

Electronic Media Usage among the Female Teachers and Students of Kannur University in Kerala, India: A Study

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Abstract: *Electronic media has become a part of our life style nowadays. The present study is about the electronic media usage among the female teachers and students of Kannur University in Kerala which is the southernmost state in India. A total of 100 respondents were selected using random sampling technique. The electronic media taken under the study are Radio, Television and Internet. The time spent for using these media is analysed. The internet and mobile phone services used by the respondents and the problems faced by them in the Usage Of Electronic Media Were Also Examined.*

Keywords: *Electronic Media, Female Teachers, Students, Kannur University, Kerala.*

I. Introduction

Electronic media are the media that take advantage of electronic technology. It includes Radio, Television, Internet, Fax, CD-ROM, DVD, etc. The history of electronic media starts with the invention of Radio. Then the evolution of Television came which is a wonderful invention by man. Now the arena of electronic media has been widened with the development of Internet. The revolution of electronic media has enabled people to get up to date information. People can communicate instantly from anywhere in the world and can access any information from all over the world. They also contribute to the enhancement of the knowledge, language and vocabulary.

Electronic media has intruded into every field in our lives. Our days are very much depended on the electronic media as we spend many hours in front of these media. The development of Internet and social networking sites enables people to communicate with anybody in any part of the world. The distance between people reduced very much. The various researches revealed that media can change attitude and life style of people and has become a major part of their life. It helps in moulding ideas and attitudes and also influences lifestyle and culture.

Definition: According to Law Dictionary, Electronic media are, “Any type of device that stores and allows distribution or use of electronic information. This includes television, radio, Internet, fax, CDROMs, DVD, and any other electronic medium. Contrast to print media”.

II. Review of Related Literature

Kiatrungrit (2014) conducted a study on the use of all types of electronic media among secondary school students in Bangkok, Thailand. Questionnaire was used to collect data from 768 students of average age 15.4 years from four schools in Bangkok, selected by stratified random sampling. The study reveals that almost all respondents had easy access to different types of electronic media. Most of them had mobile phones, television and internet access in their bed room. They spent time on social networking sites, listen music and play computer games. Only 19 percent had parental rules about the use of electronic devices. While female students use these devices mainly for social activities, boys use these mainly for playing games.

Parvathamma (2013) conducted a study on the usage of electronic media by rural community in the Gulbarga district of Karnataka. The study reveals that majority of the rural community (90%) use TV and radio. They use it mainly for entertainment purpose. Most of them (78%) have mobile phone, whereas only 12 per cent of them use Internet. The findings of the study revealed that the electronic media has played only a marginal role for the rural development. The study suggest that the electronic media should facilitate rural development other than giving them entertainment or news. Banita Lal (2009) conducted a study on home worker's use of mobile phones for social interaction purposes. Data was collected from 25 respondents working in a telecommunications organisation using in-depth, semi-structured interviews. The analysis shows that a significant number of respondents use their mobile phone for retaining social interaction with colleagues outside of their designated work time and space.

Title of the Study:

The title of the present study is “**Electronic Media Usage among the Female Teachers and Students of Kannur University in Kerala, India: A Study**”

Objectives:

1. To know the extent of use of Radio by the female teachers and students in Kannur University.
2. To find out the time spent by the female teachers and students in Kannur University for watching Television.
3. To analyse the Internet services used by the female teachers and students in Kannur University.
4. To examine the mobile phone services used by the female teachers and students of Kannur University.
5. To find out the problems faced by the respondents in the usage of electronic media.

III. Methodology

The study was conducted in Kannur University of Kerala state in India. The main objective of the University is the promotion of higher education in northern districts of Kerala. A survey was conducted to collect the primary data on the usage of electronic media among the female teachers and female students using questionnaire. The sample includes female teachers and students in different departments of Kannur University. A sample of 100 respondents was selected using simple random sampling. It includes 35 female teachers and 65 female students. Out of 100 questionnaires distributed, 86 were returned. The Break-up of the sample is given in Table 1.

Table 1: Break-up of the Sample

Respondents	No. of questionnaire distributed	No. of questionnaire received
Teachers	35	27
Students	65	59
Total	100	86

IV. Analysis And Interpretation

The data collected using questionnaires from respondents were tabulated and analysed using percentage as below.

Age of the Respondents: The age of the respondents is given in the following Table.

Table 2: Age of the Respondents

Age of the Respondents	Teachers		Students		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
21-30 years	9	33.33	59	100	68	79.07
31-40 years	16	59.26			16	18.60
41-50 years	2	7.41			2	2.33

From the Table 2, it is clear that majority of the teachers are in the age group 31-40 years while 33.33 percent are 21-30 years old. Only 7.41 percent are above 40 years. All the students are in the age group 21-30 years.

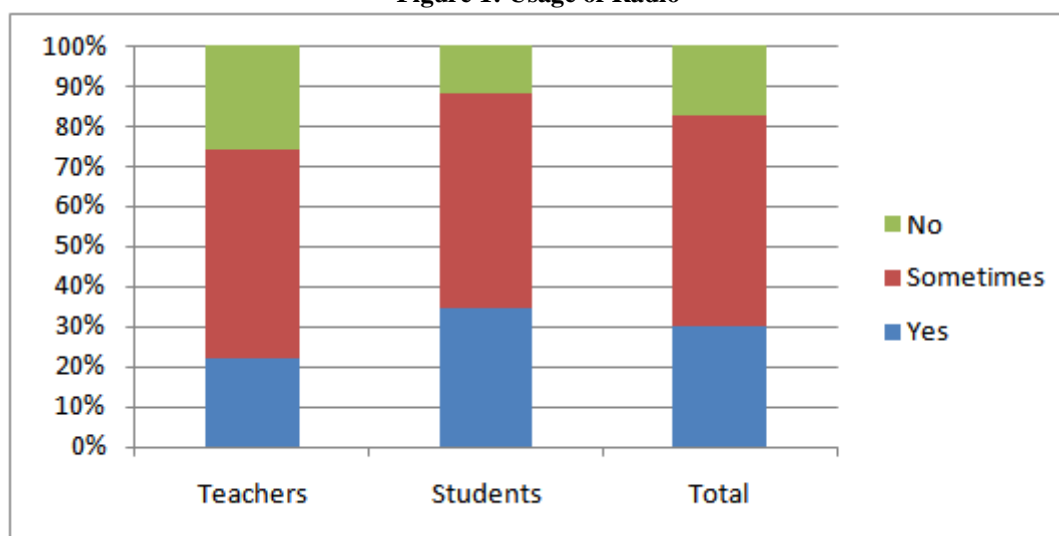
Usage of Radio: Here an attempt is done to understand the usage of Radio by the female teachers and students in the new information era. The data is given in the Table 3.

Table 3: Usage of Radio

Usage of Radio	Teachers		Students		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	6	22.22	20	33.9	26	30.23
Sometimes	14	51.85	31	52.54	45	52.33
No	7	25.93	8	11.86	15	17.44

The Table 3 clearly depicts that majority of the respondents (52.33%) hear Radio sometimes and only 30.23 percent hear regularly. Some of the respondents (17.44%) do not hear Radio. Though the regular usage of Radio is decreasing among listeners due to the advent of new information communication technologies, there are still users for this medium. It can be better understood from the Figure 1.

Figure 1: Usage of Radio



Radio Stations: The Radio station under Government i.e. Akashavani and private FMs are there in Kerala that provide information and entertainment to the people. The data regarding the usage of Radio stations are given in the following table.

Table 4: Radio Stations

Radio Stations	Teachers		Students		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Akashavani	3	11.11	7	11.86	10	11.63
FMs	20	74.07	51	86.44	71	82.56

The Table 4 clearly shows that most of the respondents (82.56%) hear private FMs than Akashavani (11.63%). There is no significant difference between the teachers and students regarding this matter. It is also interesting that all those who hear Radio, listen FMs.

Usage of Television: Television has penetrated to each and every household nowadays. It has become a part of people's life so that they spend hours in front of the Television. The usage of Television by the female teachers and students in Kannur University can be understood from Table 5.

Table 5: Usage of Television

Usage of Television	Teachers		Students		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	19	70.37	22	37.29	41	47.67
Sometimes	8	29.63	37	62.71	45	52.33

From the above Table, it is clear that everybody watch Television. While majority of the teachers (70.37%) watch Television regularly, majority of the students (62.71%) watch Television sometimes. On the whole, 47.07 percent of the respondents watch Television regularly and 52.33 percent of them watch sometimes.

Television Channels

The Television channels available to us are Doordarshan under Government authority and private cable channels. The Table 6 shows the data pertaining to the usage of Television channels by the female teachers and students of Kannur University.

Table 6: Television Channels

Television Channels	Teachers		Students		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Doordarshan	0	0	0	0	0	0
Private Channels	27	100	59	100	86	100

The Table 6 shows that nobody watches Doordarshan. All the respondents watch private cable channels only.

Language of Television Channels:

There are lots of channels available to us in the Television in different languages. Through private cable system, several channels from different states of India and channels from other countries also are available. These may be of Malayalam which is the regional language of Kerala, English, Hindi, Tamil, Kannada, etc. The information about the language of Television channels being watched by the female teachers and students is given in the Table 7.

Table 7: Language of Television Channels

Language of Channels	Teachers		Students		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Malayalam	27	100	57	96.61	84	97.67
English	16	59.26	22	37.28	38	44.19
Hindi	12	44.44	42	71.19	54	62.79
Tamil	8	29.63	23	38.98	31	36.05
Others	6	22.22	0	0	6	6.98

The Table 7 shows that channels in Malayalam (97.67%) are in the first position regarding the language of channels being watched by the respondents. Majority of them (62.79%) watch Hindi channels and 44.19 percent watch English channels. Tamil channels are watched by 36.05 percent and some of the teachers (22.22%) watch channels in other language also. The viewership of English channels is high among teachers than students, while regarding Hindi and Tamil, the viewership is high among students.

Time Spend for Watching Television

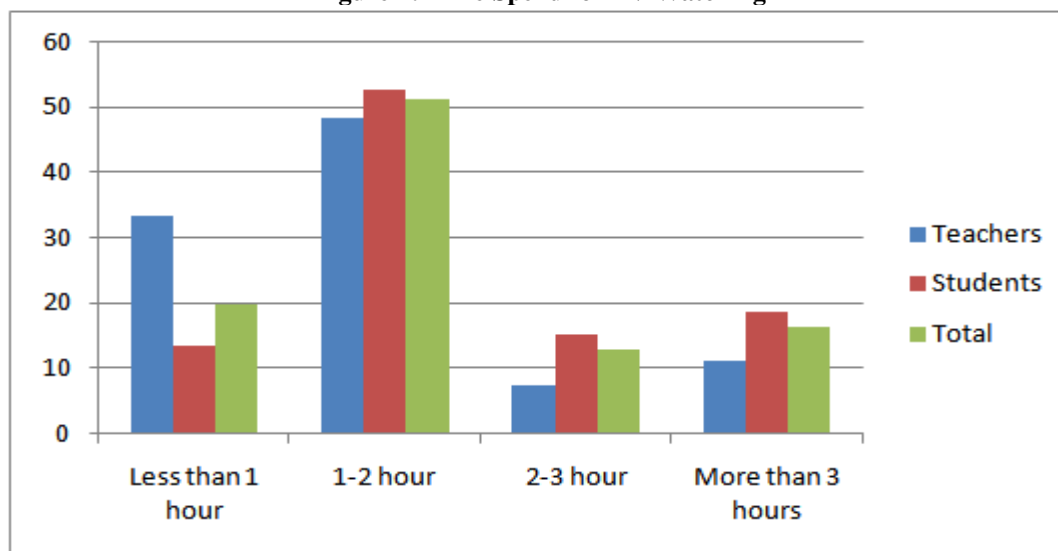
The Table 8 gives information about the time spent by the respondents for watching television.

Table 8: Time Spend for Watching Television

Time spend for Watching Television	Teachers		Students		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Less than 1 hour	9	33.33	8	13.56	17	19.76
1-2 hour	13	48.15	31	52.54	44	51.16
2-3 hour	2	7.41	9	15.25	11	12.79
More than 3 hours	3	11.11	11	18.64	14	16.28

The above Table shows that about half of them (51.16%) spend 1-2 hours for watching television a day. Majority of the female teachers watch TV for 1-2 hours (48.15%) and less than 1 hour (33.33%). The number of teachers watching television for more than 2 hours is very low. Among students, majority (52.54%) watch TV for 1-2 hours. 13.56 percent of them watch Television less than 1 hour and the others watch Television for more than 2 hours. The time spends for watching Television by the respondents is given Figure 2.

Figure 2: Time Spend for TV Watching



Usage of Internet:

The Internet has become common among people so that everybody is familiar with Internet. The below Table show the usage of Internet by the female teachers and students of Kannur University.

Table 9: Usage of Internet

Usage of Internet	Teachers		Students		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	27	100	42	71.12	69	80.23
No	0	0	17	28.81	17	19.77

The Table 9 indicates that all the teachers and 71.12 percent of the students use Internet regularly. 15.79 percent of the students do not use Internet. On the whole majority of the respondents (80.23%) use Internet regularly. The intrusion of Internet among people is evident from this table.

Internet Services

Internet provides a variety of services to the users. Here an attempt is done to know the Internet services being utilised by the respondents. The data is given in the Table 10.

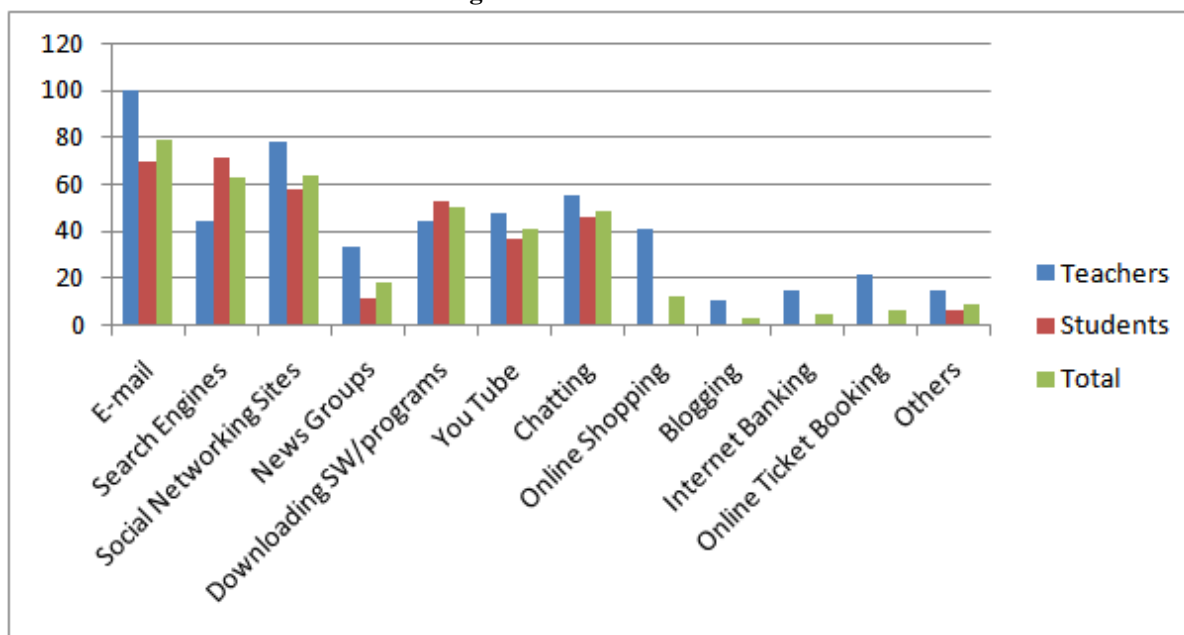
Table 10: Internet Services

Internet Services	Teachers		Students		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
E-mail	27	100	41	69.49	68	79.07
Search Engines	12	44.44	42	71.19	54	62.79
Social Networking Sites	21	77.78	34	57.63	55	63.95
News Groups	9	33.33	7	11.86	16	18.60
Downloading SW/programs	12	44.44	31	52.54	43	50
You Tube	13	48.15	22	37.29	35	40.7
Chatting	15	55.56	27	45.76	42	48.84
Online Shopping	11	40.74	0	0	11	12.79
Blogging	3	11.11	0	0	3	3.49
Internet Banking	4	14.81	0	0	4	4.65
Online Ticket Booking	6	22.22	0	0	6	6.98
Others	4	14.81	4	6.78	8	9.3

From the above Table it is clear that the service most widely used is Email which is used by all the teachers (100%) and 69.49 percent of the students. The other services which have more usage among respondents are Social Networking Sites (63.95%), Search Engines (62.79%), Downloading SW/programs (50%), Chatting (48.84%) and You Tube (40.7%). Teachers use services like Online shopping (40.74%), News groups (33.33%), Online Ticket Booking (22.22%), Internet Banking (14.81%) and Blogging (11.11%). Services other than these are used by a few of them (9.3%).

The Internet services used by the respondents are presented in the Figure 3.

Figure 3: Internet Services



Social Networking Services:

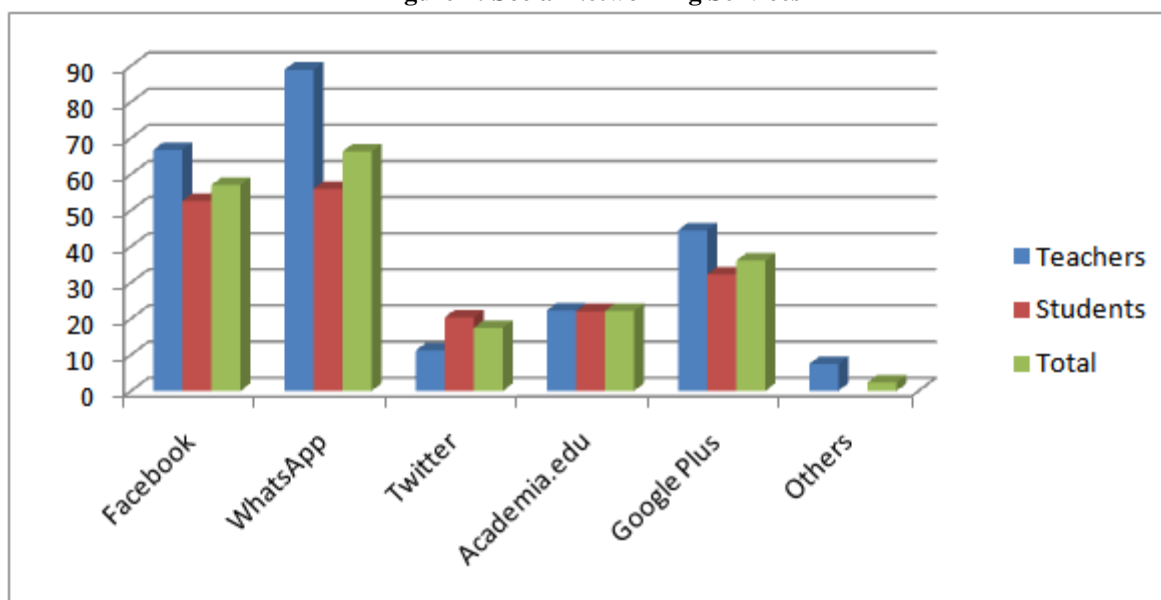
Social networking services have attained a great position among the people in this information era. The Table 11 gives information regarding the social networking sites being used by the female teachers and students in Kannur University.

Table 11: Social Networking Services

Social Networking Services	Teachers		Students		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Facebook	18	66.67	31	52.54	49	56.98
WhatsApp	24	88.89	33	55.93	57	66.28
Twitter	3	11.11	12	20.34	15	17.44
Academia.edu	6	22.22	13	22.03	19	22.09
Google Plus	12	44.44	19	32.2	31	36.04
Others	2	7.41	0	0	2	2.33

The Table 11 shows that the most widely used social networking services are WhatsApp (66.28%) and Facebook (56.98%). Among teachers, 88.89 percent use WhatsApp and 66.67 percent use Facebook. Google plus (36.04%) is in the third position. The other services being used are Academia.edu (22.09%) and Twitter (17.44%). Except Twitter, all other social networking services have more usage among teachers than students. It is presented in the Figure 4.

Figure 4: Social Networking Services



Possession of Smart Phone:

Today, all are equipped with new information communication devices. Almost all have smart phones, iPad, tablets, etc. The Table 12 gives information about the possession of smart phones.

Table 12: Possession of Smart Phone

Possession of Smart phone	Teachers		Students		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	27	100	42	71.19	69	80.23
No	0	0	17	28.81	17	19.77

From the above table, it is clear that all the female teachers possess smart phones, whereas 71.19 percent of the students have smart phones. 28.81 percent students do not have smart phones.

Mobile Phone Services:

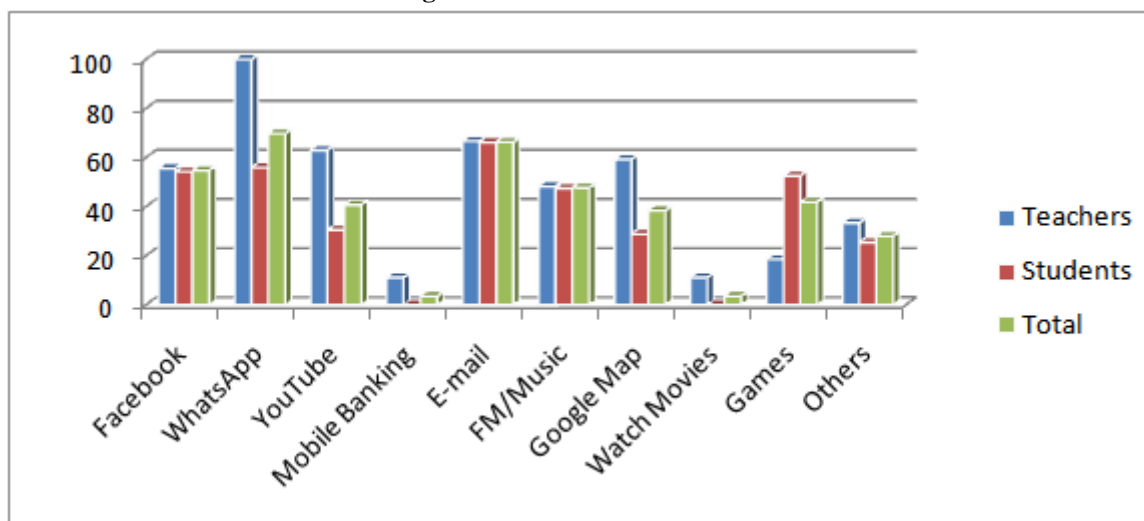
The mobile phones are providing lots of services. Here an attempt was made to know the mobile phone services to be utilised by the respondents. The data is given in the below Table.

Table 13: Mobile Phone Services

Mobile Phone Services	Teachers		Students		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Facebook	15	55.56	32	54.24	47	54.65
WhatsApp	27	100	33	55.93	60	69.77
You Tube	17	62.96	18	30.51	35	40.7
Mobile Banking	3	11.11	0	0	3	3.49
E-mail	18	66.67	39	66.1	57	66.28
FM/Music	13	48.15	28	47.46	41	47.67
Google Map	16	59.26	17	28.81	33	38.37
Watch Movies	3	11.11	0	0	3	3.49
Games	5	18.52	31	52.54	36	41.86
Others	9	33.33	15	25.42	24	27.91

The Table 13 shows that WhatsApp (69.77%) is the most popular service which is used by all the teachers and 55.93 percent of students also. The other mobile phone services which are widely used among the female teachers and students are E mail (66.28%), Facebook (54.65%), hearing FM/Music (47.67%), YouTube (40.7%), Google Map (38.37%) and Games (41.86%). Among these services, YouTube and Google Map are widely used by the teachers than students, while Games are played by students than teachers. Only 11.11 percent of the teachers use services like mobile banking and watching movies on mobile phones. 29.82 percent of the respondents use other services of the mobile phones.

Figure 5: Mobile Phone Services



Time Spend for Mobile Phone Services:

The time spent by the respondents for the usage of mobile phones daily can be understood from the following Table.

Table 14: Time Spend for Mobile Phone Services

Time spend for Mobile Phone Services	Teachers		Students		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Less than 1 hour	9	33.33	27	45.76	36	41.86
1-2 hour	12	44.44	4	6.78	16	18.60
2-3 hour	0	0	0	0	0	00
More than 3 hours	6	22.22	11	18.64	17	19.77

The above Table clearly shows that majority of them (41.86%) spent less than 1 hour for mobile phone services. Among teachers, 44.44 percent spent 1-2 hours for mobile phone services, against 6.78 percent of the students. 19.77 percent of the respondents spend more than 3 hours for the mobile phone services. Among the respondents, teachers spent more time for using mobile phones than students.

Problems in the Usage of Electronic Media:

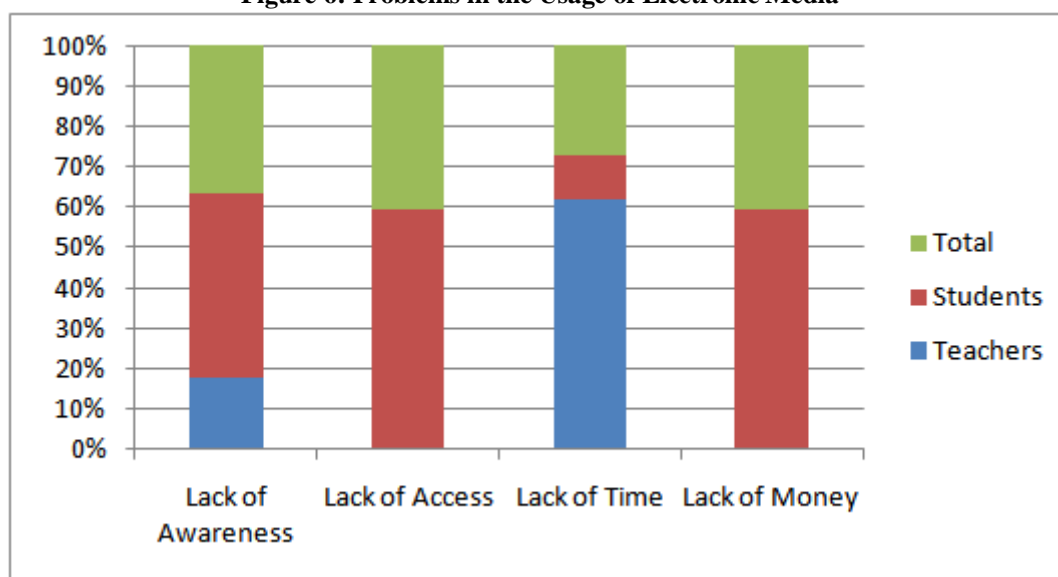
The problems faced by the female teachers and students in the usage of electronic media are given in the following Table.

Table 15: Problems in the Usage of Electronic Media

Problems in the usage of Electronic Media	Teachers		Students		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Lack of Awareness	4	14.81	22	37.29	26	30.23
Lack of Access		0	19	32.20	19	22.09
Lack of Time	23	85.19	9	15.25	32	37.21
Lack of Money		0	43	72.88	43	50

From the above Table, it is understood that while lack of time create problems for majority of the teachers (85.19%), lack of money is the main problem for students (72.88%). Lack of awareness about the electronic media and its services makes problems for 37.29 percent of the students and 14.81 percent of the teachers. Some of the students (32.20%) face the problem of lack of access to these media also. The problems faced by the respondents in the usage of electronic media is presented in the Figure 6.

Figure 6: Problems in the Usage of Electronic Media



V. Conclusion

Electronic media have rooted into all parts of our today's life. It has become a part of our life so that it cannot be separated from us. The present study reveals that the importance of Doordarshan and Akashvani is declining among the audiences. The respondents spent 1-2 hours or more for watching Television. Majority of them uses E-mail, search engines and social networking services. Among social networking services, Facebook and WhatsApp are used by most of the respondents. They also make use of services provided by the Mobile phones. While lack of time makes problem for majority of the teachers, lack of access and money make hindrances for students in the usage of electronic media. On the whole the study shows that the female teachers and students in Kannur University are using electronic media effectively.

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