



Extent of Mass Media Utilization among the Rural Youth of Andhra Pradesh

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ABSTRACT

The present study deals with the mass media utilization by rural youth. The rural youth cover about seventy-five percent of the total youth population in India. They are the soul of nation's development. It delivers a need to study about the characteristics of the rural youth. An Ex-post facto research design was adopted for the study. Tirupathi and Kuppam mandals from Chittoor district and Kakinada Rural and Rajahmundry Rural mandals from East Godavari district were selected as they occupy the first two places in the context of rural population of the district. A sample size of 240 was selected for the study. From each district 120 respondents were selected. The study revealed that three-fourth of the respondents (75.41 %) have medium level of mass media utilization, little more than one-eighth of the respondents (14.17 %) have low level of mass media utilization and only one-tenth of the respondents (10.42 %) have high level of mass media utilization

Key Words: Mass Media, Mass Media Utilization, Rural Youth.

INTRODUCTION

India is one of the countries with youngest population with about more than fifty percent of the population were under 25 years of age and above sixty five percent under the age of 65 years. India relies on its young minds for the progress and development. This fact infers the need to study the characteristics of youth. Youth can be categorized into rural and urban based on their living habitat. Rural youth constitute nearly 70 per cent of the total youth in India. The present study deals with the extent of mass media utilization among the rural youth. Mass media utilization refers to the active utilization of various mass media resources like newspapers, radio, television, magazines and social media by the youth. Chinchmalatpure and Tekale (2019) in a study on aspiration of rural youth towards agriculture revealed that above two-thirds of the rural youth (70.83 %) had medium level of mass media exposure followed by little above one-fifth of them (21.67 %) had low level of mass media exposure and very meagre amount of

them (07.50 %) had high level of mass media exposure. Kavinila (2020) in her study on assessment of entrepreneurship among rural youth revealed that nearly half of the rural youth entrepreneurs (49.50 %) had medium level of mass medium exposure followed by equal quantity of the rural youth entrepreneurs (25.20 %) possessed with high and medium level of mass medium exposure. Deenadayalan (2021) in his study on extent of participation of farm youth in chrysanthemum cultivation indicated that above two-third of the farm youth (71.67 %) had medium level of mass media exposure followed by nearly an equal number of farm youth with low (15.00 %) and high level of mass media exposure (13.33 %). Hence, the present study was conducted to study the mass media utilization by rural youth in Andhra Pradesh.

MATERIALS AND METHODS

An Ex-post facto research design was adopted for the study. The ex-post facto research design is a systematic empirical enquiry in which

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Table 1. Frequency of Utilization of different Mass media sources by the respondents. (n=240)

Sr. No.	Mass media source	Extent of Utilization							
		Regular		Occasional		Never		Total	
		No.	%	No.	%	No.	%	No.	%
1.	Reading Newspaper	127	52.92	80	33.33	33	13.75	240	100.00
2.	Listening Radio	12	5.00	129	53.75	99	41.25	240	100.00
3.	Watching TV	92	38.33	121	50.42	27	11.25	240	100.00
4.	Reading Farm Magazines	71	29.58	106	44.17	63	26.25	240	100.00
5.	Using social media	162	67.50	65	27.08	13	5.42	240	100.00

No. - Number; % - Per cent

Table 2. Extent of Utilization of respondents over different mass media sources.

Sr. No	Mass Media Source	Mean Score	Rank
1.	Using social media	2.621	I
2.	Reading Newspaper	2.392	II
3.	Watching TV	2.271	III
4.	Reading Farm Magazines	2.033	IV
5.	Listening Radio	1.638	V

Figure 1. Extent of Utilization of respondents over different mass media sources

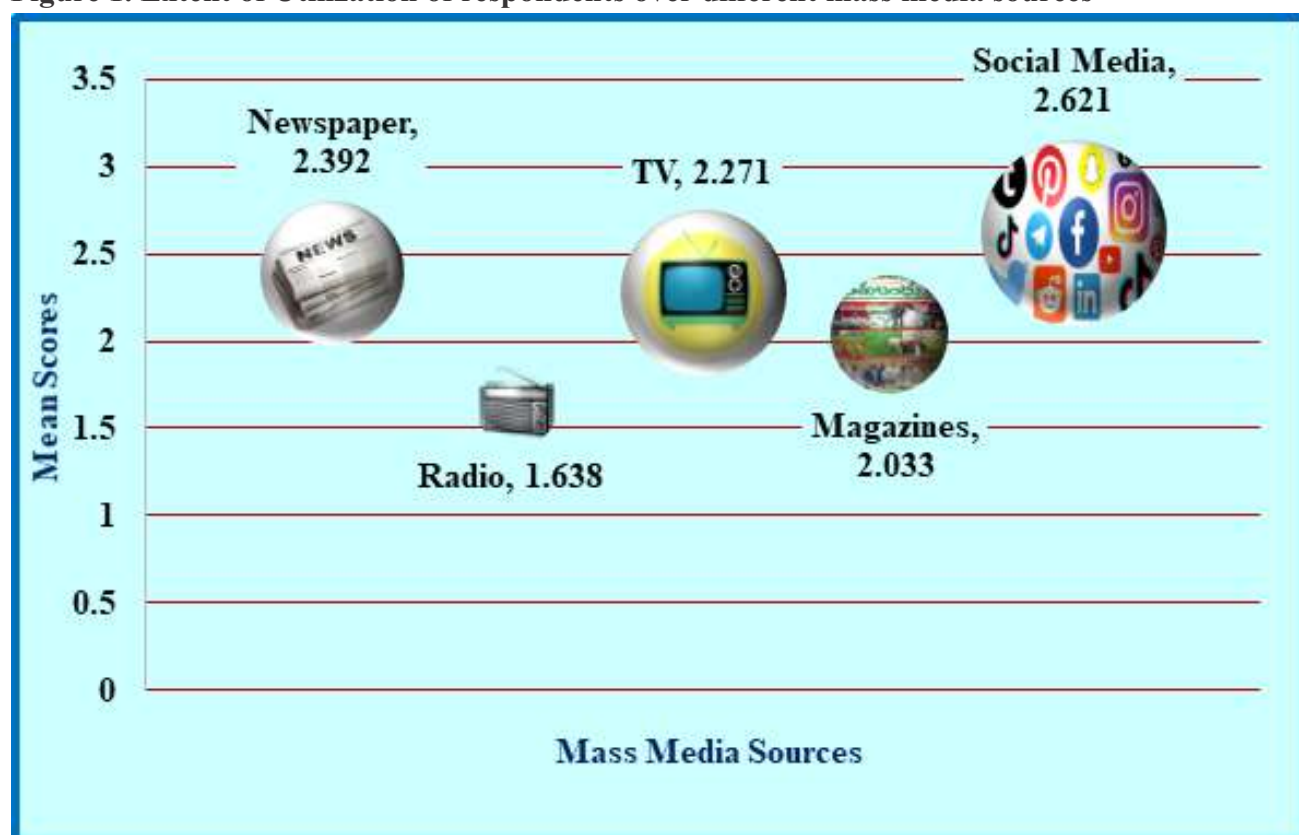


Table 3. Distribution of respondents according to their Mass media utilization. (n=240)

Sr. No.	Category	Number	Per cent
1.	Low	34	14.17
2.	Medium	181	75.41
3.	High	25	10.42

Mean=10.954; S.D.= 2.114

the researcher does not have any direct control of independent variables and are not manipulable. Andhra Pradesh state comprises of majorly two regions namely, Coastal Andhra and Rayalaseema. Coastal Andhra is comprised of 9 districts and Rayalaseema with 4 districts. Two districts were selected for the study each from Coastal Andhra and Rayalaseema. East Godavari district was selected from Coastal Andhra and Chittoor district was selected from Rayalaseema purposively.

Two mandals from each district were purposively selected for the study based on the rural population. Tirupathi and Kuppam mandals from Chittoor district and Kakinada Rural and Rajahmundry Rural mandals from East Godavari district were selected as they occupy the first two places in the context of rural population of the district. Five villages from each mandal were purposively selected based on the same criteria followed for the mandal selection. Thus, a total of 20 villages were selected from the four mandals of the two districts. Respondents in the present study were rural youth between the age group of 15-35 yrs having a viable livelihood. A sample size of 240 rural youth was selected for the study. From each district 120 respondents were selected. The respondents were selected using proportionate random sampling method from the mandals and villages based on the rural population. Mass media utilization of the rural youth was operationalized as the degree of using various mass media sources like newspapers, radio, television, magazines and social media by the rural youth to obtain information regarding various aspects. The degree of usage was measured as regularly, occasionally and never and was scored as 3, 2, and 1 respectively.

There are a total of 5 items in the mass media utilization. The minimum score that can be obtained by a respondent was 5 and maximum score was 15. Based on the overall score obtained in all the items, respondents were categorized into low, medium and high with regard to their Mean and S.D

RESULTS AND DISCUSSION

Mass media utilization of the rural youth was the degree of usage of various mass media sources like newspapers, radio, television, magazines and social media by the rural youth to obtain latest information regarding various aspects. The degree of usage was measured as regularly, occasionally and never over 5 different mass media sources such as newspaper, radio, television, farm magazines and social media. The findings of the study were depicted in Table 1.

The frequency of utilization of the rural youth was measured as regularly, occasionally and never and scores of 3, 2, and 1 were allotted respectively. Mean score of each item was calculated and the items were ranked based on their mean score and presented in the Table 2 and graphically represented in Figure 1.

A perusal of the Table 3 depicted that three-fourth of the respondents (75.41 %) have medium level of mass media utilization, little more than one-eighth of the respondents (14.17 %) have low level of mass media utilization and only one-tenth of the respondents (10.42 %) have high level of mass media utilization.

A critical view of the above table exhibited that a lion's share of the respondents (85.83 %) had medium to high level of mass media utilization. The possible reason for this trend might be that rural youth being fervent to know

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latest information and updated details on issues in the current scenario utilize mass media in an enormous way. The present findings were in consonance with results of Chinchmalatpure *et al* (2019) and Deenadayalan (2021)

CONCLUSION

The study illuminated that majority of the respondents possessed medium level of mass media utilization. This depicts the need to further increase the utilization of different mass media sources to equip them with latest information. The levels may be improved by increasing the awareness of rural youth on the merits on increased utilization of these sources coupled with strengthened efforts of extension agencies in delivering credible and valuable information.

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