

INFLUENCE OF USAGE OF MASS MEDIA ON THE PERFORMANCE OF HIGH SCHOOL STUDENTS IN SCIENCE

**P. Kombaiah, M.Ed Student*

*** S. Lenin, Assistant Professor, Department of Education, Manonmaniam Sundaranar University, Tirunelveli*

ABSTRACT

The major objective of the study is to find out the level of usage of mass media and to find out the level of performance in science among the IX standard students. A sample of 300 IX standard students from 10 schools in Tirunelveli district is selected randomly for the study. The researcher employed survey method for the study. Data were analysed using percentage analysis and t-test. Findings reveal that 30% of the high school students have high level of usage of mass media and 19 % of them have high level of performance in science. Results also indicates that there is a significant difference in the usage of mass media among male and female high school students. There is no significant difference in performance in science among male and female high school students with regard to gender.

INTRODUCTION

Science as a subject should promote respect for the role of reason in human affairs. Science also promotes respect for intellectual flexibility and creativity, for the ability to revise old hypotheses. Mass media means technology that is intended to reach a large audience. It is the primary mode of communication used to reach the vast majority of the general public. The most common platforms for mass media are newspapers, magazines, radio, television and the internet. The general public typically relies on the mass media to social issues, entertainment and in pop culture. Mass media provides information to the mass within a less time. It takes a wide

coverage of information regarding anything that is happening in any part of the world. It brings the entire world to the individual or to the classroom. Children spend hours together sitting in front of the television and can visualise, hear and acquire knowledge about the world. The media easily reaches groups, allow repeated use, give more reality, influence attitudes, show cause and effective relationships and ultimately motivate the audience. It sends information to remote places and helps in distant learning. It helps in modification of attitudes, inculcation of desirable values and acquaintance with cultural heritage. Mass media acts as an agency of social change. Mass media is useful for reinforcing group dynamics and interpersonal communication. Mass media as a means of communication make ideas clear to children and help them to acquire correct knowledge. They help in simplifying and in giving vividness to explanation. Mass media makes the instruction concrete and stimulates interest and excites curiosity in things. Radio acts as the medium of mass communication. It is used mainly to broadcast events in far and wide the world over. It is also a very important source of entertainment. Every day we listen to various talks, discussions and debates through radio. These are extremely important and useful for the students. Especially for the purpose of teaching many programmes are broadcasted over radio. Today television has become an extremely popular source of entertainment among youngsters. We listen and see the instruction of the speaker through television. So the whole personality of the child is engaged in the task. Hence it has become the most powerful agency of mass communication. The printed matters are books, magazines, journals or newspapers. Reading matter has vast potentialities. It exerts good influence on the individuals. It acts on the intelligence and emotions of the individuals in shaping our attitudes and philosophies of life. Internet is a more interactive form of mass media and can be briefly described as a network specifically of interconnected computer networks that transmit data by packet switching using

the standard internet protocol. It consists of millions of smaller domestic, academic, business, and governmental networks such as email, online, chat, file transfer, and the interlinked web pages and other documents of the world wide web. Magazines are typically published weekly, biweekly, bimonthly, biannual, annual or quarterly, with a date on the cover that is in advance of the date it is actually published. They are often printed in colour on coated paper and are bounded with a soft cover. A newspaper is a publication containing news information and advertisements, usually printed on low cost paper called newsprint. The first printed newspaper was published in 1605 and this form has thrived even in the face of competition from technologies such as radio and television. Mass media has proved to help in classifying concepts, stimulating group and individual activities, developing a collective critical awareness, changing attitudes, imposing a new structure or organisation on certain subjects and encouraging originality and creativeness.

SIGNIFICANCE OF THE STUDY

Mass media is very much influencing the life-style of the people. People are using not only the books but also other materials like Radio, TV, Computer, Internet, for developing their life style. It impacts the lives of both young and old. The rise of mass media has created new cultural force where educational functions rival those of the school. It becomes a necessity in almost all fields of life including education, family and recreation.

In modern society, the mass media is very much impacting the adolescent. The present day children are living in an altogether different world than that of their parents. There is a big gap separating the previous generation from the present living conditions. The mass media has emerged as prominent and influence components of the modern society. The development of mass media and education inter-woven in so many ways that a discussion of one is incomplete

without reference to the other. Science, in curriculum, provides certain values which are not provided by any other subjects. All the school subjects are taught because they provide liberal education; they are part of the equipment and preparation for life which we expect the school to give to its pupils so that they may play their part in the community as intellectual citizens

OBJECTIVES OF THE STUDY

1. To find out the level of usage of mass media among high school students.
2. To find out the level of performance in science of high school students.
3. To find out the significant difference, if any, in usage of mass media with regard to gender
4. To find out the significant difference, if any, in performance in science with regard to gender
5. To find out the significant relationship between usage of mass media and performance in science of high school students.

NULL HYPOTHESES

1. There is no significant difference between male and female high school students with regard to the usage of mass media
2. There is no significant difference between male and female high school students with regard to the performance in science.
3. There is no significant relationship between usage of mass media and performance in science of high school students.

METHOD

The investigator used survey method for the study.

SAMPLE

300 IX standard students from 10 high schools in Tirunelveli District are selected by simple random sampling technique.

TOOLS

The tool for usage of mass media and performance in science scales are developed by the investigator and Guide

ANALYSIS OF DATA

Table 1

LEVEL OF USAGE OF MASS MEDIA OF HIGH SCHOOL STUDENTS

Low		Moderate		High	
N	%	N	%	N	%
140	46.7	121	40.3	39	30

Table 1 shows that 30 % of the students have high level of usage of mass media

Table 2

LEVEL OF PERFORMANCE IN SCIENCE OF HIGH SCHOOL STUDENTS

Low		Moderate		High	
N	%	N	%	N	%
142	47.3	101	33.7	57	19

Table 2 shows that 19 % of the students have high level performance in science

Hypothesis 1

There is no significant difference between male and female high school students with regard to the usage of mass media

Table 3

SIGNIFICANT DIFFERENCE BETWEEN MALE AND FEMALE HIGH SCHOOL STUDENTS IN THEIR USAGE OF MASS MEDIA

Gender	N	Mean	SD	t-value
Male	127	68.19	9.564	3.969
Female	173	62.90	12.60	

From Table 3 the calculated t-value 3.969 is greater than the table value at 0.05 level and hence that there is significant difference between male and female high school students in usage of mass media.

Hypothesis 2

There is no significant difference between male and female high school students with regard to the performance in science.

Table 4

SIGNIFICANT DIFFERENCE BETWEEN MALE AND FEMALE HIGH SCHOOL STUDENTS IN THEIR PERFORMANCE IN SCIENCE

Gender	N	Mean	SD	t-value
Male	127	57.50	14.56	2.555
Female	173	52.70	17.10	

From Table 4 the calculated t-value 2.555 is greater than the table value at 0.05 level and hence that there is significant difference between male and female high school students in their performance in science.

Hypothesis 3

There is no significant relationship between usage of mass media and performance in science among high school students.

Table 5

SIGNIFICANT RELATIONSHIP BETWEEN USAGE OF MASS MEDIA AND PERFORMANCE IN SCIENCE AMONG HIGH SCHOOL STUDENTS

Variables	Calculated r- Value
Usage of Mass Media	0.038
Performance in Science	

In the above table since the calculated 'r' value is less than the table value there is no significant relationship between usage of Mass Media and performance in science of high school students.

FINDINGS

1. There is a significant difference between male and female high school students in their usage of mass media.

2. There is a significant difference between male and female high school students in their performance in science.
3. There is no significant relationship between the usage of mass media and performance in science among high school students.

RECOMMENDATIONS

- i. Students must be encouraged to do mini projects on the influence of mass media in day today life.
- ii. Teachers should take classes using the mass media in order to enhance the students performance in science.

REFERENCE

1. Aggarwal. (2002). *Educational Research: An Introduction*. New Delhi: Depot.
2. Anderi P. Krishana (2015). *People as sensors: Mass Media and local Temperature Influence climate Discussion on Twitter*, Journal of Research on Adolescence.
3. Ghulamshabir (2015). *Mass media communication and Globalization with the perspective of 21 st century*, Journal of the Indian society of soil science.
4. Kulshreshtha S P (2011). *Foundations of Educational technology*. Meerut: R. Lall Book Depot

Note

- Page Numbers given in the downloaded file may not be same as the page numbers in the printed copy of the journal.
- The author(s) of this article is/are responsible to answer the queries on the originality of the article/research paper.