



A STUDY OF IMPACT OF WATCHING TV ON SOCIETY USING ON STATISTICAL TOOLS AND TECHNIQUES

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ABSTRACT

Twenty first century has seen rapid technological advancement in mass media. Among all mass media, television is an important and an unavoidable thing. It is a window to the world. In this study we want to see what is the influence of watching T.V. on society for this purpose we collect the primary information through systematic questionnaires contained number of attributes like gender, area, age group, expenditure etc. the collected data is analysed through various statistical measures. Our study shows that the proportion of watching T.V. in urban area is high as compared to rural area and maximum number of individuals of watching TV is in the age group 20-40.

KEYWORDS: Graphical Representation, chi-square Test, ANOVA, Level of significance.

INTRODUCTION

Twenty first century has seen quick mechanical headway in broad communications. Among all broad communications, TV is a significant and an unavoidable thing. It is a "window to the world". All out number of TV homes in India would be in excess of 100 million. The metropolitan provincial proportion of TV homes is expanding In India, before the appearance of TV, film and radio were extremely well known. At first, the TV was presented in 1959 as an instrument of correspondence. Afterward, it turned into an

amusement medium. Presently it has been accessible in every single family in India. The presentation of satellite TV in 1991 drastically changed the survey example of our kin. As of now, we have umpteen number of western, Indian, provincial, nearby and Govt. TV stations (Dr. Dhyani Singh). It is an incredible medium and go about as an impetus of social change. TV has changed our planet into a "immense electronic town" bringing all individuals and nations close (Bushman 1992). As of late, numerous specialists have demonstrated revenue as to TV's effect on human lives at any phase of