

# Effect of Gender, Academic Stream, and Print Media Use on Mass-Media and Journalism Preferences of Senior Secondary School Students

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**Abstract:** The present study was undertaken to find out the effect of gender, academic stream and print media use on mass media and journalism preferences of senior secondary school students. The present study has been conducted on a sample of 240 male and female senior secondary school students of Una and Kangra district of Himachal Pradesh. Print media scale developed and standardized by the investigator herself. Vocational Preferences Record by Bhargava and Bhargava, (2009) have been used as tool and administered on the selected sample. Mean, S.D, T-test and (2X3X2) analysis of variance have been used for analysis of data. The result of the study revealed that currently (i) Gender do not have any effect on mass media and journalism preferences of senior secondary school students. (ii) Stream does not have any effect on mass media and journalism preferences of senior secondary school students. (iii) Students making more use of print media have more mass media and journalism preferences than the students making less use of print media (iv) There was no interaction found between gender and print media use, gender and stream, stream and print media use (v) Gender, stream and print media use do not interact significantly in mass media and journalism preferences.

**Key words:** Mass-Media and Journalism Preferences, Senior Secondary School Students

## I. INTRODUCTION

A medium is a 'channel of communication' a mean through which people send and receive information. Mass-media can be categorized under two area-(i) Print-media and (ii) Electronic-media. The printed word, for example, is a medium; when one read a newspaper or magazine, something is communicated to us in some way. Print Media use a physical object such as a newspaper, book, pamphlet or comics to distribute their information. Reading matter has vast potentialities. It exerts good influence on the individuals.

Electronic media include television, radio and films etc. Newspaper, television and films are the medium for mass communication which have revolutioned modern living. Non print media use a physical object such as a television, radio, and internet to distribute their information. Internet media provides many mass media services, such as e-mail, websites, blogs and internet based radio and television.

The word preference is derived from Latin word '*Preferential or Preference*' which means 'carry in front'. Preference means selecting of someone or something over another or others. Journalism is the business of giving news. The various vocational preferences included in these areas are Journalist, Film Producer, Film Director, Radio and Television announcers, Magazine Reporters, Newspaper Editors etc..

## II. OBJECTIVES

1. To develop and standardize a scale to measure the impact of print media use on senior secondary school students.
2. To study and compare the mass media and journalism preferences of senior secondary school students with respect to:
  - a) gender,
  - b) stream,
  - c) print-media use.
3. To study two factor interaction effect of:
  - a. gender and stream,
  - b. gender and print-media use,
  - c. stream and print-media useon the mass media and journalism preferences of senior secondary school students.
4. To study three factor interaction effect of:  
gender, stream and print-media use on the mass media and journalism preferences of senior secondary school students.

## III. HYPOTHESIS

1. There will be significant difference in the mass media and journalism preferences of senior secondary school students with respect to:
  - a) gender,
  - b) stream,
  - c) print-media use.
2. There will be significant two factor interaction effect of:

(a) gender and stream (b) gender and print-media use (c) stream and print-media use on the mass media and journalism preferences of senior secondary school students.

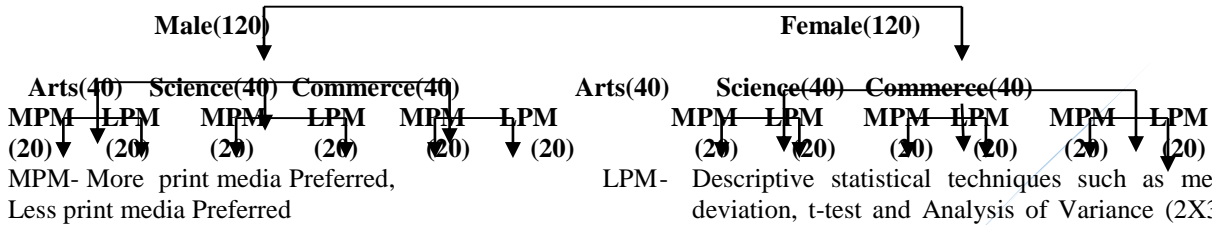
- There will be significant three factor interaction effect of: gender, stream and print-media use on the mass media and journalism preferences of senior secondary school students.

#### IV. SAMPLE

The data comprised of 240 students studying in 10+1 and 10+2 class. For the selection of the sample senior secondary school students of District Una and District Kangra of Himachal Pradesh were selected.

#### V. LAY OUT OF THE RESEARCH DESIGN

##### Sample(240)



MPM- More print media Preferred,  
LPM- Less print media Preferred

LPM- Descriptive statistical techniques such as mean, standard deviation, t-test and Analysis of Variance (2X3X2 factorial design) were used.

#### VI. TOOLS USED

For the collection of data following tools were used:

- Print media scale developed and standardized by the investigator herself.
- Vocational Preferences Record by Bhargava and Bhargava, (2009).

#### ANALYSIS AND INTERPRETATION OF DATA

The data was analyzed to determine the nature of the distribution of scores by employing mean and standard deviation. The total scores and means of different sub groups have been presented in Table-1.

#### STATISTICAL TECHNIQUE USED

TABLE 1

TOTAL SCORES AND MEANS OF MASS-MEDIA AND JOURNALISM PREFERENCES OF STUDENTS WITH RESPECT TO THEIR GENDER, STREAM AND PRINT MEDIA USE

Type of Gender		Scores and Means of Males	Scores and Means of Females	Combined Scores and Means	Stream wise Scores and Means	Print-Media use wise Scores and Means
Science	More use	360 (18.00)	301 (15.05)	661 (16.52)	1128	More use of Print-Media (1)+(3)+(5) 1909  (15.90)  Less use of Print-Media (2)+(4)+(6) 1083  (12.31)
	Less use	243 (12.15)	224 (11.20)	467 (11.67)	(14.10)	
Arts	More use	283 (14.15)	330 (16.50)	613 (15.32)	1176	
	Less use	256 (12.80)	307 (15.35)	563 (14.07)	(14.70)	
Commerce	More use	320 (16.00)	315 (15.75)	635 (15.87)	1083	
	Less use	254 (12.70)	194 (9.70)	448 (11.20)	(13.53)	

<b>Gender wise Combined Scores and Means</b>	1716 (14.30)	1671 (13.92)	3387 (14.11)	---	---
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The sum of squares, degree of freedom, means of sum of squares and the F- ratio have been presented in Table-2.

**TABLE 2**  
**GENDER, STREAM AND PRINT MEDIA USE-WISE SUMMARY TABLE OF ANALYSIS OF VARIANCE OF MASS MEDIA AND JOURNALISM PREFERENCES OF STUDENTS**

Source of Variation	Sum of Squares	df	Mean Squares	F-Value
Gender	8.438	1	8.438	0.146
Stream	54.075	2	27.038	0.467
Print Media use	774.004	1	774.004	13.357**
Gender and Stream	240.475	2	120.238	2.075
Gender and Print Media use	0.504	1	0.504	0.009
Stream and Print Media use	164.808	2	82.404	1.422
Gender, Stream and Print Media use	57.508	2	28.754	0.496
Error Variance	13212.150	228	57.948	--
Total Sum of Squares	62311.00	239	--	--

\* Significant at 0.05 level of significance, \*\* Significant at 0.01 level of significance

**a) Main Effect of Gender:** In the above Table, it is evident that the calculated value of 'F' ratio for the main effect of gender of senior secondary school students on the mass-media and journalism preferences scores came out 0.146, for df 1 and 228, which is even less than the 'F' Table value 3.89, at 0.05 level of significance. Hence, the hypothesis number 1 (a), "There will be significant difference in the mass-media and journalism preferences of senior secondary school students with respect to gender", was not retained. Thus, it is concluded that male and female senior secondary school students do not differ in the mass-media and journalism preferences. From the means it is evident that all the male and female students are having moderate type of mass media and journalism preferences.

Further, from the Table 1, it is evident that male students irrespective of their stream and print media use exhibited slightly more combined mean score (14.30) than their counterpart (13.92). Thus, it is concluded that gender of

students has no significant effect on the mass-media and journalism preferences.

**b) Main Effect of Stream:** From the Table 2, it is evident that the calculated value of 'F' ratio for the main effects of stream of senior secondary school students on mass-media and journalism preferences came out 0.467, for df 2 and 228, which is less than 'F' Table value 3.04 at 0.05 level of significance. Hence the hypothesis number 1 (b), "There will be significant difference on mass-media and journalism preferences of senior secondary school students with respect to stream", was not retained. Thus, it is concluded that science, arts and commerce stream senior secondary school students do not differ significantly in mass-media and journalism preferences.

Further, it is also evident from Table 1, that students of arts stream exhibited slightly more combined mean (14.70) in mass-media and journalism preferences than science stream (14.10) and commerce stream (13.53). Thus, it is concluded that stream of students does not have any effect in mass-media and journalism preferences. Further, all the students of science, arts and commerce streams are having moderate type mass media and journalism preferences.

**c) Main Effect of Print Media use:** The Table 2, reveals that the calculated value of 'F' ratio for the main effects of print-media use of senior secondary school students on mass-media and journalism preferences came out 13.357, for df 1 and 228, which is more than the 'F' Table value 6.76, at 0.01 level of significance. Hence, the hypothesis number 1 (c), "There will be significant difference on mass-media and journalism preferences of senior secondary school students with respect to print media use", was retained. Thus, it is concluded that students with more and less use of print media differ significantly in mass-media and journalism preferences.

Further, it is evident from the Table 1, that students making more use of print media exhibited slightly more combined mean score (15.90) on mass-media and journalism preferences than the students making less use of print media (12.31).

Furthermore, 't' value are also computed for the comparison of mass-media and journalism preferences of senior secondary school students. The results are summarized in the Table 3, as follows:

**TABLE 3**  
**t' VALUE SHOWING SIGNIFICANCE OF DIFFERENCE ON MASS-MEDIA AND JOURNALISM PREFERENCES OF PRINT MEDIA USE OF STUDENTS**

Print Media use	N	Mean	SD	SED	't'-value
More	120	15.90	7.36	0.97	3.70**
Less	120	12.31	7.82		
Total	240				

\*\*significant at 0.01 level of significance

From the above Table, it is evident that the computed 't' value for mass-media and journalism preferences of male and female senior secondary school students is 3.70, for df 238, which is significantly greater than the 't' Table value 2.60, at 0.01 level of significance. Hence, it is concluded that more and less use print media of senior secondary school students differ significantly in mass-media and journalism preferences. Thus, it is concluded that students making more use of print media have more mass-media and journalism preferences than the students making less use of print media.

#### INTERACTION EFFECTS

The two factors and three factor interaction effects of gender, stream and print media use are studied and dealt in detail as below:

- (a) **Interaction Effect of Gender and Stream:** The Table 2, reveals that the calculated value of 'F' ratio for the interaction effect of type of gender and stream of senior secondary school students on the mass-media and journalism preferences came out 2.075, for df 2 and 228, which is even less than the 'F' Table value 3.04, at 0.05 level of significance. Hence, the hypothesis number 2 (a), "There will be significant two factor interaction effect of gender and stream on mass-media and journalism preferences of senior secondary school students," was not retained. Thus, it is concluded that the male and female students of science, arts and commerce stream do not interact significantly on mass-media and journalism preferences.
- (b) **Interaction Effect of Gender and Print Media use:** In the Table 2, the calculated value of 'F' ratio for the interaction effect of type of gender and print media use of senior secondary school students on the mass-media and journalism preferences came out 0.009, for df 1 and 228, which is less than the F table value 3.89, at 0.05 level of significance. Hence, the hypothesis number 2 (b) "There will be significant two factor interaction effect of gender and print media use in mass-media and journalism preferences of senior secondary school students", was not retained. Thus, it is concluded that and gender and print media use do not interact significantly in mass-media and journalism preferences.
- (c) **Interaction Effect of Stream and Print Media use:** In the Table 2, the calculated value of 'F' ratio for the interaction effect of type of stream and print media use of senior secondary school students on mass-media and journalism preferences came out 1.422, for df 2 and 228, which is even less than the 'F' table value 3.04, at 0.05 level of significance. Hence, the hypothesis number 2 (c) "There will be significant two factor interaction effect of stream and print media use on mass-media and

journalism preferences of senior secondary school students," was not retained. Thus, it is concluded that stream and print media use do not interact significantly on mass-media and journalism preferences.

- d) **Interaction Effect of Gender, Stream and Print Media use:** In the Table 2, the calculated value of 'F' ratio for the interaction effect of type of gender, stream and print media use of senior secondary school students on mass-media and journalism preferences came out 0.496, for df 2 and 228, which is less than the 'F' Table value 3.04, at 0.05 level of significance. Hence, the hypothesis number 3 "There will be significant three factor interaction effect of gender, stream and print media use on mass-media and journalism preferences of senior secondary school students", was not retained. Thus, the gender, stream and print media use of senior secondary school students do not interact significantly on mass-media and journalism preferences.

#### VII. FINDINGS OF THE STUDY

- (i) Gender does not have any effect on mass media and journalism preferences of senior secondary school students.
- (ii) Stream does not have any effect on mass media and journalism preferences of senior secondary school students.
- (iii) Students making more use of print media have more mass media and journalism preferences than the students making less use of print media
- (iv) There was no interaction found between gender and print media use, gender and stream, stream and print media use
- (v) Gender, stream and print media use do not interact significantly in mass media and journalism preferences.

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