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RESEARCH ARTICLE

A DESCRIPTIVE STUDY TO ASSESS THE USAGE AND ATTITUDES TOWARDS MEDIA AND TECHNOLOGY AMONG STUDENTS AT SELECTED COLLEGE, DEHRADUN

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Abstract

Introduction: Technology has revolutionized the world over the past 20 years but that revolution didn't come without a price. Digital and new media technologies are profoundly reshaping how people communicate, seek entertainment and education, conduct commercial activity and access community-based services. Digital technologies are almost ubiquitous in post industrial societies, and considerable research illustrates that those at risk of social and economic marginalization are especially vulnerable to digital nonparticipation or under participation, which potentially compounds disadvantage and lack of opportunity. People rely on digital media and technology as part of their everyday lives in order to: stay informed; remain connected to family, friends and community; purchase goods and services; gain an education; participate as digital citizens; seek employment or remain employed in contemporary work settings; access government services. Although, communication through technology helps in certain times, like during loneliness, it does not substitute or compare with face-to face verbal communication. Particularly for these younger students, who have not lived lives without the often immersive and pervasive presence of media technology in their lives, it came as almost a surprise or at least unexpected thought that there could be life without media technology and that a life without its presence could possibly be something one would want. Social networking has become an important part of a students social life. It is now considered as a learning platform which helps in improving student engagement and capabilities in schools, colleges.

Problem statement: A study to assess the usage and attitude towards the media and technology among students at selected college, Dehradun.

Aims: To assess the usage and attitude towards the media and technology among students at selected college, Dehradun.

Objectives

1. To assess the usage towards the media and technology among students.
2. To assess the attitude towards the media and technology among students.
3. To find out the correlation between usage and attitude towards the media and technology among students.

4. To find out the association between usage and attitude towards the media and technology and selected demographic variables.

Methodology: The nature of the study was quantitative approach and descriptive research design. Non probability sampling technique was used in this study. The content validity done by 4 experts in the field of nursing. The study was conducted at Shri Guru Ram Rai University, College of Nursing, Dehradun is a private institute and running various programs. This study included 60 respondents and their how does they use and have attitude towards media and technology was assessed by using standardized usage and attitude scale. The study was explained to the respondent and their consent was obtained. The data collection was done by self administrative method. The collected data was analyzed and interpreted by using descriptive and inferential statistics.

Results: Maximum percentage of students 73.3% were of 20-23 years of age. All the samples are 60 in number out of which maximum percentage 83.3% were females. The highest percentage 93.3 of subjects belongs to Hindu religion. Majority 81.7% of students to belongs nuclear family. Family income shows that 58.3% of subjects have above Rs 31000 family income. Students fathers occupation were 55% the government employee. Maximum the mothers of student, 73.3% were home maker. Majority 71.7% of the subjects belongs to urban area. Study showed that correlation between the usage and attitude towards media and technology is 1. So, there is strongly correlation between usage and attitude towards media and technology. There is significant association between usage towards media and technology and religion among students. Thus, research hypothesis is accepted. There is significant association attitude towards media and technology and occupation of mother, area of living among students. Thus, research hypothesis is accepted.

Summary: The results revealed that 63.3% have positive attitude towards media and technology. So, it has a strong positive relationship between the usage and the attitude among the respondents. Mean score is 53.5 and SD is 9.98.

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