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Socioeconomic status, mass media exposure and school achievement of rural and urban adolescent girls

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Abstract
Adolescence is a state or process of growing up from puberty to maturity. Mass media is a type of communication that is used to reach large numbers of the population via newspaper, radio, magazine and television. Academic achievement is a simple word that denotes status of achieving educational goals by students, decided by teacher through formal or informal tests. This study done with the objective, to find out the impact of mass media exposure and the contribution of mass media on academic achievement of the selected group. Total 120 adolescent girls (60=Rural and 60=Urban) of 13-15 years of age group were randomly selected from Govt. schools in urban and rural areas of the Ludhiana district of Punjab were selected for the study. The study reveals the impact of mass media exposure among rural and urban adolescent girls and their academic achievement. Analysis was done using SPSS software.

Keywords: Mass media, communication, Govt. schools

Introduction
Adolescence is defined by WHO as a period of life spanning the ages of 10-19 years which is a period where both physical, as well as psychological changes, occur. (WHO, 1999). This is a transient phase of life that require nutrition, education, counseling, and guidance to ensure their development into healthy adults especially adolescent girls who are potential mothers and future homemakers. Mass media plays a very vital role among people, especially adolescents. Excess use of mass media has a negative effect on academic performance and health of the adolescent which leads them to poor development in all aspects. Rather (2013) [8] noted that wrong and excessive use of mass-media has negative effect on academic performance and health of the young. Easy excess and wrong use of mass-media leads the children and young to poor performance in all aspects of development of personality, abnormality and unethical activities. Mumi (2010) [7] stated that mass-media is a boon if used properly and a curse if used wrongly. the students are wasting their most of the time on watching different means of mass-media especially on internet as it is the extremely accessible in the present times which has adversely and hugely affected their children health, habits, psychology of behavior and academic performance. Excessive use of mass-media distorted their body image, became violent, a victim of risky sexual behavior (mass-media may prompt children to engage in sexual activities at an early age. Hence, the present paper has focused on mass media exposure and the academic achievements of adolescent girls.

Methodology
The study was conducted in Government Senior Secondary School, Gobind Nagar in urban area, and Government Senior Secondary School Haibowal in rural areas of Ludhiana district of Punjab. This study area was selected according to the convenience of the researcher. A statistically adequate sample of 120 adolescent girls (rural- 60, urban- 60) aged 13-15 years were selected randomly from above mentioned Government Senior Secondary School of rural and urban area of Ludhiana districts of Punjab. An interview schedule was developed to obtain the desired information on various aspects of data collection. The reliability and feasibility of the schedule were worked out by pre-testing on 10 respondents selected randomly on non-sampled subjects in both rural and urban areas. Based on the response received during pre-testing, certain necessary changes were incorporated into the schedule.

Required data i.e. mass media exposure and academic achievement were collected through personal interview techniques using a specially structured schedule. Information pertaining to age, caste, religion, family size and type, birth order, education level and dietary habits of subjects was collected. Information pertaining to family income (per month), educational qualification of parents and their occupation, total earning members in the family, and material possessed by the family of subjects was also collected. The monthly family income of the selected subjects was categorized in to three groups i.e. lower (Rs. 3000-7181), middle (Rs. 7182-13841), and high (Rs. 13842- 25000) by using following formula:

$$Qi = L + \left(\frac{iT/3 - \sqrt[3]{cf}}{3\sqrt{f}} \right) \times C$$

i= 1, 2, 3
L= Lower limit
T= Cumulative cube root of k classes
c= class width cube not
f= frequency of the class
Q= strata boundaries
$\sqrt[3]{cf}$ = Cumulative cube root to the class

Statistical Analysis
Computation of some descriptive statistical measures such as percentage distribution, mean and standard deviation for variables.

Result and Discussion
Background information of subjects
It consisted of the general profile and socioeconomic status of rural and urban adolescent girls. The general profile of the selected subjects is presented in the Table 1 The distributions of subjects on the basis of age revealed that the majority of the subjects (66.7%) were in the age group of 14-15 years. Similarly, 61.7 and 71.7 per cent of girls in rural and urban were found in the age group of 14-15 years. Only 38.3 and 28.3 per cent rural and urban girls fall between the age group of 13-14 years. The distribution of the total subjects on the basis of caste revealed that majority of the subjects (51.6%) belonged to schedule caste followed by 32.5 per cent to general and only 15.8 per cent to the backward class. Further, 41.7 and 61.7 per cent subjects belonged to schedule caste followed by the general category (36.7 and 28.3%) and backward class (21.6 and 10.0%) in rural and urban areas. A majority of total subjects (71.6%) belonged to the Hindu religion while remaining subjects (28.3%) were found to be Sikh. The area wise distribution revealed that 68.3 and 75.0 per cent girls belonged to the Hindu religion and remaining 31.7 and 25.0 per cent of the subjects were Sikh in rural and urban areas. The data on general profile (Table 1) further revealed that majority of the subjects (81.6%) belonged to nuclear families and remaining 18.3 per cent were living in joint family system. Kaur and Kaur (2011) [3] observed that 58 per cent of female subjects belonged to nuclear families. The similar trends were observed in rural as well as in urban areas as 86.7 and 76.7 per cent were living in nuclear family system while remaining 13.3 per cent in rural and 23.3 per cent of urban adolescent girls belonged to joint families i.e. families having more than 2 generation living together. Further, the data on the family size revealed that most of the subjects belonged to family size of 4 members i.e. 76.7 and 86.7 per cent in rural and urban area. The data further revealed that 21.7 and 10.0 per cent of rural and urban subject families had 5-10 members followed by 1.7 and 3.3 per cent of rural and urban which families having more than 10 family members. The observations are in line with the findings of Mahajan (2011) revealed that majority of the subjects of urban (89%) as well as rural (83.0%) belonged to nuclear families and 50.0 and 79.0 per cent of urban and rural adolescents had a family size comprising of 5-8 members followed by 43.0 and 21.0 per cent of them having a family size comprising up to 4 members.
With respect to the birth order, the data revealed that majority of the subjects (39.1%) were at the first place and 27.5, 19.1, 11.6 and 2.5 per cent were found to be at second, third, fourth and fifth place respectively.

Table 1: General profile of selected adolescent girls (n=120)

Particulars	Rural (n=60)	Urban (n=60)	Total (n=120)
Age (years)			
13-14	23 (38.3)	17 (28.3)	40 (33.3)
14-15	37 (61.7)	43 (71.7)	80 (66.7)
Caste			
General	22 (36.7)	17 (28.3)	39 (32.5)
OBC	13 (21.6)	6 (10.0)	19 (15.8)
SC	25 (41.7)	37 (61.7)	62 (51.6)
Religion			
Hindu	41 (68.3)	45 (75.0)	86 (71.6)
Sikh	19 (31.7)	15 (25.0)	34 (28.3)
Family Type			
Nuclear	52 (86.7)	46 (76.7)	98 (81.6)
Joint	8 (13.3)	14 (23.3)	22 (18.3)
Family Size			
<5	46 (76.7)	52 (86.7)	98 (81.6)
5-10	13 (21.7)	6 (10.0)	19 (15.8)
>10	1 (1.7)	2 (3.3)	3 (2.5)
Birth Order			
I	30 (50.0)	17 (28.3)	47 (39.1)
II	14 (23.3)	19 (31.7)	33 (27.5)
III	11 (18.3)	12 (20.0)	23 (19.1)
IV	5 (8.3)	9 (15.0)	14 (11.6)
V	3 (5.0)	-	3 (2.5)
Education level (Std)			
VI	22 (36.7)	19 (31.7)	41 (34.1)
VII	27 (45.0)	35 (58.3)	62 (51.6)
VIII	11 (18.3)	6 (10.0)	17 (14.1)

#Figure in parentheses represents percentage

The data (Table 1) further inferred that highest proportions (51.6%) of adolescent girls were studying in seventh standard and remaining 34.1 and 14.1 were in sixth and eighth standard. In case of area wise, 45.0 and 58.3 per cent of the subjects in rural and urban areas were in seventh standard followed by 36.7 and 31.7 per cent in sixth standard whereas only 18.3 and 10.0 per cent of the subjects were in eighth standard in rural and urban area respectively.

Socio-economic
The socio-economic status of the subjects is presented in Table 2. The data revealed that majority of the adolescent girls (44.1%) belonged to families having earning between Rs 3000-7181 per month whereas 31.6 per cent urban adolescent girls belonged to families having income between Rs 7182-13814 per month and only 24.1 per cent subjects belonged to high income group (Rs. 13815-25000). Majority of the rural subjects (56.6%) belonged to low income group (Rs 3000-

7181 per month) whereas maximum number of urban adolescent girls (41.7%) belonged to middle income group. Equal percentage of rural subjects i.e. 21.6 per cent belonged to families earning between Rs. 7182-13814 and 13815-25000 per month. A total of 31.6 per cent urban subjects belonged to low income group. However, a relatively fewer percentage of urban (26.7%) subjects belonged to families earning between Rs. 13815-25000 per month. Kaur and Kaur (2011) [3] reported that 60 per cent of rural female subjects belonged to families with income less than Rs 5000 per month, 28 per cent had family income of Rs. 5000-10000 per month and 12 per cent female subjects belonged to income group of more than Rs 10000 per month.

The data pertaining to education level of father's of subjects revealed that 82.5 per cent were educated, supported by male literacy rate of Ludhiana district of Punjab as 86.3 per cent (Census 2011). Maximum percentages of father (77.5%) were educated upto matric level. It was further observed that 17.5 per cent of father's were illiterate and only 5.0 per cent of them were reported to be intermediate. In cases of rural and urban area, majority of the rural (73.3%) and urban (81.7%) fathers were matriculated. It was observed that 20.0 per cent of rural fathers were illiterate as compared to 15.0 per cent of urban counterparts. Only 6.7 and 3.3 per cent of rural and urban fathers were reported to be educated at intermediate level.

With respect to the occupation of father, the data (Table 2) revealed that higher percentage (60.0%) of fathers were found to be labour, 25.8 per cent were found to be engaged in government and private services. Only 13.3 per cent fathers were engaged in business/self-employed. Only 1 out of 120 was engaged in agriculture in rural area. The area wise data showed that higher percentage i.e. 78.3 and 41.7 urban and rural fathers were labour and 31.7 and 20.0 per cent were engaged in government and private services in rural and urban area. Only 16.7 per cent fathers of rural subjects were engaged in business.

Table 2: Socio economic status of families of selected adolescent girls (n=120)

Particulars	Rural (n=60)	Urban(n=60)	Total (n=120)
Family Income (per month)			
3000-7181	34 (56.6)	19 (31.6)	53 (44.1)
7182-13814	13 (21.6)	25 (41.7)	38 (31.6)
13815-25000	13 (21.6)	16 (26.7)	29 (24.1)
Father's Education			
Illiterate	12 (20.0)	9 (15.0)	21 (17.5)
Matric	44 (73.3)	49 (81.7)	93 (77.5)
Intermediate	4 (6.7)	2 (3.3)	6 (5.0)
Father's Occupation			
Labour	25 (41.7)	47 (78.3)	72 (60.0)
Service (Govt./ Private)	19 (31.7)	12 (20.0)	31 (25.8)
Farmer	1 (1.7)	-	1 (0.8)
Business/Self employed	15 (25.0)	1 (1.7)	16 (13.3)
Mother's Education			
Illiterate	14 (23.3)	27 (45.0)	41 (34.1)
Matric	42 (70.0)	32 (53.3)	74 (61.6)
Intermediate	4 (6.7)	1 (1.7)	5 (4.1)
Mother's Occupation			
Working	18 (30.0)	20 (33.3)	38 (31.6)
Housewives	42 (70.0)	40 (66.7)	82 (68.3)
Earning members in the family			
1-3	55 (91.7)	56 (93.3)	111 (92.5)
4-6	5 (8.3)	4 (6.7)	9 (7.5)
Type of house			
Pucca	34 (87.2)	39 (90.6)	73 (89.0)
Kucha	2 (5.1)	2 (4.7)	4 (4.8)
Mixed	3 (7.7)	2 (4.7)	5 (6.1)
Source of water			
Tap water	46 (76.7)	56 (93.3)	102 (85.0)
Hand pump	14 (23.3)	4 (6.7)	18 (15.0)

#Figure in parentheses represents percentage

The data pertaining to education level of mothers revealed that 65.8 per cent were literate which was lower than the female literacy rate of Ludhiana district of Punjab as 78.2 per cent (Census 2011). Majority of mothers (61.6%) were matriculated followed by illiterate (34.1%) and only 4.1 per cent were found to be educated up to intermediate level. Area wise education level of mothers revealed that majority of the rural (70.0%) and urban (53.3%) mothers were matriculated. A higher percentage of urban mothers (45.0%) as compared to rural mothers (23.3%) were illiterate. Further, 6.7 per cent of rural and 1.7 per cent of urban mothers were educated up to intermediate.

The distribution of subjects according to the occupation of mothers (Table 2) revealed that maximum percentages of mothers (68.3%) were housewives and remaining 31.6 per cent mothers were found to be working. The area wise distribution of subjects according to the occupation of mothers revealed that majority of the rural (70.0%) and urban (66.7%) mothers were housewives. More of the urban mothers were working (33.3 vs 30.0%). The working mothers in urban areas were pursuing labour work, government and private services as well as some of them were self-employed as started parlor, boutique and preparing food item at home. However, working mothers in rural areas were engaged in farming and government job as peon etc. The present results were in line with the study by Kumar *et al.* (2006) [5] stating

that mothers of 80.5 per cent of adolescents were housewives and only 19.5 per cent respondents' mother were engaged in some other occupation mainly teacher.

It was further recorded that maximum (92.5%) percentage of selected families were having 1-3 earning members while remaining 7.5 per cent subjects had 4-6 earning members in their family. Data further revealed that 91.7 per cent families in rural and 93.3 per cent in urban area were having 1-3 earning members while rest of subjects of rural (8.3%) and urban (6.7%) area had 4-6 earning members in their family.

The socioeconomic profile of the selected families of adolescent girls (Table 2) further revealed that majority of them (68.3%) had their own house. Around 89.0 per cent of the subjects were living in Pucca houses followed by mixed house (6.1%) and only 4.8 per cent subjects were living in Kuccha house. In rural and urban area, majority of subjects (65.0 and 71.7%) had their own house. Around 90.6 per cent of the urban subjects were living in Pucca houses and Mixed type of house (4.7%). However, in rural area 87.2 per cent subjects were living in Pucca houses. All the selected families in urban area found to have vehicle as mode of transportation, whereas only 66.7 per cent in rural area were having own vehicle to travel nearby or far away places. Bicycle or scooter was the common vehicle possessed by majority of rural and urban families. Only one or two families were having car or jeep.

Regarding the source of drinking water, it is evident that higher percentages (85.0%) of the subjects were having Municipal supply (tap water). While, fewer percentages of selected families (15.0%) were having hand pump as a source of water. It was further recorded that the source of drinking water for a higher percentage i.e. 93.3 and 76.7 per cent of the urban and rural families were Municipal supply (tap water). While, fewer percentages of families i.e. 6.7 per cent in urban and 23.3 per cent in rural area were having hand pump as source of water.

Exposure of mass media

Table 3 provides the data regarding exposure of mass media by selected adolescent girls. It has been found that most of adolescent girls tend to be largely unaware of their health and food system. All the subjects were found to read school books. It was observed that majority of the adolescent girls (60.2%) were reported to read newspaper followed by 49.9 per cent read magazine. Ninety six per cent adolescent girls were found to use Punjabi as a medium of language for speaking, reading and writing followed by 86.2 and 66.7 per cent Hindi and English because Punjabi language is the medium of instruction and communication not only in school but also at their home. Twenty three subjects were found to like other type of printed media like comics, story book, leaflet, folder, chart etc. A higher percentage of urban subjects (75.0%) were reported to read newspaper as compared to rural subjects (45.5%). Similarly higher percentages of urban adolescent girls (64.5%) were also observed to read magazine as compared to rural subjects (35.5%). Alam *et al.* (2010) [1] reported that the intake of iron increased with increase in education, knowledge about need to take extra nutrients, and access to mass media.

The data (Table 3) further showed that maximum numbers of subjects (80.8%) were observed to listen radio. However, 75.6 per cent watch TV and 41.4 per cent adolescent girls were computer litrate. Area wise data recorded that 75 per cent rural and 86.7 per cent urban adolescent girls used to listen radio. However, majority of rural (65.6%) and urban (85.6%) subjects preferred to watch TV. More of the urban adolescent girls (56.3 vs. 26.6) were using computer. Giving information regarding mass media exposure. Youssef *et al.* (2010) [10] reported that adolescent girls (17-18 years) spent more time with computer.

The data further elucidated that the majority of the subjects (89.9%) prefer electronic media as source of entertainment 75.5 per cent of total subjects prefer both (printed and electronic) media and 35.6 and 49.8 per cent subjects go for printed media in rural and urban area.

It was further observed that half of the total subjects were liked entertainment programmes, 31.5 and 30.5 per cent liked health and literary programme. Majority of rural and urban subjects i.e. 33.4 and 65.6 per cent preferred entertainment program and article.

Table 3: Mass media exposure of selected adolescent girls (n=120)

Item		Rural (n=60)	Urban (n=60)	Total (n=120)
Printed	Read Newspaper	27(45.5)	45(75.0)	72(60.2)
	Read Magazines	21(35.4)	39(64.5)	60(49.9)
	Read Books	60(100)	60(100.0)	120(100.0)
	Any other	-	27(45.6)	27(22.8)
Electronics	Listen Radio	45(75.0)	52(86.7)	97(80.8)
	Watch TV	39(65.6)	51(85.6)	91(75.6)
	Use Computer (Cyber)	16(26.6)	34(56.3)	50(41.4)
	Any other	-	22(35.9)	22(17.9)
Preference of media	Printed	21(35.6)	30(49.8)	51(42.7)
	Electronic	52(86.7)	56(93.2)	108(89.9)
	Both	34(56.7)	57(94.3)	91(75.5)
Language of media	Punjabi	60(100.0)	55(92.0)	115(96.0)
	Hindi	51(85.0)	52(87.4)	103(86.2)
	English	35(57.6)	45(75.6)	80(66.7)
Like theme of media	Literary	15(24.4)	22(36.6)	37(30.5)
	Scientific	8(12.5)	27(45.4)	35(28.9)
	Entertainment	20(33.4)	39(65.6)	59(49.5)
	Health	3(5.6)	34(57.4)	38(31.5)
	Other	3(4.5)	6(9.6)	8(7.0)

#Figure in parentheses represents percentage

In rural area 12.5 per cent adolescent girls were observed to fond of scientific program and 36.6 per cent urban adolescent girls liked literary program. A high percentage of urban adolescent girls (57.4%) prefer health related program. All the

rural adolescent girls were found to use Punjabi as a medium of language for speaking, reading and writing. However, 92.0 per cent urban adolescent girls were recorded to use Punjabi as a medium of language for speaking, reading and writing followed by 87.4 and 75.6 per cent were use Hindi and English together with Punjabi and Hindi.

The knowledge of rural adolescent girls regarding health and nutrition was observed to be limited which could be one of the reasons for lack of awareness and poor exposure to mass media or other means of information for these girls. Young (2006) [9] that mostly students do not read newspaper which is a huge drawback for their communication skill and knowledge. Kaur (2009) [4] that young people prefer internet as a source of news and information, rather than listening to radio or reading newspapers.

School achievements

The information regarding school achievements of selected adolescent girls has been presented in the Table 4. The information was collected from the school records and it was observed that total 45.0 per cent subjects secured upto 50 per cent marks in their previous class results. Majority of subjects (66.7%) used to study for 1-3 hours per day and 30.8 per cent subjects were found to study between 3-6 hours per day. A very few of the total adolescent girls (2.5%) were recorded to study more than 6 hour per day at home. In rural and urban area maximum percentage of subjects (58.3 and 75.0%) used to study for 1-3 hour per day at home.

Table 4: School achievements of selected adolescent girls (n=120)

Parameters	Rural (n=60)	Urban (n=60)	Total (n=120)
Percentage obtained in previous class			
Up to 50	25 (41.6)	29 (48.3)	54 (45.0)
51-60	20 (33.3)	17 (28.3)	37 (30.8)
61-70	15 (25.0)	14 (23.3)	29 (24.1)
Hours of study			
1-3	35 (58.3)	45 (75.0)	80 (66.7)
3-6	23 (38.3)	14 (23.3)	37 (30.8)
>6	2 (3.3)	1 (1.6)	3 (2.5)
Participation in co-cricular activities	45 (75.0)	23 (38.3)	68 (56.6)
i) Cultural	27 (60.0)	9 (39.1)	36 (52.9)
ii) Sports	16 (35.5)	14 (60.8)	30 (44.1)
Achievements	25 (41.7)	15 (25.0)	40 (33.3)
i) Academics	14 (56.0)	4 (26.6)	18 (45.0)
ii) Cultural	11 (44.0)	3 (20.0)	14 (35.0)
iii) Sports	-	8 (53.3)	8 (20.0)
Sports	34 (56.7)	18 (30.0)	52 (43.3)
Participation in exercise/yoga/ meditation	14 (23.3)	20 (33.3)	34 (28.3)
Like to make friends	56 (93.3)	58 (96.7)	114 (95.0)

#Figure in parentheses represents percentage

A total of 57.0 per cent of subjects showed their interest in co-cricular activity and participated in the activity. Out of which only 33.3 per cent were recorded to have won awards as cultural activities (35.0%), academics (45.0%) and sports (20.0%). Area wise participation showed that majority of rural adolescent girls (75.0%) participated in these activities as compared to girls of urban area (38.3%). As far as the social network at school level was concerned 95.0 per cent of adolescent girls like to enjoy the company of school friends.

Recommendations

Adolescent girls should be aware of the positive and negative effects of mass media exposure. Teachers and parents should make aware of how we can use media to improve our knowledge regarding studies and create advance knowledge of our curriculum.

Limitations of the study

The present study is confined to the Govt. senior secondary schools of the Ludhiana district of Punjab. The study was bounded to adolescent girls aged 13-15 years only.

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