

Psychological Effects of Youth's Television Watching Habits in Current Scenario

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Abstract:

Teenagers and youths are exposed to multiple media since they can't rely on one for information and amusement. Teens use Internet, print media, TV, and movies interchangeably. Kids are "active media users" nowadays. This research aims to produce aspects that encourage youth to watch TV and to track children's viewing habits. A poll was done to find out how different age groups watch TV and use digital media. The digital revolution has impacted young TV viewing patterns. This study examined young people's TV and digital media exposure, availability, and use. Demographic factors can affect a person's ability to use alternative digital platforms. Using device, platform, content, and time, conventional and modern TV viewing patterns were compared to understand young people's viewing preferences. Prediction and classification difficulties were solved using linear regression.

Keywords: Television, Digital Media Platforms, young people, Linear regression

1. Introduction

In India, television is the most popular kind of leisure time activity for teenagers (98.8%) (Gupta et al, 2014). The average daily viewing time was 1.92 hours, ranging from 30 minutes to 5 hours. Girls watched TV for an average of 1.99 hours more than boys for an average of 1.86 hours. Since they are not permitted to go outside at night and must watch TV while performing household duties, girls may spend more time at home than boys, which is a realistic argument.

Children and teenagers now frequently use computers and the Internet, and they start doing so at a young age. Due to the increased availability of smartphones, 24% of American youths use the internet "nearly constantly." According to a new Pew Research Center research, 92% of American students say they use the internet every day, with 24% reporting they use it "nearly continuously," because to the ease of use and continual access offered by mobile devices, especially smart phones. More than half (56%) of teenagers, who are defined in this study as those between the ages of 13 and 17, use the internet frequently, with 12% saying they only use it once per day. Only 6% of teenagers say they often go online, while 2% say they do so less frequently.

70% of young people who use the internet in India spend more than 5 hours each week online. 41% of internet users still access the internet primarily using a desktop computer, although 36% use laptops and 27% use smartphones (Mcafee, 2014).

Children and adolescents pick up new behaviors by copying those they see, in accordance with Albert Bandura's idea. Many academics have noted that school-aged children who watch TV regularly and for longer periods of time experience behavioral issues. Children who watch violent TV shows may become agitated and engage in violent conduct.

1.2 Ill effects:

Santaliestra-Pasas et al. claim that kids and teenagers spend a lot of their free time engaging in low-intensity, low-calorie-dense activities. Furthermore, whatever the physical exercise or use of excessive fat promoting foods, recent analysis of Ghavamzadeh et al. in Iran's youth found a specific link combining viewing TV regularly with being overweight. As opposed to that, an analysis by Giammattei et al. found that obese schoolchildren were more likely to be sedentary and to drink soft drinks more frequently.

Thivel&Chaput further claim that an excessive calorie intake exacerbates the how much time has been spent engaging inactive pursuits. Since the major account of the effect of this condition is a perfect energy balancing, which includes greater time spent outside. Doing low amount of strenuous engage in computer games, through using computers, as well as watching Television have all leaded into adolescent obesity. In this regard, Friedrich et al. stated that school-based interventional strategies often has a beneficial impact on lowering amount of duration spent right in front of screens based on a systematic study.

1.3 Objectives

The very first goal of the analysis is recognize and comprehend distinctions between rural along with urban consumers' TV viewing habits and programming preferences. According to the main goal, the study contains the following additional objectives:

1. To identify the changes in the patterns of television viewing among youth in the digital age.
2. To measure the youth's exposure, access, availability and usage of television and digital media platforms.
3. To study the influence of various demographic factors over the access and usage of alternative digital platforms
4. To investigate the distinguishing features of traditional and contemporary patterns of television viewing with specific reference to device, platform, content and time.

2. Literature review

Throughout the 20th century, television was the focus of a lot of research. Many people were curious about the potential effects of this form of screen-based entertainment gadget, especially on children, after it was developed and gradually introduced into most homes. However, there was a significant change in the media context over the course of the century. Young people's lives are now characterized by continual connection with digital media on account to technical advancements and the convergence of several displays. (Buckingham & Martínez-Rodríguez, 2013).

According to Prenksy (2001), these young individuals are members of the "net-generation," or "digital natives." However, just because television now needs to compete for attention the same cannot be said of various screen-based medium. people not anymore watch it. Although young people in nordic nations even though they used the web frequently, watching television remained amongst the most common screen activities, according to studies citing Bucht and Harrie (2013) as well as Carlsson (2010) regarding youth folk's multimedia use.

On similar vein, Marta and gabelas (2008:11) found given fact that "TV remains an often preferred media across children spending one's free hours" on a survey on guardians' perceptions about one's kids' usage of different devices found in house that was conducted in Aragón (Spain). TV still plays a role on youth folk's lives, even in this era of new media. They watch it mostly for enjoyment, though, to a lesser extent, they also use it as a source of knowledge.

While TV seems to be a popular suggestion, behind social networking sites sort of screen, according to two studies that examined how much today's youth watched the news (Casero-Ripollés, 2012; Condeza, Bachmann, & Mujica, 2014). A bond which younger individuals have formed with tv screens is changing as a result of the media context's evolution, therefore it's necessary to be aware of this.

A striking characteristic of a medium that allows people accessibility to content of nations distant from the native is digital tv. 90% of youngsters in Nigeria reported to regularly watch animations through satellites, according to a research by Oyero and Oyesomi (2014), introducing them to constantly-present cultural materials.

Guarinos (2009) discovered that North American prototypes were far more prevalent than Spanish ones in the teenage ideals depicted in Spanish-language films and TV shows. If we take into account the well-established socialization impacts of media and tv (Medrano, Martnez-de-Morentin, & Apodaca, 2015; Pallarés, 2014; Pindado, 2010; Sihvonen, 2015), such results become even greater relevant. Since the majority of homes (Torrecillas, 2012) utilises atleast single tv, this doesn't come as a surprise (Ackermann et al., 2014; Bittman & Siphthorp, 2012; inE, 2014)

2.1 Effects of watching Television:

According to experts, excessive use of social media is just as serious of an addiction as smoking, drunkenness, or gambling (Radhika Acharya, 2014). According to a survey by the National Institute on Media and Family, "children spend more time (four hours) sitting in front of electronic devices than doing any other activity besides napping." (Gentile & Walsh, 2002) This indicates that compared to other forms of playtime, media exposure among youngsters is the highest.

Studies conducted over the past two decades have found a connection between adolescent exposure to the media and their health-related behavior (HRB). Consuming fast food and watching television are linked to a higher prevalence of overweight people (Laxmaiah et al-2007). Taking in of snacks in young kids is affected because the media, which encourages middle-class mothers to buy more food. Children under the age of 12 are "highly influenced by television," (Vijayapushpam et al, 2014) according to Crespo et al's 2001 analysis. Compared to

kids who spend below 2 hours each day, those who watch over than 3 hours each day have a 50% higher risk of being overweight. The link between viewing television, calorie intake, physical activity, and obesity status in US boys and girls between the ages of 8 to 16 years.

A 2007 study by the University of Missouri's Gable, Chang, and Krull found a connection between eating and activity characteristics in kids of school age, which validated hypotheses about how viewing too much television contributes to obesity. "Poor eating habits and physical inactivity are habits that children and adults carry over into adulthood and contribute to obesity." In consonance with Centers for Disease Control and Prevention, it is presently second-leading cause of real death. (Schneider, et al 2007).

Researchers have discovered a direct link between an increase in the the quantity of time spent enjoying computer games, utilizing mobile devices, and academic failure, with little to no parental supervision. The findings showed that students' academic performance is impacted by early exposure to information and communication technologies. Reading, playing outside, and other activities could be done more productively with the time spent watching TV.

3. Methodology

The information was gathered in four separate age groups: 15-20, 20-25, 25-30, and 30-35. The t-test procedure and null hypotheses processing were used to analyze the gathered data. The study questions and proposed hypotheses were applied to the findings in order to validate them. To identify the variables influencing teenagers' viewing preferences, correlation was utilized. To forecast the value of the dependent variable on the values of other variables, linear regression is being used. When modeling the connection among a scalar answer and one or perhaps more explanatory variables in statistical data, linear regression is a linear method. This is calculated by the formula,

$$Y_i = \beta_0 + \beta X_i$$

Where, Y is dependent variable

β_0 , β_1 are the intercepts,

x is the independent variable

4. Findings and Discussions

Table 1. Patterns of television viewing among youth in the digital age.

Source of Variation	SS	df	MS	F	P-value	F _{crit}
Between Groups	8142.563	3	2714.188	1.848	0.152	2.816
Within Groups	64617.92	44	1468.589			
Total	72760.48	47				

F value obtained is 1.848. F_{crit} is 2.816. Since $F < F_{crit}$, thus the null hypothesis is accepted. The p value obtained is 0.152. It is compared with the condition $p < 0.05$. Since it doesn't satisfy the condition, it is not significant between the groups.

Table 2. Usage of television and digital media platforms.

Variable	t value	Significance	Significance result
Web series	4.6096	0.009	Significant
TV Programmes			
Network Services used for accessing online TV/Web streaming services	8.4125	0.0017	Significant
TV connectivity in the household			
How much you spend for internet monthly	0.26	0.4	Not Significant
Monthly TV programme subscription fee in your house			
Internet availability	0	0.5	Not Significant
Use of services			

The t test is carried out between people we love to accompany while watching TV and Web programmes. Comparison on watching different programmes in Social platforms and Web services shows the t value as 4.6096. The significance value obtained is 0.009. It satisfies the condition $p < 0.05$. Hence it is said to be significant.

The t test is carried out between access of television and digital media platforms. Comparison on availability of services both in Social platforms and Web services shows the t value as 8.4125. The significance value obtained is 0.0017. It satisfies the condition $p < 0.05$. Hence it is said to be significant.

The t test is carried out between cost of connectivity in television and digital media platforms. Comparison on connectivity charges of services both in Social platforms and Web services shows the t value as 0.26. The significance value obtained is 0.4. It satisfies the condition $p < 0.05$. Hence it is said to be non-significant.

The t test is carried out between usage of television and digital media platforms. Comparison on availability of services both in Social platforms and Web services shows the t value as 0. The significance value obtained is 0.5. It satisfies the condition $p < 0.05$. Hence it is said to be non-significant.

4.1 Influence of various demographic factors over the access and usage of alternative digital platforms

Correlation has been done to solve this hypothesis. Correlation of different age groups with that of their demographic factors has been identified.

In 15-20 years of age group the maximum correlation of 0.615 was found between educational qualifications and Sony Liv. The highest educational qualification in 15-20 years of age group was those who underwent Trade/ technical/ vocational training. This implies they watch more than other qualification respondents. The lowest correlation of -0.837 was found between Zee 5, Educational qualifications. Thus Primary to 8thstd qualified was less in using digital platforms.

In 20-25 years of age group, lowest or negative correlation of -0.9119 was identified between Sony Liv and Educational qualifications. High correlation of 0.846 was between employment and Amazon. People who are students use digitally platforms in high number.

Under 25-30 years of age group, negative correlation of -0.858 exists between MX Player and Educational qualifications. This shows MX player is less aware when compared with other digital platforms. The high correlation of 0.858 is between Amazon and Educational qualifications. This infers that Amazon users are more when compared with other platforms.

30-35 age group people results the negative correlation between Netflix and Gender. The value is -0.913. In this age group, male and female participated equally. The high correlation of 0.665 is noted between Amazon and educational qualification. Thus respondents with completion of Master's Degree were high and they watch Amazon in higher rate.

Table 3. Distinguishing features of traditional and contemporary patterns of television viewing with respect to time.

Variables	Reference	Mean	Variance	Pearson Correlation	T stat	P value
Contemporary	Time	29.4	10.72	0.5750	5.99	0.0046
Traditional		21.07	6.92			
Contemporary	Platform	39.43	85.86	0.8095	5.43	0.0061
Traditional		16.64	1.25			
Contemporary	Content	36.63	14.90	1	0	0.000
Traditional		36.63	14.90			

T test was performed between timings of traditional and contemporary patterns of television viewing. The t value obtained is 5.99. The significance value is 0.0046, which is less than 0.05. Hence it is found to be significant.

In order to investigate the distinguishing features of traditional and contemporary patterns of television viewing with specific reference to platform, t test was carried out. T value obtained is 5.43. The p value is 0.0061. In

order to check the significance obtained value is compared with $p < 0.05$. Thus, the condition is satisfied and found to be significant.

On performing t test for the content viewing between traditional and contemporary patterns, t value obtained is 0. The significance is 0.000. On comparing with $p < 0.05$, the test is found to be significant.

4.2 Regression Analysis of using smart phones instead of TV in different age groups

Table 4: Descriptive statistics

Descriptive Statistics (15-20yrs)				Descriptive Statistics (20-25yrs)			Descriptive Statistics (25-30yrs)			Descriptive Statistics (30-35yrs)		
	Mean	Std. Deviation	N	Mean	Std. Deviation	N	Mean	Std. Deviation	N	Mean	Std. Deviation	N
Watching TV on smartphone with app	0.15	0.357	168	0.23	0.423	168	0.25	0.435	140	0.17	0.374	132
In the morning	0	0	168	0.08	0.268	168	0.05	0.219	140	0.07	0.253	132
Throughout the day	0.15	0.357	168	0.04	0.186	168	0.04	0.186	140	0.02	0.123	132
In the evening	0.02	0.218	168	0.03	0.17	168	0.13	0.336	140	0.2	0.399	132
In the night before sleeping	0.67	0.473	168	0.79	0.407	168	0.7	0.46	140	0.68	0.468	132
Late night	0.17	0.379	168	0.07	0.248	168	0.09	0.281	140	0.04	0.192	132
Gender	1.49	0.501	168	1.45	0.499	168	1.49	0.502	140	1.49	0.517	132
Educational qualification	2.95	1.261	168	2.55	0.803	168	2.06	0.98	140	2.22	0.999	132
Marital Status	1	0	168	2	0.501	168	1.4	0.585	140	2.23	0.74	132
Employment Status	1.22	0.729	168	1.45	0.772	168	2.61	1.382	140	2.68	1.56	132
Household income (Monthly)	1.27	0.444	168	1.54	0.535	168	1.46	0.628	140	2.34	0.74	132

The mean and standard deviation is high for Educational qualification in both 15-20yrs and 20-25yrs people. Thus the highly educated people use more of smart phones for watching TV. The mean and standard deviation is high for Employment status among 25-30yrs and 30-35yrs groups. Thus the employed people use more of smart phones for watching TV. For R-square value, Coefficient and ANOVA test the Predictors (Constant) are Household income (Monthly), Throughout the day, Gender, In the evening, Late night, Designation, Educational qualification, Employment Status and the dependent variable is Watching TV on smartphone with app. For 15-20yrs group, the R-squared model fits the data by 30.6%, as indicated by the R square value of 0.306. The identified F value is 8.780. The obtained p value is 0.000. It demonstrates that the model is significant when compared with p 0.05. This group reflects the negative coefficient. The negative coefficient means that whenever the independent variable is increased, the dependent variable is likely to decrease. P value is less than 0.05 for the variables gender, employment status, and household income. They are therefore determined to be significant and to fit the model as a result. R square value is 0.398 for 20-25yrs group, which implies it is 39.8% fits the model. F value acknowledged is 11.626. The p value attained is 0.000. On comparing with $p < 0.05$, it shows that the model is significant. Here the dependent variable (Watching TV on smartphone with app) tends to decrease as the independent variable rises, according to a negative coefficient. P value is less than 0.05 for the single variable of gender. As a result, they are determined to be significant and fit the model. The data for 25-30yrs group is fit to the regression model. R square value obtained is 0.602, thus the model is set to fit by 60.2%. F value identified is 21.844 in ANOVA test. The p value achieved is 0.000. On comparing with $p < 0.05$, it shows that the model is significant. P value is less than 0.05 for the variables family income and gender in this group. As a result, it is determined that they are important and suit the model. R-squared shows for 30-35yrs group, how well the data fit the regression model (the goodness of fit). Here R square value is 0.371, which implies it is 31.7% fits the model and F value identified is 6.301. The p value achieved is 0.000. On comparing with $p < 0.05$, it shows that the model is significant. This coefficients value indicates the extent that a one-unit change in the independent variable affects the average of the dependent variable whilst keeping all other model variables remain constant. The variables in the morning, in the evening, Late night and gender has p value less than 0.05. Hence they are found to be significant and thereby fit the model.

5. Conclusion:

In addition to providing a thorough baseline of information against which future change may be evaluated, this study reveals the state of youth and media consumption now. This study demonstrates how teenagers frequently use diverse media to meet different requirements, debunking the myth that the internet would trample other kinds of media, notably television. According to survey results, different age groups have diverse TV viewing habits and program preferences. Age, gender, availability, and accessibility are only a few examples of certain demographic independent variables that have been found to have significant effects. Equal numbers of men and women use digital channels. The majority of these various digital platforms are used by degree-holders as opposed to persons with poor education or literacy rates. However, everyone uses television equally, and if they don't have private access or the freedom to watch television, they use digital sources.

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