support groups, may require users of the site to have certain characteristics as a condition of joining and participation. An online patient support group for breast cancer survivors, for example, may require members to actually be breast cancer survivors themselves, or to be a close family member of a breast cancer survivor, in order to join the site. Since investigators may lack the relevant characteristics, these sites may often be technically closed to them. Transparency in this situation requires investigators to avoid deception and refrain from fabricating online identities to gain access to these online communities, instead seeking access through alternative mechanisms, such as asking for explicit permission from a moderator or site administrator, as is discussed further below. An issue related to transparency concerns the obligations of investigators to proactively disclose their presence on social media when collecting information for recruitment purposes. Such information gathering can often be done relatively easily and without the knowledge of social media users, but there is a distinctive concern about whether activity of this sort may be insufficiently respectful of social media users —counting as cases of researchers 'creeping' or 'lurking' on a site where users reasonably expect that such activity will not occur and to which social media users could justifiably object. The question is whether, or under what conditions, investigators must alert social media users to their presence and purpose when viewing and collecting the personal information of strangers (Bioeth, 2018).

I-FM Radio is aware of technological developments that are growing rapidly nowadays. This requires I-Radio to keep up with audience expectations. Therefore, in this case, various strategies are required. The implementation of various types of strategies includes utilizing new media such as social media, and providing certain application to ease people into listening to radio broadcasts directly by accessing it through a smartphone. In this social network, I-Radio takes the opportunity to provide its listeners with interesting content. The data analysis unit obtained is the result of observations and interviews with informants, recording, observing, as well as collecting data and other references that are later to be integrated with the framework described for the reference analysis process.

Interpersonal communication media used by I-Radio in communicating with audiences in this convergence era began with using telephones, then switched to the use of SMS, then began using WhatsApp networks. It is continued using social media such as Twitter, Instagram, and Facebook to be closer to the audience (Gani, Maulianza, & Mulya, 2019).

CHAPTER IV

METHODOLOGY

4.1 Introduction

Research methodology is the systematic approach and framework used by researchers to conduct and analyze research. It involves the selection of appropriate methods, techniques, and procedures to gather and interpret data, as well as the overall design and structure of a research study. Research methodology is a critical aspect of any research endeavor, as it helps ensure the validity, reliability, and generalizability of research findings. It provides a roadmap for researchers to follow, guiding them in the collection, analysis, and interpretation of data in a logical and organized manner. Various analytical methods are adapted to achieve the objectives of the topic, The influence of Crime scenes in Malayalam movies in the crimes committed in Kerala.

4.2 Method for the Study

Quantitative Analysis method is used in this research. Quantitative analysis is a technique that uses mathematical and statistical modelling, measurement and research to understand behavior. Quantitative analysts represent a given reality in terms of a numerical value.

4.3 Variables

variables are the measurable or observable characteristics or factors that can change or vary. They are essential components of research studies as they are used to represent, measure, and analyze the concepts, phenomena, or relationships being investigated. There are two types of variables; Independent variable and dependent variable. the independent variable is manipulated or controlled by the researcher. It is the variable that is presumed to have an effect on the dependent variable. The dependent variable is the variable that is being studied or observed to determine the effect of the independent variable. It is the variable that is presumed to change as a result of the manipulation of the independent variable.

Independent Variable: Role of social media

Dependent Variable: youngsters who listen radio

4.4 Sample of the study

Sample is a group of people, objects or items that are taken from a larger population for measurement. Population and samples are important aspects of a research. Population refers to the set of individuals from which a statistical sample is drawn for a study. A sample is the smaller set or manageable version of the population. Sample size can be defined as the number of individuals in a sample. For this research a total of 200 samples were covered through purposive sampling. The researcher tried to cover wide geographical area in order to ensure unbiased result.

4.5 Descriptions of the tools used in the study

The study was conducted among people from the age of 18 to 38 using a questionnaire.The sample includes school and college students, workers, and un-employers.

4.6 Administration of the tool

The questionnaire was administered via google form to the population by the researcher to collect responses.

4.7 Statistical techniques used for the study

4.7.1 Descriptive analysis

Descriptive techniques often include constructing tables of means and quantities. Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. They are broken down to measure central tendency and measure of variability. Measures of the central tendency include Mean while measure of variability includes the standard deviation.

CHAPTER V

ANALYSIS AND DISCUSSION OF THE DATA

5.1 Introduction

This chapter tries to analyses and interpret the collected data. From 200 respondents that participated, the results and findings are shown below. The results are shown within the help of table.

5.2 Summary of the analysis

1. Age

Table 1

AGE		
	Frequency	**Percent**
18-24	**103**	**51.5**
25-31	**83**	**41.5**
32-38	**13**	**6.5**
38-44	**1**	**.5**
Total	**200**	**100.0**

The above table (Table 1) gives a table representation of the age composition of the data. The age composition of the respondents of the survey is between 18-44. 51.5% of the respondents are from the age group of 18-24, 41.5% from the age group of 25-31, 6.5% from the age group of 32-38, .5% from the age group of 38-44. The age of the respondents has a Mean value of 1.56 and a Standard Deviation of .635.

2. Gender

Table 2

Gender		
	Frequency	**Percent**
male	**109**	**54.5**
female	**91**	**45.5**
Total	**200**	**100.0**

The above table (Table 2) gives a table representation of the gender composition of the data. The data for the study was collected from 200 individuals in that 54.5% being male and 45.5% being female. The gender of the respondents has a Mean value of 1.46 and Standard Deviation of .499.

3. Occupation

Table 3

Occupation		
	Frequency	**Percent**
Student	**79**	**39.5**
Employed full-time	**99**	**49.5**
Employed part-time	**3**	**1.5**
Self-employed	**11**	**5.5**
Unemployed	**8**	**4.0**
Total	**200**	**100.0**

The above table (Table 3) gives a table representation of the occupation composition of the data. 39.5% of the respondents are students. 49.5% of the respondents are employed full-time. 1.5% of the respondents are employed part-time. 5.5% of the respondents are self-employed. 4.0% of the respondents are unemployed. The occupation of the respondents has a Mean value of 1.85 and a Standard Deviation of .986.

4. How often do you listen to radio?

Table 4

How often do you listen to radio?		
	Frequency	**Percent**
daily	**20**	**10.0**
once a week	**22**	**11.0**
twice a week	**12**	**6.0**
rarely	**146**	**73.0**
Total	**200**	**100.0**

From the above table (table 4), it is understood that 10.0% of the respondents are daily listeners. 11.0% of the respondents listen to radio once a week. 6.0% of the respondents listen to radio twice a week. And 73% of the respondents are rare listeners of radio. This question has a Mean Value of 3.42 and Standard Deviation of 1.034.

5. Do you follow any radio station on social media?

Table 5

Do you follow any radio station on social media?		
	Frequency	**Percent**
yes	79	39.5
no	121	60.5
Total	200	100.0

From the above table (Table 5), the researcher found out that 39.5% of the respondents follow radio stations where as the rest 60.5% of the respondents do not. This question has a Mean Value of 1.61 and Standard Deviation of .490.

6. If you answered yes to question 5, which social media platform(s) do you follow the radio station?

Table 6

which social media platform(s) do you follow the radio station?		
	Frequency	**Percent**
Facebook	**21**	**10.5**
Twitter	**1**	**.5**
Instagram	**133**	**66.5**
other	**45**	**22.5**
Total	**200**	**100.0**

From the above table (Table 6), the researcher found out that, 66.5% of the respondents follow radio stations through Instagram. 22.5% of the respondents through other platforms. 10.5% of the respondents says they follow radio stations through Facebook only .5 % respondents says that they follow through twitter. This question has a Mean Value of 3.01 and Standard Deviation of .808.

7. Have you ever given feedback to radio station through their social media handle?

Table 7

Have you ever given feedback to radio station through their social media handle?		
	Frequency	**Percent**
yes	**37**	**18.5**
no	**163**	**81.5**
Total	**200**	**100.0**

From the above table (Table 5), the researcher found out that 18.5% of the respondents had given feedback to radio station through their social media handles whereas the rest 81.5% of the respondents hadn't given any responses. This question has a Mean Value of 1.82 and Standard Deviation of 389.

8. If you answered yes to question 7, What was the nature of your feedback?

Table 8

What was the nature of your feedback?		
	Frequency	**Percent**
positive	160	80.0
negative	3	1.5
Suggestion for improvement	29	14.5
other	8	4.0
Total	200	100.0

From the above table (Table 8) it is understood that 80% of the respondent gives positive feedback. While 14.5% of the respondents gave suggestions for improving the quality of radio programs as their feedback. And 4% of respondents gave feedbacks as the radio programs demands. only 1.5% of the respondents gave negative feedback. This question has a Mean Value of 1.43 and Standard Deviation of .882.

9. Have you seen any radio station respond to feedback given on their social media handle?

Table 9

Have you seen any radio station respond to feedback given on their social media handle		
	Frequency	**Percent**
YES	79	39.5
NO	121	60.5
Total	200	100.0

From the above Table (Table 9), the researcher says that 39.5% of the respondents have seen that radio station respond to feedback given on their social media handle. And 60.5% of the people haven't seen it. This question has a Mean Value of 1.61 and Standard Deviation of .490.

10. If you answered yes to question 9, how do you feel about the radio station responding to feedback?

Table 10

Radio station responding to feedback		
	Frequency	**Percent**
positive	**149**	**74.5**
negative	**6**	**3.0**
neutral	**45**	**22.5**
Total	**200**	**100.0**

From the above Table (Table 10), the researcher found out that 74.5% of the respondents says that the feedback response of radio stations is positive. And 22.5% of respondents says that radio stations gave neutral responses. only 3% of the respondents says that radio stations give negative feedback. This question has a Mean Value of 1.48 and Standard Deviation of .839.

11. How do you think the social media content influenced the radio content?

Table 11

social media content influences the radio content		
	Frequency	**Percent**
Interesting	**44**	**22.0**
Relevant	**26**	**13.0**
Engaging	**36**	**18.0**
All above	**94**	**47.0**
Total	**200**	**100.0**

From the above Table (Table 11) it is understood that 47% of the respondents says that the social media content influences the radio contents are interesting, relevant, and engaging. While 22% says that it made the radio content more interesting. And 18% says that it made the radio content more engaging. Rest 13% says that it made the radio content more relevant. This question has a Mean Value of 2.90 and Standard Deviation of .1.215.

12. Have you ever seen a radio station use social media to conduct polls or surveys to generate content?

Table 12

radio conduct poll		
	Frequency	**Percent**
yes	**111**	**55.5**
no	**89**	**44.5**
Total	**200**	**100.0**

From the above Table (Table 12), the researcher found out that 55.5% of the respondents had seen a radio station use social media to conduct polls or surveys to generate content whereas the rest 44.5% of the respondents hadn't. This question has a Mean Value of 1.45 and Standard Deviation of .498.

13. If you answered yes to question 12, how do you think the use of polls or surveys influenced the radio content?

Table 13

use of polls or surveys influenced the radio content		
	Frequency	**Percent**
Made radio content more relevant	**17**	**8.5**
Allowed audience participation	**40**	**20.0**
Understand the preference of audience	**16**	**8.0**
All above	**127**	**63.5**
Total	**200**	**100.0**

From the above Table (Table 13), the researcher found out that 63.5% of the respondents think that the use of polls or surveys influenced the radio content in all aspects like it made the radio content more relevant, it allowed for audience participation and engagement, and also it helped the radio station to understand the preferences of the audience. 20% says that it only allowed for audience participation and engagement.8.5% says that it only made the radio content more

relevant. rest 8% says that it helped the radio station to understand the preferences of the audience. This question has a Mean Value of 3.27 and Standard Deviation of 1.054.

14.Have you ever noticed radio stations incorporating content from social media into their programming?

Table 14

Radio stations incorporating social media content		
	Frequency	**Percent**
yes	109	54.5
no	91	45.5
Total	200	100.0

From the above Table (Table 14), the researcher found out that 54.5% of the respondents noticed radio stations incorporating content from social media whereas the rest 45.5% of the respondents don't. This question has a Mean Value of 1.46 and Standard Deviation of .499.

15. If you answered yes to question 14, what kind of content did the radio station incorporate?

Table 15

kind of content the radio station incorporates		
	Frequency	**Percent**
News and current events	34	17.0
Music requests	25	12.5
User-generated content	12	6.0
all above	129	64.5
Total	200	100.0

From the above Table (Table 15), the researcher found out that 64.5% of the respondents says that News and current events, Music requests, User-generated content are incorporate in radio station.17% says that only news and current events are incorporated.12.5% says that only music requests are incorporated. Only 6% says that user-generated content is incorporated. This question has a Mean Value of 3.18 and Standard Deviation of 1.194.

16.In your opinion, how important is it for radio stations to use social media to inform their programming?

Table 16

How important for radio stations to use social media for their programming		
	Frequency	**Percent**
Very important	104	52.0
Somewhat important	65	32.5
Not important	11	5.5
unsure	20	10.0
Total	200	100.0

From the above Table (Table 16) it is understood that 52% of the respondents says that it is very important for radio stations to use social media to inform their programming.32.5% says that it is somewhat important. And 10% of respondents are unsure about this. Only 5.5% says that it is not important. This question has a Mean Value of 1.74 and Standard Deviation of .954.

17. In your opinion, what are the advantages of using social media to inform programming for radio stations or shows?

Table 17

Advantages of using social media to inform programming for radio stations		
	Frequency	**Percent**
real time feedback	38	19.0
stay current and relevant	32	16.0
provides insight	19	9.5
all above	111	55.5
Total	200	100.0

From the above Table (Table 17) it is understood that 55.5% of the respondents supports all the options.19% of the respondents says it allows for real-time feedback from listeners.16% of

the respondents says that it helps radio stations stay current and relevant. 9.5% respondents say that it provides insight into the preferences and interests of the audience. This question has a Mean Value of 3.02 and Standard Deviation of 1.217.

Table 18: Gender and following radio station cross tabulation

Gender * follow radio station Crosstabulation				
Count				
		follow radio station		Total
		yes	no	
gender	male	46	63	109
	female	33	58	91
Total		79	121	200

Among the 200 respondents 46 male and 33 female follow radio stations through social media among youngsters by providing them with information and entertainment. But majority of the respondents do not follow radio through any of the medium.

5. 3 Discussion

There are different views regarding the impact of using social media handles as a feedback platform among young radio listeners. it is evident that social media plays a crucial role in shaping the interaction between radio stations and their audiences. The significance of social media as a valuable platform for communication, community engagement, and content distribution.

Susanna Karttunen (2017) emphasizes the positive aspects of social media for radio stations. The ability for listeners to interact with each other directly through social media platforms enhances the listening experience and fosters a sense of community. Radio stations can utilize social media to publish content on various platforms, thereby increasing visibility and gaining a better understanding of their target audience. Social media also offers instant engagement opportunities, surpassing traditional communication channels like phone calls or SMS.

Caro, H. D's(2021) perspective highlights the transformative impact of social media on traditional media, including radio. Social media's rise has forced radio stations to reconsider their approaches to audience interaction and content distribution. The combination of social media and local radio presents an opportunity to strengthen community participation, particularly among marginalized groups. By effectively utilizing social media platforms, radio stations can extend their reach, strengthen community ties, and address the needs of diverse audiences, even in situations where physical distance separates individuals.

In conclusion, the convergence of social media and radio provides numerous benefits to both stations and listeners. Social media serves as a valuable feedback platform, allowing listeners to interact with one another and engage directly with radio stations. It enhances the listening experience, fosters a sense of community, and offers greater visibility for stations. Moreover, the integration of social media and radio can contribute to community development and inclusivity, especially for marginalized groups. By leveraging the power of social media effectively, radio stations can adapt to changing audience preferences, strengthen their connection with listeners, and contribute to the overall evolution of the media landscape.

CHAPTER VI

SUMMARY, CONCLUSION AND SUGGESTIONS

6.1 Introduction

This chapter discusses the major findings of the study. This chapter is divided as conclusion, implications of the study and suggestions for further research & also this is the final chapter of the research study which is conducted.

6.2 Purpose of the study

The purpose of the study is to investigate how young radio listeners use social media as a platform to give feedback on radio programs. The study aims to identify the extent to which radio listeners use social media to engage with radio stations, the types of feedback given, and the social media platforms used to provide feedback. also intends to determine if there is any relationship between age, gender, occupation, and the frequency of listening to the radio and the use of social media to provide feedback on radio programs.

6.3 Re-statement of the problem

The problem statement for this research topic is: "social media handles as a feedback platform among young radio listeners". The study aims to investigate how young radio listeners use social media as a platform to give feedback on radio programs

6.4 Conclusion based on the findings of the study

social media has emerged as a popular feedback platform among young radio listeners. The ability to provide instant feedback to radio shows through social media has made it easier for radio stations to engage with their audience and tailor their programming to meet their listeners' preferences. Young people are particularly active on social media, and radio stations have been able to leverage this trend to build a strong online community around their brand.

Social media also provides radio stations with valuable data and insights on their listeners, allowing them to improve their content and make data-driven decisions. However, it is important for radio stations to manage their social media presence carefully and ensure that they are using feedback constructively to improve their programming, rather than simply using it for self-promotion. Overall, social media has revolutionized the way radio stations interact

with their audience, and its impact on the industry is likely to continue to grow in the coming years.

6.5 Implication of the study

The result of the study proves young radio listeners use social media as a platform to give feedback on radio programs. The research is conducted within the limited circle of knowledge and resources.

6.6 Suggestions for further research

➢ Increase the number of respondents to get a detailed analysis for the research.

➢ Include more respondents from the age category 20 to 35 so that the findings will be more authentic.

BIBLIOGRAPHY

Bioeth, A. J. (2018, March 1). *PubMed Central.* Retrieved from Using Social Media as a Research Recruitment Tool: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5324729/

Caro, H. D. (2015, October). *DW Akademie.* Retrieved from akademie.dw.com: https://akademie.dw.com/en/the-effect-of-social-media-on-local-radio/a-18772178

Flaxman, Seth, Sharad Goel, & Justin Rao. (2016). Filter Bubbles, Echo Chambers, and Online News Consumption. *Public Opinion Quarterly*. Google Scholar.

Karttunen, S. (2017, april 18). Using Social Media at a Radio Station. *Helsinki Metropolia University of Applied Sciences*. Helsinki Metropolia University of Applied Sciences.

Lutkevich, B. *Social Media.* Retrieved from Whatis.com: https://www.techtarget.com/whatis/definition/social-media

Martin, M. M. (2016). How Social Media has affected audience's direct participation in Spanish Radio Stations. Madrid, Spain: RSS Journal.

Mothiba, M. M. (2021). *The use of Twitter to engage with Radio Listeners.* Limpopo: University of Limpopo.

Mwaura, J. M. (2013). *The Impact of Social Media on Radio Content.* Nairobi: University of Nairobi.

Mwaura, J. M. (2018). *The Impact of Social Media on Radio.* Nairobi: University of Nairobi.

Radelius, E. (2014). Community Radio. Malmo, Malmo, Sweden: Malmo University.

Rosale, G. (2013). *Journal of Telematics & Information.*

Rubio, A. B. (2021). *MDPI.* Retrieved from From the Antenna to the Display Devices: https://www.mdpi.com/2673-5172/2/2/12#B18-journalmedia-02-00012

T, M. Z. (2015, January 4). *An Exploration into the Operations and Sustainability of Community Radio Stations in South Africa.* Retrieved from http://fxi.org.za/home/fxi_downloads/Sustainability_in_the_community_broadcasting _se ctor.pdf/

Worx, W. W. (2015, January 4). *South African Socail Media Landscape 2014.* Retrieved from http://www.worldwideworx.com/wp-content/uploads/2013/10/Exec-Summary-SocialMedia-2014.pdf

APPENDIX

Questionnaire

1.Age
    a. 18-24
    b. 25-34
    c. 35-44
    d. 45 and above

2.Gender
    a. Male
    b. Female
    c. Transgender
    d. Prefer not to say

3.What is your occupation
    a. Student
    b. Employed full-time
    c. Employed part-time
    d. Self employed
    e. Unemployed

4.How often do you listen to the radio?
    a. Daily
    b. Once a week
    c. Twice a week
    d. Rarely

5.Do you follow any radio station or radio show on social media?
    a. Yes
    b. No

6.If you answered yes to question 5, which social media platform(s) do you follow the radio station or show on?

  a. Facebook

b. Twitter

c. Instagram

d. Other (please specify)

7. Have you ever given feedback to radio station or show through their social media handle?

    a. Yes

    b. No

8. If you answered yes to question 7, What was the nature of your feedback?

    a. Positive feedback

    b. Negative feedback

    c. Suggestion for improvement

    d. Other (please specify)

9. Have you seen any radio station or show respond to feedback given on their social media handle?

    a. Yes

    b. No

10. If you answered yes to question 9, how do you feel about the radio station or show responding to feedback?

    a. Positive

    b. Negative

    c. Neutral

11. How do you think the social media content influenced the radio content?

    a. It made the radio content more interesting

    b. It made the radio content more relevant

    c. It made the radio content more engaging

    d. Other (please specify)

12. Have you ever seen a radio station or show use social media to conduct polls or surveys to generate content?

    a. Yes

b. No

13. If you answered yes to question 12, how do you think the use of polls or surveys influenced the radio content?

    a. It made the content more relevant to the audience

    b. It allowed for audience participation and engagement

    c. It helped the radio station or show to understand the preferences of the audience

    d. Other (please specify)

14. Have you ever noticed radio stations or shows incorporating content from social media into their programming?

    a. Yes

    b. No

15. If you answered yes to question 14, what kind of content did the radio station or show incorporate?

    a. News and current events

    b. Music requests

    c. User-generated content (e.g. stories, poems, etc.)

    d. Other (please specify)

16. In your opinion, how important is it for radio stations or shows to use social media to inform their   programming?

    a. Very important

    b. Somewhat important

    c. Not important

    d. Unsure

17. In your opinion, what are the advantages of using social media to inform programming for radio stations or shows?

    a. It allows for real-time feedback from listeners

    b. It helps radio stations or shows stay current and relevant

    c. It provides insight into the preferences and interests of the audience

    d. Other (please specify)

THE DEPENDENCY ON YOUTUBE VLOGGERS AS A SOURCE OF INFORMATION OVER TRADITIONAL BROADCAST AND PRINT MEDIA AMONG YOUTH

BY

ASHMI THOMAS

Reg. No. C1GMCJ1007

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DON BOSCO ARTS AND SCIENCE COLLEGE

ANGADIKADAVU

APRIL 2023

THE DEPENDENCY ON YOUTUBE VLOGGERS AS A SOURCE OF INFORMATION OVER TRADITIONAL BROADCAST AND PRINT MEDIA AMONG YOUTH

DISSERTATION SUBMITTED TO THE KANNUR UNIVERSITY IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

BY

ASHMI THOMAS

Reg. No. C1GMCJ1007

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU, IRITTY, KANNUR – 670706

APRIL 2023

DEPARTMENT OF

MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU, KANNUR

<u>CERTIFICATE</u>

This is to certify that the dissertation entitled, "**THE DEPENDENCY ON YOUTUBE VLOGGERS AS A SOURCE OF INFORMATION OVER TRADITIONAL BROADCAST AND PRINT MEDIA AMONG YOUTH**" is a Bonafide record of work done by ASHMI THOMAS under the guidance of Dr. Fr. Bastin Nellissery in partial fulfilment of the requirement for the award of the degree of Master Of Arts In Journalism And Mass Communication during the period of her study (2021 - 2023) in the Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu, Kannur, affiliated to the Kannur University.

DR. FR. BASTIN NELLISSERY
Head, Department of Mass Communication & Journalism
Don Bosco Arts and Science College

DECLARATION

I, Ashmi Thomas do hereby declare that this dissertation entitled, **"The dependency on YouTube vloggers as a source of information over traditional Broadcast and Print Media among youth",** is a bonafide research carried out by me for the partial fulfilment of the Degree of M A Journalism & Mass Communication in Kannur University during 2021-2023 and this work has not been submitted to any University for the Award of any degree or diploma.

ANGADIKADAVU   ASHMI THOMAS

APRIL-2023

ACKNOWLEDGEMENT

ABSTRACT

This research aims to explore the growing dependency of youth on YouTube vloggers as a source of information over traditional broadcast and print media. The study will investigate the reasons why young people are increasingly turning to YouTube vloggers for information. The study also explores the differences in the amount and type of information offered by YouTube and traditional media. The findings of this research will provide insights into the changing media landscape and the implications of relying on non-traditional sources of information.

The method adopted for this study is quantitative analysis and data was collected through a questionnaire which contained 15 questions and the results were analysed using statistical methods.

CONTENTS

LIST OF TABLES

CHAPTER I

GENERAL INTRODUCTION

1.1 Introduction

The dependency on YouTube vloggers as a source of information over traditional broadcast and print media among youth is a relatively new phenomenon that has emerged with the growth of social media and the increasing popularity of online video content. In recent years, YouTube vloggers have emerged as a popular source of information among the youth, offering personalized and engaging content on a wide range of topics.

YouTube has become a go-to destination for young people seeking information and entertainment. In particular, a growing number of young people are turning to YouTube vloggers as a source of information on a wide range of topics. These vloggers, who often specialize in a particular niche or area of expertise, produce video content that is highly engaging and accessible, and which often offers a more personal and relatable perspective than traditional media

The purpose of this research is to examine the extent to which YouTube vloggers provide more information than traditional broadcast and print media, and to explore the reasons behind their growing popularity among the youth. While traditional media has long been the dominant source of information, the rise of YouTube vloggers has challenged this status, offering a more personalized and engaging video contents. This research will explore the factors that have contributed to the popularity of YouTube vloggers among the youth.

Through a comprehensive analysis of existing literature, this research aims to provide a understanding of the role of YouTube vloggers in shaping the information landscape, and to offer insights into the ways in which traditional media can adapt to remain relevant in an increasingly digital age.

1.2 Need and Significance of the study

The rise of YouTube vloggers as a source of information among youth is a relatively new phenomenon that has not been extensively studied. This trend is particularly relevant due to the growing influence of social media in people's lives and the decline of the dependency on traditional broadcast and print media for information. Therefore, there is a need to investigate the extent to which youth rely on YouTube vloggers as a source of information and the factors that drive their preference for this medium over other forms of media.

1.3 Statement of the problem

In recent years, there has been a noticeable shift in the way young people consume information and news. With the rise of social media and online video platforms like YouTube, an increasing number of young people are turning to vloggers and influencers as a primary source of information and entertainment.

1.4 Operational definitions of key Words

YouTube

YouTube is a video-sharing platform where users can upload, watch, and share videos on a wide range of topics. It has become one of the most popular websites on the internet, with billions of users and hours of content uploaded every minute.

YouTube Vloggers

YouTube vloggers are content creators who share their daily experiences, thoughts, and opinions through video blogs (vlogs) on the popular social media platform, YouTube. They often have a loyal following of subscribers who enjoy their unique perspectives and engaging personalities.

Broadcast Media

Broadcast media refers to the distribution of audio and video content to a wide audience through traditional platforms such as television and radio networks. It allows for mass communication of news, entertainment, and information to reach a broad audience simultaneously.

Print Media

Print media refers to publications that are physically printed on paper, such as newspapers, magazines, books, and flyers. It has been a traditional and popular means of mass communication for several centuries, but has faced challenges in recent years due to the rise of digital media.

1.5 Objective of the Study

Main Objective

- To study the dependency on You Tube Vloggers as a source of information over Broadcast and Print Media among youth.

Sub Objectives

- To find out whether YouTube vloggers provide more information than Broadcast and Print Media.
- To examine why people are increasingly depending on youtubers for information.
- To study the content of the YouTube vloggers.

1.6 Methodology of Research

Quantitative methodology was used for the research. Quantitative research is the process of collecting and analysing numerical data.

1.7 Hypothesis/research question

Youth depend more on YouTube vloggers to gather information than Broadcast and Print Media

1.8 Population of the Study

The populations of the study are Youngsters between the age of 18 to 40.The data is collected using questionnaire via google form.

1.9 Scope and Limitation of the Study

Scope

The study aims to explore the trend of youth's dependency on YouTube vloggers as a source of information over traditional broadcast and print media.

Limitations

The research is conducted within the limited circle of knowledge and resources of the researcher and the study will only focus on individuals aged 18-40 who use YouTube as a source of information, which may not be representative of the entire population.

1.10 Organization of the Report

Chapter 1 consists of the need and significant of the study, statement of the problem, operational definition, objectives, methodology, scope and limitation of the study. Chapter 2 consists of theoretical overview. Chapter 3 consists of the review of the literature of the studies related to the topic. Chapter 4 consists of the methodology of the study, the variables, samples, description of the tool and administration of the tool. Chapter 5 consists of the analysis and interpretation of the content. Chapter 6 consists of the summary, conclusion and suggestion of the study. The implication of the study and the suggestion for further research are discussed.

CHAPTER II

THEORETICAL OVERVIEW

2.1 Uses and Gratifications Theory

The phenomenon of youth relying on YouTube vloggers as a source of information over traditional broadcast and print media can be explained through several communication theories. One of the key theories that may apply is the Uses and Gratifications theory, which suggests that people actively seek out media to fulfill their individual needs and desires. In other words, it can be said that the theory argues what people do with media rather than what media does to people. In this case, youth may be turning to YouTube vloggers because they feel more connected to them and find their content more relatable and engaging than traditional media outlets.

2.2 Social Learning Theory

Another theory that may apply is the Social Learning theory, which posits that individuals learn by observing and imitating the behaviour of others. The concept was theorised by psychologist Albert Bandura and combined ideas behind behaviourist and cognitive learning approaches.In the case of YouTube vloggers, youth may be learning about the world and forming their opinions and beliefs by observing and emulating the behaviour and perspectives of their favourite vloggers.

2.3 Cultivation Theory

he Cultivation theory may also be relevant, as it suggests that exposure to media over time can shape an individual's perception of reality. The cultivation theory was proposed by George Gerbner. According to cultivation theory, the more time people spend watching television, the more likely they are to perceive the world in ways that reflect the values and messages presented on TV. In the case of youth relying on YouTube vloggers, repeated exposure to certain perspectives and opinions presented by vloggers may influence their own beliefs and values.

It is important to note that while YouTube vloggers can provide valuable and informative content, they are not necessarily held to the same standards of accuracy and accountability as traditional media outlets. Therefore, it is important for youth to approach all sources of information with a critical eye and engage in media literacy to evaluate the reliability and credibility of the information they encounter.

In summary, the trend of youth relying on YouTube vloggers as a source of information can be explained through various communication theories, including the Uses and Gratifications theory, Social Learning theory, and Cultivation theory. While this trend has its benefits, it is important for youth to engage in media literacy and critical evaluation of all sources of information.

CHAPTER III

REVIEW OF LITERATURE

3.1. Introduction

A literature review is an overview of the previously published works on a specific topic. Literature review is supposed to provide the researcher or author and the audience with a general image of the existing knowledge on the topic. A good literature review can ensure that a proper research question has been asked and as proper theoretical framework or research methodology have been chosen.

3.2. Review of literature related to the topic

Common sense media in an article entitled "New Survey Reveals Teens Get Their News from Social Media and YouTube" states that, Teens today are not only getting the majority of their news online, but they are turning away from traditional media organizations to find out about current events on social media sites and YouTube, often from online influencers and celebrities. The survey found that more than half of teens (54%) get news at least a few times a week from social media platforms such as Instagram, Facebook, and Twitter and 50% gets news from YouTube. Teens who get their news from YouTube, for example, six in 10 say they are more likely to get it from celebrities, influencers, and personalities rather than from news organizations utilizing the platform (Media, 2019) .

KC Perez in his article "Will vloggers take over real journalists soon?" writes that, Vlogging is more personal and more freeing in terms of topic and runtime. Everything is more "human" and "real," and people nowadays are suckers for anything that screams authenticity. A cultural phenomenon, vlogging has since grown from vids about "Day in the Life" into social issues and politics, challenging the notion of how we consume our news. Both vloggers and journalists present information to the public. They both tackle issues with the goal to inform and influence public opinion. The strictest of journalists would hate to admit

it, but there is a multitude of reasons why vlogging appeals so strongly to the public. Vlogging is considered one of the fastest ways to disseminate information online. Vloggers being content producers do their research to provide quality content (Perez, 2022).

Reuters Institute for Study of Journalism, in their article "Facebook, Twitter and YouTube major news sources: study" published in The Indian Express states that, a majority of online users get news from Facebook, Twitter and YouTube. For the first time social media has overtaken television as the main source of news for 18 to 24-year-olds, with 28 percent of them citing social media as their main source of news compared with 24 percent who said they watched news on television (Reuters, 2016).

Matt G. Southern in his article "YouTube Growing As a Source of News for Americans " writes that, A Pew Research Center study finds about a quarter of US adults get news from YouTube, including a mix of independent and established organizations. Of the people who get news from YouTube, 59% say it's an important way to get news, while 13% say it's the most important way they get their news.66% of users who watch news on YouTube say it helps them better understand current events. So there's something to be said for using commentary videos as a way to make complex topics easier to understand. Of those who say YouTube is one of their news sources, 51% say they're looking for commentary and opinions, while 48% say they're looking for objective reporting. Personality-driven content with opinionated commentary certainly thrives on YouTube. That's one thing that has remained constant for as long as the platform has been online (Southern, 2020).

Shreeya Deshpande in her article entitled "What is vlogging and Why It So Popular?" points out that, when the internet happened, it didn't take long for others to start posting clips of themselves online, where they shared travel experiences or daily routines. After the introduction of YouTube in 2005, vlogging took a leap forward and soon became one of the most sought-after forms of content creation. You'll find many vloggers recording themselves by phone or with a camera, candidly sharing their everyday activities. However, a vlog can be about any kind of topic. Whatever it may be, the main goal is to get it out in front of the camera and connect with people (Deshpande, 2021).

Nandini Singh Bhadauria in her article "Why Do Some Daily YouTube Vloggers Get 1 Million Views In 24 Hours?" writes that Vlogs make us taste reality. It is hard to ignore that most of us have been so much indulged on to social media and somewhere we do not get connected with reality. If you follow people making some amazing vlogs interestingly bringing something new and informative, you can learn a lot of them. When you watch some good quality vlogs, it makes you free from stress for a while. It is hard to ignore that good quality Vlogs make our brain get oozed with positivity, happy hormones, and peace (Bhadauria, 2020).

John Warmbrodt in his research paper "An exploratory study of the video blogger"s community" points out that, vlogs provide a more personal, realistic experience, individuals may be able to use vlogs to gain a cross cultural understanding and thus be more empathetic to other cultures. Vlogs also allow communication at a more personal level. Thus, vlogs can serve as a new way for people to interact. Individuals can also use vlogs to raise awareness about themselves or other issues. For example, people such as politicians can communicate to voters more directly than television advertisements and even respond to comments left on their vlogs. Businesses could use vlogs also to communicate with consumers. They could use vlogs to better their customer service (Warmbrodt, 2007).

Umang Poddar in his article "Are YouTubers now as important as TV journalists in shaping Indian politics?" articulates that Currently, India has the highest number of users for many social media platforms, including YouTube, largely a result of the "Jio effect". As a result, the percentage of Indian population using the internet exploded from 15% in 2015 to 43% in 2020. Indian YouTube users, meanwhile, increased by nearly four times from around 12 crores in 2017 to around 46 crores in 2021.This explosion in the YouTube base in India has also meant a rise in news and politics content, one of the top five most-watched genres on the platform, reports show. More recently, the advent of the pandemic also meant that people, stuck at home, ended up consuming more online video content (Poddar, 2022).

Russell Heimlicha in his article "Most News Video Posted on YouTube by Individuals is of Raw, Unedited Footage" states that, new kind of visual news is emerging on YouTube. A recent study by the Pew Research Center's Project for Excellence in Journalism finds that 39% of the most-watched video news on YouTube was produced by citizens who witnessed

breaking news events. But news organizations also are using this still-new medium to reach viewers. YouTube news offerings include both unedited footage uploaded by individuals and more traditional news videos edited by news organizations. Users of this platform view both styles of videos, depending on the news event (Heimlicha, 2012).

Galen Stocking, Patrick Van Kessel, Michael Barthel et al. in their research report "A closer look at the channels producing news on YouTube – and the videos themselves" published by Pew Research Center states that, YouTube's platform is a diverse news environment that provides space for independent news creators to thrive alongside more traditional news organizations, and that the content on these different types of channels varies in important ways. For instance, independent channels are more likely to be centered around a specific personality – often someone who had no public profile before gaining attention on YouTube – and more likely to seek donations directly from viewers. In addition, in December 2019, independent channels were collectively more likely than channels associated with news organizations to mention or focus on conspiracy theories and to take a negative tone toward the main subjects of their videos (Stocking, Kessel, Barthel, Matsa, & Khuzam, 2020).

CHAPTER IV

METHODOLOGY

4.1 Introduction

This chapter deals with the methodology adopted for the study "The dependency on YouTube vloggers as a source of information over traditional broadcast and print media among youth". It contains information on the method adopted for the study, the variables of the study and the sample size used. There is also description on the tools used in the study and the administration of the tool.

4.2 Method for the Study

Quantitative Analysis method is used in this research. Quantitative data is any data that is in numerical form such as statistics, percentages etc. is used for the research. The researcher analyses the data with the help of statistics and hopes the numbers will yield an unbiased result that can be generalized to some larger samples and also in another population.

4.3 Variables

A variable is defined as anything that has a quantity or quality that varies. The dependent variable is the variable that depends on other factors that are measured. These variables are expected to change as a result of an experimental manipulation of the independent variable or variables. It is the presumed effect.

The independent variable that is stable and unaffected by the other variables the researcher is trying to measure. It refers to the condition of an experiment that is systematically manipulated by the investigator. It is the presumed cause.

Independent Variable: Source of information (YouTube vloggers vs. traditional media)for youth

Dependent Variable: Dependency on YouTube vloggers

4.4 Samples of the study

Sample is a group of people, objects or items that are taken from a larger population for measurement. Population and samples are important aspects of a research. Population refers to the set of individuals from which a statistical sample is drawn for a study. A sample is the smaller set or manageable version of the population. Sample size can be defined as the number of individuals in a sample. For this research a total of 200 samples were covered through purposive sampling. The researcher tried to cover wide geographical area in order to ensure unbiased result.

4.5 Descriptions of the tools used in the study

A questionnaire was the tool used for collecting the data. The questionnaire consists of 15 questions based on the various aspects of the topic. The study was conducted among youngsters between the age of 18 to 40.

4.6 Administration of the tool

The questionnaire was administered via google form to the population by the researcher to collect responses.

4.7 Statistical techniques used for the study

Descriptive analysis

Descriptive techniques often include constructing tables of means and quantities. Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. They are broken down to measure central tendency and measure of variability. Measures of the central tendency include Mean while measure of variability includes the standard deviation.

CHAPTER V

ANALYSIS AND DISCUSSION OF THE DATA

5.1 Introduction

The statistical analysis of the data was done using SPSS version 20. Descriptive analyses of the data were computed. The tables and the discussions regarding the study are presented in this chapter.

5.2 Summary of the analysis

1) Age

		Frequency	Percent	Mean	Standard Deviation
Valid	18-20	16	8.0	2.35	.855
	21-25	124	62.0		
	26-30	42	21.0		
	31-35	10	5.0		
	36-40	8	4.0		
	Total	200	100.0		

Table:1

According to Table 1, 62% of the respondent has the age of 21-25 answered the questionnaire, 21% of from the age of 26-30, 8% from the age of 18-20, 5% from the age of 31-35 and 4% from the age of 36-40.Therefore most of the respondent came from 21-25 of age and answered the questionnaire. The Mean and Standard Deviation are 2.35 and .855 respectively.

2) Gender

		Frequency	Percent	Mean	Standard Deviation
	Male	85	42.5		
Valid	Female	115	57.5	1.58	.496
	Total	200	100.0		

Table:2

Table 2 shows that out of the 200 respondents, the male respondents are 42.5% while the female respondents are 57.5%.Therefore majority of our respondents are female. The Mean and Standard Deviation are 1.58 and .496 respectively.

3) Do you watch YouTube videos?

		Frequency	Percent	Mean	Standard Deviation
	Always	94	47.0		
	Sometimes	105	52.5	1.54	.510
Valid	Never	1	.5		
	Total	200	100.0		

Table:3

Based on Table 3, 47% of people always watch youtube videos. 52% of people agreed that they sometimes watch youtube videos and only 0.5% of people respond that they never watch youtube videos. The Mean and Standard Deviation are 1.54 and .510 respectively.

4) Where do you mostly get news from?

		Frequency	Percent	Mean	Standard Deviation
Valid	**Social media**	172	86.0	1.22	.577
	Television	12	6.0		
	Newspaper	16	8.0		
	Total	200	100.0		

Table:4

Table 4 indicates that 86% of people mostly get news from social media. 6% get news from television and 8% get news from newspaper. Many people rely on social media to access news. The Mean and Standard Deviation are 1.22 and .577 respectively.

5) Which social media do you prefer to get news?

		Frequency	Percent	Mean	Standard Deviation
Valid	**YouTube**	98	49.0	2.24	1.326
	Websites	16	8.0		
	Facebook	27	13.5		
	Others	59	29.5		
	Total	200	100.0		

Table:5

Table 5 shows the social media preference for news. Out of 200 respondents 49% of people prefer YouTube, 8% of people prefer websites, 13.5% of people prefer Facebook and 29.5% of them prefer other social media for news. The Mean and Standard Deviation are 2.24 and 1.326 respectively.

6) Do you think YouTube vloggers provide more information than other media?

		Frequency	Percent	Mean	Standard Deviation
Valid	Yes	37	18.5		
	No	54	27.0	2.36	.777
	Sometimes	109	54.5		
	Total	200	100.0		

Table:6

Table 6 shows that, a majority of respondents (54.5%) believe that YouTube vloggers sometimes provide more information than other media, while 18.5% believe they do provide more information and 27% believe they do not. The Mean and Standard Deviation are 2.36 and .777 respectively.

Gender * Youtubers provide more information Crosstabulation

		Youtubers provide more information			Total
		Yes	No	Sometimes	
Gender	Male	19	22	44	85
	Female	18	32	65	115
Total		37	54	109	200

Table:7

The above table points out that among 200 respondents there are 19 male and 18 female believe that YouTube vloggers provide more information than other media and 22 male and 32 female are against this view. There are 44 male and 65 female who take a neutral stand.

7) YouTube vloggers provide more explanation about an incident.

		Frequency	Percent	Mean	Standard Deviation
Valid	Strongly agree	7	3.5	2.73	.794
	Agree	72	36.0		
	Neutral	93	46.5		
	Disagree	24	12.0		
	Strongly disagree	4	2.0		
	Total	200	100.0		

Table:8

Table 7 shows the result of the respondents whether the YouTube vloggers provide more explanation about an incident. The score obtained are 7(3.5%) strongly agree, 72(36%) agree, 93(46.5%) neutral, 24(12%) disagree and 4(2%) strongly disagree. The Mean and Standard Deviation are 2.73 and .794 respectively.

Gender *YouTube Provide more explanation Crosstabulation

		YouTube Provide more explanation					Total
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Gender	Male	5	29	33	16	2	85
	Female	2	43	60	8	2	115
Total		7	72	93	24	4	200

Table:9

The above table points out that among 200 respondents there are 5 male and 2 female strongly agree and 29 male 43 female agree with the above statement that the YouTube vloggers provide more explanation about an incident. There are 16 male and 8 female disagree and 2 male and 2 female strongly disagree with the statement and there are 33 male and 60 female who take a neutral stand.

8) Vlogs allow communication at a more personal level

		Frequency	Percent	Mean	Standard Deviation
Valid	**Strongly agree**	12	6.0		
	Agree	103	51.5		
	Neutral	72	36.0	2.44	.720
	Disagree	12	6.0		
	Strongly disagree	1	.5		
	Total	200	100.0		

Table:10

Table 8 shows the result of the respondents whether the vlogs allow communication at a more personal level. The score obtained are 12(6%) strongly agree, 103(51.5%) agree, 72(36%) neutral, 12(6%) disagree and 1(0.5%) strongly disagree. The Mean and Standard Deviation are 2.44 and .720 respectively.

9) Do you believe that YouTube videos are great sources of knowledge?

		Frequency	Percent	Mean	Standard Deviation
Valid	**Yes**	58	29.0		
	No	46	23.0	2.19	.859
	Sometimes	96	48.0		
	Total	200	100.0		

Table:11

Table 9 shows that, a majority of respondents (48%) believe that YouTube videos are sometimes great sources of knowledge, while 29% believe that YouTube videos are great sources of knowledge and 23% believe they are not. The Mean and Standard Deviation are 2.19 and .859 respectively.

10) Vloggers cover unseen reality of the society

		Frequency	Percent	Mean	Standard Deviation
Valid	Always	19	9.5		
	Sometimes	171	85.5	1.96	.379
	Never	10	5.0		
	Total	200	100.0		

Table:12

Table 10 shows whether vloggers cover unseen reality of the society. 19(9.5%) answered always, 171(85.5%) answered sometimes and 10(5%) answered never. The Mean and Standard Deviation are 1.96 and .379 respectively.

11) YouTubers use local languages that is easier to understand

		Frequency	Percent	Mean	Standard Deviation
Valid	Strongly agree	25	12.5		
	Agree	123	61.5		
	Neutral	40	20.0	2.20	.723
	Disagree	11	5.5		
	Strongly disagree	1	.5		
	Total	200	100.0		

Table:13

Table 11 shows the result of the respondents whether Youtubers use local language that is easier to understand. The score obtained are 25(12.5%) strongly agree, 123(61.5%) agree, 40(20%) neutral, 11(5.5%) disagree and 1(0.5%) strongly disagree. The Mean and Standard Deviation are 2.20 and .723 respectively.

12) YouTube contents are unique and informative

		Frequency	Percent	Mean	Standard Deviation
Valid	Strongly agree	16	8.0	2.62	.823
	agree	71	35.5		
	Neutral	90	45.0		
	Disagree	20	10.0		
	Strongly disagree	3	1.5		
	Total	200	100.0		

Table:14

Table 12 shows the result of the respondents whether YouTube contents are unique and informative. The score obtained are 16(8%) strongly agree, 71(35.5%) agree, 90(45.5%) neutral, 20(10%) disagree and 3(1.5%) strongly disagree. The Mean and Standard Deviation are 2.62 and .823 respectively.

13) Does YouTube videos entertain people?

		Frequency	Percent	Mean	Standard Deviation
Valid	Yes	141	70.5	1.57	.889
	No	5	2.5		
	Sometimes	54	27.0		
	Total	200	100.0		

Table:15

Based on the table 13, Out of 200 respondents, 141(70.5%) said that you tube videos do entertain people, 5(2.5%) said that they do not entertain people and 54(27%) said that youtube videos sometimes entertain people. The Mean and Standard Deviation are 1.57 and .889 respectively.

14) YouTube vloggers help people to discover new places and traditions

		Frequency	Percent	Mean	Standard Deviation
Valid	Strongly agree	41	20.5	1.98	.668
	Agree	129	64.5		
	Neutral	24	12.0		
	Disagree	6	3.0		
	Total	200	100.0		

Table:16

Table 14 shows the result of the respondents whether YouTube vloggers help people to discover new places and traditions. The score obtained are 41(20.5%) strongly agree, 129(64.5%) agree, 24(12%) neutral, 6(3%) disagree and no one strongly disagreed with this statement. The Mean and Standard Deviation are 1.98 and .668 respectively.

15) Do you think YouTube Vloggers provide voice to underprivileged in the society?

		Frequency	Percent	Mean	Standard Deviation
Valid	Always	22	11.0	1.97	.463
	Sometimes	162	81.0		
	Never	16	8.0		
	Total	200	100.0		

Table:17

Table 15 shows does youtube vloggers provide voice to underprivileged in the society. The score obtained are 22(11%) always, 162(81%) sometimes and 16(8%) never. The Mean and Standard Deviation are 1.97 and .436 respectively.

5. 3 Discussion

The current study is to find out the dependency on YouTube vloggers as a source of information over traditional Broadcast and Print Media among youth.

According to Common sense media Teens today are not only getting the majority of their news online, but they are turning away from traditional media organizations to find out about current events on social media sites and YouTube, often from online influencers and celebrities (Media, 2019).

The current study revealed that among 200 sample 86% of people use social media to get news. And in social media 49% of people prefer YouTube for news. There is no doubt that social media has become an increasingly popular source of information for many people, and YouTube is certainly one of the most popular platforms for this purpose. Traditional media, such as newspapers and television news, are still important sources of information for many people, but social media has the advantage of being more personalized and interactive.

John Warmbrodt in his research paper "An exploratory study of the video blogger's community" points out that, vlogs provide a more personal, realistic experience, individuals may be able to use vlogs to gain a cross cultural understanding and thus be more empathetic to other cultures. Vlogs also allow communication at a more personal level. Thus, vlogs can serve as a new way for people to interact (Warmbrodt, 2007).
Nandini Singh Bhadauria in her article "Why Do Some Daily YouTube Vloggers Get 1 Million Views In 24 Hours?" also says that Vlogs make us taste reality. It is hard to ignore that most of us have been so much indulged on to social media and somewhere we do not get connected with reality. If you follow people making some amazing vlogs interestingly bringing something new and informative, you can learn a lot of them (Bhadauria, 2020).

Current study also has the same implications stated in the above statements. Here in this study it is seen that, YouTube vloggers can certainly provide more explanation about an incident than traditional news sources, as they are often able to give a more personal and detailed account of

what happened. Vloggers can also offer their own opinions and insights, which can help viewers to understand the incident from a variety of perspectives. One reason why people may prefer to get their information from YouTube is that it allows them to access a wide range of content on a variety of topics. YouTube has a vast library of videos that cover everything from news and current events to entertainment, education, and lifestyle topics. Additionally, YouTube content creators often have a personal and engaging approach that can be more relatable and entertaining than traditional news sources. Another advantage of social media, including YouTube, is that it allows for more direct interaction between content creators and their audiences. Viewers can leave comments, ask questions, and engage in discussions with the content creator and other viewers, creating a more dynamic and participatory experience.

CHAPTER VI

SUMMARY, CONCLUSION AND SUGGESTIONS

6.1 Introduction

This chapter deals with the summary and implications of the research. The conclusions drawn from the data analysis and interpretation are summarized and concluded with suggestions for further researches and studies based on the topic.

6.2 Conclusion based on the findings of the study

Based on current research, it can be concluded that there is a significant dependency among youth on YouTube vloggers as a source of information over traditional broadcast and print media. While traditional media outlets, such as broadcast and print media, remain a significant source of news for most people especially older generations. One reason for this shift is that, YouTube vloggers are seen as more authentic and relatable. Many young people also find it easier to relate to and engage with vloggers, who often share their personal experiences and opinions on a wide range of topics.

YouTube allows individuals from a wide range of backgrounds to create and share content, giving voice to underrepresented communities and shedding light on issues that may not receive as much attention in traditional media outlets. This democratization of media has led to the emergence of new perspectives and ideas, which can challenge mainstream narratives and offer a more nuanced understanding of social issues. YouTube vloggers can also offer unique and informative content that introduces new places and traditions.

Overall, the increasing dependency of youth on YouTube vloggers as a source of information signals a significant shift in the way we consume media. As the platform continues to grow in popularity, it will be essential to address the challenges posed by the lack of regulation and ensure that viewers can access accurate and reliable information.

6.3 Implication of the study

The result of the study proves that there is an increasing reliance on YouTube vloggers as a source of information over traditional broadcast and print media among youth. YouTube vloggers are becoming increasingly influential in shaping public opinion and behavior. Many vloggers have built large and loyal audiences, often by providing informative and entertaining content that resonates with their viewers. As a result, people are turning to these vloggers for advice on a wide range of topics. YouTube vloggers often have a more personalized and engaging approach to presenting information, which can make it more appealing to younger audiences. The research is conducted within my limited circle of knowledge and resources.

6.4 Suggestions for further research

➢ Increase the number of respondents to get a detailed analysis for the research.
➢ Conduct a comparative analysis of the influence of YouTube vloggers versus traditional broadcast and print media on audiences.
➢ Examine the accuracy and reliability of the information presented by YouTube vloggers compared to traditional media sources.

Bibliography

Bhadauria, N. S. (2020, December 24). *https://timesofindia.indiatimes.com/readersblog/why-phython-language/why-do-some-daily-youtube-vloggers-get-1-million-views-in-24-hours-28555/*. Retrieved from timesofindia.indiatimes.com: https://timesofindia.indiatimes.com/readersblog/why-phython-language/why-do-some-daily-youtube-vloggers-get-1-million-views-in-24-hours-28555/

Deshpande, S. (2021, Octobar 22). *https://www.google.com/url?q=https://www.makeuseof.com/what-is-vlogging-why-is-it-popular/&usg=AOvVaw2rVe8DfPNI06is4bAW3U4J&hl=en-IN*. Retrieved from www.makeuseof.com: https://www.google.com/url?q=https://www.makeuseof.com/what-is-vlogging-why-is-it-popular/&usg=AOvVaw2rVe8DfPNI06is4bAW3U4J&hl=en-IN

Heimlicha, R. (2012, July 25). *Most News Video Posted on YouTube by Individuals is of Raw, Unedited Footage.* Washington: Pew Research Center.

Media, C. S. (2019, August 12). *https://www.commonsensemedia.org/press-releases/new-survey-reveals-teens-get-their-news-from-social-media-and-youtube*. Retrieved from www.commonsensemedia.org: https://www.commonsensemedia.org/press-releases/new-survey-reveals-teens-get-their-news-from-social-media-and-youtube

Perez, K. (2022, June 15). *https://wethepvblic.com/will-vloggers-take-over-real-journalists/#*. Retrieved from wethepvblic.com: https://wethepvblic.com/will-vloggers-take-over-real-journalists/#

Poddar, U. (2022, June 19). *https://scroll.in/article/1025983/news-and-commentary-is-exploding-on-youtube-and-indian-politicians-want-to-control-it*. Retrieved from Scroll.in: https://scroll.in/article/1025983/news-and-commentary-is-exploding-on-youtube-and-indian-politicians-want-to-control-it

Reuters. (2016, June 15). *https://indianexpress.com/article/technology/tech-news-technology/facebook-twitter-and-youtube-major-news-sources-study-2854292/*. Retrieved from indianexpress.com: https://indianexpress.com/article/technology/tech-news-technology/facebook-twitter-and-youtube-major-news-sources-study-2854292/

Southern, M. G. (2020, September 28). *https://www.google.com/url?q=https://www.searchenginejournal.com/youtube-growing-as-a-source-of-news-for-americans/382451/&usg=AOvVaw2XRRU7-40MQJ7jKByI9cbQ&hl=en-IN*. Retrieved from www.searchenginejournal.com:

https://www.google.com/url?q=https://www.searchenginejournal.com/youtube-growing-as-a-source-of-news-for-americans/382451/&usg=AOvVaw2XRRU7-40MQJ7jKByI9cbQ&hl=en-IN

Stocking, G., Kessel, P. V., Barthel, M., Matsa, K. E., & Khuzam, M. (2020). *A closer look at the channels producing news on YouTube – and the videos themselves.* Washington: Pew Research Center.

Warmbrodt, J. (2007). "An exploratory study of the videoblogger's community". *Scholars' Mine*, 55-56.

APPENDIX

<u>QUESTIONNAIRE</u>

1)Age

18-20 ☐   21-25 ☐   26-30 ☐   31-35 ☐   35-40 ☐

2)Gender

Male ☐   Female ☐   Others ☐

3)Do you watch YouTube videos?

Yes ☐   No ☐   Sometimes ☐

4)Where do you mostly get news from?

Social Media ☐   Television ☐   Newspaper ☐

5)Which social media do you prefer to get news?

YouTube ☐   Websites ☐   Facebook ☐   Others ☐

6) Do you think YouTube vloggers provide more information than other media?

Always ☐   Sometims ☐   Never ☐

7) YouTube vloggers provide more explanation about an incident

Strongly Agree ☐   Agree ☐   Neutral ☐   Disagree ☐   Strongly disagree ☐

8) Vlogs allow communication at a more personal level

Strongly Agree ☐   Agree ☐   Neutral ☐   Disagree ☐   Strongly disagree ☐

9) Do you believe that YouTube videos are great sources of knowledge?

Yes ☐   No ☐   Sometimes ☐

10) Vloggers cover unseen reality of the society

Always ☐   Sometims ☐   Never ☐

11) Youtubers use local languages that is easier to understand

Strongly Agree ☐   Agree ☐   Neutral ☐   Disagree ☐   Strongly disagree ☐

12)YouTube contents are unique and informative

Strongly Agree ☐   Agree ☐   Neutral ☐   Disagree ☐   Strongly disagree ☐

13) Does YouTube videos entertain people?

Yes ☐   No ☐   Sometimes ☐

14)YouTube vloggers help people to discover new places and traditions

Strongly Agree ☐   Agree ☐   Neutral ☐   Disagree ☐   Strongly disagree ☐

15)Do you think YouTube Vloggers provide voice to underprevilaged in the society?

Always ☐   Sometims ☐   Never ☐

THE IMPACT OF MICRO-INFLUENCER ENDORSEMENTS ON INSTAGRAM ON PURCHASE DECISIONS AMONG COLLEGE STUDENTS

VIRTUE & EXCELLENCE
DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU

BY

RIYA ROYI CHIRAPPURATH

Reg. No. C1GMCJ1014

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DON BOSCO ARTS AND SCIENCE COLLEGE

ANGADIKADAVU

APRIL – 2023

THE IMPACT OF MICRO-INFLUENCER ENDORSEMENTS ON INSTAGRAM ON PURCHASE DECISIONS AMONG COLLEGE STUDENTS

DISSERTATION SUBMITTED TO THE KANNUR UNIVERSITY IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

BY

RIYA ROYI CHIRAPPURATH

Reg. No. C1GMCJ1014

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU, IRITTY, KANNUR – 670706

APRIL 2023

DEPARTMENT OF
MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU, KANNUR

CERTIFICATE

This is to certify that the dissertation entitled, "**THE IMPACT OF MICRO-INFLUENCER ENDORSEMENTS ON INSTAGRAM ON PURCHASE DECISIONS AMONG COLLEGE STUDENTS**" is a Bonafede record of work done by RIYA ROYI CHIRAPPURATH under the guidance of Dr. Fr. Bastin Nellissery in partial fulfillment of the requirement for the award of the degree of Master Of Arts in Journalism And Mass Communication during the period of her study (2021 - 2023) in the Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu, Kannur, affiliated to the Kannur University.

DR. FR. BASTIN NELLISSERY
Head, Department of Mass Communication & Journalism
Don Bosco Arts and Science College

DECLARATION

I, **RIYA ROYI CHIRAPPURATH**, the undersigned, hereby declare that the dissertation entitled, "**THE IMPACT OF MICRO-INFLUENCER ENDORSEMENTS ON INSTAGRAM ON PURCHASE DECISIONS AMONG COLLEGE STUDENTS**" submitted to the Kannur University, in partial fulfillment of the requirement for the award of the degree of Master Of Arts in Journalism & Mass Communication, is a Bonafede work done by me under the guidance of Dr. Fr. Bastin Nellissery, Head, Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu. This work has not been placed by anybody in the University for the award of any degree or diploma.

ANGADIKADAVU   RIYA ROYI CHIRAPPURATH
APRIL 2023

ACKNOWLEDGEMENT

ABSTRACT

Influencer marketing has gained significant traction in the global market, with brands increasingly collaborating with influencers to endorse their products. This study aims to investigate the impact of micro-influencer endorsements on Instagram on purchase decisions among college students. The findings from the literature review indicate that attitudes toward influencers, perceived behaviour control, personal relevance, inspiration, and trust positively impact consumer behaviour. Additionally, product influencer fitment and originality/uniqueness of influencers play crucial roles in influencing consumer behaviour. Several studies also highlight the influence of social media influencers on teenagers, with significant impacts on their purchasing behaviour. The research demonstrates that social media influencers can strongly impact teenagers' brand perceptions, and females are more likely to be influenced than males. Moreover, the credibility and trustworthiness of influencers directly influence consumers' purchase intentions. The effectiveness of influencer marketing is evident in its ability to shape consumers' attitudes, increase brand awareness, and create positive purchase intentions.

Based on the review of the literature, a quantitative study was conducted among college students aged 18-30 to measure the impact of micro-influencer endorsements on purchase decisions. The study used a self-designed questionnaire, and the data analysis revealed the presence and influence of micro-influencers among the target population. This research contributes to the existing literature on influencer marketing and consumer behaviour by specifically focusing on the impact of micro-influencer endorsements on purchase decisions among college students. The findings provide valuable insights for marketers and brands seeking to leverage influencer marketing strategies effectively.

Keywords: Micro-Influencer, Micro-Influencer Endorsement, Impact

TABLE OF CONTENTS

LIST OF TABLES

CHAPTER I

INTRODUCTION

1.1 Introduction

In recent years, the pandemic-induced lockdown has led to businesses booming in the digital space all over the world. Brands have redirected their marketing strategy from traditional advertising to social media strategies that complement the business' overall digital marketing strategy.

Influencers are individuals with specific niches and have a significant online following. As they are viewed by their followers as trustworthy experts in their field, they can effectively impact their followers and audience's purchase decisions. Their recommendations or endorsements help brands expand their reach and generate leads. Influencer marketing is fast becoming an essential component in a brand's marketing arsenal. 93% of marketers have used influencer marketing in their campaigns, and it is now considered a key advertising strategy (Santora, 2023).

Influencer marketing, which involves a collaboration between brands and influencers, is a powerful approach that has helped companies grow. The influencer marketing industry grew from $1.7 billion in 2016 to $9.7 billion in 2020. In 2021, it soared to $13.8 billion, indicating steady growth. In 2022, the market expanded to a whopping $16.4 billion industry. This growth is attributed to the increasing popularity of short video formats on platforms like TikTok, Facebook, and YouTube, the effect of the global pandemic on consumers, which catalysed social media consumption, and the optimization of data collection, which marketers used for social media ads (Santora, 2023).

The success of influencer marketing has fuelled the rapid expansion of the creator economy while creating different types of social media influencers. In simple terms, these are divided into macro, micro, and nano influencers. On any given social media platform, Celebrities, or accounts with more than 100,000 followers are named macro-influencers. Accounts with a follower count between 10,000 to 100,000 falls under the micro-influencer category (Omick, 2021). Micro-influencers can help minimize a campaign's advertising cost per action while still widening a brand's reach. While they may have fewer followers compared

to mega and macro-influencers, their audiences tend to be more engaged and are more likely to act. While their follower base may not be as big as that of celebrity influencers, they can generate more impact per impression made.

61% of consumers trust influencer recommendations, compared to 38% who trust brand-produced content. 60% of marketers shared that influencer-generated content performs better and drives more engagement compared to branded posts (Santora, 2023).

Of the many social media channels, Instagram is the network of choice for influencer marketing campaigns, with 79% of brands considering it the most important platform for them. Micro-influencers on Instagram boast an average engagement rate of 3.86%. Instagram Business Account is a brand's best bet to gain access to influencer audiences, facilitating custom audience targeting. Most brands choose Instagram as their preferred channel for their influencer marketing campaigns, despite having fewer monthly active users (1.3 billion) than Facebook, one of the most popular channels with (2.89 billion) monthly active users. 79% of marketers consider Instagram as an integral part of their campaigns as they provide a worthwhile source of leads. This versatile platform already has a wide global reach, and 83% of its users turn to it to find something new. After seeing posts with product information on the platform, 87% took a specific action, like following a brand, visiting its retail store, or making a purchase (Santora, 2023).

1.2 Need and Significance of the study

Over the years, there have been varied discussions on how celebrities impact the lives of youth. But recently, the rise of a new breed of celebrity: the social media influencer, has become a crucial point of interest among social media users. With lockdowns being imposed as the pandemic set in, people began spending an increased amount of time on the internet, eventually creating content on their social media handles. This accelerated the number of influencers who managed to create a loyal following for manifold reasons. Their popularity rose so much that even film stars collaborated with influencers for promotions. The youth of the country who are avid media users seemed to instantly connect with social media influencers since they find an image relatable to themselves. This has led youngsters to religiously follow their favourite influencers and often emulate their choices, ideologies, and lifestyles. It is in this context that the study aims to assess the impact of micro-influencer endorsements on Instagram on purchase decisions among college students.

1.3 Statement of the Problem

Influencer marketing has become very common and is on the rise in the global market. As brands have started collaborating with influencers under a specific niche to endorse their products, it would be insightful to know how this would help directly target and influence their followers. In this scenario, this study aims to understand, 'The impact of Micro-Influencer endorsements on Instagram on purchase decisions among college students.'

1.4 Operational definitions of keywords

1.4.1 Micro-Influencer

A Micro-influencer is any person whose Instagram handle sits at a follower count between 10,000 and 100,000. As a result of their smaller audiences, these influencers also frequently have high engagement rates and can relate to them on a more personal basis.

1.4.2 Micro-Influencer Endorsement

Micro-Influencer Endorsements are a form of advertising that use famous micro-influencers who command a high degree of recognition, trust, respect, or awareness among people. Such people advertise for a product lending their names or images to promote a product or service.

1.4.3 Impact

In this study, impact refers to the effect on purchase decisions due to micro-influencer endorsements among college students.

1.5 Objectives of the study

Objectives explain what the study intends to accomplish. Objectives can be general or specific. It is a clear, concise, and declarative statement. They give a brief outline of what the researcher wants to find out. Research objectives are closely related to the statement of the problem and summarise what is to be achieved by the study.
The objectives of the current study are as follows –

1.5.1 Main Objective

- To study the impact of Micro-Influencer endorsements on Instagram on the purchase decisions among college students.

1.5.2 Sub Objectives

- To understand the level of trust each gender has in micro-influencers.
- To find the most popular niche of influencers.
- To find out if micro-influencer content appeals more than traditional marketing to their followers on Instagram.

1.6 Methodology of Research

In this study, quantitative analysis was employed to investigate the impact of micro-influencer endorsements on the purchase decisions of college students who followed at least one micro-influencer on Instagram. Quantitative analysis is a research methodology that involves the collection and analysis of numerical data to understand and describe phenomena.

1.7 Hypothesis

A hypothesis is defined as a proposition, generalization, or tentative explanation for an observation. It is a specific statement of prediction.

The hypothesis for the current study is-

- Micro-Influencer endorsements on Instagram highly impact purchase decisions among college students.

1.8 Population of the Study

The area of the study was confined to college students aged between 18-30 who follow at least one micro-influencer on Instagram and have purchased products endorsed by micro-influencers.

1.9 Sample of the Study

For this research, non-probability samples based on purposive sampling were used to obtain a sample size of 150 respondents. The survey was conducted on a sample of college students aged between 18-30 who follow at least one micro-influencer on Instagram and have purchased products endorsed by micro-influencers.

1.10 Scope and Limitation of the Study

1.10.1 Scope

The study focuses on the impact of micro-influencer endorsements on Instagram on purchase decisions among college students.

1.10.2 Limitations

In this study, the following limitations were seen:

- The findings may only be applicable to the specific sample used in the study as they are limited in generalization due to the use of a non-probability sampling technique. Purposive sampling may introduce biases and may not represent the entire population of college students who follow micro-influencers on Instagram.

- The area of study was only limited to college students. This limited scope may restrict the generalization of the findings to other populations or platforms.

- Social media is a dynamic and evolving environment, with multiple factors influencing consumer behavior. Considering other variables, such as peer influence, advertising saturation, or brand loyalty, could provide a more comprehensive understanding of the phenomenon.

1.11 Organization of the Report

Chapter 1 consists of an introduction, need and significance of the study, statement of the problem, operational definitions, objectives, methodology, hypothesis, population, scope, and limitations of the study.

Chapter 2 comprises of the theoretical overview.

Chapter 3 incorporates the review of the literature of the studies related to the topic.

Chapter 4 embodies the methodology of the study, the variables, samples, description of the tool, administration of the tool and statistical techniques used in the study.

Chapter 5 consists of the analysis and interpretation of the content.

Chapter 6 includes the summary, conclusion, and suggestion of the study. Additionally, the implication of the study and the suggestion for further research are discussed.

CHAPTER II

THEORETICAL OVERVIEW

Micro-influencers on Instagram are individuals who have a smaller but highly engaged following on the platform, typically between 10,000 and 100,000 followers. They are often experts or enthusiasts in a specific niche, such as fashion, beauty, fitness, travel, or food, and they create content that is tailored to their audience's interests and preferences.

In this study, the theoretical framework draws upon several media theories, including Cultivation Theory, Uses and Gratifications Theory and Social Identity Theory to explore how micro-influencers may shape the attitudes, behaviours, and perceptions of their followers. By examining the interplay between these theories and the empirical evidence on micro-influencers, this study seeks to contribute to the growing body of research on the social and cultural implications of social media and digital communication and to advance our understanding of how media influences our lives and societies.

2.1 Cultivation Theory

According to Cultivation Theory, the more individuals are exposed to a particular media message, the more likely they are to perceive it as an accurate representation of reality. In the context of this research, this would mean that the more youth are exposed to micro-influencer endorsements, the more they may perceive the products, services, or issues promoted by these influencers as important or desirable. Cultivation Theory suggests that repeated exposure to these endorsements may shape their perceptions of reality and influence their attitudes and beliefs.

The Cultivation Theory suggests that repeated exposure to micro-influencer endorsements may cultivate certain attitudes and beliefs among the youth, which could influence their purchasing decisions or behaviours.

For example, if a micro-influencer repeatedly endorses a particular fashion brand, their followers may begin to perceive that brand as more popular or fashionable than others, even if they had no prior knowledge or experience with that brand.

2.2 Uses and Gratifications Theory

Uses and Gratifications Theory suggests that individuals actively choose and use media to satisfy their needs and desires. These needs can include entertainment, social interaction, information, personal identity, and diversion. In the case of micro-influencer endorsements, the youth may follow these influencers because they enjoy their content, identify with their values, or seek validation from them.

In the context of this research, this theory could help explain why young people choose to follow micro-influencers on social media and how they derive satisfaction from this activity.

For example, young people may follow micro-influencers who promote fashion and beauty products because they find their content entertaining and aspirational. They may also identify with the influencers' values and interests and see them as role models for fashion and beauty trends. In addition, they may derive a sense of social interaction and validation by commenting on and sharing the influencers' posts and interacting with other followers.

2.3 Social Identity Theory

In relation to Social Identity Theory, individuals define themselves in part by the social groups they belong to, and they seek to enhance their self-esteem by identifying with and positively comparing themselves to those groups. In the context of this study, the youth who follow micro-influencers may see themselves as part of a particular social group and may seek to enhance their self-esteem by identifying with the values, lifestyles, and attitudes promoted by those micro-influencers.

Social Identity Theory could help explain why micro-influencer endorsements may have a strong influence on the youth's attitudes and behaviours, as they may be seeking to enhance their social identity and self-esteem by associating with the values and lifestyles promoted by those micro-influencers.

For example, a micro-influencer who promotes a healthy and active lifestyle may attract followers who see themselves as health-conscious and fitness-oriented, and who seek to enhance their self-esteem by associating with that social identity. Similarly, a micro-influencer who promotes a certain fashion style or trend may attract followers who see themselves as fashion-conscious and trendy, and who seek to enhance their self-esteem by identifying with that social identity.

CHAPTER III

REVIEW OF LITERATURE

3.1 Introduction

A literature review surveys books, scholarly articles, and any other sources relevant to a particular issue, area of research, or theory and by doing so provide a description, summary, and critical evaluation of these works concerning the research problem being investigated. Literature reviews are designed to provide an overview of sources explored while researching a particular topic and to demonstrate how the research fits within a larger field of study.

3.2 Review of related studies

Anjali Chopra, Vrushali Avhad and Sonali Jaju in their research titled "Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial" conducted a study on various aspects of influencer marketing that drive consumer behavior by using the theory of planned behavior (henceforth referred to as TPB) (Ajzen, 1991) and social learning theory by Bandura and Walters (1963) as part of the qualitative research to identify key factors of influencer marketing that impact consumer behavior. The study revealed that both attitudes toward influencers and perceived behavior control that allows an increase in domain knowledge had a favorable impact on consumer behavior while the influence of peers had no effect. Further additional constructs namely personal relevance, inspiration, and trust had a positive impact on behavior while perceived risk did not have any effect. Product influencer fitment was an important criterion for consumers, as they followed the specific type of influencers for different product categories. Depending on the posts shared by influencers, consumers are impacted at four levels: increase in brand awareness, subject matter expertise, brand preference, and preference (Chopra, Avhad, & Jaju, 2020).

Luis Casaló, Carlos Flavian, and Sergio Ibáñez-Sánchez conducted a study on "Influencers on Instagram Antecedents and consequences of opinion leadership", to identify some key antecedents and consequences of opinion leadership in this context. The results, based on data collected from 808 followers of a fashion-focused Instagram

account, suggest that originality and uniqueness are crucial factors if a user is to be perceived as an opinion leader on Instagram. In addition, opinion leadership influences consumer behavioral intentions toward both the influencer (intention to interact in the account and recommend it) and the fashion industry (intention to follow fashion advice posted). Finally, the perceived fit of the account with the consumer's personality strengthens the influence of opinion leadership on the intention to follow published advice. These results have interesting implications for the fashion industry (Casaló, Flavian, & Ibáñez-Sánchez, 2020).

Joachim Riedl and Lisa von Luckwald conducted a study on the "Effects of Influencer Marketing on Instagram," to examine the effects of medium-range influencer Instagram postings compared to traditional print ads. Using cosmetic products as an example, the study examines how these alternative forms of advertising influence attitude components and consumers' propensity to buy. The study found that the advertising impact of Instagram posting is lower than that of the classic print ad. Instagram posting has its greatest effect when consumers already follow influencers (follower status). The situational variable (type of advertising) proves to be more powerful in explaining consumers' attitudes as personal variables. Among the latter, product involvement has more explanatory power than the general personality traits of the Big Five. To explain the propensity to buy, product involvement is even more meaningful than the type of advertising.

Overall, this shows that the effect of situational and personal factors on dependent variables of consumer behavior cannot be generalized, but that it is generally recommended to include both situational and personal determinants in the analysis (Riedl & Luckwald, 2019).

Sanjana Thakker and Vanishree Pabalkar conducted "A study on the impact of influencer marketing on the buying behaviour of consumers across different generations." The paper aims to present a thorough overview of influencer marketing challenges and opportunities and ascertain the comparative impact of influencer marketing on buying behaviour of Baby Boomers & Millennials In the city of Pune. It also aims to find out how effective influencers are in attracting prospective customers and stimulating them to purchase thus determining the overall effectiveness of an influencer in promoting a brand. To meet the purpose of this study, primary research was conducted with responses from 310

respondents using an online survey. For statistical processing of the results, a T-test of Independent Sample and One-way Anova was conducted and the output of the tests proved that there is a considerable difference in the impact of influencer marketing on the buying behaviour of Millennials and Baby Boomers. The study concluded that there is a significant difference between the impact of influencers on buying behaviour of millennials and baby boomers. However, the study also throws light on certain parameters where there seems to exist some similarity between the two generations (Thakker & Pabalkar, 2021).

Noémie Gelati and Jade Verplancke conducted a study on "The effect of influencer marketing on the buying behaviour of young consumers", to research how companies within the beauty and fashion industry use influencers and social media to influence consumers and especially adolescents and young adults. It determines the impact of this influence on the behaviour and especially the purchasing behaviour of the consumers. Brands, thanks to social networks and influencers, have a real power of influence on young generations of consumers. Consumers identify and create links with influencers, which drives them to follow influencers' recommendations. Thus, even if partnerships are a strategy used a lot by brands, it is not the only one. Today, brands are aware of the behaviour of consumers, and they know that their sales will improve if an influencer posts any type of content with their products. especially if they are not paid to do it. In fact, followers have more trust in what is said by an influencer when there is no paid collaboration involved. That is why on top of the partnership, where the influencer perceives a remuneration, brands also send them gifted products in the hope that the influencer will use them (Gelati & Verplancke, 2022).

Misshka Guptaa, a Journalism and Mass Communication Graduate from Humber College, Toronto, conducted a study on the "Impact of Influencer Marketing on Consumer Purchase Behaviour during the Pandemic." This paper aimed to bring to light the recent uproar of Influencer Marketing on social media during the pandemic and how it has had an impact on companies and the audience's purchase behaviour. The data used is particular to the pandemic and hence data was collected from post-2020 to the present. A total sample size of 50 consumers of all age groups was surveyed to understand the influence of influencer marketing on their purchase decisions and its impact during the pandemic especially. The survey participants consisted of young people from ages 13-30

who are all avid social media users and a consumer of many social media trends. The survey findings to get a consumer view on influencer marketing have produced mixed results with more inclination towards the positives than negatives. More than half of the participants believe that influencer marketing has had a significant impact on their purchase decisions and their overall lookout on what type of marketing convinces them to buy a product or engage with a brand. It is evident through various online platforms and researches that influencer marketing has proven to be very impactful and has played a key role in many consumers' purchase decisions (Guptaa, 2021).

Sweta Leena Hota, Assistant Professor, KIIT School of Commerce and Economics, KIIT University Bhubaneswar Odisha in this research "Analysis of influencer marketing impact on buying behaviour among teenagers" studied the different effects of influencer marketing on teenagers. The study concluded that most social media influencers were able to make an impact on teenagers who are active on social media. The influencers were able to increase their level of impact on the followers from the age group of 11-15, who agreed they tend to buy almost everything that their favourite influencers promote on any social media platform. 72% of the research participants, most of the teenagers found products reliable while the different social media influencers were promoting the products. 80% of teenagers from all over the globe have agreed with the fact that as a result of a similar lifestyle social media influencers can make a strong impact on teenagers regarding brand perceptions. The survey also pointed out that females are more likely to be influenced compared to males of their age (Hota, 2022).

Rajath Venkatesh, Dr. Nagarj G Cholli, and Merin Meelet from R V College of Engineering, Bangalore, conducted a study on "Influencer Marketing in Recent Times." The paper provides a comprehensive overview of influencer marketing prospects and problems, as well as determines the relative influence of influencer marketing on consumer purchasing behaviour. According to the study, peer influence had no impact on consumer behaviour, but attitudes toward influencers and a perception of behavioural control that permits an increase in domain knowledge did. According to the findings, the credibility of influencers is significantly influenced directly by trustworthiness, information quality, and entertainment value, as well as significantly influenced indirectly by these factors and consumers' intention to make purchases. Additionally, a consumer's

desire to make a purchase is directly influenced by the credibility and trustworthiness of an influencer (Venkatesh, Meleet, & Cholli, 2022).

Nimish Kadam, Anindita Deshmukh, and Dr. Rajashri Kadam from Dr. Vishwanath Karad MIT World Peace University, Pune conducted, "A study on the impact of social media influencers endorsements on the buying behaviour of Gen Z, for lifestyle and electronics product category with special reference to Pune city." The objectives of the study were to understand the impact of Social Media Influencers and their endorsements on the consumer's intention to buy, to understand the level of trust gen Z of different gender has on social media influencers, and to study which category of social media influencers have the maximum audience. The data showed that influencer marketing gives better reach than traditional marketing tools. It was concluded that influencers are impactful in males as well as females to shape their minds to buy the products. Influencer endorsement shapes positive attitudes toward brands creating positive purchase intention in the consumer. Knowledge, popularity, and fan following are a few indicators that determine the impact of an Influencer. The research concludes that influencer marketing is highly effective to target Gen Z (Kadam, Deshmukh, & Kadam, 2021).

Bhartendu Prakash, Bachelor of Management Studies, Delhi University conducted a study on the "Effect of Influencer Marketing On Young Indian Adults." This research paper aims to examine the attitude and awareness of young Indian adults between the ages of 18 to 25 regarding influencer marketing. It aims to find out 1) How aware the target group is about influencer marketing 2) How does the target group perceive influencer marketing on social media and how it affects their buying decision 3) What are the various buying factors involved when taking suggestions from an influencer? The study's findings reveal that the target group is aware of influencer marketing and finds it useful while making a product-buying decision. It also increases the awareness of a product among consumers. Trust and credibility are important factors while making the purchase based on the recommendation of the Influencer. It can be reasoned that influencer marketing plays an essential role among the target audience (Prakash, 2021).

Siti Liu conducted a study on "Influencer Marketing on Brand Engagement: A Conceptual Framework", to better understand the impact of influencer marketing on brand engagement. The paper proposes a dual-route effect research framework based on

prior literature. The model suggests that the parasocial relationship positively affects the source credibility during the content interaction between the audience and the influencer, and then the source credibility enhances brand credibility. In addition, content immersion increases brand content enjoyment. Both brand credibility and brand content enjoyment would ultimately cultivate brand engagement. The paper provides a potential framework for influencer marketing evaluation for future research and gives managerial implications. In summary, the rise of influencer marketing is an innovation of brand marketing models and a new way of reshaping social media users' reception and consumption. Therefore, it is necessary to have a new model to analyse the psychological mechanism of the audience's internal guidance from influencer to brand. This paper explores how influencer marketing in social media affects customer engagement based on the parasocial relationship, credibility, and immersion theory. An integrated model is built accordingly, showing that influencer marketing enhances customer engagement through two directions on social media platforms. One is to promote the source's credibility by establishing a parasocial relationship and transforming it into credibility for the brand, thereby strengthening brand engagement. The other is through the audience's immersion in consuming the narrative and performance of influencers' content on social media. Immersion in influencers' content makes the audience enjoy the brand information in the content and eventually cultivates brand engagement (Liu, 2021).

Zahra Bhima Absharina, Anita Dwi Yuriani, and Evelyn Hendriana conducted a study on "The Effectiveness of Fashion Influencers in Influencing the Purchase Interest of Millennial Generation Consumers in Indonesia." The study aimed to analyse the effect of social media influencer characteristics, influencer-brand congruence, and self-influencer congruence on purchase intention through attitudes toward brands in the millennial generation. Of the three characteristics of personal influencers, only expertise and attractiveness are proven to influence consumer attitudes toward brands. Self-influencer congruence has a positive influence on brand attitudes. Meanwhile, the influence of influencer-brand congruence on consumer attitudes toward the advertised brand is not significant. This study also found that attitude toward a brand has a positive effect on consumer purchase intention (Absharina, Yuriani, & Hendriana).

CHAPTER IV

METHODOLOGY

4.1 Introduction

Research methodology refers to the systematic approach and techniques used by researchers to design, conduct, analyze, and interpret research studies. Research methodology aims to ensure that the research is valid, reliable, and can be replicated by other researchers.

This chapter deals with the methodology adopted for the study, 'The impact of Micro-Influencer endorsements on Instagram on purchase decisions among college students.' It includes information on the adopted method, variables, population, sample selection, tool description and its administration in the study.

4.2 Method for the Study

In this study, quantitative analysis was employed to investigate the impact of micro-influencer endorsements on the purchase decisions of college students who followed at least one micro-influencer on Instagram.

Quantitative analysis is a research methodology that involves collecting, interpreting, and analysing numerical data using statistical methods. It is a structured and systematic approach to research that allows researchers to study relationships between variables and draw conclusions based on empirical evidence.

4.3 Variables

In research, variables refer to the characteristics, attributes, or properties that are being studied or measured. They are the factors or elements that can vary or change in a research study and are used to represent the concepts or phenomena of interest.

Variables can be classified into two main types:

Independent variables: These variables are believed to cause or influence changes in other variables, and their values are deliberately manipulated or controlled by the researcher to observe their effects on other variables.

Dependent variables: These variables are expected to be influenced by the independent variable(s), and their values are typically measured or observed by the researcher to assess the outcomes or effects of changes in the independent variables.

In the current study, 'The Impact of Micro-Influencer Endorsements on Instagram on purchase decisions among college students', the variables are :

4.3.1 Independent variable

Micro-Influencer endorsements on Instagram

4.3.2 Dependent variable

Purchase decisions among college students

4.4 Population of the Study

The population refers to the entire group or target population of individuals that your research aims to study.
For this study, the area of the study was confined to college students aged between 18-30 who follow at least one micro-influencer on Instagram and have purchased products endorsed by micro-influencers.

4.5 Sample of the study

A sample is a representative subset of the population that is chosen in such a way that it accurately reflects the characteristics of the population,so that the results of the research can be generalized to the population as a whole.
For this research, non-probability samples based on purposive sampling were used to obtain a sample size of 150 respondents. The survey was conducted on a sample of college students aged between 18-30 who follow at least one micro-influencer on Instagram and have purchased products endorsed by micro-influencers.

4.6 Descriptions of the tools used in the study

A self-designed questionnaire comprising 15 questions was used to record the demographic details and measure the impact of micro-influencer endorsements on the purchase decisions of college students. The study was conducted among college students aged between18-30.

4.7 Administration of the tool

A self-designed questionnaire was utilized as the primary data collection instrument. The responses were collected by administering the questionnaire via a google form to the respondents.

4.8 Statistical Techniques used in the study

4.8.1 Descriptive analysis

Descriptive statistics could include measures such as frequencies, percentages, Mean score, and Standard Deviations. These statistics provide a quantitative summary of the participants' responses and help to identify patterns or trends in the data.

After data collection, statistical tools were employed to analyse the collected data. Descriptive statistics were used to summarize and describe the data obtained from the questionnaire responses. The results of the data analysis were then interpreted to draw conclusions regarding the impact of micro-influencer endorsements on the purchase decisions of college students. These conclusions would be based on the statistical findings derived from the quantitative analysis.

CHAPTER V

ANALYSIS AND DISCUSSION OF THE DATA

5.1 Introduction

Statistical tools and techniques such as descriptive statistics was used to analyse data and draw conclusions. The data collected was analyzed using SPSS version 20, a statistical software to measure the variables in numerical terms. The tables and the discussions regarding the study are presented in this chapter.

5.2 Summary of the Analysis

Table 1: Age of the respondents

Age	Frequency	Per cent
18-20	34	22.7
21-23	54	36.0
24-26	42	28.0
27-30	20	13.3
Total	150	100.0

The above table represents the age groups of the respondents. The age range of the survey lies between 18-30. Among the 150 respondents, 34 (22.7%) people belong to the age group of 18-20; 54 (36%) people belong to the age group of 21-23; 42 (28%) belong to the age group of 24-26 and the age group 27-30 comprised 20 (13.3%) people. The age of the respondents has a Mean value of 2.32 and a Standard Deviation of 0.972.

Table 2: Gender of the respondents

Gender	Frequency	Per cent
Male	55	36.7
Female	90	60.0
Transgender	3	2.0
Prefer not to say	2	1.3
Total	150	100.0

The above table represents the gender categories of the respondents. Among the 150 respondents, 55 (36.70%) are males; 90 (60.00%) are females; 3 (2.00%) belong to the transgender category and 2 (1.30%) people chose the 'prefer not to say' category. The gender of the respondents has a Mean value of 1.68 and a Standard Deviation of 0.583.

Table 3: Micro-Influencer niche

Micro-Influencer Niche	Frequency	Per cent
Fashion	39	26.0
Food	33	22.0
Beauty	14	9.3
Others	64	42.7
Total	150	100.0

The above table represents the Micro-Influencer niche that the respondents follow on Instagram. Among the 150 respondents, 39 (26.00%) people follow fashion micro-influencers; 33 (22.00%) people follow food micro-influencers; 14 (9.30%) follow beauty micro-influencers and 64 (42.70%) people chose the 'others' category. The micro-influencer niche has a Mean value of 1.68 and a Standard Deviation of 0.583.

Table 4: I trust micro-influencers when they recommend products or services.

	Frequency	Percent
Strongly Agree	5	3.3
Agree	45	30.0
Neutral	83	55.3
Disagree	14	9.3
Strongly Disagree	3	2.0
Total	150	100.0

Among the 150 respondents, 83 (55.30%) take a neutral stand with the statement- 'I trust micro-influencers when they recommend products or services.' 45 (30.00%) agree and 14 (9.30%) disagree with the statement. The trust of the respondents has a Mean value of 2.77 and a Standard Deviation of 0.746.

Table 5: I believe micro-influencers are honest about their opinions on products or services they promote.

	Frequency	Percent
Strongly Agree	4	2.7
Agree	39	26.0
Neutral	74	49.3
Disagree	25	16.7
Strongly Disagree	8	5.3
Total	150	100.0

Among the 150 respondents, 74 (49.30%) take a neutral stand with the statement- 'I believe micro-influencers are honest about their opinions on products or services they promote.' 39 (26.00%) agree and 25 (16.70%) disagree with the statement. These responses have a Mean value of 2.96 and a Standard Deviation of 0.866.

Table 6: I feel confident in making a purchase based on a micro-influencers recommendation.

	Frequency	Percent
Strongly Agree	6	4.0
Agree	48	32.0
Neutral	72	48.0
Disagree	21	14.0
Strongly Disagree	3	2.0
Total	150	100.0

Among the 150 respondents, 72 (48.00%) take a neutral stand with the statement- 'I feel confident in making a purchase based on a micro-influencers recommendation.' 48 (32.00%) agree and 21 (14.00%) disagree with the statement. These responses have a Mean value of 2.78 and a Standard Deviation of 0.810.

Table 7: Micro-Influencer marketing is more effective than traditional marketing (e.g., TV commercials, billboards, print ads)

	Frequency	Percent
Strongly Agree	15	10.0
Agree	76	50.7
Neutral	41	27.3
Disagree	17	11.3
Strongly Disagree	1	.7
Total	150	100.0

Among the 150 respondents, 76 (50.70%) agree with the statement- 'Micro-Influencer marketing is more effective than traditional marketing. (e.g., TV commercials, billboards, print ads)' 41 (27.30%) take a neutral stand and 17 (11.30%) disagree with the statement. These responses have a Mean value of 2.42 and a Standard Deviation of 0.846.

Table 8: I am likely to purchase a product or service promoted by a micro-influencer than a traditional advertisement.

	Frequency	Percent
Strongly Agree	6	4.0
Agree	68	45.3
Neutral	55	36.7
Disagree	18	12.0
Strongly Disagree	3	2.0
Total	150	100.0

Among the 150 respondents, 68 (45.30%) agree with the statement- 'I am likely to purchase a product or service promoted by a micro-influencer than a traditional advertisement.' 55 (36.70%) take a neutral stand and 18 (12.00%) disagree with the statement. These responses have a Mean value of 2.63 and a Standard Deviation of 0.824.

Table 9: I believe micro-influencer marketing will become more effective in the future compared to traditional marketing.

	Frequency	Percent
Strongly Agree	26	17.3
Agree	76	50.7
Neutral	36	24.0
Disagree	11	7.3
Strongly Disagree	1	.7
Total	150	100.0

Among the 150 respondents, 76 (50.70%) agree with the statement- 'I believe micro-influencer marketing will become more effective in the future compared to traditional marketing.' 36 (24.00%) take a neutral stand and 26 (17.30%) strongly agree with the statement. These responses have a Mean value of 2.23 and a Standard Deviation of 0.847.

Table 10: Micro-Influencers have a significant impact on my purchase-making decisions.

	Frequency	Percent
Strongly Agree	11	7.3
Agree	63	42.0
Neutral	52	34.7
Disagree	17	11.3
Strongly Disagree	7	4.7
Total	150	100.0

Among the 150 respondents, 63 (42.00%) agree with the statement- 'Micro-Influencers have a significant impact on my purchase-making decisions.' 52 (34.70%) take a neutral stand and 17 (11.30%) disagree with the statement. These responses have a Mean value of 2.64 and a Standard Deviation of 0.943.

Table 11: I tend to purchase a product specifically because a micro-influencer endorsed it.

	Frequency	Percent
Strongly Agree	4	2.7
Agree	36	24.0
Neutral	63	42.0
Disagree	36	24.0
Strongly Disagree	11	7.3
Total	150	100.0

Among the 150 respondents, 63 (42.00%) take a neutral stand with the statement- 'I tend to purchase a product specifically because a micro-influencer endorsed it.' 36 (24.00%) agree and 36 (24.00%) disagree with the statement. These responses have a Mean value of 3.09 and a Standard Deviation of 0.937.

Table 12: I am likely to purchase a product endorsed by a micro-influencer, even if I have never used it before.

	Frequency	Percent
Strongly Agree	4	2.7
Agree	50	33.3
Neutral	59	39.3
Disagree	29	19.3
Strongly Disagree	8	5.3
Total	150	100.0

Among the 150 respondents, 59 (39.30%) take a neutral stand with the statement- 'I am likely to purchase a product endorsed by a micro-influencer, even if I have never used it before.' 50 (33.30%) agree and 29 (19.30%) disagree with the statement. These responses have a Mean value of 2.91 and a Standard Deviation of 0.919.

Table 13: I am willing to pay more for a product or service endorsed by my favourite micro-influencer.

	Frequency	Percent
Strongly Agree	2	1.3
Agree	33	22.0
Neutral	48	32.0
Disagree	47	31.3
Strongly Disagree	20	13.3
Total	150	100.0

Among the 150 respondents, 48 (32.00%) take a neutral stand with the statement- 'I am willing to pay more for a product or service endorsed by my favourite micro-influencer.' 47 (31.30%) disagree and 33 (22.00%) agree with the statement. These responses have a Mean value of 3.33 and a Standard Deviation of 1.008.

Table 14: I am more likely to have a positive impression about trying a new product if micro-influencers recommend it.

	Frequency	Percent
Strongly Agree	5	3.3
Agree	64	42.7
Neutral	54	36.0
Disagree	24	16.0
Strongly Disagree	3	2.0
Total	150	100.0

Among the 150 respondents, 64 (42.70%) agree with the statement- 'I am more likely to have a positive impression about trying a new product if micro-influencers recommend it.' 54 (36.00%) take a neutral stand and 24 (16.00%) disagree with the statement. These responses have a Mean value of 2.71 and a Standard Deviation of 0.848.

Table 15: I have never been disappointed with a product that was purchased based on a micro-influencer endorsement.

	Frequency	Percent
Strongly Agree	5	3.3
Agree	37	24.7
Neutral	69	46.0
Disagree	35	23.3
Strongly Disagree	4	2.7
Total	150	100.0

Among the 150 respondents, 69 (46.00%) take a neutral stand with the statement- 'I have never been disappointed with a product that was purchased based on a micro-influencer endorsement.' 37 (24.70%) agree and 35 (23.30%) disagree with the statement. These responses have a Mean value of 2.97 and a Standard Deviation of 0.851.

Table 16: Gender * Impact on purchase-making decisions Crosstabulation

		Impact on purchase-making decisions					Total
		Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**	
Gender	**Male**	7	22	18	7	1	55
	Female	4	40	32	9	5	90
	Transgender	0	1	0	1	1	3
	Prefer not to say	0	0	2	0	0	2
Total		11	63	52	17	7	150

The above table describes that among 150 respondents, 22 males and 40 females agree with the statement, 'Micro-Influencers have a significant impact on my purchase-making decisions.' 18 males and 32 females take a neutral stand while 7 males and 9 females disagree with the statement.

The table indicates the gender-wise difference in the level of agreement regarding the impact of micro-influencers on purchase-making decisions among the 150 respondents.

Out of the total sample, 22 males and 40 females agree with the statement, suggesting that a higher proportion of females perceive a significant impact compared to males.

Additionally, 18 males and 32 females take a neutral stand, indicating that females are more likely to have a neutral opinion as well.

Furthermore, a smaller number of males (7) and females (9) disagree with the statement, indicating a general trend of agreement rather than disagreement among both genders.

These findings suggest that there is gender-wise difference in the level of agreement regarding the impact of micro-influencers on purchase-making decisions, with females being more inclined towards agreement or neutrality compared to males.

Table 17: Gender * Trust Crosstabulation

		Trust					Total
		Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**	
Gender	**Male**	2	19	30	2	2	55
	Female	3	25	51	10	1	90
	Transgender	0	1	1	1	0	3
	Prefer not to say	0	0	1	1	0	2
Total		5	45	83	14	3	150

The above table describes that among 150 respondents, 30 males and 51 females have a neutral stand with the statement, 'I trust micro-influencers when they recommend products or services.' 19 males and 25 females agree while 2 males and 10 females disagree with the statement.

The table describes gender wise difference in their attitudes toward trusting micro-influencers when recommending products or services among 150 respondents.
Upon analysing these figures, it is evident that gender may have some influence on individuals' opinions regarding micro-influencers' recommendations. This suggests that females more likely to trust micro-influencers than males.

However, further statistical analysis would be necessary to determine the significance of this finding.

Table 18: Gender * Influencer Niche Crosstabulation

		Influencer Niche				Total
		Fashion	**Food**	**Beauty**	**Others**	
Gender	**Male**	8	14	3	30	55
	Female	30	18	11	31	90
	Transgender	1	1	0	1	3
	Prefer not to say	0	0	0	2	2
	Total	39	33	14	64	150

The above table describes that among 150 respondents, 30 males and 31 females chose 'others' as a response to the question, 'What category (niche) of micro-influencers do you follow the most on Instagram?' 8 males and 30 females follow fashion micro-influencers while 14 males and 18 follow food micro-influencers.

The table provides the respondents' gender and their preferences for different categories of micro-influencers on Instagram. Among the 150 respondents, it is observed that 30 males and 31 females chose 'others' as their preferred category of micro-influencers. This suggests a relatively balanced distribution in this category, indicating that both genders are interested in following diverse or unconventional types of micro-influencers.

Moving on to the fashion micro-influencers category, it is noteworthy that 8 males and 30 females indicated a preference for this niche. This indicates a clear gender disparity, with a significantly higher proportion of females following fashion micro-influencers compared to males. This trend aligns with the general perception that fashion is often considered a more female-centric domain.

In contrast, when it comes to food micro-influencers, the data reveals that 14 males and 18 females chose this category. While the proportion of males following food micro-influencers is higher compared to the fashion category, the gender gap is relatively smaller. This suggests that both males and females exhibit an interest in food-related content, although females still maintain a slightly higher representation.

Overall, the table reveals some interesting insights into gender wise preferences for micro-influencer categories on Instagram. While both genders show a comparable interest in the 'others' category, females appear to have a stronger affinity for fashion micro-influencers, whereas males exhibit a relatively higher preference for food micro-influencers. These findings can provide valuable insights to marketers and influencers looking to target specific demographics based on their interests and preferences.

Table 19: Gender * Effectiveness Crosstabulation

		Effectiveness					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Gender	Male	7	28	16	4	0	55
	Female	8	46	22	13	1	90
	Transgender	0	1	2	0	0	3
	Prefer not to say	0	1	1	0	0	2
Total		15	76	41	17	1	150

The above table describes that among 150 respondents, 28 males and 46 females agree with the statement, 'Micro-Influencer marketing is more effective than traditional marketing (e.g., TV commercials, billboards, print ads)' 16 males and 22 females take a neutral stand while 4 males and 13 females disagree with the statement.

The table describes gender wise agreement with the statement regarding the effectiveness of Micro-Influencer marketing compared to traditional marketing.

Among the 150 respondents, it is evident that a larger proportion of females (46) agree with the statement compared to males (28). This suggests that females are more likely to perceive Micro-Influencer marketing as more effective. Conversely, a higher number of males (16) take a neutral stance on the issue compared to females (22), suggesting a slight gender difference in opinion. Additionally, a smaller proportion of males (4) disagree with the statement compared to females (13).

However, it is important to note that this analysis is based solely on the provided data and does not account for other factors that may influence respondents' perspectives, such as age, cultural background, or personal experiences. Further research and analysis would be necessary to determine the ssignificance of the observed result.

5.3 Discussion

The findings highlight the significance of micro-influencer marketing and its impact on consumer behaviour and perceptions. Further research and analysis would be required to delve deeper into the underlying factors shaping these attitudes and to explore potential strategies for leveraging the influence of micro-influencers in marketing campaigns.

Rajath Venkatesh, Dr. Nagarj G Cholli, and Merin Meelet in their study found that peer influence had no impact on consumer behaviour, but attitudes toward influencers and a perception of behavioral control that permits an increase in domain knowledge did. According to the findings, the credibility of influencers is significantly influenced directly by trustworthiness, information quality, and entertainment value, as well as significantly influenced indirectly by these factors and consumers' intention to make purchases. Additionally, a consumer's desire to make a purchase is directly influenced by the credibility and trustworthiness of an influencer (Venkatesh, Meleet, & Cholli, 2022).

The survey explored respondents' perspectives on micro-influencers' trustworthiness and effectiveness in marketing. It is noteworthy that a significant proportion of respondents take a neutral stance on statements related to trust in micro-influencers' recommendations, their honesty about product opinions, and the confidence to make purchases based on their endorsements. However, a considerable number of respondents also express a level of trust and influence attributed to micro-influencers.

Nimish Kadam, Anindita Deshmukh, and Dr. Rajashri Kadam in their research concluded that influencers are impactful in males as well as females to shape their minds to buy the products. Influencer endorsement shapes positive attitudes toward brands creating positive purchase intention in the consumer. Knowledge, popularity, and fan following are a few indicators that determine the impact of an Influencer. The research concludes that

influencer marketing is highly effective to target Gen Z (Kadam, Deshmukh, & Kadam, 2021).

Given that 60% of the respondents identified as females, it is possible that females may exhibit a higher level of engagement with micro-influencers compared to males. This could be reflected in their higher agreement or stronger impact perception of micro-influencers on purchase-making decisions. A majority of respondents (42.70%) agree that they are more inclined to have a positive impression about trying a new product when recommended by micro-influencers. This suggests that micro-influencers hold a significant influence over the perceptions and willingness of these respondents to try new products.

Bhartendu Prakash, in his study revealed that the target group is aware of influencer marketing and finds it useful while making a product-buying decision. It also increases the awareness of a product among consumers. Trust and credibility are important factors while making the purchase based on the recommendation of the Influencer. It can be reasoned that influencer marketing plays an essential role among the target audience (Prakash, 2021).

The majority of respondents (48.00%) take a neutral stand regarding their confidence in making a purchase based on a micro-influencer's recommendation. This suggests that a significant portion of the respondents have mixed feelings or uncertainty regarding the influence of micro-influencers on their purchase decisions.

CHAPTER VI

SUMMARY, CONCLUSION AND SUGGESTIONS

6.1 Introduction

The final chapter of this research discusses the major findings of the study and is categorised into conclusion, implications, and suggestions for further research.

6.2 Purpose of the study

The purpose of the study is to investigate the impact of micro-influencer endorsements on Instagram on purchase decisions among college students. The study aims to examine the influence of micro-influencers, who are individuals with a relatively small but dedicated social media following, on the purchase behaviour of college students specifically. It seeks to explore whether endorsements from micro-influencers on Instagram have a significant effect on the purchasing decisions made by college students. The findings of this study provide valuable information for marketers, brands, and advertisers looking to target the college student demographic through influencer marketing campaigns on Instagram.

6.3 Re-statement of the problem

Influencer marketing has become very common and is on the rise in the global market. As brands have started collaborating with influencers under a specific niche to endorse their products, it would be insightful to know how this would help directly target and influence their followers. In this scenario, this study aims to understand, 'The impact of Micro-Influencer endorsements on Instagram on purchase decisions among college students.'

6.4 Conclusion based on the findings of the study

Regarding demographics, the survey consisted of respondents aged 18-30, with varying distributions across different age groups. The majority of respondents fell within the age groups of 18-20 and 21-23, comprising 22.7% and 36% of the sample, respectively. This suggests that younger individuals are more likely to have a higher exposure to micro-influencers.

In terms of gender, the survey included a diverse sample, with 36.7% being male and 60% female. This gender distribution provides a balanced perspective on the attitudes and perceptions towards micro-influencers.

The data also reveals that respondents follow micro-influencers from various niches, with fashion and food being the most popular categories, followed by beauty. Additionally, a significant proportion of respondents selected the "others" category, indicating a wide range of micro-influencer niches that appeal to diverse interests.

When examining the respondents' level of trust in micro-influencers, the findings demonstrate that the majority take a neutral stance. This suggests a level of skepticism or uncertainty among the respondents when it comes to trusting micro-influencers' recommendations. However, a substantial number of respondents still agree with the trust-related statements, indicating that a significant portion of the sample does trust micro-influencers.

Regarding the effectiveness of micro-influencer marketing compared to traditional marketing, the data reveals that a substantial majority of respondents agree with the statement. This finding suggests that micro-influencer marketing is perceived as more effective in reaching and influencing the target audience compared to traditional marketing channels such as TV commercials, billboards, and print ads.

Furthermore, the data indicates that respondents are more likely to make a purchase based on a micro-influencer's recommendation, indicating the impact of micro-influencers on consumers' purchase decisions. The majority of respondents also believe that micro-influencer marketing will continue to be effective in the future, emphasizing the potential growth and importance of this marketing approach.

Despite the positive perception of micro-influencers, some respondents express a level of uncertainty or disagreement regarding specific statements. This suggests that not all respondents view micro-influencers as trustworthy or influential in their purchase decisions.

Overall, the findings indicate that there is a significant presence and influence of micro-influencers in the target population.

6.5 Implication of the study

The survey revealed that within the given sample, micro-influencers hold influence and are perceived positively. However, it is important to note that these findings are based on a limited sample size and may not be generalized to the wider population. Further research and analysis are necessary to explore the underlying factors and provide a comprehensive understanding of the relationship between age, gender, micro-influencer preferences, and perceptions of trust and effectiveness in marketing.

6.6 Suggestions for further research

- To ensure that the sample is representative of the target population, a probability sampling method, such as simple random sampling, can be used. This would improve generalization of the findings.

- Expand the scope of the research by including a more diverse range of participants, beyond just college students, to increase the external validity of findings.

- To account for the dynamic nature of social media, one could include measures of engagement, brand loyalty, or social influence from peers or family members to capture a more comprehensive picture of consumer behaviour in relation to micro-influencer endorsements.

BIBLIOGRAPHY

Absharina, Z. B., Yuriani, A. D., & Hendriana, E. (n.d.). The Effectiveness of Fashion Influencers in Influencing the Purchase Interest of Millennial. *Journal of Business and Management Studies (JBMS)*, 152-161.

Casaló, L., Flavian, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 510-519. Retrieved from https://www.academia.edu: https://doi.org/10.1016/j.jbusres.2018.07.005

Chopra, A., Avhad, V., & Jaju, S. (2020, June). *Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial*. Retrieved from https://www.researchgate.net/: https://www.researchgate.net/publication/342181914_Influencer_Marketing_An_Exploratory_Study_to_Identify_Antecedents_of_Consumer_Behavior_of_Millennial

Gelati, N., & Verplancke, J. (2022). *The effect of influencer marketing on the buying behavior of young consumers*. Retrieved from https://liu.diva-portal.org: https://liu.diva-portal.org/smash/get/diva2:1668422/FULLTEXT01.pdf

Guptaa, M. (2021). *Impact of Influencer Marketing on Consumer Purchase Behavior during the Pandemic*. Retrieved from https://www.ijirmps.org/: https://www.ijirmps.org/papers/2021/4/1148.pdf

Hota, S. L. (2022, January). *IJME_Vol7.1_10.pdf*. Retrieved from https://kalaharijournals.com/: https://kalaharijournals.com/resources/IJME1-20/IJME_Vol7.1_10.pdf

Kadam, N., Deshmukh, A., & Kadam, D. (2021). A STUDY ON IMPACT OF SOCIAL MEDIA INFLUENCERS' ENDORSEMENTS ON THE BUYING BEHAVIOUR OF GEN Z, FOR LIFESTYLE AND ELECTRONICS PRODUCT CATEGORY WITH SPECIAL REFERENCE TO PUNE CITY. *Parikalpana*.

Liu, S. (2021, December). *The Impact of Influencer Marketing on Brand Engagement: A Conceptual Framework*. Retrieved from https://www.atlantis-press.com/: https://www.atlantis-press.com/proceedings/ichess-21/125966939

Prakash, B. (2021). *The effect of influencer marketing on young indian adults*. Retrieved from https://www.academia.edu/: https://www.academia.edu/49208859/The_effect_of_influencer_marketing_on_young_indian_adults

Riedl, J., & Luckwald, L. v. (2019, March). *Effects of Influencer Marketing on Instagram*. Retrieved from https://www.academia.edu: https://www.academia.edu/70110224/Effects_of_Influencer_Marketing_on_Instagram

Thakker, S., & Pabalkar, V. (2021). A STUDY ON THE IMPACT OF INFLUENCER MARKETING ON THE BUYING BEHAVIOUR OF CONSUMERS ACROSS DIFFERENT GENERATIONS. *International Journal of Modern Agriculture*, 453 - 464.

Venkatesh, R., Meleet, M., & Cholli, D. G. (2022, July). *Influencer Marketing in Recent Times*. Retrieved from https://www.ijert.org/: https://www.ijert.org/research/influencer-marketing-in-recent-times-IJERTV11IS070172.pdf

APPENDIX

Questionnaire

1. Age
a. 18 - 20   b. 21 - 23   c. 24 - 26   d. 27 - 30

2. Gender
a. Male   b. Female   c. Transgender   d. Prefer not to say

3. What category (niche) of micro-influencers do you follow the most on Instagram?
a. Fashion   b. Food   c. Beauty   d. Others

4. I trust micro-influencers when they recommend products or services.
a. Strongly agree   b. Agree   c. Neutral   d. Disagree   e. Strongly disagree

5. I believe micro-influencers are honest about their opinions on products or services they promote.
a. Strongly agree   b. Agree   c. Neutral   d. Disagree   e. Strongly disagree

6. I feel confident in making a purchase based on a micro-influencer's recommendation.
a. Strongly agree   b. Agree   c. Neutral   d. Disagree   e. Strongly disagree

7. Micro-Influencer marketing is more effective than traditional marketing (e.g., TV commercials, billboards, print ads)
a. Strongly agree   b. Agree   c. Neutral   d. Disagree   e. Strongly disagree

8. I am likely to purchase a product or service promoted by a micro-influencer versus a traditional advertisement.
a. Strongly agree   b. Agree   c. Neutral   d. Disagree   e. Strongly disagree

9. I believe micro-influencer marketing will become more effective in the future compared to traditional marketing.
a. Strongly agree   b. Agree   c. Neutral   d. Disagree   e. Strongly disagree

10. Micro-Influencers have a significant impact on my purchase-making decisions.

a. Strongly agree   b. Agree   c. Neutral   d. Disagree   e. Strongly disagree

11. I tend to purchase a product specifically because a micro-influencer endorsed it.

a. Strongly agree   b. Agree   c. Neutral   d. Disagree   e. Strongly disagree

12. I am likely to purchase a product endorsed by a micro-influencer, even if I have never used it before.

a. Strongly agree   b. Agree   c. Neutral   d. Disagree   e. Strongly disagree

13. I am willing to pay more for a product or service endorsed by my favourite micro-influencer.

a. Strongly agree   b. Agree   c. Neutral   d. Disagree   e. Strongly disagree

14. I am more likely to have a positive impression about trying a new product if micro-influencers recommend it.

a. Strongly agree   b. Agree   c. Neutral   d. Disagree   e. Strongly disagree

15. I have never been disappointed with a product that was purchased based on a micro-influencer's endorsement.

a. Strongly agree   b. Agree   c. Neutral   d. Disagree   e. Strongly disagree

THE INFLUENCE OF CRIME SCENES IN MALAYALAM MOVIES IN THE CRIMES COMMITTED IN KERALA

BY

NITHIN C JOSEPH

Reg. No. C1GMCJ1003

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DON BOSCO ARTS AND SCIENCE COLLEGE

ANGADIKADAVU

APRIL - 2023

THE INFLUENCE OF CRIME SCENES IN MALAYALAM MOVIES IN THE CRIMES COMMITTED IN KERALA

DISSERTATION SUBMITTED TO THE KANNUR UNIVERSITY IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

BY

NITHIN C JOSEPH

Reg. No. C1GMCJ1003

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU, IRITTY, KANNUR – 670706

APRIL 2023

DEPARTMENT OF

MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU, KANNUR

CERTIFICATE

This is to certify that the dissertation entitled, "**THE INFLUENCE OF CRIME SCENES IN MALAYALAM MOVIES IN THE CRIMES COMMITTED IN KERALA**" is a Bonafide record of work done by NITHIN C JOSEPH under the guidance of Dr. Fr. Bastin Nellissery in partial fulfilment of the requirement for the award of the degree of Master Of Arts In Journalism And Mass Communication during the period of his study (2021 - 2023) in the Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu, Kannur, affiliated to the Kannur University.

DR. FR. BASTIN NELLISSERY

Head, Department of Mass Communication & Journalism

Don Bosco Arts and Science College

DECLARATION

I, **NITHIN C JOSEPH**, the undersigned, hereby declare that the dissertation entitled, "**THE INFLUENCE OF CRIME SCENES IN MALAYALAM MOVIES IN THE CRIMES COMMITTED IN KERALA**" submitted to the Kannur University, in partial fulfilment of the requirement for the award of the degree of Master Of Arts in Journalism & Mass Communication, is a Bonafede work done by me under the guidance of Dr. Fr. Bastin Nellissery, Head, Department of Mass Communication & Journalsim, Don Bosco Arts and Science College, Angadikadavu. This work has not been placed by anybody in the University for the Award of any degree or diploma.

ANGADIKADAVU   NITHIN C JOSEPH

APRIL 2023

ACKNOWLEDGEMENT

I sincerely wish to express my deep sense of gratitude to all those who helped and supported me to complete the work. First and foremost, I thank God Almighty who strengthened me at every moment and through whom I do all the things.

I would like to extend my sincere words of gratitude to Fr. Dr. Francis Karackat (Principal, Don Bosco Arts and Science College), Dr. Fr. Bastin Nellissery, Head, Department of Mass Communication & Journalism, and my supervisor, whose assistance, guidance and inspiration helped me to complete this study. I also thank other faculty members and the Library Staff for their immense help and assistance during the identification of the topic, literature search and review preparation.

On this occasion I thank all the respondents for their cooperation and availability. I also wish to express sincere thanks to superiors, my parents and friends who have always supported and encouraged me to finish the research work successfully.

NITHIN C JOSEPH

ABSTRACT

The portrayal of crime scenes in Malayalam movies has become increasingly graphic and sensationalized, with depictions of violence, murder, and other criminal activities often glorified for entertainment purposes. These depictions can have a profound impact on the audience, including impressionable individuals who may imitate or be influenced by what they see on screen.

Research suggests that the repeated exposure to violent and crime-related content in movies can desensitize viewers to real-life violence, blur the lines between reality and fiction, and influence their perception of criminal activities. Additionally, movies often portray criminals as heroic or glamorous characters, which can distort the perception of crime and criminals among the audience, particularly among the youth.

This research study is to find out how Malayalam movies affect the lives of people in Kerala and how movies influence in the increase of crimes in Kerala. There are different Malayalam movies which were inspirational to do crimes and cover it up. Data of research is collected from Police officials, Teachers, parents and students using the survey method.

Key Words: Crime, Crime rate, Influence

TABLE OF CONTENTS

LIST OF TABLES

CHAPTER I
GENERAL INTRODUCTION

1.1 Introduction

Movies can be incredibly influential in shaping people's opinions, attitudes, and behaviors. They can evoke powerful emotions, spark conversations, and inspire action. They can reinforce existing beliefs or challenge them, and they can introduce new ideas and perspectives. Movies can also help people understand and empathize with others who have different backgrounds, experiences, or points of view. They can expose audiences to different cultures, lifestyles, and worldviews, and promote greater tolerance and acceptance. They can be a powerful tool for promoting social change and advocating for issues that are important to society and can raise awareness about social injustices, inspire activism, and encourage people to take action to make a difference. Movies can also provide entertainment and escapism for people, allowing them to relax and unwind from their daily lives. Movies can play a role in shaping our personal identities, particularly during adolescence when we are still figuring out who we are and what we stand for. Movies can provide us with role models and heroes to aspire to, and they can help us from our own sense of self. movies can have a significant impact on popular culture, shaping trends and influencing the broader cultural landscape. For example, iconic movie characters, quotes, and scenes can become part of our collective consciousness and shape our shared cultural identity. In summary, movies can be incredibly influential in many different ways, from shaping attitudes and beliefs to promoting social change and providing entertainment. However, it is important to remember that movies are not the only factor that influences people's thoughts and actions, and that individual differences and contextual factors also play a role.

1.2 Need and Significance of the study

With the increasing crimes in Kerala for the past four years it is the key time to look why there are increasing crime rates in Kerala. This research is an attempt to find out how crime scenes in Malayalam movies influence people and how crime scenes become one of the reasons for the increasing crime rates in Kerala.

1.3 Operational definitions of key Words

1.3.1. Crime

The word crime generally refers to an act or omission that violates a law and is punishable by the government through imprisonment, fines, or other sanctions. Crimes can take many forms, including theft, assault, murder, fraud, and drug offenses, among others. The specific definition and classification of crimes may vary depending on the jurisdiction and legal system in which they occur. In general, crimes are considered to be harmful to society and are punished in order to deter others from engaging in similar behavior and to maintain social order (Ankur, 2018).

1.3.2. Crime Rate

Crime rate is a statistical measure that quantifies the frequency of criminal activity within a specific geographic area over a given period of time. It is often expressed as the number of reported crimes per 100,000 population (O'Brien, 2000).

1.3.3. Influence

Influence refers to the ability of one person, group, or entity to affect the opinions, behaviors, or actions of others. Influence can take many different forms, ranging from the use of authority or power to persuasion through communication and social interaction.

1.4 Objective of the Study

1.4.1. Main Objective

- To study how Crime Scenes in Malayalam movies impact criminal acts in Kerala

1.4.2. Sub Objectives

- ➢ To find out the most influenced age group by Malayalam Cinema
- ➢ To find out if villains in movies are justified and glorified.
- ➢ To find out how Malayalam cinema portray anti-hero culture.

1.5 Methodology of Research

Quantitative methodology was used for the research. Quantitative research is the process of collecting and analyzing numerical data.

1.6 Hypothesis/research question

Crime Scenes in Malayalam movies influence crimes in Kerala.

1.7 Population of the Study

The populations of the study are police officials, parents, teachers and students. The data is collected using questionnaire via google form.

1.8 Scope and Limitation of the Study

1.8.1. Scope

The study focuses on the influence of crime scenes in Malayalam movies in Kerala society.

1.8.2. Limitations

The research is conducted within the limited circle of knowledge and resources of the researcher and the study is based on particular samples collected from police officials, parents, teachers and students.

1.9 Organization of the Report

Chapter 1 consists of the need and significant of the study, statement of the problem, operational definition, objectives, methodology, scope and limitation of the study. Chapter 2 consists of theoretical overview. Chapter 3 consists of the review of the literature of the studies related to the topic. Chapter 4 consists of the methodology of the study, the variables, samples, description of the tool and administration of the tool. Chapter 5 consists of the analysis and interpretation of the content. Chapter 6 consists of the summary, conclusion and suggestion of the study. The implication of the study and the suggestion for further research are discussed.

CHAPTER II

THEORETICAL OVERVIEW

Movies have been a significant form of entertainment and cultural expression for decades, shaping and reflecting society's values, beliefs, and behaviors. They have the power to captivate audiences, evoke emotions, and leave a lasting impact on people's lives.

2.1 Cultivation Theory

One theoretical framework that helps explain the impact of movies on people's lives is cultivation theory. Developed by communication scholars George Gerbner and Larry Gross, cultivation theory suggests that prolonged exposure to media, including movies, can shape individuals' perceptions of reality and influence their beliefs and behaviors. According to this theory, repeated exposure to certain themes, values, and portrayals in movies can gradually shape individuals' perceptions of social reality, leading them to adopt those perceptions as their own, even if they may not be entirely accurate (Perera, 2023).

Movies can impact individuals' attitudes and beliefs by shaping their perceptions of social issues, cultures, and identities. For example, movies can influence people's attitudes towards certain social, political, or cultural issues by portraying them in a particular way. Movies can also shape individuals' beliefs about different cultures, religions, or communities, influencing their understanding and perceptions of diversity and social norms. Movies also have the power to evoke strong emotions in viewers. They can elicit emotions such as joy, sadness, fear, anger, and empathy, which can have a significant impact on individuals' mood, cognition, and behavior. Emotional engagement with movies can create memorable experiences and influence individuals' attitudes and behaviors even after the movie is over

Additionally, movies can play a role in shaping individuals' identities and self-perception. Movies often portray various characters and identities that viewers can identify with, leading to the formation of para social relationships, where individuals develop emotional connections with fictional characters. This identification with movie characters can influence individuals' self-concept, values, and aspirations. However, it's important to note that the impact of movies on individuals' lives is complex and multifaceted. It can vary depending on factors such as individual differences, personal experiences, cultural background, and contextual factors. Not all

individuals may be equally influenced by movies, and the effects of movies may be mediated or moderated by various factors.

In conclusion, movies have the power to make a significant impact on people's lives by shaping their attitudes, beliefs, emotions, behaviors, and identities. Understanding the theoretical framework of cultivation theory can provide insights into how movies can influence individuals' perceptions of reality and shape their thoughts, feelings, and actions.

CHAPTER III
REVIEW OF LITERATURE

3.1 Introduction

A Literature is an overview of the previously published work on a specific topic. Literature review is supposed to provide the researcher or author and the audience with general image of the existing knowledge on the topic. A good literature review can ensure that a proper research question has been asked and proper theoretical framework or research methodology have been chosen. This review of literature tells how movies influence in the increase of crime rates in Kerala.

3. 2 Review of literature related to the topic

Kumari Juhi in her research work published in *Think India* Journal concludes the influence of movies in the society. If you watch violent movies, the mind sets, reactions and action will be filled with violence. Many people prefer thriller, horror and action movies and these kinds of movies create violence in the thought process of an individual. People behaved violently after watching violent movies, without creating any error of biasness and subjectivity. Movies, whether Bollywood, Hollywood or Tollywood, they are promoting violent culture in the society. Now a days, violences in movies are so common. Even romantic and comedy movies also consist of violence. Youth are very much excited on the release of new movie from different genre. People spend large amount over production of different genre movies just to entertain the public. But at the same time, they do not realize that violence is affecting every individual's mind and thought process (Juhi, 2019).

Dr Erum Hafeez in his research *Portrayal of Violence in Bollywood Movies and its Effects on Real-life Violence & Crimes against Women in Pakistani Society* published in *Journal of Mass Communication* states that the possibility of the effects of media and film content are slow and gradual and it might take more than a decade to change the mindset of a generation. It was found that heavy viewers of onscreen violence were more likely to commit serious crimes, treat their families and partners rather aggressively, and punish their kids seriously than non-viewers, but media violence took more than a decade to exhibit its effects on the conduct of its viewers. It is

vital to realize that even small statistical effects of media violence on aggressive behavior (+0.2% found in the current study) can have crucial effect, since it affects almost everyone in a large population, influences individuals' psyche gradually and leaves lasting impressions on their minds through repetitive exposure to on-screen violence over a period of time (Hafeez, 2016).

Greeshma D. Guest Lecturer, Sri Sathya Sai Arts and Science College Thiruvananthapuram, Kerala, India, in her research *Misogyny in Malayalam Films* published in *International Journal of Humanities and Social Sciences* talks about the violence in Malayalam movie industry and how the movies portray women in the industry. Kerala with its admirable social development indices and therefore the huge female workforce is increasingly being revealed as a misogynous society, deeply entrenched in patriarchal social structures. Malayalam cinema reflects the complex social reality of embracing modernity outside yet remaining patriarchal and male-dominated in the confines of domestic space. Malayalam movies are praised for they resound the complexities of the human mind. Malayalam movies have visually communicated socio-political problems with the mass audience. These movies have given an area for brand spanking new trends in narration and performance. Within the midst of changes in Mollywood, one thing remains same that's the mockery of female representation in Malayalam movies. Gender discrimination is often in terms of verbal abuse, violence, humiliation or intimidating behavior conduct (Greeshma, 2021).

Dr. P. C Tripathy and K. C. Maharana in their research *Do Violent Movies Create Violence in Youth? - A Study* published in *Journal of Commerce and Management Thought* make observations on how movies can affect the youth of the society. In the modern-day society, the media, advertising and entertainment industry have become powerful means that influence consumers to view themselves and the world around them. With murders, assaults and violence being frequently telecasted, and with serial killers and mass murders constantly making headlines, it seems logical to assume that mass media in the form of cinema for instance is responsible for endorsing violence in the youth today. Violence is one of the root causes for the failure of youth. Violent movies promote aggression and destructive behavior among youth. As such entertainment is profitable, the manufacturers target it at those, who are likely to imitate it, and thus, in many films, stunts are being performed, the teenagers try to copy such stunts on their bikes and cars which many a times lead to severe accidents. Also, now abuses are so common in

almost all the films that even a kid of 10 years is able to speak such abusive language knowingly or unknowingly. The scenes of the violence being shown in the films these days have affected the mind of people specially the youths. The rate of crime among youngsters has increased significantly. It is natural tendency of human behavior to absorb negative things faster than the positive things. What people perceive is the way people behave. Youths are the key persons to bring the changes in the society but there are distress of barriers in their path. It is quite clear that youth violence is not an intractable problem; rather, it is a behavior that we can understand, treat, and prevent. Every youth has the opportunity to grow and mature safely, healthily, and happily. Sociological studies along with common sense dictate that we do something to reduce the violence in the media before it further damages our society (Dr. P.C Tripathy and Maharana K.C., 2015).

Muhammad Uzair Khan from the University of Karachi in his article *The Impact of Violent Movies* in the *Journal of Media and Communication (JMC)* explains how violent movies affect the life of people as a whole. The film plays a significant role in the formation and influence of the world. An individual who is greatly influenced by movies tries to build an opinion that can significantly affect society. Movies are vital to everyone's life. It is hard to imagine existence without them. From children to teenagers and adults to maturity, everyone sees movies effectively and weirdly. Today, there is an enormous trend in movies with negative and positive angles. It is difficult to judge whether the impact of movies influences positively or negatively, but it depends entirely on how it is obtained. In this regard, the media also play a significant role in highlighting the issues of the people. So now, the media has become a source of data, deviations, and learning with nervousness, discouragement, violence, and hostility (Khan, 2020).

Does Violence in Films Influence Society? An article published in the website Caleidoscope by Pravleen Chugh narrates how Indian Movies influence the society in different ways. Violence has been an integral part of cinema right from its inception, and Bollywood has not shied away from it. It has been proud to have action films like Sholay, Don, Ghajini, Satya, and Vaastav. In fact, not only has violence been a key ingredient for hundreds of Indian films, but it has also been romanticized. Violence acted out by the protagonist is often a sign of strength and courage, something to feel proud about. Whereas a character unwilling to partake in violence is looked at as effeminate and cowardly. Heroes are often required to kill to win their lovers and many a

times their violent behavior is cheered on by their otherwise docile counterparts. If films can influence other aspects of our lives like what we wear, what kind of hairstyle we get, what brands of gadgets we use, where we holiday and even how we approach potentials love interests; then why not violence? Although there may not be much evidence to prove that violence in films influences people's behavior, there are studies that suggest that it does have some short-term effects. Researchers suggest they might enhance aggression but only among people prone to it. Movies may also offer ideas on ways to kill or be violent for such people. There are also findings that suggest watching sexually aggressive films negatively influence the viewer's attitude towards women. All this is concerning especially when it comes to children. Children often like to imitate what they see on television and in films. They cannot differentiate between fact and fiction until the age of four. This might lead them to view violence as an ordinary occurrence, affecting their sense of compassion. The justification of violence and its representation as something "cool" may also influence adolescents to act out in order to impress their peers. Violence in Bollywood has risen so much in the last few decades, that Crores of Rupees are pumped in every year to stylize and carelessly display destruction, cruelty and gore (Chugh, 2021).

Feature written by Moushmi Kishore in *The Hindu* Website named as *Visual or Violent Impact?* narrates how violent content makes aggressive behavior in people. The world is witnessing a spurt in violence among adolescents. India too is undergoing a social transition. Consequently, youngsters are exposed to several risks for violent and aggressive behavior. Studies reveal that violent images make teenagers less sensitive to violence, which in turn promotes aggressive attitudes and behavior. These feed on one another and become stronger with time. So, breaking the cycle is important. This can be done either at the belief level or at the behavioral level. In 2012, Mumbai-based AACCI surveyed schools in Mumbai and Gurgaon, and found that aggression was on the rise. Despite considerable research on violence in films and television, hardly any steps are being taken to contain it or draw up a code of conduct. And children know exactly what they want to watch. It's been established that the media has a psychological impact on children's minds, shaping attitudes and affecting long-term behavior. With television shows and games available for children at a much younger age, exposure to the media is increasingly starting young (Kishore, 2013).

Asha Prakash's article *Can a Film Inspire Crime?* in *E- Times Entertainment Times* critically evaluates and points out the impact of Malayalam thriller movies in increasing crimes in Kerala Society. ADGP T P Senkumar made a statement against Jeethu Joseph's *Drishyam* recently. He said that a girl who gets blackmailed should first report the case to the police and not try to hide it, as in the film. He even lashed out at Mohanlal for acting in a film where the protagonist cleverly gives the police the slip; which seems to say that it is ok to evade liable punishment if your crime was unintentional and done in self-defense! But can a film really inspire a criminal? Sreelekha IPS had once observed that TV serials can put criminal ideas into people's minds. And in 2007, the masterminds of the infamous Chelambra bank robbery confessed that their modus operandi was inspired by the Bollywood film *Dhoom.*

However, filmmakers don't seem to agree with this view. While Jeethu had vehemently said that a film should be seen as a film, Murali Gopy, scriptwriter of *Ee Adutha Kalathu*, which had a similar instance, feels it is foolish to make such an accusation. "Showing criminal modus operandi in cinema is in fact a good thing, as far as policing is concerned. Making it public would only pre-empt any prospective criminal application of the same. What is dangerous actually is policemen coming on TV explaining how they netted a particular criminal; this can really be counterproductive since the criminal, who is being informed of the official ways, will always find a novel way to beat the cops," says,Murali. Director Amal Neerad also echoes this view. "It is the 100th year of Indian cinema and we are the only country where there are such stringent censoring rules on cinema. However, there is no censoring for novels, blogs or other forms of art. It is absurd to say that only cinema will encourage crime. What about real-life crimes presented through the news? People know film is fiction and it is high time we put an end to such discussions." And what does the Censor Board think of the issue? "We cannot insist that every film should have a message to society. It is a director's vision and we cannot interfere in it or insist that it should reflect reality 100%. Crime stories have always been a part of films. The Censor Board will interfere only if a film violates the guidelines with regard to cigarette smoking, alcohol etc.," says K P Madhukumar, former regional officer, Censor Board (Prakash, 2014).

An article published in *News laundry* named *Can movies motivate crimes in real life?* by Shruti Das critically evaluates how movies can be influential in the society with different examples and experiences of people. She says that films have the power to manipulate the mind of the audience and often they make wrong appear as right. There are many Bollywood movies which promote violence and the directors justify their works. For example, movies like *Darr* (1993) and *Kabir Singh* (2019), promote though, the filmmakers had defended these films and stated that *movies do* not promote murder, but glorifying such aggressive characters have not gone down well with many. The films were already under controversies for glorification of toxic masculinity, and incidents happened inspired by these movies proves that there are facts in the criticisms (Das, 2019).

Sonal Dixit in his Article *Does film media violence cause violent crime?* explains how films inspire people in different ways. The author says that it is personal choice. The scenes of the violence being shown in the films and television these days have affected the mind of people. The rate of crime among youngsters have increased significantly. It is natural tendency of human behavior to absorb negative things faster than the positive things. What people perceive, is the way people behave. The effect of the violence being shown in the films and other forms of media has always been a topic of debate for parents and politicians. A single question however, rises over the din caused by the concerned parents and the politicians; is the violence in the T.V.s/ films/news etc. really has that much effect on society? Much more of the cue will be taken from parents, siblings, mentors, teachers and friends than from media. Every year number of movies are being made, all of them are not based on the crime and violence. There are films that bring about positive effect on people, they give out some social message to people. Same is applied to television and other forms. There are incidences where media has been a path shower to people and youngsters, taking into account recent incident of Delhi Gangrape. So, what is being shown on media and T.V. is not always offensive. It is on the person, how he/she perceive things. So, to conclude media alone does not have the ability to convince people to commit crime and violence (Dixit, 2022).

CHAPTER IV
METHODOLOGY

4.1 Introduction

Research methodology is the systematic approach and framework used by researchers to conduct and analyze research. It involves the selection of appropriate methods, techniques, and procedures to gather and interpret data, as well as the overall design and structure of a research study. Research methodology is a critical aspect of any research endeavor, as it helps ensure the validity, reliability, and generalizability of research findings. It provides a roadmap for researchers to follow, guiding them in the collection, analysis, and interpretation of data in a logical and organized manner. Various analytical methods are adapted to achieve the objectives of the topic, The influence of Crime scenes in Malayalam movies in the crimes committed in Kerala.

4.2 Method for the Study

Quantitative Analysis method is used in this research. Quantitative analysis is a technique that uses mathematical and statistical modelling, measurement and research to understand behavior. Quantitative analysts represent a given reality in terms of a numerical value.

4.3 Variables

Variables are the measurable or observable characteristics or factors that can change or vary. They are essential components of research studies as they are used to represent, measure, and analyze the concepts, phenomena, or relationships being investigated. There are two types of variables; Independent variable and dependent variable. the independent variable is manipulated or controlled by the researcher. It is the variable that is presumed to have an effect on the dependent variable. The dependent variable is the variable that is being studied or observed to determine the effect of the independent variable. It is the variable that is presumed to change as a result of the manipulation of the independent variable.

4.3.1 Independent Variable

Crime Scenes in Malayalam Movies

4.3.2 Dependent Variable

Crime rate in Kerala.

4.4 Samples of the study

Sample is a group of people, objects or items that are taken from a larger population for measurement. Population and samples are important aspects of a research. Population refers to the set of individuals from which a statistical sample is drawn for a study. A sample is the smaller set or manageable version of the population. Sample size can be defined as the number of individuals in a sample. For this research a total of 200 samples were covered through purposive sampling. The researcher tried to cover wide geographical area in order to ensure unbiased result.

4.5 Descriptions of the tools used in the study

The study was conducted among people from the age of 18 and above. The sample includes police officials, parents, teachers, students from different parts of Kerala.

4.6 Administration of the tool

The questionnaire was administered via google form to the population by the researcher to collect responses.

4.7 Statistical techniques used for the study

4.7.1 Descriptive analysis

Descriptive techniques often include constructing tables of means and quantities. Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. They are broken down to measure central tendency and measure of variability. Measures of the central tendency include Mean while measure of variability includes the standard deviation.

CHAPTER V

ANALYSIS AND DISCUSSION OF THE DATA

5.1 Introduction

The statistical analysis of the data was done using SPSS version 20. Descriptive analyses of the data were computed. The tables and the discussions regarding the study are presented in this chapter.

5.2 Summary of the analysis

Table 1

Age of the respondents		Frequency	Percent
	18-25	84	42.0
	26-30	71	35.5
Valid	36-50	36	18.0
	51 above	9	4.5
	Total	200	100.0

Among the 200 respondents 84 (42%) people belongs to the age category of 18-25 and 71 (35.5%) people belong to the age category of 26-30. The age of the respondents has a Mean value of 1.85 and a Standard Deviation of .873.

Table 2

Gender of the respondents		Frequency	Percent
	Male	102	51.0
Valid	Female	91	45.5
	Prefer not to say	7	3.5
	Total	200	100.0

Among the 200 respondents 102 (51%) are male and 91(45.5%) are female. Gender of the respondents has a Mean value of 1.56 and a Standard Deviation of .677.

Table 3

Education of the respondents		Frequency	Percent
Valid	SSLC	4	2.0
	PLUS TWO	13	6.5
	Degree	104	52.0
	PG	79	39.5
	Total	200	100.0

Among the 200 respondents 104 (52%) are Degree qualified and 79 (39.5%) are Post graduates. Education of the respondents has a Mean value of 3.29 and a Standard Deviation of .677.

Table 4

Location of the respondents		Frequency	Percent
Valid	Urban	43	21.5
	Semi-urban	63	31.5
	Rural	73	36.5
	Semi-rural	21	10.5
	Total	200	100.0

Among the 200 respondents 73 (36.5%) are from rural area and 63 (36.5%) are from Semi-urban area. Location of the respondents has a Mean value of 2.36 and a Standard Deviation of .935.

Table 5

Occupation of the respondents		Frequency	Percent
Valid	Police	19	9.5
	Teacher	27	13.5
	Parent	10	5.0
	Student	78	39.0
	other	66	33.0
	Total	200	100.0

Among the 200 respondents 78 (39%) are students, 27 (13.5%) are teachers 19 (9.5%) are police officials and 66 (33%) are from different categories other than the above. Occupation of the respondents has a Mean value of 3.73 and a Standard Deviation of 1.307.

Table 6

Do you watch movies?		Frequency	Percent
Valid	Yes	176	88.0
	Sometimes	24	12.0
	Total	200	100.0

Among the 200 respondents 176 (88%) watch movies and 24 (12%) watch movies sometimes. This question has a Mean value of 1.24 and a Standard Deviation of .652.

Table 7

	What type of movies do you watch more?		
		Frequency	Percent
Valid	Comedy	66	33.0
	Thriller	83	41.5
	Romance	16	8.0
	Drama	17	8.5
	Others	18	9.0
	Total	200	100.0

Among the 200 respondents 83 (41.5%) watch thriller type movies and 66 (33%) watch comedy movies. This question has a Mean value of 2.19 and a Standard Deviation of 1.238.

Table 8

	Purpose of watching movies		
		Frequency	Percent
Valid	Information	10	5.0
	Entertainment	179	89.5
	Education	11	5.5
	Total	200	100.0

The table above explains that out of 200 respondents 179 (89.5%) watch movies for entertainment, 11 (5.5%) for education and 10 (5%) for information. This question has a Mean of 2.01 and Standard Deviation of .325.

Table 9

Do movies make an impact on you?			
		Frequency	Percent
Valid	Yes	72	36.0
	No	39	19.5
	Sometimes	89	44.5
	Total	200	100.0

Out of 200 respondents 89 (44.5%) say that movies make impact sometimes, 72 (36%) say that movies make an impact on them. 39 (19.5%) say that movies do not make an impact. This response has a Mean value of 2.09 and Standard Deviation of .895.

Table 10

Movies influence young generation more than old generation			
		Frequency	Percent
Valid	Strongly Agree	60	30.0
	Agree	96	48.0
	Neutral	40	20.0
	Disagree	3	1.5
	Strongly Disagree	1	.5
	Total	200	100.0

The above table explains that out of 200 respondents 96 (48%) agree with the statement, "movies influence young generation more than old generation". 60 (30%) strongly agree with the statement. 40 (20%) take a neutral stand. This response has a Mean value of 1.95 and Standard Deviation of .778.

Table 11

The crime scenes in movies make an impact in society			
		Frequency	Percent
Valid	Strongly agree	40	20.0
	Agree	116	58.0
	Neutral	41	20.5
	Disagree	3	1.5
	Total	200	100.0

The above table explains that out of 200 respondents 116 (58%) agree with the statement, "The crime scenes in movies make an impact in society". 41(20.5%) take a neutral stand and 40 (20%) strongly agree with the statement. This response has a Mean value of 2.04 and Standard Deviation of .683.

Table 12

The crime scenes in movies make an impact in society * Gender Crosstabulation					
Count					
		Gender			Total
		Male	Female	Prefer not to say	
Crime Scenes make impact in society	Strongly agree	21	17	2	40
	Agree	56	56	4	116
	Neutral	23	17	1	41
	Disagree	2	1	0	3
Total		102	91	7	200

The above table points out that among 200 respondents there are 21 male and 17 female strongly agree and 56 male and the same number of females agree with the above statement that the crime scenes in movies make an impact in society.

Table 13

Crime scenes in movies give people new ideas to commit crimes			
		Frequency	Percent
Valid	Strongly Agree	35	17.5
	Agree	107	53.5
	Neutral	52	26.0
	Disagree	6	3.0
	Total	200	100.0

The above table explains that out of 200 respondents 107 (53.5%) agree with the statement, "Crime scenes in movies give people new ideas to commit crimes". 52 (26%) take a neutral stand and 35 (17.5%) strongly agree with the statement. This response has a Mean value of 2.15 and Standard Deviation of .733.

Table 14

Villains in movies are glorified			
		Frequency	Percent
Valid	Strongly Agree	21	10.5
	Agree	90	45.0
	Neutral	65	32.5
	Disagree	24	12.0
	Total	200	100.0

The above table explains that out of 200 respondents 90 (45%) agree with the statement, "Villains in movies are glorified". 65 (32.5%) take a neutral stand and 24 (12%) disagree with the statement. This response has a Mean value of 2.46 and Standard Deviation of .838.

Table 15

Acts of crimes are justified in movies			
		Frequency	Percent
Valid	Strongly Agree	19	9.5
	Agree	105	52.5
	Neutral	58	29.0
	Disagree	18	9.0
	Total	200	100.0

The above table explains that out of 200 respondents 105 (52.5%) agree with the statement, "Acts of crimes are justified in movies". 58 (29%) take a neutral stand and 19 (9.5%) strongly agree with the statement. This response has a Mean value of 2.38 and Standard Deviation of .779.

Table 16

Acts of crimes are justified in movies * Gender Crosstabulation					
Count					
		Gender			Total
		Male	Female	Prefer not to say	
Crimes justified in movies	Strongly Agree	12	6	1	19
	Agree	53	49	3	105
	Neutral	27	28	3	58
	Disagree	10	8	0	18
Total		102	91	7	200

The above table points out that among 200 respondents there are 12 male and 6 female strongly agree and 53 male and 49 female agree with the above statement that the acts of crimes are justified in movies. There are 27 male and 28 female who take a neutral stand.

Table 17

Crime scenes in Malayalam movies become one of the causes for the increase of crime rates in Kerala			
		Frequency	Percent
Valid	Strongly Agree	18	9.0
	Agree	80	40.0
	Neutral	57	28.5
	Disagree	42	21.0
	Strongly Disagree	3	1.5
	Total	200	100.0

The above table explains that out of 200 respondents 80 (40%) agree with the statement, "Crime scenes in Malayalam movies become one of the causes for the increase of crime rates in Kerala". 57 (28.5%) take a neutral stand and 42 (21%) disagree with the statement. This response has a Mean value of 2.66 and Standard Deviation of .959.

Table 18

Crime scenes in Malayalam movies become one of the causes for the increase of crime rates in Kerala * Gender Crosstabulation					
Count					
		Gender			Total
		Male	Female	Prefer not to say	
Crime scenes are one of the causes for increase of crimes in Kerala	Strongly Agree	12	6	0	18
	Agree	37	39	4	80
	Neutral	30	25	2	57
	Disagree	22	19	1	42
	Strongly Disgree	1	2	0	3
Total		102	91	7	200

Among 200 respondents there are 12 male and 6 female strongly agree and 37 male and 39 female agree with the above statement that Crime scenes in Malayalam movies become one of the causes for the increase of crime rates in Kerala. There are 30 male and 25 female who take a neutral stand. 22 male and 19 females disagree with the statement.

5. 3 Discussion

There are different views regarding the impact of crime scenes in society. The first view is that there is a strong influence of movies in the society. Kumari Juhi in her research work tells that action and violence filled movies do influence people. People behaved violently after watching violent movies, without creating any error of biasness and subjectivity. Movies, whether Bollywood, Hollywood or Tollywood, they are promoting violent culture in the society (Juhi, 2019).

With murders, assaults and violence being frequently telecasted, and with serial killers and mass murders constantly making headlines, it seems logical to assume that mass media in the form of cinema for instance is responsible for endorsing violence in the youth today. The scenes of the violence being shown in the films these days have affected the mind of people specially the youths. The rate of crime among youngsters has increased significantly. It is   natural tendency of human behavior to absorb negative things faster than the positive things (Dr. P.C Tripathy and Maharana K.C., 2015).

The second view is against this. They say that the film makers just depict what is in the society. The people are with brain and they can pick up what is right and wrong in the society. The authorities unnecessarily interfering and making rule in order to curtail the freedom of the creator. When film makers Jeethu Joseph and Murali Gopi were criticized for *Drisyam* and *Ea adutha kalathu* respectively, they defended saying that it the choice of the audience and they can make decisions. K. P. Madhukumar former censor board member says that it the freedom of the director to show the reality of the society. So unnecessary censoring should be avoided (Prakash, 2014).

The third view says about personal choice. Sonal Dixit in her article says that there are more violent activities happening around and it is more than what is shown in media. There are good movies which give a social message. There are instances where media becomes a path shower to the people. So, what is being shown on media and T.V. is not always offensive. It is on the person, how he/she perceive things (Dixit, 2022).

According to the official data published in the website of Kerala police, there is an increase in the crime rates in Kerala. In 2021 the crimes reported numbered 1,42,643. In 2022 there is a

drastic hike to 2,37,394. So, we can say that there is an increase in the crime rates in Kerala. There are different reasons for the increase of crimes. This research finds out that there is clear connection between crime scenes in movies and increasing crime rates. About half of the respondents say that the crime scenes in Malayalam movies influence in the increasing crime rates in Kerala.

CHAPTER VI

SUMMARY, CONCLUSION AND SUGGESTIONS

6.1 Introduction

This chapter discusses the major findings of the study. This chapter is divided as conclusion, implications of the study and suggestions for further research & also this is the final chapter of the research study which is conducted.

6.2 Purpose of the study

The purpose of the study is to investigate the potential influence of movies on criminal behavior. This research aims to explore the relationship between exposure to movies and the likelihood of engaging in criminal activities, and to better understand the underlying mechanisms through which movies may impact in the society. The findings of this research may contribute to our understanding of the role of movies in shaping perceptions, attitudes, and behaviors related to crime, and may have implications for public policy, media regulation, and crime prevention strategies.

6.3 Re-statement of the problem

The problem statement for this research topic is: " Crime Scenes in Malayalam movies influence crimes in Kerala. " The study aims to investigate how the crime scenes in Malayalam movies give new ideas to commit crimes and become one of the reasons for the increasing crime rates in Kerala.

6.4 Conclusion based on the findings of the study

Movies can have a multi-faceted impact on society, influencing social, cultural, emotional, economic, technological, educational, and recreational aspects of individuals and communities. The impact of movies on society is complex and dynamic, and it is important to recognize that movies are a powerful medium that can shape and reflect societal attitudes, behaviors, and values.

"Crime Scenes in Malayalam movies influence crimes in Kerala" is the topic for discussion in this research paper. 49% of people agree with the statement that crime scenes in Malayalam movies become one of the reasons for the increasing crime rates in Kerala. 62% say that acts of

crimes are justified in Malayalam movies. 78% of respondents in the research say that movies do make an impact in society.

Based on these findings the researcher can conclude that there a clear influence between crime scenes in Malayalam movies and the increasing crime rates in Kerala.

6.5 Implication of the study

The result of the study proves that there is a relation between crime scenes in Malayalam movies and its influence in the society. The research is conducted within my limited circle of knowledge and resources.

6.6 Suggestions for further research

- ➢ Increase the number of respondents to get a detailed analysis for the research.
- ➢ Include more respondents from police department and other investigating agencies so that the findings will be more authentic.

BIBLIOGRAPHY

Ankur. (2018, March). *https://www.writinglaw.com/crime-ipc-definition*. Retrieved from https://www.writinglaw.com: https://www.writinglaw.com/crime-ipc-definition

Chugh, P. (2021). *Caleidoscope*. Retrieved from https://www.caleidoscope.in/art-culture/violence-in-films: https://www.caleidoscope.in/art-culture/violence-in-films

Das, S. (2019, October 26). *Can movies motivate crimes in real life?* Retrieved from Newslaundry: https://www.newslaundry.com/2019/10/26/can-movies-motivate-crimes-in-real-life

Dixit, S. (2022, January 25). *Does Film Media Violence Cause Violent Crime?* Retrieved from https://blog.oureducation.in/does-film-media-violence-cause-violent-crime/#:~:text=It%20is%20on%20the%20person,to%20commit%20crime%20and%20violence.: https://blog.oureducation.in/does-film-media-violence-cause-violent-crime/#:~:text=It%20is%20on%20the%20person,to%20commit%20crime%20and%20violence.

Dr. P.C Tripathy and Maharana K.C. (2015, January). DO VIOLENT MOVIES CREATE VIOLENCE IN YOUTH ? - A STUDY. *Journal of Commerce and Management THOUGHT*. Retrieved from https://www.researchgate.net/publication/281876459_Do_Violent_Movies_Create_Violence_In_Youths_-_A_Study

Greeshma, D. (2021). Misogyny in Malayalam Films. *International Journal of Humanities and Social Sciences. ISSN 2250-3226 Volume 11*, 7-15.

Hafeez, D. E. (2016). Portrayal of Violence in Bollywood Movies and its Effects on Real-life Violence & Crimes against Women in Pakistani Society. *Journal of Mass Communication, Vol. 14*, 197-212.

Juhi, K. (2019). A Study on the impact of Violence in the Movies: An Escalating Challenge. *Think India*, 3058-3070.

Khan, M. U. (2020). The Impact Of Violent Movies. *Journal of Media & Communication (JMC)*, 36-43. Retrieved from https://www.google.com/search?q=THE+IMPACT+OF+VIOLENT+MOVIES+Muhammad+Uzair+Khan+University+of+Karachi&sxsrf=ALiCzsYflJ3a47OBiE0Dq8tIZCAI3exkeg%3A1667654819665&ei.

Kishore, M. (2013, December 8). *Visual or violent impact?* Retrieved from https://www.thehindu.com/features/metroplus/visual-or-violent-

impact/article5433465.ece: https://www.thehindu.com/features/metroplus/visual-or-violent-impact/article5433465.ece

O'Brien, R. M. (2000). *https://www.encyclopedia.com.* Retrieved from https://www.encyclopedia.com/social-sciences/encyclopedias-almanacs-transcripts-and-maps/crime-rates: https://www.encyclopedia.com/social-sciences/encyclopedias-almanacs-transcripts-and-maps/crime-rates

Perera, A. (2023, April). *Cultivation Theory: Definition And Examples.* Retrieved from https://www.simplypsychology.org: https://www.simplypsychology.org/cultivation-theory.html

Prakash, A. (2014, January 24). *E Times Entertainment Times*. Retrieved from https://timesofindia.indiatimes.com/entertainment/malayalam/movies/news/can-a-film-inspire-crime/articleshow/29286745.cms: https://timesofindia.indiatimes.com/entertainment/malayalam/movies/news/can-a-film-inspire-crime/articleshow/29286745.cms

APPENDIX

QUESTIONNAIRE

1. Age

18-25 ☐   26-35 ☐   36-50 ☐   51 above ☐

2. Gender

Male ☐   Female ☐   Transgender ☐   Prefer not to say ☐

3. Education

SSLC ☐   Plus two ☐   Degree ☐   PG ☐

4. Location

Urban ☐   Semi Urban ☐   Rural ☐   Semi Rural ☐

5. Occupation

Police ☐   Teacher ☐   Parent ☐   Student ☐

6. Do you watch movies?

Yes ☐   No ☐   Sometimes ☐

7. What type of movies do you watch more?

Comedy ☐ Romance ☐   Thrillers ☐ Drama ☐   Others ☐

8. Purpose of watching movies

Information ☐   Entertainment ☐   Education ☐

9. Do movies make an impact on you?

Yes ☐   No ☐   Sometimes ☐

10. Movies influence young generation more than old generation

Strongly Agree ☐   Agree ☐   Neutral ☐   Disagree ☐ Strongly disagree ☐

11. The crime scenes in movies make an impact in society.

Strongly Agree ☐　　Agree ☐　　Neutral 　☐　　Disagree ☐ Strongly disagree ☐

12. Crime scenes in movies give people new ideas to commit crimes.

Strongly Agree ☐　　Agree ☐　　Neutral 　☐　　Disagree ☐ Strongly disagree ☐

13. Villains in movies are glorified.

Strongly Agree ☐　　Agree ☐　　Sometimes ☐　　Disagree ☐ Strongly disagree ☐

14. Acts of crimes are justified in movies.

Strongly Agree ☐　　Agree 　　Sometimes ☐　　Disagree ☐ Strongly disagree ☐

15. Crime scenes in Malayalam movies become one of the causes for the increase of crime rates in Kerala.

Strongly Agree ☐　　Agree 　　Sometimes ☐　　Disagree ☐ Strongly disagree ☐

The Role of Malayalam Movies in Educating Civil Laws and Rights

BY
ARYA PRASANNAKUMAR
Reg. No. C1GMCJ1006

UNDER THE GUIDANCE OF
DR. FR. BASTIN NELLISSERY

DON BOSCO ARTS AND SCIENCE COLLEGE
ANGADIKADAVU
APRIL 2023

The Role of Malayalam Movies in Educating Civil Laws and Rights

DISSERTATION SUBMITTED TO THE KANNUR UNIVERSITY IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

BY
ARYA PRASANNAKUMAR
Reg. No. C1GMCJ1006

UNDER THE GUIDANCE OF
DR. FR. BASTIN NELLISSERY

**DEPARTMENT OF MASS COMMUNICATION & JOURNALISM
DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU, IRITTY, KANNUR – 670706
APRIL 2023**

DEPARTMENT OF
MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU, KANNUR

CERTIFICATE

This is to certify that the dissertation entitled, "The Role of Malayalam Movies in Educating Civil Laws and Rights" is a Bonafede record of work done by ARYA PRASANNAKUMAR under the guidance of Dr. Fr. Bastin Nellissery in partial fulfilment of the requirement for the award of the degree of Master Of Arts In Journalism And Mass Communication during the period of her study (2021 - 2023) in the Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu, Kannur, affiliated to the Kannur University.

DR. FR. BASTIN NELLISSERY

Head, Department of Mass Communication & Journalism

Don Bosco Arts and Science College

DECLARATION

I, ARYA PRASANNAKUMAR, the undersigned, hereby declare that the dissertation entitled, "**The Role of Malayalam Movies in Educating Civil Laws and Rights**" submitted to the Kannur University, in partial fulfilment of the requirement for the award of the degree of Master Of Arts in Journalism & Mass Communication, is a Bonafede work done by me under the guidance of Dr. Fr. Bastin Nellissery, Head, Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu. This work has not been placed by anybody in the University for the Award of any degree or diploma.

ANGADIKADAVU

ARYA PRASANNAKUMAR,

APRIL 2023

ACKNOWLEDGEMENT

ABSTRACT

This research studies The Role of Malayalam Movies in Educating Civil Laws and Rights. Malayalam movies have played a significant role in educating people about civil laws and rights in Kerala. Over the years, Malayalam movies have portrayed several social and legal issues, which have helped create awareness among the masses. Malayalam movies have also portrayed the importance of human rights, such as the right to education, healthcare, and basic amenities. Apart from this, Malayalam movies have also highlighted the significance of legal procedures and the role of the judiciary.

Key Words: Malayalam movies, Civil laws and rights, influence

LIST OF TABLES

Table of Contents

CHAPTER 1: GENERAL INTRODUCTION

1.1 Introduction

Movies have a lot of advantages if we look at the positive side. It is said to be a reflection of the society only. So, it helps us come face to face with the actuality of what's happening in our society. It portrays things as they are and helps in opening our eyes to issues we may have well ignored in the past. The civil law pertains to persons, things, and relationships that develop among them, excluding not only criminal law but also commercial law, labour law etc. The movie shows immense possibilities to educate citizen about the actual societal conditions and civil laws.

Malayalam movies have played a significant role in educating people about civil laws and rights. Movies are a powerful medium for communication and have the ability to influence people's perceptions and beliefs. In India, where the literacy rate is not as high as in other countries, movies can be a crucial tool in educating the masses. Malayalam movies have often tackled social and political issues, highlighting the importance of civil laws and rights. Many films have explored topics such as gender equality, religious tolerance, and human rights violations, bringing these issues to the forefront of public consciousness. The movies have raised awareness and influenced people's perceptions and beliefs. This, in turn, has contributed to the promotion of a more just and equitable society.

1.1 Need and significance of the study

The need for research on the role of Malayalam movies in educating civil laws and rights has several reasons. Firstly, we will discuss the need and significance of the role of Malayalam movies in educating civil laws and rights. It is essential to recognize that many people in Kerala, especially in rural areas, do not have access to legal education or resources. This lack of awareness and knowledge about their civil rights often leads to exploitation and injustice. Malayalam movies can help bridge this gap by educating the masses on various civil laws and rights.

Secondly, Malayalam movies have a vast reach, and they can easily connect with the common people. Through their storytelling and visual medium, they can convey complex legal concepts and ideas in a simple and accessible manner.

Thirdly, Malayalam movies can also create social awareness and sensitivity towards legal issues. They can highlight the importance of respecting the law and human rights and promote a sense of justice and accountability. This can have a significant impact on society and encourage people to become more responsible and law-abiding citizens.

1.3 Operational definitions of key wrds

Malayalam movies

Malayalam movies are an Indian film industry of Malayalam-language motion pictures. It is based in Kerala, India. The films produced in Malayalam cinema are known for their cinematography and story-driven plots.

Civil laws and rights

Civil laws and rights are a set of legal principles that protect the individual's freedom and rights within a society. These laws and rights cover a wide range of areas, including personal, social, and political aspects of life. They are based on the belief that every individual has inherent rights that must be protected by the state and society.

Influence

Influence refers to the ability to affect or shape the thoughts, opinions, beliefs, or behaviours of others. Influence can be positive or negative, intentional or unintentional, and can occur in a variety of contexts, including social, political, economic, and cultural.

1.4 Objective of the Study

•   To find out what age group of people are more interested in the movies related to civil laws and rights.

•   To find out how many people come to know about their rights and civil laws from watching Malayalam movies related to civil laws and rights.

•   To analyse the positive influence of Malayalam movies that revolve around the civil laws and rights.

1.5 Methodology of Research

Quantitative methodology was used for the research. Quantitative research is the process of collecting and analysing numerical data.

1.6 Hypothesis

Most of the common people in Kerala learn about their rights and civil laws from Malayalam Movies.

1.7 Population of the Study

The age group of the populations is from 18-50. The data is collected using a questionnaire via Google form.

1.8 Scope and Limitation of the Study

Scope

The study focuses on The Role of Malayalam Movies in Educating Civil Laws and Rights.

Limitations

The research is conducted within the limited circle of knowledge and resources of the researcher and the study is based on particular samples collected from 18-50.

1.9 Organization of the Report

Chapter 1 consists of the need and significant of the study, statement of the problem, operational definition, objectives, methodology, scope and limitation of the study. Chapter 2 consists of theoretical overview. Chapter 3 consists of the review of the literature of the studies related to the topic. Chapter 4 consists of the methodology of the study, the variables, samples, description of the tool and administration of the tool. Chapter 5 consists of the analysis and interpretation of the content. Chapter 6 consists of the summary, conclusion and suggestion of the study. The implication of the study and the suggestion for further research are discussed

CHAPTER 2: THEORETICAL OVERVIEW

2.1. Introduction

The theoretical overview serves several important purposes in a research paper. The main purpose of a theoretical overview is to summarize and synthesize the existing literature on a topic, and to provide a theoretical framework for the research project. It provides the context and background necessary for the reader to understand the research question and hypothesis. It also establishes the significance of the research question by demonstrating the need for the research based on gaps or limitations in previous research. Additionally, it provides the foundation for the development of the research design and data analysis methods. Finally, the theoretical overview is used to situate the study within the broader literature and to demonstrate the potential contributions of the research

2.2 Agenda Setting Theory

Agenda setting theory is a communication theory that suggests that the media has the ability to influence the public's perception of what is important by determining which issues are given prominence in news coverage. It proposes that the media has the power to set the agenda for public discussion by selecting and emphasizing certain topics and ideas over others Agenda setting theory

The theory suggests that the media's agenda affects the public's agenda and that the issues that the media highlights as important become the issues that the public perceives as important. The theory is based on the premise that the media is not only a platform for the transmission of information but also a gatekeeper that determines what information is worthy of being disseminated to the public.

2.3 Cultivation Theory

Cultivation Theory is a media theory that suggests that prolonged exposure to media content can gradually shape a viewer's perception of reality, including their attitudes, beliefs, and values. The theory proposes that the more a person is exposed to a particular message or media content, the more likely they are to adopt the beliefs and values portrayed in that content.

Cultivation Theory was developed by communication scholar George Gerbner and his colleagues in the 1970s. The theory was based on the idea that television programming has the power to cultivate a shared worldview among viewers.

CHAPTER 3: REVIEW OF LITERATURE

3.1. Introduction

A literature review is a comprehensive summary of previous research on a topic. The literature review surveys scholarly articles, books, and other sources relevant to a particular area of research. The review should enumerate, describe, summarize, objectively evaluate and clarify this previous research. The journal articles, webpages, books and periodical articles that are related to the research topic are reviewed in this chapter for the further research.

3. 2. Review of literature related to the topic

David Burnell Smith in his thesis on "Reel Justice: The Movies' View of the American Legal System," states that The Cinema takes an injustice and makes it just, taking the plot line in the direction it chooses to better satisfy the movie public. It's done for the perception rather than the reality because that's the best that a medium with a time limit of about two hours in a theatre can possibly do. Justice and law are usually simplified in films. The film may be insightful and complex, but it is also a compression, a dramatization and a distortion of actual truth. It can never fully reveal the comprehensive nature and the multiple shades of grey in real life. This limitation of time and the necessity of a dramatic pace are fundamental flaws of all motion pictures, including documentaries (Smith, 1995).

Ahmet Utku Özensoy in his journal on "Use of Movies in Human Rights and Democracy Teaching" states that It has been revealed that movies should be used in teaching human rights and democracy issues in general. In this way, it has been found that both cognitive and affective subjects can be learned permanently. It has been concluded that movies can be used effectively in value teaching such as equality, freedom, peace, justice, respect, love, tolerance, responsibility, democratic attitude, benevolence and empathy. Finally, it is concluded that movies based on real events should be used in the social studies course (Özensoy, 2019).

Ayşegül Senarslan in his journal on "How the Justice System is Portrayed in Turkish Movies" states that Justice, whether revealed in the courtroom or not, must be shown accurately by the industry. I do not wish for the industry to never harm the judicial system in melodramas, or to have the "let the snake that doesn't bite me, live a thousand years"2 attitudes. Wishing these means not obtaining the benefit of the criticism that the cinema will offer since it is one of the most important media. An effort is needed to question the judicial

system through cinema. In this way, examining heroes from all aspects before announcing them as popular heroes and breaking the acceptance of "an eye for an eye justice" imprinted in the minds of the public by the cinema would be possible. The analysis and criticism of the justice system, or both fair and unfair legal decisions by the cinema, which is the strongest medium of the contemporary age, will accomplish a meaningful meeting of cinema and the justice system. This meaningful meeting will directly affect the public's understanding of law and justice (Senarslan, 2008)

Anna Garczewska in her journal on "Law And Administration in Post-Soviet Europe" states that Some films present justice system per se (The Bailiff, Immensity of Justice) others concentrate on social problems connected with legal issues – such as consequences of financial decisions in a system with unstable and complicated legislation (Saviour's Square) or family matters (Dad, Nothing). There are movies that show victims becoming perpetrators because of the failure of the justice system (Father's Law, Th e Debt, The Lynch) or people to fall the victims due to political connections of the lawyers (The Closed Circuit) (Garczewska, 2014)

Charles Crawford in his journal "Law Enforcement and Popular Movies: Hollywood as a Teaching Tool in the Classroom" states that given the change of themes in Hollywood's portrayal of law enforcement, is it possible to use popular films as a teaching tool in the classroom? Based on much of my class discussion, I came to answer this question in the affirmative. Consequently, I began to look at the major themes in Hollywood's portrayal of police and created one of my favourite lectures and a popular class activity among my students. I believe that all instructors are looking for innovative ways to bring topics to life in the classroom, and I felt that this activity would be unique, creative, informative and fun. This activity would also bring together both my love of film and interest in research and teaching (Crawford, 2015)

Meena T Pillai in her journal "Matriliny to Masculinity, Performing modernity and gender in Malayalam cinema" states that Cinema remains an arch collaborator in shaping this cultural imaginary. There is a persistence of traditional discourses in constituting gendered subjectivities in spite of social and economic changes. The revivalist ideology of Malayalam cinema points towards the communalization of the public sphere and the crumbling of its social democratic egalitarian ideals and a re-traditionalization of intimacy in the era of liberalization. Though Kerala society has undergone rapid advancement in terms of socioeconomic indices, gender inequality has been restructured and reproduced in con-temporary Malayalam cinema in tune to the new socioeconomic realities. Early Malayalam cinema's propensity for the cinematic genre of social, set in a contemporary milieu and dealing with issues of social relevance. However, what marks the socials of this period was the predominant influence of the theatre (Pillai, 2013).

Wanwarang Maisuwong in his research on The Promotion of American Culture through Hollywood Movies to the World states that Film is a type of broadcasting media, but to me, film conducts two-way-communication process. Films carry the message and distribute to the viewers around the world. It seems that people only perceive the messages without any

response or feedback. It's true. But the audiences respond to those films via their actions as it's has been mentioned that films influence or alter human behaviour more or less. When people are exposed to films Film provides motion picture, large image, and concrete impressive. It has an ability to capture imagination and it's a powerful medium. The viewers can sense the expression of all characters visually. Film is a narrative style that depends of the personal perception and discourse. It contains psychological messages and it's often a rhetorical device of social circumstances, political situations, real life aspect, and so forth (Maisuwong, 2012).

Tina Kubrak on her article on Impact of Films: Changes in Young People's Attitudes after Watching a Movie states that The influence of films can be investigated through a survey of viewers; based on this, conclusions are drawn about the links between a person's attitudes and his/her viewer experience, such as in the study of gender attitudes and their correlations with teen movie-viewing habits. In experimental studies, exposure effects are detected using pre- and post-film questionnaires; however, the time interval between testing and a film screening, such as a few weeks before viewing the film or a several days after can lead to distortion of the results that are caused by the influence on the viewers' attitudes of other factors besides the film; moreover, usually it is not investigated whether new attitudes are retained over time (Kubrak, 2020).

Roger Savoy on his article on How Movies Affect the Society and the Current Generation states that Some films are based on real-life past events. Such movies aim at enlightening some cultures and inform the society on what to do. Sometimes when the culture is terrible, we can learn its adverse effects through movies. Sometimes we may not know if what we are practicing is right or not. However, movies give us a different perspective that we might have overlooked for ages. It enhances our understanding and enables us to find the best approach regarding our practices. Films help us to understand some aspects of life that we do not know. At times, we have a false impression of some cultures. However, when they are filmed, we understand more and get the right data (Savory, 2020).

Samuel Sudhakar on his article on "Social Impact of Films" states that the primary role of cinema in society is to provide entertainment, impart education and teach positive values. It can project ideas and themes that are nationally desirable thereby helping in healthy growth of a nation. It should aim to portray social issues (though not commercially viable to them) to strengthen pro-social behaviour which can eventually lead to social harmony. In addition, it is equally important to check undesirable, unhealthy and dangerous ideas getting promoted. Films can motivate you, inspire you to live a bit differently and even transform your beliefs. So next time you're going to settle down to a film with friends or family, why not watch one of these incredible films about social change (Sudhakar, 2018).

3.3 Conclusion

The review of literature conducted in this study has provided a comprehensive overview and analysis of existing research and scholarly works related to the chosen topic. The findings from the literature review contribute valuable insights and knowledge that support the research objectives and help address the research questions or hypotheses.

Throughout the review, various themes, trends, and gaps in the literature have been identified and discussed. The literature review has highlighted the current state of knowledge in the field, including key theories, concepts, and methodologies that have been employed in previous studies. It has also revealed areas where further research is needed to expand our understanding and fill the existing gaps.

CHAPTER 4: METHODOLOGY

4.1 Introduction

Methodology in research refers to the systematic and theoretical analysis of the methods and principles applied in a particular field of study. A good methodology should enable a researcher to gather and analyze data that is valid, reliable, and relevant to the research question or hypothesis

The methodology section of a research paper typically outlines the approach that the researcher used to collect and analyse data. The methodology in research plays a crucial role in ensuring that the research is conducted in a systematic and rigorous manner, and that the findings are reliable, valid, and relevant to the research question or hypothesis.

4.2 Method for the Study

Quantitative Analysis method is used in this research. Quantitative analysis is a technique that uses mathematical and statistical modelling, measurement and research to understand behaviour. Quantitative analysts represent a given reality in terms of a numerical value.

4.3 Variables

Variables are the measurable or observable characteristics or factors that can change or vary. They are essential components of research studies as they are used to represent, measure, and analyse the concepts, phenomena, or relationships being investigated. There are two types of variables; Independent variable and dependent variable. The independent variable is manipulated or controlled by the researcher. It is the variable that is presumed to have an effect on the dependent variable. The dependent variable is the variable that is being studied or observed to determine the effect of the independent variable. It is the variable that is presumed to change as a result of the manipulation of the independent variable.

Independent Variable: Malayalam Movies

Dependent Variable: Awareness of civil laws and rights

4.4 Samples of the study

Sample is a group of people, objects or items that are taken from a larger population for measurement. Population and samples are important aspects of a research. Population refers to the set of individuals from which a statistical sample is drawn for a study. A sample is the smaller set or manageable version of the population. Sample size can be defined as the number of individuals in a sample. For this research a total of 200 samples were covered through purposive sampling. The researcher tried to cover wide geographical area in order to ensure unbiased result.

4.5 Descriptions of the tools used in the study

The tool used in the study is questionnaire

4.6 Administration of the tool

The questionnaire was administered via google form to the population by the researcher to collect responses.

4.7 Statistical techniques used for the study

 Descriptive analysis

Descriptive techniques often include constructing tables of means and quantities. Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. They are broken down to measure central tendency and measure of variability. Measures of the central tendency include Mean while measure of variability includes the standard deviation.

CHAPTER 5: ANALYSIS AND DISCUSSION OF THE DATA

5.1 Introduction

This chapter tries to analyse and interprets the collected data from the 200 respondents who participated in the research the role of Malayalam movies promoting gender equality. For the analysis, I used the software IBM SPSS Statistics20. The result and findings derived are given below. The results are shown with the help of tables.

1. AGE

	Frequency	Percent
13 to 19	18	13.7
20 to 29	64	48.9
30 to 39	21	16.0
40 to 49	14	10.7
50 to 59	14	10.7
Total	131	100.0

Table 1

Table 1 shows the analysis of age. The researcher divided the age group into 5 categories: 13 to 19, 20 to 29, 30 to 39, 40 to 49, and 50 to 59. Among them 48.9% is from 20 to 29 category, 16.0% is from 30 to 39 category, 13.7% is from 13 to 19 category and 10.7% is from each 40 to 49 category and 50 to 59 category. The age of respondents has a Mean value of 2.56 and Standard Deviation of 1.17.

2. Gender

	Frequency	Percent
Female	81	61.8
Male	50	38.2
Total	131	100.0

Table 2

The genders (Table 2) are categorized in to male, female, and others. Among the 131 respondents, 61.8% are female and 38.2% are male. The gender has a Mean value of 1.38 and Standard Deviation of 0.488.

3. Do you watch Malayalam movies regularly?

	Frequency	Percent
Always	92	70.2
Once	1	.8
Sometimes	36	27.5
Never	2	1.5
Total	131	100.0

Table 3

Out of the 131 respondents, 92 (70.2%) answered Always indicating that they consistently watch Malayalam movies 36 (27.5%) respondents answered Sometimes. Only 1 (0.8%) respondent answered "Once. Lastly, 2 (1.5%) respondents answered Never. This has Mean value of 1.60 and Standard Deviation of 0.942.

4. Why do you watch movies?

	Frequency	Percent
Information	12	9.2
Entertainment	108	82.4
Any Other	11	8.4
Total	131	100.0

Table 4

Table 4 shows the responses of 131 participants in the research.82.4% of respondents responded that they are watching movies for entertainment and 9.2% watches for

information. While 8.4% responded for any other option. This has Mean value of 1.99 and Standard Deviation of 0.441.

5. Which kind of movies do you like?

	Frequency	Percent
Thriller	57	43.5
Action	20	15.3
Romantic	28	21.4
Legal	7	5.3
Others	19	14.5
Total	131	100.0

Table 5

Table 5 shows 43.5% of respondents watch Thriller movies. 21.4 % respondents watch Romantic movies. 15.3% respondents watch action movies. 14.5 watch other categories while only 5.3% respondents watch Legal movies. This has Mean value of 2.32 and Standard Deviation of 1.443.

6. Movies influences you in your activities

	Frequency	Percent
Always	54	41.2
Once	2	1.5
Sometimes	56	42.7
Never	19	14.5
Total	131	100.0

Table 6

Table 6 shows the responses of 131 participants in the research.42.7% of respondents responded "Sometimes", 41.2% of respondents responded "Always", 14.5% of respondents responded "Never" and only 1.5% of respondent responded "Once". This has Mean value of 2.31 and Standard Deviation of 1.156

7. Do you know civil laws and rights mentioned in Indian constitution?

	Frequency	Percent
Yes I know	53	40.5
I don't know	24	18.3
I know little bit	54	41.2
Total	131	100.0

Table 7

Table7 shows the responses of 131 participants in the research. 41.2% of respondents know civil laws and right little bit and 40.5% of respondents know civil laws and right. While 18.3% of respondents don't know the civil law and right. This has Mean value of 2.01 and Standard Deviation of .907

8.   Do you prefer watching legal movies?

	Frequency	Percent
Always	66	50.4
Once	2	1.5
Sometimes	56	42.7
Never	7	5.3
Total	131	100.0

Table 8

Table 8 shows the responses of 131 participants in the research. 50.4% of respondents responded "Always", 41.7% of respondents responded "Sometimes", 5.3% of respondents responded "Never" and only 1.5% of respondent responded "Once". This has Mean value of 2.19 and Standard Deviation of 1.009.

9. Do you agree that legal movies are becoming a trend now days?

	Frequency	Percent
Strongly Agree	41	31.3
Agree	38	29.0
Neutral	39	29.8
Disagree	12	9.2
Strongly disagree	1	.8
Total	131	100.0

Table 9

Table 9 shows that a majority of the respondents (31.3%) strongly believed that legal movies are becoming a trend, while a relatively low percent (29.8%) opted to stay on neutral about the trend and 29% of the respondent agrees the statement. 9.2% of respondent disagrees this statement. 8% strongly of strongly disagrees. This has Mean value of 2.19 and Standard Deviation of 1.009.

10. In your opinion showing civil laws and rights through movies are right?

	Frequency	Percent
Strongly agree	48	36.6
Agree	49	37.4
Neutral	31	23.7
Disagree	2	1.5
Strongly Disagree	1	.8
Total	131	100.0

Table 10

Table 10 shows the responses of 131 participants in the research. 37.4% agrees that showing civil laws and rights through movies are right. 36.6% strongly agree that showing civil laws and rights through movies are right. 23.7% of respondents are neutral. While only 8% respondents strongly disagree. This has Mean value of 1.92 and Standard Deviation of 0.856

11. Civil law and rights in movies are true

	Frequency	Percent
Strongly Agree	36	27.5
Agree	35	26.7
Neutral	52	39.7
Disagree	7	5.3
Strongly Disagree	1	.8
Total	131	100.0

Table 11

Table 11 shows the responses of 131 participants in the research. 39.7% respondents stays neutral about the statement. 27.5% respondents strongly agree that Civil law and rights in movies are true. 26.7% agrees the statement. 5.3% disagrees that. While only 0.8% strongly disagrees. This has Mean value of 2.25 and Standard Deviation of 0.947

12. Did you get to know civil laws and rights for the first time through Malayalam movies?

	Frequency	Percent
Yes	88	67.2
No	43	32.8
Total	131	100.0

Table 12

Table 12 shows the responses of 131 participants in the research. 67.2% of the total participants answer positively whereas 32.8% give negative answers to the question. This has Mean value of 1.33 and Standard Deviation of 0.471

13. Do you understand the civil laws mentioned in the movies?

	Frequency	Percent
Always	83	63.4
Once	3	2.3
Sometime	38	29.0
Never	7	5.3

Table 13

63.4% of respondents responded "Always", 29% of respondents responded "Sometimes", 5.3% of respondents responded "Never" and only 2.3% of respondent responded "Once". This has Mean value of 1.76 and Standard Deviation of 1.044

14. Movies with such civil law help common people

	Frequency	Percent
Strongly Agree	43	32.8
Agree	62	47.3
Neutral	22	16.8
Disagree	2	1.5
Strongly Disagree	2	1.5
Total	131	100.0

Table 14 Table 14

shows the responses of 131 participants in the research.47.3% respondents agree that Movies with such civil law help common people.32.8%respondents responded strongly agree and 16.8% respondents stays neutral to the statements. While 1.5% respondents responded each disagrees and strongly disagrees. This has Mean value of 1.92 and Standard Deviation of 0.832

15. Did the representation of civil law seen in the movie help you to understand its implication?

	Frequency	Percent
Always	69	52.7
Once	6	4.6
Sometimes	42	32.1
Never	14	10.7
Total	131	100.0

Table 15

52.7% of respondents responded "Always", 32.1% of respondents responded "Sometimes", 510.7% of respondents responded "Never" and only 4.6% of respondent responded "Once". This has Mean value of 2.01 and Standard Deviation of 1.133

5.2 Findings

The research aimed to explore The Role of Malayalam Movies in Educating Civil Laws and Rights among 130 participants. The majority of the participants were between 20 to 29 years of age and 61.8% were female. Most of the participants were always watch Malayalam movies for entertainment. Thriller movies are favorite majority of participants. 42.7% participants stays sometimes movie influence their activity while 41.2% participants says always movie influence their activity. Most of the people know fully or partially Indian constitutional civil laws and rights. 50.4%participants prefer to watch legal movies to watch. Most of the participants strongly agrees that legal movies becoming trend. Participants agree that showing laws and right through movies are good. While 52% respondents stays neutral about the civil laws and right through movies are true.67.2% says they get to know civil laws rights for the first through Malayalam movies most of them always understand laws mentioned in the movies. High numbers of participants says that those laws showed by movies will common people and they understand its implication.

5.3 Discussion

The findings of this research shed light on The Role of Malayalam Movies in Educating Civil Laws and Rights among the sample of130 participants. Overall the results suggest that the Malayalam movies have role in educating civil laws and right. And many believe that it helps common people for implication.

One interesting finding is that most participants believe that Malayalam movies are helping the common people to know their right. Many participants say that the law mentioned in the movies is easy to understand.

In conclusion, Malayalam movies have played a significant role in educating people about civil laws and rights. By portraying real-life situations and highlighting various legal issues, these movies have helped to raise awareness and create a more informed and empowered society.

CHAPTER 6: SUMMARY, CONCLUSION, AND SUGGESTIONS

6.1 Introduction

This chapter discusses the major findings of the study. This chapter is divided as a conclusion, implications of the study and suggestions for further research & also this is the final chapter of the research study which is conducted.

6.2 Purpose of the study

This paper is aimed to explore and analyse the role of Mollywood in creating awareness and education on civil laws and rights.

6.3 Re-statement of the problem

Despite the potential of Malayalam movies to educate the public about civil laws and rights, there is a lack of research on the extent to which these movies effectively communicate legal concepts and promote awareness of civil rights. As a result, it is unclear how effective Malayalam movies are in educating the public about civil laws and rights, and whether they have a significant impact on viewers' attitudes and behaviors towards these issues. Therefore, there is a need for research that examines the role of Malayalam movies in educating the public about civil laws and rights and evaluates their effectiveness in promoting awareness and understanding of these important legal concepts

6.4 Conclusion based on the findings of the study

Based on the findings, it can be concluded that Malayalam movies play a significant role in educating civil laws and rights among the participants. Majority of the participants watch Malayalam movies for entertainment and prefer thriller movies. A substantial percentage of participants feel that movies influence their activities, and many of them prefer legal movies. The majority of participants had partial or complete knowledge about Indian constitutional civil laws and rights.

It is notable that more than half of the participants agreed that legal movies are becoming a trend and showing laws and rights through movies is beneficial. A significant percentage of participants got to know civil laws and rights for the first time through Malayalam movies. Also, most participants can understand the laws mentioned in the movies and believe that common people can understand its implication.

However, it is important to note that more than half of the respondents were neutral about whether civil laws and rights shown through movies are accurate. Therefore, further research may be needed to explore the accuracy of the portrayal of civil laws and rights in Malayalam movies. Overall, the findings suggest that Malayalam movies have a positive impact on educating people about civil laws and rights.

6.5 Suggestions for further research

Here are two suggestions the researcher would like to put forward for further research based on the findings:

1. Encourage the production of legal movies: As per the research, more than 50% of participants prefer to watch legal movies, and most participants agree that legal movies are becoming a trend. Therefore, the movie industry should produce more legal movies to educate people about civil laws and rights.

2. Conduct further research: The research was conducted with a limited sample size of 131 participants. Therefore, conducting further research with a larger sample size can provide a better understanding of the role of Malayalam movies in educating civil laws and rights among the general population.

Bibliography

(n.d.).

Crawford, C. (2015). Law Enforcement and Popular Movies:Hollywood as a Teaching Tool in the Classroom. *Journal of Criminal Justice and Popular Culture*, 5.

Garczewska, A. (2014). Law and Administration in Post-Soviet Europe. *Sciendo*.

Kubrak, T. (2020). Impact of Films: Changes in Young People's Attitudes after Watching a Movie. *National Library of Medicine* .

Maisuwong, M. (2012). The Promotion of American Culture through Hollywood. *International Journal of Engineering Research & Technology (IJERT*, 7.

Özensoy*, A. U. (2019). Use of Movies in Human Rights and Democracy Teaching. *International Journal of Education & Literacy Studies*, 7.

Özensoy, A. U. (2019). Use of Movies in Human Rights and Democracy Teaching. *International Journal of Education & Literacy Studies*, 7.

Pillai, M. T. (2013). Matriliny to Masculinity ,Performing modernity and gender in malayalam movie. In K. Gokulsing, & W. Dissanayake, *Routledge Handbook of Indian Cinemas.* Newyork: Routledge.

Savory, R. (2020, February 6). *How Movies Affect the Society and the Current Generation.* Retrieved February 1, 2023, from Filmink: https://www.filmink.com.au/movies-affect-society-current-generation/

ŞENARSLAN , A. (2008). How the Justice System is Portrayed in Turkish Movies. *Ankara Bar Review*, 4.

Senarslan, A. (2008). How the Justice System is Portrayed in Turkish Movies. *Ankara Bar Review*, 4.

Smith, D. B. (1995, August). *Document Preview*. Retrieved February 1, 2023, from ProQuest: https://www.proquest.com/openview/d127ae1b5f44d307c390b6c1290c8510/1?pq-origsite=gscholar&cbl=18750&diss=y

Sudhakar, S. (2018, July 30). *Social Impact of Films*. Retrieved February 1, 2023, from Tedxhyderaba: https://tedxhyderabad.com/social-impact-of-films/

Appendix

1. Age group
   - 13 to 19
   - 20 to 29
   - 30 to 39
   - 40 to 49

2. Gender
   - Female
   - Male
   - Others

3. Do you watch Malayalam movies regularly?
   - Always
   - Once
   - Sometimes
   - Never

4. Why do you watch movies?
   - Information
   - Entertainment
   - Any other

5. Which kind of movies do you like ?
   - Thriller,
   - Action,
   - Romantic,
   - Legal,
   - Others

6. Movies influences you in your activities
   - Always
   - Once
   - Sometimes
   - Never

7. Do you know civil laws and rights mentioned in Indian constitution?

- Yes I know
- No I don't know
- I know little bit

8. Do you prefer watching legal movies
    - Always
    - Once
    - Sometimes
    - Never

9. Do you agree that legal movies are becoming a trend now a days?
    - Strongly agree,
    - Agree,
    - Neutral
    - Disagree,
    - Strongly disagree

10. In your opinion showing civil laws and rights through movies are right?
    - Strongly agree,
    - Agree,
    - Disagree,
    - Strongly disagree

11. Civil law and rights in movies are true
    - Strongly agree,
    - Agree,
    - Disagree,
    - Strongly disagree

12. Did you get to know civil laws and rights for the first time through Malayalam movies?
    - Yes
    - No

13. Do you understand the civil laws mentioned in the movies?
    - Always
    - Once
    - Sometimes
    - Never

14. Movies with such civil law help common people
    - Strongly agree,
    - Agree,

- Disagree,
- Strongly disagree

15. Did the representation of civil law seen in the movie help you to understand its implication?
    - Always
    - Once
    - Sometimes
    - Never

THE ROLE OF MALAYALAM MOVIES

IN PROMOTING GENDER EQUALITY

BY

ANAGHA K T

Reg. No. C1GMCJ1004

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DON BOSCO ARTS AND SCIENCE COLLEGE

ANGADIKADAVU

April-2023

THE ROLE OF MALAYALAM MOVIES

IN PROMOTING GENDER EQUALITY

DISSERTATION SUBMITTED TO THE KANNUR UNIVERSITY IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

BY

ANAGHA K T

Reg. No. C1GMCJ1004

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU, IRITTY, KANNUR – 670706

APRIL 2023

DEPARTMENT OF

MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU, KANNUR

CERTIFICATE

This is to certify that the dissertation entitled, "**THE ROLE MALAYALAM MOVIES IN PROMOTING GENDER EQUALITY**" is a Bonafede record of work done by ANAGHA K T under the guidance of Dr. Fr. Bastin Nellissery in partial fulfilment of the requirement for the award of the degree of Master Of Arts In Journalism And Mass Communication during the period of her study in the Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu, Kannur, affiliated to the Kannur University.

DR. FR. BASTIN NELLISSERY

Head, Department of Mass Communication & Journalism

Don Bosco Arts and Science College

DECLARATION

I, **ANAGHA K T**, the undersigned, hereby declare that the dissertation entitled, "**THE ROLE OF MALAYALAM MOVIES IN PROMOTING GENDER EQUALITY**" submitted to the Kannur University, in partial fulfilment of the requirement for the award of the degree of Master of Arts in Journalism & Mass Communication, is a Bonafede work done by me under the guidance of Dr. Fr. Bastin Nellissery, Head, Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu. This work has not been placed by anybody in the University for the Award of any degree or diploma.

ANGADIKADAVU   ANAGHA K T, APRIL 2023

ACKNOWLEDGEMENT

I sincerely wish to express my deep sense of gratitude to all those who helped and supported me to complete the work. First and foremost, I thank God Almighty who strengthened me at every moment and through whom I do all the things.

I would like to extend my sincere words of gratitude to Fr. Dr. Francis Karackat (Principal, Don Bosco Arts and Science College), Dr. Fr. Bastin Nellissery, Head, Department of Mass Communication & Journalism, and my supervisor, whose assistance, guidance and inspiration helped me to complete this study. I also thank other faculty members and the Library Staff for their immense help and assistance during the identification of the topic, literature search and review preparation.

On this occasion I thank all the respondents for their cooperation and availability. I also wish to express sincere thanks to my parents and friends who have always supported and encouraged me to finish the research work successfully.

ANAGHA K T

ABSTRACT

This research studies the role of Malayalam movies in promoting gender equality. The study examines how movies are portrayed women and addresses gender-based discrimination and inequality. The role of Malayalam movies in promoting gender equality has been significant in recent years. These movies have portrayed strong and independent female characters, tackled sensitive issues like domestic violence and sexual harassment, and provided a platform for women filmmakers and actors. By doing so, these movies have challenged societal norms and stereotypes, raised awareness about gender inequality, and promoted the empowerment of women. Overall, the impact of Malayalam movies on promoting gender equality has been crucial in creating a more gender-equal society.

Key Words: Malayalam movies, Gender equality, Influence

LIST OF TABLES

Table of Contents

CHAPTER I

GENERAL INTRODUCTION

1.1 Introduction

Gender inequality is a pervasive issue in societies around the world. Despite progress made in recent years, gender-based discrimination and violence continue to impact the lives of women and girls. In India, where patriarchal norms and cultural traditions are deeply entrenched, the struggle for gender equality remains an ongoing challenge. However, the role of media, particularly movies, in shaping societal attitudes and perceptions cannot be ignored. Malayalam movies, which are a prominent part of the Indian film industry, have been at the forefront of promoting gender equality in recent years. This research study seeks to explore the role of Malayalam movies in promoting gender equality. This study examines how movies have portrayed women and addressed gender-based discrimination and inequality. The study aims to contribute to a better understanding of the impact of media on promoting gender equality and to highlight the potential of Malayalam movies as a powerful tool for social change. movies, plays a significant role in shaping societal attitudes and perceptions. Movies have the power to influence how people view the world, including their views on gender roles and equality. The Malayalam film industry, which is based in the state of Kerala, has produced a number of critically acclaimed and commercially successful movies in recent years. These movies have addressed sensitive issues related to gender inequality and discrimination, and have portrayed strong and independent female characters who challenge gender norms and stereotypes. Moreover, Malayalam movies have provided a platform for women filmmakers and actors, helping to break gender barriers and promote gender equality in the film industry.

1.2 Need and Significance of the study

The need for a study on the role of Malayalam movies in promoting gender equality stems from the persistence of gender inequality and discrimination, and the potential of media, particularly movies, to shape societal attitudes and perceptions. While there has been progress in recent years, gender-based violence, discrimination, and limited opportunities continue to impact women and girls. Therefore, understanding the role that movies play in promoting gender

equality is essential to developing effective strategies for addressing gender inequality and promoting social change.

1.3 Operational definitions of key Words

Malayalam movies

Malayalam movie refers to films produced in the Malayalam language, which is primarily spoken in the Indian state of Kerala. The Malayalam film industry, also known as Mollywood, is the fourth largest film industry in India, after Bollywood, Tamil, and Telugu industries.

Gender equality

Gender equality refers to the concept that all individuals, regardless of their gender, should have equal access to opportunities, rights, and resources in society. This means that both men and women should have the same access to education, healthcare, employment, political participation, and other areas of life. Gender equality also means that individuals should be free from discrimination and violence based on their gender.

Influence

Influence refers to the ability of one person, group, or entity to affect the opinions, behaviors, or actions of others. Influence can take many different forms, ranging from the use of authority or power to persuasion through communication and social interaction.

1.4 Objective of the Study
- To study the shift of attitude in gender role defined by society through the influence of Malayalam Movies.
- To examine the role of women portrayed in the movies – shifting attitude from housekeeping to leader role in the society.
- To find out the cause of changing the superstardom to female lead movies.

1.5 Methodology of Research

Quantitative methodology was used for the research. Quantitative research is the process of collecting and analysing numerical data.

1.6 Hypothesis/research question

There is no influence of Malayalam movies in promoting gender equality.

1.7 Population of the Study

The age group of the populations is from 18-50. The data is collected using a questionnaire via Google form.

1.8 Scope and Limitation of the Study

Scope

The study focuses on the role of Malayalam movies in promoting gender equality

Limitations

The research is conducted within the limited circle of knowledge and resources of the researcher and the study is based on particular samples collected from 18-50.

1.9 Organization of the Report

Chapter 1 consists of the need and significant of the study, statement of the problem, operational definition, objectives, methodology, scope and limitation of the study. Chapter 2 consists of theoretical overview. Chapter 3 consists of the review of the literature of the studies related to the topic. Chapter 4 consists of the methodology of the study, the variables, samples, description of the tool and administration of the tool. Chapter 5 consists of the analysis and interpretation of the content. Chapter 6 consist of the summary, conclusion and suggestion of the study. The implication of the study and the suggestion for further research are discussed

CHAPTER II

THEORETICAL OVERVIEW

AGENDA- SETTING THEORY

Agenda-setting theory proposes that media coverage shapes the public's perception of important issues. The research investigates how Malayalam movies play a crucial role in changing the stereotyping mindset to embrace the gender equality.

One theoretical framework that helps explain the impact of movies on people's lives is cultivation theory. Developed by communication scholars George Gerbner and Larry Gross, cultivation theory suggests that prolonged exposure to media, including movies, can shape individuals' perceptions of reality and influence their beliefs and behaviours. According to this theory, repeated exposure to certain themes, values, and portrayals in movies can gradually shape individuals' perceptions of social reality, leading them to adopt those perceptions as their own, even if they may not be entirely accurate.

These are just a few examples of communication theories that could be applied to this research. Ultimately the choice of theory will depend on the research questions and objectives, as well as the specific context and sample population.

CHAPTER III

REVIEW OF LITERATURE

3.1. Introduction

A literature review summarizes and synthesizes the existing scholarly research on a particular topic. Literature reviews are a form of academic writing commonly used in the sciences, social sciences, and humanities. However, unlike research papers, which establish new arguments and make original contributions, literature reviews organize and present existing research. To research on the gender equality in Mollywood, a few select periodical and journal articles are reviewed in this chapter.

3. 2. Review of literature related to the topic

Tara S Nair in her research paper entitled "Women in Cinema Collective and the Malayalam Film Industry," says that the formation of the collective not only challenges the patriarchal world view of Indian cinema, but has dragged into the limelight the ugly underbelly of commercial film-making controlled by cliques, cartels, and celebrity power. On a more positive front, it prepares the ground for women who are joining the film industry in larger numbers to lay claim to legitimate spaces for self-actualization and creative satisfaction. It presented a set of demands to the state administration, which include the formation of anti-harassment cells during film production, increased representation of women on movie sets, equal remuneration, and a safe working environment throughout the film-making process for female artists and technicians. The Government of Kerala has responded by constituting a committee under K Hema, a retired judge of the high court, to investigate the working conditions of women in the Malayalam film industry. It tabled the issue of film workers' rights to equal opportunity and equal pay as the most important. The WCC puts forward, in whatever preliminary form, a collective alternative voice to the patriarchal feudalism that rules the industry's conduct at all levels; it draws attention to the labor and production practices followed in cinema-making, which have developed to be illiberal, antiwomen, and collusive (Nair, 2017).

Jimin S. Mathew and Alna Mariya Isac in their joint reseach on "From Resistance to Leadership: The Role of the Women in Cinema Collective (WCC) in 'Voicing the Women' in the Malayalam Film Industry," examines the WCC's inception as a collective resistance to patriarchal privileges, analyses the limitations and dynamics of cinema workspaces, and looks at how dialogues continue to bring change, urging an investigation into gender issues and the difficulties that women in the industry face. On February 17, 2017 a popular film actress in the Malayalam film industry was sexually assaulted and harassed in a running vehicle as she was returning from work. The heinous crime was a blow to the conscience of the state of Kerala which is considered the most educated and well governed state with btter living conditions, when compared to all the other states in India. It revealed the long silenced and unquestioned reality of gender issues related to the safety of women, pay parity, exploitation, etc., in the Malayalam film industry. Though the inception of the Women in Cinema Collective (WCC) resulted from the chaotic situation of an unfortunate incident, this was the beginning of a resistance movement against the existing and persistent gender problems in the Malayalam film industry (Mathew & Isac, 2021).

Deepthi Vijayan in her research on "Feminism and Representation of Women Identities in Women Oriented Movies: A Case Study," explores whether the appearance of the so-called feminism in present female oriented Malayalam movies is for real or unreal. The article looks at movies by giving a major importance to female oriented subjects. Women in modern time are studied from a critical point of view as they are represented in the movies, having the principal place and also as they are shown in the promos. It focuses on how liberated are the women of present, especially in the times when the prediction is that they are empowered. The study concludes that women in these movies are conceptualized as modern women but they actually are a modification of traditional feminine identity (Vijayan, 2018).

Tomin Thomas and Tomson Thomas in their paper on "Tracing the Recast of Female Identity in Visual Media," state that Visual Media is the greatest tool of modern technology which not only provides knowledge and entertainment, but also plays a major role in the cultural

transmission of the modern social system. The article explores how film as a modern visual platform enhances the chance towards the representation of women in the present world. How film surfaces to the portrayal of the harsh realities of the time? The article explores the trauma and empowerment traced in the visual media by deeply analyzing certain selected movies from Mollywood (Thomas & Thomas, 2021).

Megha Elza John in her article entitled "Gender Stereotypes in Malayalam Cinema" says that the idea of 'gender' is considered to be a fundamental concept constructed as a consequence of social customs and practices rather than sexual differences. There is this expected way of behavior or a way of conducting themselves, from every social animal, based upon their assigned sex during the time of birth. This conventional thought of 'gender roles,' arises according to a society's beliefs about differences between the sexes. Sex and gender are totally different concepts. While sex is a biological concept, determined based on a person's primary sexual characteristics, on the other hand, gender is a social construct, based on the values and meanings that people attribute to different sexes. The article throws light on the gender stereotypes, the tip of the iceberg, associated with characters in Malayalam cinemas such as Kumbalangi Nights, The Great Indian Kitchen, and Sara's. Every regional film acts as a miniature format of the society it is made of. The filmmakers of the industry have to feel obligated to produce quality content that affects the people watching in a well-meaning manner. Since visual media like movies plays a great role in influencing the masses, it should consider itself as a tool of unlearning (John, 2022).

Namitha K. S in her research paper, "Portrayal of Masculinity in Malayalam Cinema: A Comparative Study of Great Indian Kitchen and Aarkaryam," states that The concept of masculinity and the representation of male remains a contested terrain in the recent Malayalam cinematic realm. It's a known fact that cinema has a persuasive impact on the public's view on women empowerment and gender equality. There have been attempts by Malayalam cinema to challenge the traditional gender roles and cultural practices within the society. The films such as *The Great Indian Kitchen (2021)* and *Aarkariyam (2021)* approach the notion of masculinity from different perspectives. The Great Indian Kitchen gives a glimpse of the hardhitting reality of the society and how patriarchy is deeply entrenched in our minds. On the other hand, Aarkariyam normalises the domestic space for men rather than glorifying or romanticizing men

for sharing equal space in the kitchen. This research article tries to delineate the portrayal of male figures in these films from a feminist gaze. The paper also attempts to analyse and compare the portrayal of masculinity in both films in terms of their ideologies and cultural norms (Namitha K. S, 2021).

Swapna Gopinath and Sony Jalarajan Raj in their joint research paper entitled "Gender construct as a narrative and text: The female protagonist in new-generation Malayalam cinema," state that new generation films aspire to offer a different experience through innovative narrative strategies and the promise of addressing issues that remained on the margins during the era of the superstars, whose interests drive social transformations. This has inspired new representations of women in films. However, womanhood in the new Malayali films, despite being set in the contemporary global and urban world, remains fettered by convention and stereotyped by the patriarchal hegemonic class. When depicting female identity in this globalized reality, cinema falters, failing to explore beyond superficialities; there is no real exploration of the female psyche and its potential. The images are those conditioned by gender-biased social institutions, and women characters end up being vain and trivial – with marriage and motherhood as the iconic female identities that every woman strives to achieve in life. These movies attempt a shallow probing into a womanhood that is supposedly liberated from the confines of patriarchy, but fail to rise above patriarchal norms and values; they end up using the same tactics and measures of female worth   (Gopinath & Raj, 2015).

Reshma Mariam Jacob in her article entitled "Transcending Gender Boundaries: An Introspection of Transvestism in Select Malayalam Movies" attempts to prove that gender identities are fluid, by analysing select Malayalam movies that feature transvestism. The paper throws light on the patriarchal ideologies that impose restrictions, even, on dressing. The paper highlights the social conditioning, from very old times, in which neither women nor men are allowed free expression and are tied under the iron chains of gender identities. The study mainly focuses on the movies Daya (1998) by Venu, Thillana Thillana (2003) by T. S. Saji, Rasathanthram (2006) by Sathyan Anthikkad, and Mayamohini (2012) by Jose Thomas. The paper calls into question the rigid patriarchal notions of how men and women must dress up. Cohan in Screening the Male: Exploring Masculinities in Hollywood Cinema describes

masculinity or femininity as "an effect of culture- a construction, a performance, a masquerade – rather than a universal and unchanging essence" (Jacob, 2019).

Dhanabalan Thangam, etc. all in their joint research paper, "The Portrayal of Women's Empowerment in Select Indian Movies," stated that the film industry, among other stakeholders, is taking steps to contribute to women's empowerment. In India, the film industry is seeking to change society by touching on topics that are rarely discussed in public. Contemporary directors have begun to give greater visibility to the problems women face. There is a new wave of women-centric movies that is bringing about a quiet rebellion in India (Thangam, Vaidya, Gopalakrishnan, & Kalyani, 2022). The article reveals how women's values are portrayed in select Indian movies: Fashion (2008), Band Baaja Baaraat (2010), No One Killed Jessica (2011), English Vinglish (2012), Queen (2013), NH10 (2015), Angry Indian Goddesses (2015), Pink (2016), Dangal (2016), Iruthi Suttru (2016), Jai Bhim (2021), and Shyam Singha Roy (2021).

The movies discussed in this article demonstrate the range of thought among filmmakers about the status of women in Indian society. Some directors think that the path to empowering women is wide open and need only be followed. Others recognize the obstacles on the road to women's equality and imagine they are easily overcome by individual women with enough determination. In those cases, women need to be conscious that their individuality is a precious achievement because a successful woman's personality has the power to influence other aspiring women. The most cutting-edge directors understand that the road to gender equality is not straight and that the obstacles to success are subtle and systemic, with both men and women silently accepting social traditions that stand in the way of full equality of women. As a new generation of directors gains dominance in the film industry, we can expect more innovative work that will challenge long-held prejudices and move society in the direction of supporting the development of women with independent ideas, goals, and dreams (Vaisnavi 2019).

Sonu Vincent in his article on "Gender & The Shaping of New Sensibilities In Malayalam Cinema" says that a few of the films in Malayalam cinema industry today are striking a strong blow against misogyny, which has otherwise been celebrated unapologetically for decades. Such interventions are shaking the grounds of patriarchal morality to lay the foundations of an alternative value system. Even when the film-makers are reluctant to address issues of gender and caste, in today's date, it has become increasingly difficult for them to get away with

regressive content in their cinema. The article centered on justice, equality, and dignity of the individual shapes new sensibilities and critical thinking (Vincent, 2021).

CHAPTER IV

METHODOLOGY

4.1 Introduction

Research methodology is the systematic approach and framework used by researchers to conduct and analyse research. It involves the selection of appropriate methods, techniques, and procedures to gather and interpret data, as well as the overall design and structure of a research study. Research methodology is a critical aspect of any research endeavour, as it helps ensure the validity, reliability, and generalizability of research findings. It provides a roadmap for researchers to follow, guiding them in the collection, analysis, and interpretation of data in a logical and organized manner. Various analytical methods are adapted to achieve the objectives of the topic, "The role of Malayalam movies in promoting gender equality"

4.2 Method for the Study

Quantitative Analysis method is used in this research. Quantitative analysis is a technique that uses mathematical and statistical modelling, measurement and research to understand behaviour. Quantitative analysts represent a given reality in terms of a numerical value.

4.3 Variables

variables are the measurable or observable characteristics or factors that can change or vary. They are essential components of research studies as they are used to represent, measure, and analyse the concepts, phenomena, or relationships being investigated. There are two types of variables; Independent variable and dependent variable. the independent variable is manipulated or controlled by the researcher. It is the variable that is presumed to have an effect on the dependent variable. The dependent variable is the variable that is being studied or observed to determine the effect of the independent variable. It is the variable that is presumed to change as a result of the manipulation of the independent variable.

Independent Variable: Malayalam movies

Dependent Variable: the level of gender equality in the society

4.4 Samples of the study

Sample is a group of people, objects or items that are taken from a larger population for measurement. Population and samples are important aspects of a research. Population refers to the set of individuals from which a statistical sample is drawn for a study. A sample is the smaller set or manageable version of the population. Sample size can be defined as the number of individuals in a sample. For this research a total of 200 samples were covered through purposive sampling. The researcher tried to cover wide geographical area in order to ensure unbiased result.

4.5 Descriptions of the tools used in the study

The study was conducted among people from the age of 18 -50.

4.6 Administration of the tool

The questionnaire was administered via google form to the population by the researcher to collect responses.

4.7 Statistical techniques used for the study

Descriptive analysis

Descriptive techniques often include constructing tables of means and quantities. Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. They are broken down to measure central tendency and measure of variability. Measures of the central tendency include Mean while measure of variability includes the standard deviation.

CHAPTER V

Analysis and Discussion of the Data

5.1 Introduction

This chapter tries to analyse and interpret the collected data from 200 respondents who participated in the research the role of Malayalam movies promoting gender equality. For the analysis, the researcher used the software IBM SPSS Statistics20. The result and findings derived are given below. The results are shown with the help of tables.

1. Age

		Frequency	Percent
	18-25	77	38.5
	26-35	97	48.5
Valid	36-45	20	10.0
	46-50	6	3.0
	Total	200	100.0

Table :1

Table 1 shows the analysis of age. The researcher divided the age group into 4 categories: 18-25, 26-35, 36-45, and 46-50. Among them 38.5% is from the 18-25 category, 48.5% is from the 26-35 category, 10% is from the 36-45category, and 3% is from the 46-50 category. The age of respondents has a Mean value of 1.78 and Standard Deviation of .746

2. Gender

		Frequency	Percent
	Male	112	56.0
Valid	Female	88	44.0
	Total	200	100.0

Table :2

The gender (Table:2) are categorized in to male, female, and others. Among the 200 respondents, 56% are male and 44% are female. The gender has a Mean value of 1.44 and Standard Deviation of .498

3. Marital status

		Frequency	Percent
Valid	Single	90	45.0
	Married	110	55.0
	Total	200	100.0

Table :3

The marital status (Table:3) are categorized in to single and married. Among 200 respondents, 45% are single and 55% are married. the marital status has Mean value of 1.55 and Standard Deviation of .499

4. Are you both employed?

		Frequency	Percent
Valid	Yes	131	65.5
	No	69	34.5
	Total	200	100.0

Table :4

Table: 4 shows the responses of 200 participants in the research. 65.5% of the total participants answer positively whereas 34.5% give negative answers to the question. It has Mean value of 1.35 and Standard Deviation of .477

5. Do you watch Malayalam movie?

		Frequency	Percent
Valid	Frequently	82	41.0
	sometimes	108	54.0
	Not at all	10	5.0
	Total	200	100.0

Table :5

Table 5 - Out of 200 respondents, 54 % watch Malayalam movies some times and 82 % watch frequently. This has Mean value of 1.64 and Standard Deviation of .576

6. Most of the women in Malayalam movies are portrayed as housewife

		Frequency	Percent
Valid	Strongly agree	10	5.0
	Agree	63	31.5
	Neutral	87	43.5
	Disagree	34	17.0
	Strongly disagree	6	3.0
	Total	200	100.0

Table :6

Table: 6 shows the responses of 200 participants in the research. 43% of respondents responded "Neutral" and 31.5% of respondents agree with the statement. While 17% of respondents remain disagree with the statement, 5% strongly agree that Most of the women in Malayalam movies are portrayed as housewives. This has Mean value of 2.82 and Standard Deviation of .880

7. Are you a victim of gender inequality in real life?

		Frequency	Percent
Valid	Often	20	10.0
	Sometimes	81	40.5
	Never	99	49.5
	Total	200	100.0

Table :7

Table: 7 shows the responses of 200 participants in the research. 49.5% of respondents responded "Never," 40.5% of respondents responded "Sometimes," and 10% of respondents responded "Often" to the question, "Are you a victim of gender inequality in real life" This has Mean value of 2.40 and Standard Deviation of .664.

8. Malayalam movie exhibit gender equalities

		Frequency	Percent
Valid	Strongly agree	10	5.0
	Agree	77	38.5
	Neutral	66	33.0
	Disagree	44	22.0
	Strongly disagree	3	1.5
	Total	200	100.0

Table :8

Table: 8 shows the responses of 200 participants in the research. 5% of respondents strongly agree and 38.5% of respondents agree with the statement. While 33% of respondents remains neutral with the statement, 22% of respondents disagree with the statement that Malayalam movies exhibit gender equalities. This has Mean value of 2.77 and Standard Deviation of .902

9. What are the types of gender inequality present in the movies?

		Frequency	Percent
Valid	Role	62	31.0
	Salary	58	29.0
	Both are right	64	32.0
	Both are wrong	16	8.0
	Total	200	100.0

Table :9

Table 9 suggests that an overwhelming majority of the respondents (92%) believed that gender inequality in the film industry is manifested very strongly either in the role or salary given to the actors or both in the cases. A relatively low percentage (8%) believed that gender inequality in the movies is not shown through role or salary. This has Mean value of 2.17 and Standard Deviation of .962

10. The role of female representation in Malayalam movies changed over the year

		Frequency	Percent
Valid	Strongly agree	25	12.5
	Agree	127	63.5
	Neutral	38	19.0
	Disagree	8	4.0
	Strongly disagree	2	1.0
	Total	200	100.0

Table :10

Table 10 shows that a majority of the respondents (76%) believed that the role of the female representation in Malayalam movies changed over the year, while a relatively low percent (19%) opted to stay neutral on the issue and a small percent (5%) of the respondents doesn't believe at all that there is a change in the role of female representation in Malayalam movies. This has Mean value of 2.18 and Standard Deviation of .733

11. There is a shift of women's role from home to office in Malayalam movie

		Frequency	Percent
Valid	Strongly agree	15	7.5
	Agree	120	60.0
	Neutral	52	26.0
	Disagree	12	6.0
	Strongly disagree	1	.5
	Total	200	100.0

Table :11

Table 11 shows that a majority of the respondents (67.5%) believed that there is a shift of women's role from home to office in Malayalam movie, while 26% of the respondents opted to stay neutral on the issue and a relatively low percent (6.5%) of the respondents doesn't believe at all that there is a shift of women's role from home to office in Malayalam movie. This has Mean value of 2.32 and Standard Deviation of .721

12. Access to education has made it possible for women to rise towards superstardom

		Frequency	Percent
Valid	Strongly agree	36	18.0
	Agree	120	60.0
	Neutral	32	16.0
	Disagree	11	5.5
	Strongly disagree	1	.5
	Total	200	100.0

Table :12

Table 12 shows that a majority of the respondents (78%) believed that access to education has made it possible for women to rise towards superstardom, while 16% of the respondents neither agree nor disagree with the statement and a relatively low percent (6%) of the respondents doesn't believe at all that access to education has made it possible for women to rise towards superstardom. This has Mean value of 2.11 and Standard Deviation of .773

13. women have more central roles in the movie today than in the past

		Frequency	Percent
Valid	Strongly agree	32	16.0
	Agree	134	67.0
	Neutral	26	13.0
	Disagree	8	4.0
	Total	200	100.0

Table :13

Table 13 shows that a majority of the respondents (83%) either agree or strongly agree to the statement "Women have more central roles in the movie today than in the past," while 13% of the respondents neither agree nor disagree with the statement and a relatively low percent (4%) of the respondents disagree with the statement. This has a Mean value of 2.05 and a Standard Deviation of .671

14. The portrayal of housewife in the movies influence your real life

		Frequency	Percent
Valid	Strongly agree	4	2.0
	Agree	70	35.0
	Neutral	50	25.0
	Disagree	66	33.0
	Strongly disagree	10	5.0
	Total	200	100.0

Table :14

Table 14 shows that there is no absolute majority of the opinion on the portrayal of housewife in the movies that influences real life. A comparatively similar percentage of those who agree or strongly agree (37%) and those who disagree or strongly disagree (38%) to the statement "The portrayal of housewife in the movies influence your real life," shows that there is no general consensus on the issue. 25% of respondents remain neutral on the statement. This has Mean value of 3.04 and a Standard Deviation of .981

15. You are ready to accept gender equality in Malayalam movies

		Frequency	Percent
Valid	Strongly agree	55	27.5
	Agree	104	52.0
	Neutral	19	9.5
	Disagree	17	8.5
	Strongly disagree	5	2.5
	Total	200	100.0

Table:15

Table 15 shows that a majority of respondents (79.5%) either strongly agree or agree that they are ready to accept gender equality in Malayalam movies. While 9.5% of respondents chose to remain neutral, 11% of respondents either disagree or strongly disagree to accept gender equality in Malayalam movies. This has a Mean value of 2.07 and Standard Deviation of .967

5.2 Findings

The research aimed to explore the role of Malayalam movies in promoting gender equality among 200 participants. The majority of the participants were between 18 to 35 years of age and 56% were male. Most participants were employed and married. The majority of participants reported that they watched Malayalam movies sometimes or frequently. Regarding the portrayal of women in Malayalam movies, 43.5% of participants were neutral, while 31.5% agreed that most women in these movies were portrayed as housewives. When asked about their experiences with gender inequality in real life, 49.5% of participants answered never. Regarding the gender equality in Malayalam movies, 38.55% agreed that these movies exhibit gender equalities. When asked about the types of gender inequality in Malayalam movies, 32% answered both are right. Additionally, the majority of participants agreed that there has been a shift in the portrayal of female representation and women's roles from home to office in Malayalam movies. Most participants agreed that access to education has made it possible for women to rise towards superstardom and that women have more central roles in the movie today than in the past. Furthermore, most participants were ready to accept gender equality in

Malayalam movies. However, there were mixed responses regarding the influence of the portrayal of housewives in the movies on real life.

5.3 Discussion

The findings of this research shed light on the perceptions of gender equality in Malayalam movies among a sample of 200 participants. Overall, the results suggest that participants are open to accepting gender equality in these movies, and many believe that there has been a shift towards more central and diverse roles for women in recent years.

One interesting finding is that a significant portion of participants believed that most women in Malayalam movies are portrayed as housewives. This perception is noteworthy, given that the portrayal of women in the media can have a significant impact on gender stereotypes and perceptions of gender roles in society. It suggests that there may be a need for greater representation of women in non-traditional roles in Malayalam movies to challenge these stereotypes.

Another interesting finding is that most participants reported being ready to accept gender equality in Malayalam movies. This suggests that there is a desire for greater representation and diversity in the portrayal of women in these movies. The fact that many participants also believe that there has been a shift towards more central and diverse roles for women in recent years is encouraging and suggests that this trend is moving in the right direction.

The study also found that access to education has made it possible for women to rise towards superstardom, indicating that educational empowerment can lead to greater opportunities for women in the entertainment industry. This is an important finding, as it highlights the need for greater investment in education for girls and women to promote gender equality and break down barriers to success in various fields.

In conclusion, this research contributes to a growing body of knowledge about the role of Malayalam movies in promoting gender equality. The findings highlight the need for greater representation and diversity in the portrayal of women in these movies and suggest that there is a growing acceptance of gender equality among audiences. The study provides important insights that can inform efforts to promote gender equality in the entertainment industry and beyond.

CHAPTER VI

SUMMARY, CONCLUSION, AND SUGGESTIONS

6.1 Introduction

This chapter discusses the major findings of the study. This chapter is divided as a conclusion, implications of the study and suggestions for further research & also this is the final chapter of the research study which is conducted.

6.2 Purpose of the study

The purpose of the study on the topic of the role of Malayalam movies in promoting gender equality would be to investigate the potential impact of popular culture on promoting gender equality in a specific context. The study would aim to examine the themes, messages, and representations of gender in Malayalam movies and assess how these might influence attitudes, beliefs, and behaviours related to gender equality among the audience.

6.3 Re-statement of the problem

Despite the growing awareness of gender issues in society, gender inequality remains a persistent problem in many parts of the world, including India. Popular culture, including movies, has been identified as a potential tool for promoting gender equality and challenging gender stereotypes. However, the role of Malayalam movies in promoting gender equality has not been adequately explored. Therefore, the problem statement is to investigate the potential impact of Malayalam movies on promoting gender equality in Kerala, India. Specifically, the study aims to examine the themes, messages, and representations of gender in popular Malayalam movies and assess how these might influence the attitudes, beliefs, and behaviours related to gender equality among the audience.

6.4 Conclusion based on the findings of the study

Based on the research conducted among 200 participants, it can be concluded that Malayalam movies play a significant role in promoting gender equality. The majority of participants were

under the age of 35, employed, and married. There was a fairly even distribution between male and female participants.

A significant percentage of participants reported watching Malayalam movies frequently or sometimes. However, there was a mixed response regarding the portrayal of women in these movies. While many participants felt that women were not solely portrayed as housewives, a sizeable portion remained neutral or disagreed with this statement. Regarding personal experiences of gender inequality, almost half of the participants reported experiencing it sometimes or often in real life. There was also a mixed response regarding the extent to which Malayalam movies exhibit gender equality.

In terms of types of gender inequality portrayed in Malayalam movies, participants were divided between role and salary inequality. However, the majority agreed that there has been a positive change in the representation of women in these movies over the years. Specifically, participants agreed that there has been a shift towards portraying women in professional roles outside of the home.

The majority of participants also agreed that access to education has enabled women to rise to positions of superstardom in the industry. Additionally, most participants agreed that women have more central roles in Malayalam movies today than in the past. While a significant percentage of participants disagreed with the statement that the portrayal of housewives in movies influences their real life, a sizeable portion remained neutral. Lastly, over half of participants agreed or strongly agreed that they are ready to accept gender equality in Malayalam movies.

Overall, these findings suggest that while Malayalam movies have made progress in promoting gender equality, there is still room for improvement. Further efforts are needed to ensure that women are portrayed more equitably in the industry and that these portrayals have a positive impact on society.

6.5 Suggestions for further research

➢ Increase the number of respondents to get a detailed analysis for the research.

Bibliography

Thangam, D., Vaidya, G. R., Gopalakrishnan, S., & Kalyani, V. (2022). The Portrayal of Women's Empowerment in Select Indian Movies. *American Journal of Economics and Sociology*, 187-205.

Gopinath , S., & Raj, S. J. (2015). Gender construct as a narrative and text: The female protagonist in new-generation Malayalam cinema. *South Asian Popular Culture*, 65-75.

Jacob, R. M. (2019). Transcending Gender Boundaries: An Introspection of Transvestism in Select Malayalam Movies. *Galaxy: International Multidisciplinary Research Journal*, 065-072.

John, M. E. (2022, April 22). Gender Stereotypes in Malayalam Cinema. *Education Today*.

Mathew, J., & Isac, A. M. (2021). From Resistance to Leadership: The Role of the Women in Cinema Collective (WCC) in . *Journal of International Women's Studies*, 149 - 156.

Nair, T. S. (2017). Women in Cinema Collective and the Malayalam Film Industry. *Research Gate*, 13-17.

Namitha K. S. (2021). Portrayal of Masculinity in Malayalam Cinema: A Comparative Study of Great Indian Ktchen and Aarkaryam. *Dialogist : International Journal of Literary Studies and Interdisciplinary Research*, 55-64.

Thomas, T., & Thomas, T. (2021). Tracing the Recast of Female Identity in Visual Media. *Literary Endeavour*, 14-18.

Vijayan, D. (2018). Feminism and Representation of Women Identities in Women Oriented Movies: A Case Study. *International Journal of Research and Analytical Reviews* , 391-393.

Vincent, S. (2021, March 5). Gender & The Shaping Of New Sensibilities In Malayalam Cinema. *Feminism In India*, pp. https://feminisminindia.com/2021/03/05/gender-the-shaping-of-new-sensibilities-in-malayalam-cinema/.

APPENDIX

1. Age
   - 18-25
   - 26-35
   - 36-45
   - 46-50

2. Gender
   - Male
   - Female
   - Others

3. Marital status
   - Single
   - Married

4. Are you both employed?
   - Only husband
   - Only wife
   - Both
   - None

5. Do you watch Malayalam movie?
   - Frequently
   - Some times
   - Not at all

6. Most of the women in Malayalam movies are portrayed as housewife
   - Strongly agree
   - Agree
   - Neutral
   - Disagree
   - Strongly disagree

7. Are you a victim of gender inequality in real life?

- Often
- Sometimes
- Never

8. Malayalam movie exhibit gender equalities

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

9. What are the types of gender inequality present in the movies?

I. Role
II. Salary

- Only one is right
- Only two is right
- Both are right
- Both are wrong

10. The role of female representation in Malayalam movies changed over the year

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

11. There is a shift of women's role from home to office in Malayalam movie

- Strongly agree
- Agree

- Neutral
- Disagree
- Strongly disagree

12. Access to education has made it possible for women to rise towards superstardom

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

13. women have more central roles in the movie today than in the past

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

14. The portrayal of housewife in the movies influence your real life

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

15. You are ready to accept gender equality in Malayalam movies

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

THE ROLE OF SOCIAL MEDIA IN THE IDENTITY CREATION OF HOUSEWIVES IN KERALA

SUBMITTED BY

NAYANA M NAIR

Reg. No. C1GMCJ1012

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DON BOSCO ARTS AND SCIENCE COLLEGE

ANGADIKADAVU

APRIL 2023

THE ROLE OF SOCIAL MEDIA IN THE IDENTITY CREATION OF HOUSEWIVES IN KERALA

DISSERTATION SUBMITTED TO THE KANNUR UNIVERSITY IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

BY

NAYANA M NAIR

Reg. No. C1GMCJ1012

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU, IRITTY, KANNUR – 670706

APRIL 2023

CERTIFICATE

This is to certify that the dissertation entitled, "**The Role of Social Media in the Identity Creation of Housewives in Kerala**" is a bonafide record of work done by NAYANA M NAIR under the guidance of Dr. Fr. Bastin Nellissery in partial fulfilment of the requirement for the award of the degree of Master of Arts in Journalism and Mass Communication during the period of her study (2021-2023) in the Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu, Kannur, affiliated to the Kannur University**.**

DR. FR. BASTIN NELLISSERY

Head, Department of Mass Communication & Journalism
Don Bosco Arts and Science College

DECLARATION

I, NAYANA M NAIR, the undersigned, hereby declare that the dissertation entitled, **"The role of social media in the identity creation of housewives in Kerala"** submitted to the Kannur University, fulfilment of the requirement for the award of the degree of Master of Arts in Journalism & Mass Communication, is a bonafide's work done by me under the guidance of Dr. Fr. Bastin Nellissery, Head of the Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu. This work has not been placed by anybody in the University for the Award of any degree or diploma.

ANGADIKADAVU

NAYANA M NAIR

March 2023

ACKNOWLEDGEMENT

ABSTRACT

This research paper examines the role of social media in the identity creation of housewives in Kerala. The research employed a qualitative approach and surveyed 200 housewives who regularly use social media. The findings revealed that social media plays a significant role in the identity creation of housewives in Kerala. Participants reported that social media platforms offer opportunities for self-expression, networking, and acquiring new skills, which contribute to their sense of empowerment and identity formation. Overall, the research provides valuable insights into the ways in which social media affects the lives of housewives in Kerala.

KEY WORDS: Instagram, Identity Creation, Housewives, Kerala

Table of Contents

CHAPTER 1: GENERAL INTRODUCTION

1.1 Introduction

Social media has become a significant part of daily life for people all around the world. It has transformed the way we communicate, connect, and perceive the world around us. Kerala, a state in southern India, has seen a significant increase in internet usage and social media adoption in recent years. Among the population, housewives have become an active user group on social media platforms. Social media has provided a new space for housewives in Kerala to develop their identities and express themselves beyond their traditional roles. This research aims to investigate the role of social media in the identity creation of housewives in Kerala.

Housewives in Kerala are traditionally expected to fulfil their domestic roles, including taking care of the household and children. However, social media has given them a platform to explore and express their interests, hobbies, opinions and even earn income. It has provided them with an opportunity to connect with others who share similar passions, leading to the formation of new communities and relationships. This research will examine the impact of social media on the identity formation of housewives in Kerala and explore how social media has transformed their lives.

1.2 Need and significance of the study

The research on the role of social media in the identity creation of housewives in Kerala is significant for several reasons. First, it sheds light on the changing dynamics of gender roles in Kerala society. Traditionally, housewives in Kerala have been confined to their domestic roles, and their identities have been defined by their familial and marital status. However, social media has provided a new avenue for housewives to develop their identities beyond these traditional roles. This research will examine the impact of social media on the empowerment and agency of housewives in Kerala.

Second, this research will provide insights into the impact of social media on community building and social networks. Social media platforms have enabled housewives in Kerala to connect with others who share similar interests and hobbies, leading to the formation of new communities and relationships. This research will explore the ways in which social media has transformed the social networks of housewives in Kerala and how it has affected their sense of belonging and identity.

Finally, this research has practical implications for policymakers and social media platforms. Understanding the role of social media in the identity creation of housewives in Kerala can inform policies aimed at promoting gender equality and empowerment. It can also help social media platforms develop features and tools that cater to the needs and interests of housewives in Kerala. Therefore, this research is important for promoting social change, empowering marginalized communities, and shaping the future of social media.

1.3 Statement of the Problem

The problem statement of the research is that despite the growing use of social media platforms by housewives in Kerala, there is a lack of understanding about the specific ways in which social media is impacting their identity creation, including their sense of self, social status, and economic empowerment. The study aims to address this gap in knowledge and provide insights into the role of social media in the lives of housewives in Kerala.

1.4 Operational definition of key words

Social Media, Identity Creation, Housewives

Social Media

Social media refers to online platforms and applications that enable individuals to create and share user-generated content, communicate with others, and connect with people worldwide. These platforms typically allow users to create profiles, share text, images, and videos, and

engage in social interactions such as likes, comments, and shares. Examples of popular social media platforms include Facebook, Instagram, Twitter, LinkedIn, TikTok, and YouTube.

Identity Creation

Identity creation refers to the process of developing and constructing an individual's self-identity. It is constructing an individual's sense of self-identity through personal experiences, cultural and social norms, relationships, and social interactions**.**

Housewives

Housewives can be operationally defined as married women who predominantly stay at home to manage the household and family duties, such as cooking, cleaning, childcare, and other domestic responsibilities. Housewives may or may not engage in any paid work outside the home. They may also have various levels of education and may have chosen to stay at home as their primary occupation, or may have been forced into this role due to societal or cultural expectations.

1.5 Objectives

Main Objective:

- To find out the various ways house wives make use of social media to create a new identity for themselves.

Sub-objectives:

- To understand how social media helps home makers to be financially independent
- To find out the social media platforms that are widely used by housewives

1.6 Hypothesis

The social media plays a major role in the identity creation of housewives in Kerala.

1.7 Methodology in brief

The methodology is the approach and technique used by researchers to conduct a study or investigation. It would involve selecting an appropriate research design, sampling participants, collecting data, analysing the data and drawing conclusions based on the results.

  In acquiring the relevant information and knowledge for this study, quantitative methodology was used. Quantitative research is the process of collecting and analysing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations. Quantitative research is the opposite of qualitative research, which involves collecting and analysing non-numerical data Primary data is collected via google form and secondary data is mainly used and obtained from library research.

 The data analysis was done by using the software IBM SPSS Statistics 20 and the results are presented as tables.

1.8 Scope and Limitation of the Study

Scope

The scope of research aimed at finding the role of social media in the identity creation of housewives in Kerala can be quite broad. Some possible areas of focus for the research could include:

1. Understanding the current status of social media usage among housewives in Kerala: The research can aim to identify the extent to which housewives in Kerala are using social media, which platforms are most popular among them, and what types of content they engage with.

2. Exploring the relationship between social media use and identity creation: The research can investigate how social media use influences the self-perception and identity creation of housewives in Kerala. This can include examining how they present themselves online, the types of identities they construct through social media, and how these identities may differ from their offline identities.

Limitations

There are several limitations that a research aimed at finding the role of social media in the identity creation of housewives in Kerala may face.

Firstly, there may be challenges in obtaining a representative sample of housewives who use social media, as not all housewives in Kerala may have access to or use social media platforms.

Secondly, there may be a bias in the data collected through self-reported surveys, as respondents may not always provide accurate or complete information about their social media usage or identity creation.

Thirdly, the research may be limited by the fact that social media platforms are constantly evolving, and the findings may become outdated as new platforms or features emerge.

Finally, the research may also be limited by the cultural and social context of Kerala, as the findings may not be generalizable to other regions or contexts.

1.9 Organization of the Report

Chapter 1 consist of the need and significant of the study, statement of the problem, operational definition, objectives, methodology, scope and limitation of the study. Chapter 2 consist of theoretical overview. Chapter 3 consist of the review of the literature of the studies related to the topic. Chapter 4 consist of the methodology of the study, the variables, and samples, description of the tool and administration of the tool. Chapter 5 consist of the analysis and interpretation of the content. Chapter 6 consist of the summary, conclusion and suggestion of the study. The implication of the study and the suggestion for further research are discussed.

CHAPTER 2: THEORETICAL OVERVIEW

2.1 Introduction

The theoretical overview in a research provides a framework for understanding the research question and helps to guide the research design and analysis. It provides a foundation of knowledge on which the research is built and allows the researcher to contextualize their findings within the existing literature. A strong theoretical framework can also enhance the credibility of the research and provide insights into potential practical applications or implications of the research findings.

2.2 Theories Applied in the Research

2.2.1 *Uses and Gratifications theory*:

The uses and gratifications theory was introduced by communication researchers Elihu Katz, Jay Blumler, and Michael Gurevitch in the 1970s. This theory suggests that people use media to fulfil specific needs and desires. In the case of housewives in Kerala, social media may provide a platform for them to express themselves, seek information, or connect with others who share similar interests.

2.2.2 *Agenda Setting theory:*

Agenda setting theory was first introduced by Maxwell McCombs and Donald Shaw in their 1972 study, "The Agenda-Setting Function of Mass Media". This theory suggests that media has the power to shape public opinion and influence what people think about and prioritize. In the case of social media and housewives in Kerala, certain topics or issues may be highlighted or emphasized on social media, shaping how housewives perceive themselves and their role in society.

CHAPTER 3: LITERATURE REVIEW

3.1 Introduction

A literature review discusses and analyses published information in a particular subject area. Sometimes the information covers a certain time period. A literature review is more than a summary of the sources, it has an organizational pattern that combines both summary and synthesis. A summary is a recap of the important information of the source, but a synthesis is a re-organization, or a reshuffling, of that information. It might give a new interpretation of old material or combine new with old interpretations. Or it might trace the intellectual progression of the field, including major debates. And depending on the situation, the literature review may evaluate the sources and advise the reader on the most pertinent or relevant.

3.2 Review of the related studies

Madhu Kumari in a research paper entitled "Social Media and Women Empowerment" explains that the era of social media whose presence and active involvement has swiftly and widely spread the ideologies for women empowerment. Social media has become the agent of social change which helped and supported women's empowerment in various aspects like mobilizing attention of global community towards women's rights and challenges discrimination and stereotypes across the globe. Social media has given platform to discuss issues and challenges of women through blogs, chats, online campaign, online discussion forums, and online communities which is mostly not disseminated or propagated by mainstream media. The paper will concentrate on how social media is used to empower women and encourage women entrepreneurs in rural and urban India. Moreover, this paper will discuss how social media became powerful platform for the discussion of women's rights and encouraging government and policy makers to step up commitments and formulate policies for gender equality. Social media has empowered women in many fields such as social, psychological and financial. To ensure secure digital spaces that allow women to freely access social media, the paper will address both the positive and negative aspects of social media participation. The paper will address women's digital literacy as there is a virtual gender gap as a result of lack of literacy, cybercrime, etc. (Kumari, 2020).

Kadeswaran Sengottaiyan, Brindha Duraisamy, Jayaseelan Rathinaswamy in their joint research on "Social media as a gateway for accelerating women empowerment" explain how social media helps women in changing their traditional role and growing in different areas of life. Women, for generations, have played a vital role in building a society they thrive in. Women as an integral part of the society, majorly comprise of and contribute to it. Only 35% of the Indian population uses internet when compared to the 50% global internet penetration rate (Hootsuite et al.2017). In India, in every age group, male social media users outnumber female social media users whereas globally female social media users surpass male users. In this research, the researchers strive to analyse the perspective of women with regard to usage of social media and the role of social media in their empowerment. Online spaces provide a platform for an individual to voice and/or share content, and opine on anything and everything. Women with access to these online spaces have opportunities for the same. Online spaces offer scope to learn, to educate, opine on anything, offer/gain support, express their ideas and views. Social media offers potential platform for information, entertainment, opinion, education, expressions, entrepreneurship and mobilization. It pivots effective escalation of voices. Social media offers societal marginalization of gender inequality in terms of information, education, profession, awareness, etc. paving way for a change in the traditional roles of women (Sengottaiyan, Duraisamy, & Rathinaswamy, 2020).

Jyotsna Rai and Rakesh Kumar Yadav in their paper "Social media successfully paving ways towards entrepreneurial opportunities for Indian women" says that in present scenario social media is one of the most fascinating trends for entrepreneurship. In most precise sense the word social media could be stated as any electronic service by which Internet users can create and share a different type of information all over the Internet. Today, this powerful platform is creating new opportunities for consumers to involve themselves in social interaction on the internet. Social media is now being considered vital for driving economic and market growth, employment opportunities and supporting in narrowing the generational and gender-based gaps in our society. These new platforms of self-employment also provided the desired podium for women entrepreneurs for job creation and skill developments. Women have always been a key contributor to the social system and this century had brought in dramatic changes in their roles, attitudes and ambition. There are many examples, like Aditi Gupta, a female entrepreneur from small town in Jharkand, making all efforts to talk about common taboo of Menstruation, with

venture 'Menstrupedia', a company that arranges a supportive guide which assists and encourages young females to stay healthy and energetic during their days of menstruation and much more. This paper is all about such budding women entrepreneurs who are doing extremely well in different areas with the help of social media as a platform. This is an exploratory study based on various secondary data sources and tries to understand the growing bonding and dependency between social media and women entrepreneurs (Rai & Yadav, 2019).

Sana Hafeez Shah and Fareesa Malik in their research work "Role of Social Media Digital Platforms in Empowering and Establishing Digital Enterprises for Women" investigates the role of social media digital platforms in enabling female digital entrepreneurship. It explores the cultural and social factors that enable or disable women entrepreneurs and how digital platforms can facilitate women digital entrepreneurs by addressing these challenges. The findings propose two themes out of the research, the first being digital platforms addressing the challenges of time, location, and process of doing business for women, and the second is digital platforms breaking cultural barriers and empowering women. The findings concluded that digital platforms such as social networking sites are enabling more female entrepreneurs overall (Shah & Malik, 2022).

W. I. Ukpere, A. D. Slabbert and C. L Ukpere, in an article entitled "Rising Trend in Social Media Usage by Women Entrepreneurs across the Globe to Unlock Their Potentials for Business Success" states that women widely use social media platforms for various activities. The study of Social Media Platforms and their impact in unlocking the financial success of the women entrepreneurs globally has been widely observed and quite vital to the new generation of gender-based ventures that are digitally driven through the use of technology. This type of development through which women adapt and utilise Social Media platforms promotes the creation of a new revolution of modern digital entrepreneurial culture, by changing the female society from a technologically challenged to a technologically savvy one that changes their mind-set from the job seeking culture to embrace a job creating one, through opportunities that are made available by the use of Social Media Platforms and the Internet. Both formal and informal women owned ventures have been observed to adopt social media platforms to grow their communities as a medium for keeping in touch and getting current and ground feedback

on products or services from existing and prospective clients (Ukpere, Slabbert, & Ukpere, 2014).

Brooke Erin Duffy and Emily Hund in an article "Having it All" on Social Media: Entrepreneurial Femininity and Self-Branding among Fashion Bloggers", published in a website called Sage journals explains that various genres of social media production have emerged from the traditionally feminine domains of fashion, beauty, domesticity, and craft. Fashion blogging, in particular, is considered one of the most commercially successful and publicly visible forms of digital cultural production. To explore how fashion bloggers represent their branded personae as enterprising feminine subjects, a qualitative analysis was conducted of the textual ($n = 38$ author narratives) and visual ($n = 760$ Instagram images) content published by leading fashion bloggers; in-depth interviews with eight full-time fashion/beauty bloggers were conducted. The article explains how top-ranked bloggers depict the ideal of "having it all" through three interrelated tropes: the destiny of passionate work, staging the glam life, and carefully curated social sharing. Together, these tropes articulate a form of entrepreneurial femininity that draws upon post-feminist sensibilities and the contemporary logic of self-branding. The authors argue, however, that this socially mediated version of self-enterprise obscures the labour, discipline, and capital necessary to emulate these standards, while deploying the unshakable myth that women should work through and for consumption. They conclude by addressing how these findings are symptomatic of a digital media economy marked by the persistence of social inequalities of gender, race, class, and more (Duffy & Hund, 2015).

Francesca Maria Cesaroni, Paola Demartini and Paola Paoloni in an article entitled "Women in business and social media: Implications for female entrepreneurship in emerging countries" have clearly shown that the use of social media can help women to enlarge their network and, in so doing, can deeply affect women's conditions, not only in their business life, but mainly in their private, family and social life. The article states that studies on women entrepreneurs and social media have been mainly concerned with emerging countries and have primarily analysed how social media can help budding women entrepreneurs to start a business. It gives an insight into the use of social media by micro and small-sized women enterprises in developed countries. The writers explains whether and how, in developed countries facing new

socioeconomic challenges, the use of social media can enable women entrepreneurs to increase their business effectiveness and competitiveness as well as improve their quality of life. The study underlines how social media can be successfully managed to gain competitive advantages in the short and/or long-term by adopting conscious initiatives and proactive behaviour (Cesaroni, Demartini, & Paoloni, 2017).

Ms. Jasmeet Prashant Patil in her research entitled "Study to Assess the Scope and Essential Factors to Market a Business on Social Media, With Special Reference to Home Based Women Entrepreneurs" reveals the social media sites which are most used by people, especially to market a business. As per the survey conducted the most popular network is WhatsApp followed by YouTube, Facebook and Instagram. The respondent was asked to state what activity they engage in on social media sites. Majority of the respondents chose entertainment as the most preferred option. The research also collected data about what the consumers expect while purchasing commodities from a social media seller and what factors can affect their buying decision. The outcome states that quality products and good service followed by positive customer review and attractive price is what encourages people to buy on the social media platform. Out of the total respondents 75.6% people had purchased a product/service from a social media platform. We can conclude that due to technological advancements and the increasing number of social media users the scope of doing business on social media is very promising. There has been a rise in the number of home-based women entrepreneurs starting their business ventures on social media. This looks like a huge opportunity for the homebased women entrepreneurs (Patil, n.d.)

Uğur Gündüz in his research entitled "The Effect of Social Media on Identity Construction" says that, separate from pressures originating from the super-ego, users can express themselves freely in virtual environments. Users getting together via virtual environments escape from their roles and can share freely. Social media has become a widely discussed media form, which nonetheless is in plain sight, due to the fact that users can share their opinions, emotions and thoughts without having to impose self -censorship and because its content is created primarily by users. Although virtual media are specified as virtual, the environment where they take place and the communication with other people in that environment are in real-time. Social interaction is becoming easier thanks to virtual environments, a situation that allows people to socialize in virtual environments. Separate from pressures originating from the super-ego, users

can express themselves freely in virtual environments. Users getting together via virtual environments escape from their roles and can share freely. Social media is a magic wand that determines structure of the society, forms a basis for polarizations and dissolutions and also ensures mergers and agreements (Gündüz , 2017).

Ravneet Kaur in a research work titled "Women Empowerment in Reference to Usage of Social Media" states the difficulties of women who wish to come out of their houses to find a place for them in the society. They face different challenges from social and family front but because of their will power and the helping aid provided to them through means of institutions, Self Help Groups, ICT and many more, motivate them to come out of the clutches of orthodox societal norms and seek recognition. Women empowerment is a long journey of women from the four walls of her house to absolutely a new world. The study depicts that journey of women. It has been observed that social media has played a very important role in building confidence and making women self- reliant. With the help of social media platforms women have been able to overcome her fears of interaction, insecurity of lacking financial resources, risk involved, etc. Social media has come as a saviour and helped women to grow with more confidence and satisfy her esteem needs. Women empowerment has not only empowered women but given her a realization of her skills, talent, strategic thinking and above all a feeling of being financially independent. These things have given her a respectable position both in society and in family. The study has been able to portray the success story of women from being dependent to becoming independent (Kaur, 2018).

CHAPTER 4: METHODOLOGY

4.1 Introduction

Methodology in research refers to the overall approach and strategy that researchers use to conduct their study. It is a systematic and structured plan that outlines the methods, techniques, and procedures that will be used to collect and analyse data in order to address the research question or objective.

Methodology typically includes a description of the research design, sample selection, data collection methods, data analysis techniques, and any ethical considerations that are relevant to the research. It is important to have a clear and well-defined methodology in order to ensure that the research is conducted in a systematic manner, and to ensure that the results are valid and reliable.

4.2 Method adopted for the Study

This study adopted the quantitative method of analysis. Quantitative analysis is a research method that involves the use of statistical and numerical data to analyse and interpret research findings. It is a systematic approach to collecting and analysing data that involves the use of structured data collection instruments such as surveys, questionnaires, and experiments.

Quantitative analysis involves the collection of numerical data, which is then analysed using statistical methods to identify patterns, relationships, and trends. It is often used to test hypotheses, and to quantify the relationship between variables in a research study.

4.3 Variables of the Study

A variable is a characteristic or attribute that can vary or change over time, or across different individuals or groups. It is any concept, factor, or phenomenon that can be measured or observed in a study.

Variables can be classified into two main categories: independent variables and dependent variables. An independent variable is a variable that is manipulated or controlled by the researcher in order to determine its effect on other variables in the study. A dependent variable is a variable that is observed or measured to see if it changes as a result of changes in the independent variable.

This research work on "The role of social media in the identity creation of housewives in Kerala" has two variables:

Independent variable: Social media - This is the variable that is being manipulated by the researcher to observe its effect on other variables

Dependent variable: Identity Creation - This is the variable that is being observed or measured to see if it changes as a result of changes in the independent variable. The identity creation of housewives, such as their self-concept, self-esteem, and social identity, can be measured and analysed.

4.4 Population of the study

A sample of 200 housewives from different parts of Kerala, belonging to cultural and demographic differences was selected to represent the population. The data is collected using a questionnaire via Google form.

4.5 Sample of the Study

A sample is a subset of the population that is selected and studied in order to draw conclusions about the population as a whole. The population refers to the entire group of individuals or objects that the researcher is interested in studying. Sampling is a critical part of research because it is often not feasible or practical to study the entire population. By selecting a sample that is representative of the population, researchers can make generalizations about the population with a certain level of confidence.

The sample consists of 200 responses from the housewives of ages from 20 to above 50. The samples were collected through Google Forms. The samples were collected through purposive sampling method.

4.6 Description of tools used in the study

The study was conducted among housewives of Kerala from the age of 21 and above 50 using questionnaire.

4.7 Administration of the tools

The Questions were then set in Google Forms to collect the sample.

4.8 Statistical techniques used for the study

Descriptive analysis

Descriptive techniques often include constructing tables of means and quantities. Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. They are broken down to measure central tendency and measure of variability. Measures of the central tendency include Mean while measure of variability includes the standard deviation.

CHAPTER 5: ANALYSIS AND INTERPRETATION OF THE DATA

5.1 Introduction

This chapter tries to analyse and interprets the collected data from the 200 respondents who participated in the research about the role played social media in the identity creation of housewives in Kerala. For the analysis, I used the software IBM SPSS Statistics 20. The results and findings derived are given below. The results are shown with the help of tables, bar graphs.

1. Age

	Frequency	Percent
20-30	109	54.5
31-40	49	24.5
41-50	30	15
Above 50	12	6
Total	200	100.0

Table 1

Table 1 represents data on the age composition of respondents in this study. The majority of respondents, specifically 54.5%, fall within the age range of 20 to 30. Only 24.5% of respondents belong to the age group of 31 to 40. Only 15% of respondents are from the age group of 41 to 50 and only 6% of respondents are from the age group above 50. These figures imply that a significant majority of participants in the study belong to the age range of 20 to 30. These responses have a Mean value of 1.73 and Standard Deviation value of 0.928.

2. Do you use social media?

	Frequency	Percentage
Yes	197	98.5
No	3	1.5
Total	200	100

Table 2

According to the data presented in table 2, out of the total respondents, 98.5% of the respondents uses social media while the other 1.5% don't. This shows that majority of the respondents use social media for various purpose. These responses have a Mean value of 1.02 and Standard Deviation value of 0.122.

3. How long have you been using social media?

	Frequency	Percent
Do not use	3	1.5
1 year-2 years	72	36.0
3 years- 4 years	59	29.5
above 5 years	66	33.0
Total	200	100.0

Table 3

According to the above table 36% of respondents have been using social media for1-2 years. It shows that 33% of them have been using social media for more than 5 years. Among the respondents 29.5% have been using social media for 3-4 years while 1.5% don't use social media at all. Through this it can be determined that the majority of the respondents have been using social media for only 1-2 years. These responses have a Mean value of 2.95 and Standard Deviation value of 0.858.

4. I use social media for?

	Frequency	Percent
Entertainment	62	31
Learn skills	59	29.5
For business	34	17
Connect with others	36	18
Other	9	4.5
Total	200	100.0

Table 4

Table 4 above indicates why housewives uses social media. The data gathered shows that 62% of the respondents have been using social media for entertainment. Among the respondents 29.5% have been using social media to learn skills, 17% have been using it to connect with others. Only 4.5% have been using it for other purposes. This indicates that majority of the respondents have been using social media for entertainment. However a fair percentage of them have been using it to learn skills, connect with others and for business. These responses have a Mean value of 2.35 and Standard Deviation value of 1.218.

5. Do you run an online business?

	Frequency	Percent
Yes	109	54.5
No	91	45.5
Total	200	100.0

Table 5

Table 5 presents the response to the question 'Do you run an online business?' According to the data presented it can be seen that 54.5% of the respondents runs an online business whereas 45.5% do not. Majority of the respondents runs an online business. These responses have a Mean value of 1.46 and Standard Deviation value of 0.500.

6. Is social media helping you earn income?

	Frequency	Percent
Yes	114	57.0
No	86	43.0
Total	200	100.0

Table 6

Table 6 shows that 57% of the respondents earn income through social media. It shows that 43% of them don't earn any income. The table shows that majority of the respondents makes earning through social media. These responses have a Mean value of 1.43 and Standard Deviation value of 0.496.

7. How much is the income that you generate through social media?

	Frequency	Percent
No income	87	43.5
Below 10,000	39	19.5
10,001- 30,000	48	24
30,001-50,000	18	9
Above 50,000	8	4
Total	200	100.0

Table 7

Table 7 above shows that only 43.5% of the respondents don't generate any income while 56.5% of them generate income through social media. Thus it can be seen that majority of the respondents generate income through social media. These responses have a Mean value of 2.10 and Standard Deviation value of 1.167

8. Social media provides an opportunity to reach out to people.

	Frequency	Percentage
Strongly agree	75	37.5
Agree	77	38.5
Neutral	41	20.5
Disagree	6	3
Strongly disagree	1	0.5
Total	200	100

Table 8

Table 8 shows the data of the respondents who believes that 'Social media provides an opportunity to reach out to people'. Among the respondents 37.5 strongly agrees with the statement provided and 37.5 agrees with the statement. A percentage of 20.5 has a neutral opinion. Only 3 and 0.5 percentage of respondents disagrees and strongly disagrees to the statement, respectively. This shows that majority of the respondents believe that Social provides an opportunity to reach out to people. These responses have a Mean value of 1.89 and Standard Deviation value of 0.834.

9. What are your activities on social media?

	Frequency	Percent
Blogging/vlogging	25	12.5
Watching informative or educative videos	75	37.5
Business activities	44	22
Content creation	17	8.5
Networking	13	6.5
Other	26	13
Total	200	100

Table 9

Responding to the question "What are your activities on social media?" out of the total respondents surveyed, 37. 5% responded that they use social media for watching educative and informative videos 22% of them used it for business activities, 12.5% for blogging, 8.5% for content creation, 6.5% for networking and 13% for other purposes. These responses have a Mean value of 2.98 and Standard Deviation value of 1.550.

10. Which social media platform do you use most often?

	Frequency	Percent
Websites	29	14.5
YouTube	75	37.5
Facebook	23	11.5
Twitter	3	1.5
Instagram	22	11
WhatsApp	44	22
Other	4	2
Total	200	100.0

Table 10

Out of the total respondents surveyed, 37.5% of respondents often use YouTube, 22% use WhatsApp more often, 14.5% use websites 11.5% use Facebook, 11% use Instagram and 2% chose the option Other. It is clear from the above table that websites are the highly used social media platform after YouTube. These responses have a Mean value of 3.37 and Standard Deviation value of 1.927.

11. How much do you spend for online services?

	Frequency	Percent
No money is spent	55	27.5
Less than 1000	94	47
1001- 5000	36	18
5001-10,000	14	7
Above 10,000	1	0.5
Total	200	100.0

Table 11

Table 11 indicates that 47% of the respondents spends less than 1000 and 27.5 spends no money at all on online services. Only 18% of the respondents uses Rs.1001-5000 and 7% of the population uses Rs.5001-10,000 for online services. It is just 0.5% of the respondents that spends more than Rs.10, 000 for online services. The table shows that the online services that housewives uses don't cost them much. These responses have a Mean value of 2.06 and Standard Deviation value of 0.883.

12. Social media platforms help housewives be independent and create an identity of their own.

	Frequency	Percent
Strongly agree	66	33.0
Agree	91	45.5
Neutral	36	18.0
Disagree	5	2.5
Strongly disagree	2	1.0
Total	200	100.0

Table 12

According to the data presented in the above table 45.5% of the respondents agree with the statement "Social media platforms help housewives be independent and create an identity of their own". Among the respondents 33% strongly agree with the statement while 18% has a neutral opinion. Only 1% of the respondents strongly disagree with the statement and 2.5% of them disagree with the statement. These percentages suggest that most of the respondents

believes that social media helps housewives to be independent and create an identity of their own. These responses have a Mean value of 1.93 and Standard Deviation value of 0.836.

13. Social media opens platforms for housewives to explore their potential

	Frequency	Percent
Strongly agree	74	37
Agree	83	41.5
Neutral	33	16.5
Disagree	8	4
Strongly disagree	2	1
Total	200	100

Table 13

The table above indicates that 72.5% have seen a celebrity's tweet about political issues while 25.5 have not. These percentages suggest that majority of the respondents have seen a tweet by a celebrity about political issues on Twitter. These responses have a Mean value of 1.91 and Standard Deviation value of 0.883

14. Social media helps housewives break the stereotype of being labelled as "jobless"

	Frequency	Percentage
Strongly agree	72	36.0
Agree	79	39.5
Neutral	36	18.0
Disagree	10	5.0
Strongly disagree	3	1.5
Total	200	100

Table 14

Table 14 indicates 39.5%, agrees with the statement "Social media helps housewives break the stereotype of being labelled as "jobless" while 36% strongly agrees with the statement. It is just 1.5% and 5% of the respondents who strongly disagrees and disagrees with the statement, respectively. In summary, the data suggests that the majority of respondents do consider that social media helps housewives to break from being labelled as "jobless". These responses have a Mean value of 1.99 and Standard Deviation value of 0.980

5.2 Findings

According to the research provided, it has been found that the majority of housewives are using social media to connect with people and to learn new skills. Moreover, a significant proportion of them, around 34%, are using social media for business purposes. This shows that social media platforms are providing opportunities for housewives to earn money and become financially independent.

In addition, it has been found that more than half of the respondents run online businesses, and a significant proportion of them, around 57%, are earning income through social media. However, a small proportion of respondents, around 43.5%, generate no income, indicating that there is still room for improvement in terms of income generation for some housewives.

Furthermore, the research shows that the most commonly followed activity on social media by housewives is watching educational or informative videos. This suggests that housewives are using social media as a tool for self-improvement and learning new skills.

The study also reveals that YouTube is the most often used social media platform, followed by WhatsApp. Additionally, the majority of the respondents do not spend any money for online services, while a significant proportion of them, around 94%, spend less than Rs.1000.

The research findings indicate that social media is helping housewives to be independent, explore their potential, and break the label of "jobless". This highlights the importance of social media platforms in providing opportunities for housewives to contribute to their families' income and lead a fulfilling life.

In conclusion, the research provides valuable insights into how housewives are using social media platforms in India. It shows that social media is playing a significant role in empowering housewives and providing them with opportunities to learn new skills and earn income.

5.3 Discussion

The research provides important insights into how social media is being used by housewives in Kerala, highlighting the benefits and challenges they face. The findings of the study have several implications for policymakers, businesses, and society at large.

One of the key implications of the study is that social media platforms are providing opportunities for housewives to generate income and become financially independent. This is particularly significant in a society where women's participation in the workforce is limited due to cultural and societal norms. Policymakers and businesses can leverage the power of social media to create more job opportunities for women and encourage more women to participate in the workforce.

The research also highlights the importance of providing education and training for housewives on how to effectively use social media for business purposes. This can include training on marketing, social media management, and financial management. Businesses can also tap into this market by providing products and services that cater to the needs of housewives who run online businesses.

Another important implication of the study is that social media can help housewives overcome the label of "jobless" and gain recognition for their contributions to their families and society. This can have a positive impact on their self-esteem and confidence, as well as on society's perception of the value of women's work.

Finally, the study also raises some concerns about income inequality and access to opportunities. While a significant proportion of housewives are earning income through social media, a significant proportion of them are not. Policymakers and businesses need to ensure that social media platforms are accessible to all and that opportunities are not limited to a select few.

In conclusion, the study provides important insights into the role of social media in empowering housewives in Kerala. Policymakers and businesses need to leverage this potential to create more opportunities for women and promote gender equality in society.

CHAPTER 6: SUMMARY, SUGGESTIONS AND CONCLUSION

6.1 Introduction

The research work was carried out with the purpose of finding how social media helps housewives of Kerala to be independent and create an identity of their own. Based on the samples and the response given, the researcher meticulously analysed the samples using the SPSS analytical software and came out with the result of the findings.

6.2 Purpose of the study

The purpose of the study is to investigate the role of social media in the identity creation of housewives in Kerala, specifically looking at how social media platforms are being used by housewives to connect with others, learn new skills, and generate income, and how this impacts their sense of self and social status.

6.3 Re-Statement of the Problem

The problem statement of the research is that despite the growing use of social media platforms by housewives in Kerala, there is a lack of understanding about the specific ways in which social media is impacting their identity creation, including their sense of self, social status, and economic empowerment. The study aims to address this gap in knowledge and provide insights into the role of social media in the lives of housewives in Kerala.

6.4 Objective of the Study

Main Objective:

● To find out the various ways house wives make use of social media to create a new identity for themselves.

Sub-objectives:

● To understand how social media helps home makers to be financially independent

● To find out the social media platforms that are widely used by housewives

6.5 Methodology in Brief

To validate and develop my study role of Twitter as a communication tool for forming political opinions among young people, 200 respondents who are youth were selected through random sampling. The sample was collected through questionnaire which was sent to the participants via Google Forms. The data analysis was done by using the software IBM SPSS Statistics 20 and the results are presented as tables.

6.6 Conclusions Based on the Findings of the Study

The research on the role of social media in the identity creation of housewives in Kerala provides important insights into how social media platforms are being used by housewives to connect with others, learn new skills, and generate income, and how this impacts their sense of self and social status.

The study found that many housewives in Kerala use social media platforms for business purposes, and are earning income through these platforms. Specifically, 34% of housewives use social media for business purposes, with 54.5% of these housewives running an online

business and 57% of them earning income through social media. While 43.5% of respondents generate no income, 56.5% earn a good amount of income, with 9% earning more than Rs.50, 000.

The research also found that social media has become an important tool for housewives in Kerala to break free from traditional gender roles and gain recognition for their contributions to their families and society. The majority of respondents agreed that social media helps housewives to be independent, to explore their potential, and to break the label of "jobless". Furthermore, the study found that the most commonly followed activity on social media by housewives is watching educational or informative videos, with 44% of them engaging in business activities.

However, the research also highlights some concerns regarding income inequality and access to opportunities. While a significant proportion of housewives are earning income through social media, a significant proportion of them are not. Moreover, 55% of the respondents do not spend any money for online services, while 94% spend less than Rs.1000, and only 0.5% spend above Rs.10,000.

In conclusion, the study provides important insights into the role of social media in empowering housewives in Kerala and has significant implications for policymakers, businesses, and society at large. Social media has the potential to create new opportunities for women and promote gender equality in society, and policymakers and businesses should work together to ensure that this potential is fully realized. However, more efforts are needed to ensure that the benefits of social media are accessible to all and that opportunities are not limited to a select few. Furthermore, education and training on how to effectively use social media for business purposes can help housewives to fully leverage the potential of these platforms and promote greater economic empowerment.

6.7 Suggestions for Further Studies

The research topic of the role of social media in the identity creation of housewives in Kerala offers many avenues for further studies. Some suggestions for further studies on this topic could include:

- Exploring the role of different social media platforms: The study found that YouTube and WhatsApp were the most commonly used social media platforms by housewives in Kerala. Further research could explore the reasons behind this and investigate the role of other social media platforms in the identity creation of housewives.

- Investigating the impact of social media on family relationships: The study found that social media is helping housewives to gain recognition for their contributions to their families and society. Further research could explore the impact of social media on family relationships and the changing dynamics between husbands and wives in households where housewives are earning income through social media.

- Studying the challenges faced by housewives in using social media for business: While a significant proportion of housewives are earning income through social media, some are not. Further research could investigate the reasons behind this and identify the challenges faced by housewives in using social media for business.

- Comparing the experiences of housewives in urban and rural areas: The study was conducted among housewives in urban areas of Kerala. Further research could compare the experiences of housewives in urban and rural areas and explore the differences in their use of social media for identity creation and income generation.

- Investigating the impact of social media on the mental health of housewives: The study found that social media is helping housewives to feel more independent and explore their potential. Further research could explore the impact of social media on the mental health and well-being of housewives in Kerala.

These are just a few suggestions for further studies on the topic. Overall, there is a need for continued research in this area to better understand the role of social media in the identity creation and economic empowerment of housewives in Kerala, and to identify opportunities to leverage these platforms for their social and economic advancement.

BIBLIOGRAPHY

Cesaroni, F. M., Demartini, P., & Paoloni, P. (2017). Women in Business and Social Media: Implications for Female Entrepreneurship in Emerging Countries. *African Journal of Business Management*.

Duffy, B. E., & Hund, E. (2015). "Having it All" on Social Media: Entrepreneurial Femininity and Self- Branding Among Fashion Bloggers. *Sage Journals*.

Gündüz , U. (2017). The Effect of Social Media on Identity Construction. *Mediterranean Journal of Social Sciences* .

Kaur, R. (2018). Women Empowerment in Reference to Usage of Social Media. *Tripti SinghDrDeepti G et.al.,Journal of Management Research and Analysis*.

Kumari, M. (2020). Social Media and Women Empowerment. *International Journal of Scientific & Technology Research*.

Patil, J. P. (n.d.). *Study to Assess the Scope and Essential Factors to Market a Business on Social Media, With Special Reference to Home Based Women Entrepreneurs*. Retrieved from Aims Journal: https://www.aimsjournal.org/uploads/78/13163_pdf.pdf

Rai, J., & Yadav, R. K. (2019). Social Media Succesfully Paving Way Towards Entrepreneurial Oppurtunities for Indian Women. *Indraprastha Journal of Management*.

Sengottaiyan, K., Duraisamy, B., & Rathinaswamy, J. (2020). Social Media as a Gateway for Accelerating Women Empowerment . *Parishodh Journal*.

Shah, S. H., & Malik, F. (2022). Role of Social Media Digital Platforms in Empowering and Establishing Digital Enterprises for Women.

Ukpere, C. L., Slabbert, A., & Ukpere, W. (2014). RisingRising Trend in Social Media Usage by Women Entrepreneurship across the Globe to Unlock Their Potentials for Business Success. *Mediterranean Journal of Social Sciences*.

APPENDIX

QUESTIONNAIRE

1. What is your age?
a) 20-30
b) 31-40
c) 41-50
d) Above 50

2. Do you use social media?
a) Yes
b) No

3. How long have you been using social media?
a) Less than a year
b) 1 year- 2 years
c) 3 years- 4 years
d) 5 years and above

4. I use social media for?
a) Entertainment
b) Learn skills
c) For business
d) Connect with others
e) Other
5. Do you run an online business?
a) Yes
b) No

6. Is social media helping you earn income?

a) Yes

b) No

7. How much is the income you generate through social media?

a) No income

b) Below 10,000

c) 10,001- 30,000

d) 30,001-50,000

e) Above 50,000

8. social media provides an opportunity to reach out to people.

a) Strongly agree

b) Agree

c) Neutral

d) Disagree

e) Strongly disagree

9. What are your activities on social media?

a) Blogging/ Vlogging

b) Watching informative or educative videos

c) Business activities

d) Content creation

e) Networking

f) Other

10. Which social media platform do you use most often?

a) Websites

b) YouTube

c) Facebook

d) Twitter

e) Instagram

f) WhatsApp

g) Other

11. How much money do you spend for online services?

a) No money is spent

b) Less than 1000

c) 1001- 5000

d) 5001-10,000

e) Above 10,000

12. The social media platform helps housewives be independent and create an identity of their own?

a) Strongly agree

b) Agree

c) Neutral

d) Disagree

e) Strongly disagree

13. social media opens platforms for housewives to explore their potential.

a) Strongly agree

b) Agree

c) Neutral

d) Disagree

e) Strongly disagree

14. social media helps housewives break the stereotype of being labelled as "jobless"?

a) Strongly agree

b) Agree

c) Neutral

d) Disagree

e) Strongly disagree

THE ROLE OF SONGS AS TEASER

IN PROMOTING MALAYALAM FILMS

BY

SEBIMOL K VARGHESE

Reg. No. C1GMCJ1015

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DON BOSCO ARTS AND SCIENCE COLLEGE

ANGADIKADAVU

April-2023

THE ROLE OF SONGS AS TEASER
IN PROMOTING MALAYALAM FILMS

DISSERTATION SUBMITTED TO THE KANNUR UNIVERSITY IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

BY

SEBIMOL K VARGHESE

Reg. No. C1GMCJ1015

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU, IRITTY, KANNUR – 670706

APRIL 2023

DEPARTMENT OF
MASS COMMUNICATION & JOURNALISM
DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU, KANNUR

CERTIFICATE

This is to certify that the dissertation entitled, "**THE ROLE OF SONGS AS TEASER IN PROMOTING MALAYALAM FILMS**" is a Bonafede record of work done by SEBIMOL K VARGHESE under the guidance of Dr. Fr. Bastin Nellissery in partial fulfilment of the requirement for the award of the degree of Master of Arts in Journalism and Mass Communication during the period of her study in the Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu, Kannur, affiliated to the Kannur University.

DR. FR. BASTIN NELLISSERY

Head, Department of Mass Communication & Journalism

 Don Bosco Arts and Science College

DECLARATION

I, **SEBIMOL K VARGHESE,** the undersigned, hereby declare that the dissertation entitled, "**THE ROLE OF SONGS AS TEASER IN PROMOTING MALAYALAM FILMS**" submitted to the Kannur University, in partial fulfilment of the requirement for the award of the degree of Master of Arts in Journalism & Mass Communication, is a Bonafede work done by me under the guidance of Dr. Fr. Bastin Nellissery, Head, Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu. This work has not been placed by anybody in the University for the Award of any degree or diploma.

ANGADIKADAVU   SEBIMOL K VARGHESE, APRIL 2023

ACKNOWLEDGEMENT

ABSTRACT

This research studies the role of songs as teaser in promoting Malayalam films. The study examines that songs influence watching films. Songs can create an emotional connection with the audience by conveying the feelings of the characters in the film. The lyrics and music can add depth to the character's emotions, helping the audience to understand and empathize with them. Songs can be used as a marketing tool for a movie. A catchy and popular song can generate buzz around the film and help to promote it. A teaser song can give audiences a sense of the film's tone and mood. By using a particular type of music, the teaser song can establish the genre of the movie and provide a sense of what to expect from the films. Teaser songs are a popular marketing tool used by filmmakers to promote their upcoming movies. These songs are released ahead of the film's actual release and are often accompanied by a music video or teaser trailer.

Key Words: Teaser songs, Promotions, Influence

LIST OF TABLES

Table of Contents

CHAPTER 1: GENERAL INTRODUCTION

1.1 Introduction

Songs play an important role in movies, and they can have several different functions depending on the context of the film. They are an essential part of a movie's soundtrack and are often used to enhance the emotional impact of a scene or to advance the narrative. Songs have played a significant role in Malayalam films since the early days of the industry. Malayalam film songs are known for their lyrical beauty and musical richness, and they are an essential part of the movie-watching experience for many audiences. Using songs as teasers in promoting films is a common marketing strategy in the film industry. Teaser songs can be released before the movie's actual release, giving audiences a hint into the film's tone, mood, and overall feel. Teaser songs can generate hype and anticipation for the movie's release. By releasing a catchy or popular song before the movie's release, filmmakers can create a buzz around the film, increasing its visibility and generating interest among the audience. This research study seeks to explore the role of songs as teaser in promoting Malayalam films. This study aims that the impact of promotional songs in Malayalam films and the need for songs in movies. Songs play an important role in making movies successful. It creates an atmosphere of emotions, character establishment and tell the stories through songs. Teaser songs can help reach a wider audience than traditional trailers. In some cases, songs can go viral on social media platforms, attracting viewers who may not have been interested in the film otherwise.

1.2 Need and Significance of the study

The need for the study of the role of songs as teaser in promoting Malayalam films is that it creates hype and anticipation for the upcoming movie release. The use of songs as teasers is a marketing strategy that has proven to be effective in attracting audiences and generating interest in the movie. Teaser songs used as promotions for the movies make the movie popular. The teaser songs influence to watch movies. The Malayalam movies are promoted by the teaser songs.

1.3 Operational definitions of key Words

Teaser songs

Teaser songs are songs that are released ahead of a movie's actual release date to generate excitement and anticipation for the movie among the audience. These songs are typically used as a promotional tool to attract more viewers to the movie.

Promotions

Promotion refers to the various activities undertaken to advertise and market a movie before and after its release to attract audiences to watch it. Effective promotions are crucial to the success of a movie as they can influence the audience's decision to watch a particular movie.

Influence

Influence refers to the ability of one person, group, or entity to affect the opinions, behaviours, or actions of others. Influence can take many different forms, ranging from the use of authority or power to persuasion through communication and social interaction

1.4 Objective of the Study
Main objective

- To study the influence of songs as teaser in promoting Malayalam films

Sub objectives

- To find out how many people watch and long to watch movies after watching film songs
- To find out how many people remember songs more than movies

1.5 Methodology of research

Quantitative methodology was used for the research. Quantitative research is the process of collecting and analysing numerical data.

1.6 Hypothesis

Teaser songs influence viewers to watch films.

1.7 Population of the Study

The age group of the populations is from 17-40. The data is collected using a questionnaire via Google form.

1.8 Scope and Limitation of the Study

Scope

The study focuses on the role of Songs as Teaser in promoting Malayalam Films

Limitations

The research is conducted within the limited circle of knowledge and resources of the researcher and the study is based on particular samples collected from 17-40.

1.9 Organization of the Report

Chapter 1 consists of the need and significant of the study, statement of the problem, operational definition, objectives, methodology, scope and limitation of the study. Chapter 2 consists of theoretical overview. Chapter 3 consists of the review of the literature of the studies related to the topic. Chapter 4 consists of the methodology of the study, the variables, samples, description of the tool and administration of the tool. Chapter 5 consists of the analysis and interpretation of the content. Chapter 6 consists of the summary, conclusion and suggestion of the study. The implication of the study and the suggestion for further research are discussed.

CHAPTER 2: THEORETICAL OVERVIEW

2.1 Introduction

The use of songs in the film industry has been a longstanding tradition that has proven to be an effective marketing tool for promoting movies. In the Malayalam film industry, songs are an integral part of the filmmaking process and play a significant role in creating buzz around the film's release. The use of songs as teasers has become increasingly popular in recent years, with filmmakers using them as a way to generate interest, create anticipation, and attract audiences to their movies. This theoretical review will explore the role of songs as teasers in promoting Malayalam films, analysing the impact they have on the audience and their effectiveness as a marketing tool. The review will delve into the history of songs in the Malayalam film industry and how they have evolved over time. It will also examine the various platforms used to promote these songs, including social media and music streaming apps. Overall, this review aims to provide a comprehensive analysis of the role of songs as teasers in promoting Malayalam films and their impact on the industry.

2.2 Theories Applied in this Research Paper

There are several theories that could be applicable to the research on the role of songs as teasers in promoting Malayalam films. Some of these theories include:

1. Uses and Gratifications Theory: This theory suggests that audiences consume media content to satisfy their personal needs and desires. In the case of Malayalam film songs, audiences may be attracted to songs that fulfill their emotional needs, such as entertainment, relaxation, or emotional stimulation. Understanding the specific needs and gratifications that audiences seek from Malayalam film songs could provide insights into their effectiveness as teasers.

2. Cultivation Theory: This theory posits that exposure to media content over time can shape an individual's perceptions and attitudes about the world.

CHAPTER 3: REVIEW OF LITERATURE

3.1. Introduction

A literature review summarizes and synthesizes the existing scholarly research on a particular topic. Literature reviews are a form of academic writing commonly used in the sciences, social sciences, and humanities. However, unlike research papers, which establish new arguments and make original contributions, literature reviews organize and present existing research. To research on the role of songs as teaser in promoting mlayalam films, a few select periodical and journal articles are reviewed in this chapter.

3. 2. Review of literature related to the topic

Sakshi Chauhan in her article, "Importance of Music in Indian Movie," says that one of the most striking examples of Indian cinema's unique aesthetic is the movies' use of song and dance. India's traditional music, including Hindustani and Classical music, has always has immense appeal among international audiences. However, the recent years have brought about tremendous success for Indian film music on the international scene. While it is almost impossible to characterize the musical aspects of Indian film music, it is this originality that has encouraged its mass appeal. Even though western audiences may not be comfortable with the usual song-and-dance routine in an Indian film, Indian film songs as standalone unit are immensely popular. Winning the 2009 Academy Award for Best Original Music Score and Best Original Song for the movie Slumdog Millionaire, A.R. Rahman brought international acclaim and recognition for the Indian film music genre. Music in Indian films is generally not conceived as an autonomous entity within itself, but has to be intimately connected to the storyline. So songs and music were created in accordance with the requirements of the film and were woven into the various situations of the film. Music has great qualities of healing a person emotionally and mentally. Music is a form of meditation. While composing or listening music ones tends to forget all his worries, sorrows and pains (Chauhan, 2020).

Priya Gupta in her article, "The Promotional song is the new tool of film marketing," says that more and more films seem to be now investing in what is termed as a 'Promotional Song'. The effort is always to have this as a chartbuster so that it becomes an important driver for the audiences to go watch the film. Not surprisingly, the two hot favourites for featuring in promotional songs of films seem to be India's most popular star Salman Khan and the current craze Yo Yo Honey Singh. In many films, Chennai Express being the best case in point, Lungi Dance became as popular as the film itself and helped drive audiences. While it's great for the audiences, it certainly adds to the cost of the film as more often than not, this is the most expensively shot song in the film (Gupta, 2014) .

In the article entitled "Why is Music Important to Film? Our Guide," published by Audio Network states that film music can transport viewers, trigger their emotions and leave them hints. Without music, viewers would find it difficult to invest in and digest a narrative. Just imagine watching Harry Potter discover Hogwarts without the magical music ('Hedwig's Theme' is a downright classic), or reading through a Star Wars opening crawl without the big, bold sounds of John Williams's iconic score. Right from the beginning of a film, music has the power to whisk you away to different lands, planets and points in time. Film producers use music to encourage an audience to imagine they're part of the on-screen events, which, in turn, allows them to immerse themselves in the story (Network, 2021).

Alison Pitre in his article entitled "More People are Watching Movie Trailers Now Than Ever," says that sound is everything. The excellent music can make or break a trailer, but it doesn't always have to be super dramatic. The music should genuinely reflect the mood of the movie! Some movie trailers simply chose a popular song while other movie trailers even have their own specially composed music. Recently, many movie trailers have taken a popular song and re-recorded to make it sound entirely different. A great example is this cover of Creep by Radiohead for The Social Network movie trailer. The song lyrics capture the view of social media entirely and set the premise perfectly (Pitre , 2019).

Kelsey M. DePree in his article entitled "Cue the Music: Music in Movies," says that Music in movies has a significant impact on the viewer's perception of what is happening by providing musical cues about characters, moods, and plot foreshadowing. The article attempts to show that music in movies has a large impact on the audience watching movies. And is therefore

used as a device to guide emotions and foreshadow plots. It attempts to prove this by answering the following questions. One: in what way is music used in movies to provide plot cues and foreshadowing? Two: how does music in movies provide musical cues about characters and their intentions? And finally, what typical musical devices, (intervals, instruments, musical progression, and chords) are used to signal different movie moods and events? By answering these questions this paper endeavours to show that music is not only an expected part of the part of the cinematic experience but that it has become something that is integral to watching movies. Various research articles as well as audio examples were studied and analysed to provide the basis for the statistics and examples involved in this paper (DePree, 2017).

Bijo Thomas Ittiarah in his dissertation entitled "Bands Used as Pr Tool in Malayalam Movies," states that in recent times Rock Bands have done an outstanding work in the Malayalam Film Industry. Rock Bands are often used as PR tool to promote the movies. Till now Bands like Avial, Vidwan, Black Letters, Thakara, Kolam, The Down Troddence, Thaikkudam Bridge etc have made an exceptional mark in the industry. The research paper intends to shed some light on these bands and how they are portrayed as an emerging trend. The youth and crowd today are immensely attracted towards these. Therefore, they have been seen making a change in the case of the success factor of such films. The researcher will try to analyse the contribution of these rock bands as effective PR tools in the success of these Malayalam movies (Ittiarah, 2016).

Luka Vasic in his article entitled "Whatever Happened to the Movie Theme Song?" states that an effective theme song can absorb you into the world of a film's story or have you leaving the theatre with it its melody stuck in your head for years to come. Movie music is about as old as cinema itself, and has changed from live performances, to original scores, pop tunes and eventually compilations. The way we make films has also changed, and so have budgets, technology and audience tastes—and with them, so have theme songs. In modern film, the right choice of a pre-existing tune can blow an original composition out of the park, while sometimes the less flashy the scored music the better. Some of the most memorable theme songs in film history have come from multi-installment franchises, from classics like Rocky and Indiana Jones, to series like Mission Impossible and Jurassic Park. However, outside of existing IP like these franchises, in modern filmmaking there doesn't seem to be as much of a desire to link

longform multi-film plots through grandiose thematic music, the best example being the box office domination of theme song lacking superhero films. Though the use of a theme song can be one of the most memorable parts of many classic films, as well as highly valuable storytelling device for the films they support, in modern cinema scored theme songs can also feel dated (Vasic, 2019).

Suniya Thenweer in her article entitled "Why do Bollywood Movies always have Songs?" says that the most prominent difference between Hollywood and Bollywood is that the former movies are usually full of action and in the latter movies, music and dance dominate the movies. However, if the Hollywood movie industry does want to produce songs, they will produce a musical instead. The reason why the Hollywood industry does not produce many musicals is that they do not gain as much popularity. They were much more popular in the 40s and 50s. This is mainly because there is a specific target market in each country for songs and musicals. This implies that India is a nation that enjoys seeing music and dance in Bollywood movies (Thenweer, 2020).

Rachael Mollison on his article on Songs of The Cinema: The Role of Music in Movies states that Music plays an important, and often essential role in creating the appropriate atmosphere in a movie. The score of a film can help to convey subtle emotions, and enhances the performance of the actors greatly. For instance, if you watch a horror movie on mute, the film is nowhere near as frightening. The music adds, suspense, anticipation, and often foreshadows story elements (Mollison, 2014).

Rajiv Vijayakar on his article on The role of a song in a Hindi film states that The lyrics of songs are used to convey progressions in sequence and character moods much more succinctly than volumes of dialogues and visual sequences, accompanied by vocal music backed by an appropriate orchestral tenor in both popular and art-house Hindi movies. Though this may seem unreal to a viewer from another culture. It is also interesting to know that in hundreds of cases the music score or just one or two songs from it are all that is remembered about a movie a decade or more down the line (Vijayakar, 2013).

CHAPTER 4: METHODOLOGY

4.1 introduction

Research methodology is the systematic approach and framework used by researchers to conduct and analyse research. It involves the selection of appropriate methods, techniques, and procedures to gather and interpret data, as well as the overall design and structure of a research study. Research methodology is a critical aspect of any research endeavour, as it helps ensure the validity, reliability, and generalizability of research findings. It provides a roadmap for researchers to follow, guiding them in the collection, analysis, and interpretation of data in a logical and organized manner. Various analytical methods are adapted to achieve the objectives of the topic, "The role of songs as teaser in promoting Malayalam films"

4.2 Method for the study

Quantitative Analysis method is used in this research. Quantitative analysis is a technique that uses mathematical and statistical modelling, measurement and research to understand behaviour. Quantitative analysts represent a given reality in terms of a numerical value.

4.3 Variables

Variables are the measurable or observable characteristics or factors that can change or vary. They are essential components of research studies as they are used to represent, measure, and analyse the concepts, phenomena, or relationships being investigated. There are two types of variables; Independent variable and dependent variable. the independent variable is manipulated or controlled by the researcher. It is the variable that is presumed to have an effect on the dependent variable. The dependent variable is the variable that is being studied or observed to determine the effect of the independent variable. It is the variable that is presumed to change as a result of the manipulation of the independent variable.

Independent Variable: Malayalam movies

Dependent Variable: Teaser Songs

4.4 Samples of the study

Sample is a group of people, objects or items that are taken from a larger population for measurement. Population and samples are important aspects of a research. Population refers to the set of individuals from which a statistical sample is drawn for a study. A sample is the smaller set or manageable version of the population. Sample size can be defined as the number of individuals in a sample. For this research a total of 120 samples were covered through purposive sampling. The researcher tried to cover wide geographical area in order to ensure unbiased result.

4.5 Descriptions of the tool used in the study

The sample were collected through questionnaire on the Google platform. The data and sources of the studies were acquired from the various journals and websites on the online platform. The population of the researcher is drawn from the Malayalis residing in and around Kerala.

4.6 Administration of the tool

The questionnaire was administered via google form to the population by the research to collect responses.

4.7 Statistical techniques used for the study

Descriptive analysis

Descriptive techniques often include constructing tables of means and quantities. Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. They are broken down to measure central tendency and measure of variability. Measures of the central tendency include Mean while measure of variability includes the standard deviation.

CHAPTER 5: ANALYSIS AND DISCUSSION OF THE DATA

5.1 Introduction

This chapter tries to analyse and interpret the collected data from the 120 respondents who participated in the research, 'the role of songs as teaser in promoting Malayalam film'. For the analysis, the researcher used the software IBM SPSS Statistics20. The result and findings derived are given below. The results are shown with the help of tables.

1. Age

	Frequency	Percent
17-24	53	44.2
25-29	32	26.7
30-35	9	7.5
36-40	26	21.7
Total	120	100.0

Table :1

Table 1 shows the analysis of age. The researcher divided the age group into 4 categories: 17-24, 25-29, 30-35, and 36-40. Among them 44.2% is from the 17-24 category, 26.7% is from the 25-29 category, 7.5% is from the 30-35category, and 21.7% is from the 36-540 category. The age of respondents has a Mean value of 2.07 and Standard Deviation of 1.179

2. Gender

	Frequency	Percent
Male	47	39.2
Female	73	60.8
Total	120	100.0

Table : 2

The gender (Table:2) are categorized in to male, female, and others. Among the 120 respondents, 39.2% are male and 60.8% are female. The gender has a Mean value of 1.61 and Standard Deviation of .490

3. Do you watch Malayalam movie song?

	Frequency	Percent
Yes	110	91.7
No	1	.8
Sometimes	9	7.5
Total	120	100.0

Table :3

Table 3- Out of 120 respondents, 91.7 % watch Malayalam movie songs and .8 % do not watch Malayalam movie songs and 7.5% watch Malayalam movie songs sometimes. This has Mean value of 1.16 and Standard Deviation of .534

4. Which type of songs would you like ?

	Frequency	Percent
Melody	102	85.0
Fast number	8	6.7
Rap	3	2.5
Others	7	5.8
Total	120	100.0

Table:4

Table -4 out of 120 respondents, 85.0% watch melody songs, 6.7 watch fast number songs, 2.5% watch rap songs and 5.8% watch other songs. This has Mean value of 1.29 and standard Deviation.782

5. Songs are important in movies

	Frequency	Percent
Strongly agree	44	36.7
Agree	45	37.5
Neutral	26	21.7
Disagree	5	4.2
Total	120	100.0

Table:5

Table 5 shows the responses of 120 participants in the research. 37.5% of respondents responded "Agree" and 36.7% of respondents strongly agree with the statement. While 21.7% respondent chose to remain neutral and 4.2% disagree with the statement. This has Mean value of 1.93 and Standard Deviation of .867

6. songs influence you to watch movies

	Frequency	Percent
Strongly agree	34	28.3
Agree	60	50.0
Neutral	17	14.2
Disagree	5	4.2
Strongly disagree	4	3.3
Total	120	100.0

Table :6

Table 6 shows the responses of 120 participants in the research 50.0% Agree with the statement songs influence you to watch movies. 28.3% respondents responded "strongly agree" with the statement. While 14.2% respondent chose to remain neutral. 4.2% disagree with the statement and 3.3 % strongly disagree. This has Mean value of 2.04 and standard deviation .947

7. You recognise the movie by listening to the song

	Frequency	Percent
Strongly agree	41	34.2
Agree	55	45.8
Neutral	16	13.3
Disagree	5	4.2
Strongly disagree	3	2.5
Total	120	100.0

Table:7

Table :7 shows the responses of 120 participant 45.8% agree with the statement .34.2 % strongly agree and 13.3 % respondents responded neutral to the statement. 4.2% disagree with the statement and 2.5 strongly disagree. This has Mean value of 1.95 and standard deviation .934

8. people remember songs more than movies

	Frequency	Percent
Strongly agree	38	31.7
Agee	55	45.8
Neutral	23	19.2
Disagree	2	1.7
Strongly disagree	2	1.7
Total	120	100.0

Table:8

Table 8 shows the responses of 120 participant 45.8 % agree the statement people remember songs more than movies, 31.7% strongly agree. While 19.2% respondents chose to remain neutral. 1.7% respondents disagree and 1.7% strongly disagree with the statement. This has Mean value 1.96 and standard deviation .854

9. There are many movies that become popular just because of the songs

	Frequency	Percent
Strongly agree	49	40.8
Agree	56	46.7
Neutral	12	10.0
Disagree	3	2.5
Total	120	100.0

Table :9

Table 9 out of 120 participants 46.7 % agree with the statement, 40.8% strongly agree that there are many movies that become popular just because of the songs. While 10.0% respondents chose to remain neutral and 2.5 %disagree with the statement. this has Mean value1.74 and standard deviation .739

10. Songs affect you emotionally

	Frequency	Percent
Often	42	35.0
Sometimes	75	62.5
Never	3	2.5
Total	120	100.0

Table:10

Table: 10 shows the responses of 120 participants in the research. 62.5% of respondents responded "sometimes," 35.0% of respondents responded "often," and 2.5% of respondents responded "never" to the question, "songs affect you emotionally" This has Mean value of 1.68 and Standard Deviation of .521

10. Some Malayalam songs are popular than movies

	Frequency	Percent
Often	64	53.3
Sometimes	54	45.0
Never	2	1.7
Total	120	100.0

Table:11

Table 11 shows the responses of 120 participant in the research 53. 3 % of respondents responded "often", 45.0% respondents responded "sometimes" and 1.7 responded "never" to the question some songs are popular than movies. This has Mean value 1.48 and standard deviation .534

12 Certain part of a movie scenes are influenced by the song alone

	Frequency	Percent
Strongly agree	26	21.7
Agree	67	55.8
Neutral	26	21.7
Disagree	1	.8
Total	120	100.0

Table: 12

Table 12 out of 120 participant 55.8% agree that certain part of a movie scenes is influenced by the song alone. 21.7% responded strongly agree and neutral to the statement. .8%disagreeto the statement. This has mean value 2.02 and standard deviation .686

13 Movies are a failure without songs

	Frequency	Percent
Strongly agree	19	15.8
Agree	32	26.7
Neutral	29	24.2
Disagree	32	26.7
Strongly disagree	8	6.7
Total	120	100.0

Table :13

Table 13 shows the responses of 120 participants in the research 26.7% both agree and disagree to the statement. 24.2% responded "neutral" to the statement. 15% strongly agree that movies are failure without songs.6.7 % strongly disagree to the statement. This has Mean value 2.82 and standard deviation 1.188

14. Stories are effectively communicated through songs

	Frequency	Percent
Strongly agree	22	18.3
Agree	75	62.5
Neutral	20	16.7
Disagree	2	1.7
Strongly disagree	1	.8
Total	120	100.0

Table :14

Table 14 shows the responses of 120 participants in the research 62.5% agree to the statement and 18.3 %strongly believed that stories are effectively communicated through songs. While 16.7% of respondents chose to remain neutral. 1.7% disagree and .8% strongly disagree to the statement. This has Mean value2.04 and standard deviation.703

15. Songs used as teaser promote Malayalam movies

	Frequency	Percent
Strongly agree	32	26.7
Agree	69	57.5
Neutral	16	13.3
Disagree	3	2.5
Total	120	100.0

Table:15

Table 15 Out of 120 participants in the research 57.5%agree with the statement songs used as teaser promote Malayalam movies. 26 strongly believed with the statement and 13. 3% responded neutral to the statement. 2.5% disagree with the statement. This has Mean value 1.92 and standard deviation .705

5.2 Findings

The role of songs as teasers in promoting Malayalam films was studied among 120 participants. The majority of the participants were under the age of 24, with 44.2% falling into this category. In terms of gender, 60.8% of the participants were female. The study found that 91.7% of the participants watched Malayalam movie songs, with 85% preferring melodies. A significant percentage of the participants, 37.5% agreed, and 36.7% strongly agreed that songs are important in movies. The study also found that 50% of the participants agreed that songs influence them to watch movies, and 45.8% agreed that they recognize a movie by listening to the songs. Additionally, 46.7% agreed and 40.8% strongly agreed that there are many movies that become popular just because of the songs. A majority of the participants, 62.5%, sometimes feel emotionally affected by songs, and 53.3% often feel that some Malayalam songs are more popular than the movies themselves. The study also found that 55.8% of the participants agreed that certain parts of a movie scene are influenced by the song alone. A smaller percentage, 26.7%, agreed that movies are a failure without songs. Furthermore, the study found that 62.5% of the participants agree that songs are effectively communicated through movies and that 57.5% agree that songs used as teasers promote Malayalam movies.

5.3 Discussion

Based on the findings of the research, it can be concluded that songs play a significant role in promoting Malayalam movies. The majority of the participants answered positively to the questions related to Malayalam movie songs, with 91.7% answering "yes" to the question "do you watch Malayalam movie songs?". This shows that a large percentage of people are interested in watching Malayalam movie songs.

Further, when asked about their preferred type of songs, 85% of the participants answered "melody". This indicates that melody is the most preferred type of song among the participants, and filmmakers should take this into consideration while composing songs for their movies. The participants also agreed that songs are important in movies, with 37.5% answering "agree" and 36.7% strongly agreeing to the statement. Additionally, 50% agreed and 28.3% strongly agreed that songs influence them to watch movies. This shows that songs have a significant impact on people's decision to watch a movie.

Furthermore, the participants also believed that songs can have an emotional impact on them, with 62.5% answering "sometimes" and 45% answering "often" to the statement "songs affect

you emotionally". This finding indicates that songs can be used effectively to create an emotional connection between the audience and the movie.

Interestingly, more than half of the participants, 55.8%, agreed that certain parts of a movie scene are influenced by the song alone. This finding indicates that songs have the potential to influence the visual storytelling aspect of a movie.

Overall, the findings suggest that songs are an integral part of Malayalam movies and play a significant role in promoting the movies. Filmmakers should consider the preferences of the audience while composing songs for their movies to effectively promote and connect with their audience.

CHAPTER 6: SUMMARY, CONCLUSION, AND SUGGESTIONS

6.1 Introduction

This chapter discusses the major findings of the study. This chapter is divided as a conclusion, implications of the study and suggestions for further research & also this is the final chapter of the research study which is conducted.

6.2 Purpose of the study

The purpose of the study on the topic "The Role of Songs as Teaser in Promoting Malayalam Films" is to investigate the importance of songs in promoting and advertising Malayalam movies. The study aims to identify the impact of songs on the audience's emotional response, their influence on the audience's decision to watch the movie

6.3 Re-statement of the problem

Despite the widespread use of songs in promoting Malayalam films, little is known about their effectiveness as teasers in attracting audiences to watch the movies. Therefore, the purpose of this study is to investigate the role of songs in promoting Malayalam films and to examine their impact on audience behavior, such as watching the movies and recognizing the films by the songs. This research aims to fill the gap in the literature and provide insights into the use of songs as a promotional tool for Malayalam films.

6.4 Conclusion based on the findings of the study

Based on the findings of the study on "The Role of Songs as Teaser in Promoting Malayalam Films," it can be concluded that a significant proportion of the participants watch Malayalam

movie songs. The majority of the participants preferred melody songs. Additionally, participants agreed that songs are important in movies and can influence them to watch a movie. Furthermore, a considerable proportion of the participants agreed that they recognize a movie by listening to the songs, and some movies become popular just because of the songs.

Moreover, the study found that songs affect the emotions of the viewers, and some Malayalam songs are more popular than the movies themselves. It was also found that a certain part of movie scenes is influenced by the songs. However, participants were divided on the opinion that movies are a failure without songs.

Participants agreed that songs are effectively communicated through songs and used as a teaser to promote Malayalam movies. The study found that a significant proportion of the participants are female, and the majority are under the age of 24.

Overall, the findings suggest that songs play a vital role in promoting Malayalam movies, and they have a significant impact on the viewers' emotions and decision to watch a movie. The study's results can be used to improve the marketing strategies of Malayalam movies by emphasizing the importance of songs as teasers.

6.5 Suggestions for further research

➢ Increase the number of respondents to get a detailed analysis for the research.

BIBLIOGRAPHY

Chauhan, S. (2020, December 18). *Importance of Music in Indian Movies*. Retrieved from
https://www.eatmy.news/: https://www.eatmy.news/2020/12/importance-of-music-in-
indian-
movies.html?m=1#:~:text=In%20a%20film%2C%20music%2C%20both,influences%
2C%20especially%20from%20the%20West

DePree, K. (2017, 4 12). *Cue the Music: Music in Movies*. Retrieved from
https://digitalcommons.cedarville.edu:
https://digitalcommons.cedarville.edu/research_scholarship_symposium/2017/podium
_presentations/5/

Gupta, P. (2014, August 10). *The Promotional song is the New tool of Film Marketing*.
Retrieved from https://timesofindia.indiatimes.com/:
https://timesofindia.indiatimes.com/entertainment/hindi/bollywood/news/the-
promotional-song-is-the-new-tool-of-film-
marketing/articleshow/39945491.cms?from=mdr

Ittiarah, B. T. (2016). *Bands Used as Pr Tool in Malayalam Movies*. Retrieved from
http://archives.christuniversity.in/:
http://archives.christuniversity.in/disk0/00/00/71/53/01/1424007_Bijo_Thomas__Diss
ertation_Updated.pdf

Network, A. (2021, November 16). *WHY IS MUSIC IMPORTANT TO FILM? OUR GUIDE*.
Retrieved from https://www.audionetwork.com:
https://www.audionetwork.com/content/the-edit/expertise/why-is-music-important-to-
film

Pitre , A. (2019, March 15). *MORE PEOPLE ARE WATCHING MOVIE TRAILERS NOW
THAN EVER*. Retrieved from https://berningmarketing.com/:
https://berningmaarketing.com/more-people-are-watching-movie-trailers-now-than-
ever/#respond

Thenweer, S. (2020, 2 12). *Why do Bollywood Movies always have Songs?* Retrieved from
https://www.desiblitz.com: https://www.desiblitz.com/content/why-do-bollywood-
movies-always-have-songs

Vasic, L. (2019, 12 13). *Whatever Happened to the Movie Theme Song?* Retrieved from
https://academicworks.cuny.edu: https://academicworks.cuny.edu/gj_etds/356/

APPENDIX

1. Age
   - 17-24
   - 25-29
   - 30-35
   - 36-40

2. Gender
   - Male
   - Female
   - Others

3. Do you watch Malayalam movie songs?
   - Yes
   - No
   - Sometimes

4. Which type of songs would you like
   - Melody
   - Fast number
   - Rap
   - Others

5. Songs are important in movies
   - Strongly agree
   - Agree
   - Neutral
   - Disagree
   - Strongly dis agree

6. songs influence you to watch movies
   - Strongly agree

- Agree
- Neutral
- Disagree
- Strongly dis agree

7. You recognize the movie by listening to the songs
   - Strongly agree
   - Agree
   - Neutral
   - Disagree
   - Strongly dis agree

8. People remember songs more than movies
   - Strongly agree
   - Agree
   - Neutral
   - Disagree
   - Strongly dis agree

9. There are many movies that become popular just because of the songs
   - Strongly agree
   - Agree
   - Neutral
   - Dis agree
   - Strongly dis agree

10. Songs affects you emotionally
    - Often
    - Sometimes
    - Never

11. Some Malayalam songs are more popular than movies
    - Often
    - Sometimes

- Never

12. Certain part of a movie scenes are influenced by the song alone
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

13. Movies are failure without songs
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

14. Stories are effectively communicated through songs
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

15. Songs used as a teaser promote Malayalam movies
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

TWITTER AS A TOOL FOR
FORMING POLITICAL OPINION AMONG YOUNGSTERS

BY

RIM TAHI NABAM

Reg. No. C1GMCJ1013

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DON BOSCO ARTS AND SCIENCE COLLEGE

ANGADIKADAVU

APRIL 2023

TWITTER AS A TOOL FOR FORMING POLITICAL OPINION AMONG YOUNGSTERS

DISSERTATION SUBMITTED TO THE KANNUR UNIVERSITY IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

BY

RIM TAHI NABAM

Reg. No. C1GMCJ1013

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU, IRITTY, KANNUR – 670706

APRIL 2023

DEPARTMENT OFMASS COMMUNICATION & JOURNALISM
DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU KANNUR

CERTIFICATE

This is to certify that the dissertation entitled, "Twitter as a tool for forming political opinion among youngsters" is a bonafide record of work done by RIM TAHI NABAM under the guidance of Dr. Fr. BastinNellissery in partial fulfillment of the requirement for the award of the degree of Master of Arts in Journalism and Mass Communication during the period of her study (2021-2023) in the Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu, Kannur, affiliated to the Kannur University.

DR. FR. BASTIN NELLISSERY

Head, Department of Mass Communication & Journalism

Don Bosco Arts and Science College

DECLARATION

I**, MS RIM TAHI NABAM**, the undersigned, hereby declare that the dissertation entitled, "Twitter as a tool for forming political opinion among youngsters" submitted to the Kannur University, fulfillment of the requirement for the award of the degree of Master of Arts in Journalism & Mass Communication, is a bonafide's work done by me under the guidance of Dr. Fr. BastinNellissery, Head of the Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu. This work has not been placed by anybody in the University for the Award of any degree or diploma.

ANGADIKADAVU

RIM TAHI NABAM

April 2023

ACKNOWLEDGEMENT

I sincerely wish to express my deep sense of gratitude to all those who helped and supported me to complete the work. First and foremost, I thank God Almighty who strengthened me at every moment and through whom I do all the things.

I would like to extend my sincere words of gratitude to Fr. Dr. Francis Karackat (Principal, Don Bosco Arts and Science College), Dr. Fr. BastinNellissery, Head, Department of Mass Communication & Journalism, and my supervisor, whose assistance, guidance, and inspiration helped me to complete this study. I also thank other faculty members and the Library Staff for their immense help and assistance during the identification of the topic, literature search, and review preparation.

On this occasion, I thank all the respondents for their cooperation and availability. I also wish to express sincere thanks to my parents and friends who have always supported and encouraged me to finish the research work successfully.

RIM TAHI NABAM

ABSTRACT

This research paper examines the role of Twitter as a tool for forming political opinions among young people. The study focuses on the impact of Twitter on the attitudes and beliefs of young people towards politics and the extent to which Twitter serves as a platform for political engagement. The study finds that Twitter is an influential platform for shaping the political opinions of young people, with many using the platform to share and access information on political issues. Additionally, the research suggests that Twitter enables young people to engage in political discourse and form political opinions in a more accessible and participatory manner. Overall, the survey conducted on 200 respondents provides insight into the importance of social media in shaping political attitudes and beliefs among young people, and highlights the potential for Twitter to play a significant role in the democratic process.

KEY WORDS: Twitter, Political Tweets, Youth, Political Opinion

TABLE OF CONTENTS

LIST OF TABLES

CHAPTER 1: GENERAL INTRODUCTION

1.1 Introduction

Twitter is a social media platform that allows users to share their thoughts, opinions, and experiences in real-time, creating a virtual public space where individuals can engage with each other on a range of topics, including politics. It has emerged as a powerful tool for communication, particularly among young people, who are often disengaged from traditional forms of political participation and are among the most active users of the platform.

Political opinion formation among young people is of critical importance for democracy, as young people represent the future of political engagement and decision-making. Twitter has the potential to shape political opinion among young people, by providing a platform for the dissemination of information and facilitating political discussion and debate. However, there is limited research on the role of Twitter in shaping political opinion among young people.

Through a survey conducted on 200 respondents, this research paper aims to examine the role of Twitter as a tool of communication for forming political opinion among young people. The study focuses on the impact of Twitter on the attitudes and beliefs of young people towards politics and the extent to which Twitter serves as a platform for political engagement. By examining the role of Twitter in shaping political opinion among young people, this research paper contributes to the understanding of the potential of social media in shaping political discourse and democratic participation.

1.2 Need and significance of the study

The need for research on Twitter as a tool of communication for forming political opinion among the youth is evident for several reasons. Firstly, Twitter has become a critical platform for political communication, particularly among the younger generation. It offers a unique opportunity for individuals to express their opinions on current events, engage in discussions, and connect with like-minded individuals. As such, it has become an essential tool for shaping political opinions among the youth.

Secondly, the significance of research on Twitter as a tool of communication for forming political opinion among the youth lies in the fact that it can provide valuable insights into the

ways in which young people engage in political discourse. By analyzing the content of tweets, researchers can gain a better understanding of the issues that are important to young people, the types of messages that resonate with them, and the ways in which they interact with political information.

Thirdly, the use of Twitter as a tool of communication for forming political opinion among the youth has significant implications for political campaigns and activism. Political campaigns are increasingly using social media platforms like Twitter to engage with voters, particularly young people. Understanding the ways in which young people use Twitter to form political opinions can help political campaigns and activists to better target their messages and engage with this critical demographic.

Finally, research on Twitter as a tool of communication for forming political opinion among the youth can help policymakers and educators to develop strategies for promoting civic engagement among young people. By understanding the ways in which young people engage with political information on social media platforms like Twitter, policymakers and educators can develop effective strategies for promoting civic engagement and political participation among this critical demographic.

In conclusion, research on Twitter as a tool for forming political opinion among the youth is essential. It can provide valuable insights into the ways in which young people engage in political discourse, the issues that are important to them, and the types of messages that resonate with them. This knowledge can have significant implications for political campaigns, activism, and policymaking, and can help to promote civic engagement and political participation among young people.

1.3 Statement of the problem

The problem statement for this research topic is "Despite the growing use of Twitter as a platform for political communication, there is a lack of comprehensive understanding regarding how Twitter is used by young people to form political opinions." This research aims to investigate the role of Twitter as a tool for shaping the political opinions of young people and the factors that influence their engagement with political information on the platform.

1.4 Operational definition of key words

Twitter, Political Tweets, Youth, Political Opinion

Twitter

Twitter is a free social networking site where users broadcast short posts known as tweets. These tweets can contain text, videos, photos or links.

Political Tweets

Political tweets are messages posted on Twitter that relate to politics and government. These tweets can be posted by politicians, political organisations, celebrities, common people to express their opinion about political issues, policies or events.

Youth

Youth or young people generally refers to the individuals who are in the early stages of their life usually the period of life that falls between childhood and adulthood.

Political Opinion

A political opinion refers to an individual's stance on a particular issue or topic related to politics, government or public policy.

It represents an individual's beliefs, attitudes, values and judgements regarding a specific political issue.

1.5 Objectives

Main Objective:

● To study the influence of Twitter in forming political opinions of youth.

Sub-objectives:

➢ To study how youth are influenced to participate in political activities by tweets from politicians and celebrities .

➢ To observe the involvement of youth in politics who follow politicians on twitter.

➢ To study how often Twitter is used to keep up with political news by the youth.

1.6 Hypothesis

Twitter plays an important role as a tool for forming political opinions among youth.

1.7 Methodology in brief

The methodology is the approach and technique used by researchers to conduct a study or investigation. It would involve selecting an appropriate research design, sampling participants, collecting data, analysing the data and drawing conclusions based on the results.

In acquiring the relevant information and knowledge for this study, quantitative methodology was used. Quantitative research is the process of collecting and analysing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations. Quantitative research is the opposite of qualitative research, which involves collecting and analysing non-numerical data Primary data is collected via google form and secondary data is mainly used and obtained from library research.

The data analysis was done by using the software IBM SPSS Statistics 20 and the results are presented as tables.

CHAPTER 2: THEORETICAL OVERVIEW

2.1 Introduction

The theoretical overview serves several important purposes in a research paper. The main purpose of a theoretical overview is to summarize and synthesize the existing literature on a topic, and to provide a theoretical framework for the research project. It provides the context and background necessary for the reader to understand the research question and hypothesis. It also establishes the significance of the research question by demonstrating the need for the research based on gaps or limitations in previous research. Additionally, it provides the foundation for the development of the research design and data analysis methods. Finally, the theoretical overview is used to situate the study within the broader literature and to demonstrate the potential contributions of the research.

Theories are developed by researchers to explain phenomena, draw connections, and make predictions. In the theoretical framework, you explain the theories that support your research, showing that your work is grounded in established ideas.

2.2 The Theories Applied in this Research

This research which was conducted through a questionnaire and collected via Google forms from the youth aged 15-35 years and analyzed using IBM SPSS 20 Version, can be informed by various communication theories.

Here are some communication theories that could be applied to this research:

2.2.1 Uses and Gratifications Theory

This theory posits that individuals actively seek out media content to fulfill their psychological and social needs. The research explores why people of the youth actively use new media like Twitter and what gratifications they derive from it.

2.2.2 Cultivation Theory

This theory proposes that media has a significant impact on our perceptions of important issues. The research investigates how Twitter influences the perceptions of the issues and topics that are perceived as important.

These are just a few examples of communication theories that could be applied to this research. Ultimately, the choice of theory will depend on the research questions and objectives, as well as the specific context and sample population.

CHAPTER 3: LITERATURE REVIEW

3.1 Introduction

A literature review is a piece of academic writing demonstrating knowledge and understanding of the academic literature on a specific topic placed in context. A literature review also includes a critical evaluation of the material; this is why it is called a literature review rather than a literature report. It is a process of reviewing the literature, as well as a form of writing.

To illustrate the difference between reporting and reviewing, think about television or film review articles. These articles include content such as a brief synopsis of the film's key points or programme plus the critic's own evaluation. Similarly, the two main objectives of a literature review are the content covering existing research, theories, and evidence, and your own critical evaluation and discussion of this content.

Usually, a literature review forms a section or part of a dissertation, research project, or long essay. However, it can also be set and assessed as a standalone piece of work.

This chapter looks into the former research made in the same field. Therefore, ten related journal articles and books are discussed here below.

3.2 Review of the related studies

P G Suresh Babu in his research article entitled "Political Participation of Youth and Role of Mass Media" observed that while perceived changes in political participation patterns amongst young people in recent years have attracted much academic research in democratic countries, especially in Europe, and North and South America it remains an understudied area in India. As active political participation plays a vital role in the improvement of the quality of democracy, this gap needs to be addressed empirically as well as theoretically. There is only a small drop in voter turnouts, especially among youth and people from lower socio-economic status and Indian youth demonstrate a relatively greater degree of political socialization and involvement, especially when conventional forms of political participation such as elections are considered. Further, far from shunning politics, youth Indians are also turning to more direct methods such as volunteering and protest. With the growing popularity of television news and its importance as a source of political information, the

emphasis has shifted to news media. Recent empirical comparisons of mass media channels show that television news is informative for Indian voters, albeit in ways different from newspapers. Television reaches groups that tend to lack political information, such as young people, immigrants, and less interested citizens. Political information-seeking behavior of young people is likely to be influenced by political involvement. Those who are more politically engaged are more likely to seek and use political information than those less engaged. Further, it could also be suggested that greater engagement with news media increases interest and importance attached to politics and as a consequence impact political engagement (Babu, 2013).

Immaculate Wanza Musyoka, IradKamutiMwendo, David Gichohi Maina, and Kinyua Gikunda in their article entitled "The impact of Twitter on political influence on the choice of a running mate: Social Network Analysis and Semantic Analysis" state that Twitter, as a medium for political and social discussion, can be analyzed to get political insights from people. They help predict how a certain running mate will affect the chances of a political aspirant. Social network and semantic analysis are vital tools for using social media to make predictions about structures of interactions between individuals (or other social entities, such as organizations), and interdependencies in behavior or attitudes connected to configurations of social relations are studied using social network analysis A social network is a social structure made up of a group of social actors (such as people or organizations), a set of dyadic links, and other social interactions between them. Semantic networks aid in the extraction of meanings given to a political leader by followers based on the text they use in social media posts and could help political leaders transform their strategies. Semantic networks, rather than connecting individuals to people, connect words to words based on their co-occurrence.

This article reviewed social network analysis and semantic analysis and associated state-ofthe-art techniques. The primary objective of this work was to review various techniques uses in SNA and SA and determine their performance in relation to politics (Wanza ,Kamuti, Gichohi, &Gikunda, 2022).

Paromita Pain and Gina Masullo Chen in their article entitled "The President Is in: Public Opinion and the Presidential Use of Twitter", looks at the nature of Donald Trump's conversations with the public and the building of public support for his candidacy, till he

assumed office on January 2017. When delved more deeply into the themes that surfaced in available data, a very prominent theme found was that Trump, through his tweets, cast himself as a political outsider who can alone save America. His tweets showed that he abandoned diplomatic language and focused on controversial issues that would resonate with his populist following. Populist language is rampant in Trump's tweets in this theme, as he emphasized that if elected, he would transfer government power to the electorate and attenuate the power of political elites. His use of sometimes exaggerated or uncivil language highlights this populism, as he attacks former presidents, the media, and Hillary Clinton, his political opponent for the presidency. Taken as a whole, the analysis of this corpus of tweets reveals a political leader who revels in conflict, embraces self-promotion, and eschews normative standards of behavior. His tweets offer a microcosm of palpable tension ongoing in our culture between normative behavior and an all-out free for all online (Pain & Chen, 2019).

In the article "Beyond normalization and equalization on Twitter: Politicians' Twitter use during non-election times and influences of media attention" by Adrian Rauchfleisch and Julia Metag, present the result of their study on Swiss politicians' usage of twitter. They write that the activities of politicians are the best predictor for Twitter attention. Being active on Twitter increases the chance of receiving replies and retweets. On the contrary, mentions can also be received without writing any tweets and seem to be partly independent of the activity level, especially during the session phase. Only for mentions, the number of followers has a consistent effect. It is, therefore, likely that a connection between media attention and mentions exists. The media put the spotlight on a specific politician, Twitter users become thus aware of the politician on a given day and address the politician in the form of a mention or reply. (The politician gains recognizability). This finding, while preliminary, suggests that a politician's Twitter attention can be partly explained with her or his media attention while it is predominantly in the hands of the politicians with their level of activity to influence their Twitter attention. Whether a politician receives a lot of retweets and replies depends on the particular features of his or her tweets and less on the number of people he or she potentially reaches (number of followers). On a day when a politician receives strong media attention, he or she is also more likely to receive more attention on Twitter. Media attention does not have any substantial effect on the number of retweets and have only a small effect on replies. The media are the strongest predictor for mentions. They also mentioned how this finding was unexpected and suggests that retweets and replies in contrast

to mentions are a platform specific form of attention mostly independent from media attention (Rauchfleisch & Metag, 2022).

The article "Youth, New Media and the Rise of Participatory Politics in Nigeria" by Desmond Onyemechi Okocha and Miracle Ademu-Eteh examines youth, new media, and participatory politics in Nigeria since the return of democratic rule in 1999. This study is anchored on The Procedural Democratic Theory (PDT) of governance. The study found that there is a significant relationship between the new media and the rise of participatory politics among the youths in Nigeria. The popularity and deep penetration of the new media and the way it influences peoples' lives cannot be overemphasized in today's world. New media platforms such as Facebook, Twitter, and WhatsApp are formidable forces in the consolidation of democracy. The information gap they help bridge highly benefits democracy and reinforces the principles of transparency and accountability in the process of governance. Nigerian democracy is gradually moving towards an enviable destination courtesy of the new media. In the same light, the new media platforms have expanded the boundaries of political participation and interaction between the ruled and the rulers (Okocha & Eteh, 2022).

In the article entitled "Impact Of Social Media On Politics In India" states that in the Indian political landscape, the social media revolution is factual, concrete and accelerating. Political parties and elected representatives are making their presence felt in platforms like Twitter and Facebook to reach out to the citizens. Politicians and their parties as an entity are making their presence felt online and in fact making use of these platforms to influence people's minds and political opinions. They have adapted to the changes brought in by these social media platforms and also make their presence felt in any new networking applications garnering mass attention from citizens. One positive factor is that social media is making its users more politically aware. There is an increase in the time spent online to analyze and discuss politics. Additionally, social media also paves a path to form an opinion of the political events, decision and policy making and other political activities. But the negative side of it is that the social media can be abused to influence its users. We have IT cells amplifying political content and trending misinformation and propaganda which is acknowledged by the respondents. As quoted earlier, social media is as good as its user. Irrespective of how politicians use social media in their online political activities, it will continue to play a prime role in politics because of its large user base and its hold on them (Abheeshai, 2022).

Yadav, Paniker, Banerjee ,Sultania , & Bhattacharya in their article "How Are Youth Engaging In Indian Politics? Bridging the Gap between Indian Youth and Politics" noted that although the youth (defined as the subset of the population between ages 15 to 29 years) make up almost 24% and 27.5% of the world's and India's population respectively. They often find themselves disconnected from mainstream politics and decision-making. According to UN Youth, in roughly one- third democracies, the eligibility for parliamentarians begins at 25 years old and only 1.6% of parliamentarians are in their twenties.

In the Indian democracy, even though student unions and youth organizations provide a massive platform for youth engagement, the proportion and representation in the parliament are abysmal. They stated that even though 3 quarters of the respondents (of the research) were aware of the news and frequently keep up with it, a trend was visible in our survey, wherein most respondents did not participate in avenues beyond direct voting. Out of the 113 people eligible to vote 84 of them had previously voted, and a reassuringly large proportion of people (94%) were willing to vote in future elections, indirect participation was fairly unpopular. A large plethora of people was unwilling to contest elections, publicly air their political opinions, or partake in politically oriented rallies. As far as student politics is specifically concerned, the willingness to be involved is also split, but 44% were not interested in being involved, which reflects the present perception of student politics still being mainly negative.

Finally, involving the youth in politics can only be fully done by eliminating the mindsets of ageism and over-dependence on experienced politicians in society. It must be recognized that the youth have a voice and that they are capable of enacting social change by bringing inclusive, unprecedented, and fresh ideas to the table (Yadav, Paniker, Banerjee, Sultania, & Bhattacharya, 2021).

 "Social Media a Tool for Social and Political Inclusion among Youth: A Study of Indian University's Student" a study done by Satish Kumar, Amit Sharma and Varinder Verma show that online activity and presence have become an important element of the politics of today. Political opinions can be shared along with citizens can be persuaded to a political side on social media through posts, message conversations, and debates. For instance- a tweet can reach far wide in a fraction of a second.

Social media has also become a tool for obtaining information which also provides the knowledge of politics of the country and the world. In the age of social media, political discussions have found a new platform. These free platforms are used by politically active citizens of a democracy for public participation in government affairs. The engagement of today's youth with politics is changing through social media. Many young leaders are turning to social media to publicize new policies or express their political opinions on different matters. Leaders can also find a support base and influence other people online.

With the rise in the popularity of this media among youth, political parties are also wanting to cater to this targeted audience. Political parties attempt to use different communication tools, especially during elections. University students are by and large new voters for the electoral system in India, so these political parties engaged in using various tools to motivate them to do a favor for them. Overall mobile apps as a communication tool are playing a critical role for youth in socially and politically for the inclusive growth of the country (Kumar, Sharma, & Verma, 2021).

In the article entitled "How Social Media Is Transforming Indian Politics" by Anshika Kumar tells how Indian politics has revolved around traditional methods like distribution of pamphlets, flyers, badges and banners. While all such medium of connecting with public, own cadre an d other establishments by political class can fall in the definition of social media, the real impact of social media has been felt by use of internet based media like Facebook, WhatsApp, Instagram, Twitter and other such contemporary platforms. The telecom revolution of 90s followed by rapid spread of internet and ever increasing reach of smartphones coupled with changing demography has impacted Indian politics like never before. As per latest estimates 65% of Indians are below the age of 35 years and constitute nearly 80% of 250.8 million users of social networking sites. Political parties as well as statutory bodies like Election Commission are increasingly using social media platforms to bring about awareness to general public and inform them about their rights and duties as voter or otherwise. Platforms like Twitter and Facebook have made the 'rulers' much more approachable to the 'ones under rule'. Number of recent examples relate to prompt action (for example taken by politicians like *Sushma Swaraj and Suresh Prabhu*), who have come forward to assist common citizens in times of their crisis just based on messages on their social media platform.

Today social media has brought in a revolution through which an average citizen has been empowered to bring about change in political landscape through participative dialogue. True

democratization of political and administrative processes has been achieved bringing to the fore importance of communication rather than the originator (Kumar A.,2022).

K.B.D Sridevi while answering to the question "Is the youth of India swayed by the use of social media in politics?" in her essay writes that in an era of social media where Facebook, Twitter, and YouTube are omnipresent, social media is emerging as a potential way of communication. Politicians harness the power of social media for their political campaigns so it is not an exaggeration to say that social media is playing enormous role in political victories. A Pew research study in December 2012 established that nearly 45% of the Indian web users connect on social media to discuss politics. Youth are staying updated with the news through social media. By the exposure to the abundant information every day, they are getting more engaged in politics by debating, expressing their views on politics through social media. Anna Hazare's anticorruption movement spurred the youth to actively participate and support the movement. Protest against Delhi rape incident is one of the biggest movements by the people through social media. The youth's political participation in terms of attending rallies and campaigns is on the rise. By the extensive usage of social media the number of youth entering into the politics is increasing, paving way to the development of the country.

Besides the positive impact, youth are swayed by the use of social media in politics negatively also. Some politicians use social media as vote bank and attract the people by false promises unfortunately the young people fall prey to this (Sridevi, 2023).

CHAPTER 4: METHODOLOGY

4.1 Introduction

Methodology in research refers to the system or approach used to conduct research, including the strategies, procedures, techniques, and tools that researchers use to collect and analyze data. It provides a framework for organizing the research process, guiding the researcher's decision-making, and ensuring that the study is conducted in a systematic and rigorous manner.

A research methodology typically includes the following components:

- Research design: This refers to the overall plan for conducting the research, including the type of study (e.g., experimental, correlational, qualitative), the sampling method, and the data collection methods.
- Data collection methods: This includes the techniques used to gather data (e.g., surveys, interviews, observation, experiments) and the instruments used to collect the data (e.g., questionnaires, scales, sensors).
- Data analysis methods: This includes the techniques used to analyze the data (e.g., statistical analysis, content analysis) and the software or tools used to perform the analysis.
- Ethical considerations: This refers to the ethical principles that guide the research process, such as informed consent, confidentiality, and protection of human subjects.

Overall, methodology is an important aspect of research as it helps to ensure that the study is conducted in a systematic and rigorous manner, and that the findings are valid and reliable.

4.2 Method Adopted for the Study

This study adopted the quantitative method of analysis. Quantitative research strategy is to discover the answers to questions through the application of scientific procedures by hypotheses testing, causes analysis & effects and making of predictions This approach deals in advance with the research questions and objectives and a detailed method of data collection and analysis are adopted in order to generate numerical data and information. This method is appropriate for this particular scientific research as it involves numerical analysis with the clear independent and dependent variables.

4.3 Variables of the Study

A variable is any characteristic, number, or quantity that can be measured or counted. A variable may also be called a data item. Age, sex, business income and expenses, country of birth, capital expenditure, class grades, eye colour, vehicle type etc., are examples of variables.

This research work on "Twitter as a tool for forming political opinion among youngsters" has three variables.

1.Twitter

2.Political tweets

3.Young people

Here, Twitter is the independent variable and the political tweets and young people are the dependent variables.

4.4 Sample of the Study

The sample consists of 200 responses from the young people of ages 15-30. The samples were collected through Google Forms. The sample was collected through simple random sampling where the researcher disseminated the questionnaire to the population and everyone has an equal chance of being selected. The sample consists of a population from several states of India.

4.5 Description of Tools used in the Study

The samples were collected through questionnaires on the google platform. The data and sources of the study were acquired from the various journals and websites on the online platform. The population of the researcher is drawn from the youth who are residing in different states India.

4.6 Administration of the Tools

Questionnaire was used to collect the samples. The questionnaire used for collecting the response was formulated based on the literature review and the objective of the research the

researcher is dealing with. The Questions were then set in Google Forms to collect the sample.

4.7 Statistical Techniques used for the Study

The acquired samples were analysed using the IBM SPSS analysis software. Its main selling point is that it allows researchers to analyze data without using advanced statistical analysis skills. The software favours simplicity over a more comprehensive and complicated range of features and tools.

CHAPTER 5: ANALYSIS AND INTERPRETATION OF THE DATA

5.1 Introduction

This chapter tries to analyse and interprets the collected data from the 200 respondents who participated in the research about the politicians and celebrities influencing the youth via political tweets. For the analysis, I used the software IBM SPSS Statistics 20. The results and findings derived are given below. The results are shown with the help of tables, bar graphs.

Table 1-Age

(15-20, 21-25, 26-30)

	Frequency	Percent
15-20	29	14.5
21-25	134	67.0
26-30	37	18.5
Total	200	100.0

Table 1 represents data on the age composition of respondents in this study. The majority of respondents, specifically 67%, fall within the age range of 21 to 25. Only 18.5% of respondents belong to the age group of 26 to 30, while only 14.5% of respondents are from the age group of 15 to 20. These figures imply that a significant majority of participants in the study belong to the age range of 21 to 25. The Mean and Standard Deviation are 3.04 and .575 respectively.

Table 2- Gender (Male, Female, Others)

	Frequency	Percent
Male	90	45.0
Female	109	54.5
Others	1	.5
Total	200	100.0

According to the data presented in table 2, out of the total respondents, 45% identified themselves as male, while 54.5% identified as female. A small percentage of .5% belong to other genders. This shows that majority of the respondents identify as females. The Mean and Standard Deviation are 1.56 and .508respectively.

Table 3-How often do you use twitter to get political information?
 (Once In A Week, Rarely, Never)

	Frequency	Percent
Once In A Week	29	14.5
Rarely	94	47.0
Never	77	38.5
Total	200	100.0

The above Table 3 indicate the answer to the question 'how often do you use Twitter to get political information?' Only 14.5% of respondents use Twitter for this purpose. It shows that 47% rarely use the app for this purpose while 38.5% never do. Through this it can be determined that the majority of the respondents rarely use Twitter to get political information. The Mean and the Standard Deviation are 2.24and .689 respectively.

Table 4- Have you ever been influenced by a celebrity's political tweet?(Yes,No)

	Frequency	Percent
Yes	66	33.0
No	134	67.0
Total	200	100.0

Table 4 above indicates whether the respondents have been influenced by a celebrity's political tweet. The data gathered shows that 33% agree to have been influenced while 67% have not been influenced by the tweets of political nature by the celebrities. This indicates

thatcelebrities are not a very influential when to comes to forming political opinions. The Mean and the Standard Deviation are 1.67 and .471 respectively.

Table 5- Has twitter played a role in the rise of youth led political movements? e.g.-JNU 2016 (Yes,No,Sometimes)

	Frequency	Percent
Yes	70	35.0
No	53	26.5
Sometimes	77	38.5
Total	200	100.0

Table 5 presents the response to the question 'Has Twitter played a role in the rise of youth led political movements?' According to the data presented it can be seen that 35% of the respondents think that Twitter does play a major role in youth led political movements while 26.5% of the respondents do not think so. 38.5 % seem to think that Twitter sometimes plays a major role in the youth led political movements. So it can be seen that a slight majority of respondents think that Twitter plays a major role in the rise of youth led political movements sometimes. The Mean and the Standard Deviation are 2.04 and .859 respectively.

Table 6-Have you ever changed your political views after reading a tweet from a politician? (Yes,No,Sometimes)

	Frequency	Percent
Yes	66	33.0
No	134	67.0
Total	200	100.0

Table 6 above shows that 67% of the respondents have not changed their political views after reading tweets from politicians while 33% have done so. This was in answer to the question 'Have you ever changed your political views after reading a tweet from a politician?' Thus itcan be seen that majority of the respondents have not changed their political views after

reading tweets from politicians. The Mean and the Standard Deviation are 1.67 and .471respectively.

Table 7-Do you believe Twitter is an effective tool for politicians to reach and influence young people? (Yes, No, Sometimes)

	Frequency	Percent
Yes	89	44.0
No	34	17.0
Sometimes	76	38.0
Total	200	100.0

Table 7 shows the data of the respondents to whether they believe that Twitter is an effective tool for politicians to reach the youth.44% responded "Yes" and 17% answered "No" while 38% responded with "Sometimes". This shows that majority of the respondents believe that Twitter is an effective tool for politicians to reach and influence young people. The Mean and the Standard Deviation are 1.95 and .920 respectively.

Table 8- Twitter influences the political views and beliefs of the young people. (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)

	Frequency	Percent
Strongly Agree	18	9.0
Agree	77	38.5
Neutral	95	47.5
Disagree	8	4.0
Strongly Disagree	2	1.0
Total	200	100.0

Responding to the statement "Twitter influences the political views and beliefs of the young people" out of the total respondents surveyed, 9% strongly agreed while 38.5% agreed with the statement.47.5% of respondents were neutral to the statement.4% of respondents disagreed with the statement that Twitter influences the political views and beliefs of the young people and 2% strongly disagreed with the statement. These percentages suggest that most of the respondents remain neutral on this matter. The Mean and the Standard Deviation are 2.50 and .757 respectively.

Table 9- Politicians use Twitter to mobilize and organize young people around political issues. (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)

	Frequency	Percent
Strongly Agree	22	11.0
Agree	90	45.0
Neutral	75	37.5
Disagree	10	5.0
Strongly Disagree	3	1.5
Total	200	100.0

Out of the total respondents surveyed, 11% strongly agreed that politicians use Twitter to mobilize and organize young people around political issues while 45% agreed with the statement.37.5% of respondents were neutral to the statement. 5% of respondents disagreed with the statement and 1.5% strongly disagreed with the statement. These percentages suggest that most of the respondents agreed on this matter. The Mean and the Standard Deviation are 2.41 and .809 respectively.

Table 10-Does Twitter affect the way young people engage and participate in political discussions? (Yes, No, Sometimes)

	Frequency	Percent
Yes	70	35.5
No	31	15.5
Sometimes	98	49.0
Total	200	100.0

Table 10 indicates that 35.5%, agree that Twitter affect the way young people engage and participate in political discussions. 15.5% of respondents do not agree. However, 49% of the participants believe that Twitter affect the way young people engage and participate in political discussions sometimes. In summary, the data suggests that the majority of respondents do consider Twitter affect the young people's engagement in political discussions sometimesThe mean and the Standard Deviation are 2.15 and .917 respectively.

Table 11-The use of Twitter for political information contributed to the development of political echo chambers among youth. (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)

	Frequency	Percent
Strongly Agree	29	14.5
Agree	72	36.0
Neutral	94	47.0
Disagree	2	1.0
Strongly Disagree	3	1.5
Total	200	100.0

According to the data presented in the above table 14.5% of the total respondents strongly agreed that the use of Twitter for political information contributed to the development of political echo chambers among youth while 36% agreed with the statement.47% of

respondents were neutral to the statement. 1% of respondents disagreed with the statement and 1.5% strongly disagreed with the statement. These percentages suggest that most of the respondents remain neutral on this matter. The Mean and the Standard Deviation are 2.39 and .801 respectively.

Table 12-Have you ever seen a celebrity post about political issues on Twitter? (Yes, No, Sometimes)

	Frequency	Percent
Yes	145	72.5
No	55	27.5
Total	200	100.0

The table above indicates that 72.5% have seen a celebrity's tweet about political issues while 27.5% have not. These percentages suggest that majority of the respondents have seen a tweet by a celebrity about political issues on Twitter. The Mean and the Standard Deviation are 1.29 and .474 respectively.

Table 13-Do you think celebrities should use their platform to encourage youth to participate in politics? (Yes, No, Sometimes)

	Frequency	Percent
Yes	73	36.5
No	62	31.0
Sometimes	65	32.5
Total	200	100.0

Table 13 indicates 36.5%, think that celebrities should use their platform to encourage youth to participate in politics while 31% of respondents do not agree. 32.5% of the participants believe that the celebrities use their platform sometimes. In summary, the data suggests that the majority of respondents do consider that celebrities use their platform to encourage

theyouth to participate in politics.The Mean and the Standard Deviation are 1.96 and .832 respectively.

Table 14- Do you think celebrities have the right to express their political opinion in social media. (Yes, No, Sometimes)

	Frequency	Percent
Yes	150	75.0
No	19	9.5
Sometimes	31	15.5
Total	200	100.0

Table 14 indicates 75%, think that celebrities have the right to express political opinion in social media. While 9.5% of respondents do not agree. 15.5% of the participants believe that the celebrities use their platform sometimes. In summary, the data suggests that the majority of respondents agree that celebrities have the right to express political opinion in social media. The Mean and the Standard Deviation are 1.4 and .744respectively.

Table 15- Celebrities have a significant influence on the political views of the youth.
(Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)

	Frequency	Percent
Strongly Agree	28	14.0
Agree	95	47.5
Neutral	58	29.0
Disagree	16	8.0
Strongly Disagree	3	1.5
Total	200	100.0

According to the data presented in the above table 14% of the total respondents strongly agreed that celebrities have a significant influence on the political views of the youth. While 47.5% agreed with the statement.29% of respondents were neutral to the statement. 8% of respondents disagreed with the statement and 1.5% strongly disagreed with the statement. These percentages suggest that most of the respondents agree with the statement. The Mean and the Standard Deviation are 2.36 and .873 respectively.

Table 16- The youth have the power to change effect in the political landscape in India. (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)

	Frequency	Percent
Strongly Agree	103	51.5
Agree	74	37.0
Neutral	20	10.0
Disagree	1	.5
Strongly Disagree	2	1.0
Total	200	100.0

According to table 16, 51.5% of the total respondents strongly agreed that youth have the power to change effect in the political landscape in India. While 37% agreed with the statement.10% of respondents were neutral to the statement. 0.5% of respondents disagreed with the statement and 1.0% strongly disagreed with the statement. These percentages suggest that most of the respondents strongly agree with the statement. The Mean and the Standard Deviation are 1.63 and .766respectively.

5.2 Findings

Most of the respondents are from the age group 21-25 (67%) with a smaller portion are between 26-30 (18.5%). Majority of the respondents are females (54.5%) while males 45% are males. 47% of the respondents said they rarely use the app for obtaining political news while 38.5% never do. Out of the respondents ,67% have not been influenced by the tweets of political nature by the celebrities while 33% have. A significant portion of respondents (38.5 %) seem to think that Twitter sometimes plays a major role in the youth led political movements while another 26.5% of the respondents do not think so. 67% of the respondents responded that they have not changed their political views after reading tweets from politicians while 33% have done so. Most of the respondents (44%) responded "Yes" and while 38% responded with "Sometimes" to whether Twitter is an effective tool for politicians to reach and influence young people. Most of the respondents (47.5%) were neutral to the statement that Twitter influences the political views and beliefs of the young people while another portion 38.5% agreed with the statement.45% agreed with the statementagreed that politicians use Twitter to mobilize and organize young people around political issues while another portion 37.5% of respondents were neutral to the statement. A large portion of respondents (49%) believe that Twitter affect the way young people engage and participate in political discussions 'sometimes' another portion of35.5%, 'agree' with the statement.A significant amount of respondents (47%) remained 'neutral' on whether the use of Twitter for political information contributed to the development of political echo chambers among youth while 36% 'agree' with the statement.

Majority of the respondents (72.5%) have seen a celebrity's tweet about political issues while 27.5% have not. 36.5% of the respondents 'agree' that celebrities should use their platform to encourage youth to participate in politics while 32.5% of the participants believe that the celebrities use their platform 'sometimes'. Majority of the respondents 75%, 'agree' that celebrities have the right to express political opinion in social media while 15.5% of the respondents believe that the celebrities use their platform 'sometimes'. A significant amount of respondents (47.5%) agreed that celebrities have a significant influence on the political views of the youth while 29% of respondents were neutral to the statement. 51.5% of the total respondents strongly agreed that youth have the power to change effect in the political landscape in India while 37% agreed with the statement.

5.3 Discussion

The findings of this research highlight several key insights regarding the role of Twitter in youth engagement in politics and its influence on political opinions.

Firstly, it is notable that 47% of the respondents rarely use Twitter to obtain political news. This suggests that Twitter may not be the primary source of political information for a significant portion of the youth population.Furthermore, 67% of the participants indicated that they have not been influenced by political tweets, while 33% reported being influenced. This indicates that while Twitter may have some impact on shaping political opinions, it is not a major influencing factor for the majority of young people surveyed.

However, the research findings emphasize that Twitter plays a crucial role in youth-led political movements. This aligns with the perception that Twitter serves as an effective tool for mobilizing young people and facilitating collective action for political causes.Additionally, a majority of the respondents acknowledged Twitter as an effective platform for politicians to connect with youth. This highlights the recognition of Twitter's potential for politicians to engage with young voters and communicate their messages effectively.

Regarding the influence of Twitter on political views, the results indicate a lack of consensus among the respondents. Approximately 47.5% expressed a neutral stance, while 37.5% agreed that Twitter influences the political views of young people. This suggests that the impact of Twitter on shaping political opinions is not universally perceived.In terms of celebrity influence, 47.5% of the respondents agreed that celebrities have a significant impact on the political views of the youth. This implies that celebrities can play a role in shaping political opinions through their presence on Twitter.

Lastly, a significant majority (51.5%) strongly agreed that youth have the power to effect change in the political landscape of India. This highlights the belief in the agency and influence of young people in shaping the political future of the countryIn conclusion, while Twitter may not be the primary source of political news for many young people, it serves as a crucial platform for youth-led political movements. The influence of Twitter on political opinions is varied, with a significant portion of respondents acknowledging its impact. The role of celebrities in shaping political views through Twitter is also recognized. Overall, the findings reinforce the notion that young people hold the power to effect change in the political landscape, emphasizing the importance of engaging with youth through platforms like Twitter.

CHAPTER 6: SUMMARY, SUGGESTIONS AND CONCLUSION

6.1 Introduction

The research work was carried out with the purpose of finding how politicians and celebrities are influencing the young people into forming political opinions through their political tweets. Based on the samples and the response given, the researcher meticulously analysed the samples using the SPSS analytical software and came out with the result of the findings.

6.2 Purpose of the study

The main purpose of this research is to study the role of twitter and how it is used by politicians and celebrities to influence young people to form political opinions. The study can shed light on how much the political tweets are able to make the young people

6.3 Re-Statement of the Problem

The problem statement for this research topic is: "Despite the growing use of Twitter as a platform for political communication, there is a lack of comprehensive understanding regarding how Twitter is used by young people to form political opinions." The study aims to investigate the reasons behind the changes in political opinions and involvement of the youth in the political scene.

6.4 Objective of the Study

Main Objective:

● To study the influence of Twitter in forming political opinions of youth

Sub-objectives:

➢ To study how youth are influenced to participate in political activities by tweets from politicians and celebrities
➢ To observe the involvement of youth in politics who follow politicians on twitter
➢ To study how often Twitter is used to keep up with political news by the youth

6.5 Methodology in Brief

To validate and develop my study role of Twitter as a communication tool for forming political opinions among young people, 200 respondents who are youth were selected through random sampling. The sample was collected through questionnaire which was sent

to the participants via Google Forms. The data analysis was done by using the software IBM SPSS Statistics 20 and the results are presented as tables.

6.6 Conclusions Based on the Findings of the Study

Based on the findings of this research it can be concluded that Twitter is an important platform for youth engagement in political discourse. However, the results also show that Twitter's impact on shaping the political beliefs of young people is unclear, with only 38.5% of the respondents agreeing that Twitter influences political beliefs, and 47.5% remaining neutral. Additionally, while almost half of the respondents believed that Twitter is an effective tool for politicians to reach and influence young people, the majority did not report changing their political views after reading any politicians' tweets.

The study also found that a significant proportion of respondents believed that Twitter is an effective tool for politicians to reach and influence youth, but the majority of respondents did not report changing their political views after reading a politician's tweet. This indicates that while Twitter may be a useful platform for political communication, it may not be a highly influential tool for shaping political opinions among young people. Interestingly, this research found that celebrities have a significant influence on the political opinions of youth, which may have important implications for political campaigning and mobilization.

Additionally, a majority of respondents agreed that youth have the power to effect change in the political landscape of India, suggesting a growing sense of agency and engagement among young people in the country. The findings also suggests that Twitter can have a significant impact on youth led movements, highlighting the potential for social media platforms to facilitate collective action and mobilization.
Overall, these findings suggest that while Twitter may have limited influence on the political opinions of young people, it remains an important platform for political discourse and mobilization in India.

In conclusion, this research provides valuable insights into the role of Twitter in shaping the political engagement and beliefs of young people in India. While nearly half of the respondents believed that Twitter affects the way young people engage and participate in

political discussion, many respondents were either neutral or did not believe that Twitter influences the political beliefs of youth.

6.7 Suggestions for Further Studies

Twitter has become a powerful tool for sharing political opinion among young people. Here are some of the suggestions for further studies in this area:

- ➢ One area of research could be to analyze political discourse on Twitter among young people. Researchers could examine the types of political topics that are most commonly discussed and the language used to discuss them. This could provide insights into the factors that shape political opinion among young people.

- ➢ Another area of research could be to study the impact of Twitter on young people's political knowledge. Researchers could examine whether exposure to political information on Twitter increases or decreases political knowledge among young people. This could help to understand the extent to which Twitter is an effective tool for political education.

- ➢ Researchers could study how Twitter is used to mobilize young people around political causes and the factors that contribute to successful mobilization efforts. This could include examining the role of influencers and hashtags in political mobilization.

BIBLIOGRAPHY

Abheeshai, M. R. (2022). Impact of Social Media on Politics in Inida. *International Journal Of Creative Research Thoughts*, 44-58.

Babu, P. S. (2013). Political Participation of Youth and Role of Mass Media. *Shanlax International Journal of Arts,Science and Humanities*, 60-69.

Kumar, A. (2022). *Indian Youth Coming Together To Build The New India*. Retrieved from indianyouth.net: https://www.indianyouth.net/social-media-transforming-indian-politics/#

Kumar, S., Sharma, A., & Verma, V. (2021). Social Media a Tool for Social and Political Inclusion among Youth: A Study of Indian University's Student. *Current Research Journal Of Social Sciences*, 82-89.

Okocha, D. O., &Eteh, M. A. (2022, May). *Research Gate*. Retrieved from researchgate.net: https://www.researchgate.net/publication/360427045_Youths_New_Media_and_the_ Rise_o f_Participatory_Politics_in_Nigeria

Pain, P., & Chen, G. M. (2019, June 24). *Sage Journals*. Retrieved from journals.sagepub,com: https://journals.sagepub.com/doi/10.1177/2056305119855143

Rauchfleisch , A., &Metag, J. (2022). Beyond normalization and equalization on Twitter: Politicians' Twitter use during non-election times and influences of media attention. *Journal of Applied Journalism & Media Studies*, 169-189.

Sridevi, K. (2023). *Civil Service India*. Retrieved from civilserviceindia.com: https://www.civilserviceindia.com/subject/Essay/the-youth-of-India-swayed-by-the-use-ofsocial-media-in-politics3.html

Wanza , I., Kamuti, I., Gichohi, D., &Gikunda, K. (2022, July 31). *The impact of Twitter on political influence on the choice of a running mate: Social Network Analysis and Semantic Analysis*. Retrieved from arXiv: https://arxiv.org/abs/2208.00479

Yadav, A., Paniker, B., Bnaerjee, D., Sultania, R., & Bhattacharya, T. (2021). How Are Youth Engaging In Indian Politics? Bridging the Gap between Indian Youth and Politics. *International Journal Of Humanities and Social Science Invention (IJHSSI)*, 30-41.

APPENDIX

Questionnaire

1.Age

   a) Below 15

   b) 15-20

   c) 21-25

   d) 26-30

2.Gender

   a) Male

   b) Female

   c) Others

3.How often do you use Twitter to get political information?

   a) Once in a week

   b) Rarely

   c) Never

4.Have you ever been influenced by a celebrity's political tweet?

   a) Yes

   b) No

5.Has twitter played a role in the rise of youth led political movements? eg-JNU 2016

   a)Yes

   b) No

   c) Sometimes

6.Have you ever changed your political views after reading a tweet from a politician?

   a)Yes

   b)No

7.Do you believe Twitter is an effective tool for politicians to reach and influence youth?

   a)Yes

   b) No

   c) Sometimes

8.Twitter influences the political views and beliefs of young people.

    a) Strongly agree

    b) Agree

    c) Neutral

    d) Disagree

    e) Strongly disagree

9.Politicians use Twitter to mobilize and organize young people around political issues.

    a)Strongly agree

    b) Agree

    c) Neutral

    d) Disagree

    e) Strongly disagree

10.Does Twitter affect the way young people engage and participate in political discussions?

    a)Yes

    b) No

    c) Sometimes

11.The use of Twitter for political information contributed to the development of political echo chambers among youth.

    a) Strongly agree

    b) Agree

    c) Neutral

    d) Disagree

    e) Strongly disagree

12.Have you ever seen a celebrity post about political issues on Twitter?

    a)Yes

    b)No

13.Do you think celebrities should use their platform to encourage youth to participate in politics?

a)Yes

    b) No

    c) Sometimes

14. Do you think celebrities have the right to express their political opinion in social media?

a) Yes

b) No

c) Sometimes

15. Celebrities have a significant influence on the political views of the youth?

a) Strongly agree

b) Agree

c) Never

16. The youth have the power to change effect in the political landscape in India

a) Strongly agree

b) Agree

c) Neutral

d) Disagree

e) Strongly disagree

A PERSPECTIVE SHIFT IN TRADITIONAL FOLK MEDIA

AMONG THE ZEME NAGA COMMUNITY

VIRTUE & EXCELLENCE

SUBMITTED BY
ISAIAH NEWME
Reg. No. C1GMCJ1001

UNDER THE GUIDANCE OF
DR. FR. BASTIN NELLISSERY

DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU
KANNUR 670706

APRIL 2023

A Perspective Shift in Traditional Folk Media among the Zeme Naga Community

Dissertation submitted to the Kannur University
in partial fulfillment of the requirement
for the award of the Degree of Master of Arts
in Journalism and Mass Communication

SUBMITTED BY
ISAIAH NEWME
Reg. No. C1GMCJ1001

UNDER THE GUIDANCE OF
DR. FR. BASTIN NELLISSERY

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM
DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU, IRITTY,
KANNUR – 670706

APRIL 2023

DEPARTMENT OF

MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU, KANNUR

CERTIFICATE

This is to certify that the dissertation entitled, "A PERSPECTIVE SHIFT IN TRADITIONAL FOLK MEDIA AMONG THE ZEME NAGA COMMUNITY" is a bonafide record of work done by ISAIAH NEWME under the guidance of Dr. Fr. Bastin Nellissery in partial fulfillment of the requirement for the award of the degree of Master of Arts in Journalism and Mass Communication during the period of his study (2021-2023) in the Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu, Kannur, affiliated to the Kannur University.

DR. FR. BASTIN NELLISSERY
Head, Department of Mass Communication & Journalism
Don Bosco Arts and Science College

DECLARATION

I, ISAIAH NEWME, the undersigned, hereby declare that the dissertation entitled, "A PERSPECTIVE SHIFT IN TRADITIONAL FOLK MEDIA AMONG THE ZEME NAGA COMMUNITY" submitted to the Kannur University, fulfillment of the requirement for the award of the degree of Master of Arts in Journalism & Mass Communication, is a Bonafide's work done by me under the guidance of Dr. Fr. Bastin Nellissery, Head, Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu. This work has not been placed by anybody in the University for the Award of any degree or diploma.

ANGADIKADAVU

ISAIAH NEWME

APRIL 2023

Acknowledgment

I would like to express my deep gratitude to all those who have assisted and supported me in completing this work. Firstly, I would like to acknowledge God Almighty, whose unwavering support and strength have been the foundation of all my efforts.

I extend my heartfelt thanks to Fr. Dr. Francis Karackat (Principal, Don Bosco Arts, and Science College), whose invaluable support and motivation have helped me to complete this study. I am deeply grateful to Dr. Fr. Bastin Nellissery, manager of the college and HoD of MCJ, for his extensive support and assistance throughout the research process, including identifying the topic, literature search, and review preparation. I am also grateful to other faculty members and Library Staff for their ever-willing spirit to extend their support in any way possible.

I am deeply indebted to all the respondents who have cooperated and made themselves available for this research. Finally, I would like to express my sincere appreciation to my parents and friends who have always encouraged and supported me in completing this research work.

Isaiah Newme

Abstract

This paper examines the changing perception of traditional folk media among the Zeme Naga community, once used for educating morality, providing information, and entertainment. With the emergence of modern mass media, the primary functions of folk media have diminished, leaving behind its identity as a mere facade. However, the study shows that the Zeme Naga Community still considers Folk media as a source of information and entertainment, although there is a decreasing trend due to the popularity of modern mass media, lack of encouragement to talented artists, and the influence of Christianity through education. The survey conducted on 200 respondents reveals that they all take pride in the folk media such as dances and songs as a part of their identity.

Keywords: Folk media, Zeme Naga Communities, Communications

Table of Contents

Chapter 1: Introduction

1.1 Introduction

Traditional folk media has been an integral part of many cultures and societies for centuries, providing a means of education, communication, and entertainment. However, with the emergence of Modern Mass Media, the primary functions of Traditional Folk media have diminished, and it has taken on a new role as a mere facade of identity for many societies. This paper aims to study the changing perception of Traditional folk media among the Zeme Naga community, a tribe residing in the northeastern region of India. Once used primarily for educating morality, sources of information, and entertainment, the Traditional folk media of the Zeme Naga community has undergone a significant change in its purpose and functions.

Through a survey conducted on 200 respondents, this study explores how the Zeme Nagas perceive their Traditional folk media in the face of modern mass media, the lack of encouragement to talented artists, and the influence of Christianity through education. The results of the survey reveal that despite the decreasing trend in the use of Folk media, the majority of the Zeme Naga community still accepts it as a source of information and entertainment, and they take pride in it as part of their identity. This research sheds light on the importance of preserving traditional cultural practices and adapting to changing times while acknowledging the need to maintain a balance between the two.

1.2 Need and Significance of the Study

Research on the changing perception of Traditional folk media among the Zeme Naga community is crucial for several reasons. First, it sheds light on the impact of modern mass media on traditional cultural traditional culture. The emergence of modern mass media has brought significant changes to many societies, and it is essential to understand how these changes affect the perception of Traditional folk media among different communities.

Second, this research can provide insights into the role of Traditional folk media in shaping the identity of a community. Traditional folk media has been a significant part of many cultures, and it plays a vital role in shaping the identity of a community. By studying the changing perception of Zeme Folk media, this research can provide insights into how traditional cultural practices contribute to the formation of the identity of a community.

Third, this research can help in the preservation and promotion of traditional cultural practices. As the primary functions of Traditional folk media diminish with the rise of modern mass media, it is crucial to understand how communities perceive and value these cultural practices. This research can help in identifying the areas where more efforts are needed to promote and preserve traditional cultural practices.

Finally, this research can contribute to the broader academic discourse on the intersection of traditional cultural practices and modernity. The study of the changing perception of traditional folk media among the Zeme Naga community can contribute to the ongoing debate on the role of tradition and modernity in shaping the cultural practices of different societies.

Overall, this research is important for understanding the changing perception of Traditional folk media among the Zeme Naga community and its impact on the identity and cultural practices of the community. It can provide insights into the role of traditional cultural practices in shaping the identity of a community and contribute to the preservation and promotion of these practices.

1.3 Statement of the Problem

The problem statement for this research topic is: "What are the factors contributing to the shift in perspective towards traditional folk media among the Zeme Naga community and how has this impacted the preservation and transmission of their cultural heritage?" The study aims to investigate the reasons behind the changing perception of traditional folk media and to examine its implications for the community's cultural heritage.

1.4 Operational Definition of Key Terms

Zeme Naga Tribe/ Community, Folk media, Zeme folk media

Zeme Naga Tribe/ Community

The Zeme Naga is an indigenous tribe residing in the northeastern part of India, primarily in the states of Nagaland, Assam, and Manipur. The tribe is one of the Naga tribes and is known for its rich cultural heritage, including traditional folk media, handicrafts, and cuisine.

Folk Media

Folk media refers to traditional forms of communication that are used by communities to express their cultural identity and values. These forms of media include oral traditions, such as storytelling, songs, and poetry, as well as visual media, such as folk art, dance, and drama. Folk media are often passed down through generations and are closely linked to the community's cultural and social practices. They serve as a means of communication, entertainment, and education, and are an integral part of the community's cultural heritage.

Zeme Folk Media

Zeme folk media refers to the traditional forms of communication, expression, and entertainment used by the Zeme Naga community, an indigenous group residing in the northeastern part of India. Zeme folk media includes a diverse range of cultural practices such as folksongs, folktale folk dances, traditional handicrafts.

1.5 Objectives

Main Objective:

To study a perspective shift in Traditional folk media among the Zeme Naga Community.

Sub-Objectives:

1. To find out the extent Zeme Nagas accept folk media as a symbol of their identity.

2. To study the reasons behind changing their perspective on Folk media.

3. To study how often and why they currently use folk dances and songs.

4. To find out how many people still use folk media in preference to modern media, to create awareness of issues that are important to the society

1.6 Hypothesis

1. Zeme Naga Community does not use Traditional folk media for information and entertainment.

2. Zeme Naga Community do not accept Folk media as a symbol of their identity

1.7 Methodology in Brief

In acquiring the relevant information and knowledge for this study, the quantitative methodology was used. Quantitative research is the process of collecting and analyzing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations. Quantitative research is the opposite of qualitative research, which involves collecting and analyzing non-numerical data Primary data is collected through Google Forms and secondary data is mainly used and obtained from library research. Additionally, the arm-chaired method is used in finding the latest articles and research from the available online databases from the internet.

The majority of articles and research are founded in connection with digital journalism in general. The data analysis was done by using the software IBM SPSS Statistics 20 and the results are presented as tables, pie charts, and bar graphs.

Chapter 2: Theoretical Overview

2.1 Introduction

The theoretical overview serves several important purposes in a research paper. The main purpose of a theoretical overview is to summarize and synthesize the existing literature on a topic, and to provide a theoretical framework for the research project. It provides the context and background necessary for the reader to understand the research question and hypothesis. It also establishes the significance of the research question by demonstrating the need for the research based on gaps or limitations in previous research. Additionally, it provides the foundation for the development of the research design and data analysis methods. Finally, the theoretical overview is used to situate the study within the broader literature and to demonstrate the potential contributions of the research.

Theories are developed by researchers to explain phenomena, draw connections, and make predictions. In the theoretical framework, you explain the theories that support your research, showing that your work is grounded in established ideas. Theories are developed by researchers to explain phenomena, draw connections, and make predictions. In the theoretical framework, you explain the theories that support your research, showing that your work is grounded in established ideas.

2.2 The Theories Applied in this Research

This research which was conducted through a questionnaire collected via Google Forms from the Zeme Naga Community and analyzed using IBM SPSS 20 Version, can be informed by various communication theories.

Here are two communication theories that could be applied to this research:

2.2.1 Uses and Gratifications Theory

This theory posits that individuals actively seek out media content to fulfill their psychological and social needs. The research explores why members of the Zeme Naga community consume traditional folk media and what gratifications they derive from it.

2.2.2 Agenda-Setting Theory

This theory proposes that media coverage shapes the public's perception of important issues. The research investigates how traditional folk media in the Zeme Naga community influences the issues and topics that are perceived as important.

These are just a few examples of communication theories that could be applied to this research. Ultimately, the choice of theory will depend on the research questions and objectives, as well as the specific context and sample population.

Chapter 3: Literature Review

3.1 Introduction

A literature review is a piece of academic writing demonstrating knowledge and understanding of the academic literature on a specific topic placed in context. A literature review also includes a critical evaluation of the material; this is why it is called a literature review rather than a literature report. It is a process of reviewing the literature, as well as a form of writing.

To illustrate the difference between reporting and reviewing, think about television or film review articles. These articles include content such as a brief synopsis of the film's key points or programme plus the critic's own evaluation. Similarly, the two main objectives of a literature review are the content covering existing research, theories, and evidence, and your own critical evaluation and discussion of this content.

Usually, a literature review forms a section or part of a dissertation, research project, or long essay. However, it can also be set and assessed as a standalone piece of work.

This chapter looks into the former research made in the same field. But unfortunately, no studies are made about folk media precisely focusing on the role of folk media in the identity creation of the Zeme Naga Community. Therefore, ten related journal articles and books are discussed here below.

3.2 Review of the Related Studies

Dr. Raghavendra Mishra & K. Newme in their joint research on "Social Communication and Traditional folk media of the Zeme Naga Society," explain how the traditional folk media is so closely connected with ethnic and tribal societies and how it reflects mythological, philosophic, and mystical systems and beliefs. This association gives them 'unparallel connectivity and acceptance' (Mishra & Newme, 2015) even in the age of digital and speedy communication. Like any other society, the Zeme Naga Society also goes through socio-economic changes and is marked by the adaptation of new religion, educational system, settlement system, economic activities, and migration tendencies. Social change has brought openness and acceptance for changes in the form, structure, and revival of traditional folk media that helped regaining its importance in social communication. Traditional folk media has a role in preserving traditional values and teaching them to the next generations. Most of the tribal communities in Northeast India rarely find their approaches, concerns, and issues properly addressed by the mainstream mass media. Here, traditional folk media mirrors familiar details of everyday cultural rituals and institutions, educates non-literate groups, and maintains conformity to the accepted patterns of behavior (Bascom, 1965).

Rajendra Chapke in his research, 'Blending Traditional folk media with Modern Media: A Review,' says that with the development of science and technology, the forms and ways of communication have become more specialized, due to rapid technological

advancement in communication (Chapke R. R., 2000). No communication can exist fully in a cultural vacuum. No one can afford to ignore cultural norms and attitudes in planning communication strategies. For rural communication, the traditional folk media are, therefore of great importance (Parmar, 1972) Folk arts have several distinct advantages over mass media like newspapers, radio, and T.V. Folk arts constitute an integral part of the culture and tradition of people and as such have an instant mass appeal. No communication exists fully in a cultural vacuum. The credibility of folk media with the masses is greater because it provides the audience with step-by-step emotional, intellectual, and subconscious levels of experience through music, melody, dance, speculation, fantasy, humour, and interesting information. They involve the audience totally and fully and communicate at a point where the audience identification is at the highest pitch. It is concluded that the different traditional media of communication can be used as the most effective medium of communication for the transfer of farm technology or messages to rural and tribal masses. Its effectiveness depends on the type of message to be communicated carefully blending them into traditional media forms, situations in which used, and the type of audience (Chapke R. R., 2000).

Dr. Neeru Prasad in his research on 'Folk media: An Active Media for Communication Campaigns in Digital Era,' says that no media have the power to replace folk media because folk medias originated in the environment of our culture, belief, and values and these are incredible! India's folk and traditional arts have been used for moral, religious, and socio-political purposes since ancient times. Rarely have they been resorted to for pure entertainment alone, though they are often packed with spontaneity, boisterousness, and humour. In contrast to the modern mass media, traditional media are personal, familiar, and more credible forms, with the majority of literate and illiterate identifying with their formats, genres, and contents. However, these forms need to be used with understanding and sensitivity. The folk media are close to our hearts and minds. It hits directly to our sensitivity and finally, we feel the message. This is the reason folk media is still alive though it is around two thousand years old (Prasad, 2013). In this digital era, people can send and receive messages within no time. But the digital age can't dominate our culture, so organizers, people, and media persons are using folk media to communicate messages related to culture and the basics of lifestyle (Prasad, 2013).

Dr. G.T. Madhubhashini Galagedarage in his research on 'The Role of Traditional folk media in Empowering Rural Communities in Sri Lanka' says that media play a significant role in educating and motivating people, providing information and entertainment. Traditional folk media as one of the communication media can also play an effective role in empowering, especially rural communities in developing countries because it is created from its rural surrounding through creativity, cultural beliefs, and practices of rural communities. The results of the research show that as an effective communication medium, traditional folk media has made a tremendous impact on the sociocultural and economic setup of these rural communities. The interactivity, creativity, liveliness, and effectiveness of folk media are also clearly shown through this form of media. It's also proved that traditional folk media plays a significant role

in empowering these rural communities to find solutions for socio-cultural and economic needs and issues (Galagedarage, 2021).

Shailendra Kumar in his research on "Role of Folk media in Nation Building," says that in India, modern mass media alone cannot reach the millions of people in rural areas who have no regular access to TV, newspapers, internet, etc due to poverty and illiteracy. The modern media's reach is largely restricted to urban areas. Information, education, and entertainment do not reach most people in rural and remote areas. The mass media has proved to be glamorous, impersonal, and unbelievable (Kumar S., 2012). Thus, modern media is not suitable for preserving cultural heritage and promoting folks performing traditional arts. The folk media remarkably impacts rural society because of the acceptable idioms, functional significance, and cultural values. Folk media can overcome the difficulties of language, speech, words, and other barriers to communication like interest, understanding, interpretation, attitude, and perception. Folk media is one of the most important social change and nation-building vehicles. While a lot of modification may be needed to convey social messages, folk media will easily carry social issues related to rural development. Therefore, we need to keep our traditional media alive by continuously and cautiously safeguarding and preserving them from the adverse effects of globalization (Kumar S., 2012).

Vandana Gupta in his research on "Folk media in Development Communication" says that ninety percent of the world's population lives in developing countries and 70% of them live in rural areas. Mass media such as newspapers, television, and the internet still do not effectively reach these people. Moreover, many research studies show that these media do not have the required impact in terms of motivating change and development. In addition, the high rate of illiteracy impedes the development of almost 80% of India's population who reside in rural areas. However, folk arts and traditional media have proved their excellence in bonding and creating affinity in the community as demonstrated by community festivals like Ganesh Chaturthi in Maharashtra and Lohri in Punjab. For traditional societies, art is an integral part of the process of living in the community. Thus, folk media can play a vital role in communicating to and with people, particularly, in rural areas, including modern messages. They can be effective mass media for preventing the tribals and the illiterates from continuous exploitation, as they do not understand, the language of modern communication. In India, folk forms have special significance as mass media. People in remote rural and tribal areas do not have access to modern media and it does not reach these target groups. Here, folk forms of communication can help immensely in the dissemination of the messages emitted by electronic media (Gupta, 2015).

Temsula Ao in her article on "Identity and Globalization: A Naga Perspective" says that the existential identity of the Nagas is immersed in mythical lore. There is no concrete "historical" or material support for the myths of origin; however, people have accepted these myths as an inalienable principle of their tribal history (Ao, 2006). Each tribe with its distinct

language, social customs, and dress codes has continued to live as an identifiable ethnic entity within the group collectively known as the Nagas. Within the tribe, a Naga's identity is deeply rooted in the village of his birth and residence. Being a citizen of a particular village is the most important aspect of a Naga's existence because this identity is marked within a specified ethnic and linguistic space. The identity affiliated with a village draws attention to clan affinity, possession of ancestral and other properties in the form of land holdings, and underlines one's responsibility to the community by participating in community rituals, celebrations, and the governance of the village polity. A Naga who is banished from his ancestral village for political, social, or criminal offenses is like a person without a country. There can be no greater humiliation for a Naga than this fate that strips him of this symbolic identity and he is thus disaffiliated from his origin and tradition (Ao, 2006).

Rajendra Chapke in his research entitled "Traditional folk media: A Potentially Effective Communication Tool in Rural Area" stated that Every country has its traditional and folk media communication, which serves as significant tools in the process of motivating the people in the desired direction. On the other hand, the modern mass media are not performing the role expected due to some limitations. With this background, he conducted his research in the Nagpur district of Maharashtra. Three villages namely, Ghorad, Budhala, and Kaniyadhol were selected purposively in which traditional media shows were performed regularly and the five most popular traditional media were selected viz. Tamasha, Bhajan, Kirtan, Dhandhar, and Quawaly. The most preferred themes by the viewers through these media were social development including agriculture and patriotic songs. Almost all Government officials opined that the traditional media programmes are effective and had a good impact on rural masses. He concluded that if we want to use traditional media as a communication tool, it is essential to consider some points viz., selection of the folk media on the basis of popularity with concerned folk artists who were well acquainted with local languages, dialects, culture, and traditions, organized at a village with the help of interested village people systematically with following all the steps and theme related to social development, patriotic as well as recreational and entertainment suitable to the media (Chapke R., 2006). Thus, utilization of locally available resources viz. talent of the folk artists, the popularity of the media, Agri proverbs, acceptable idioms, riddles, etc., through traditional media was found very interesting and effective as a communication tool for rural development and natural recourse technology. It is, therefore, concluded that the potential of the traditional media can be utilized wisely and systematically for agricultural as well as rural development too. They can serve society as indigenous tools of interpersonal, inter-group, and inter-village communication for ages (Chapke R., 2006).

Simon Clarke in his research on "Culture and Identity," argued that cultural identity is fluid and contingent in relation to historical and cultural circumstances. As Stuart Hall has noted: 'We all write and speak from a particular place and time, from a history and a specific culture say is always "in context", positioned'. We may have multiple identities to choose from in a given context. So, it may be the case that our identity is chosen at a particular time for a political purpose, as in the example of the asylum-seeker debate where British and 'white'

ethnicities come to the fore. There is, however, a complex psychodynamic process at work here in which emotive and affective forces play on older ideas around community, nationhood, and the idea of 'home'. The way in which people imagine the world to be and imagine the way that others exist in the world is central to the construction of identity (Clarke, 2008). It does not matter that belief may be more fiction than fact, because the human imagination is central to identity construction; it is therefore concrete and has very real consequences for the world we live in (Clarke, 2008).

In his book "Naga Identity" on 'The Naga Identity Formation,' **Biraj Bihari Kumar** stated that the Nagas did not have a generic term for themselves. A Naga used to identify himself by giving the name of his village. Sometimes specific names were given to a group of villages. They do not have common legends of origin and migration. They differ in their social structure, village polity, physical features, temperament, dress, hairstyle, etc. Traditions of the origin of the Naga tribes cannot be reconciled with a homogeneous origin. There is so much linguistic plurality among the Nagas that even the wife and husband at a time speak different languages. Too many Intra-Naga Ethnic and cultural differences blurred distinguishing markers between Nagas and Non-Naga tribes, loose applicability of the term, lack of historical depth of the Naga Identity in spite of the empty rhetoric and their obsession about the history, and Nagas' confusion about their own identity, have come in the way of Naga identity formation (Kumar B. B., 2005). Thus, Naga Identity continues to be a fluid identity even today. The Government of British India brought about half a dozen Naga tribes under a single administrative unit. This consolidated Nagas' Identity and Unity (Kumar B. B., 2005).

Chapter 4: Methodology

4.1 Introduction

Methodology in research refers to the system or approach used to conduct research, including the strategies, procedures, techniques, and tools that researchers use to collect and analyze data. It provides a framework for organizing the research process, guiding the researcher's decision-making, and ensuring that the study is conducted systematically and rigorously.

A research methodology typically includes the following components:

1. Research design: This refers to the overall plan for conducting the research, including the type of study (e.g., experimental, correlational, qualitative), the sampling method, and the data collection methods.
2. Data collection methods: This includes the techniques used to gather data (e.g., surveys, interviews, observation, experiments) and the instruments used to collect the data (e.g., questionnaires, scales, sensors).
3. Data analysis methods: This includes the techniques used to analyze the data (e.g., statistical analysis, content analysis) and the software or tools used to perform the analysis.
4. Ethical considerations: This refers to the ethical principles that guide the research process, such as informed consent, confidentiality, and protection of human subjects.

Overall, the methodology is an important aspect of research as it helps to ensure that the study is conducted systematically and rigorously and that the findings are valid and reliable.

4.2 Method Adopted for the Study

This study adopted the quantitative method of analysis. The quantitative research strategy is to discover the answers to questions through the application of scientific procedures by hypotheses testing, cause analysis & effects, and the making of predictions. This approach deals in advance with the research questions and objectives and a detailed method of data collection and analysis is added to generate numerical data and information. This method is appropriate for this particular scientific research as it involves numerical analysis with independent and dependent variables.

4.3 Variables of the Study

A variable is any characteristic, number, or quantity that can be measured or counted. A variable may also be called a data item. Age, sex, business income and expenses, country of birth, capital expenditure, class grades, eye colour, vehicle type, etc., are examples of variables. This research work on "A Perspective Shift in Traditional folk media among the Zeme Naga Community" has two variables.

1. Zeme folk media

2. Zeme folks

Here, Zeme folk media is the independent variable and the perspective of the Zeme Naga Tribe is the dependent variable.

4.4 Sample of the Study

The sample consists of 200 responses from the Zeme Naga Community inclusive of all ages. The samples were collected through Google Forms. The sample was collected through simple random sampling where the researcher disseminated the questionnaire to the population and everyone has an equal chance of being selected. The sample consists of a population from the states of Manipur, Nagaland, and parts of Assam.

4.5 Description of Tools used in the Study

The samples were collected through Questionnaires on the Google platform. The data and sources of the studies were acquired from the various journals and websites on the online platform. The population of the researcher is drawn from the Zeme Naga Tribe who are residing in the states of Manipur, Nagaland, and Assam.

4.6 Administration of the Tools

The questionnaire was used to collect the samples. The questionnaire used for collecting the response was formulated based on the literature review and the objective of the research the researcher is dealing with. The Questions were then set in Google Forms to collect the sample.

4.7 Statistical Techniques used for the Study

The acquired samples were analyzed using the IBM SPSS analysis software. Its main selling point is that it allows researchers to analyze data without using advanced statistical analysis skills. The software favors simplicity over a more comprehensive and complicated range of features and tools.

Chapter 5: Analysis and Discussion of the Data

5.1 Introduction

This chapter tries to analyze and interprets the collected data from the 200 respondents who participated in the research about Zeme Folk media and its identity. For the analysis, I used the software IBM SPSS Statistics 20. The results and findings derived are given below. The results are shown with the help of tables, pie charts, and bar graphs.

1. **Age**
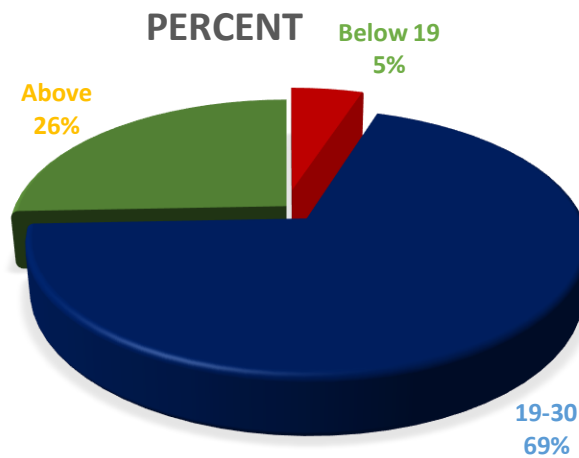
Figure 1: Age of Respondents

Figure 1 shows the analysis of age. The researcher divided the age group into 3 categories: Below 19, 19-30, and above 30. Among them, 5% are from the 'Below 19' Category, 69% ares from the '19-30' category, and 26areis from above 30%. This means that the majority of the respondents belong to the age group of 19-30 years old.

2. **Do you know how to sing any Zeme folksongs?**

Answer	Frequency	Percent
Yes	130	65
No	70	35
Total	200	100.

Table 1: Zeme Folk Songs

Table: 1 shows the analysis of the 200 responses to the question, "Do you know how to sing any Zeme folksongs?" Out of all the respondents, 65% answered "Yes" and 35% answered "No." This means that the majority of respondents agreed with the question presented to them.

The cumulative percent for "Yes" is 65%, which means that 65% of all respondents answered "Yes" to the question. The cumulative percent for "No" would be 100%, because all respondents who did not answer "Yes" answered "No".

3. Do you know how to dance Zeme Folk Dance?

Answer	Frequency	Percent
Yes	142	71
No	58	29
Total	200	100

Table 2: Zeme Folk Dance

Table: 2 shows the responses of 200 participants in the research. Out of all the respondents, 71% of the total participants answer positively whereas 29% give negative answers to the question, "Do you know how to dance Zeme Folk Dance?"

4. Zeme folk dances and Songs are relevant as a medium for communication.

Answer	Frequency	Percent
Always	65	32.5
Sometimes	132	66
Never	3	1.5
Total	200	100

Table 3: Medium of Communication

Table 3 suggests that the Zeme people's traditional dances and songs have significance in communication. The survey conducted had 200 respondents, and the survey question asked respondents to rate how often they believed that Zeme folk dances and songs were relevant as a medium for communication.

32.5% responded "Always", indicating that they strongly believed that Zeme folk dances and songs were always relevant for communication. 66% of respondents answered

"Sometimes," suggesting that they believe that Zeme folk dances and songs are sometimes relevant for communication, but not always. Only 1.5% answered "Never," indicating that they believed that Zeme folk dances and songs are never relevant for communication.

The cumulative percent indicates the total percentage of respondents who answered in a certain way up to a particular point. In this case, the cumulative percent for "Always" is 32.5%, which means that 32.5% of all respondents answered "Always" to the question. The cumulative percent for "Sometimes" is 98.5%, which means that 98.5% of all respondents answered either "Always" or "Sometimes" to the question. The cumulative percent for "Never" is 100%, indicating that 100% of all respondents answered either "Always", "Sometimes," or "Never" to the question.

Overall, the results suggest that a majority of respondents believed that Zeme folk dances and songs are relevant as a medium for communication, either "Always" or "Sometimes."

5. Zeme Folk dances and Songs are a source of entertainment.

Answer	Frequency	Percent
Always	105	52.5
Sometimes	91	45.5
Never	4	2
Total	200	100

Table 4: Source of Entertainment

Table 4 suggests that Zeme traditional dances and songs serve as a form of entertainment. The survey conducted had 200 respondents, and the survey question asked respondents to rate how often they believed that Zeme folk dances and songs were a source of entertainment.

Out of the 200 respondents, 52.5% answered "Always," indicating that they believed that Zeme folk dances and songs are always a source of entertainment. 45.5% of respondents answered "Sometimes," suggesting that they believed that Zeme folk dances and songs are sometimes a source of entertainment, but not always. Only 2% answered "Never," indicating that they believed that Zeme folk dances and songs are never a source of entertainment.

The cumulative percent indicates the total percentage of respondents who answered in a certain way up to a particular point. In this case, the cumulative percent for "Always" is 52.5%, which means that 52.5% of all respondents answered "Always" to the question. The cumulative percent for "Sometimes" is 98%, which means that 98% of all respondents answered either "Always" or "Sometimes" to the question. The cumulative percent for "Never"

is 100%, indicating that 100% of all respondents answered either "Always," "Sometimes," or "Never" to the question.

Overall, the results suggest that a majority of respondents believed that Zeme folk dances and songs are a source of entertainment, either "Always" or "Sometimes."

6. Folk dances and songs communicate social morality to people.

Answer	Frequency	Percent
Always	108	54
Sometimes	73	36.5
Never	19	9.5
Total	200	100

Table 5: Social Morality

Table 5 shows that traditional dances and songs from a culture often convey a set of moral values, beliefs, and behaviours that are important to society. The statement indicates that these forms of cultural expression can serve as a means of transmitting social norms and customs from one generation to another.

The response data indicates that out of 200 respondents, 54% believed that folk dances and songs always communicate social morality, 36.5% believed they do so sometimes, and 9.5% believed they never do so. The cumulative percentage indicates that 54% of respondents agreed that folk dances and songs always communicate social morality, while a total of 90% (54% + 36.5%) agreed that they do so at least sometimes.

This suggests that a majority of people believe that folk dances and songs serve as a vehicle for communicating social morality, with a smaller but significant proportion believing that they do so only some of the times. The fact that a small percentage of respondents (9.5%) disagreed with the statement indicates that there may be some cultural or personal factors that affect people's perceptions of the role of folk dances and songs in communicating social morality. Overall, the results suggest that there is a strong association between folk dances and songs and the transmission of social morality in many cultures.

7. Zeme Folk dances and Songs are part of Zeme Identity.

Answer	Frequency	Percent
Always	191	95.5
Sometimes	8	4
Never	1	0.5
Total	200	100

Table 6: Zeme Identity

Table: 6 suggests that the traditional dances and songs of the Zeme people are an essential component of their cultural identity. The statement indicates that these forms of cultural expression are deeply rooted in Zeme culture and are considered an important means of expressing their cultural heritage and identity.

The response data indicates that out of 200 respondents, 95.5% agreed that Zeme folk dances and songs are always a part of Zeme identity, 4% believed they are sometimes a part of Zeme identity, and 0.5% disagreed that they are ever a part of Zeme identity. The cumulative percentage indicates that a vast majority of respondents (95.5%) agreed that Zeme folk dances and songs are always a part of Zeme identity, while almost all respondents (99.5%) agreed that they are at least sometimes a part of Zeme identity.

These results suggest that there is a strong association between Zeme folk dances and songs and the cultural identity of the Zeme people. The fact that only a very small percentage of respondents disagreed with the statement indicates that the relationship between Zeme culture and their traditional dances and songs is widely recognized and valued. This research statement highlights the importance of folk dances and songs in shaping and maintaining cultural identity and heritage in many societies.

8. Zeme Naga Folk dances and Songs create awareness of current burning issues.

Answer	Frequency	Percent
Always	39	19.5
Sometimes	110	55
Never	51	25.5
Total	200	100

Table 7: Create Awareness of Current Issues

Table: 7 shows that traditional dances and songs of the Zeme Naga people are used to raise awareness about important contemporary issues affecting their community. The statement implies that Zeme Naga folk dances and songs are not only a means of cultural expression but also a tool for social and political commentary.

The response data indicates that out of 200 respondents, 19.5% agreed that Zeme Naga folk dances and songs always create awareness of current issues, 55% believed they do so sometimes, and 25.5% disagreed that they ever do so. The cumulative percentage indicates that less than one-fifth of the respondents (19.5%) agreed that Zeme Naga folk dances and songs always create awareness of current issues, while the majority of respondents (74.5%) agreed that they do so at least sometimes.

These results suggest that while some Zeme Naga folk dances and songs may be used to raise awareness about current issues, this is not always the case. The fact that a significant percentage of respondents (25.5%) disagreed with the statement indicates that Zeme Naga folk dances and songs may not always be seen as an effective means of creating awareness of contemporary issues.

Overall, the research statement highlights the potential for traditional dances and songs to be used as a means of political and social commentary, but it also underscores the need to recognize that not all traditional forms of expression serve this purpose. The statement also indicates the importance of studying the role of folk dances and songs in shaping cultural and social awareness in different societies.

9. **Modern mass media is one of the best ways to promote and preserve folk dances and songs.**

Answer	Frequency	Percent
Always	147	73.5
Sometimes	52	26
Never	1	0.5
Total	200	100

Table 8: Modern Media Promote & Preserve

Table 8 suggests that modern forms of mass media such as television, radio, and the internet are effective tools for promoting and preserving traditional dances and songs. The statement implies that the reach and accessibility of modern mass media can be leveraged to

increase awareness and appreciation of folk dances and songs, as well as to preserve them for future generations.

The response data indicates that out of 200 respondents, 73.5% agreed that modern mass media is always one of the best ways to promote and preserve folk dances and songs, 26.0% believed it is sometimes the best way, and 0.5% disagreed that it is ever the best way. The cumulative percentage indicates that a majority of respondents (73.5%) agreed that modern mass media is always one of the best ways to promote and preserve folk dances and songs, while almost all respondents (99.5%) agreed that it is at least sometimes the best way.

These results suggest that there is a general recognition among respondents that modern mass media is an effective means of promoting and preserving traditional dances and songs. The fact that a majority of respondents believed that modern mass media is always one of the best ways indicates that they see the potential of modern technologies in enhancing the visibility and accessibility of folk dances and songs to a wider audience.

Overall, the research statement highlights the potential for modern mass media to play a vital role in promoting and preserving traditional dances and songs. It also underscores the importance of exploring how traditional forms of expression can be adapted to modern mediums in ways that respect their cultural heritage and significance.

10. Folk dances and songs are disappearing due to the influence of modern media.

Answer	Frequency	Percent
Strongly Agree	107	53.5
Agree	79	39.5
Disagree	13	6.5
Strongly Disagree	1	0.5
Total	200	100

Table 9: Influence of Modern Media

Table: 9 suggests that traditional forms of expression such as folk dances and songs are at risk of disappearing due to the increasing influence of modern media. The statement implies that the rise of modern media has led to a decline in the popularity and practice of traditional dances and songs.

The response data indicates that out of 200 respondents, 53.5% strongly agreed that folk dances and songs are disappearing due to the influence of modern media, 39.5% agreed, 6.5% disagreed, and 0.5% strongly disagreed. The cumulative percentage indicates that a majority of respondents (93%) agreed that traditional forms of expression are at risk of

disappearing due to the influence of modern media, while only a small percentage of respondents (7%) disagreed with the statement.

These results suggest that there is a general recognition among respondents that modern media poses a threat to the survival of traditional dances and songs. The fact that more than half of the respondents strongly agreed with the statement indicates that they see the influence of modern media as a significant challenge to the preservation of traditional cultural practices.

11. Folk dances and songs are disappearing due to a lack of encouragement for talented folk artists.

Answer	Frequency	Percent
Strongly Agree	100	50
Agree	87	43.5
Disagree	12	6
Strongly Disagree	1	0.5
Total	200	100

Table 10: No Encouragement for Folk Artists

Table 10 shows that there is a trend toward the disappearance of folk dances and songs. The cause of this trend is attributed to the lack of encouragement for talented folk artists.

The response percentages indicate that the majority of respondents (50% strongly agree and 43.5% agree) support the statement, suggesting that they perceive the disappearance of folk dances and songs as a real and concerning issue. The relatively low percentage of respondents who disagree (6%) suggests that there is a general consensus among the surveyed population that folk dances and songs are indeed disappearing. The extremely low percentage of respondents who strongly disagree (0.5%) suggests that there is little disagreement with the statement among those surveyed.

Overall, the response percentages suggest that there is a widespread perception among the surveyed population that folk dances and songs are disappearing, and that this is largely due to a lack of support for talented folk artists.

12. Folk dances and songs are disappearing because they are outdated and irrelevant.

Answer	Frequency	Percent
Strongly Agree	17	8.5
Agree	54	27
Disagree	112	56
Strongly Disagree	17	8.5
Total	200	100

Table 11: Outdated & Irrelevant

Table 11 shows that the majority of respondents (56%) disagree with the statement, suggesting that they do not perceive the issue as one related to the relevance or modernity of the cultural practices. Additionally, a relatively small percentage of respondents (27%) agree with the statement, which suggests that while some individuals do perceive folk dances and songs as outdated or irrelevant, they are not in the majority.

The relatively low percentages of respondents who strongly agree (8.5%) and strongly disagree (8.5%) suggest that there is a relatively low level of conviction among the surveyed population regarding the statement.

Overall, the response percentages suggest that the majority of surveyed individuals do not perceive the disappearance of folk dances and songs as being related to their outdated or irrelevant nature, but rather to other factors such as a lack of support for talented folk artists.

13. Do you feel proud of your folk dances and songs?

Answer	Frequency	Percent
Very Much	189	94.5
To Some Extent	11	5.5
Total	200	100

Table 12: Proud of Folk dances and Songs

Table 12 indicates that the overwhelming majority of respondents (94.5%) answered "Very Much," suggesting that they feel a strong sense of pride in their cultural practices. The relatively low percentage of respondents (5.5%) who answered "To some extent" suggests that

there are few individuals who feel neutral or only somewhat positive about their cultural practices. Importantly, no respondents answered "Never," indicating that there are no individuals in the surveyed population who feel no pride in their cultural practices.

Overall, the response percentages suggest that the majority of individuals surveyed feel a strong sense of pride in their folk dances and songs, which may indicate that efforts to preserve and promote these cultural practices may be well-received by the community.

14. The coming of Christianity with education degraded the traditional folk media.

Answer	Frequency	Percent
Very Much	38	19
To Some Extent	108	54
Never	54	27
Total	200	100

Table 13: Christianity & Education

Table 13 indicates that a majority of respondents (54%) believe that the statement is at least somewhat true, suggesting that they perceive a link between the introduction of Christianity and education and a decline in traditional folk media.

A relatively small percentage of respondents (19%) answered "Very Much," suggesting that they strongly believe in the statement's validity. Conversely, a quarter of respondents (27%) answered "Never," indicating that they do not believe that the introduction of Christianity and education has had any impact on the degradation of traditional folk media.

Overall, the response percentages suggest that a significant portion of the surveyed population believes that there is a connection between the introduction of Christianity and education and the decline of traditional folk media. However, the fact that a quarter of respondents do not see this connection suggests that there may be varying perspectives on the issue among the community.

Chapter 6: Summary, Suggestions and Conclusion

6.1 Introduction

The Zeme Naga community, like many other indigenous communities, has a rich cultural heritage that has been passed down through generations. Traditional folk media, such as folksongs, dances, and storytelling, have played a crucial role in preserving and transmitting this cultural heritage. However, with the rapid modernization and globalization of society, there has been a shift away from traditional folk media among the Zeme Naga community. In this research summary, we will explore how this shift is impacting the community and what steps can be taken to preserve and promote traditional folk media. The researcher has meticulously analyzed samples using SPSS analytical software and has arrived at interesting findings. This summary will present suggestions and conclusions based on the research findings.

6.2 Purpose of the study

The main purpose of this research is to study the changing perception of Traditional folk media among the Zeme Naga community and its impact on the identity and cultural practices of the community. It can provide insights into the role of traditional and cultural practices in shaping the identity of a community and contribute to the preservation and promotion of these practices.

6.3 Re-Statement of the Problem

The problem statement for this research topic is: "What are the factors contributing to the shift in perspective towards traditional folk media among the Zeme Naga community and how has this impacted the preservation and transmission of their cultural heritage?" The study aims to investigate the reasons behind the changing perception of traditional folk media and to examine its implications for the community's cultural heritage.

6.4 Objective of the Study

Main Objective:

To study a perspective shift in Traditional folk media among the Zeme Naga Community.

Sub-Objectives:

1. To find out the extent Zeme Nagas accept folk media as a symbol of their identity.

2. To study the reasons behind changing their perspective on Folk media.

3. To study how often and why they currently use folk dances and songs.

4. To find out how many people still use folk media in preference to modern media, to create awareness of issues that are important to the society

6.5 Methodology in Brief

To validate and develop my study on a perspective shift in traditional folk media among Zeme Naga Community, 200 participants from Zeme Naga Community hailing from three states namely, Assam, Manipur, and Nagaland, were selected through random sampling. The sample was collected through a questionnaire that was sent to the participants via Google Forms. The data analysis was done by using the software IBM SPSS Statistics 2020 and the results are presented as tables, pie charts, and bar graphs.

6.6 Conclusions Based on the Findings of the Study

The present study aims to explore the perspective shift in the traditional folk media among the Zeme Naga community, based on the uses and gratification theory and the agenda-setting theory. The uses and gratification theory suggests that people actively seek out media to fulfil their needs and desires, and the media can serve as a source of information, entertainment, social connection, or even as a way to relieve stress. The agenda-setting theory, on the other hand, suggests that the media have the power to influence what people think about by selecting and highlighting certain issues or topics.

By applying these two theories to the study of traditional folk media among the Zeme Naga community, we can gain insights into how the community members use and perceive their traditional media and how the media's content and themes influence their perception of certain issues or topics.

The findings of the research can be enumerated in the following manner:

1. The majority of Zeme folks (98.5%) still value traditional folk media as a means of communication, although they do not consider them as the only or always appropriate means of communication.
2. Most respondents (98%) view Zeme folk dances and songs as a form of entertainment, although some consider them less reliable for entertainment.
3. The majority of respondents (90.5%) believed that folk dances and songs communicate social morality at least sometimes if not always.
4. The research highlights a strong association between Zeme folk dances and songs, and the cultural identity of the Zeme people, as 99.5% of respondents agreed that they are at least sometimes a part of Zeme identity, and 95.5% agreed that they are always a part of Zeme identity.
5. While the majority of respondents (74.5%) agreed that Zeme Naga folk dances and songs create awareness of current issues at least sometimes, only 19.5% agreed that they always do so, suggesting that they may not always be an effective means of creating awareness of contemporary issues.

6. Most respondents (99.5%) agreed that modern mass media is at least sometimes the best way to promote and preserve folk dances and songs, with 73.5% agreeing that it is always the best way.
7. The majority of respondents (93%) see the influence of modern media as a significant challenge to the preservation of traditional and cultural practices.
8. Respondents perceive the lack of encouragement for talented folk artists as one of the causes for the disappearance of folk dances and songs.
9. A majority of respondents (56%) disagree with the statement that Folk dances and songs are disappearing because they are outdated and irrelevant, suggesting that while some individuals do perceive them as such, they are not in the majority.
10. The overwhelming majority of respondents (94.5%) feel a strong sense of pride in their cultural practices.
11. While the majority of respondents (54%) see a link between the introduction of Christianity and education and a decline in traditional folk media, a quarter of respondents (27%) do not see this connection, suggesting varying perspectives on the issue within the community.

6.7 Suggestion for Further Studies

Based on the findings presented, here are some suggestions for further research:
1. Explore the factors that contribute to the continued use and value of traditional folk media among the Zeme people, despite the prevalence of modern mass media.
2. Investigate the reasons why some respondents view Zeme folk dances and songs as less reliable for entertainment, and explore strategies to address these perceptions.
3. Further examine the ways in which folk dances and songs communicate social morality, and whether these messages are consistent across different communities and contexts.
4. Explore how Zeme folk dances and songs contribute to the formation and maintenance of cultural identity, and how this identity is evolving over time.
5. Investigate the extent to which Zeme Naga folk dances and songs are effective in creating awareness of current issues, and identify factors that may hinder or facilitate their effectiveness.
6. Further explore the potential of modern mass media in promoting and preserving traditional and cultural practices, and identify effective strategies for leveraging these technologies.
7. Investigate the specific ways in which modern media is influencing traditional forms of expression, and explore strategies for mitigating these effects.
8. Further examine the factors that contribute to the lack of encouragement for talented folk artists, and identify effective strategies for promoting and supporting these artists.
9. Explore the factors that influence perceptions of the relevance and importance of folk dances and songs, and identify effective strategies for addressing any negative perceptions.

10. Investigate the specific practices and values that contribute to the strong sense of pride among the Zeme people, and explore ways to further strengthen this sense of cultural pride.
11. Further examine the ways in which the introduction of Christianity and education has influenced the decline of traditional folk media, and identify effective strategies for addressing any negative effects.

6.8 Conclusion

Based on the findings of the research, it can be concluded that traditional folk media, including folk dances and songs, remain an essential means of communication, entertainment, and cultural identity for the Zeme Naga community. While modern mass media is recognized as a potential tool to promote and preserve traditional and cultural practices, the influence of modern media is perceived as a significant challenge to the preservation of traditional and cultural practices.

The research also reveals that the majority of respondents do not perceive folk dances and songs as outdated or irrelevant. Instead, they believe that the lack of encouragement for talented folk artists is one of the causes for the disappearance of folk dances and songs.

The overwhelming majority of respondents feel a strong sense of pride in their cultural practices, indicating a deep attachment to their cultural heritage. However, there are varying perspectives on the link between the introduction of Christianity and education and a decline in traditional folk media, suggesting a need for further investigation and discussion on the issue.

Bibliography

Ao, T. (2006). Identity and Globalization: A Naga. Folklife, 6-7.

Bascom, W. (1965). The forms of folklore: Prose narratives. Journal of American Folklore, 3-20.

Chapke, R. (2006). Traditional folk media: A Potentially Effective Communication Tool in Rural Area. ResearchGate, 123-133.

Chapke, R. R. (2000). Blending Traditional folk media with Modern Media: A Review. ResearchGate, 50-51.

Clarke, S. (2008). Culture and Identity. The SAGE Handbook of Cultural Analysis, 510-529.

Galagedarage, M. G. (2021). The Role of Traditional folk media in Empowering Rural Communities in Sri Lanka. Vistas Journal, 50-65.

Gupta, V. (2015). Folk media in Development Communication. International Journal of Research, 1-4.

Kumar, B. B. (2005). The Naga Identity Formation. In B. B. Kumar, Naga Identity (pp. 47-53). New Delhi: Concept Publishing Company.

Kumar, S. (2012). Role of Folk media in Nation Building. Voice of Research, 1-6.

Mishra, R., & Newme, K. (2015, Summer & Winter Joint Issue/ June-December). Social Communication and Traditional folk media of the Zeme Naga Society. Global Media Journal – Indian Edition, 1-15.

Parmar, S. (1972). Traditional folk media in India. New Delhi: Geka Books.

Prasad, N. (2013). Folk media: An Active Media for Communication Campaigns in Digital Era. Global Media Journal-Indian Edition/ISSN 2249-5835, 4(Winter Issue).

Appendix

1. **Age**
   Below 19
   19-30
   Above 30

2. **Do you know how to sing any Zeme folksongs?**
   Yes
   No

3. **Do you know how to dance Zeme folk dance?**
   Yes
   No

4. **Zeme Folk dances and Songs are relevant as a medium for communication.**
   Always
   Sometimes
   Never

5. **Zeme Folk dances and Songs are a source of entertainment.**
   Always
   Sometimes
   Never

6. **Folk dances and songs communicate social morality to people.**
   Always
   Sometimes
   Never

7. **Zeme folk dances and Songs are part of Zeme Identity.**
   Always
   Sometimes
   Never

8. **Zeme Naga Folk dances and Songs create awareness of current burning issues.**
   Always
   Sometimes
   Never

9. **Modern mass media is one of the best ways to promote and preserve folk dances and songs.**
   Always

Sometimes
Never

10. Folk dances and songs are disappearing due to the influence of modern media.
Strongly agree
Agree
Disagree
Strongly Disagree

11. Folk dances and songs are disappearing due to a lack of encouragement for talented folk artists.
Strongly agree
Agree
Disagree
Strongly Disagree

12. Folk dances and songs are disappearing because they are outdated and irrelevant.
Strongly agree
Agree
Disagree
Strongly Disagree

13. Do you feel proud of your folk dances and songs?
Very much
To some extent
Never

14. The coming of Christianity with education degraded the traditional folk media.
Very much
To some extent
Never

A STUDY ON NETFLIX AS A PLATFORM FOR SEX EDUCATION AMONG YOUTH

BY
LIDIYA JACOB
Reg. No. C1GMCJ1011

UNDER THE GUIDANCE OF
DR. FR. BASTIN NELLISSERY

DON BOSCO ARTS AND SCIENCE COLLEGE
ANGADIKADAVU, KANNUR
APRIL 2023

A STUDY ON NETFLIX AS A PLATFORM FOR SEX EDUCATION AMONG YOUTH

DISSERTATION SUBMITTED TO THE KANNUR UNIVERSITY IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

BY

LIDIYA JACOB

Reg. No. C1GMCJ1011

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU, IRITTY, KANNUR – 670706

APRIL 2023

DEPARTMENT OF
MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU, KANNUR

CERTIFICATE

This is to certify that the dissertation entitled, **"A STUDY ON NETFLIX AS A STREAMING PLATFORM FOR SEX EDUCATION AMONG YOUTH"** is a bonafide record of work done by LIDIYA JACOB under the guidance of Dr. Fr. Bastin Nellissery in partial fulfilment of the requirement for the award of the degree of Master Of Arts In Journalism And Mass Communication during the period of her study (2021 - 2023) in the Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu, Kannur, affiliated to the Kannur University.

DR. FR. BASTIN NELLISSERY

Head, Department of Mass Communication & Journalism

Don Bosco Arts and Science College

DECLARATION

I, **LIDIYA JACOB**, the undersigned, hereby declare that the dissertation entitled, **"A STUDY ON NETFLIX AS A STREAMING PLATFORM FOR SEX EDUCATION AMONG YOUTH"** submitted to the Kannur University, in partial fulfilment of the requirement for the award of the degree of Master of Arts in Journalism & Mass Communication, is a bonafide work done by me under the guidance of Dr. Fr. Bastin Nellissery, Head, Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu. This work has not been placed by anybody in the University for the Award of any degree or diploma.

ANGADIKADAVU   LIDIYA JACOB

APRIL 2023

ACKNOWLEDGEMENT

I sincerely wish to express my deep sense of gratitude to all those who helped and supported me to complete the work. First and foremost, I thank God Almighty who strengthened me at every moment and through whom I do all the things.

I would like to extend my sincere words of gratitude to Fr. Dr. Francis Karackat (Principal, Don Bosco Arts and Science College), Dr. Fr. Bastin Nellissery, Head, Department of Mass Communication & Journalism, and my supervisor, whose assistance, guidance and inspiration helped me to complete this study. I also thank other faculty members and the Library Staff for their immense help and assistance during the identification of the topic, literature search and review preparation.

On this occasion I thank all the respondents for their cooperation and availability. I also wish to express sincere thanks to my parents and friends who have always supported and encouraged me to finish the research work successfully.

LIDIYA JACOB

ABSTRACT

This research study is to find out the role of Netflix in sex education among youth. This is the analysis of the portrayal of sex and relationships in popular Netflix shows, examine their impact on young viewers, and explore the potential benefits and risks of using streaming services as a source of sex education for youth. Data of research is collected from students, workers and other youngsters.

Key Words: Sex education, Streaming platform, Netflix

TABLE OF CONTENT

LIST OF TABLES

CHAPTER I

GENERAL INTRODUCTION

1.1 Introduction

Sex education is an essential component of young people's education and development. Sex education is vital for young people because it can help them make informed decisions about their sexual behaviour and relationships, and can promote positive attitudes towards sex and sexuality. And also promotes healthy attitudes, behaviours, and relationships throughout their lives.

Netflix is a popular streaming service that provides access to a wide range of TV shows and movies. In recent years, the platform has gained attention for its productions that address sex education, including the hit series 'Sex Education', 'Queer eye', 'The Baby-Sitters Club' and documentaries such as 'Hot Girls Wanted' and 'The Great Hack'. They present these topics in a relatable and engaging way, using humour, drama, and relatable characters to connect with the audience. Moreover, these shows are known to use experts and consultants to ensure that the information presented is accurate and up-to-date.

The approach of Netflix to sex education has been to provide young viewers with age-appropriate shows that explore the topic in an engaging and informative way. The shows address a wide range of topics, from consent and sexual health to gender identity and sexual orientation. The shows produced by Netflix on sex education have generated significant interest among young viewers, and have been praised for their realistic and informative portrayal of sex and related topics. By providing young people with accurate and comprehensive information, these shows can help promote healthy attitudes and behaviours towards sex and relationships.

However, there are also concerns about the impact of such content on young viewers. Some argue that it may expose young people to sexually explicit material at a young age, leading to risky behaviour or even addiction to pornography. On the other hand, proponents of adult content on Netflix argue that it can provide a safe and educational way for young people to learn about sex and relationships. They argue that age-appropriate programs can be used to educate young people about topics such as consent, sexual health, and relationships. So, it is important to provide insights into how best to balance the need for education with the risks associated with exposure to sexually explicit material.

1.2 Need and significance of the study

The study will contribute to our understanding of the effectiveness of streaming platforms especially Netflix as a tool for providing sex education to young people. With the increasing popularity of these platforms among young people, it is essential to understand their potential to promote positive attitudes and behaviours towards sex and relationships. The study will assess the accuracy and comprehensiveness of the information presented by Netflix shows and films on sex education and also explore the impact of Netflix shows and films on the attitudes and behaviours of young viewers towards sex and relationships. This information is crucial for ensuring that young people receive reliable and evidence-based information about sexual health, consent, and other related topics. It is significant for promoting healthy attitudes, behaviours, and relationships among young people.

1.3 Operational definitions of key words
Sex education

Sex education refers to the teaching of information and skills related to sexual health, relationships, and sexuality. The primary aim of sex education is to provide young people with accurate and comprehensive information about sexual health and relationships, and to promote positive attitudes and behaviours towards sex and sexuality. Sex education typically covers a range of topics, including human anatomy and physiology, contraception and sexually transmitted infections (STIs), consent, healthy relationships, gender identity, sexual orientation, and sexual violence and abuse. Sex education is essential for promoting sexual health and wellbeing among young people.

Streaming platform

A streaming platform is an online platform that allows users to stream or watch video content, such as movies, TV shows, and live events, over the internet. Unlike traditional TV broadcasts, which are transmitted over the airwaves or through cable or satellite networks, streaming platforms deliver content directly to users' devices, such as computers, smartphones, or smart TVs, via the internet. Streaming platforms typically offer a broad range of content, including movies, TV shows, documentaries, and live events, and may also produce their own original content.

Netflix

Netflix is a subscription-based streaming platform that allows users to watch a wide variety of movies, TV shows, documentaries, and other video content on-demand. Netflix has since evolved into one of the world's leading entertainment companies, with over 200 million subscribers in more than 190 countries. Netflix can be accessed on a range of devices, including computers, smartphones, tablets, and smart TVs, making it easy for users to watch content on the device of their choice. Users can choose what they want to watch, when they want to watch it, without being tied to a fixed broadcast schedule.

1.4 Objectives of the study
Main objective

To study the role of Netflix in sex education among youth.

Sub objectives

- To find out the impact of Netflix series and films in sex education among youth.
- To examine the role of series 'Sex Education' in promoting sexual health and gender identities.

1.5 Methodology of research
Quantitative methodology was used for the research. Quantitative research is the process of collecting and analysing numerical data.

1.6 Hypothesis
Netflix imparts sex education among youth.

1.7 Population of the study
The populations of the study are teenagers and youngsters. The data is collected using a questionnaire via google form.

1.8 Scope and limitation of the study
Scope

The study focuses on the role of Netflix in sex education among youth.

Limitations

The research is conducted within the limited circle of knowledge and resources of the researcher and the study is based on particular samples collected from teenagers and youngsters.

1.9 Organization of the report
Chapter 1 consists of the need and significant of the study, statement of the problem, operational definition, objectives, methodology, scope and limitation of the study. Chapter 2 consists of theoretical overview. Chapter 3 consists of the review of the literature of the studies related to the topic. Chapter 4 consists of the methodology of the study, the variables, samples, description of the tool and administration of the tool. Chapter 5 consists of the analysis and interpretation of the content. Chapter 6 consists of the summary, conclusion and suggestion of the study. The implication of the study and the suggestion for further research are discussed.

CHAPTER II
THEORETICAL OVERVIEW

In recent years, there has been a growing trend of Netflix producing and streaming shows and films that address topics related to sex, relationships, and consent. These programs are often geared towards young people, and are designed to provide them with accurate and informative resources on these topics. It allows young people to engage with educational content in a way that is interactive and engaging.

Social Learning Theory

One theoretical framework that explains the role of Netflix in sex education among youth is Social Learning Theory. It suggests that individuals learn new behaviours by observing and imitating the behaviours of others. This theory posits that people are not just passive recipients of information, but actively engage in the learning process by observing others and modelling their behaviour. Social Learning Theory has been applied to the study of media, particularly the role that media plays in shaping attitudes and behaviours. According to Social Learning Theory, media can serve as a powerful source of learning, as individuals observe the behaviour of characters in movies, TV shows, and other forms of media, and may model their own behaviour after these characters.

When it comes to the topic of "Netflix as a platform for sex education," the Social Learning Theory can be applied to understand how young people may learn about sex and relationships from the content they view on the streaming plat form. Young people may learn about sexual behaviour by observing the behaviour of characters in TV shows and movies on the platform. For example, they may see how characters communicate about sex, how they navigate sexual relationships, and what types of behaviours are considered acceptable or taboo.

The theory also suggests that young people are more likely to imitate behaviour that is perceived as rewarding or beneficial. Therefore, if they see positive and healthy sexual behaviours modelled on Netflix, they may be more likely to imitate these behaviours in their own lives. On the other hand, if they see negative or harmful sexual behaviours modelled on Netflix, they may be more likely to imitate these behaviours as well. For example, if they see characters engage in risky sexual behaviours without consequences, they may be more likely to engage in similar behaviours themselves.

Overall, the Social Learning Theory can provide a useful framework for understanding how young people may learn about sex and relationships from the content they view on Netflix, and how this learning may influence their own attitudes and behaviours. By promoting positive and healthy sexual behaviours on the platform, Netflix has the potential to be an important tool for sex education and promoting positive sexual health outcomes among young people.

CHAPTER III
REVIEW OF LITERATURE

3.1 Introduction

A literature review is an overview of the previously published works on a specific topic. Literature review provides the researcher or author and the audience with general image of the existing knowledge on the topic. A literature review shows the readers that how the research fits into and adds to an existing body of agreed knowledge. A good literature review can ensure that a proper research question has been asked and a proper theoretical framework or research methodology have been chosen.

3.2 Review of related article

Tauty, et al., in their research entitled "sexual health promotion messages for young people in Netflix most watched series content [2015-2020]" states that, messages are mainly focus on sexual violence or harassment, STI protection and contraception. Six series were included in the study: Sex Education, Elite, 13 Reasons Why, Stranger Things, The Society and Tales of the City. Although all series addressed romantic relationship theme in each episode, promotion messages on this theme were only present in sexual health series. Promotion messages were most often found in material for older adolescents (16–18 years old), and were conveyed through factual information, in settings in their usual places of life. More generally, many sexual themes are addressed throughout all the analysed series. Emotional and romantic relationships feature in the scenarios of all the series analysed. Some themes are more often highlighted in sexual health series, such as self-acceptance, discrimination, pleasure and sexual disorder. Messages featured in the series could reach young people, and be part of an array of health promotion methods: that notably include information and education. Differences in interpretation of sexual content are likely due to selective perception, individual experiences and biases, and level of involvement in the content (socio-demographic factors, view of behaviour and attitudes). It will also depend on the type of content observed. Some may integrate them positively whereas others may reinforce their stereotypes (Tauty, et al., 2021).

Deja Magee in its "Discussing the impact of Netflix's 'Sex Education'" articulates that, compared to other forms of movies and TV shows, the way that they tackle sex and sexuality

is vastly different from the way "Sex Education" handles the technique of the "uncomfortable birds and the bees" talk in a way that isn't awkward in the first place. Some of the topics that they discuss in the show range from teen pregnancy and abortion, being a first-generation child from an immigrant family who happens to be gay, asexuality, revenge porn and cyberbullying, just to name a few. In a society where sex is considered a controversial subject to discuss among young adults, Nunn's original series does a fantastic job at articulating the problems that they go through as they try to navigate and take ownership of their own bodies. In the process of doing that, they discover that sex can be messy and imperfect, but they can still make it worth their while. However, the series does bring up some questions about real-life situations and why sex is such a taboo topic when being discussed between friends, family and even significant others towards one another (Magee, 2019).

Audrey Choi in his article "Netflix shouldn't be a place for sex education" points out that, it is common for every family member to have their own computer or at least a smartphone where they can watch content of their choice, and with the rise of Netflix the choice has become unlimited. Kids and early teens now don't have much restrictions on what they watch anymore. The issue with this is the fact that sex scenes in media is extremely unrealistic and often problematic. Most sex scenes still portray heterosexual couples, alpha male-submissive female relationship, and lack in diversity, giving off a message that sex is supposed to look a certain way and nothing else. Sex scenes are spontaneous and often intertwined with violence, lacking emotional connection with rare mentioning of pregnancies, STDs, and contraception. Although the media is becoming rapidly more casual about incorporating sexually explicit scenes, actual sexual education is not progressing fast enough (Choi, 2021).

Palak Chakraborty and Avantika Mishra in their research entitled "Lack of Sex Education in India and its Growing Importance in the Digital Era" states that, shows like Sex Education and Big Mouth, available on Netflix, cover sexuality and gender education extensively. Big Mouth is a young adult animated show, which shows the changes that one goes through during puberty. It is based on the real-life experiences of the writer, his best friend, and their struggles. It covers topics like mental health problems that arise during puberty, the physical changes that the body goes through, the sudden peaked curiosity about one's sexuality, all in a light hearted manner. Sex Education is a show based around a boy and his mother, who is a famous sex therapist. The show covers an extensive range of topics such as the sexuality spectrum and the gender spectrum, assault, the trauma associated with assault, effects of puberty, mental health

issues, safe sex, abortion, and many more that had never been covered in such a manner before (Chakraborty & Mishra, 2021).

Eve Greenow in her article "Why Netflix's Sex Education Is So Important" writes that, the way Sex Education tackles the topics it presents is responsible, mature and genuine. It doesn't shy away where other shows might, and it properly focuses on issues head on, without tiptoeing around the more cringey bits. It includes the relevant topics such as Discovery sexuality and gender identity, The pill and different forms of contraception in order to practice safe sex, Assault and trauma, and how therapy can be helpful to deal and cope with it, HIV, how treatment has changed and how it's manageable and can be undetectable with management now, Normalising sexual fantasies, The illegality of homosexuality around the world etc. And also it releasing sex from the taboo which surrounds it, teaching that sex, for all sexualities, can be for pleasure, not for just pro-creating (Greenow, 2021).

Karrar Muhammad in his research entitled "The Representation of Homosexuality in Netflix Shows: A Critical Discourse Analysis" states that, the producers of Netflix utilize a variety of archetypal patterns, such as shadows, caregivers, outlaws, everyman, innocents, etc., to show that homosexuals are parallel to heterosexuals. Moreover, Netflix employs micro and meso-structures, such as transitivity, modality, over-wording, categorization, metaphor, explicit and constitutive intertextualities, and speech acts to construct the "self" and the "other". Ideologically speaking, the producers showcase the vii conflicting polarization between homosexuality "other" and societal and religious beliefs and values "self" through the former's inner conflict. Further, Netflix prompts lucid liberal agenda-that is, it disseminates a persuasive discourse that publicizes a willingness to respect and accept behaviours, opinions, and identities of homosexuals. Finally, in order to socially legitimize the propaganda of homosexuals, Netflix TV appears to agree with the essentialists who believe that homosexuality is natural and immutable (Muhammad, 2022).

Debra Dudek, Giselle Woodley and Lelia Green in their article entitled "'Own your narrative': teenagers as producers and consumers of porn in Netflix's Sex Education" states that the series' frank depiction of sexual relationships between characters, and its exploration of characters' hopes, fears, and choices regarding ways to express their sexual desire is, arguably, ground-breaking. The focus of this paper, however, is the way in which the series represents young people as producers and consumers of pornographic/erotic narratives. *Sex Education* is constructed as challenging a dominant social perception of sexually-explicit materials as

harmful to young people, suggesting instead that such materials may be beneficial, especially when consumed and discussed in conversation with other young people. It also foregrounds the unmet needs of contemporary teenagers for fit-for-purpose, appropriate, life-relevant skills around their understandings of sexuality and sexual practice. The series positions teenagers as active seekers of information, ready and willing to find, adapt, create, and make use of relevant content in a quest for more authentic engagement with these issues than might be available in most 'sex education' classes (Dudek, Woodley, & Green, 2021).

Diane Chidimma Ezeh Aruah in her article "Sexual Health on Television: New Framing of Sexual Health Issues in Netflix's Sex Education Show" states that, Television drama series have the potential to create awareness about sexual health problems and solutions. This study deployed a qualitative analysis of framing to understand how the Netflix show Sex Education framed sexual health concerns. Findings indicate that some sexual health concerns were depicted in the context of teaching sexual responsibility and destigmatizing processes such as seeking information or coming out as LGBTQ+. The show also portrayed the negative consequences of sexual violence and how people might choose to seek help related to sexual trauma. Overall, this study discusses how Sex Education frames sexual health issues in both expected and novel ways compared to those previously explored in public interest communications research (Aruah, 2021).

Annette M. Masterson and Nicole M. Messina in their article "Love and sexual scripts: A content analysis of 19 Netflix teen series" writes that the results found instances of loving or sexual content in each episode. Both loving and sexual language were the predominant aspects with sexual health instances in a few episodes. Included in the findings is a focus on loving language scripts that focus on ending a relationship rather than building or maintaining a relationship which has implications for teen expectations. Gender initiation and reception was largely equal across the five categories indicating a shift in gendered scripts. This study addresses the limited research within Netflix original series and furthers how sexual script theory understands the connection between loving and sexual content in teen programming (Masterson & Messina, 2022).

Gauri Gaur in her article "The impact of shows like Sex Education" writes that, Sex education is the first of its kind and a rare source of information about sex in nations like India where sex education is considered a taboo and everything surrounding it is discussed in hush tones. In a way, we desperately needed to watch something like this. It portrays young adults going

through trials and tribulations of sexual discovery. The show manages to have sex as the staple of the storyline yet is not entirely based on it. The sexual materials does not take anything away from the story but rather enhances it. It introduced a wide range of audience to the queer movement, asexuality, pansexuality and wide range of gender and sexual identities. It tackles everything from erectile dysfunction, body dysmorphia, casual sex, STIs and sexual ethics (Gaur , 2022).

CHAPTER IV

METHODOLOGY

4.1 Introduction

Research methodology is the systematic approach and framework used by researchers to conduct and analyse research. It involves the selection of appropriate methods, techniques, and procedures to gather and interpret data, as well as the overall design and structure of a research study. Research methodology is a critical aspect of any research endeavour, as it helps ensure the validity, reliability, and generalizability of research findings. It provides a roadmap for researchers to follow, guiding them in the collection, analysis, and interpretation of data in a logical and organized manner. Various analytical methods are adapted to achieve the objectives of the topic, Netflix as a streaming platform for sex education among youth.

4.2 Method for the Study

Quantitative Analysis method is used in this research. Quantitative analysis is a technique that uses mathematical and statistical modelling, measurement and research to understand behaviour. Quantitative analysts represent a given reality in terms of a numerical value.

4.3 Variables

Variables are the measurable or observable characteristics or factors that can change or vary. They are essential components of research studies as they are used to represent, measure, and analyse the concepts, phenomena, or relationships being investigated. There are two types of variables; Independent variable and dependent variable. the independent variable is manipulated or controlled by the researcher. It is the variable that is presumed to have an effect on the dependent variable. The dependent variable is the variable that is being studied or observed to determine the effect of the independent variable. It is the variable that is presumed to change as a result of the manipulation of the independent variable.

Independent Variable: Role of Netflix

Dependent Variable: Sex education

4.4 Samples of the study

Sample is a group of people, objects or items that are taken from a larger population for measurement. Population and samples are important aspects of a research. Population refers to the set of individuals from which a statistical sample is drawn for a study. A sample is the smaller set or manageable version of the population. Sample size can be defined as the number of individuals in a sample. For this research a total of 180 samples were covered through purposive sampling. The researcher tried to cover wide geographical area in order to ensure unbiased result.

4.5 Descriptions of the tools used in the study

The study was conducted among teenagers and youngsters. The sample includes school and college students, workers and other youngsters.

4.6 Administration of the tool

The questionnaire was administered via google form to the population by the researcher to collect responses.

4.7 Statistical techniques used for the study

Descriptive analysis

Descriptive techniques often include constructing tables of means and quantities. Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. They are broken down to measure central tendency and measure of variability. Measures of the central tendency include Mean while measure of variability includes the standard deviation.

CHAPTER V

ANALYSIS AND INTERPRETATION OF DATA

5.1 Introduction

This chapter tries to analyse and interpret the collected data. From the 180 respondents that participated, the results and findings are shown below. The statistical analysis of the data was done using SPSS version 20. Descriptive analyses of the data were computed. The results are shown with the help of tables.

5.2 Summary of the analysis

Table 1: Age

		Frequency	Percent
	18 -25	155	86.1
	26-35	14	7.8
Valid	above 35	11	6.1
	Total	180	100.0

Table 1 shows the responses from 180 samples. 86% of the respondents are between the age of 18-25, 8% of the respondents comes under the age 26-35, 6% of the respondents are above 35. The age of the respondents has a Mean value of 2.20 and a Standard Deviation of .533.

Table 2: Gender

		Frequency	Percent
	Male	60	33.3
Valid	Female	119	66.1
	Others	1	.6
	Total	180	100.0

Table 2 shows the responses from 180 samples. 66% of the respondents are female, 33% of the respondents are male, .6% of the respondents are other genders. The gender of the respondents has a Mean value of 1.67 and a Standard Deviation of .482.

Table 3: Gets sex education from?

		Frequency	Percent
Valid	Teachers	19	10.6
	Friends	52	28.9
	Internet	46	25.6
	Films and Series	45	25.0
	Others	18	10.0
	Total	180	100.0

Table 3 shows the responses from 180 samples. 28% of the respondents getting sex education from friends, 25% of the respondents getting from internet, 25% of the respondents getting from films and series. It has a Mean value of 2.95 and a Standard Deviation of .1.169.

Table 4: Use of films and series for sex education

		Frequency	Percent
Valid	Often	30	16.7
	Sometimes	112	62.2
	Never	38	21.1
	Total	180	100.0

Table 4 shows the responses from 180 samples. 62% of the respondents using films and series for sex education sometimes, 21% of the respondents never use and 16% of the respondents use often. It has a Mean value of 2.04 and a Standard Deviation of .615.

Table 5: Watch Netflix

		Frequency	Percent
Valid	Often	50	27.8
	Sometimes	96	53.3
	Never	34	18.9
	Total	180	100.0

Table 5 shows the responses from 180 samples. 53% of the respondents watch Netflix sometimes, 27% of the respondents watch it often and 18% of the respondents never watch. It has a Mean value of 1.91 and a Standard Deviation of .679.

Table 6: Type of shows prefer

		Frequency	Percent
Valid	Films	76	42.2
	Series	89	49.4
	Documentaries	10	5.6
	Others	5	2.8
	Total	180	100.0

Table 6 shows the responses from 180 samples. 49% of the respondents prefer series for watching, 42% of the respondents prefer films and 5% of the respondents prefer documentaries. It has a Mean value of 1.69 and a Standard Deviation of .703.

Table 7: Netflix gives information about sexual health and relationships

		Frequency	Percent
Valid	Strongly agree	18	10.0
	Agree	80	44.4
	Neutral	73	40.6
	Disagree	6	3.3
	Strongly disagree	3	1.7
	Total	180	100.0

Table 7 shows the responses from 180 samples. 44% of the respondents agree that Netflix gives information about sexual health, 40% of the respondents takes a neutral stand and 10% of respondents strongly agree. It has a Mean value of 2.42 and a Standard Deviation of .784.

Table 8: Gives information about gender identities and sexualities

		Frequency	Percent
Valid	Strongly agree	36	20.0
	Agree	82	45.6
	Neutral	58	32.2
	Disagree	3	1.7
	Strongly disagree	1	.6
	Total	180	100.0

Table 8 shows the responses from 180 samples. 45% of the respondents agree that Netflix gives information about gender identities and sexualities, 32% of the respondents takes a neutral stand and 20% of the respondents strongly agree. It has a Mean value of 2.17 and a Standard Deviation of .783.

Table 9: Watched the series 'Sex Education'

		Frequency	Percent
Valid	Yes	89	49.4
	No	91	50.6
	Total	180	100.0

Table 9 shows the responses from 180 samples. 50% of the respondents watches the series 'Sex Education and 49% of the respondents did not watch the series. It has a Mean value of 1.51 and a Standard Deviation of .501.

Table 10: 'Sex Education' gives information about sex, gender identities

		Frequency	Percent
Valid	Strongly agree	43	23.9
	Agree	65	36.1
	Neutral	70	38.9
	Disagree	2	1.1
	Total	180	100.0

Table 10 shows the responses from 180 samples. 36% of the respondents agree that 'Sex Education' gives information about sex, gender identities, 38% of the respondents takes a neutral stand and 23% of the respondents strongly agree. It has a Mean value of 2.17 and a Standard Deviation of .804

Table 11: 'Sex Education' should be watched by youngsters

		Frequency	Percent
Valid	Yes	146	81.1
	No	34	18.9
	Total	180	100.0

Table 11 shows the responses from 180 samples. 81% of the respondents agrees that 'Sex Education' should be watched by youngsters and 19% of the respondents does not agree. It has a Mean value of 1.19 and a Standard Deviation of .393.

Table 12: Adult contents in Netflix negatively affect the youth

		Frequency	Percent
Valid	Strongly agree	12	6.7
	Agree	27	15.0
	Neutral	66	36.7
	Disagree	46	25.6
	Strongly disagree	29	16.1
	Total	180	100.0

Table 12 shows the responses from 180 samples. 36% of the respondents takes a neutral stand in the statement that adult contents in Netflix negatively affect the youth, 25% of the respondents disagree and16% of the respondents strongly disagree. It has a Mean value of 3.29 and a Standard Deviation of 1.112.

5. 3 Discussion

Though there are different views on the role of Netflix in sex education among youngsters, most of the people agrees on the view that Netflix plays a crucial role in educating the youth regarding sexual health, sexualities, relationships and gender identities. Gauri Gaur in her article "The impact of shows like Sex Education" points out that, Netflix introduced a wide

range of audience to the queer movement, asexuality, pansexuality and wide range of gender and sexual identities. It tackles everything from erectile dysfunction, body dysmorphia, casual sex, STIs and sexual ethics (Gaur , 2022).

Diane Chidimma Ezeh Aruah in her article "Sexual Health on Television: New Framing of Sexual Health Issues in Netflix's Sex Education Show" states that, Television drama series have the potential to create awareness about sexual health problems and solutions. Some sexual health concerns were depicted in the context of teaching sexual responsibility and destigmatizing processes such as seeking information or coming out as LGBTQ+. The show also portrayed the negative consequences of sexual violence and how people might choose to seek help related to sexual trauma (Aruah, 2021).

Eve Greenow in her article "Why Netflix's Sex Education Is So Important" writes that, Netflix includes the relevant topics such as Discovery sexuality and gender identity, The pill and different forms of contraception in order to practice safe sex, Assault and trauma, and how therapy can be helpful to deal and cope with it, HIV, how treatment has changed and how it's manageable and can be undetectable with management now, Normalising sexual fantasies, The illegality of homosexuality around the world etc. And also it releasing sex from the taboo which surrounds it, teaching that sex, for all sexualities, can be for pleasure, not for just pro-creating (Greenow, 2021).

Through its diverse characters and storylines, the show provides a platform for discussions around sexual health, consent, gender identity, and other important topics. The show also includes resources and links to organizations that offer sexual health information and support.

There is a view against this. Debra Dudek, Giselle Woodley and Lelia Green in their article entitled "'Own your narrative': teenagers as producers and consumers of porn in Netflix's Sex Education" states that the series' frank depiction of sexual relationships between characters, and its exploration of characters' hopes, fears, and choices regarding ways to express their sexual desire is, arguably, ground-breaking. It also foregrounds the unmet needs of contemporary teenagers for fit-for-purpose, appropriate, life-relevant skills around their understandings of sexuality and sexual practice. The series positions teenagers as active seekers of information, ready and willing to find, adapt, create, and make use of relevant content in a quest for more authentic engagement with these issues than might be available in most 'sex education' classes (Dudek, Woodley, & Green, 2021).

Audrey Choi in his article "Netflix shouldn't be a place for sex education" points out that, it is common for every family member to have their own computer or at least a smartphone where they can watch content of their choice, and with the rise of Netflix the choice has become unlimited. Kids and early teens now don't have much restrictions on what they watch anymore. The issue with this is the fact that sex scenes in media is extremely unrealistic and often problematic. Most sex scenes still portray heterosexual couples, alpha male-submissive female relationship, and lack in diversity, giving off a message that sex is supposed to look a certain way and nothing else (Choi, 2021).

There is some concern that Netflix's adult content may have a negative impact on youth or teenagers, particularly if they are exposed to inappropriate or explicit material at a young age. While many of Netflix's shows that deal with sexual health and relationships are intended for a mature audience, younger viewers may still have access to these shows and may be influenced by the messages they convey. For example, some shows may portray unrealistic or unhealthy relationships, or may promote harmful attitudes or behaviours related to sex and sexuality.

CHAPTER VI

SUMMARY, CONCLUSION AND SUGGESTIONS

6.1 Introduction

This chapter discusses the major findings of the study. This chapter is divided as conclusion, implications of the study and suggestions for further research & also this is the final chapter of the research study which is conducted.

6.2 Purpose of the study

The purpose of the study is to investigate the role of Netflix in sex education among youngsters. The study on the role of Netflix in sex education would likely be interested in understanding how this powerful media platform has influenced and shaped the way we think and talk about sexuality in contemporary society. The findings of this research may contribute to our understanding of the role of Netflix and how it educating youngsters.

6.3 Re-statement of the problem

The problem statement for this research topic is: " Role of Netflix in sex education among youngsters". The study aims to investigate how Netflix is educating the youngsters in sexual health, relationships, consent, gender identity etc.

6.4 Conclusion based on the findings of the study

Netflix has become a popular platform among youth for entertainment and education. Netflix can be a valuable tool for sex education among young people. It provides a platform for young people to access accurate and relevant information about sex and relationships. Netflix series and films can help in sex education among youngsters and teenagers to some extent. Some Netflix shows provide positive and informative depictions of sexual topics that can promote healthy attitudes towards sex and relationships, including consent, gender identities, sexual health, communication, and respect. Moreover, such shows can encourage young people to talk more openly about sex and relationships, which can help break down taboos and increase knowledge about safe and responsible sexual behaviour.

The series' Sex education' covers all the topic such as consent, sexuality, gender identity, and sexual health. It gives healthy information about all these to the teenagers and youngsters and promotes inclusivity by featuring a diverse range of characters, including LGBTQ+ characters, and portraying their experiences in a realistic and positive way. The show helps to promote acceptance and understanding of different sexual orientations and gender identities.

54% of the people agrees with the statement that Netflix gives information about sexual health and 65% agrees with the statement that Netflix gives information about gender, sex identities. So based on all these findings researcher can say that Netflix has a crucial role in sex education among youngsters and teenagers.

6.5 Implication of the study
      The result of the study proves that Netflix plays a crucial role in sex education among youngsters. The research is conducted within the limited circle of knowledge and resources.

6.6 Suggestions for further research
- Increase the number of respondents to get a detailed analysis for the research.
- Include more respondents from the age category, below 18 so that the findings will be more authentic.

BIBLIOGRAPHY

Aruah, D. C. (2021). Sexual Health on Television: New Framing of Sexual Health Issues in Netflix's Sex Education Show. *Researchgate*, https://www.researchgate.net/publication/357543422_Sexual_Health_on_Television_New_Framing_of_Sexual_Health_Issues_in_Netflix's_Sex_Education_Show.

Chakraborty , P., & Mishra, A. (2021). Lack of sex education in India and its growing importance in the digital era. *International Journal of Policy Sciences and Law*, https://ijpsl.in/wp-content/uploads/2021/05/Lack-of-Sex-Education-in-India-and-its-Growing-Importance-in-the-Digital-Era_Palak-Chakraborty-Avantika-Mishra.pdf.

Choi, A. (2021). Netflix shouldn't be a place for sex education. *digmedia*, https://digmedia.lucdh.nl/2021/10/11/netflix-shouldnt-be-a-place-for-sex-education/.

Dudek, D., Woodley, G., & Green, L. (2021). Own your narrative': teenagers as producers and consumers of porn in Netflix's Sex Education. *Taylor and Francis Online*, https://www.tandfonline.com/doi/full/10.1080/1369118X.2021.1988130.

Gaur , G. (2022). The impact of shows like Sex Education. *Opoi*, https://opoyi.com/entertainment/the-impact-of-shows-like-sex-education-629256/.

Greenow, E. (2021). Why Netflix's Sex Education is so important. *Never Settle*, https://evegreenow.com/2021/09/29/netflix-sex-education/.

Magee, D. (2019). Discussing the impact of Netlix's 'Sex Education'. *Daily Sundial*, https://sundial.csun.edu/141822/arts-entertainment/discussing-the-impact-of-netflixs-sex-education/.

Masterson, A. M., & Messina, N. M. (2022). Love and sexual scripts: A content analysis of 19 Netflix teen series. *Taylor and Francis Online*, https://www.tandfonline.com/doi/full/10.1080/17482798.2023.2165517?scroll=top&needAccess=true&role=tab.

Muhammad, K. (2022). The Representation of Homosexuality in Netflix Shows: A Critical Discourse Analysis. *Researchgate*, https://www.researchgate.net/publication/358554333_The_Representation_of_Homosexuality_in_Netflix_Shows_A_Critical_Discourse_Analysis.

Tauty, S., Martin, P., Bourmaud, A., Chapoton, B., Rochebrochard, E. d., & Alberti, C. (2021). Sexual health promotion messages for young people in Netflix most watched series content [2015-2020]. *National Library of Medicine*, https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8672015/.

APPENDIX

QUESTIONNAIRE

1. Age

Below 18 ☐   18-25 ☐   26-35 ☐   Above 35 ☐

2. Gender

Male ☐ Female ☐ Others ☐

3. Where do you get sex education from?

Teachers ☐

Friends ☐

Internet ☐

Films and series ☐

Others ☐

4. Do you use films and series for sex education?

Often ☐

Some times ☐

Never ☐

5. Do you watch Netflix

Often ☐

Some times ☐

Never ☐

6. Which type of shows you prefer mostly?

Films ☐

Series ☐

Documentaries ☐

Others ☐

7. Netflix series and films gives information about sexual health.

Strongly agree   ☐

Agree   ☐

Neutral   ☐

Disagree   ☐

Strongly disagree   ☐

8. Netflix series and films gives information about gender identities and sexualities.

Strongly agree   ☐

Agree   ☐

Neutral   ☐

Disagree   ☐

Strongly disagree   ☐

9. Have you watched the series 'Sex Education' from Netflix.?

Yes   ☐

No   ☐

10. Series 'Sex Education' gives healthy information about sex and gender, sex identities.

Strongly agree   ☐

Agree   ☐

Neutral   ☐

Disagree   ☐

Strongly disagree   ☐

11. Do you think that the series 'Sex Education' should be watched by all youngsters.?

Yes   ☐

No   ☐

12. Exposure to adult contents in Netflix films and series negatively affect the youth.

Strongly agree   ☐

Agree   ☐

Neutral   ☐

Disagree   ☐

Strongly disagree   ☐

ADVERTISEMENT BREAKS THE STEREOTYPING OF TRANSGENDER COMMUNITY IN KERALA

VIRTUE & EXCELLENCE
DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU

BY

JISHNA BALAKRISHNAN M

Reg. No. C1GMCJ1010

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DON BOSCO ARTS AND SCIENCE COLLEGE

ANGADIKADAVU

APRIL-2023

ADVERTISEMENT BREAKS THE STEREOTYPING OF TRANSGENDER COMMUNITY IN KERALA

DISSERTATION SUBMITTED TO THE KANNUR UNIVERSITY IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

BY

JISHNA BALAKRISHNAN M

Reg. No. C1GMCJ1010

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU, IRITTY, KANNUR – 670706

APRIL 2023

DEPARTMENT OF
MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU, KANNUR

CERTIFICATE

This is to certify that the dissertation entitled, " **ADVERTISEMENT BREAKS THE STEREOTYPING OF TRANSGENDER COMMUNITY IN KERALA** " is a Bonafede record of work done by JISHNA BALAKRISHNAN M under the guidance of Dr. Fr. Bastin Nellissery in partial fulfilment of the requirement for the award of the degree of Master Of Arts In Journalism And Mass Communication during the period of her study (2021 - 2023) in the Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu, Kannur, affiliated to the Kannur University.

DR. FR. BASTIN NELLISSERY

Head, Department of Mass Communication & Journalism

Don Bosco Arts and Science College

DECLARATION

I, **JISHNA BALAKRISHNAN M**, the undersigned, hereby declare that the dissertation entitled, " **ADVERTISEMENT BREAKS THE STEREOTYPING OF TRANSGENDER COMMUNITY IN KERALA** " submitted to the Kannur University, in partial fulfilment of the requirement for the award of the degree of Master Of Arts in Journalism & Mass Communication, is a Bonafede work done by me under the guidance of Dr. Fr. Bastin Nellissery, Head, Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu. This work has not been placed by anybody in the University for the Award of any degree or diploma.

ANGADIKADAVU

JISHNA BALAKRISHNAN M

APRIL 2023

ACKNOWLEDGEMENT

ABSTRACT

This research study is to find out whether advertising helps break the stereotyping of the transgender community. The research study found that depicting transgender people in the advertisement helps in erasing the misconceptions people have in their minds. Portraying transgender individuals in advertisements can have a positive and empowering effect on people. The research used quantitative approach in collecting the data from 150 respondents. The research shows people responded positively to the fact that advertisements helped to reshape perception, prejudice and promote acceptance.

Key Words: Advertisement, Influence, Transgenders equality

Table of Contents

CHAPTER I: GENERAL INTRODUCTION

1.1 Introduction

In the conservative society of Kerala, India, the transgender community has long been subjected to discrimination, social exclusion, and the perpetuation of harmful stereotypes. Kerala, known for its rich cultural heritage and progressive social movements, has also been plagued by regressive attitudes towards marginalized communities. Transgender individuals, often referred to as hijras or aravanis, have historically faced societal marginalization and struggled for basic rights such as education, employment, and healthcare. Preconceived notions, myths, and misconceptions surrounding the transgender community have perpetuated a climate of prejudice, leading to their exclusion from mainstream society. In recent times, the winds of change have begun to blow, and the voice of the transgender community is finding expression through various mediums, including the powerful medium of advertisement. It showcases transgender individuals not as objects of pity or ridicule but as strong, talented, and vibrant individuals who contribute to society in diverse ways. By showcasing their achievements, aspirations, and struggles, the advertisement seeks to humanize the transgender community and highlight their shared humanity with the broader population. Advertisement has the potential to generate public discourse, challenge existing biases, and reshape social attitudes towards the transgender community. By encouraging dialogue and fostering empathy, the campaign aims to break down barriers and create a more inclusive society that celebrates diversity.

1.2 Need and Significance of the study

The need for a study among college students on advertisement breaks the stereotyping of transgender community in Kerala stems from the transgender individuals face significant challenges, including discrimination, prejudice, and stigmatization. It is important for advertisers to approach these efforts with authenticity, sensitivity, and a genuine commitment to promoting positive change. While there has been progress in recent years, violence,

discrimination, continue to impact. Therefore, understanding the role that advertisement has in promoting equality is essential to developing effective strategies for promoting social change.

1.3 Operational definitions of keywords

Advertisement

Advertisement are promotional messages or visual representation created by business organisations, or individuals to promote a product, service, or idea. They are typically disseminated trough various media channels, such as television, radio, print publications, online platforms, and social media.

Transgender equality

Transgender equality refers to the concept of ensuring equal rights, opportunities, and protections for transgender individuals. It encompasses various aspects, including legal recognition, healthcare access, employment opportunities, education, and societal acceptance.

Influence

Influence refers to the ability of one person, group, or entity to affect the opinions, behaviours, or actions of others. It is a force which can come from various sources such as individual, organisation, institution, media, and societal norms.

1.4 Objective of the Study

Main Objective
To study the positive effect of advertisement in breaking the stereotyping transgender.

Sub Objectives

- To examine the changing mind set of people about transgender through advertisement
- To find out the influence of advertisement that promote the acceptance of transgender among common people

1.5 Methodology of Research

Quantitative methodology was used for the research. Quantitative methodology refers to a research approach that focuses on collecting and analysing data to answer research question.

1.6 Hypothesis
Advertisements make positive effect on people's mindset about transgender.

1.7 Scope and Limitation of the Study

Scope

The study focuses on the role advertisement in shaping the positive mindset towards transgender community.

Limitations

The research is conducted within the limited knowledge of the researcher and the study is based on samples collected from 150 respondents in the age group of 17 to above 26.

1.8 Organization of the Report

Chapter 1 consists of the need and significant of the study, statement of the problem, operational definition, objectives, methodology, scope, and limitation of the study. Chapter 2 consists of theoretical overview. Chapter 3 consists of the review of the literature of the studies related to the topic. Chapter 4 consists of the methodology of the study, the variables, samples, description of the tool and administration of the tool. Chapter 5 consists of the analysis and interpretation of the content. Chapter 6 consists of the summary, conclusion, and suggestion of the study. The implication of the study and the suggestion for further research are discussed.

CHAPTER II: THEORETICAL OVERVIEW

2.1 Introduction

Theoretical research is a logical exploration of a system of beliefs and assumptions. This type of research includes theorizing or defining how a cyber system and its environment behave and then exploring or playing out the implications of how it is defined. This research is very valuable in understanding the bounds, edge cases, and emergent behaviours of a system. Often theoretical research is decried as out of touch with reality, so-called "ivory tower" research.

2.2 Theories applied in the research

➢ Cultivation Theory

Cultivation Theory developed by George Gerbner, focuses on long term effects of media including exposure on individuals' perception of reality. This theory suggests that the repeated exposure to media including advertisement content could shape the viewers understanding of social reality and influence their beliefs, values, and attitudes. The research investigates the positive effect of advertisement in shaping positive mindset towards transgender community.

➢ Agenda Setting Theory

One theoretical framework that helps explain the influence of advertisement in shaping people's attitude is Agenda-setting theory. This theory proposes that media coverage shapes the public's perception of important issues. The research investigates how advertisement play a crucial role in changing the stereotyping mindset towards transgenders.

CHAPTER III: REVIEW OF LITERATURE

3.1. Introduction

A literature review surveys books, scholarly articles, and any other sources relevant to a particular issue, area of research, or theory, and by so doing, provides a description, summary, and critical evaluation of these works in relation to the research problem being investigated. Literature reviews are designed to provide an overview of sources you have explored while researching a particular topic and to demonstrate to your readers how your research fits within a larger field of study.

3. 2. Review of literature related to the topic

Jessica N and Jobe in their thesis on "Transgender Representation in the Media" states that, the media is unethical in its portrayal of transgender characters. Trans people are used to sensationalize stories and to pull in higher ratings so producers can make more money. Stereotypes are employed and treated as valid assessments of human beings, and the struggles faced by the transgender community are downplayed and treated as little more than comedic props. These ideas then become reinforced in viewers, who have no other knowledge of what it means to be transgender. The media will not give more responsible and honest portrayals of transgender characters until the audience demands it of them. Audiences are not responsible only for demanding the media's ethical behaviour. Audiences should be held accountable for the knowledge they choose to take away from a show, movie, or news story. Stereotypes and prejudices should not be acceptable when we see how they are reflected at us in the media. Fighting prejudice with knowledge is the first step to making the world a more diverse and accepting place for every group (Jobe , 2013).

Kristina Howansky and Leigh S Wiltonb in the article "Transgender stereotypes and the self: Content and consequences of gender identity stereotypes" states that transgender individuals experience stigmatization through the application of gender stereotypes. In study, cisgender individuals produced unique stereotypes, such as "mentally ill" and "confused," about

transgender, but not cisgender, populations. Stereotypes for transgender individuals also included stereotypes related to both cisgender men and cisgender women. In study, transgender people rated the unique stereotypes about their group more negatively than cisgender people rated the same stereotypes. These data highlight distinct ways that transgender people, who represent one of the most stigmatized social groups, experience stigma through stereotype application (Kristina Howansky, 2019).

Manith Nath in the journal Best Media Info "How transgender advertising is breaking bias in India's social construct" states that more brands keeping the trans community in mind in their creatives or ad campaigns. The issue of transgenders gaining momentum in the advertising industry is itself a mirror to the changing mentality of society. One can argue whether the actual goal of advertisers, who are increasingly putting the spotlight on the marginalised trans community, is to support them. But one thing is certain: the positive portrayal of community in ads is changing the way how people have looked at them for centuries. With a change in laws and exposure to progressive thoughts, people started coming out of their preconceived shells and are beginning to accept the community as equal (Nath, 2016). Stephanie Pappas in the article "Transgender Stereotypes Could Explain Discrimination" states that this study is the first to attempt to categorize stereotypes about transgender people, found that people mostly young university students in the study view transgender people with pity and have trouble accepting that the person's sex at birth is no longer the sex they identify with. Transgender people face high levels of discrimination. In a national survey conducted by the National Centre for Transgender Equality, 90 percent of transgender respondents reported harassment or discrimination at work, 19 percent reported being refused a home or apartment because of their gender identity, 53 percent reported harassment in public, and 19 percent reported being refused health care because of their gender identity (Pappas, 2021).

Anu Kuriakose and Gigy J. Alex in their research "Queering Space, (Trans)Forming Kerala: An analysis of the Cultural Politics in the Emergent Queer Pride Parades and Allied Trans-Beauty Pageants" states that this paper attempts to read the transformation in the cultural sphere of Kerala in connection with the emergent queer political space. The cultural construction of the homo-normative social space as parallel to the hetero-normative public sphere in Kerala is critically analysed while discussing the trends of queer pride parades and allied cultural festivities in the heart of the cities of Thiruvananthapuram, Kozhikode, and Kochi from 2015

to 2017. Through participant observation and analysis of the media reports as primary and secondary texts, it is argued that the location of these events marks the shift in perspective in cultural activism. The possibilities of the cultural and political articulation of queer identity in contemporary Kerala are constructed through the space of queer pride parades. The parades shake the naturalized construction of hetero-normativity by the celebration of queer bodies. However, the transgender beauty pageants allied to these parades re-deploy the deep-rooted endorsements for gender binaries. The paper also re-looks critically the commercialization of entertainment in these queer cultural spaces (Kuriakose, 2018).

Joshua L Kalla and David E Broockman on the research "Outside lobbying over the airwaves: A randomized field experiment on television issue ads" states that, present the first field experiment on how organized interest groups' television ads affect issue opinions. They randomized 31,404 voters to three weeks of interest group ads about either immigration or transgender non-discrimination, then randomly assigned voters to receive ostensibly unrelated surveys either while the ads aired, one day after they stopped, or three days afterwards. Voters recalled the ads, but three ads had a minimal influence on public opinion, whereas a fourth's effects decayed within one day. However, voters remembered a fact from one ad. Their results suggest issue ads can affect public opinion but that not every ad persuades and that persuasive effects decay (Joshua L kalla, 2022).

Liz Mount in her research article "I Am Not a Hijra": Class, Respectability, and the emergence of the "New" Transgender Woman in India states that the mutual imbrication of gender and class that shapes how some transgender women seek incorporation into social hierarchies in postcolonial India. Existing literature demonstrates an association between transgender and middle-class-status in the global South. Through an 18-month ethnographic study from 2009 through 2016 with transgender women, non-governmental workers, and activists, as well as textual analyses of media representations, I draw on "new woman" archetypes to argue that the discourses of empowerment and respectability that impacted middle-class cisgender women in late colonial, postcolonial and liberalized India also impact how trans women narrate their struggles and newfound opportunities. Trans woman identities are often juxtaposed to the identities of hijras, a recognized group of working-class male-assigned gender-nonconforming people. Instead of challenging stereotypes of gender nonconformity most evident in the marginalization of hijras, some transgender women are at pains to highlight their difference from hijras. These trans women are from working-class backgrounds. It is partly their

similarities in class location that propel trans women's efforts to distinguish themselves from hijras. They employ the figure of the disreputable hijra to contain negative stereotypes associated with gender nonconformity, thus positioning their identities in proximity with middle-class respectable womanhood (Mount , 2020).

Jessy Fenn Gokul Nair and Sanju George in the case study, what is it to be a Transgender in God's Own Country (Kerala, India)? illustrates clearly that life as a transgender person in Kerala is not easy: They forced to live in margins of mainstream society and are discriminated against. Much more needs to be done to raise awareness of transgenderism among the public. Much more needs to be done to mainstream the lives of transgender people in Kerala (Jessy Fenn, 2020).

Sandeep Kumar Gupta in his research "A study on television ads mapping the major trends" states the taboo topics such as menstruation, transgender, same-sex relationships and more have begun to be openly discussed. For instance- homosexuality which is still a crime in India, the past few years have seen several campaigns attempting to normalise it on screen. It began in 2013 with Fast Track's 'Come out of the Closet' ad featured two women straightening their clothes as they emerged together from a hot pink closet. In 2015 ethnic wear brand Anouk's ad 'The Visit' showed a lesbian couple preparing to meet the parents. In 2016 eBay released a television campaign 'Things don't judge' with several brief scenes of modern Indian life, including one of a man proposing to his same-sex partner in a park (Gupta, 2022).

Tilak, Geethali Singh and Dheeraj in their research "A study of represent of transgender community in media industry" is a research article, which analyses how transgender community is depicted in numerous print and visual media. The strategy adopted by the researchers is quantitative whereby the researcher has analysed specific case studies and conducted an opinion survey based on the topic. The target of these analyses is to know the study the representation of transgender people in media and the judgement and prejudices faced by them from the society. Findings indicate journalistic practices accommodate transgender identity and expression, but to efforts to provide more multi-dimensional representation of this marginalised community are still needed (Tilak & Singh, 2019).

CHAPTER IV: METHODOLOGY

4.1 Introduction

Research methodology serves as the foundation for conducting rigorous and systematic research. It provides a framework to ensure that research questions are effectively addressed, data is collected and analysed appropriately, and reliable conclusions are drawn. Researchers often select and adapt research methodologies based on the specific research questions, available resources, and the nature of the study. It provides a roadmap for researchers to follow, guiding them in the collection, analysis, and interpretation of data in a logical and organized manner. Research methodology refers to the systematic process and techniques used to conduct research, gather data, analyse information, and draw conclusions. Various analytical methods are adapted to achieve the objectives of the topic, "Advertisement breaks the stereotyping of transgender community in Kerala".

4.2 Method for the Study

Quantitative Analysis method is being used in this research. Quantity analysis refers to the systematic examination and interpretation of numerical data using statistical methods and techniques. It involves the use of mathematical and statistical tool to analyse data and derive meaningful insights. It provides a systematic and objective approach to analysing numerical data, uncovering patterns, and drawing evidence-based conclusions.

4.3 Variables

Variable refers to a characteristic, attribute, or properly that can vary or take on different values. Variables are used to study relationships, make comparisons, and draw conclusions in research studies. They are essential components of research studies as they are used to represent, measure, and analyse the concepts, phenomena, or relationships being investigated. There are two types of variables; Independent variable and dependent variable. the independent variable is manipulated or controlled by the researcher. It is the variable that is presumed to influence the dependent variable. The dependent variable is the variable that is being studied or observed

to determine the effect of the independent variable. It is the variable that is presumed to change as a result of the manipulation of the independent variable.

Independent Variable: Advertisement

Dependent Variable: Stereotype breaking

4.4 Population of the study

The age group of the populations is from 17 to above 26. The data is collected using a questionnaire via Google form.

4.5 Samples of the study

Sample is a group of people, objects or items that are taken from a larger population for measurement. Population and samples are important aspects of a research. Population refers to the set of individuals from which a statistical sample is drawn for a study. A sample is the smaller set or manageable version of the population. Sample size can be defined as the number of individuals in a sample. For this research a total of 150 samples were covered through purposive sampling. The researcher tried to cover wide geographical area in order to ensure unbiased result.

4.6 Descriptions of the tools used in the study

The study was conducted among people from the age group of 17 to above 26 using a questionnaire.

4.7 Administration of the tool

The questionnaire was issued via google form to the population by the researcher to collect responses.

4.8 Statistical techniques used for the study

Descriptive analysis

Descriptive analysis is the first step in data analysis, providing a foundation for further exploration and hypothesis testing. It allows the researcher to gain insights into the dataset, identify outliers or missing values and make informed decisions based on the data at hand. Descriptive techniques often include constructing tables of means and quantities. Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. They are broken down to measure central tendency and measure of variability. Measures of the central tendency include Mean while measure of variability includes the standard deviation.

CHAPTER V: ANALYSIS AND DISCUSSION OF THE DATA

5.1 Introduction

This chapter tries to analyse and interprets the collected data from the 200 respondents who participated in the research the role of Malayalam movies promoting gender equality. For the analysis, I used the software IBM SPSS Statistics20. The result and findings derived are given below. The results are shown with the help of tables.

1. Age Group

	Frequency	Percentage
17-19	47	31.3
20-23	32	21.3
24-26	64	42.7
Above 26	7	4.7
Total	150	100.0

Table :1

Table 1 shows the analysis of age. The researcher divided the age group into 4 categories: 17-19, 20-23, 24-26, and Above 26. Among them 31.3% is from the 17-19 category, 21.3% is from the 20-23 category, 42.7% is from the 24-26category, and 4.7% is from the Above 26 category. The age of respondents has a Mean value of 2.20 and Standard Deviation of .948

2. Gender

	Frequency	Percentage
Male	37	24.7
Female	107	71.3
Transgender	2	1.3
Prefer not to say	4	2.7
Total	150	100.0

Table :2

The gender (Table:2) are categorized in to male, female, transgenders and prefer not to say. Among the 150 respondents, 24.7% are male and 71.3% are female, and 1.3% are transgenders and 2.7% prefer not to say. The gender has a Mean value of 1.82 and Standard Deviation of 0.580

3. Do you watch television?

	Frequency	Percentage
Always	47	31.3
Sometimes	97	64.7
Never	6	4

Table :3

Do you watch television? (Table:3) are categorized in to always, sometimes, and never. Among 150 respondents, 31.3% always watch television and 64.7% sometimes watch television and 4% never watch television. It has Mean value of 1.73 and Standard Deviation of 0.53

4. Do you watch advertisement?

	Frequency	Percentage
Always	38	25.3
Sometimes	107	71.3
Never	5	3.3
Total	150	100.0

Table :4

Table: 4 shows the responses of 150 participants in the research. 25.3% always watch advertisement,71.3% sometimes watch television whereas 3.3% never watch advertisement. It has Mean value of 1.78 and Standard Deviation of 0.490

5. Everyone in the society is aware of transgenders.

	Frequency	Percentage
Strongly Agree	50	33.3
Agree	35	23.3
Neutral	44	29.3
Disagree	19	12.7
Strongly Disagree	2	1.3
Total	150	100.0

Table :5

Table 5 - Out of 150 respondents,33.3% strongly agrees that everyone is aware of transgenders, 23.3% agrees that everyone is aware of transgenders, 29.3% have neutral opinion, 12.7% disagrees and 1.3% strongly disagrees. This has Mean value of 2.25 and Standard Deviation of 1.094

6. Advertisement helped people to know about transgenders.

	Frequency	Percentage
Strongly agree	41	27.3
Agree	64	42.7
Neutral	34	22.7
Disagree	11	7.3
Strongly disagree	0	0
Total	150	100.0

Table :6

Table: 6 shows the responses of 150 participants in the research. 27.3% of respondents strongly agree with the statement and 42.7% of respondents agree with the statement. 22.7% responded neutral, while 7.3% of respondents remain disagree with the statement, 0% strongly disagree that advertisement helped to know about transgenders. This has Mean value of 2.10 and Standard Deviation of 0.888

7. Do you personally know any transgender person?

	Frequency	Percentage
Yes	30	20
No	120	80
Total	150	100.0

Table :7

Table: 7 shows the responses of 150 participants in the research. 20% of respondents responded "yes," 80% of respondents responded "no" to the question, "Do you personally know any transgender person". This has Mean value of 1.81 and Standard Deviation of 0.413

8. Do you know any advertisement in which transgender is included?

	Frequency	Percentage
Yes	77	51.3
No	73	48.7
Total	150	100.0

Table :8

Table: 8 shows the responses of 150 participants in the research. 51.3% of respondents responded "yes" and 48.7% of respondents responded "no" to the statement that they don't know any advertisement in which transgender is included. This has Mean value of 1.49 and Standard Deviation of 0.501

9. Are you interested in transgender depicted advertisement?

	Frequency	Percentage
Yes	136	90.7
No	14	9.3
Total	150	100.0

Table :9

Table 9 suggests the majority of the respondents 90.7% are interested in transgender depicted advertisement and only 9.3% are not interested. This has Mean value of 1.09 and Standard Deviation of 0.292

10. Transgender community should be supported.

	Frequency	Percentage
Strongly agree	104	69.3
Agree	35	23.3
Neutral	10	6.7
Disagree	1	0.7
Strongly disagree	0	0
Total	150	100.0

Table :10

Table 10 shows that the respondents 69.3% strongly agrees to support the transgender, and 23.3% support the statement and 6.7% have a neutral opinion and only 0.7% disagree with the statement 0% people strongly disagree with the statement. This has Mean value of 1.39 and Standard Deviation of 0.643

11. Advertising breaks the stereotyping of transgender.

	Frequency	Percentage
Strongly agree	41	27.3
Agree	57	38
Neutral	46	30.7
Disagree	6	4
Strongly disagree	0	0
Total	150	100.0

Table :11

Table 11 shows that(27.3%) believes that advertisement breaks the stereotyping of transgenders 26% agree to the statement,(30.7%) of the respondents opted to stay neutral on the statement, very less percentage (4%) of the respondents doesn't agree to the statement. This has Mean value of 2.11 and Standard Deviation of 0.856

12. People have negative impression about transgender.

	Frequency	Percentage
Strongly agree	32	21.3
Agree	59	39.3
Neutral	50	33.3
Disagree	8	5.3
Strongly disagree	1	0.7
Total	150	100.0

Table :12

Table 12 shows that 21.3% respondents believes that people have negative impression about transgenders and 39.3% agrees to the statement, 33.3% stands neutral, only 5.3% disagree to the statement and 0.7% strongly disagree with the statement. This has Mean value of 2.22 and Standard Deviation of 0.850

13. Advertisement helps in changing the negative impression towards transgender community.

	Frequency	Percentage
Strongly agree	49	32.7
Agree	62	41.3
Neutral	37	24.7
Disagree	2	1.3
Strongly Disagree	0	0
Total	150	100.0

Table :13

Table 13 shows that most of the respondents 74% either agree or strongly agree to the statement "Advertisement helps in changing the negative impression towards transgender community," while 24.7% of the respondents neither agree nor disagree with the statement and only (1.3%) percent of the respondents disagree with the statement and 0% strongly disagree with the statement. This has a Mean value of 1.95 and a Standard Deviation of 0.792

14. Advertisement helps normal behavior towards transgender community.

	Frequency	Percentage
Strongly agree	41	27.3
Agree	63	42
Neutral	42	28
Disagree	4	2.7
Strongly disagree	0	0
Total	150	100.0

Table :14

Table 14 shows that most of the respondents 69.3% either agree or strongly agree to the statement "Advertisement helps normal behavior towards transgender community.," while 28% of the respondents neither agree nor disagree with the statement and only (2.7%) percent of the respondents disagree with the statement and 0% strongly disagree with the statement. This has Mean value of 2.06 and a Standard Deviation of 0.813

15. Transgenders get special attention in society.

	Frequency	Percentage
Strongly agree	41	27.3
Agree	57	38
Neutral	47	31.3
Disagree	5	3.3
Strongly disagree	0	0
Total	150	100.0

Table:15

Table 15 shows that 65.3% respondents either strongly agree or agree that transgenders get special attention in the society. While 31.3% of respondents chose to remain neutral, 3.3% of respondents either disagree to the statement. This has a Mean value of 2.11 and Standard Deviation of 0.845.

5.2 Findings

Most respondents ,42.7%, are from the age group of 24-26, with a smaller portion 4.7 that are above the age of 26. Most of the responses 71.3% are from female. 64.7% responded "sometimes" for the question of do you watch television. Among the respondents 70% of the either "agree" or "strongly agree" that advertisement helped people know about transgenders. Among the 150 respondents' major part 90.7% are interested in transgender depicted advertisement. 92.6% of "agree" or "strongly agree" to the statement that, "transgender community should be supported." Among the 150 respondents 65.3% believes the statement that "advertisement break the stereotyping of transgenders". 60.6% "agree" or "strongly agree" to the statement that "people have negative impression about transgenders." 74% positively "agree" or "strongly agree" that "advertisement helps in changing the negative impression towards transgender community. 69.3% respondents either "agree" or "strongly agree" to the statement that "advertisement helps normal behavior towards transgender community." More than half percentage 55% believes that "transgender get special attention in society". In conclusion the data shows that major part of the respondents gives positive response that advertisement plays a major role in changing the preconceived mindset towards the transgender community.

5.3 Discussion

Featuring transgender community in the advertisement can help in increasing the visibility and can also help in educating the audience. Transgenders always under the marginalized group which lack visibility in the media or advertisement so the advertisement can give greater awareness to the society.

The findings shows that significant percentage of the people responded agreeing that advertisement can help shaping the society and erase the negative impression towards transgenders and make the society more aware about the reality.

The study also found out that the impact of these advertisement was strongest among the individuals who had less exposure to transgender or issues, among the 150 respondents 48.7% responded "no" to the question "do you personally know any transgender person?"

Advertisement has a powerful impact on shaping the societal attitudes and believes, according to the findings in majority of the questions people responded positively that advertisement is playing a major role in shaping the society about transgenders.

CHAPTER VI: SUMMARY, CONCLUSION, AND SUGGESTIONS

6.1 Introduction

This chapter discusses the major findings of the study. This chapter is divided as a conclusion, implications of the study and suggestions for further research & also this is the final chapter of the research study which is conducted.

6.2 Purpose of the study

The purpose of the study on the topic of the advertisement breaks the stereotyping of transgender community in Kerala would be to investigate the role of transgender depicted advertisement gives impact in breaking the stereotyping towards transgender community. The study would aim to examine transgender depicted advertisement help society to change the preconceived negative idea and assess how these effect attitudes, beliefs, and behaviours.

6.3 Re-statement of the problem

Discrimination towards the transgender community despite the growing awareness the issues the issues are still prevailing in the society, and many parts of the world, including India. Advertisement has been identified as a potential tool for promoting equality towards the transgenders. However, advertisement breaks the stereotyping of transgender community in Kerala has not been explored due to the minimal number of respondents. Therefore, the problem statement is to know the potential of advertisement in breaks the stereotyping of transgender community in Kerala.

6.4 Conclusion based on the findings of the study

Based on the research conducted among 150 participants, it can be concluded that advertisement breaks the stereotyping of transgender community in Kerala. Most participants were under the age under 26. Major number of respondents were female,71.3% among the 150.

A significant percentage of participants reported watching advertisement sometimes or always. However, there was a mixed response regarding the statement that everyone in the society is aware of transgenders. While many participants felt that portrayal of transgenders in advertisement can help the society in changing the prejudices, they either agree or strongly agrees to the statement.

Most participants also agreed that advertisement help in breaking stereotyping transgender. Additionally. Most participants agreed that transgender community should be supported.

Overall, these findings suggest that advertisement have made great progress in promoting transgender equality and by giving real information ensures that transgenders are treated equally in the society.

6.5 Suggestion for further research

➢ Increase the number of respondents can help to analyse and explore more about the research.

BIBLIOGRAPHY

Gupta, S. K. (2022). A STUDY ON TELEVISION ADS: MAPPING . *International Journal of Research and Analytical Reviews*.

Jessy Fenn, G. N. (2020). What is it to be a Transgender in God's Own Country (Kerala, India)? An Explorative Case Study. *Global Journal of Medical Pharmaceutical and Biomedical Update*.

Jobe , J. (2013, April 12). *Transgender Representation in the Media.* Retrieved from https://www.semanticscholar.org/: https://encompass.eku.edu/cgi/viewcontent.cgi?article=1145&context=honors_theses &httpsredir=1&referer=

Joshua L kalla, B. (2022). "Outside Lobbying" over the Airwaves: A Randomized Field Experiment on Televised Issue Ads. *American Political Science Review*, 1126 - 1132.

Kristina Howansky, L. S. (2019, May 12). *https://www.tandfonline.com/doi/abs/10.1080/15298868.2019.1617191?role=button &needAccess=true&journalCode=psai20*. Retrieved from (Trans)gender stereotypes and the self: Content and consequences of gender identity stereotypes: https://doi.org/10.1080/15298868.2019.1617191

Kuriakose, A. (2018). *Queering Space, (Trans)Forming Kerala: An analysis of the Cultural Politics in the Emergent Queer Pride Parades and Allied Trans-Beauty Pageants*. Retrieved from https://www.academia.edu: https://www.academia.edu/49159249/Queering_Space_Trans_Forming_Kerala_An_a nalysis_of_the_Cultural_Politics_in_the_Emergent_Queer_Pride_Parades_and_Allied _Trans_Beauty_Pageants

Mount , L. (2020, August 11). *I Am Not a Hijra": Class, Respectability, and the Emergence of the "New" Transgender Woman in India*. Retrieved from Gender & Society: https://journals.sagepub.com/home/GAS

Nath, M. (2016, November 16). *How transgender advertising is breaking bias in India's social construct*. Retrieved from https://bestmediainfo.com:

https://bestmediainfo.com/2018/11/how-transgender-advertising-is-breaking-bias-in-india-s-social-construct#:~:text=Earlier%20brands%20shied%20away%20from,to%20talk%20about%20their%20issue.

Pappas, S. (2021, November 18). *Transgender Stereotypes Could Explain Discrimination*. Retrieved from https://www.livescience.com/47858-transgender-stereotypes-cause-discrimination.html: https://www.livescience.com/

Tilak, G., & Singh, D. (2019). A Study of represent of transgender community in media industry. *DSpace* .

APPENDIX

1. **Age group**
   - 17 - 20
   - 20-25
   - 25-30

2. **Gender**
   - Male
   - Female
   - Transgenders
   - Prefer not to say

3. **Do you watch television?**
   - Always
   - Sometimes
   - Never

4. **Do you watch advertisements?**
   - Never
   - Sometimes
   - Never

5. **Everyone in the society is aware about transgenders?**
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree

6. **Advertisement helped people to know about transgenders.**
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree

7. **Do you personally know any transgender person?**
   - Yes
   - No

8. **Do you know any advertisements in which transgender is included?**
   - Yes
   - No

9. Are you interested in transgender depicted advertisement?
- Yes
- No

10. Transgender community should be supported
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

11. Advertisement breaks the stereotyping of transgender
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

12. People have a negative impression about transgenders.
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

13. Advertisement helps in changing the negative impression towards transgender community.
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

14. Advertisement helps normal behaviour towards transgender community.
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

15. Transgenders get special attention in society.
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

DEPENDENCY ON ARTIFICIAL INTELLIGENCE IN MEDIA

BY

ANUGRAHA ANN GEORGE

Reg. No. C1GMCJ1005

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DON BOSCO ARTS AND SCIENCE COLLEGE

ANGADIKADAVU

APRIL - 2023

DEPENDENCY ON ARTIFICIAL INTELLIGENCE IN MEDIA

DISSERTATION SUBMITTED TO THE KANNUR UNIVERSITY IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

BY

ANUGRAHA ANN GEORGE

Reg. No. C1GMCJ1005

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU, IRITTY, KANNUR – 670706

APRIL 2023

DEPARTMENT OF
MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU, KANNUR

CERTIFICATE

This is to certify that the dissertation entitled, "**DEPENDENCY ON ARTIFICIAL INTELLIGENCE IN MEDIA**" is a Bonafede record of work done by ANUGRAHA ANN GEORGE under the guidance of Dr. Fr. Bastin Nellissery in partial fulfilment of the requirement for the award of the degree of Master Of Arts In Journalism And Mass Communication during the period of her study (2021 - 2023) in the Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu, Kannur, affiliated to the Kannur University.

DR. FR. BASTIN NELLISSERY
Head, Department of Mass Communication & Journalism
Don Bosco Arts and Science College

DECLARATION

I, ANUGRAHA ANN GEORGE, the undersigned, hereby declare that the dissertation entitled, "DEPENDENCY ON ARTIFICIAL INTELLIGENCE IN MEDIA" submitted to the Kannur University, in partial fulfilment of the requirement for the award of the degree of Master Of Arts in Journalism & Mass Communication, is a Bonafede work done by me under the guidance of Dr. Fr. Bastin Nellissery, Head, Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu. This work has not been placed by anybody in the University for the Award of any degree or diploma.

ANGADIKADAVU   ANUGRAHA ANN GEORGE

APRIL 2023

ACKNOWLEDGEMENT

I sincerely wish to express my deep sense of gratitude to all those who helped and supported me to complete the work. First and foremost, I thank God Almighty who strengthened me at every moment and through whom I do all the things.

I would like to extend my sincere words of gratitude to Fr. Dr. Francis Karackat (Principal, Don Bosco Arts and Science College), Dr. Fr. Bastin Nellissery, Head, Department of Mass Communication & Journalism, and my supervisor, whose assistance, guidance and inspiration helped me to complete this study. I also thank other faculty members and the Library Staff for their immense help and assistance during the identification of the topic, literature search, and review preparation.

On this occasion, I thank all the respondents for their cooperation and availability. I also wish to express sincere thanks to my superiors, my parents and my friends who have always supported and encouraged me to finish the research work successfully.

ANUGRAHA ANN GEORGE

ABSTRACT

The use of artificial intelligence (AI) in media has become increasingly prevalent in recent years, with many media companies relying on AI technology to improve content creation, distribution, and consumption. This study aims to explore the degree of dependency on AI in media and its potential implications.

The study aims to identify factors that contribute to the level of dependency on AI in media, the areas in which AI is popularly used in media, the need, practicality, and challenges of adopting AI in media, and examine the potential consequences of such dependencies, such as bias and loss of human creativity.

Findings from this research may inform media companies and policymakers in their decision-making processes regarding the use of AI in media and may contribute to a better understanding of the impact of AI on society as a whole.

Keywords: Artificial Intelligence (AI), Media, Dependency

TABLE OF CONTENTS

LIST OF TABLES

CHAPTER I
GENERAL INTRODUCTION

1.1 Introduction

Artificial intelligence (AI) has become one of the most transformative technologies of the 21st century. Its impact is felt across various industries, and the media sector is no exception. AI has enabled media companies to automate various content creation, distribution, and consumption aspects, making it an essential tool in the media landscape. However, the rapid growth of AI has raised concerns about its potential implications, particularly the degree of dependency on AI in media. The influence of AI in media has been rising, with media companies investing heavily in AI technology to improve their products and services. AI algorithms are being used to analyse large data sets, identify trends, and create personalized content. AI-based content recommendation systems have become common, with many social media and streaming platforms using them to suggest content to users. Additionally, AI-based tools are being used to detect fake news and hate speech, and even to write news stories.

While the use of AI in media has many potential benefits, there are also concerns about the degree of dependency on AI in media and its potential consequences. There are worries about the accuracy and fairness of AI algorithms, particularly in light of the potential for bias and errors. There are also concerns about the loss of human creativity and the potential for AI to replace human workers. Therefore, this research aims to explore the concept of dependency on AI in media, defined as the extent to which media companies and those who work in the media field rely on AI technology for various aspects of media production and consumption. The study will examine the factors that contribute to the level of dependency on AI in media and the potential consequences of such dependency. Additionally, the research will explore how media companies and policymakers can make informed decisions about the use of AI in media and ensure that AI technology is used in a responsible and ethical manner. Overall, this research seeks to contribute to a better understanding of the impact of AI on the media landscape and its implications for society.

1.2 Need and Significance of the study

By examining the rising influence of AI in media and the potential consequences of its widespread use, this study may inform media companies and policymakers in their decision-

making processes regarding the use of AI in media and contribute to the development of guidelines for the responsible use of AI technology in the media industry

1.3 Operational definitions of key Words

1.3.1 Artificial Intelligence (AI)

For the purpose of this study, Artificial Intelligence (AI) is defined as the ability of machines to perform tasks that would normally require human intelligence, such as learning, reasoning, and problem-solving. AI technologies used in media include machine learning, natural language processing, computer vision, and speech recognition. These technologies enable media companies to automate various aspects of content creation, distribution, and consumption, such as generating headlines, identifying trends, and even producing written and visual content. AI algorithms are also used to analyse large data sets to personalize content and recommend media to users.

1.3.2 Media

For the purpose of this study, Media is defined as the various forms of communication that are designed to reach and influence a large audience, including traditional media such as television, radio, and print, as well as digital media such as social media, streaming platforms, and online news websites. Media production refers to creating, distributing, and consuming content through these channels. This study focuses on the use of Artificial Intelligence (AI) technology in media production, including news gathering, content creation, distribution, and consumption across all forms of traditional and digital media.

1.3.3 Dependency

For the purpose of this study, Dependency is defined as the degree to which media companies people who work in the media field rely on Artificial Intelligence (AI) technology for various aspects of media production. This includes the extent to which AI is used to create and distribute media content, as well as the need for this technology in the field. The focus of this study is on understanding the factors that contribute to the level of dependency on AI in media, and the potential implications of such dependency for media companies and society as a whole.

1.4 Objective of the Study

1.4.1 Main Objective

- To analyse the dependency on artificial intelligence in media.

1.4.2 Sub Objective

- To analyse the areas in which AI is popularly used in media.

- To evaluate the need for AI in media journalism field.

- To assess the practicality of adapting AI for media organisations.

- To examine the challenges in introducing AI in media organisations.

1.5 Methodology of Research

Quantitative methodology was used for the research. Quantitative research is the process of collecting and analysing numerical data.

1.6 Hypothesis

There is a high dependency on artificial intelligence in media.

1.7 Population of the Study

The populations of the study are people who are actively working in the media field. The data was collected using questionnaire via google form.

1.8 Scope and Limitation of the Study

1.8.1. Scope

This study focuses on the impact of Artificial Intelligence (AI) on the media industry and examines the degree of dependency on AI in media

1.8.2. Limitations

The research is conducted within the limited resources of the researcher and the study is based on particular samples collected from a limited amount of people working in the media field. The study does not include a comprehensive analysis of the technical aspects of AI technology used in media production, which may limit the depth of the analysis.

1.9 Organization of the Report

Chapter 1 consists of the need and significance of the study, statement of the problem, operational definition, objectives, methodology, scope, and limitation of the study. Chapter 2 consists of a theoretical overview. Chapter 3 consists of a review of the literature of the studies related to the topic. Chapter 4 consists of the methodology of the study, the variables, the samples, the description of the tool, and the administration of the tool. Chapter 5 consists of the analysis and interpretation of the content. Chapter 6 consists of the summary, conclusion, and suggestion of the study. The implication of the study and the suggestion for further research are discussed.

CHAPTER II
THEORETICAL OVERVIEW

Artificial intelligence (AI) has become one of the most transformative technologies of the 21st century. Its impact is felt across various industries, and the media sector is no exception. AI has enabled media companies to automate various content creation, distribution, and consumption aspects, making it an essential tool in the media landscape.

The study will be guided by two theoretical frameworks:

2.1 The Diffusion of Innovation theory

The Diffusion of Innovation theory will be used to explore the factors that contribute to the adoption and diffusion of Artificial Intelligence (AI) in media production and consumption. The theory suggests that the adoption and diffusion of innovations are influenced by various factors, including the perceived relative advantage, compatibility, complexity, trialability, and observability of the innovation. The study will examine how these factors influence the adoption and diffusion of AI technology in media production and consumption and how media companies can facilitate the adoption and diffusion of AI technology.

2.2 The Uses and Gratifications theory

The Uses and Gratifications theory will be used to examine the motivations and gratifications that lead to the dependency on AI in media consumption. The theory suggests that individuals consume media for various reasons, including entertainment, socialization, information seeking, and personal identity formation. The study will explore how the use of AI technology in media consumption satisfies these needs and how media companies can use AI technology to enhance the user experience and increase engagement.

By integrating these two theoretical frameworks, the study aims to provide a comprehensive understanding of the factors that contribute to the adoption and diffusion of AI technology in media production and consumption, as well as the motivations and gratifications that lead to the dependency on AI in media consumption.

CHAPTER III
REVIEW OF LITERATURE

3.1 Introduction

 A literature review surveys books, scholarly articles, and any other sources relevant to a particular issue, area of research, or theory, and by so doing, provides a description, summary, and critical evaluation of these works in relation to the research problem being investigated. Literature reviews are designed to provide an overview of sources explored while researching a particular topic and to demonstrate how the research fits within a larger field of study.

 3.2 Review of related studies

Mico Tatalovic, in his study titled AI writing bots are about to revolutionise science journalism: we must shape how this is done**,** has pointed out that, the rise of artificial intelligence has recently led to bots writing real news stories about sports, finance and politics. As yet, bots have not turned their attention to science, and some people still mistakenly think science is too complex for bots to write about. In fact, a small number of insiders are now applying AI algorithms to summarise scientific research papers and automatically turn them into simple press releases and news stories. This technology is available, but so far few have thought to apply it to science. This is about to change. Over the last five years or so, there has been a steep rise in news stories generated by bots which have been developed by software engineers and coders. Some of us saw the LA Times' quakebot in 2014 as a one-off gimmick generating super-short alerts with minimum information: a quake over a certain size has struck an area nearby [Oremus, 2014]. But now, bots have been developed that routinely report on sports results, financial reports, and even elections, in stories several paragraphs long. Elsewhere, AI programs have already written a novel shortlisted for a literary award [Olewitz, 2016], directed movies and TV shows [Sawer, 2017], and helped write science fiction stories [Marche, 2017]. Several big media organisations such as the Associated Press and Washington Post employ developers that make and maintain such bots [e.g. Miller, 2015]. And while the practice is not widespread yet, it is slowly spreading to those who can afford to hire pricey AI developers (the associated costs may create a two-tier media system of have and have-nots in the short term, until cheaper off-the-shelf bots become available). Algorithms and AI are playing an increasingly important role in all aspects of our society and journalists must understand them in order to grasp what's going on in the world (Tatalovic, 2018).

Godswill O. Okiyi & Ifeyinwa Nsude, in their study, Adopting Artificial Intelligence to Journalistic Practices in Nigeria: Challenges and Way Forward, aimed to find out how AI will

influence journalistic practice in Nigeria. Journalism has benefited from AI as robots engage in journalistic processes, and produce results quickly in broadcast and print media types. Despite its popularity, application of AI to journalistic practice in Nigeria is scant as a consequence of various factors. Media richness and technological determinism theories underpinned the study as they dealt with influence of communication technologies on production and impact on societies. AI is pertinent to journalism in order for newsrooms to remain competitive and facilitate job opportunities. Despite its advantages, AI poses different kinds of challenges which affect the newsroom. While some of these may be technical, others are structural and deal with governance. Further, there are professional and fundamental issues which include basic knowledge and practice which hinder growth and spread of application of AI to journalism in Nigeria and other sub-Saharan African countries. Therefore, recommendations were made which include the fact that there is need for a re-orientation of perceptions on the importance of AI by Governments and journalists themselves to ensure its use to engender productivity in the sector (Okiyi & Nsude, 2019).

Rachel E. Moran & Sonia Jawaid Shaikh, in their study, Robots in the News and Newsrooms: Unpacking Meta-Journalistic Discourse on the Use of Artificial Intelligence in Journalism, has pointed out that, as journalism has grappled with the potentials and boundaries of AI within the industry, journalists have produced plentiful articles detailing experimentation and potential consequences of AI-driven journalism (see, Peiser, 2019; GPT-33, 2020). Accordingly, this article analyses media coverage (N = 95 articles) of AI in journalism over a 5-year period, starting in 2016 and ending in 2020, to examine prominent themes related to uses, roles, and concerns regarding AI in the newsroom. We sample coverage from 20 US and UK news media outlets representing a diversity of media with regards to media type and partisan leaning. We employ a thematic analysis on the media coverage of AI as it relates specifically to its use and application in journalism. Our exploration uncovers a tension between the industry and profession of journalism in highlighting the hopes and pitfalls of AI. It also allows for a discussion on assessing the place of AI in news making, especially with regard to the economic and contextual complexity in which news stories operate and the normative ideals of journalism in the digital era (Shaikh & Moran , 2022).

Francesco Marconi in his book Newsmakers: Artificial Intelligence and the Future of Journalism analyses that recent advancements in technology have created a journalism landscape calling for faster news from more responsive newsrooms. In this environment, new processes and workflows are crucial if news organizations want the coming wave of artificial

intelligence (AI) to help and not hinder journalism. Artificial intelligence is here to stay, and it is likely to catapult humanity into a new era. In broad terms, Al refers to smart machines that learn from experience and perform humanlike tasks. More data combined with increased computing power will lead us to a new level of understanding about the world and our immediate surroundings. This book analyses the challenges and opportunities of Al through detailed case studies, including newsrooms using algorithms to automatically produce stories, investigative reporters analysing large sets of public data, and outlets dynamically determining the distribution of content across platforms. The main message in Newsmakers is that Al can augment -not automate-the industry, allowing journalists to break more news more quickly while simultaneously freeing up their time for deeper analysis. The information in this book explains how journalists at all seniority levels and newsrooms of all sizes (not just the big ones!) can integrate Al into their day-to-day work (Marconi, 2020).

Santosh Kumar Biswal & Nikhil Kumar Gouda, in their study, Artificial Intelligence in Journalism: A Boon or Bane? intends to assess the implications of AI in journalism worldwide. With the advancements in information and communication technologies (ICTs), news media industries have undergone sea changes. Moreover, the emergence of artificial intelligence (AI) and machine learning has redefined the implications of technologies in numerous fields. The field of journalism is no exception to it. The rise of the robot reporter and automated journalism has made inroads in the area of news and journalism [1]. As of today, digital media has intensified the dissemination of news manifold. The process from production to consumption of news stories has slowly witnessed the newer technological adoption. The production, distribution, and consumption in journalism have been influenced by the use of newer technologies (Gouda & Biswal, 2019).

Mengru Sun,Wencai Hu &Yun Wu, in their study, Public Perceptions and Attitudes Towards the Application of Artificial Intelligence in Journalism: From a China-based Survey, in the face of the pervasive influence of artificial intelligence (AI) on journalism and media, aimed to probe deeply into the public perceptions and attitudes towards the application of AI in Chinese journalism. They aimed to answer several highly concerning questions by academics, the AI industry, and the journalism industry. An online survey was conducted to examine the public's existing knowledge, emotions, concerns, preferences, and expectations of AI in Chinese journalism industry. It was found that the public was in general familiar with the application of AI technology in the field of journalism and media, among which the most acquainted aspect was describing some news products that apply the AI. The public's emotions towards the news

broadcast by AI simulated anchors were mainly positive. Compared with the news content, the public believed that the form of news report benefited more from the application of AI. The public preferred the types differently in terms of a series of media content and news production processes. Finally, most of the public believed that AI mode and traditional mode should complement each other in future news production. Practical suggestions were proposed to the AI industry, journalism, government, and the public (Sun, Hu, & Wu, 2022).

Yair Galily in his study, Artificial intelligence and sports journalism: Is it a sweeping change? questions whether the recent introduction of automatically produced content is merely another evolutionary stage in the field of sport journalism, or has it triggered a revolution that can be defined literally as a sweeping change, both related to production and consumption, in this area. The availability of data feeds, the demand for news on mobile devices, and advances in algorithms are helping to make automated journalism more prevalent. Indeed, the introduction of new machinery and technologies has always prompted queries about potential effects on journalism tradition — its content, its means of production, and its consumption. A quite recent development in the realm of digital journalism, software-generated content, or automatically produced content, has produced studies that have analysed and discussed how this technological development is being implemented in and affects newsrooms, journalism practice, and how journalists consider this development and its impact on their role as journalists. The aim of this paper, however, is to look specifically at the field of sports journalism. The automated content era of sport media, and the techniques human journalists are using to adapt to this newfound reality. With software automatically producing texts in natural language from structured data, the evolution of natural language generation is dramatically changing traditional news production, yet the area of robotic storytelling is more than 40 years old: Automatic text summaries have been used in weather forecasts since the 1960s, and in sports, medical and financial reports since the 1990s. In recent years, however, software-generated news has gradually become integral (Galily, 2018).

John Keefe, Youyou Zhou and Jeremy B. Merrill, in their study, The present and potential of AI in journalism, aimed to analyse how the news organizations are using artificial intelligence, machine learning, and other algorithms for automation. They set out to survey the industry to help understand the landscape and spot possibilities for future funding. We collected 130 projects, focused primarily on projects done within the past three years. We drew from our own knowledge in data journalism and machine learning for journalists, as well as interviews, outreach into journalism-technology networks, examples described at conferences, and

research done on the topic, including work done by Journalism AI project at the London School of Economics and by Jonathan Stray. Almost half of the projects we surveyed used AI for "augmenting reporting capacity" These projects comb through large document dumps with machine learning, detect breaking news events in social media, and scrape Covid-19 data from government websites. The second significant area AI is used in journalism is for "reducing variable costs." That includes tools that automate the process of transcription, tagging of images and videos, and story generation. The category of projects that used AI for "optimizing revenue" — including dynamic paywalls, recommendation engines, and the digitization of a news organization's archives — ranks third. Others include engagement, self critique and news reporting. Not surprisingly, national and global AI efforts far outpace those at the local level by simple project count. The larger organizations have more resources, in time, people, and money, to devote to innovation and experimentation. They also may have larger upsides for those investments. AI projects require people with specific skills. It'd be difficult to do AI project in newsrooms without the help of such people with specialised skills. So it is pretty hard for local and small organisations to work with AI. But the need for AI for local newsrooms is equally, if not more urgent. The work AI can do is work that reporters could do without machines, but it would take much longer (Keefe, Zhou, & Merril, 2021).

Laurence Dierickx, in her study Artificial intelligence and journalism: a race with machines, defines the term Artificial Intelligence (AI) as a catch-all term that refers to the different possibilities offered by recent technological developments. From machine learning to natural language processing, news organisations can use AI to automate a huge number of tasks that make up the chain of journalistic production, including detecting, extracting and verifying data, producing stories and graphics, publishing (with sorting, selection and prioritisation filters) and automatically tagging articles. But there is a flipside to the coin: the efficiency of these systems depends on the availability and the quality of data fed into them. The principle of garbage in, garbage out (GIGO), tried and tested in the IT world, essentially states that without reliable, accurate and precise input, it is impossible to obtain reliable, accurate and precise output. At its worst, automation could threaten jobs and journalistic identity by taking over work usually done by humans. At its best, it could lead to a renewal of journalism by taking over repetitive and time-consuming tasks, freeing up journalists to focus on producing content with high added value. The service that they provide is not entirely automated: A team of journalists work closely with the algorithms to ensure editorial control. But while anxieties regarding employment are legitimate, it is important to remember that journalism is more than just the

sum of its parts and the profession's human character cannot be automated. Journalists provide more than just information. As former journalist and professor at the University of Porto Fernando Zamith argues: "Accuracy requires proper verification. Robots cannot get it right every time ." Can a computer programme write better articles than a journalist? The Guardian reignited the debate in September 2020 when it published a text written entirely by GPT-3, a language generator developed by American company OpenAI. Despite the software's prowess, capable of analysing 45 terabytes of data with its 175 billion parameters, it is not without limits. For example, the system does not understand what it is writing and is therefore susceptible to inconsistency. But GPT-3 has broken new ground by offering more in-depth narratives than more traditional language generators. The danger here is that machines will take over work without human supervision, which is why it is important to develop new editorial skills to shape such systems (Dierickx, 2021).

Abdulsadek Hassan & Akram Albayari, in their study, The Usage of Artificial Intelligence in Journalism, aims to identify the techniques of the Fourth Industrial Revolution, in many new technologies produced by that revolution, which will form artificial intelligence journalism. The dependence of some media on a "robot" in newsrooms or media institutions, which represents open data journalism, big data journalism, blockchain journalism, cloud journalism, and other tools that constitute the era of artificial intelligence journalism. The results also revealed that the provision of big data for press and media content seems astonishing, if the right moment comes to expand it, the press of artificial intelligence based on big data can provide contents that are difficult for human effort to come up with the same effort, time and cost (Albayari & Hassan, 2022)

CHAPTER IV
METHODOLOGY

4.1 Introduction

Research methodology is the systematic approach and framework used by researchers to conduct and analyze research. It involves the selection of appropriate methods, techniques, and procedures to gather and interpret data, as well as the overall design and structure of a research study. Research methodology is a critical aspect of any research endeavour, as it helps ensure the validity, reliability, and generalizability of research findings. It provides a roadmap for researchers to follow, guiding them in the collection, analysis, and interpretation of data in a logical and organized manner. Various analytical methods are adapted to achieve the objectives of the topic, Dependency on artificial intelligence in media.

4.2 Method for the Study

Quantitative Analysis method is used in this research. Quantitative analysis is a technique that uses mathematical and statistical modelling, measurement and research to understand behaviour. Quantitative analysts represent a given reality in terms of a numerical value.

4.3 Variables

Variables are the measurable or observable characteristics or factors that can change or vary. They are essential components of research studies as they are used to represent, measure, and analyse the concepts, phenomena, or relationships being investigated. There are two types of variables; Independent variable and dependent variable. the independent variable is manipulated or controlled by the researcher. It is the variable that is presumed to have an effect on the dependent variable. The dependent variable is the variable that is being studied or observed to determine the effect of the independent variable. It is the variable that is presumed to change as a result of the manipulation of the independent variable.

4.3.1 Independent Variable

The use of AI in media.

4.3.2 Dependent Variable

Degree or level of dependency on AI in media.

4.4 Samples of the study

Sample is a group of people, objects or items that are taken from a larger population for measurement. Population and samples are important aspects of research. Population refers to the set of individuals from which a statistical sample is drawn for a study. A sample is a smaller set or manageable version of the population. Sample size can be defined as the number of individuals in a sample. For this research, a total of 53 samples were covered through purposive sampling. The researcher tried to cover a wide geographical area in order to ensure unbiased results.

4.5 Descriptions of the tools used in the study

A self-made questionnaire was prepared for the study.

4.6 Administration of the tool

The questionnaire was administered via Google form. The study was conducted among people who are actively working in the media field. The sample includes people working in print, visual, online, and other media.

4.7 Statistical techniques used for the study

4.7.1 Descriptive analysis

Descriptive techniques often include constructing tables of means and quantities. Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. They are broken down to measure central tendency and measure of variability. Measures of the central tendency include Mean while measure of variability includes the standard deviation

CHAPTER V
ANALYSIS AND DISCUSSION OF THE DATA

5.1 Introduction

The statistical analysis of the data was done using SPSS version 20. Descriptive analyses of the data were computed. The tables and the discussions regarding the study are presented in this chapter.

5.2 Summary of the analysis

Table 1

Media in which the respondents work		
	Frequency	Percent
Print media	11	20.8
Visual media	13	24.5
Online media	23	43.4
Other	6	11.3
Total	53	100.0

Among the 53 respondents, 23 (43.4%) people work in online media, 13 (24.5%) people work in visual media, 11 (20.8%) people work in print media and 6 (11.3%) people work in other media such as radio. The media in which the respondents work has a Mean value of 2.45 and Standard Deviation of 0.952.

Table 2

The respondents who use AI		
	Frequency	Percent
Yes	37	69.8
No	16	30.2
Total	53	100.0

Among the 53 respondents, 37 (69.8%) people use AI, and 16 (30.2%) people does not use AI. The Mean of respondents who use AI is 1.30 and Standard Deviation is 0.463.

Table 3

Respondents use AI for-		
	Frequency	Percent
No response	16	30.2
Translation	12	22.6
Grammar checking	8	15.1
Newsgathering	12	22.6
Other	5	9.4
Total	53	100.0

Since 16 people responded that they don't use AI, for the rest of the questions, these 16 people doesn't need to respond. From the remaining 37 people, 12 (22.6%) people use AI for translation, 12(22.6%) people use AI for newsgathering, 8 (15.1%) people use AI for grammar checking and 5 (9.4%) people use AI for other purposes such as content creation and sentence correction. This response has a Mean value of 1.58 and Standard Deviation of 1.379.

Table 4

AI makes simple steps easy		
	Frequency	Percent
No response	16	30.2
Strongly agree	7	13.2
Agree	23	43.4
Neutral	7	13.2
Total	53	100.0

Since 16 people responded that they don't use AI, for the rest of the questions, these 16 people doesn't need to respond. From the remaining 37 people, 23 (43.4%) people agree with the statement that AI makes simple steps easy, 7 (13.2%) people strongly agree with the statement and 7 (13.2%) people remained neutral to the statement. This response has a Mean value of 1.40 and Standard Deviation of 1.062.

Table 5

Need of AI in media		
	Frequency	Percent
No response	16	30.2
Strongly agree	6	11.3
Agree	17	32.1
Neutral	14	26.4
Total	53	100.0

Since 16 people responded that they don't use AI, for the rest of the questions, these 16 people doesn't need to respond. From the remaining 37 people, 17 (32.1%) people agree that there is an urgent need for AI in media, 14 (26.4%) people remained neutral and 6 (11.3%) people strongly agreed that there is an urgent need for AI in media. This response has a Mean value of 1.55 and Standard Deviation of 1.186.

Table 6

AI will replace journalists in the future		
	Frequency	Percent
No response	16	30.2
Strongly agree	2	3.8
Agree	9	17.0
Neutral	10	18.9
Disagree	12	22.6
Strongly disagree	4	7.5
Total	53	100.0

Since 16 people responded that they don't use AI, for the rest of the questions, these 16 people doesn't need to respond. From the remaining 37 people, 12(22.6%) people disagree that AI will replace journalists in the future, 10(18.9%) people remain neutral, 9 (17.0%) people agree to the statement, 4 (7.5%) people strongly disagree and 2(3.8%) people strongly agree. This response has a Mean value of 2.23 and Standard Deviation of 1.739.

Table 7

AI can make newsgathering less risky		
	Frequency	Percent
No response	16	30.2
Strongly agree	2	3.8
Agree	23	43.4
Neutral	8	15.1
Disagree	3	5.7
Strongly disagree	1	1.9
Total	53	100.0

Since 16 people responded that they don't use AI, for the rest of the questions, these 16 people doesn't need to respond. From the remaining 37 people, 23(43.4%) people agree that ai can make newsgathering less risky, 8(15.1%) remain neutral, 3(5.7.%) disagree, 2(3.8%) strongly agree and 1(1.9%) strongly disagree with the same. This response has a Mean value of 1.68 and Standard Deviation of 1.312.

Table 8

AI can make work in media more efficient		
	Frequency	Percent
No response	16	30.2
Strongly agree	5	9.4
Agree	24	45.3
Neutral	5	9.4
Disagree	3	5.7
Total	53	100.0

Since 16 people responded that they don't use AI, for the rest of the questions, these 16 people doesn't need to respond. From the remaining 37 people, 24(45.3%) agree, 5(9.4%) strongly agree, 5 (9.4%) remain neutral, and 3(5.7%) disagree with the fact that AI would make work in media more efficient. This response has a Mean value of 1.51 and Standard Deviation of 1.187.

Table 9

Concerns of AI		
	Frequency	Percent
No response	16	30.2
cannot sympathise with victims	6	11.3
can write content that may negatively influence minors	8	15.1
All of above	21	39.6
Other	2	3.8
Total	53	100.0

Since 16 people responded that they don't use AI, for the rest of the questions, these 16 people doesn't need to respond. From the remaining 37 people, 21(39.6%) choose the option all of above, 8(15.1%) feel that AI can write content that may negatively influence minors,6(11.3%)feel that AI cannot sympathise with victims, and 2(3.8%) gave many other options such as lack of originality. This response has a Mean value of 1.75 and Standard Deviation of 1.357.

Table 10

Practicality of adopting AI in media		
	Frequency	Percent
No response	16	30.2
Strongly agree	5	9.4
Agree	20	37.7
Neutral	10	18.9
Disagree	2	3.8
Total	53	100.0

Since 16 people responded that they don't use AI, for the rest of the questions, these 16 people doesn't need to respond. From the remaining 37 people, 20(37.7%) agree, 10(18.9%) remain neutral, 5(9.4%) strongly agree, 2(3.8%) disagree with the statement that it is practical for media organisations to adopt AI. This response has a Mean value of1.57 and Standard Deviation of 1.217.

Table 11

Challenges in adopting AI in media		
	Frequency	Percent
No response	16	30.2
Lack of technology	2	3.8
High expense	9	17.0
Lack of qualified technical personnel	9	17.0
All of above	16	30.2
Other	1	1.9
Total	53	100.0

Since 16 people responded that they don't use AI, for the rest of the questions, these 16 people doesn't need to respond. From the remaining 37 people,16 (30.2%) picked all of above,9(17.0%) picked lack of qualified technical personnel, 9(17.0%) picked High expense, 2(3.8%) picked lack of technology and 1(1.9%) picked other as challenges of adopting AI in media. This response has a Mean value of 2.19 and Standard Deviation of 1.676.

Table 12

AI can be easily adopted in legacy media		
	Frequency	Percent
No response	16	30.2
Strongly agree	3	5.7
Agree	22	41.5
Neutral	10	18.9
Disagree	2	3.8
Total	53	100.0

Since 16 people responded that they don't use AI, for the rest of the questions, these 16 people doesn't need to respond. From the remaining 37 people, 22(41.5%) agree, 10(18.9%) remain neutral, 3(5.7%) strongly agree, 2(3.8%) disagree that adopting AI would be easy for legacy media. This response has a Mean value of 1.60 and Standard Deviation of 1.214.

Table 13

Challenges in adopting AI in small media much tougher		
	Frequency	Percent
No response	16	30.2
Strongly agree	5	9.4
Agree	22	41.5
Neutral	5	9.4
Disagree	5	9.4
Total	53	100.0

Since 16 people responded that they don't use AI, for the rest of the questions, these 16 people doesn't need to respond. From the remaining 37 people, 22(41.5%) agree, 5(9.4%) strongly agree, 5(9.4%) remain neutral, 5(9.4%) disagree that challenges faced by small media while adopting AI would be much tougher. This response has a Mean value of 1.58 and Standard Deviation of 1.278.

5. 3 Discussion

The topic of the research is the dependency on artificial intelligence (AI) in journalism. Mico Tatalovic's (2018) study points out that AI writing bots are already generating news stories about sports, finance, and politics, but have not yet turned their attention to science. However, some insiders are now using AI algorithms to summarize scientific research papers and automatically turn them into simple press releases and news stories. This technology is available, but few have thought to apply it to science. Tatalovic suggests that journalists need to understand algorithms and AI in order to grasp what is happening in the world. The research findings reveal that about 60% of people working in various media fields use AI in their daily works.

Godswill O. Okiyi & Ifeyinwa Nsude's (2019) study focuses on how AI will influence journalistic practices in Nigeria. The researchers found that despite the popularity of AI in journalism, its application to journalistic practice in Nigeria is scarce due to various factors. These factors include technical, structural, professional, and fundamental issues such as basic knowledge and practice that hinder the growth and spread of AI application in journalism. The researchers recommend a re-orientation of perceptions on the importance of AI by governments and journalists themselves to ensure its use to engender productivity in the sector. According

to the findings of the research, people in media field are well aware of the advantages of AI. More than 64% respondents agree that AI is urgently needed in media,

Rachel E. Moran & Sonia Jawaid Shaikh's (2022) study analyses media coverage of AI in journalism over a 5-year period, starting in 2016 and ending in 2020. The researchers examined prominent themes related to uses, roles, and concerns regarding AI in the newsroom. They found a tension between the industry and profession of journalism in highlighting the hopes and pitfalls of AI. The researchers discuss assessing the place of AI in news making, especially with regard to the economic and contextual complexity in which news stories operate and the normative ideals of journalism in the digital era. According to the findings of the research, while people are concerned about various aspects of AI like inability to sympathise with victims, negative influence on minors and various others, they mostly agree that AI can make work in media more effective and feel that it is practical for media organisations to adopt AI.

John Keefe, Youyou Zhou and Jeremy B. Merrill, in their study, The present and potential of AI in journalism, aimed to analyse how the news organizations are using artificial intelligence, machine learning, and other algorithms for automation. They set out to survey the industry to help understand the landscape and spot possibilities for future funding. They also found that . national and global AI efforts far outpace those at the local level by simple project count. The larger organizations have more resources, in time, people, and money, to devote to innovation and experimentation. They also may have larger upsides for those investments. AI projects require people with specific skills. It'd be difficult to do AI project in newsrooms without the help of such people with specialised skills. So it is pretty hard for local and small organisations to work with AI. Unsurprisingly, the research findings also support this fact. 67% of the respondents agree that adopting AI in legacy media organisations would be easier and 72% of the respondents agree that small media organisations would face much tougher challenges while adopting AI in media.

In summary, AI is becoming increasingly important in journalism as it can generate news stories quickly and efficiently. However, its application to journalistic practices varies across countries due to various factors, such as technical, structural, professional, and fundamental issues. Journalists need to understand AI and its algorithms to grasp what is happening in the world, but there is also a need to assess the place of AI in news making, especially with regard to the economic and contextual complexity in which news stories operate and the normative ideals of journalism in the digital era.

CHAPTER VI
SUMMARY, CONCLUSION AND SUGGESTIONS

6.1 Introduction

This chapter discusses the major findings of the study. This chapter is divided as conclusion, implications of the study and suggestions for further research & also this is the final chapter of the research study which is conducted.

6.2 Purpose of the study

The purpose of the study is to determine the dependency on artificial intelligence in media. This study focuses on the rising influence of Artificial Intelligence (AI) in the media industry, and its potential implications for media companies and society. The research will explore the factors that contribute to the level of dependency on AI in media and the potential consequences of such dependency.

6.3 Re-statement of the problem

The problem statement for this research topic is: " There is a high dependency on artificial intelligence in print media journalism." This study aims at determining the degree of dependency on artificial intelligence in media and the implications of such dependency.

6.4 Conclusion based on the findings of the study

This study was done with the help of data collected from 53 respondents, all of whom are actively working on the various media fields.

Out of 53 respondents, 37(69.8%)people use AI in their daily works.

Out of these 37 people who use AI, 24(43.4%) believe that AI is urgently needed in media field and the rest remain neutral.

Out of these 37 people, 25 (47.1%) believe that it is practical for media organisations to adopt AI.

Out of these 37 people, 27(50.9%) agree that the challenges faced by small media organisations while adopting AI would be much tougher than legacy media organisations.

Based on the findings, the researcher can conclude that while there are many challenges and implications in adopting AI in media, it is inevitable because the people in media field are

highly dependent on AI in various media processes like news gathering, translation, content creation etc.

6.5 Implication of the study

The result of the study proves that there is a high dependency on artificial intelligence in media. This result is obtained from a limited number of samples from the researchers limited number of contacts.

6.6 Suggestions for further research

- Increase the number of respondents to get a more accurate result for the research.
- Conduct interviews with the people working actively in the media field
- Expand the research scope to also include the role of AI in consumption of media products.

BIBLIOGRAPHY

Albayari, A., & Hassan, A. (2022). The Usage of Artificial Intelligence in Journalism. In A. Albayari, & A. Hassan, *Future of Organizations and Work After the 4th Industrial Revolution. Studies in Computational Intelligence* (pp. 175–197). Springer, Cham.

Dierickx, L. (2021, April 6). *Artificial intelligence and journalism: a race with machines*. Retrieved from Equal Times: https://www.equaltimes.org/artificial-intelligence-and?lang=en#.Y9nRInZBxPY

Galily, Y. (2018, August). Artificial intelligence and sports journalism: Is it a sweeping change? *Technology in Society*.

Gouda, N. K., & Biswal, S. K. (2019, November 30). *Optimization in Machine Learning and Applications. Algorithms for Intelligent Systems.* Retrieved from Springer: https://link.springer.com/chapter/10.1007/978-981-15-0994-0_10#citeas

Keefe, J., Zhou, Y., & Merril, J. B. (2021, May 12). *The present and potential of AI in journalism*. Retrieved from Knight foundation: https://knightfoundation.org/articles/the-present-and-potential-of-ai-in-journalism/

Marconi, F. (2020). *Newsmakers: artificial intelligence and the future of journalism.* New York: Columbia University Press.

Okiyi, G. O., & Nsude, I. (2019). Adopting Artificial Intelligence to Journalistic Practices in Nigeria: Challenges and Way Forward. *International Journal of Communication: an Interdisciplinary Journal of Communication Studies*.

Shaikh, S. J., & Moran , R. E. (2022, June 14). Robots in the News and Newsrooms: Unpacking Meta-Journalistic Discourse on the Use of Artificial Intelligence in Journalism. *Digital Journalism*.

Sun, M., Hu, W., & Wu, Y. (2022, March 29). Public Perceptions and Attitudes Towards the Application of Artificial Intelligence in Journalism: From a China-based Survey. *Journalism Practice*.

Tatalovic, M. (2018). AI writing bots are about to revolutionise journalism. *Journal of Science Communication*.

APPENDIX

1. What media do you work in?

   a. print media

   b. visual media

   c. online media

   d. other

2. Do you as a journalist use AI in your daily works? (Chatbots, Grammarly, translation apps etc)

   a. Yes

   b. No

3. AI is mostly used for_

   a. Translation

   b. Grammar checking

   c. news gathering

   d. Any other (specify)

4. AI makes simple steps like news gathering or writing simple fact-based stories easier.

   a. Strongly agree

   b. Agree

   c. Neutral

   d. Disagree

   e. Strongly disagree

5. There's an urgent need to adopt AI in media organizations today.

   a. Strongly agree

   b. Agree

   c. Neutral

   d. Disagree

   e. Strongly disagree

6. AI would completely replace journalists in the future.

   a. Strongly agree

   b. Agree

    c. Neutral

    d. Disagree

    e. Strongly disagree

7. AI can make newsgathering less risky.

    a. Strongly agree

    b. Agree

    c. Neutral

    d. Disagree

    e. Strongly disagree

8. AI can help journalists to be efficient and effective in their work.

    a. Strongly agree

    b. Agree

    c. Neutral

    d. Disagree

    e. Strongly disagree

9. What are some potential concerns around the use of AI in journalism?

    a. AI cannot sympathize with victims

    b. Can write content that may negatively influence minors

    c. All of above

    d. Any other (specify)

10. It is practical for news media organizations to adopt AI in their daily operations.

    a. Strongly agree

    b. Agree

    c. Neutral

    d. Disagree

    e. Strongly disagree

11. What are the challenges you may face while introducing AI in print media organizations?

    a. Lack of technology

    b. High expense

    c. Lack of qualified technical personnel

    d. All of above

    e. Any other (specify)

12. AI can be adapted in legacy media organizations without any difficulty.

    a. Strongly agree

    b. Agree

    c. Neutral

    d. Disagree

    e. Strongly disagree

13. Small media organizations would face tougher challenges while adapting AI in their daily operations.

    a. Strongly agree

    b. Agree

    c. Neutral

    d. Disagree

    e. Strongly disagree

DRESSING AS A CUE TO SEXUAL INFORMATION

VIRTUE & EXCELLENCE
DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU

BY
SHANIBA
T
Reg.no. C1GMCJ1016

UNDER THE GUIDANCE OF
DR. FR. BASTIN
NELLISSERY

DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU
KANNUR 670706
APRIL 2023

Dressing as a Cue to Sexual Information

Dissertation submitted to the Kannur University in

Partial fulfilment of the requirement

For the award of the Degree of Master of Arts in

Journalism and Mass Communication

SUBMITTED BY

SHANIBA T

Reg.no. C1GMCJ1016

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE ANGADIKADAVU, IRITTY,

KANNUR – 670706

APRIL 2023

DEPARTMENT OF

MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU

KANNUR

CERTIFICATE

This is to certify that the dissertation entitled, "DRESSING AS A CUE TO SEXUAL INFORMATION" is a bonafide record of work done by SHANIBA T under the guidance of Dr.Fr.Bastin Nellissery in partial fulfilment of the requirement for the award of the degree of Master of Arts in Journalism and Mass Communication during the period of her study (2021 2023) in the Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu, Kannur, affiliated to the Kannur University.

DR. FR. BASTIN NELLISSERY
Head, Department of Mass Communication & Journalism
Don Bosco Arts and Science College

DECLARATION

I, SHANIBA T, the undersigned, hereby declare that the dissertation entitled, "DRESSING AS A CUE TO SEXUAL INFORMATION" submitted to the Kannur University, fulfilment of the requirement for the award of the degree of Master of Arts in Journalism & Mass Communication, is a Bonafide"s work done by me under the guidance of Dr. Fr. Bastin Nellissery, Head, Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu. This work has not been placed by anybody in the University for the Award of any degree or diploma.

ANGADIKADAVU

SHANIBA T, APRIL 2023

Acknowledgement

Abstract

This paper examines the way individuals dress can provide cues to their sexual intentions and interests, making it an important aspect of nonverbal communication. This research aims to explore the role of clothing in signaling sexual information and how it is perceived by others. Using a combination of qualitative and quantitative methods, the study will investigate the impact of various types of clothing on perceptions of sexual interest, attractiveness, and personality traits. Findings from this research may have implications for understanding sexual communication and attraction in social contexts.

KEY WORDS: Provocative dressing, sexual assault, sex crimes, sexual intentions

Table of Contents

Chapter 1: Introduction

1.1 Introduction

Dressing is a fundamental aspect of human behavior that serves multiple purposes, including self-expression, cultural and social identification, and even as a cue to sexual information. The way we dress can often convey information about our personality, beliefs, and values, but it can also be used to signal our sexual interest and availability to potential partners. Sexual attraction is a complex phenomenon, and clothing can play a significant role in enhancing or detracting from our perceived attractiveness to others. In this context, dressing as a cue to sexual information refers to the intentional use of clothing and fashion to signal sexual interest, availability, and orientation. This topic has been the subject of much research and discussion, as it touches on important issues related to gender, sexuality, and identity.

Through a survey conducted on 200 respondents, this study explores some interesting findings about people's beliefs and attitudes towards this topic. People recognize the importance of discussing clothing as a potential factor in sexual assault and that educating individuals on this topic could contribute to the prevention of sexual violence. It highlights the complexity of the issue of dressing as a cue to sexual information and suggests that clothing is only one of many factors that contribute to sexual assault. The discussions on dressing as a cue to sexual information underscore the importance of promoting a culture of respect, consent, and gender equality. By challenging harmful attitudes and beliefs about sexual violence and addressing the underlying factors that contribute to sex crimes against females.

The research analysis highlights the complexity and nuance of the relationship between dressing and sexual information. While many people may be cautious about making assumptions based on clothing alone, there are still a significant proportion of individuals who believe that clothing choices can communicate sexual interest or availability.

Overall, the discussions on dressing as a cue to sexual information highlight the importance of challenging harmful attitudes and beliefs around sexual violence and 'victim blaming'. While clothing choices may sometimes be used to signal sexual interest or availability, it is essential to recognize that this is never an invitation for sexual assault or harassment. Need and Significance of the Study

The way people dress can send a powerful message about their intentions, preferences, and availability, particularly in the context of sexuality. Previous research has explored the impact of clothing on sexual attraction and behavior, but the role of dressing as a cue to sexual information in sexual assault and other sex crimes against females remains a topic of concern and controversy. The main objective of this study is to investigate the role of dressing as a cue to sexual information, with the sub-objectives of analyzing provocative dressing as a cause of

sexual assault, studying apparel as one of the factors in sex crimes against females, and examining the relationship between dress and the sexual intentions of the wearer.

Sexual assault and other sex crimes against females are complex phenomena with multiple causes and contributing factors. While clothing is not the sole cause of sexual violence, it is widely recognized as a factor that can influence perpetrator behavior and victim vulnerability. By analyzing provocative dressing as a cause of sexual assault and studying apparel as a factor in sex crimes against females, this study aims to contribute to a better understanding of the ways in which dress can impact sexual violence and inform prevention and intervention strategies.

In addition, this study will examine the relationship between dress and the sexual intentions of the wearer. By exploring the ways in which clothing can signal sexual intentions and preferences, we can gain insight into the social and cultural factors that shape sexual communication and behavior. This information can be used to inform public education campaigns and promote healthy and consensual sexual relationships.

Overall, this study has important implications for understanding the role of dress in sexual violence and healthy sexual relationships. By shedding light on the complex interplay between clothing, sexual intentions, and sexual violence, this study can inform interventions aimed at preventing sexual assault and promoting healthy sexual norms and expectations.

1.2 Statement of the Problem

The problem statement for this research topic is „Dressing as a cue to sexual information and its impact on sexual assault and other sex crimes against females". The study aims to investigate the relation between the dressing and sexual information.

1.3 Operational Definition of Key Terms

Provocative dressing, sexual assault, sex crimes, sexual intentions

- Provocative Dressing

Provocative dressing refers to a style of clothing or attire that is intended to be sexually suggestive or attention-grabbing. This type of dressing is often characterized by revealing or form-fitting clothing that highlights the wearer's body, such as low-cut tops, short skirts, tight pants, or clothing made of sheer or see-through fabrics.

- Sexual Assault

Sexual assault is any unwanted sexual contact or behavior that occurs without the

explicit consent of the victim.

- Sex Crimes

    Sex crimes, also known as sexual offenses or sexual crimes, are criminal acts that involve sexual behavior or contact without the consent of the victim.

- Sexual Intentions

    Sexual intentions refer to a person's conscious or unconscious desire or motivation to engage in sexual activity with another person.

1.4 Objectives

Main Objective:

    To study the role of dressing as a cue to sexual information

Sub-objectives:

- To analyze the provocative dressing as the cause to sexual assault.
- To study apparel as one of the factors in sexual crimes against females.
- To study the relation between dress and sexual intentions of the wearer.

1.5 Hypothesis

    There is no significant relationship between dressing and the transmission of sexual information.

1.6 Methodology in Brief

    The methodology is the approach and techniques used by researchers to conduct a study or investigation. The methodology would involve selecting an appropriate research design, sampling participants, collecting data, analyzing the data, and drawing conclusions based on the results.

    Quantitative research is the process of collecting and analyzing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations. Quantitative research is the opposite of qualitative research, which involves collecting and analyzing non-numerical data Primary data is collected via Google form and secondary data is mainly used and obtained from library research. Additionally, the arm-chaired method is used in finding the latest articles and research from the available online

databases from the internet.

Finally, based on the results of the analysis, the researcher would draw conclusions about the topic. The data analysis was done by using the software IBM SPSS Statistics 20 and the results are presented as tables.

Chapter 2: Theoretical Overview

2.1 Introduction

A theoretical overview is a comprehensive examination and explanation of the concepts, principles, and theories that underlie a particular field or subject of study. It involves an in-depth analysis and synthesis of existing research, scholarly literature, and other sources of information to provide a detailed understanding of the underlying theoretical framework of a topic.

A theoretical overview serves as a foundation for further research and analysis by establishing a clear and comprehensive understanding of the key concepts, assumptions, and relationships that exist within a particular field. It helps researchers identify gaps in existing knowledge, formulate research questions and hypotheses, and design studies that can contribute to advancing the theoretical understanding of a topic.

2.2 The Theories Applied in this Research

Here are some communication theories that could be applied to this research:

2.2.1 Social Learning Theory:

This theory suggests that people learn behaviors and attitudes from observing others. When it comes to dressing as a cue to sexual information, individuals may observe others' attire and learn what is considered appropriate or attractive in terms of sexual expression.

2.2.2 Social Comparison Theory:

This theory suggests that individuals compare themselves to others to evaluate their own abilities and traits. When it comes to dressing as a cue to sexual information, individuals may compare their own attire to that of others to determine how they fit into a particular social context or sexual scene.

These are just a few examples of communication theories that could be applied to this research. Ultimately, the choice of theory will depend on the research questions and objectives, as well as the specific context and sample population.

Chapter 3: Literature Review

3.1 Introduction

A literature review is a critical analysis and synthesis of the relevant literature on a particular research topic. It is a comprehensive evaluation of previously published research that provides an overview of the current state of knowledge on a specific subject. The purpose of a literature review is to identify the gaps in the existing literature, evaluate the strengths and weaknesses of previous research, and provide a framework for your own research.

The literature review is an essential component of most research projects, and it serves several important functions. Firstly, it helps to establish the context and significance of your research question by providing a historical and theoretical background. Secondly, it allows you to identify the key themes, theories, and concepts that have been explored in the field. Thirdly, it enables you to evaluate the methodologies and approaches used in previous research, and to identify the gaps and limitations of the existing literature.

Overall, a literature review is a critical and analytical summary of the existing knowledge on a particular topic, which forms the basis for developing your own research questions and hypotheses. It is a crucial step in the research process, and it requires a thorough and systematic approach to ensure that you are building on the most up-to-date and relevant literature.

This chapter looks into the former research made in the same field. But unfortunately, no studies are made about the topic dressing as a cue to sexual information. Therefore, ten related journal articles and books are discussed here below.

3.2 Review of the Related Studies

Avigail Moor in her research entitled "She Dresses to Attract, He Perceives Seduction: A Gender Gap in Attribution of Intent to Women's Revealing Style of Dress and its Relation to Blaming the Victims of Sexual Violence," stated that victims of sexual violence are often blamed for precipitating their own assault with their so-called "provocative" body-revealing style of dress, which is viewed as conveying consent for sexual advances. This study examines the attributions made by both sexes regarding the motivation for women's sexualized appearance. The factual connection between revealing clothing and actual occurrences of sexual invasions is examined as well. The results demonstrate a gender-based attribution gap wherein men report perceiving the sexualized look as indicating an interest in sex and intent to seduce, whereas women cite their wish to feel and look attractive as its primary cause, while entirely rejecting the seduction claim advances (Moor, 2010).

Linda Smolak, Sarah K. Murnen, and Taryn A. Myers in their joint research paper, "Sexualizing the Self: What College Women and Men Think About and Do to Be „Sexy"" stated that self-sexualisation refers to intentionally engaging in activities expressly to appear more sexually appealing. The purpose of this study was to examine gender similarities and differences in how women and men conceptualize self-sexualisation as well as introduce measures appropriate for large-scale data collection. In a qualitative study, researcher first established the existence of self-sexualisation among women, although they were unable to document a similar construct among men (Smolak, Murnen, & Myers, 2014).

Beth Montemurro and Meghan M. Gillen in their joint research paper, "How Clothes Make the Woman Immoral: Impressions Given Off by Sexualized Clothing" examine clothing as a marker of women's sexuality. Ninety-five women in their 20s - 60s participated in in-depth interviews. Many women reported concern with sexual messages others might perceive from their clothing, and judged other women's clothing on the dimensions of authenticity, morality, and appropriateness. Self- and other- clothing judgments varied by the target's age, marital status, and parental status, and for other-judgments, by social class and generation. Results suggest that women's bodies are socially monitored and that sexual subjectivity is suppressed through the stigmatization of women's sexualized dress (Montemurro & Gillen, 2013).

Donna Vali and Nicholas D. Rizzo in their joint research, "Apparel as one factor in sex crimes against young females: Professional opinions of U.S. psychiatrists", found out the rate of rape in the U.S.A. quadrupled from 1963 to 1989. Sex crimes against young females have become a major concern. Visual excitation is often involved in normal sex activity, so a natural question is whether provocation via attire is one of many factors in rape and molestation. This study invited expert opinions by mail from 1,769 randomly selected U.S. psychiatrists. Of these, 581 (33%) from all 50 states replied via completed questionnaires. A highly significant majority of both sexes concluded that what a young female wears may affect her risk. An important variable is whether the attire invites direct sex attention. Another majority conclusion stated that provocation by revealing attire may result in resentment by some males, who perceive it as uncaring teasing by females. Parental awareness of these insights might reduce risk for young females (Vali & Rizzo, 1991).

Linda Cassidy and Rose Marie Hurrel in their joint research "The influence of victim's attire on adolescents judgments of date rape", has done a research on 352 high school seniors containing questionnaires about depicting a date rape, accompanied by a photograph of the victim dressed provocatively, a photo of the victim dressed conservatively, or no photograph. who viewed the victim in provocative clothing were (1) most likely to indicate that she was responsible for her assailant's behavior or that his behavior was justified and (2) least likely to judge the act of unwanted sexual intercourse as rape. The authors recommend that educational prevention efforts address the impact of victims' clothing on attitudes which denigrate the victim and justify unwanted and forced sex (Cassidy & Hurrel, 1995).

Stevens jean, in the thesis, "I am what I wear: the use of dress in constructing and evaluating sexual identity" explores different disciplinary studies and discussions of dress, and more specifically the use of dress in constructing a gendered identity and sexual identity. To conduct this research, researcher performed a literature review and referenced various social psychological, sociological, and / or feminist theoretical frameworks. Researcher argues that dress cannot serve as any sort of innate or accurate indicator of sexual identity; rather the meanings associated with dress are socially produced and vary across time and place. Evidence for this argument emerges only after a literature review, as one can recognize a common theme linking the literature or perhaps a commonly overlooked theme in some works of the literature review. In arguing this, researcher hopes to better people's understanding of how dress is feminized, the role of identity in the production of dress, how it works to reinforce and / or resist gender (in relation to race, class and sexuality) binaries, divisions, categories, and inequality. (Jean, 2006).

Kim Johnson, Sharron. J. Lennon and Nancy Rudd in their article "Dress, Body and Self: research in the social psychology of dress" studies the purpose of this research was to provide a critical review of key research areas within the social psychology of dress. The review addresses published research into broad areas: (1) Dress as a stimulus and its influence on (a) attributions by others, (b) attributions about self (c) on one's behavior and (2) Relationships between dresses, the body and the self. We identify theoretical approaches used in conducting research in these areas, provide an abbreviated background of research in these areas highlighting key findings and identify future research directions and possibilities. The subject matter presented features developing topics within the social psychology of dress and is useful for undergraduate students who want an overview of content area (Johnson, Lennon, & Rudd, 2014).

Jordanna Lembo in her thesis "Shots and Short Skirts: An examination of how alcohol and dress cues influence college students" Interpretations of sexual interests and consent" the overarching purpose of this research was to examine the role of specific alcoholic beverage cues and dress cues on perceptions of sexual interest and consent. The current study was the first to examine the effects of specific types of alcoholic beverages on interpretations of sexual interest and consent. We hypothesized that both alcohol and revealing clothing would be associated with increased interpretations of sexual interest and consent, and that these interpretations will be strongest with both alcohol and revealing clothing present. Additionally, we hypothesized that certain alcoholic beverages would be more strongly associated with perceptions of sexual interest and consent (Lembo, Shots and Short Skirts: an examination of how alcohol and dress cues influence college students' Interpretations of sexual interest and consent", 2019).

Deborah G. Schult and Lawrence J. Schneider, has done research on "The role of sexual provocativeness, rape history, and observer gender in perceptions of blame in sexual assault" to assess joint influence of sexual provocativeness and prior sexual assault on perceptions of rape victims, 72 male and 72 female undergraduates read rape reports presented in a factorial design that completely crossed levels of these variables. Multivariate analysis of variance (MANOVA)

Indicated main effects for the independent variables but no interactions. Observers attributed more blame to victims whose pre-assault behavior was more provocative and who had a prior rape history. Relative to males, females were generally more empathic toward victims. Observers' perceptions were discussed in terms of attributions of causal and moral responsibility for assault (Schult & Schneider, 1987).

Adam D. Pazda, Pavol Prokop and Andrew J. Elliot in their joint article on "Red and Romantic Rivalry: Viewing Another Woman in Red Increases Perceptions of Sexual Receptivity, Derogation, and Intentions to Mate-Guard" state that men Perceive women wearing red, relative to other colors, as more attractive and more sexually receptive; women's perceptions of other women wearing red have scarcely been investigated. They hypothesized that women would also interpret female red as a sexual receptivity cue, and that this perception would be accompanied by rival derogation and intentions to mate-guard. Experiment 1 demonstrated that women perceive another woman in a red, relative to white, dress as sexually receptive. Experiment 2 demonstrated that women are more likely to derogate the sexual fidelity of a woman in red, relative to white. Experiment 3 revealed that women are more likely to intend to guard their romantic partner from a woman wearing a red, relative to a green shirt. These results suggest that some color signals are interpreted similarly across sex, albeit with associated reactions that are sex-specific (Pazda, Prokop, & Elliot, 2014).

3.3 Conclusion

The conclusion of a literature review summarizes the key findings and insights obtained from reviewing a body of literature on a particular topic. It should provide a concise summary of the main points, identify any gaps or limitations in the existing research, and offer suggestions for future studies.

This review underscores the need for continued research and collaboration among scholars to explore the complexities of „Dressing as a cue to sexual information" and develop evidence-based interventions, policies, or practices that can positively impact.

Chapter 4: Methodology

4.1 Introduction

Methodology in research refers to the system or approach used to conduct research, including the strategies, procedures, techniques, and tools that researchers use to collect and analyze data. It provides a framework for organizing the research process, guiding the researcher's decision-making, and ensuring that the study is conducted in a systematic and rigorous manner.

A research methodology typically includes the following components:

Research design: This refers to the overall plan for conducting the research, including the type of study (e.g., experimental, correlational, qualitative), the sampling method, and the data collection methods.

Data collection methods: This includes the techniques used to gather data (e.g., surveys, interviews, observation, experiments) and the instruments used to collect the data (e.g., questionnaires, scales, sensors).

Data analysis methods: This includes the techniques used to analyze the data (e.g., statistical analysis, content analysis) and the software or tools used to perform the analysis.

Ethical considerations: This refers to the ethical principles that guide the research process, such as informed consent, confidentiality, and protection of human subjects.

Overall, methodology is an important aspect of research as it helps to ensure that the study is conducted in a systematic and rigorous manner, and that the findings are valid and reliable.

4.2 Method Adopted for the Study

This study adopted the quantitative method of analysis. Quantitative research strategy is to discover the answers to questions through the application of scientific procedures by hypotheses testing, causes analysis & effects and making of predictions this approach deals in advance with the research questions and objectives and a detailed method of data collection and analysis are adopted in order to generate numerical data and information. This method is appropriate for this particular scientific research as it involves numerical analysis with the clear independent and dependent variables.

4.3 Variables of the Study

A variable is any characteristic, number, or quantity that can be measured or counted. A variable may also be called a data item. Age, sex, business income and expenses, country of birth, capital expenditure, class grades, eye color, vehicle type etc., are examples of variables.

This research work on "Dressing as a cue to sexual information" has two variables.

- Type of dressing or clothing
- Perception or assumption of sexual information

Here, Type of dressing or clothing is the independent variable and the Perception or assumption of sexual information is the dependent variable.

4.4 Population of the study

Population refers to the set of individuals from which a statistical sample is drawn for a study. The population of a study refers to the larger group or target population from which the sample is drawn. It represents the entire group of individuals that the researcher wants to study. In the research, 170 respondents were sampled, the study focuses on adults aged 18 and above from the state of Kerala.

4.5 Sample of the Study

Sample is a group of people, objects or item that are taken from a larger population for measurement. Population and samples are important aspects of a research. A sample is a smaller set or manageable version of the population. A sample size can be defined as the number of individuals in a sample.

4.6 Description of Tools used in the Study

The questionnaire was used to collect the samples. The questionnaire used for collecting the response was formulated based on the literature review and the objective of the research the researcher is dealing with. The Questions were then set in Google Forms to collect the sample.

4.7 Administration of the Tools

The samples were collected through Questionnaires on the Google platform. The data and sources of the studies were acquired from the various journals and websites on the online platform.

4.8 Statistical Techniques used for the Study:

Descriptive and Analytical statistics

Analytical statistics helps researchers make inferences about a population based on limited sample data. It allows them to test hypotheses, make predictions, and draw conclusions that extend beyond the observed data.

Descriptive statistics summarizes and describes the characteristics of data, while analytical statistics involves using sample data to make inferences about a larger population and draw conclusions.

The acquired samples were analyzed using the IBM SPSS analysis software. Its main selling point is that it allows researchers to analyze data without using advanced statistical analysis skills. The software favors simplicity over a more comprehensive and complicated range of features and tools.

Chapter 5: Analysis and Interpretation of the Data

5.1 Introduction

This chapter tries to analyze and interprets the collected data from the 170 respondents who participated in the research about the relation between dressing and sexual information. For the analysis, I used the software IBM SPSS Statistics 20. The results and findings derived are given below. The results are shown with the help of tables.

1. Age

	Frequency	Percentage
18-26	141	82.9
27-35	26	15.3
36-44	2	1.2
45 or older	1	.6
Total	170	100.0

Table 1: Age

Table 1 shows the frequency, percentage and cumulative percentage of the 170 responses collected via Google Forms. The analysis of age among the participants indicates that the majority (82.9%) of respondents fall within the 18-26 age range. Approximately 15.3% of participants were aged between 27-35 years old, while 1.2% fell in the age range of 36-44 years old. Finally, only 0.6% of participants were aged 45 years or older. These findings suggest that the sample is predominantly made up of younger individuals, which may influence the generalizability of the research findings to older age groups. Nonetheless, the analysis provides valuable insights into the attitudes and perceptions of the younger population towards topics such as sexual assault, rape culture, and victim-blaming. These responses have a Mean value of 1.19 and Standard Deviation value of 0.465.

2. Gender

	Frequency	Percentage
Male	64	37.6
Female	106	62.4
Total	170	100.0

Table 2: Gender

In table 2, the analysis indicates that the sample population is predominantly female, with 62.4% of the individuals being female, and the remaining 37.6% being male. This distribution suggests that the gender ratio of the sample is unbalanced, with females being overrepresented relative to males. These responses have a Mean value of 1.62 and Standard Deviation value of 0.486.

3. Do you believe that dressing can give cues to sexual information?

	Frequency	Percentage
Yes	22	12.9
No	82	48.2
Sometimes	66	38.8
Total	170	100.0

Table 3: Cues to sexual information

The research aimed to investigate the relationship between dressing and the communication of sexual information. The study asked participants whether they believed that dressing can provide cues to sexual information. The results indicate that 48.2% of the participants answered "no", indicating that they do not believe that dressing can provide cues to

Sexual information. On the other hand, 38.8% of the participants responded with "sometimes", suggesting that dressing can provide cues to sexual information in certain circumstances. Lastly, 12.9% of the participants answered "yes", indicating that they believe that dressing can give cues to sexual information.

These findings suggest that there is some disagreement among participants about the relationship between dressing and sexual communication, with a sizable minority believing that dressing can provide cues to sexual information. These responses have a Mean value of 2.26 and Standard Deviation value of 0.673.

4. How likely are you to make assumptions about someone's sexual availability based on their clothing?

	Frequency	Percentage
Very likely	7	4.1
Likely	13	7.6
Neutral	50	29.4
Unlikely	43	25.3
Very unlikely	57	33.5
Total	170	100.0

Table 4: Assumptions

The analysis of the question "How likely are you to make assumptions about someone's sexual availability based on their clothing?" indicates that most respondents answered that they were either neutral or unlikely to make such assumptions. Specifically, 29.4% of participants responded neutrally, and 25.3% responded that they were unlikely to make assumptions about someone's sexual availability based on their clothing. A smaller proportion of respondents (7.6%) indicated that they were likely to make such assumptions, and only 4.1% of participants said they were very likely to do so. Finally, 33.5% of the respondents answered very unlikely, indicating that they were least likely to make assumptions about someone's sexual availability based on their clothing. These findings suggest that most people do not base assumptions about

someone's sexual availability on their clothing, which could be interpreted as a positive step towards reducing rape culture and victim-blaming. These responses have a Mean value of 3.76 and Standard Deviation value of 1.122.

5. Do you think different types of clothing (e. g: tight fitting, revealing, certain colors) are more likely to indicate sexual interest than others?

	Frequency	Percentage
Likely	27	15.9
Neutral	41	24.1
Unlikely	53	31.2
Very unlikely	49	28.8
Total	170	100.0

Table 5: Different types of clothing

The research table displays the results of a survey question asking participants about their perception of whether different types of clothing (e. g: tight fitting, revealing, certain colors) are more likely to indicate sexual interest than others. The table shows the percentage of respondents who answered each of the four options: "likely" (15.9%), "neutral" (24.1%), "unlikely" (31.2%), and "very unlikely" (28.8%). These results provide insight into the opinions and beliefs of the surveyed population regarding the link between clothing and sexual interest. These responses have a Mean value of 3.73 and Standard Deviation value of 1.048.

6. Apparel can play a major role in sexual crimes against women.

	Frequency	Percentage
Strongly agree	5	2.9
Agree	26	15.3
Neutral	52	30.6
Disagree	44	25.9
Strongly disagree	43	25.3
Total	170	100.0

Table 6: Apparel

Table 6 shows the distribution of responses to the statement "apparel can play a major role in sexual crimes" among the participants. The responses are categorized into five levels of agreement, ranging from strongly disagree to strongly agree. The largest proportion of respondents answered neutral, with almost a third of the participants (30.6%) expressing neither agreement nor disagreement with the statement. The second largest group disagreed with the statement, with 25.9% of respondents selecting this option, followed closely by those who strongly disagreed (25.3%). Only 18.2% of respondents agreed or strongly agreed with the statement, with the minority (2.9%) strongly agreeing with it. Overall, the table suggests that the majority of the respondents did not see apparel as playing a major role in sexual crimes. These responses have a Mean value of 3.55 and Standard Deviation value of 1.115.

7. Have you ever heard of the term "victim blaming"?

	Frequency	Percentage
Yes	122	71.8
No	48	28.2
Total	170	100.0

Table 7: Victim blaming

The analysis of the question "Have you ever heard of the term 'victim blaming'?" among the participants indicates that the majority of respondents, 71.8%, answered yes, indicating that they were familiar with the term "victim blaming." In contrast, 28.2% of respondents answered no, suggesting that they were not familiar with the term. Overall, the table suggests that the majority of the participants were aware of the concept of victim blaming. These responses have a Mean value of 1.28 and Standard Deviation value of 0.451.

8. Do you agree with the people blaming the victims of sexual assault?

	Frequency	Percentage
Strongly agree	8	4.7
Agree	16	9.4
Neutral	20	11.8
Disagree	27	15.9
Strongly disagree	99	58.2
Total	170	100.0

Table 8: Blaming the victim

The research table displays the result of the question "Do you agree with people blaming the victims of sexual assault?" among the participants. The responses are categorized into five levels of agreement, ranging from strongly disagree to strongly agree. The largest proportion of respondents (58.2%) strongly disagreed with victim-blaming, indicating a strong opposition to the notion of blaming victims of sexual assault. The second largest group (15.9%) disagreed with the statement, expressing some level of disagreement with victim-blaming. A minority of respondents (9.4%) agreed with the notion of blaming victims of sexual assault, while only a small proportion (4.7%) strongly agreed with this perspective. Meanwhile, 11.8% of the participants answered neutrally to the question, neither agreeing nor disagreeing with the statement. Overall, the table suggests that most of the participants were strongly opposed to the concept of victim-blaming in cases of sexual assault. These responses have a Mean value of 4.14 and Standard Deviation value of 1.221.

9. Do you believe that sexual assault is solely the fault of the perpetrator regardless of what the victim is wearing?

	Frequency	Percentage
Yes	77	45.3
No	56	32.9
Maybe	37	21.8
Total	170	100.0

Table 9: Fault of perpetrator

The table displays the distribution of responses to the question "Do you believe that sexual assault is solely the fault of the perpetrator regardless of what the victim is wearing?" among the participants. The responses are categorized into three options: Yes, No, and Maybe. The largest proportion of respondents (45.3%) answered yes, indicating their belief that sexual assault is solely the fault of the perpetrator, regardless of what the victim is wearing. In contrast, 32.9% of respondents answered no, indicating that they do not believe that the perpetrator is solely responsible for sexual assault, regardless of what the victim is wearing. Meanwhile, 21.8% of the participants answered maybe, suggesting some level of uncertainty or hesitation regarding the question. Overall, the table indicates that while a significant portion of the participants believed that the perpetrator is solely responsible for sexual assault, there are still a notable proportion of respondents who disagreed with this perspective or were uncertain about it. These responses have a Mean value of 1.76 and Standard Deviation value of 0.787.

10. Have you ever been sexually assaulted or harassed due to your choice of clothing?

	Frequency	Percentage
Yes	16	9.4
No	138	81.2
Prefer not to say	16	9.4
Total	170	100.0

Table 10: Sexually assaulted or harassed

The analysis of the question "Have you ever been sexually assaulted or harassed due to your choice of clothing?" asked among the participants, the majority of respondents (81.2%) answered no, indicating that they had not experienced sexual assault or harassment due to their choice of clothing. Meanwhile, 9.4% of the participants answered yes, indicating that they had experienced sexual assault or harassment based on their clothing choice. Additionally, another 9.4% chose not to disclose their response, preferring not to say whether they had experienced sexual assault or harassment due to their clothing. Overall, the table suggests that a small proportion of the participants had experienced sexual assault or harassment based on their choice of clothing, while the majority had not experienced such incidents. These responses have a Mean value of 2.00 and Standard Deviation value of 0.435.

11. In your opinion, what are the most important factors contributing to sex crimes against females?

	Frequency	Percentage
Provocative dressing	1	.6
Lack of education on consent	38	22.4
Patriarchal societal norms	15	8.8
Lack of enforcement of laws against sexual assault	64	37.6
All of the above	40	23.5
Others	12	7.1
Total	170	100.0

Table 11: Most important factors

The table displays the distribution of responses to the question "In your opinion, what are the most important factors contributing to sex crimes against females?" among the participants. The responses are categorized into five factors, including lack of enforcement of laws against sexual assault, all of the above, lack of education on consent, patriarchal societal norms, and provocative dressing. The largest proportion of respondents (37.6%) identified lack of enforcement of laws against sexual assault as the most important factor contributing to sex crimes against females. Meanwhile, 23.5% of the participants selected "all of the above," suggesting that they believed all the factors listed were important contributors to sex crimes against females.

Another significant proportion of respondents (22.4%) identified lack of education on consent as a key factor contributing to sex crimes against females, highlighting the importance of education in preventing sexual assault. Only a small proportion of respondents (8.8%) identified patriarchal societal norms as a factor contributing to sex crimes against females, while an even smaller proportion (0.6%) identified provocative dressing as a factor. Overall, the table indicates that the majority of respondents identified lack of enforcement of laws against sexual assault and lack of education on consent as key factors contributing to sex crimes against females. These responses have a Mean value of 3.82 and Standard Deviation value of 1.237.

12. Do you think rape culture exists in your community?

	Frequency	Percentage
Yes	79	46.5
No	31	18.2
Unsure	60	35.3
Total	170	100.0

Table 12: Rape culture

Table 12 shows the responses of participants to the question of whether they believe rape culture exists in their community. The responses are categorized into three options: Yes, Unsure, and No. Nearly half of the respondents (46.5%) answered yes, indicating that they believed rape culture existed in their community. Meanwhile, 35.3% of the participants were unsure, suggesting that they were uncertain whether rape culture existed in their community. Only 18.2% of respondents answered no, indicating that they did not believe rape culture existed in their community. Overall, the table suggests that a significant proportion of participants were aware of or concerned about the presence of rape culture in their community, while others were unsure or did not perceive its existence. The findings from this research can help to inform efforts to raise awareness about and prevent rape culture in the community. These responses have a Mean value of 1.89 and Standard Deviation value of 0.900.

13. Societal attitudes towards women's clothing contribute to rape culture and victim blaming in sexual assault case.

	Frequency	Percentage
Strongly agree	26	15.3
Agree	50	29.4
Neutral	45	26.5
Disagree	30	17.6
Strongly disagree	19	11.2
Total	170	100.0

Table 13: Societal attitudes

Table 13 displays the distribution of responses among the participants to the statement "Societal attitudes towards women's clothing contribute to rape culture and victim blaming in sexual assault cases." The responses are categorized into five options: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. The largest proportion of respondents (29.4%) agreed with the statement, while 15.3% strongly agreed, indicating that a significant proportion of participants believed that societal attitudes towards women's clothing contribute to rape culture and victim blaming in sexual assault cases. Meanwhile, 26.5% of the participants answered neutral, suggesting that they did not have a clear opinion on the statement. A smaller proportion of respondents (17.6%) disagreed with the statement, and 11.2% strongly disagreed.

Overall, the table indicates that a significant proportion of participants recognized the potential contribution of societal attitudes towards women's clothing to rape culture and victim blaming, while others were unsure or did not agree with the statement. The findings from this research can help to inform efforts to raise awareness and promote education on the role of societal attitudes towards women's clothing in preventing sexual assault and reducing victim blaming. These responses have a Mean value of 2.80 and Standard Deviation value of 1.224.

14. Women should be able to wear whatever they want without fear of being assaulted.

	Frequency	Percentage
Strongly agree	107	62.9
Agree	36	21.2
Neutral	24	14.1
Disagree	3	1.8
Total	170	100.0

Table 14: Able to wear what they want to

The analysis of the statement "Women should be able to wear whatever they want without fear of being assaulted" shows that a majority of the participants strongly agreed with the statement. Specifically, 62.9% of the participants strongly agreed, while 21.2% agreed. A smaller proportion of participants (14.1%) responded neutrally, indicating that they neither agreed nor disagreed with the statement. Only 1.8% of the participants disagreed with the statement. The strong agreement with the statement highlights the importance of creating a safe and respectful society where women can exercise their freedom to dress without fear of being assaulted. The findings from this research can help to inform policies and initiatives that aim to promote gender equality and reduce violence against women. These responses have a Mean value of 1.55 and Standard Deviation value of 0.800.

15. Do you believe that education on consent and sexual assault prevention should include discussions on clothing choices?

	Frequency	Percentage
Yes	81	47.6
No	41	24.1
Maybe	48	28.2
Total	170	100.0

Table 15: Education on consent

The analysis of the question "Do you believe that education on consent and sexual assault prevention should include discussions on clothing choices?" indicates that the responses were mixed. Approximately 47.6% of the participants answered yes, indicating that they believed clothing choices should be discussed in education on consent and sexual assault prevention. About 28.2% of participants answered maybe, indicating some uncertainty on whether clothing choices should be included in education on consent and sexual assault prevention. Finally, 24.1% of the participants answered no, indicating that they do not believe clothing choices should be discussed in education on consent and sexual assault prevention. The mixed responses suggest that while some individuals believe that clothing choices should be included in discussions on consent and sexual assault prevention, others may hold different opinions on the matter. These findings may be used to guide the development of educational programs and interventions aimed at preventing sexual assault, including whether or not to include discussions on clothing choices in such initiatives. These responses have a Mean value of 1.81 and Standard Deviation value of 0.852.

5.2 Correlation statistics

Correlation is a statistical measure that quantifies the relationship between two variables. It is used to determine how changes in one variable are associated with changes in another variable. Correlation statistics provide insights into the strength and direction of the relationship between variables, but they do not establish causation.

Correlation statistics are widely used in research to explore relationships between variables and to test hypotheses.

		Give cues	Apparel
Give cues	Pearson Correlation	1	.005
	Sig. (2-tailed)		.945
	N	170	170
Apparel	Pearson Correlation	.005	1
	Sig. (2-tailed)	.945	
	N	170	170

The correlation analysis provided suggests that there is no significant correlation between the two variables - "Apparel" and the variable represented by the given cues at .5 level of significance.

5.3 Findings

Most respondents (82.5%) are between the age group of 18-26, with a smaller portion (15.8%) between 27 -35. The majority of respondents (63.2%) are female, while 36.8% are male. Nearly half of the respondents (47.4%) answered "no" to the question of whether dressing can give cues to sexual information. A significant portion of respondents (33.9%) answered "very unlikely" to the question of how likely they are to make assumptions about someone's sexual availability based on their clothing. Another significant portion of respondents (31%) answered "unlikely" to the question of whether different types of clothing (e.g., tight fitting, revealing, and certain colors) are more likely to indicate sexual interest than others.

About a third of respondents (30.4%) agreed with the statement that apparel can play a major role in sexual crimes against women. The majority of respondents (71.9%) have heard of the term "victim blaming. A large portion of respondents (57.9%) strongly disagree with the people blaming the victims of sexual assault. While 45.6% answered "yes" and 32.7% answered "maybe" to the question of whether sexual assault is solely the fault of the perpetrator regardless of what the victim is wearing. Most respondents (81.3%) answered "no" to the question of whether they have ever been sexually assaulted or harassed due to their choice of clothing.

The most common factor contributing to sex crimes against females, according to respondents, is lack of enforcement of laws against sexual assault (36.8%). A significant portion of respondents (46.2%) believe that rape culture exists in their community, while 35.7% are unsure. About 30% of respondents agree that societal attitudes towards women's clothing contribute to rape culture and victim blaming in sexual assault cases, while 26.3% are neutral. A majority of respondents (63.2%) strongly agree with the statement that women should be able to wear whatever they want without fear of being sexually assaulted. Regarding education on consent and sexual assault prevention, almost half of the respondents (47.4%) believe that it should include discussions on clothing choices, while 28.1% are neutral and 24.6% answered "no."

In this research, the researcher found out that there is no correlation between the apparel and the transmission of sexual information which confirmed hypothesis of the research. This is the major finding of the research as there is no other research done in this topic.

5.4 Discussion

The relationship between dressing and sexual information has been a subject of controversy and debate for a long time. This discussion is especially relevant in the context of sexual assault and victim blaming. The findings shows that a significant number of respondents do not believe that dressing can give cues to sexual information. This suggests that people are becoming more aware of the fact that clothing does not indicate sexual availability, and it is not

an invitation for sexual assault. However, a considerable proportion of respondents reported being very unlikely to make assumptions about someone's sexual availability based on their clothing.

Gender also plays a significant role in the perception of clothing as a cue to sexual information. The results show that 63.2% of the respondents were female and 36.8% were male. It is worth noting that females are more likely to be the victims of sexual assault, and their opinions on this matter are more critical. This explains why a higher percentage of females were more likely to agree with the statement "Women should be able to wear whatever they want without fear of being sexually assaulted" than males.

The study also found that a significant number of respondents believe that apparel can play a major role in sexual crimes against women. This supports the idea that a victim's clothing may influence a perpetrator's decision to commit sexual assault. However, it is important to note that the responsibility for the crime rests solely with the perpetrator, and the victim should never be blamed. The findings also reveal that a majority of the respondents have heard of the term victim blaming. This indicates that people are becoming more aware of the damaging effects of victim blaming and its contribution to rape culture. Additionally, 57.9% of the respondents strongly disagree with the people blaming the victims of sexual assault. This demonstrates a growing awareness of the importance of holding perpetrators accountable for their actions.

Regarding the question of whether sexual assault is solely the fault of the perpetrator regardless of what the victim is wearing, 45.6% answered yes, and 32.7% answered maybe. This indicates that some respondents may still hold the belief that clothing is a contributing factor to sexual assault, although they recognize that the responsibility lies solely with the perpetrator. The majority of respondents answered „no" to the question of whether they have ever been sexually assaulted or harassed due to their choice of clothing. This indicates that clothing is not a significant factor in determining the likelihood of sexual assault.

Furthermore, when asked about the most important factors contributing to sex crimes against females, 36.8% of the respondents answered lack of enforcement of laws against sexual assault. This suggests that more needs to be done to enforce laws against sexual assault and to hold perpetrators accountable for their actions. Regarding the existence of rape culture in their community, 46.2% of the respondents answered yes, and 35.7% were unsure. This indicates that many people are still uncertain about the existence of rape culture and the impact it has on sexual assault and victim blaming.

Lastly, a significant number of respondents agree that societal attitudes towards women's clothing contribute to rape culture and victim blaming in sexual assault cases. Additionally, a majority of the respondents strongly agree that women should be able to wear whatever they want without fear of being sexually assaulted. This highlights the importance of educating society on consent and sexual assault prevention, including discussions on clothing choices, as indicated by the respondents.

Chapter 6: Summary, Suggestions and Conclusion

6.1 Introduction

The research work was carried out with the sole purpose of finding on the relation between dressing and sexual information. Based on the samples and responses given by the researcher meticulously analyzed the samples using the SPSS analytical software and came out with the result of the findings.

6.2 Purpose of the study

The main purpose of this research is to study the role of dressing as a cue to sexual information and its impact on sexual assault and other sex crimes against females. The study aims to contribute to a better understanding of the complex interplay between dress, sexual information and sexual violence.

6.3 Re-Statement of the problem

The problem statement for this research topic is „Dressing as a cue to sexual information and its impact on sexual assault and other sex crimes against females". The study aims to investigate the relation between the dressing and sexual information.

6.4 Objective of the Study

Main Objective:

To study the role of dressing as a cue to sexual information

Sub-Objectives:

- To analyze the provocative dressing as the cause to sexual assault.
- To study apparel as one of the factors in sexual crimes against females.
- To study the relation between dress and sexual intentions of the wearer.

6.5 Methodology in Brief

To validate and develop my study on a dressing as a cue to sexual information, 170 participants were selected through random sampling. The sample was collected through questionnaire which was sent to the participants via Google Forms. The data analysis was done by using the software IBM SPSS Statistics 20 and the results are presented as tables.

6.5 Conclusions Based on the Findings of the Study

The research on dressing as a cue to sexual information reveals some interesting findings about people's beliefs and attitudes towards this topic. Firstly, a significant proportion of respondents (47.4%) answered "no" when asked if they believe that dressing can give cues to sexual information. This suggests that a substantial number of people do not perceive clothing as a reliable indicator of someone's sexual interest or availability.

Moreover, a considerable percentage of participants (33.9%) reported being "very unlikely" to make assumptions about someone's sexual availability based on their clothing, and another 31% were "unlikely" to think that certain types of clothing are more likely to indicate sexual interest than others. These results suggest that people do not rely heavily on clothing cues when making assumptions about someone's sexual interest.

However, the findings also reveal that many people acknowledge the role of clothing in sexual crimes against women. 30.4% of participants agreed with the statement that apparel can play a major role in sexual crimes against women, indicating that clothing choices can contribute to victimization. Additionally, a majority of respondents (71.9%) had heard of the term "victim blaming," and 57.9% strongly disagreed with the idea of blaming victims of sexual assault.

Furthermore, the study found that a significant proportion of participants (45.6%) believed that sexual assault is not solely the fault of the perpetrator, and clothing is not a determining factor in the occurrence of the crime. However, the majority of respondents (81.3%) had not experienced sexual assault or harassment due to their choice of clothing, indicating that clothing is not the primary factor contributing to sexual assault.

In terms of factors contributing to sex crimes against females, a considerable number of participants (36.8%) pointed to the lack of enforcement of laws against sexual assault. This suggests that systemic issues and a failure to hold perpetrators accountable may be significant contributors to sexual violence against women.

Additionally, the research found that many people believe that rape culture exists in their community (46.2%) and that societal attitudes towards women's clothing contribute to rape culture and victim-blaming in sexual assault cases (29.8% agree, 26.3% neutral). However, a majority of respondents (63.2%) strongly agreed that women should be able to wear whatever

they want without fear of being sexually assaulted.

Finally, almost half of the participants (47.4%) believed that education on consent and sexual assault prevention should include discussions on clothing choices. This suggests that people recognize the importance of discussing clothing as a potential factor in sexual assault and that educating individuals on this topic could contribute to the prevention of sexual violence. Overall, the findings highlight the complexity of the issue of dressing as a cue to sexual information and suggest that clothing is only one of many factors that contribute to sexual assault

6.6 Suggestion for Further Studies

Further research could investigate how different types of clothing and styles are perceived by different groups of people (e.g., gender, age, ethnicity, sexual orientation) in terms of sexual interest and availability

Further research could investigate the role of media, advertising, and popular culture in shaping people's attitudes towards dressing and sexuality.

Further research could investigate the effectiveness of current sexual assault prevention and education programs, including the extent to which they address the issue of clothing choices and their role in sexual violence.

Further research could investigate the impact of different societal factors (e.g., laws and policies, media representations, social norms) on the prevalence of rape culture and victim blaming in different communities.

6.7 Conclusion

Based on the responses to the questions, it can be concluded that there is a lack of consensus on whether dressing can give cues to sexual information. While nearly half of the respondents answered "no," the remaining participants were either unsure or agreed that dressing could give such cues. It is also evident that societal attitudes towards women's clothing contribute to rape culture and victim blaming in sexual assault cases. However, a majority of respondents strongly disagree with victim-blaming and believe that sexual assault is solely the fault of the perpetrator, regardless of what the victim is wearing. The majority of respondents also strongly agree that women should be able to wear whatever they want without fear of being sexually assaulted. Moreover, there is support for including discussions on clothing choices in education on consent and sexual assault prevention.

Bibliography

Cassidy, L., & Hurrel, R. M. (1995). The influence of victim's attire on adolescents' judgments of date rape. *Adolescence*, 319-323.

Jean, S. (2006). I am what I wear: the use of dress in constructing and evaluating sexual identity. *HONORS CAPSTONE PROJECTS- ALL*, 34-49.

Johnson, K., Lennon, S. J., & Rudd, N. (2014). Dress, Body and Self: research in the social psychology of dress. *Fashion and Textiles*, 2-10.

Lembo, J. (2019, august). *Shots and Short Skirts: an examination of how alcohol and dress cues influence college students' Interpretations of sexual interest and consent".* Retrieved from search.proquest.com: https://search.proquest.com/openview/174dffd0f06f503ec6333b6bf47a952a/1?pq-origsite=gscholar&cbl=44156

Lembo, J. (n.d.). Shots and Short Skirts: an examination of how alcohol and dress cues influence college students' Interpretations of sexual interest and consent".

Montemurro, B., & Gillen, M. M. (2013). How Clothes Make the Woman Immoral: Impressions Given Off by Sexualized Clothing. *Clothing and Textiles Research Journal*, 167-181.

Moor, A. (2010). "She Dresses to Attract, He Perceives Seduction: A Gender Gap in Attribution of Intent to Women"s Revealing Style of Dress and its Relation to Blaming the Victims of Sexual Violence,". *Journal of International Women's Studies*, 114-127.

Pazda, A. D., Prokop, P., & Elliot, A. J. (2014). Red and Romantic Rivalry: Viewing Another Woman in Red Increases Perceptions of Sexual Receptivity, Derogation, and Intentions to Mate-Guard. *Personality and Social Psychology Bulletin*, 1260-1269.

Schult, D. G., & Schneider, L. J. (1987). "The role of sexual provocativeness, rape history, and observer gender in perceptions of blame in sexual assault".

Smolak, L., Murnen, S. K., & Myers, T. A. (2014). Sexualizing the Self: What College Women and Men Think About and Do to Be "Sexy". *Psychology of Women Quarterly*, 379-397.

Vali, D., & Rizzo, N. D. (1991). Apparel as one factor in sex crimes against young females: Professional opinions of U.S. psychiatrists. *International Journal of Offender Therapy and Comparative Criminology*, 167-181.

Appendix

1. Age
a) 18-26
b) 27-35
c) 36-44
d) 45 or older

2. Gender
 a) Male
 b) Female
 c) Others

3. Do you believe that dressing can give cues to sexual information?
 a) Yes
 b) No
 c) Sometimes

4. How likely are you to make assumptions about someone‟s sexual availability based on their clothing?
 a) Very Likely
 b) Somewhat Likely
 c) Neutral
 d) Somewhat Unlikely
 e) Very Unlikely

5. Do you think different types of clothing (eg; tight fitting, revealing, certain colours) are more likely to indicate sexual interest than others?
 a) Likely
 b) Very Likely
 c) Neutral
 d) Unlikely
 e) Very Unlikely

6. How much do you agree or disagree with the following statement "Apparel can play a

major role in sexual crimes against women?
       a) Agree
       b) Strongly Agree
       c) Neutral
       d) Disagree
       e) Strongly Disagree

7. Have you ever heard of the term "victim blaming"?
       a) Yes
       b) No

8. Do you agree with the people blaming the victims of sexual assault for what they were wearing?
       a) Agree
       b) Strongly Agree
       c) Neutral
       d) Disagree
       e) Strongly Disagree

9. Do you believe that sexual assault is solely the fault of the perpetrator regardless of what the victim is wearing?
       a) Yes
       b) No
       c) May be

10. Have you ever been sexually assaulted or harassed due to your choice of clothing?
       a) Yes
       b) No
       c) Prefer not to say

11. In your opinion, what are the most important factors contributing to sex crimes against females?
       a) Provocative dressing
        b) Lack of education on consent
       c) Patriarchal societal norms
       d) Lack of enforcement of laws against sexual assault

e) Others

12. Do you think that rape culture exists in your community?

    a) Yes

    b) No

    c) Unsure

13. Societal attitudes towards women's clothing contribute to rape culture and victim blaming in sexual assault cases.

    a) Agree

    b) Strongly agree

    c) Neutral

    d) Disagree

        e) Strongly disagree

14. How likely you think that women should be able to wear whatever they want without fear of being sexually assaulted?

    a) Likely

    b) Very likely

    c) Neutral

    d) Unlikely

    e) Very unlikely

15. Do you believe that education on consent and sexual assault prevention should include discussions on clothing choices?

    a) Yes

    b) No

    c) May be

IMPACT OF ASTROLOGICAL ADS ON PEOPLE'S BELIEFS AND BEHAVIOUR

BY
HARSHA KV
Reg. No. C1GMCJ1009

UNDER THE GUIDANCE OF
DR. FR. BASTIN NELLISSERY

DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU, KANNUR

April 2023

IMPACT OF ASTROLOGICAL ADS ON PEOPLE'S BELIEFS AND BEHAVIOUR

DISSERTATION SUBMITTED TO THE KANNUR UNIVERSITY IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

BY
HARSHA KV
Reg. No. C1GMCJ1009

UNDER THE GUIDANCE OF
DR. FR. BASTIN NELLISSERY

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU, IRITTY, KANNUR- 670706

APRIL, 2023

Department of
Mass communication & journalism

Don Bosco Arts & Science College
Angadikadavu Kannur

CERTIFICATE

This is to certify that the dissertation entitled, "**IMPACT OF ASTROLOGICAL ADS ON PEOPLE'S BELIEFS AND BEHAVIOUR**" is a Bonafide record of work done by HARSHA K V under the guidance of Dr. Fr. Bastin Nellissery in partial fulfilment of the requirement for the award of the degree of Master of Arts in Journalism and Mass Communication during the period of her study (2021 - 2023) in the Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu, Kannur, affiliated to the Kannur University.

DR. FR. BASTIN NELLISSERY
Head, Department of Mass Communication & Journalism
Don Bosco Arts and Science College

DECLARATION

I, **Ms HARSHA KV,** the undersigned, hereby declare that the dissertation entitled, **"IMPACT OF ASTROLOGICAL ADS ON PEOPLE'S BELIEFS AND BEHAVIOUR"** submitted to the Kannur University, in partial fulfilment of the requirement for the award of the degree of **Master Of Arts in Journalism & Mass Communication**, is a Bonafide work done by me under the guidance of Dr. Fr. Bastin Nellissery, Head, Department of Mass Communication & Journalsim, Don Bosco Arts and Science College, Angadikadavu. This work has not been placed by anybody in the University for the Award of any degree or diploma.

ANGADIKADAVU

HARSHA KV

APRIL 2023

ACKNOWLEDGEMENT

ABSTRACT

Astrology has been a popular topic for centuries, with many people believing that it can provide insight into their personality, relationships, and future. Astrological ads are becoming increasingly popular in the advertising industry, with many businesses using astrology to attract and persuade customers to buy products or services. Astrological ads are commonly found in various media platforms, such as social media, magazines, and websites. This study aims to investigate the impact of astrological ads on people's beliefs about astrology and their subsequent behaviour. The aim of this study is to explore the relationship between exposure to astrological ads and changes in beliefs and behaviour. Data is gathered from 200 peoples from Kannur district. The findings revealed that astrological advertisements had a significant effect on people's beliefs. The study found that astrological advertisements influenced people's behaviour. The study identified several factors that influence the effectiveness of astrological ads, such as the individual's prior beliefs about astrology, their level of education, and their personality traits The study concludes that astrological advertisements can exert a powerful influence on people's beliefs and behaviour.

Key words: Astrology, Advertisement

TABLE OF CONTENT

LIST OF TABLES

CHAPTER I

INTRODUCTION

1.1 Introduction

Astrology has been a part of human culture for thousands of years, and it remains popular today, with many people believing that astrological signs and horoscopes can provide insights into their personality, relationships, and future.

Astrology is the study of the movements and relative positions of celestial bodies and their influence on human affairs and the natural world. By studying the positions of the planets and stars at the time of your birth, astrologers can help you gain a deeper understanding of your personality, strengths, weaknesses, and potential paths in life

Astrological advertising is a marketing technique that utilizes astrological symbols and predictions to persuade people to purchase products or services. Astrological advertisement is a type of marketing communication that promotes astrology services, products, or content. Astrology is a belief system that suggests the movements and positions of celestial bodies can influence human affairs and the natural world. In recent years, astrological ads have become a common form of advertising, with many businesses using astrology to attract and persuade customers to buy products or services. However, the effectiveness of astrological ads is a topic of debate, with some arguing that they are nothing more than gimmicks, while others claim that they can have a significant impact on consumer behaviour. Astrological advertising aims to attract potential customers by emphasizing the benefits of astrology and how it can help them gain insights into their lives, relationships, and future.

Astrological advertisement can take many forms, including online ads, social media posts, email marketing, print ads, billboards, and more. These ads often use colourful and engaging visuals, catchy headlines, and persuasive language to grab the attention of potential customers and convince them to try astrology services or products the impact of astrological ads on people's beliefs and behaviour is a topic of interest to marketers, psychologists, and sociologists.

Studies have shown that astrological ads can influence people's beliefs and behaviour in several ways. For example, research has suggested that people who read horoscopes are more likely to believe in astrology and use it to make decisions in their daily lives. Astrological ads can also create a sense of personalization and connection with the consumer by making them feel understood and catered to on an individual level.

However, there is also criticism of astrological advertising, as some argue that it perpetuates pseudoscientific beliefs and can exploit vulnerable individuals who are seeking guidance or answers in their lives.

To study the impact of astrological ads on people's beliefs and behaviour, researchers may conduct surveys or experiments to measure attitudes and behaviours before and after exposure to astrological ads. They may also analyse sales data to see if there is a correlation between the use of astrological symbolism in advertising and consumer purchasing behaviour. Overall, the study of astrological ads and their impact on people's beliefs and behaviour is an important area of research for understanding the influence of marketing and popular culture on individuals and society.

1.2 Need and significance of the study

The study of the impact of astrological ads on people's beliefs and behaviour can be important for several reasons.

Astrology has been popular for centuries, and many people base important decisions on their horoscopes or astrological readings. Therefore, understanding how astrological ads affect people's beliefs and behaviour is important to understand the potential influence of these ads on individuals.

Advertisers often use astrological signs to target specific audiences, and understanding the effectiveness of these ads is important for marketers. By knowing how astrological ads affect people, marketers can tailor their advertisements to be more effective and appealing to their target audience.

The study of the impact of astrological ads on people's beliefs and behaviour can contribute to a better understanding of the relationship between advertising and consumer behaviour. This knowledge can help us to better understand how advertising affects people's attitudes and behaviours, which can be useful in developing more effective and ethical advertising strategies.

Studying the impact of astrological ads on people's beliefs and behaviour can provide valuable insights into the effectiveness and ethical implications of these ads, as well as their potential influence on individuals and society as a whole.

1.3 Statement of the problem

The purpose of this research is to investigate the impact of astrological ads on people's beliefs and behaviour. Astrological ads are a common form of advertising that utilizes astrology to attract and persuade customers to buy products or services. This research aims to explore the extent to which astrological ads influence people's beliefs about astrology, and whether this belief translates into changes in their behaviour, such as purchasing behaviour or decision-making. The study will also examine the factors that affect the effectiveness of astrological ads, such as the individual's prior beliefs about astrology, their level of education, and their personality traits. Through a combination of surveys and experimental designs, this research aims to provide insights into the effectiveness of astrological ads and their impact on consumer behaviour

1.4 Operational definitions of the key words
Astrology

Astrology is a belief system that suggests a connection between the positions of celestial objects and events and personality traits, human affairs, and natural phenomena on earth. It is based on the idea that there is a relationship between the positions and movements of the sun, moon, planets, and stars and the events that occur on Earth. Astrology has been practised in various forms for thousands of years and has played a significant role in many cultures' spiritual, philosophical, and scientific traditions. Astrology is also used as a tool for predicting future events and understanding the past.

Advertisement

Advertisement, also known as advertising, refers to the practice of promoting products, services, ideas, or messages to a target audience through various media channels, such as television, radio, print, online, or outdoor advertising. The primary goal of advertising is to create awareness, generate interest, and persuade people to take a specific action, such as purchasing a product, visiting a website, or subscribing to a service. Advertising typically involves creating and delivering a message that appeals to the target audience's needs, wants, desires, emotions, or values, using various creative and persuasive techniques. Successful

advertising campaigns often rely on market research, consumer psychology, branding, and marketing strategies to achieve their objectives.

1.5 Objectives of the study

Main objective

> **T**o examine the Impact of Astrological Ads on People's Beliefs and Behaviour

Sub objectives

- To explore the relationship between astrological advertisements on individuals behaviour and decision making
- To investigate how many people are influenced by astrological advertisement
- To find out how many people actually believes in astrological ads

1.6 Methodology in brief

Quantitative methodology was used for the research. Quantitative research is the process of collecting and analysing numerical data.

Hypothesis

> Astrological advertisement influence people's behaviour, decision making and beliefs

1.7 Scope and limitation of the study

1.7.1 Scope

The scope of the study on the impact of astrological ads on people's beliefs and behaviour would be to investigate how these types of advertisements influence people's attitudes, beliefs, and behaviours. This study can also examine the effectiveness of astrological advertisements in marketing campaigns and their impact on consumer behaviour.

1.7.2 Limitation

The research is conducted within the limited circle of knowledge and resources of the re-searcher. Time spend for research is also inadequate. Samples collected through Google Form are analysed and studied here.

1.8 Organisation of the report

Chapter 1 consists of the need and significance of the study, statement of the problem, operational definition, objectives, methodology, scope and limitation of the study. Chapter 2 consists of theoretical overview. Chapter 3 consists of the review of the literature of the studies related to the topic. Chapter 4 consists of the methodology of the study, the variables, and samples, description of the tool and the administration of the tool. Chapter 5 consists of the analysis and the interpretation of the content. Chapter 6s consist of the summary, conclusion and suggestion of the study. The implication of the study and the suggestion for further research are discussed.

CHAPTER II

THEORETICAL OVERVIEW

2.1 Introduction

Theories play a crucial role in research, as they provide a framework for understanding and explaining phenomena. A theory is a set of interconnected ideas and concepts that explain how and why certain things happen in the world. Theories are developed through a systematic process of observation, experimentation, and analysis, and they are used to guide research in many fields, including social sciences, natural sciences, and humanities.

Theories provide a way to make sense of complex phenomena by organizing and interpreting data. They help researchers to identify patterns, relationships, and causal factors, and to develop hypotheses and test them. Theories also enable researchers to generate new knowledge by providing a basis for future research. Theories can be used to make predictions about future events and to guide decision-making. They can inform policy-making and contribute to the development of new technologies and innovations. Theories are also important for building consensus among researchers and providing a common language and framework for communication.

2.2 Cultivation Theory

Cultivation theory is a communication theory that suggests that the repeated exposure to media messages can shape individuals' perceptions of social reality. It was first proposed by George Gerbner, a communications professor at the University of Pennsylvania, in the 1960s.

According to Cultivation Theory, individuals who are exposed to a high level of television programming over time are likely to perceive the world in ways that are consistent with the messages they see on television. This process of cultivation can occur gradually over time and can influence individuals' beliefs, attitudes, and behaviours.

The theory is based on the idea that television is a central cultural institution that plays a powerful role in shaping people's perceptions of reality. Television programming provides a highly consistent and stable view of the world, and the messages conveyed through television tend to be highly repetitive and consistent over time.

Cultivation Theory suggests that individuals who are exposed to a high level of television programming are likely to develop a "cultivated" view of the world that is consistent with the messages conveyed on television. This cultivated view of the world can be characterized by a range of beliefs and attitudes, including a sense of social order, a belief in the effectiveness of law enforcement, and a fear of crime and violence.

Critics of Cultivation Theory have argued that the theory overlooks the diversity of individuals' experiences with television and the complex ways in which people interpret and respond to media messages. Others have suggested that the theory fails to take into account

the role of other social factors, such as family and community influences, in shaping individuals' perceptions of reality.

Despite these criticisms, Cultivation Theory remains an influential perspective on the role of television and media in shaping individuals' beliefs and attitudes

2.3 Social learning theory

Social Learning Theory, also known as observational learning theory or social cognitive theory is a communication theory that emphasizes the role of observation and imitation in learning. The theory was developed by Albert Bandura in the 1960s and 1970s and has been widely used to explain a variety of behaviours, including aggression, prosaically behaviour, and health-related behaviours.

According to Social Learning Theory, people learn new behaviours by observing others and the consequences of their behaviour. The theory emphasizes the importance of four key factors in the learning process:

Attention: Individuals must pay attention to the behaviour of others in order to learn from it. Attention is influenced by the characteristics of the model, the observer, and the situation.

Retention: Individuals must be able to retain the information they have observed in order to use it later. This is influenced by factors such as the complexity of the behaviour, the observer's cognitive abilities, and the availability of cues to help with recall.

Reproduction: Individuals must be able to reproduce the behaviour they have observed. This is influenced by factors such as the observer's physical abilities, the complexity of the behaviour, and the availability of resources to help with reproduction.

Motivation: Individuals must be motivated to learn and reproduce the behaviour they have observed. Motivation is influenced by factors such as the perceived benefits and costs of the behaviour, the observer's self-efficacy (confidence in their ability to perform the behaviour), and the social norms surrounding the behaviour.

Social Learning Theory emphasizes the importance of reinforcement in the learning process. Reinforcement can be positive (e.g., rewards) or negative (e.g., punishments) and can influence individuals' motivation to learn and reproduce behaviour

Critics of Social Learning Theory have argued that the theory oversimplifies the learning process and overlooks the role of other factors, such as genetics and cognitive development, in shaping behaviour. Others have suggested that the theory fails to take into account the role of individual differences in learning and behaviour.

Despite these criticisms, Social Learning Theory remains an influential perspective on the role of observation and imitation in learning and behaviour. The theory has been applied in a variety of fields, including education, psychology, and communication.

CHAPTER III

REVIEW OF LITERATURE

3.1 Introduction

A literature review is an overview of the previously published works on a specific topic. Literature review provides the researcher or author and the audience with general image of the existing knowledge on the topic. A literature review shows the readers that how the research fits into and adds to an existing body of agreed knowledge. A good literature review can ensure that a proper research question has been asked and a proper theoretical framework or research methodology has been chosen.

3.2 Review of related studies

Mehmet bas and Yagmur Kubilay in their research The Effect of Astrology on Women's Buying Behaviour a relationship between horoscopes and women's buying behaviour was examined. Analyses are done depending on horoscopes and ascendant signs. In the first part of this study, demographic factors are identified such as age, educational and marital status. According to the tables, key shopping elements and the place in which shopping is preformed show an alteration in terms of horoscopes and ascendant signs. Moreover, considering Likert scale questionnaire characteristics related to the shopping are differents. Questionnaires show that the answers examined in terms of the groups of horoscopes and ascendant signs of the participants of this study are not the same. In conclusion, this study indicates that date of birth may have an impact on women's buying behaviours in certain market situations. Women are more prone to the effects of astrology. Therefore, when marketers segment the markets related to women, they should take into consideration both horoscopes and ascendant signs (Mehmet Bas, Yagmur Kubilay, 2016).

Sasiwimon Temcharoenkit and Donald A. Johnson in their Article factors influencing attitudes toward astrology and making relationship decisions among Thai adults say that people usually stick to their traditional beliefs and values, and find it difficult to leave those traditional beliefs behind. A plethora of studies have led to the conclusion that many people strongly believe the sociohistorical perspective of consulting with astrologers before making an important life decision. In the process of visiting fortune tellers, the female population has been found to be more involved as compared to the male population. Explicitly, people have

a number of different needs and concerns that they want to consult with astrologers. Nevertheless, it has been argued that people with a lower educational level are more interested in astrology as compared to those with a high educational level. However, the present study failed to find any such difference between educational levels for preference for consulting fortune tellers. This could be due to a number of limitations such as cultural differences, or the relatively small number of people in the sample with less than a bachelor's degree. Thai people were found to be relatively equally involved in consulting fortune tellers, regardless of their educational level (Sasiwimon Temcharoenkit, Donald A. Johnson, 2021).

Short communication in Ida Andersson article Personality and Individual, Even the stars think that I am superior: Personality, intelligence and belief in astrology investigate how individual differences relate to belief in astrology. The main result showed that the higher the narcissism, perhaps surprisingly, the higher the belief in astrology. The positive association is possibly due to the self-centred worldview uniting them. Furthermore, cultural aspects of millennia's may emphasize the uniqueness of individuals which might lead to a more egocentric view of the world, and thus relate to narcissistic traits. Further, since astrological predictions and horoscopes tend to be positively framed, this reinforces grandiose feelings and thus might appeal even more to narcissists. Note that narcissistic traits correlated with the belief that astrology is supported by science which leads to a speculation that narcissists may generally be more fact resistant. Other interesting findings was that the higher the level of intelligence, the lower the belief in astrology as well as that agreeable people tend to report believing in astrology more. Seeing how most personality predictors were small in magnitude, this leaves room for many other variables influencing belief in astrology. Speculatively, additional predictors could be cohort-effects, educational levels, occupations, and others (Andersson, 2022).

Martin Bauer and John Durant in their research Belief in Astrology: a social-psychological analysis citing recent concerns at the rise of astrology as an anti-science phenomenon, East and West. Kapitza suggests that in part the rise of antiscience in the (former) Soviet Union may be explicable in terms of the ideological collapse of the Soviet empire. Such a collapse may be expected to have left an intellectual and spiritual vacuum, and this in turn will have helped to bring about a certain amount of social disintegration. Similarly, Holton proposes that the anti-science phenomenon in the United States Martin Bauer and John Durant Culture and Cosmos 69 should be understood as part of a deeper opposition both to the authority of

science and to a certain conception of modernity. Both of these analyses invite us to consider popular belief in astrology as a great deal more than the passive result of mere ignorance. In general, there are three different ways of approaching the problem of popular belief in astrology. First, it may be regarded positivistic ally, as an anachronistic survival of a pre-scientific world-view. In this context, popular belief in astrology is seen as an atavistic phenomenon. Second, it may be regarded anthropologically, as an alternative world-view deserving of attention and respect in its own right. In this context, we are required to make no value-judgements about the respective merits of non-scientific and scientific positions. Third, it may be regarded sociologically, as one among a number of potential compensatory activities that may be attractive to individuals who are struggling to come to terms with the uncertainties of life in late modernity. In this paper, we have inclined towards the last of these approaches. Belief in astrology is rather a matter of the moral fabric of modern society than of scientific literacy. It seems that in Britain, as in Germany or France, belief in astrology is prevalent among particular social groups; groups which, as we have indicated, may be experiencing difficulty in accommodating their religious feelings to life in an uncertain post-industrial culture. Paradoxical as it may seem, therefore, we conclude that popular belief in astrology may be part and parcel of late modernity itself (Martin Bauer, John Durant, 1997).

Nick Allum in his article What Makes Some People Think Astrology is Scientific? Says that Europeans have a range of beliefs about astrology and its status as a scientific or quasiscientific subject. The evidence from the experiment and from the observational data show that there is considerable blurring over what the term means. There is a clear confusion between astronomy and astrology. There are also widely differing opinions on horoscopes as compared to astrology, even though one might consider the two as functionally equivalent to most intents and purposes. Astrology is regarded as more scientific than horoscopes. Perhaps previous research on science literacy that has gauged the credulousness of citizens about astrology has led to rather more pessimistic conclusions than are really warranted. However, science literacy clearly makes a difference. Net of a range of other potential confounding influences, the better is one's understanding of scientific terms and concepts, as well as factual knowledge of science, the better one is able to distinguish science from pseudo-science. This immunising effect of scientific knowledge is perhaps not a surprising finding, but one that underlines the utility of these survey indicators in distinguishing between modes of citizen reasoning about science and confirms the importance of scientific literacy in

helping Europeans make informed judgments about the validity of pseudoscientific claims (Nick, 2010).

William eamon in his research Astrology and Society states that astrology survived, in spite of itself. The notion that the universe forms a coherent and meaningful whole, and that everything in this world has its correspondence in the larger world. Contrary to the Church's worry, early modern people did not regard astrology as a form of astral determinism. Nor did astrology necessarily imply fatalism. It was simply one of many forms of divination that people had recourse to in order to find missing persons and objects, peer into the future, and make life decisions. In the 1630s, the inquisition of Toledo investigated an astrologer by the name of Cristobel Rodriguez, whose eclectic blend of divinatory methods included astrology, conjuring, and hydromancy. Astrology fulfilled a basic human need of reducing uncertainty, and perhaps made people feel as if they have a greater sense of control over the future. Whether to know what may come, discover a thief, or find answers to questions that vexed them, people sought help in the stars, because there was nowhere else to turn. It is evident that advertising impacts on the consumer brand perception and behaviour and this explains continued huge investment by Walton Bangladesh in advertising. It also found different types of advertising used by corporations to generate desire, interest, and the drive to purchase products and services (eamon, academia.edu, 2013).

Nikita Purnama in her article When astrology becomes marketing strategy states that astrology can greatly influence and even validate a person's self-concept, as well as increase their certainty about their personal attributes. In short, astrology encourages self-reflection to enable individuals to understand themselves and their environment better. Many people often agree with astrology because whether it's a coincidence or not, the forecast is similar to their conditions and characters. Astrology is a pseudoscience that studies the movements and positions of celestial objects which are claimed to influence human affairs and terrestrial events. With that set of beliefs, astrology often also walks side-by-side with the school of divination. Public figures, politician, actors consulted with astrologers to help with both public and private decision making. Even if people approach this astrological topic with varying degrees of scepticism, developed civilisations have relied on it for millennia. As a seafaring community back in the olden days, both astronomy and astrology were vital to the livelihood of the ancient Bugis-Makassar community. This is shown from one of their ancient scripts, *lontara Pananrang*, which contains information about their own specific calendar

system used in the society prior to the 18th century. Society might not be as reliant as it was back then on astrology for its livelihood, but even during the present time; horoscopes are still a popular topic in everyday life. In some select cases, people reflect their belief in astrology to the point that they screen people with certain signs for professional works. The power of astrology is still quite favoured in our modern society, and its presence is undeniable (Purnama, 2022).

Scott A. McCrea MSc In his article The Final Word on Astrology and Personality claimed that a person's belief in astrology might influence how they describe their own personality, through a self-stereotyping process. In one study with 422 people (Van Rooij, 1999), participants indicated how well 96 traits (8 for each sun sign) derived from astrological literature applied to them. Participants were considered to have astrological knowledge if they knew their own sun sign and at least three traits associated with it. Indeed, astrologically knowledgeable participants were found to be more likely to apply the relevant traits to themselves than those without such knowledge (MSc., 2022).

Narbutas Valdas,Jakstiene Sandra,Dalia Susniene in theie article The Psychological Impact of Advertising on the Customer Behavior says that advertising influences the customer through the cognitive aspects. Cognition is related to the fact that an individual perceives the information advertised through senses, perception, attention, memory, reasoning, language, etc. It is possible to state that one of the most important tasks advertising performs is to distinguish the item or service advertised, attract the customer's attention and sustain his/her attention. On the basis of theoretical analysis three aspects - cognitive, emotional and behavioural - were identified and evaluated during the survey. Advertising plays a major role in modern life. It shapes the attitudes of the society and the individual and inevitably influences customer behaviour. The customer has to contend with a huge amount of information and be able to make a choice, draw conclusions and make important decisions. The most important task for a business advertising itself is to present its product in such a manner that the whole environment around the buyer turns into a positive emotional stimulus. The main goal of advertising a certain product or service is to attract the customer's attention and analyse the impact of advertising on customer behaviour, which is determined by a multitude of aspects, although the psychological-cognitive, emotional and behavioural-ones play the most important role (Narbutas Valdas,Jakstiene Sandra,Dalia Susniene, 2008).

CHAPTER IV

METHODOLOGY

4.1 Introduction

Research methodology is the specific procedures or techniques used to identify, select process and analyse information about a topic. In a research paper the methodology section allows the reader to critically evaluate a study's overall validity and reliability. It is also a systematic method used to solve the research problem. Various analytical techniques are adapted to achieve the objective of the topic, Impact of Astrological Ads on People's Beliefs and Behaviour

4.2 Methods adopted for the study

Quantitative Analysis

Quantitative analysis is a technique that uses mathematical and statistical modelling, measurement and research to understand behaviour. Quantitative analysts represent a given reality in terms of a numerical value.

4.3 Variables

Variables represent the measurable traits that can change over the course of a scientific experiment. Variable represents a measurable attribute that varies with groups, people individual etc. The independent variables do affect the dependent variables. Independent variable is manipulated by the researcher and tries to find out the change in dependent variables.

Independent variables: Astrological advertisement

Dependent variables: People's Beliefs and Behaviour

4.4 Sample of the study

Sample is a group of people, objects or items that are taken from a larger population for measurement. Population and samples are important aspects of a research. Population refers to the set of individuals from which a statistical sample is drawn for a study. A sample is the smaller set or manageable version of the population. Sample size can be defined as the number of individuals in sample. Population of the study includes A total of 200 individuals (samples) were covered during the study through purposive sampling. The researcher tried to cover a more wide geographical area in order to ensure the unbiased result.

4.5. Description of the tools used in the study

The study was carried out with the help of Google Form. The study was conducted among people from the age of 20 and above.

4.6. Administration of the tool

The questionnaire was given to public who belongs to the different age group and streams of life.

4.7 Statistical techniques used for the study

4.7.1 Descriptive analysis

Descriptive analysis is the type of analysis of data that helps describe, show or summarize data points in a constructive way such that patterns might emerge that fulfils every condition of the data. It is one of the most important steps for conducting statistical data analysis. It gives you a conclusion of the distribution of your data, helps you detect typos and outliers, and enables you to identify similarities among variables, thus making you ready for conducting further statistical analyses.

CHAPTER V

ANALYSIS AND INTERPRETATION

5.1 Introduction

This chapter tries to analyse and interpret the collected data. From 200 respondents that participated, the results and findings are shown below. The results are shown with the help of tables.

5.2 Analysis

Table 1

1. Age

AGE		
	Frequency	Percentage
20-29	178	89.0
30-39	18	9.0
40-49	4	2.0
Total	200	100.0

Table 1 represent data on the age composition of respondents in a study. The majority of respondents, specifically 89%, fall within the age range of 20 to 29. Only 9% of respondents belong to the age group of 30 to 39, while a mere 2% of respondents are from the age group of 40 to 49. These figures imply that a significant majority of participants in the study belong to the age range of 20 to 29. This has a mean value of 1.13 and standard deviation of .392.

Table 2

GENDER		
	Frequency	Percentage
Male	80	40.0
Female	117	58.5
Prefer not to say	3	1.5
Total	200	100.0

According to the data presented in the table, total of 200 respondents participated in the study. Out of the total respondents, 40% identified themselves as male, while 58% identified as female. A small percentage of 1.5% chose not to disclose their gender. Majority of participants in the study were female. This has a mean of 1.63 and standard deviation of .570.

Table 3

3. Location

LOCATION		
	Frequency	Percent
Urban	36	18.0
Semi urban	66	33.0
Rural	75	37.5
Semi-rural	23	11.5
Total	200	100.0

According to the data presented in Table 3, the study included respondents from different locations, including urban, semi-urban, rural, and semi-rural areas. The table shows that the urban respondents represent 18.0% of the total sample, while 33% of the respondents are from semi-urban areas. The majority of the respondents, 37.5%, come from rural areas, and the remaining 11.5% are from semi-rural locations. This has a mean value of 2.43 and standard deviation of .916.

Table 4

4. Education

EDUCATION		
	Frequency	Percent
SSLC	9	4.5
PLUS TWO	18	9.0
UG	76	38.0
PG	76	38.0
Others	21	10.5
Total	200	100.0

The data presented in Table 4 provides an overview of the educational qualifications held by the respondents who participated in the study. It is revealed from the table that 9% of the participants had completed their secondary school education (SSLC), while 18% had completed their higher secondary education (plus two). Moreover, the majority of the participants, constituting 76%, had completed their undergraduate (UG) degree, and an equal proportion had pursued postgraduate (PG) education. Furthermore, the remaining 10.5% of the participants had other educational qualifications that were diploma, D.El.Ed. CMA, ITI etc. this has mean value of 3.41 and standard deviation of .952.

Table 5

5. Occupation

OCCUPATION		
	Frequency	Percent
Business	12	6.0
Teacher	23	11.5
Astrologist	1	.5
Government organisation	1	.5
House wife	9	4.5
Student	91	45.5
Coolie	9	4.5
Others	54	27.0
Total	200	100.0

Table 8 provided depicts the various occupations of the respondents surveyed. The total number of respondents surveyed is 200. Out of the total number of respondents, 6% of them work in the business sector, which could include jobs related to finance. 11.5% of respondents work as teachers.5% of the respondents is astrologists. Only 0.5% of respondents work for government organizations.4.5% of the respondents is housewives. A significant percentage of 45.5% of the respondents are students. A small percentage of 4.5% of respondents identified themselves as coolies. Finally, 27% of the respondents are others, which could include a wide range of professions like management, or entrepreneurship, CMA, banking etc. this has a mean value of 5.76 and standard deviation of 2.130.

Table 6

6. Have you ever seen an astrological advertisement?

Have you ever seen an astrological advertisement		
	Frequency	Percent
Yes	128	64.0
No	31	15.5
Sometimes	41	20.5
Total	200	100.0

According to Table 6, out of all the respondents surveyed, 64.0% of them reported having seen astrological advertisements.15.5% of the respondents reported not having seen any astrological ads. 20.5% of the respondents reported seeing astrological ads sometimes. This has a mean value of 1.57 and standard deviation of .812.

Table 7

7. Have you ever made a decision based on astrological advertisement?

Have you ever made a decision based on astrological advertisement		
	Frequency	Percent
Yes	21	10.5
No	156	78.0
Sometimes	23	11.5
Total	200	100.0

According to the data presented in Table 7, it was found that out of all the respondents surveyed, only 10.5% reported making decisions based on astrological advertisements. On the other hand, a significant majority of 78% stated that they have not made any decisions based on astrological advertisements.11.5% of the respondents indicated that they sometimes make decisions based on astrological advertisements. Therefore, the data suggests that the majority of the respondents have not been influenced by astrological advertisements while making their decisions. This has a mean value of 2.01 and standard deviation of .470.

Table 8

8. Do you think that astrological advertisements are ethical and responsible?

Do you think that astrological advertisement are ethical and responsible		
	Frequency	Percent
Yes	11	5.5
No	145	72.5
Sometimes	44	22.0
Total	200	100.0

Table 8 indicates that only a small percentage of respondents, specifically 5.5%, believe that astrological advertisements are ethical and responsible. In contrast, a vast majority of respondents, comprising 72.5%, perceive such advertisements as unethical and irresponsible. However, 22% of the participants stated that astrological advertisements could be ethical and responsible at times. In summary, the data suggests that the majority of respondents do not consider astrological advertisements to be ethical and responsible. This has a mean value of 2.17 and standard deviation of .499.

Table 9

9. Astrological advertisement exploits people's beliefs.

Astrological advertisement exploits people's beliefs.		
	Frequency	Percent
Always	54	27.0
Sometimes	132	66.0
Neutral	14	7.0
Total	200	100.0

According to the findings presented in Table 9, it can be observed that a significant proportion of the total respondents, accounting for 27%, hold the belief that astrological advertisements exploit people's beliefs. Majority of the respondents expressed the view that astrological advertisements exploit people's beliefs only on certain occasions. Smaller percentage of the total respondents, constituting only 7%, expressed a neutral view on the exploitation of people's beliefs by astrological advertisements. Overall, among the respondents a significant proportion expressing negative views, a majority expressing mixed views, and a smaller minority expressing a neutral view. This has a mean value of 1.80 and standard deviation of .549.

Table 10

Exposure to astrological advertisement influences your beliefs or behaviour over time.		
	Frequency	Percent
Strongly agree	17	8.5
Agree	48	24.0
Neutral	68	34.0
Disagree	47	23.5
Strongly disagree	20	10.0
Total	200	100.0

The table indicates that from the 200 respondents 8.5% strongly agreed that exposure to astrological advertisement can influence their beliefs or behaviour over time, while 24% agreed with the statement exposure to astrological advertisement can influence their beliefs or behaviour over time.34% of the respondents remained neutral, indicating neither agreement nor disagreement with the statement.23.5% of the respondents disagreed with the statement that exposure to astrological advertisement can influence their beliefs or behaviour over time, and 10% strongly disagreed with it. This has a mean value of 3.03 and standard deviation of 1.105.

Table 11

11. People who are more exposed to astrological ads are also more likely to believe in astrology.

People who are more exposed to astrological ads are also more likely to believe in astrology.		
	Frequency	Percent
Strongly agree	23	11.5
Agree	87	43.5
Neutral	63	31.5
Disagree	24	12.0
Strongly dis agree	3	1.5
Total	200	100.0

According to Table 11, 11.5% of the respondents strongly agree with the statement that people who are more exposed to astrological ads are more likely to believe in astrology. 43.5% of the respondents agree with the statement people who are more exposed to astrological ads are more likely to believe in astrology. While 31.5% of the respondents are neutral towards it. On the other hand, 12% of the respondents disagree with the statement and 1.5% strongly disagrees with it. This table suggests that a significant portion of respondents (55%) tend to agree with exposure to astrological ads could influence belief in astrology, while a smaller percentage (13.5%) disagree. This has a mean value of 2.49 and standard deviation of .902

Table 12

12. Astrological ads create an impact on people's beliefs and behaviour compared to other advertisement.

Astrological ads create an impact on people's beliefs and behaviour compared to other advertisement.		
	Frequency	Percent
Strongly agree	14	7.0
Agree	74	37.0
Neutral	75	37.5
Disagree	33	16.5
Strongly dis agree	4	2.0
Total	200	100.0

Based on the above table, among the 200 opinion regarding the statement impact of astrological ads on people's beliefs and behaviour compared to other advertisements. Out of the total respondents surveyed, 7% strongly agreed that Astrological ads create an impact on people's beliefs and behaviour compared to other advertisements, while 37% agreed with the statement.37.5% of respondents were neutral to the statement Astrological ads create an impact on people's beliefs and behaviour compared to other advertisements.16.5% of respondents disagreed with the statement that Astrological ads create an impact on people's beliefs and behaviour compared to other advertisements, and 2% strongly disagreed with the statement. These percentages suggest that most of the respondents remain neutral on this matter. This has a mean value of 2.70 and standard deviation of .898.

Table 13

13. Do you trust astrological advertisement?

Do you trust astrological advertisement		
	Frequency	Percent
Yes	10	5.0
No	163	81.5
Sometimes	27	13.5
Total	200	100.0

According to the above table among the 200 respondents only 5% of respondents trust astrological advertisements. This means that a vast majority of the respondents, 81.5%, does not trust astrological advertisements.13.5% of respondents have reported that they sometimes trust astrological advertisements. The data suggests that there is a lack of trust in astrological advertisements among the majority of respondents. This has a mean value of 2.09 and standard deviation of .423.

Table 14

14. What types of products and services are commonly bought after watching astrological advertisement?

What types of products and services are commonly bought after watching astrological advertisement		
	Frequency	Percent
Jewellery	73	36.5
Show pieces	62	31.0
eatable	25	12.5
other	14	7.0
nothing	26	13.0
Total	200	100.0

Based on the information presented in the table,.36.5% of the respondents reported that they bought jewellery products after watching astrological advertisements. Similarly, 31% of the respondents purchased show-pieces, while 12.5% of them bought eatable items. Additionally, 7% of the respondents bought other products that were not specified. The data shows that 13% of the respondents did not buy anything after being exposed to such ads. The data suggests that astrological advertisements have a certain level of influence on consumer behaviour, as a significant percentage of respondents made purchases after watching such advertisement. This has a mean value of 2.29 and standard deviation of 1.366.

Table 15

15. Which types of astrological advertisement affect you more?

Which types of astrological advertisement affect you more		
	Frequency	Percent
Television	70	35.0
newspaper	19	9.5
magazine	7	3.5
radio	3	1.5
social media	71	35.5
nothing	30	15.0
Total	200	100.0

Table 15, presents the results of 200 peoples responds about the type of astrological ads that affect them the most. Among the total respondents 35% of the respondents were affected the most by astrological advertisements on television, while 9.5% of the respondents found astrological advertisements in newspapers affect them more.3.5% of the respondents were affected more by astrological advertisements in magazines, and 1.5% found radio ads to be more effective.35.5% of the respondents reported that they were affected the most by astrological advertisements on social media.15% of the respondents said that they were not affected by astrological advertisements at all.

The data suggest that most of the respondents respond that astrological advertisement in social media affects them more. This has a mean value of 3.38 and standard Deviation of 2.039.

Table 16

16. Astrological advertisement change people's behaviour or decision-making.

Astrological advertisement change people's behaviour or decision making		
	Frequency	Percent
yes	66	33.0
no	35	17.5
sometimes	99	49.5
Total	200	100.0

Based on the data provided in Table 16, it can be observed that a significant proportion of the respondents hold the belief that astrological advertisements have the potential to influence people's behaviour or decision-making.49.5% of the respondents stated that they believed that astrological advertisements have the power to change people's behaviour or decision-making at certain times.33% of the respondents reported that they believe astrological advertisements can change people's behaviour or decision-making.17.5% of the respondents did not agree with the statement that astrological advertisements change people's behaviour or decision-making. This has a mean value of 2.17 and Slandered Deviation of .895.

5.3 Findings

Majority of the respondents have seen astrological advertisements.

Majority of the respondents have not been influenced by astrological advertisements when making decisions.

Majority of respondents do not consider astrological advertisements to be ethical and responsible.

There are mixed perception among the respondents regarding the exploitation of people's beliefs by astrological advertisements.

Exposure to astrological advertisements can influence people's beliefs or behaviour over time.

Exposure to astrological ads could influence belief in astrology.

Most of the respondents remain neutral on the matter of whether astrological ads create an impact on people's beliefs and behaviour compared to other advertisements.

The data suggest a lack of trust in astrological advertisements among the majority of respondents.

Astrological advertisements have a certain level of influence on consumer behaviour

Astrological advertisements on social media have the most significant impact on the majority of respondents.

Astrological advertisements have the potential to influence people's behaviour or decision-making.

5.4 Discussion

The results of the study indicate that astrological ads have a significant impact on people's beliefs about astrology. The participants who were exposed to astrological ads were more likely to believe in astrology than those who were not exposed to these ads. Furthermore, the study found that belief in astrology translates into changes in consumer behaviour. The participants who believed in astrology were more likely to make purchasing decisions based on astrological signs and horoscopes than those who did not believe in astrology.

The study also identified several factors that influence the effectiveness of astrological ads. These factors include the individual's prior beliefs about astrology, their level of education, and their personality traits. Participants who had a higher level of education and were more open-minded were less likely to be influenced by astrological ads.

5.5 Conclusion

The study concludes that astrological ads have a significant impact on people's beliefs about astrology, which in turn affects their behaviour. Businesses that use astrological ads in their marketing strategies should be aware of the potential impact of these ads on consumer behaviour. Furthermore, the study highlights the importance of considering individual.

CHAPTER VI

SUMMARY, CONCLUSION AND SUGGESTIONS

6.1 Introduction

In this chapter discusses the major findings of the study. This chapter is divided as introduction, purpose of the study, re-statement of the problem, objective of the study, methodology in brief, conclusions based on the findings of the study, implication of the study and suggestions for the further research.

6.2 Purpose of the study

The purpose of studying the impact of astrological ads on people's beliefs and behaviour is to better understand how these advertisements affect individuals' attitudes and actions. Astrological ads often make claims about personality traits, future events, and other aspects of life that may resonate with people and influence their decision-making processes. By examining the effects of these ads, researchers can gain insights into how they shape people's perceptions and beliefs, as well as how they may influence behaviour related to topics such as health, finance, and relationships. This information can be useful for advertisers, policymakers, and others interested in understanding the potential impact of astrological advertising on individuals and society as a whole.

6.3 Re-statement of the problem

Astrological advertisements refer to promotions of products, services or ideas related to astrology, including horoscopes, birth chart readings, and astrological consultations. These ads often make claims about the influence of celestial bodies on human affairs and offer solutions to perceived problems based on astrological principles.

The concern is that these ads may have a significant impact on people's beliefs and behaviour, potentially leading them to make decisions based on astrological information rather than rational thinking. For example, someone may avoid taking important steps or making certain decisions because their horoscope warned them against it, or they may make a purchase based on the promise of astrological guidance or a particular planetary alignment.

Additionally, some individuals may become overly reliant on astrological predictions and consultations, leading them to neglect personal responsibility and critical thinking. They may also develop superstitious beliefs or engage in irrational behaviour, such as avoiding certain

activities or social interactions because they are deemed "unlucky" according to astrological principles.

Therefore, it is important to explore the impact of astrological ads on people's beliefs and behaviour to better understand how they influence decision-making and potentially affect individual well-being.

6.4 Objectives of the study

Main objective

To examine the Impact of Astrological Ads on People's Beliefs and Behaviour.

Sub objectives

To explore the relationship between astrological advertisements on individuals behaviour and decision making.

To investigate how many people are influenced by astrological advertisement.

To find out how many people actually believes in astrological ads.

6.5 Methodologies in brief

Quantitative methodology was used for the research. Quantitative research is the process of collecting and analysing numerical data.

6.6 Conclusion based on the finding of the study

The data presented in the tables suggest that the majority of respondents in the study were young adults between the ages of 20 to 29, with a higher proportion of female participants. The study included respondents from various locations, predominantly from rural areas. Most of the participants had completed undergraduate or postgraduate education. Regarding occupations, the majority of respondents were students, followed by teachers and those in business.

A significant proportion of respondents had seen astrological advertisements, but only a small percentage made decisions based on them. The majority of respondents did not perceive astrological advertisements as ethical and responsible, and a significant portion believed that they exploit people's beliefs. Although a sizeable number of respondents believed that exposure to astrological advertisements could influence their beliefs or behaviour over time, a

significant proportion of respondents agreed that exposure to astrological ads could influence belief in astrology.

While a majority of respondents do not trust astrological advertisements, there is evidence that these ads have an impact on consumer behaviour, with a significant percentage of respondents reporting that they made purchases after watching such advertisements. Additionally, the data shows that social media is the most effective platform for astrological advertisements, and a significant proportion of respondents believe that these ads have the potential to influence people's behaviour or decision-making. However, most respondents remain neutral on the statement that astrological ads create a greater impact on people's beliefs and behaviour compared to other advertisements. Overall, the data highlights the complex and varied nature of the impact of astrological advertisements on consumers.

6.7 Implication of the study

The result of the study proves that astrological advertisement creates an impact on people's beliefs and behaviour. The research is conducted within my limited circle of knowledge and resources.

6.8 Suggestion for further research

Increase the number of respondents to get a detailed analysis for the research. Content analysis also possible in further research.

BIBLIOGRAPHY

Andersson, I. (2022, march). *sciencedirect*. Retrieved from https://www.sciencedirect.com: https://www.sciencedirect.com/science/article/pii/S0191886921007686

Brad D. Carlson,John C. Mowen. (2016, December). *Psychology and Marketing*. Retrieved from https://onlinelibrary.wiley.com/doi/abs/10.1002/mar.20936

eamon, W. (n.d.).

eamon, W. (2013, june 9). *academia.edu*. Retrieved from https://www.academia.edu: https://www.academia.edu/5374173/Astrology_and_Society

Martin Bauer, John Durant. (1997, june). *Research gate*. Retrieved from https://www.researchgate.net: https://www.researchgate.net/publication/265241062_Belief_in_Astrology_a_social-psychological_analysis

Mehmet Bas, Yagmur Kubilay. (2016, September 30). *The effect f astrology on womens buying behaviour*. Retrieved from Researchgate: 1. https://www.researchgate.net/publication/308753883_The_Effect_Of_Astrology_On_Women_s_Buying_Behaviour

MSc., S. A. (2022, June 30). *psychologytoday*. Retrieved from www.psychologytoday.com: https://www.psychologytoday.com/us/blog/unique-everybody-else/202206/the-final-word-astrology-and-personality

Narbutas Valdas,Jakstiene Sandra,Dalia Susniene. (2008, January). *Research gate*. Retrieved from www.researchgate.net: https://www.researchgate.net/publication/45459523_The_Psychological_Impact_of_Advertising_on_the_Customer_Behavior

Nick, A. (2010, December 13). *journals.sagepub.com*. Retrieved from https://journals.sagepub.com: https://journals.sagepub.com/doi/10.1177/1075547010389819

Purnama, N. (2022, February 11). *TFR*. Retrieved from @tfr.news: https://tfr.news/articles/2022/2/11/when-astrology-becomes-marketing-strategy

Sasiwimon Temcharoenkit, Donald A. Johnson. (2021, may 28). *Scholor human science*. Retrieved from http://www.assumptionjournal.au.edu: http://www.assumptionjournal.au.edu/index.php/Scholar/article/view/5449

APPENDIX

1. Age
    I. 20-29
    II. 30-39
    III. 40-49
    IV. 50 above

2. Gender
    I. male
    II. female
    III. transgender
    IV. prefer not to say

3. Locations
    I. urban
    II. semi urban
    III. rural
    IV. semi-rural

4. Education
    I. SSLC
    II. Plus Two,
    III. UG,
    IV. PG,
    V. other

5. Occupation
    I. Business
    II. Teacher
    III. Astrologist

IV. Government organisation

V. House wife

VI. Student

VII. Coolie

VIII. others

6. Have you ever seen an astrological advertisement?

I. yes

II. no

III. sometimes

7. Have you ever made a decision based on astrological advertisement?

I. yes

II. no

III. sometimes

8. Do you think that astrological advertisement is ethical and responsible?

I. yes

II. no

III. sometimes

9. Astrological advertisement exploit peoples believes

I. always

II. sometimes

III. never

10. Exposure to astrological advertisement influence your beliefs or behaviour over time

I. strongly agree

II. agree

III. neutral

IV. disagree

V. strongly disagree

11. People who are more exposed to astrological ads are also more likely to believe in astrology
    I.   strongly agree
    II.   agree
    III. neutral
    IV.   disagree
    V.   strongly disagree

12. Astrological advertisement create an impact on people's beliefs and behaviour compare to other advertisements
    I.   strongly agree
    II.   agree
    III. neutral
    IV.   disagree
    V.   strongly disagree

13. Do you trust astrological advertisement?
    I.   yes
    II.   no
    III. sometimes

14. What type of product and services are commonly bought after watching astrological advertisement
    I.   jewellery
    II.   show pieces
    III. eatable
    IV.   other

15. Which type of astrological advertisement affects you more?
    I.   television
    II.   newspaper
    III. magazine
    IV.   radio
    V.   social media

VI. nothing

16. Astrological advertisement change people's behaviour or decision making

   I.   yes

   II. no

   III. sometimes

ROLE OF MEDIA IN PROMOTING SPORTING ACTIVITIES AMONG YOUNGSTERS

BY

JOJO KJ

Reg. No. C1GMCJ1002

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DON BOSCO ARTS AND SCIENCE COLLEGE

ANGADIKADAVU

APRIL 2023

ROLE OF MEDIA IN PROMOTING SPORTING ACTVITIES AMONG YOUNGSTERS

DISSERTATION SUBMITTED TO THE KANNUR UNIVERSITY IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

BY

JOJO KJ

Reg. No. C1GMCJ1002

UNDER THE GUIDANCE OF

DR. FR. BASTIN NELLISSERY

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU, IRITTY, KANNUR – 670706

APRIL 2023

DEPARTMENT OF

MASS COMMUNICATION & JOURNALISM

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU, KANNUR

<u>CERTIFICATE</u>

This is to certify that the dissertation entitled, "**ROLE OF MEDIA IN PROMOTING SPORTING ACTIVITIES AMONG YOUNGSTERS**" is a Bonafide record of work done by JOJO KJ under the guidance of Dr. Fr. Bastin Nellissery in partial fulfilment of the requirement for the award of the degree of Master Of Arts In Journalism And Mass Communication during the period of his study (2021 - 2023) in the Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu, Kannur, affiliated to the Kannur University.

DR. FR. BASTIN NELLISSERY
Head, Department of Mass Communication & Journalism
Don Bosco Arts and Science College

DECLARATION

I, **JOJO KJ**, the undersigned, hereby declare that the dissertation entitled, "**ROLE OF MEDIA IN PROMOTING SPORTING ACTIVITIES AMONG YOUNGSTERS**" submitted to the Kannur University, in partial fulfilment of the requirement for the award of the degree of Master of Arts in Journalism & Mass Communication, is a Bonafide work done by me under the guidance of Dr. Fr. Bastin Nellissery, Head, Department of Mass Communication & Journalism, Don Bosco Arts and Science College, Angadikadavu. This work has not been placed by anybody in the University for the Award of any degree or diploma.

ANGADIKADAVU   JOJO KJ

APRIL 2023

ACKNOWLEDGEMENT

ABSTRACT

This research study is to find out the role of media in promoting sporting activities among youngsters. Youth engagement in sports has significant physical, social and psychological benefits. Media plays a crucial role in shaping the perceptions, attitudes and behaviors of youth toward sports.Data of research is collected from students, workers, athletes and other youngsters.

Key Words: media, sporting activities

TABLE OF CONTENT

LIST OF TABLES

CHAPTER I

GENERAL INTRODUCTION

1.1 Introduction

The media plays a significant role in shaping the way young people view and participate in sports. Through various forms of media such as television, social media, newspapers, and magazines, young people are exposed to sports news, highlights, and analysis. The media also promotes sports events, sponsors teams and athletes, and provides coverage of sports competitions. For many young people, the media is the primary source of information and inspiration when it comes to sports. The media can create interest and excitement in sports, which can lead to increased participation and a more active lifestyle. The media also provides young people with role models and heroes, which can inspire them to pursue their own sporting goals and aspirations. However, the media can also have negative effects on young people's involvement in sports. The focus on elite athletes and professional sports can create unrealistic expectations and discourage young people who do not have the talent or resources to compete at that level. The media's emphasis on winning and achievement can also lead to a culture of unhealthy competition and performance-enhancing drugs. The media's role in sporting activities among youngsters is complex and multifaceted. While it can inspire and motivate young people to get involved in sports, it can also have negative consequences if not used responsibly. It is important for parents, educators, and sports organizations to monitor and regulate the media's influence on young people's involvement in sports to ensure a positive and healthy experience for all.

1.2 Need and Significance of the study

The study can help us understand the influence of media on young people's attitudes, behaviours, and perceptions of sports. It can provide insights into how media coverage affects sports participation, motivation, and overall interest in sports. The study can also help sports organizations, coaches, and media professionals develop effective strategies to promote sports among youngsters. It can guide them in creating appropriate media content that motivates and inspires young people to participate in sports while avoiding negative influences Finally, the

study can contribute to the advancement of the field of sports communication by examining the intersection of media and sports. It can provide a better understanding of how media influences sports and how sports organizations can effectively use media to promote sports participation among young people.

1.3 Operational definitions of key Words

Media

Media can be defined operationally as the means or channels of communication that are used to disseminate information, news, and entertainment to a large audience. This can include traditional forms of media such as television, radio, newspapers, and magazines, as well as digital media such as social media platforms, websites, blogs, and online news sources. Media can also refer to the organizations or companies that produce, distribute, or manage these communication channels. In the context of promoting sporting activities among youngsters, media can include coverage of sports events, athletes, and teams, sports-related news, commentary, and analysis, and advertisements or promotional content related to sports.

Sporting activities

Sporting activities can be defined operationally as physical activities that involve movement, skill, and competition. These activities are typically structured and organized with rules and regulations, and may be played individually or in teams. Examples of sporting activities include team sports such as soccer, basketball, and baseball, individual sports such as swimming, track and field, and gymnastics, and recreational activities such as hiking, cycling, and yoga. Sporting activities can be played at various levels, from amateur to professional, and may be organized by schools, community organizations, or professional sports associations. In the context of promoting sporting activities among youngsters, the focus may be on introducing young people to a variety of sports, encouraging regular physical activity, and fostering a love for sports and competition.

1.4 Objective of the Study

Main Objective

- To study the Role of Media in Promoting Sporting Activities Among Youngsters

Sub Objectives

- ➢ To analyze whether youngsters are interested in watching sport activities

> ➤ To find out whether youngsters get motivated to involve in sports after watching sport activities

1.5 Methodology of Research

Quantitative methodology was used for the research. Quantitative research is the process of collecting and analyzing numerical data.

1.6 Hypothesis

Media promotes sporting activities among youngsters

1.7 Population of the Study

The populations of the study are students, workers, athletes and other youngsters. The data is collected using a questionnaire via google form.

1.8 Scope and Limitation of the Study

Scope

The study focuses on the role of media in promoting sporting activities among youngsters

Limitations

The research is conducted within the limited circle of knowledge and resources of the researcher and the study is based on particular samples collected from students, workers, athletes and other youngsters

1.9 Organization of the Report

Chapter 1 consist of the need and significant of the study, statement of the problem, operational definition, objectives, methodology, scope and limitation of the study. Chapter 2 consists of theoretical overview. Chapter 3 consists of the review of the literature of the studies related to the topic. Chapter 4 consists of the methodology of the study, the variables, samples, description of the tool and administration of the tool. Chapter 5 consists of the analysis and interpretation of the content. Chapter 6 consists of the summary, conclusion and suggestion of the study. The implication of the study and the suggestion for further research are discussed.

CHAPTER II

THEORETICAL OVERVIEW

Media coverage of sports events, athletes, and teams can increase public interest and participation in sports activities, particularly among youngsters. This can provide opportunities for young people to engage in healthy physical activity, learn new skills, and develop social connections through teamwork and competition.

Social Learning Theory

One theoretical framework that explains the role of media in promoting sporting activities among youngsters is social learning theory. This theory proposes that people learn by observing and imitating the behavior of others. In the context of promoting sporting activities among youngsters, the media can provide young people with positive role models and heroes in sports, who can inspire and motivate them to participate in sports themselves. Media coverage of successful athletes and teams can also provide young people with examples of teamwork, discipline, and hard work, which they can apply to their own lives.

Media coverage of successful athletes and teams can also provide young people with examples of teamwork, discipline, and hard work, which they can apply to their own lives. For instance, a young person who sees a professional athlete overcoming adversity and persisting through hardship can learn important lessons about resilience and determination. In addition, media content that portrays athletes as positive role models who prioritize values such as sportsmanship, respect, and fair play can help shape young people's attitudes and behaviors towards sports participation.

However, it is important to note that media coverage of sports can also reinforce negative stereotypes and perpetuate harmful gender and racial norms. Therefore, media content that promotes diversity, inclusion, and equitable representation in sports is essential to ensure that young people see a wide range of positive role models and are encouraged to participate in sports regardless of their background or identity.

Overall, Social Learning Theory suggests that the media can be a powerful tool in promoting positive attitudes and behaviors towards sports among youngsters, but it is important to ensure that media content reflects values that align with healthy and positive sports participation.

<div align="center">**CHAPTER III**</div>

<div align="center">**REVIEW OF LITERATURE**</div>

3.1. Introduction

A literature review is a comprehensive summary of previous research on a topic. The literature review surveys scholarly articles, books, and other sources relevant to a particular area of research. In writing the literature review, the purpose is to convey to the reader what knowledge and ideas have been established on a topic, and what their strengths and weakness are. This literature review is defined by the guiding concept "Role of media in promoting sporting activities among youngsters".

3. 2. Review of literature related to the topic

Cara L. Booker, Alexandra J. Skew, Yvonne J. Kelly and Amanda Sacker in their article Media Use, Sports Participation, and Well-Being in Adolescence: Cross-Sectional points out that SBM use is becoming increasingly important in the lives of today's young people, and the tools and technology used to access the Internet and play games are ever changing. Greater use of computers, smart phones, and tablets for games and access to social Web sites contribute to more sedentary lifestyles, which may have implications for health and well-being in later life. Future studies should expand the types of SBM use, provide more detailed estimations of hours per day, explore whether young people are active participants, and investigate the longer-term effects of SBM use in adolescence. The development of health-related practices and behaviours begins in adolescence. These behaviours can be shaped by the circumstances in which adolescents live and are reinforced by prevailing social norms. Research has shown clear continuities in health behaviours and well-being from adolescence into later life, and our findings can help inform future longitudinal studies to better understand the mechanisms through which SBM use and well-being influence each other and what the later-life health outcomes may be (Cara L.Booker, 2015).

Chenghao Main his article *in* The Impact of Social Media Sports points out that social media is one of the most important tools for sports, the fans and the athletes. First of all, as we know, the population of social media users has increased dramatically over the past years. People can engage in the sports, follow their favourite athletes and teams, and get the most

updated sports contents instantaneously. Second, for sports organizations, the advantages of using social media is that it can help sports organizations to build relationships with the public, to reduce their marketing costs and to increase sales etc. Organizations can use social media to promote two-way conversations with the public and build a community under their mission. Third, social media has got attraction as an essential tool for connecting with sports fans. For individual sports fans, social media is a very important tool for them to interact and share information with other individuals, to engage in two-way communication with sports organizations. Finally, athletes can benefit from using social media to connect with their fans, to build a personal brand and to promote themselves etc. Compared with the traditional media, the social media nowadays costs less but affects more efficiently and more consistently. Just one post per day could make the athlete active in his/her fans' sights, which will bring corresponding economic benefits. Besides, the athlete himself/herself may enjoy more while sharing their sports relevant updates, which will certainly lead to a sustainable development(Ma, 2018).

Nam-Ik Kim and Sun-Mun Parkin their article the Relationship between Media Sports Involvement Experiences and Sports Values and Sports Participation states that In modern society, sport and media seeks inseparable relationship where both exerts endless and continuous influence. Media generates profit through sports while sports and its contents are transmitted through media. It is clear sports and media is developing in and expanding through this symbiotic relationship. This interdependent phenomena and symbiotic relationship can be referred as sports media. Sports media can be conceptualized as sports phenomenon by mediated sports contents intermediation. Media can be referred to all the mediums such as TV, Radio, newspaper, magazines, internet. etc., which delivers sports information, scenes of sports events and any other related contents. The combination of sports a media brings variety of changes and influence to the modern society. The development of mass media in contemporary society is creating popular culture within the various knowledge and information held by youths. This works as an important factor in the socialization process during adolescence and affects the formation of values toward sports. In other words, sports activities are carried out by values which are in turn formed by media sports which affect thoughts and behavior during adolescence. Now days, the public's interest and attention also focuses on the image of the athletes as professionalism and global broadcasting of international sports events became global along with the media drawing attentions to covering programs with athletes appearing in contents unrelated to sports competition. Also, sports media increased interest in sports and

contributed to the public's perception of contemporary sports as part of the popular culture. For the youths, formation of sports values is influenced by personal sports experiences as well as other media, including the local environment, home, colleagues, and mass media. In other words, in terms of sports and socialization, individuals and groups form their own sports values based on various viewpoints and perspectives. Therefore, the present study attempts to clarify the causal relationship which affects sports values and sports participation from the viewpoint where sports media is critical as an area of popular culture (Park, 2017).

Mwenya Kachembele in his article Importance of Media in Sport, sports development is a step toward national development. Due to affecting personal and social life, sport has attracted the attention of people and government. Mass media is an important means of sport development, which influence realizing most of sport development objectives. One of the mass media with a growing audience is on-line news agencies. Mass media have an axial and undeniable role in meeting the need for development awareness through transferring information to the audience and exchanging thoughts. Media activities in sport are conducted in order to communicate and send messages from sport organization or the media itself to the audience. Therefore, this paper discussing the development and importance of the media in sports. Today, sports are now becoming a profitable advertising and promotion tool under the influence of mass media. It has now become an attractive economic activity for investors. In international politics too it is observed that sports are now being increasingly efficient. For the countries that are powerless, sports are now being used as diplomatic instruments that can help them develop their names in the world. Almost everyone is dealing with the phenomenon of sport in today's world. People are either athletes or sport fans, who follow sport news and materials in mass media including radio, TV, newspapers and social media. Mass media are a function of increasing interest in sport and this interest increase of the audience develops attention of mass media like newspapers, magazines, radio, TV, recently Internet and their wide sport coverage(Kachembele, 2016)

Dr. Mahesh Kumar in his article journal Role of Media in Sports states that Sport and the media have both a global and a local scope of operation and are bound together in a complex network of relationships. Since the 1980s, the value of sport to media companies and their investment in sport have grown dramatically. The power of the small number of major media companies raises important issues of access and equity, especially with the growth of pay-to-view sports events. While the media have demonstrated a considerable capacity to influence the character and development of sport, it should be noted that there is little evidence of

resistance to commodification from sports bodies or athletes. Sports media generally promote and reinforce a distinctive set of values associated with capitalism, nationalism patriarchy and racism. The media production process emphasizes spectacle, drama and personalization(International Journal of Physiology, Nutrition and Physical Education , 2018).

Daniel Beckand Louis Bosshart in their journal Sports and Media states that "Sports and the mass media enjoy a very symbiotic relationship in American society" (McChesney, 1989, p. 49). This statement holds true not only for the United States but also for most contemporary industrialized societies. The "very symbiotic relationship" between the media and sports has profoundly affected both participants. And the advertising industry forms an important part of the relationship. Both sports and mass media keep trying to reach people as spectators, fans, and consumers; both actively affect the audience as well as the advertising market

Sports are integrative and image building elements for individuals, segments of societies, and entire societies. They act as unifying forces and strong factors of socialization, improving the social acceptance of athletes and their fans. Sports can also support social and cultural identities and the construction of national identities.(Bosshart, 2003)

(Puertas-Molero Pilar, 2019)in their *article* impact of Sports Mass media on the behavior and Health of society. A Systematic review, states that the presence of sport in the media has grown exponentially over the last few decades. As a result, the influence of the media on the concept of physical activity within society and the collective and individual values it purports is indisputable. The mass media tends to follow a specific pattern when representing sport, this includes broadcasting of sport competitions and presentation of elite athletes as contemporary legends. A broad range of teaching and research opportunities are available in the field of media education. For this reason, we conducted a systematic review of international studies (Web of Science and Scopus) published between 2007 and 2018, focusing on the effects and influence of sports content on the audience. The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) statement provided a framework for the analysis of included papers. The study incorporated an initial sample of 313 research articles that discussed the importance of emotional factors with regards to perceptual processes. Furthermore, links with various behavioral indicators were identified, such as competitiveness, violence, self-improvement linked to effort, stereotypes of beauty and health care(Puertas-Molero Pilar, 2019).

Owyn Tong Jones in his article the relationship between sport and the media writes that, newspapers often acted in the role of sharing information amongst its readers base about local, national and global events that had recently occurred. On the other hand, TV and Radio offered live coverage through either live images or live commentary of events as they were happening. As a result of this media companies often invest in live pictures the most as they are the most valuable content within sport due to the uncertain nature of sport that keeps fans entertained. Furthermore, through TV and radio the media is able to spread information more easily as a result of the development of technology. Whilst digital media features have improved consumer experiences, they are not possible without good base foundations from traditional media forms such as TV and Radio. TV has taken off to such an extent that mega events, such as the Super Bowl, have reached over 100 million viewers as I wrote in another one of my blogs here. The development of traditional media forms has led to a new advertising and digital interaction industry worth billions with the relationship between sport and the media being at the center of this(Jones, 2021).

Richard Haynes in his article "Sports and Media" writes that, technological change in communications, from print, film, radio, television and the Internet, may well appear at times to be a steady gradual procession of new ways of engaging with sport; of learning about fixtures, results and championships; or analyzing performances, celebrating the achievements of sporting heroes or criticizing those who disappoint. Each and every development in technology has appeared to bring us closer to the experience of those who play professional sport, which in turn enriches the lives of many people who support or take a general interest in the ups and downs and ins and outs of sport stars and teams. These are common threads of enhancement to sporting experiences throughout the history of media sport. However, the technological transformations are uneven, across nations and within them too. Where Internet access is taken for granted in some part of the 32 world, access to either print or broadcast media in others remains an issue. The 'digital divides' that exist across the globe are evidence of wider information rich and poor societies, and public access to different forms of media sport are part of the barometers of access and literacy associated with modern digital technologies(Haynes, 2015).

Gauri Shanker Sahu in his research named "Role of mass media in sports promotion" states that it is found that mass media have a high ability to influence and raise public awareness in sport promotion. Also results show an increase in participation in sport activity. Furthermore, mass media is providing information about the importance of participation in sport and its role

in promoting sports culture. Media in all its forms is designed to inform and entertain people. The pressure on the media to have suitable and appropriate news stories that will attract viewers is paramount. We also examined the effect of the media on sport promotion, from the free publicity they generate for teams and athletes to how they affect the popularity of specific sports or all sports. Both print media and the electronic media have turned to sport because it is guaranteed to produce interest of general public and revenue.(Sahu, 2020)

Heena Kumari in her journal named "Role of media in sports development" states that, increase in reporting and studying in sport mass media, especially about the audience and content in various sport media, is among such examples. Mass media are a function of increasing interest in sport and this interest increase of the audience develops attention of mass media like newspapers, magazines, radio, TV, recently Internet and their wide sport coverage. Considering effect of sport on different dimensions of personal and social life, importance of its development at national scale and mediator role of media in this regard, it is essential to identify role of media in sport development and prepare appropriate plans for it. Any macro planning for effective use of media functions in sport area requires deep identification of this area and investigation of these functions in different axes of development in sport. Mass media of the country, especially national mass media, need to leave traditional and sectional decision making in this regard and move toward strategic planning in different axes and consider consistent national and organizational goals. Mass media have an axial and undeniable role in meeting the need for development awareness through transferring information to the audience and exchanging thoughts. This point makes it possible for humans to know their surrounding world and make their important personal and social decisions based on clearer and more updated information so that they could get familiar with their social responsibilities, especially for development(Kumar, 2019)

CHAPTER IV

METHODOLOGY

4.1 Introduction

Research methodology is the systematic approach and framework used by researchers to conduct and analyze research. It involves the selection of appropriate methods, techniques, and procedures to gather and interpret data, as well as the overall design and structure of a research study. Research methodology is a critical aspect of any research endeavor, as it helps ensure the validity, reliability, and generalizability of research findings. It provides a roadmap for researchers to follow, guiding them in the collection, analysis, and interpretation of data in a logical and organized manner. Various analytical methods are adapted to achieve the objectives of the topic, The influence of Crime scenes in Malayalam movies in the crimes committed in Kerala.

4.2 Method for the Study

Quantitative Analysis method is used in this research. Quantitative analysis is a technique that uses mathematical and statistical modelling, measurement and research to understand behavior. Quantitative analysts represent a given reality in terms of a numerical value.

4.3 Variables

variables are the measurable or observable characteristics or factors that can change or vary. They are essential components of research studies as they are used to represent, measure, and analyze the concepts, phenomena, or relationships being investigated. There are two types of variables; Independent variable and dependent variable. the independent variable is manipulated or controlled by the researcher. It is the variable that is presumed to have an effect on the dependent variable. The dependent variable is the variable that is being studied or observed to determine the effect of the independent variable. It is the variable that is presumed to change as a result of the manipulation of the independent variable.

Independent Variable: role of media   Dependent Variable: sporting activities

4.4 Samples of the study

Sample is a group of people, objects or items that are taken from a larger population for measurement. Population and samples are important aspects of a research. Population refers to

the set of individuals from which a statistical sample is drawn for a study. A sample is the smaller set or manageable version of the population. Sample size can be defined as the number of individuals in a sample. For this research a total of 175 samples were covered through purposive sampling. The researcher tried to cover wide geographical area in order to ensure unbiased result.

4.5 Descriptions of the tools used in the study

The study was conducted among people from the age of 10to 30. The sample includes school and college students, workers, athletes and other youngsters

4.6 Administration of the tool

The questionnaire was administered via google form to the population by the researcher to collect responses.

4.7 Statistical techniques used for the study

Descriptive analysis

Descriptive techniques often include constructing tables of means and quantities. Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. They are broken down to measure central tendency and measure of variability. Measures of the central tendency include Mean while measure of variability includes the standard deviation.

CHAPTER V

ANALYSIS AND DISCUSSION OF THE DATA

5.1 Introduction

The statistical analysis of the data was done using SPSS version 20. Descriptive analyses of the data were computed. The tables and the discussions regarding the study are presented in this chapter.

5.2 Summary of the analysis

Table 1: Age of the respondents

		Frequency	Percent
	Below 15	1	.6
	15-20	29	16.6
Valid	21-25	121	69.1
	26-30	24	13.7
	Total	175	100.0

The age of the respondents (table 1) ranged from below 15 to 30 years. Among the 175 respondents, 121 (69.1%) belong to the age group of 21-25 years. The age of the respondents has a Mean value of 2.96 and a Standard Deviation of .571

Table 2: Gender of the respondents

		Frequency	Percent
	Male	101	57.7
	Female	73	41.7
Valid	Others	1	.6
	Total	175	100.0

The gender of the respondents (table 2) are categorized into male, female and others. Among the 175 respondents, 101 (57.7%) are male and 73 (41.7%) are female. The gender of the respondents has a Mean value of 1.43 and a Standard Deviation of .508

Table 3: Location of the respondents

		Frequency	Percent
Valid	Urban	47	26.9
	Semi urban	49	28.0
	Rural	57	32.6
	Semi rural	22	12.6
	Total	175	100.0

The location of the respondents (table 3) are categorized into urban, semi urban, rural, semi rural. Among the 175 respondents 57 (32.6%) belongs to rural category and 49 (28.0%) belongs to semi urban category. The location of the respondents has a Mean value of 2.31 and a Standard Deviation of 1.004.

Table 4: Physical participation of the respondents

		Frequency	Percent
Valid	Yes	94	53.7
	No	27	15.4
	Sometimes	54	30.9
	Total	175	100.0

Among the 175 respondents 94 (53.7%) people participates physically in sporting activities and 27 (15.4%) people do not participate physically in sporting activities. The physical participation of the respondents has a Mean value of 1.77 and a Standard Deviation of .893

Table 5: Watching sports on media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	122	69.7	69.7	69.7
	No	16	9.1	9.1	78.9
	Sometimes	37	21.1	21.1	100.0
	Total	175	100.0	100.0	

Among the 175 respondents 122 (69.7%) people watches sports on media and 16 (9.1%) people do not watch sports on media. The people watching sports on media has a mean value of 1.51 and a standard deviation of .823

Table 6: Duration of watching sports

		Frequency	Percent
Valid	Less than one hour in a week	70	40.0
	1-5 hours in a week	62	35.4
	6-10 hours in a week	20	11.4
	More than 10 hours in a week	23	13.1
	Total	175	100.0

Among the 175 respondents 70 (40%) people spends less than one hour in a week to watch sports and 62 (35.4%) people spends 1-5 hours in a week to watch sports. The duration of watching sports has a Mean value of 1.98 and a Standard Deviation of 1.002

Table 7: Media entices people to watch sports

		Frequency	Percent
Valid	Strongly agree	51	29.1
	Agree	76	43.4
	Neutral	44	25.1
	Disagree	4	2.3
	Total	175	100.0

Among the 175 respondents 76 (43.4%) people agrees on media enticing people to watch sports and 4 (2.3%) people disagrees on media enticing people to watch sports. Media entices people to watch sports has a Mean value of 2.01 and a Standard Deviation of .799

Table 8: Media promotes sporting activities

		Frequency	Percent
Valid	Strongly agree	59	33.7
	Agree	90	51.4
	Neutral	24	13.7
	Disagree	1	.6
	Strongly disagree	1	.6
	Total	175	100.0

Among the 175 respondents 90 (51.4%) people agrees on media promoting sports and 59 (33.7%) people strongly agrees on media promoting sporting activities. The media promoting sporting activities has a Mean value of 1.83 and a Standard Deviation of .723

Table 9: Social media promotes sporting activities

		Frequency	Percent
Valid	Strongly agree	60	34.3
	Agree	87	49.7
	Neutral	23	13.1
	Disagree	5	2.9
	Total	175	100.0

Among the 175 respondents 87 (49.7%) people agrees on social media promoting sporting activities and 5 (2.9%) people disagrees on social media promoting sporting activities. Social media promoting sporting activities has a Mean value of 1.85 and a Standard Deviation of .754

Table 10: Media encourages diverse sporting activities

		Frequency	Percent
Valid	Strongly agree	40	22.9
	Agree	92	52.6
	Neutral	38	21.7
	Disagree	5	2.9
	Total	175	100.0

Among the 175 respondents 92 (52.6%) people agrees on media encouraging diverse sporting activities and 5 (2.9%) people disagrees on media encouraging diverse sporting activities. Media encouraging diverse sporting activities has a Mean value of 2.05 and a Standard Deviation of .749

Table 11: Media creating awareness

		Frequency	Percent
	Strongly agree	40	22.9
	Agree	90	51.4
Valid	Neutral	36	20.6
	Disagree	9	5.1
	Total	175	100.0

Among the 175 respondents 90 (51.4%) people agrees on media creating awareness and 9 (5.1%) people disagrees on media creating awareness. Media creating awareness has a Mean value of 2.08 and a Standard Deviation of .798

Table 12: Media helps in creating role models

		Frequency	Percent
	Strongly agree	55	31.4
	Agree	85	48.6
Valid	Neutral	32	18.3
	Disagree	3	1.7
	Total	175	100.0

Among the 175 respondents 85 (48.6%) people agrees on the statement media helps in creating role models and 3 (1.7%) people disagrees on the statement media helps in creating role models. Media helps in creating role models has a Mean value of 1.90 and a Standard Deviation of .748

Table 13: Interactive and innovative media enhance engagement

		Frequency	Percent
Valid	Strongly agree	45	25.7
	Agree	96	54.9
	Neutral	31	17.7
	Disagree	3	1.7
	Total	175	100.0

Among the 175 respondents 96 (54.9%) people agrees on the statement interactive and innovative media enhance engagement and 3 (1.7%) people disagrees on the statement interactive and innovative media enhance engagement. Interactive and innovative media enhance engagement has a Mean value of 1.95 and a Standard Deviation of .710

Table 14: Media provides information on various sporting activities

		Frequency	Percent
Valid	Strongly agree	58	33.1
	Agree	80	45.7
	Neutral	32	18.3
	Disagree	1	.6
	Strongly disagree	4	2.3
	Total	175	100.0

Among the 175 respondents 80 (45.7%) people agrees that media provides information on various sporting activities and only 1 (0.6%) disagree that media provides information on various sporting activities. Media provides information on various sporting activities has a Mean value of 1.93 and a Standard Deviation of .862

Table 15: Gender and information cross tabulation

Count							
		Information					Total
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Gender	Male	39	43	15	1	3	101
	Female	18	37	17	0	1	73
	Others	1	0	0	0	0	1
Total		58	80	32	1	4	175

Among the 175 respondents 43 male and 37 female agrees on the statement that media plays a crucial role in promoting sporting activities among youngsters by providing them with information about various sports, their rules and techniques.

Table 16: Watching sports and engagement cross tabulation

		Engagement				Total
		Strongly agree	Agree	Neutral	Disagree	
Watching sports	Yes	38	69	12	3	122
	No	2	7	7	0	16
	Sometimes	5	20	12	0	37
Total		45	96	31	3	175

Among the 175 respondents 69 people who watches sports agrees on the statement that use of interactive and innovative media technologies can enhance the engagement and interest of youngsters in sports activities and increase their participation rates.

Table 17: physical participation and diverse sporting activities cross tabulation

		Diverse sporting activities				Total
		Strongly agree	Agree	Neutral	Disagree	
Physical participation	Yes	29	43	18	4	94
	No	4	17	6	0	27
	Sometimes	7	32	14	1	54
Total		40	92	38	5	175

Among the 175 respondents 43 people who participates physically in sporting activities agrees on the statement that media encourages diverse range of sporting activities among youngsters, beyond traditional team sports.

5. 3 Discussion

Though there are different views on the role of media in promoting sporting activities among youngsters, most of the people agrees on the view that media plays a crucial role in promoting sporting activities among youngsters. Chenghao Ma in his article The Impact of Social Media in Sports points out that social media is one of the most important tools for sports, the fans and the athletes(Ma, 2018).

The relationship between media and sporting activities is complex and multifaceted. On the one hand, media coverage of sports events, athletes, and teams can increase public interest and participation in sports activities, particularly among youngsters. This can provide opportunities for young people to engage in healthy physical activity, learn new skills, and develop social connections through teamwork and competition.

Dr. Mahesh Kumar in his article journal Role of Media in Sports states that Sport and the media have both a global and a local scope of operation and are bound together in a complex network of relationships. Since the 1980s, the value of sport to media companies and their investment in sport have grown dramatically. The power of the small number of major media companies raises important issues of access and equity, especially with the growth of pay-to-view sports events(Kumar, 2019).

The media can create role models for young people by featuring successful athletes who inspire and motivate them to pursue their sporting interests. The media has a crucial role in promoting and shaping attitudes towards sporting activities among youngsters. Positive media coverage can encourage young people to participate in sports, while negative media coverage can discourage them from doing so. Therefore, it is essential to recognize the influence of media and use it responsibly to promote healthy and positive sporting activities among youngsters.

Daniel Beckand Louis Bosshart in their journal Sports and Media states that "Sports and the mass media enjoy a very symbiotic relationship in American society" Sports are integrative and image building elements for individuals, segments of societies, and entire societies. They act as unifying forces and strong factors of socialization, improving the social acceptance of athletes and their fans. Sports can also support social and cultural identities and the construction of national identities(Bosshart, 2003).

Media coverage and promotion of local sports events and activities can increase awareness and participation of youngsters in sports within their communities. Gauri Shanker Sahu in his research named "Role of mass media in sports promotion" states that it is found that mass media have a high ability to influence and raise public awareness in sport promotion. Also results show an increase in participation in sport activity. Furthermore, mass media is providing information about the importance of participation in sport and its role in promoting sports culture(Sahu, 2020).

<div align="center">

CHAPTER VI

SUMMARY, CONCLUSION AND SUGGESTIONS

</div>

6.1 Introduction

This chapter discusses the major findings of the study. This chapter is divided as conclusion, implications of the study and suggestions for further research & also this is the final chapter of the research study which is conducted.

6.2 Purpose of the study

The purpose of the study is to investigate the role of media in promoting sporting activities among youngsters. This research aims to explore the relationship between media and youngsters in the society. The findings of this research may contribute to our understanding of the role of media and how it promotes sporting activities among youngsters.

6.3 Re-statement of the problem

The problem statement for this research topic is: " role of media in promoting sporting activities among youngsters". The study aims to investigate how media promotes sporting activities among youngsters

6.4 Conclusion based on the findings of the study

The availability of sports coverage in the media has a positive impact on the interest and participation of youngsters in sports activities. Media coverage of sporting events provides role models and inspiration for youngsters, encouraging them to participate in sports and physical activities. The use of social media and digital platforms by sports organizations and athletes has a significant impact on engaging and motivating youngsters to participate in sports.

Media campaigns promoting the benefits of physical activity and sports participation can have a positive impact on the attitudes and behaviors of youngsters towards sports and physical activity. The media can play a crucial role in promoting the diversity and inclusion of all young people in sports activities, regardless of their gender, race, ethnicity, or socio-economic status. The use of interactive and innovative media technologies can enhance the engagement and interest of youngsters in sports activities and increase their participation rates. Media coverage and promotion of local sports events and activities can increase awareness and participation of youngsters in sports within their communities.

Based on all these findings the researcher can say that media plays a crucial role in promoting sporting activities among youngsters

6.5 Implication of the study

The result of the study proves that media plays a crucial role in promoting sporting activities among youngsters. The research is conducted within the limited circle of knowledge and resources.

6.6 Suggestions for further research

➢ Increase the number of respondents to get a detailed analysis for the research.
➢ Include more respondents from the age category 20 to 30 so that the findings will be more authentic.

Bibliography

Bosshart, D. B. (2003). *communication research trends*. Retrieved from http://cscc.scu.edu:
http://cscc.scu.edu/trends/v22/v22_4.pdf

Cara L.Booker, A. J. (2015, january). *National Library Of Medicine*. Retrieved from
https://www.ncbi.nlm.nih.gov: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4265914/

haynes, r. (2015). *sport and the media*. Retrieved from https://core.ac.uk:
https://core.ac.uk/download/pdf/42545579.pdf

International Journal of Physiology, Nutrition and Physical Education . (2018). Retrieved from
https://cdn.website-editor.net: https://cdn.website-
editor.net/25dd89c80efb48d88c2c233155dfc479/files/uploaded/Role%2520of%2520media%
2520in%2520sports.pdf

Jones, O. T. (2021, march 17). *media and digital transformation in sport*. Retrieved from
https://sportdigitaltransformation.media:
https://sportdigitaltransformation.media/2021/03/17/the-relationship-between-sport-and-the-
media/

Kachembele, M. (n.d.). *Academia*. Retrieved from https://www.academia.edu:
https://www.academia.edu/41938481/IMPORTANCE_OF_MEDIA_IN_SPORT

kumari, h. (2019). *role of media in sports development*. Retrieved from http://www.kheljournal.com:
http://www.kheljournal.com/archives/2019/vol6issue1/PartB/6-1-50-165.pdf

Ma, .. C. (2018, November 21). *The Sports Digest*. Retrieved from http://thesportdigest.com:
http://thesportdigest.com/2018/11/the-impact-of-social-media-in-sports/

Park, N.-I. K.-M. (2017, Nov 20). Retrieved from https://www.ripublication.com:
https://www.ripublication.com/ijaer17/ijaerv12n20_71.pdf

Puertas-Molero Pilar, M.-C. R.-V. (2019, februvary 8). *scinapse*. Retrieved from
https://www.scinapse.io: https://www.scinapse.io/papers/2914848120

Sahu, G. S. (2020). *role of media in sports promotion* . Retrieved from https://www.academia.edu:
https://www.academia.edu/44678666/ROLE_OF_MASS_MEDIA_IN_SPORTS_PROMOTI
ON

QUESTIONNAIRE

1. Age

below 15 ☐   15-20 ☐   21-25 ☐   26 - 30   ☐

2. Gender

Male ☐   Female ☐   others ☐

3. Location

urban ☐   semi urban ☐   rural ☐   semi rural ☐

4. Do you participate in sports physically

yes ☐   no ☐   sometimes ☐

5. Do you watch sports on media

yes ☐   no ☐   sometimes ☐

6. How often do you watch sports on media

☐   Less than one hour a week

☐   1-5 hours a week

☐   6-10 hours a week

☐   More than 10 hours

7. Media entices people to watch sports.

☐ strongly agree

☐   agree

☐   neutral

☐   disagree

☐   strongly disagree

8. Media promotes sporting activities

☐   strongly agree

☐   agree

☐   neutral

☐   disagree

☐   strongly disagree

9. social media plays a major role in promoting sporting activities among youngsters

☐   strongly agree

☐   agree

☐   neutral

☐   disagree

☐   strongly disagree

10. media encourages diverse range of sporting activities among youngsters, beyond traditional team sports

☐   strongly agree

☐   agree

☐   neutral

☐   disagree

☐   strongly disagree

11. media contributes to creating awareness about the health benefits of engaging in sports activities, thus encouraging young people to pursue their sporting ambitions and take up sports as a career.

☐   strongly agree

☐   agree

☐   neutral

☐ disagree

☐ strongly disagree

12. media helps in creating role models for young people, as they showcase the achievements of successful athletes who have worked hard to achieve their goals

☐ strongly agree

☐ agree

☐ neutral

☐ disagree

☐ strongly disagree

13. use of interactive and innovative media technologies can enhance the engagement and interest of youngsters in sports activities and increase their participation rates .

☐ strongly agree

☐ agree

☐ neutral

☐ disagree

☐ strongly disagree

14. media plays a crucial role in promoting sporting activities among youngsters by providing them with information about various sports, their rules and techniques.

☐ strongly agree

☐ agree

☐ neutral

☐ disagree

☐ strongly disagree