

## **EXPOSURE OF ELECTRONIC MEDIA IN EDUCATION**

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### **Abstract**

*Electronic media which primarily comprises of Audio visual devices such as radio, television etc are modern classrooms without any walls. It acts as an important medium to share pictures, text messages or video aids related to social, political and other context. Electronic media plays an important role for twenty-first century students as they are surrounded by so many electronic equipment in this e-connected world. It has drastically changed their personality and the aspects to look at the various things happening in their life. At the same time, electronic media is also transforming itself at a very fast pace. Gone were the ages of Radio and television, they have been taken over by Cell phones, tabs, kindle etc. With the connected software such as instant messaging, interactive video conferencing tools, social media and networks, and of course emails has changed the way we communicate and pass the information in this world. It has an influence on our learning skills, understanding values and have changed our behaviours in different new patterns. Electronic media has impacted us both directly and indirectly. Children right from an early age are getting influenced through their interactive peek-a-boo game to various learning tools. These tools and applications are impacting the Cognitive and social development of a child in many ways. Electronic media through its interactive and easy to adapt methods is changing the attitude and behaviour of the children. Electronic media on one hand is enabling students to learn and understand things faster and with ease, it is, on the other hand indirectly impacting their academic performance by making them dependent on electronic tools.*

**Keyword:** *Electronic Media, Entertainment, Multitasking, Plagiarism, Pornography, Cognitive Effects*

### **INTRODUCTION**

Electronic media which primarily comprises of Audio visual devices such as radio, television etc are modern classrooms without any walls. It acts as an important medium to share pictures, text messages or video aids related to social, political and other context.

There is an immense opportunities for both producers of the Electronic Information and Parents to maximize the positive impact of the information coming from these Electronic Media and at the same time reduce the impact of Negativity circulated through them. There is a requirement of multiple researches on information collection patterns by children so as to ensure that information which is being disseminated to them should contain adequate guidelines by the producers for their appropriate consumption and thus enhance the overall learning process. This can be done through labelling Age appropriate programs, contents and audio visuals which can be easily selected by parents and children to maximize learning and create a positive impact.

Very recently we have observed following incidents which were impacted by Electronic Media

- Kids risking their life due to engagement with Internet Games (Blue Whale)
- Risk of life of kids in schools like Praduman (Ryan International)
- Risk of self respect like Tagore Public School of Delhi

Here are some of the excerpts from the newspapers

A 16-year-old boy from Kerala reported to have committed suicide on 26 July 2017, after playing the online Blue Whale game. He ended his life after allegedly completing the tasks of this deadly game. Mother of the deceased told that the boy had informed her about playing the fatal game, she said she had persuaded him to refrain from playing it. She also added that he had downloaded the game nine months ago and that he told her not to worry if he dies soon. He used to visit cemeteries during the night and go to the beach alone. She said that one of the tasks in the game was to watch horror videos sent to them by promoters of the game. The boy had offered to donate his organs after his death.

On 10 August 2017, a Class VII student in the city of Indore, was pulled away by a group of students, before he could take the final suicide leap, off the third floor of the Chamali Devi Public School. The boy apparently recorded the whole 50 stages of the game, in his school diary. On the same day, a 14-year-old boy on the way to finish the Blue Whale challenge was rescued by the Maharashtra Police, who intercepted the bus in which he was traveling to Pune, from his home town of Solapur. After the boy went lost, his parents started enquiring with his friends when they came to know that he was playing the Blue Whale Challenge.

On 12 August 2017, a tenth grade student from Anandpur, West Midnapore committed suicide as a result of playing the game. His body was discovered in the bathroom, with his face covered with a plastic bag tied around his neck by a cotton cord.

On 27 August 2017, a 13 year old class VI student in the town of Maudaha, Hamirpur district in the Indian state of Uttar Pradesh, hung himself, after playing the Blue Whale game. According to the police, the boy had his father's phone in which the game, that directs the player to commit suicide after 50 challenges, was on, when the dead body was taken.

On 30 August 2017, a 19 year old college student in Madurai, Tamil Nadu committed suicide by hanging himself. According to the police, the boy had an image of a blue whale along with the text "Blue Whale" carved on his arm. Upon scanning the mobile phone of the victim, the local police was startled to find a Whatsapp group of 75 members in Madurai District who are actively playing the game.

On 3 September 2017, Satvik Pandey, a class XI student from Damoh, Madhya Pradesh committed suicide by jumping in front of a running train after allegedly playing the Blue Whale game. Pandey's school friends said that he used to play the game and asked them to play the suicidal game too. On 13 September 2017, Ravi Kumar, a B. Sc. first year student from Farrukhabad, committed suicide by hanging himself from ceiling. Hours before committing suicide, Kumar uploaded pictures of his wrists bearing cut marks.

## **EDUCATION**

“By education, I mean an all-round drawing out of the best in the Child and man's body, mind and spirit.” – Mohan Das Karam Chand Gandhi

The word “Education” has its origin from the Latin term “Educatum”, “Educare” and “Educere” which means the act of teaching or training or to bring up or to raise and to lead forth or to come.

Education is the formation of an individual to understand and perceive things in a better way.

## **MEDIA**

Media is a channel of communication. It helps in dissemination of news, entertainment content, promotional content, data and other information. These channels or mediums are Newspaper, Magazines, TV, Radio, Billboards, Mails, Telephone, Facsimile and Internet.

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## **TYPES OF MEDIA**

There are two types of Media currently being used for delivering content

### **a) PRINT MEDIA**

### **b) ELECTRONIC MEDIA**

#### **PRINT MEDIA**

Print media is popularly described as traditional media where the information is printed on paper in the form of text and graphics, such as New papers, Books, Magazines, Comics, Novels and other books. These were popular during our parent's era. These are printed through printing machines. In the past only some renowned publisher were able to print through Typesetting methodology, however now-a-days with evolution of computers, it is now changed and now publishers can use one of many Desktop Publishing Software's or through Web based Print-On-Demand applications.

#### **ELECTRONIC MEDIA**

Electronic media is the young digital way of storing and disseminating information. Electronic media includes, Radio, Television, Internet, Facsimile, Smart phones, Computers etc. The information can be stored on various electronic devices such as CD ROMs, DVD, Mass storage devices such as USB sticks, Hard Drives etc. Information can also be protected through encoding and decoding.

Devices such as Kindle Fire has revolutionized electronic book reading by digitizing many books in electronic format, which anyone can purchase from internet and read them on their Kindle device. It is paperless and easy to carry. Electronic devices such as Smart phones and Tablets offer users to download, Newspapers or view news channels or reports online.

## **OBJECTIVE OF THE STUDY**

Objective of this study is to understand the impact of electronic media on Education and reduce or avoid the negative Impact. The objective is to also ensure that the positive impact of electronic media in terms of informing, educating, entertaining and persuading students gets enhanced and enriched so that the students can become more responsible in the society.

## **ROLE OF MEDIA ON INDIAN SOCIETY**

- Media helps people understand and know what all is happening around the world through news, bulletins, reports.
- Media has a great influence on selecting a leader in a democratic country. It provides public with enough information and thus influence public opinion while selecting the right leaders.

- Media is also a means to entertain people by through Movies, TV Shows, Live broadcast of sports, reality shows etc.
- Media plays a very important role during natural disaster, by providing adequate coverage to the people who wants to know the whereabouts and/or situation of disaster hit place.
- People through media also do private investigation and thus help the government and people know about corruption in society or in bureaucracy or in government.
- Social media channels such as Facebook, Twitter, Instagram helps user create connects and share their thoughts, memories, pictures and events details among each other's thus enhancing the knowledge. Some electronic media do have contents based on Pornography, online betting etc which do influence people in a negative way

### **IMPACT OF ELECTRONIC MEDIA IN EDUCATION**

In this section we will see how these electronic media made their impact on Education.

#### **Impact of Radio in Education**

Radio, since a very long time has been the most popular medium which has covered masses. It is not only seen as an entertainment device but also seen as the medium which has provided lot of audio learning and education session. There are multiple Radio stations which are run by various Universities around the world. Even in India Gyan Vani is an Educational FM Radio station which provides education and learning programs throughout the day across the country. Other radio station such as AIR FM Gold etc also have multiple slots each day on their channels reserved for educational programs. These stations have small but interesting audio session in forms of audio documentary, speeches and debates, group discussion etc sessions which are useful as learning sessions.

#### **Impact of Television in education**

Television is the first multimedia device with audio and video capabilities combined together and hence were sought as the most powerful medium of imparting education faster. However, Education is a very slow process. It is a general phenomenon that what is learned in a fast way, may not have deep value and hence makes negligible contribution to one's development. TV as it helps people learn things faster through its audio video capability, does not remain contextual if the TV programmes are not prepared in logical order. Like in classroom sessions, the teacher relates to what was imparted last day or the week and connects logically with current topic or session creates a system of continuous education and knowledge gaining exercise. Today, Teachers imparting classroom sessions in various

Global and International Schools and Colleges, also know what other teachers of the same class are imparting at the same time in different sessions so as to create an opportunity to link the two sessions and make a complete coverage.

Television programs, as it caters to wide audience, currently transmit something that may not have clear context before program starts. Hence it may be concluded that TV can be used to condition the knowledge rather than imparting education from a basic level. And that is why advertisements are very popular on Television, because while watching the advertisements, the semiconscious state of mind of viewer is ideal for providing advertised information. As we all know Advertising is the art of convincing people to use what they may not need, may have a higher price and of inferior quality. Hence television may be used to provide illustrative examples as add ones to the core education, through short videos, where teacher can repeat what is demonstrated in the video and discuss with the students what they have watched and learnt.

### **Impact of Electronic Games in education**

Development of conscious mind and attitude of human being is one of the most important objectives of education. If this is achieved then people can follow their instincts more accurately. Electronic games or Video game helps people develop their conscious mind and attitude so that they can develop better instincts.

Electronic games or video games start with no context. One player start and go through all the stages in a similar manner as other and hence this ensures that there are no different individuals. Each one of the player uses his knowledge and wisdom in same way. These games during their session then try to execute some movement which may make him win more points and it depends upon the player what and how much they want to achieve during a gaming session.

Electronic games or video games start with no context. One player starts and goes through all the stages in a similar manner as other and hence this ensures that there are no different individuals. Each one of the player uses his knowledge and wisdom in same way. These games during their session then try to execute some movement which may make him win more points and it depends upon the player what and how much they want to achieve during a gaming session.

Slowly and gradually the players start performing some more specialized actions and set themselves up at a different level. This progressive growth helps the person perform the same in their real life, where they start with the basics and then perform extraordinary through different moves and decisions they take in life with their conscious instinct. Specially during emergency situations, they may take some actions which are completely different than expected as they may done a similar thing while playing electronic game which may help them eventually win. However taking such action in real life may also be dangerous, as in game the person may have an option to take extra life however it is not an option in a real life. In life everything is real and not artificial.

With that perspective Electronic games may be worse than Television in terms of learning and educating a person. Thus, electronic games also don't have educational impact. They may be more harmful in some or other way and may miseducate.

### **Impact of Computers/Internet in education**

Computer and internet has a great impact on education.. Before we begin, lets understand that Computer based education require us to interact with computer using a defined symbolic, logical way through algorithms and communicate in a formal language. Hence it requires the person to work in a certain way to get some information out. Having said that, the question arises that what should be the right age for a child or a person to start thinking and interacting with computers.

According to Rudolf Steiner's Child and Youth development model, Use of such machines (computer) is not right before puberty, or before high school, which is largely the period when the thinking capability gets developed and remains in its pure abstract form. Usage of computer devices before this age will accelerate the mental development and may be in an inadequate way. This may cause damages at a later stage. According to Neil Postman communication medium such as TV and computers are accelerating development of child into adult and thus making child behave as an adult. Computers have their impact on this, by increasing our level of thinking.

Computers also have an impact on discipline, because of the enormous data available on click of a button, it gives an option to child not restrain themselves from its inappropriate use or access. This lack of discipline is contrary to the goal of education.

Children's having access to internet have access to various dimensions of information, unless otherwise filters are applied to block the access to certain set of information. Parents, if are not conscious enough to apply the limited usage of TV and computer, may not be able to impose those restrictions to their children's. Information available on internet may not have any context to begin or end and hence the children may not be able determine is the information available has the right context to get the information as a child. This leads to the problem of "libertarian education" where a child can access anything and everything on internet without having a logical sequence of learning.. This lacks the discipline of learning through constant orientation and taking the information level up one step at a time. There is absolutely nobody who can restrict each child or a person to access in a logically sequenced order. Moreover, it also does not have any restrictions on what child and person should learn and what they should not. A lack of orientation may initiate or provoke some serious behaviour changes.

Traditionally parents and teacher in the past have chosen what their child should read, understand and learn and in which form, depending upon the age, knowledge and development environment. This is lacking in Internet where the curious mind and conscious provocation lead children to access the information that is not appropriate basis their maturity level.

Computers, by design require sequence of instruction to work upon in order to feed or retrieve information. This means that it also forces users to limit themselves with those instruction sets and does not give them ample opportunity to experiment thinking. Examples like Google smart search engine, which starts giving you options as you person start typing the search text, thus allowing person to limit their thinking capability. This is in contrast to objective of development of logical thinking and enhances creativity as the person grows. Computer options like smart search, smart sensors, smart views limit the users creativity and force the person to a strict and defined mental level.

Due to these limitation and requirements to work upon computers to learn and grab knowledge, the ideal age of working and experimenting with computers starts at 16 or 17.

### **Impact of Mobile Devices in Education**

Mobile and portable devices has brought in the revolution in the field of information creatyion and dissemination. It has changed the method of acquiring, learning, understanding and storing information for future use in a big way. According to Hindu Education Plus, mobile services can be

used very effectively by students and researchers to get right data, clarifications and hence can prepare more credible thesis.

## **RESEARCH METHODOLOGY**

In this research paper all the general and necessary steps of research work are included such as Problem Formulation, Statement Analysis, Parameter Setting, Literature Review, Sample Data collection, Data Analysis, Findings, Suggestions, Conclusion and Bibliography

## **RESEARCH PROCESS**

In this research following steps of research is involved such as Problem Formulation, Statement Analysis, Parameter setting, data collection, data analysis, finding, suggestions and conclusion

## **DATA COLLECTION**

For knowing the impact of media in education we have conducted a survey in Delhi schools and colleges. We also had a long discussion with parents, teachers, staff and principals who are in continuous in touch with students.

### **Primary Data Sources:**

Data collected by the investigator himself/ herself for a specific purpose. Primary data is information that you collect specifically for the purpose of your research or problem. An advantage of primary data is that it is specifically tailored to your research needs. A disadvantage is that it is expensive to obtain

*Examples:* Data collected by a student for his/her thesis or research project.

### **Secondary Data Sources:**

Data collected by someone else for some other purpose (but being utilized by the investigator for another purpose). Secondary data is information that has been collected for a purpose other than your current research project but has some relevance and utility for your research.

*Examples:* Census data being used to analyze the impact of education on career choice and earning.

**Method of Data Collection:** Primary

**Sample Size:** 100

**Research Location:** New Delhi

100 questionnaires were given out to various respondents such as Primary/High school, PUC, College, PG Staff and Principal. Total 20 questionnaire were given to each category  
(The data is collected only from New Delhi city and basically urban sector, so it doesn't represent all sections of society like rural areas)

### **HYPOTHESIS:**

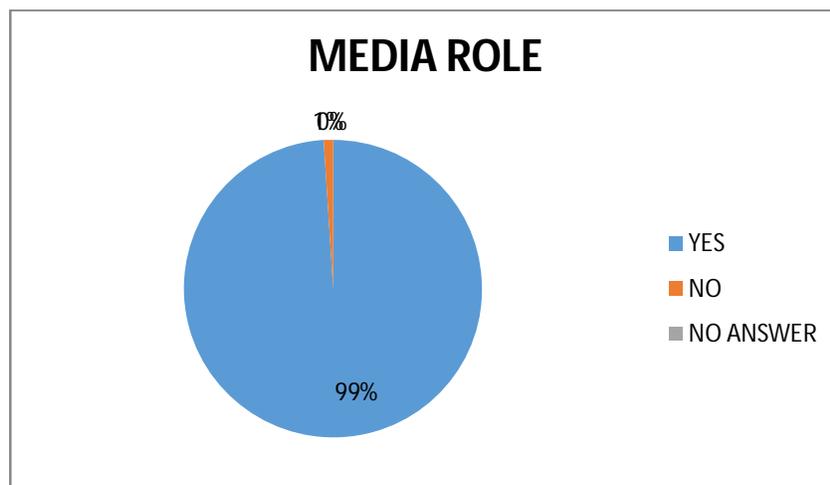
Hypothesis testing is a statistical way whereby an analyst tests an assumption regarding a population parameter. This testing is used to infer the result of a hypothesis performed on sample data from a larger population. There are two different types of hypothesis such as null hypothesis and alternative hypothesis where we formulate the problem accordingly.

**NULL HYPOTHESIS:** under null hypothesis we formulate the problem as there is impact of electronic media in education.

**ALTERNATIVE HYPOTHESIS:** under alternative hypothesis we formulate the alternate problem as there is no impact of electronic media in education.

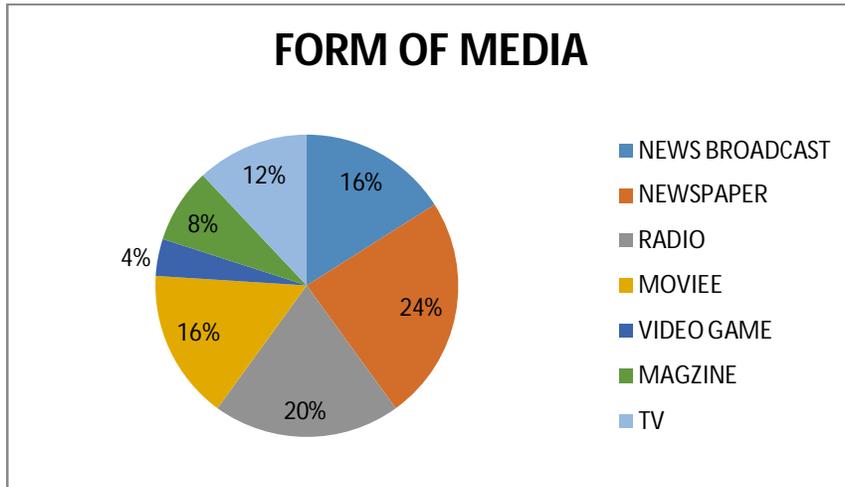
### **DATA ANALYSIS**

Q1 In Modern Education System, Does media have an important role to play?



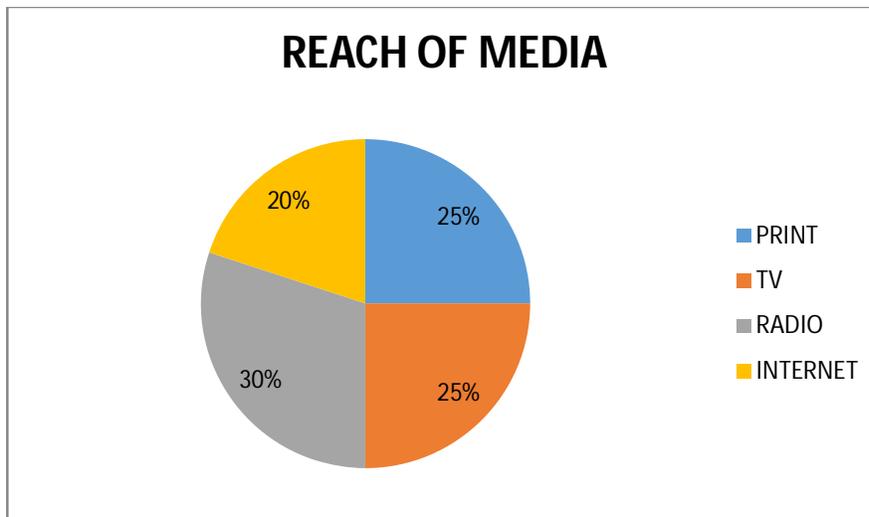
RESULT      YES 99%                      NO 1%                      NO ANSWER

Q2 In Education, Which of the following Media has more impact?



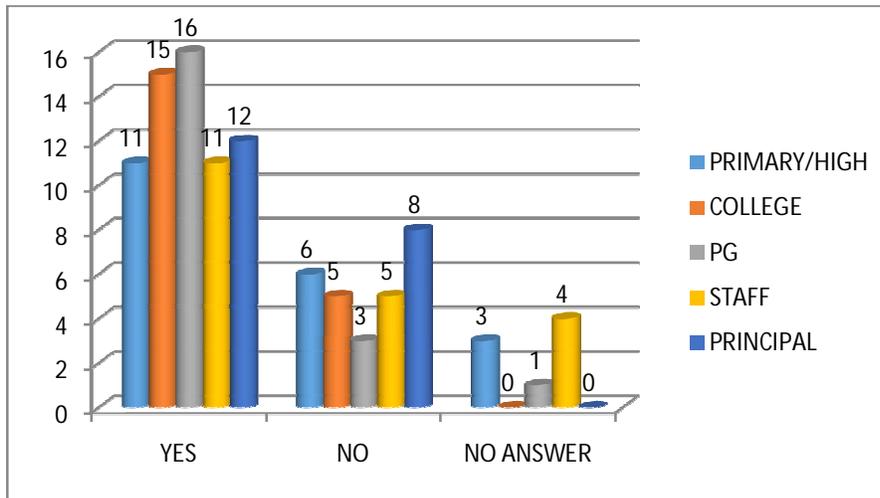
RESULT 16% NEWSBROADCAST 24% NEWSPAPER 20%RADIO /MUSIC  
 8%MAGZINE 12%T.V 16% MOVIE 4%  
 VIDEO GAME

Q3 In Education Which of the following media has better reach?



RESULT 25% PRINT 25 %TV 30 %RADIO 20%INTERNET

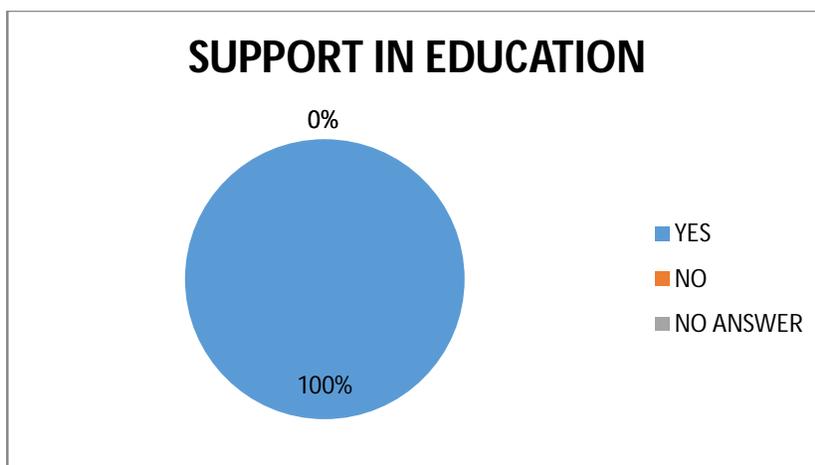
Q4 Does display of cultural content through media is an efficient way of imparting classroom learning?



RESULT

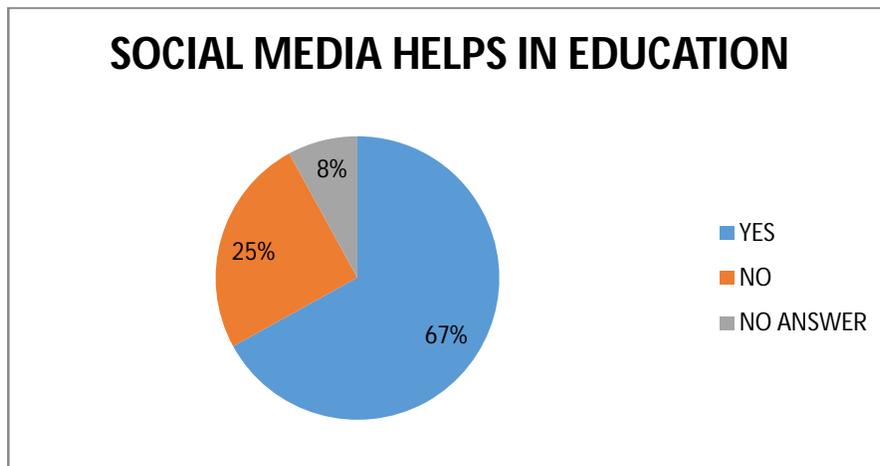
PRIMARY/HIGH	COLLEGE	PG	STAFF	PRINCIPAL
11	15	16	11	12
6	5	3	5	8
3	0	1	4	0

Q5 Do you think that media education project requires involvement of media organizations (broadcasters, cable companies, government agencies, and commercial marketers)?



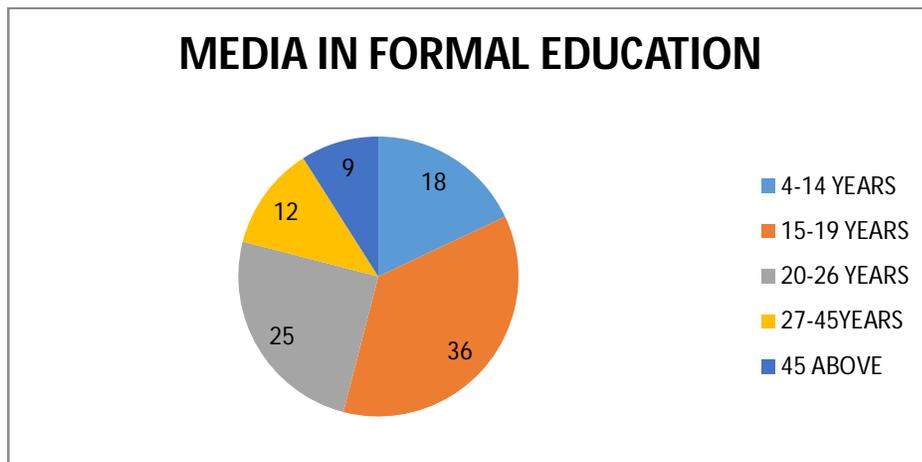
RESULT      100% YES                      0% NO                      0% NO ANSWER

Q6 Do you think that Social Media sites like Facebook, WhatsApp, Twitter, Instagram, LinkedIn, MEET in, WAYN etc. help contribute in Education?



RESULT 67% YES 25% NO 8% NO ANSWER

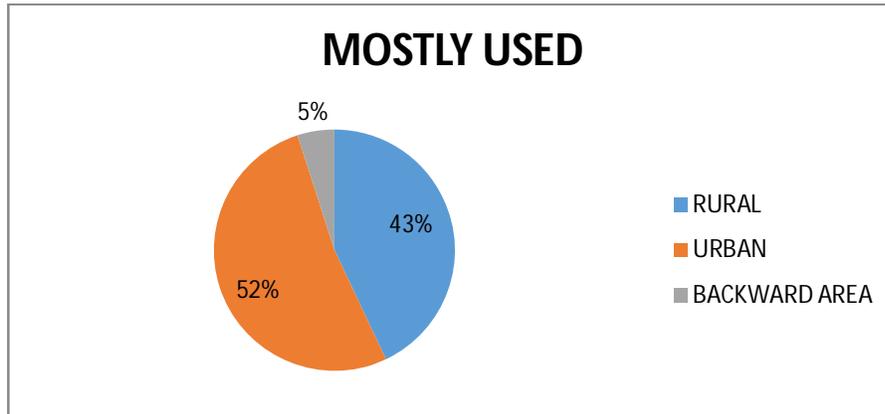
Q7 Which age group primarily uses Media in formal Education?



RESULT

4-14 YEARS	15-19 YEARS	20-26 YEARS	27-45 YEARS	45 ABOVE
18	36	25	12	09

Q8 Which of the following people segment use Media in Education?:



RESULT      43% RURAL AREAS      52% URBAN AREAS      5% BACKWARD AREA

## **FINDING AND SUGGESTIONS**

### **POSITIVE EFFECTS OF ELECTRONIC MEDIA IN EDUCATION**

Electronic media is the integral part of the society. It also plays a critical role in the process of imparting education and thus is shaping our future generation. Internet is a widely used platform of immense information and knowledge store where people may retrieve, download information, play informative games and solve puzzles and thus improve their skills and knowledge. Internet along with other electronic media such as CD/DVD and mobile devices are widely used in distance education through virtual classrooms, seminars and discussion forums. This has both Positive and Negative impacts

#### **Benefits of the Internet**

- It is an unlimited source of information
- High availability and affordability of information around the world.
- A must resource for research and referrals
- A powerful communication tool for teachers and university professors with their students through online classroom, virtual sessions, experiment video and audio sessions
- Effective communication medium through email, discussion forums, video conference etc.
- Accessibility features enable people with disability to access the information which was otherwise unavailable:
- Source of fun and entertainment

➤ **Distance education programs**

Education has evolved with in internet era. Education delivery has changed in distance learning education programs, where now classroom trainings are offered through online classroom which are interactive in both ways. Students can ask questions before and during the sessions or after through email, on line discussion boards. Online audio video and text based courses are available along with ready reference material links which has enabled students to learn a topic in multi-dimensional way. All of these are available to students in a much affordable price than that of the classroom training.

➤ **On line Examinations**

With the advent of electronic media and internet, education and examination have changed. There are interactive questions through the learning session where a student can learn and side by side give answers to the question before moving on to the next topic. An after session tests can be introduced and online examination for each semester/session is also possible. With internet and multimedia capabilities, the questions are not limited to text and pictures, they are no audio and video enabled, to get into more details

➤ **Educational Programs**

Educational Programs such as Seminars, Workshops and lab sessions are now online with Electronic media and internet. Virtual education workgroups are available online from various universities across the world, where students working on a particular research topic can exchange their thoughts, views, comments, research papers and enhance and explore their ideas to a next level. Through interactive seminars, workshops they exchange their experiences, results and outputs on a real time basis which can benefit others.

➤ **Current Knowledge**

Students are more aware of the most current knowledge on their subject, thanks to Internet, TV and other media. People subscribe to various feeds where the researches are on to get real time or daily update on any particular topic of interest including research, sports or any other topic.

➤ **Education has become more entertaining**

With interactive methods and multimedia technology, Learning is not a journey but an experience now. It has become more entertaining, enlightening and a fun activity.

## **NEGATIVE EFFECTS OF ELECTRONIC MEDIA IN EDUCATION**

### ➤ **General risks**

Due to the immense knowledge source internet has, it may become a highly addictive source and people may generally fall into internet addiction if there are many topic of their interest. Hence there is a conscious need to restrict the time duration of internet usage as it physically cuts the person out of the real world.

### ➤ **For Pre-primary and Primary Kids**

There are various studies which have suggested that young toddlers learn things better and understand from real life learning experiences that they do from watching video. It is also observed that children who watch more television and internet are poor in cognitive development.

### ➤ **For junior kids**

- Instant messaging, email, interactive gaming and learning sessions interfere with legitimate work(schoolwork and in the workplace)
- Excessive time spent on the Internet has not become a problem as it has limited the regular and in person socialization between child and peers, and with family
- Too late to go to bed
- Creativity Loss
- Problem of focus and attention due to multitasking
- Excessive use may fosters inactivity and, potentially, obesity

### ➤ **Misinformation**

- Due to the abundance of knowledge there is a high chance of information inaccuracy
- Misinformation on health related information may lead to Health risks.
- Sleep deprive and invariable sleep is one of the new observations found if digital media is used with 2 h before bedtime
- Multitasking impacts on focus and interest
- Fostering inappropriate ideas for children and teenagers such as the following:
  - Generating a sense of need to acquire material goods
  - False advertising or scams typically spread by e-mail

➤ **Adverse effects on values**

- Pornography: Possibility of Underage children may accidentally or by design access pornographic sites in absence of required filters
- Predators may have access to minors if the filters are not in place or there is no unsupervised use of chat rooms and e-mail
- On-line gambling
- Potential of cheating and copying in school work
- Some Web sites target a specific group, such as women, homosexuals, and religious or ethnic groups and provoke violence, hatred etc
- Violence spread through video games, song lyrics and on-line bullying.
- Access to hazardous materials or information on making weapons.

**CONCLUSION**

Electronic media has become a powerful source of education and awareness. It can help students in their studies through various aid and providing variety of information and hence is better than any source. However the negative impact of its inappropriate use outweighs the positive impact. Extensive use of electronic media inappropriately may lead to people inclining towards wrong doing, violence and other means which may harm them physically, emotionally or psychologically

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