

Effect of Media on Sexual Behaviour

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Abstract

The Generation Gap in contemporary Indian culture mirrors a genuine and genuine irreconcilable situation. Indian young people as a rule are not especially in a state of harmony with their folks. Media is affecting social segments of human character just as social connection and chain. It is predominantly focusing on how human inclination, conduct and feelings can be changed. This exploration analyzed the media on sexual conduct impact on two ages. The study was conducted in Bihar and Delhi with a purposive sample of 800 respondents (from 400 households comprising 400 adolescents and 400 parents). Discoveries of this examination demonstrated that media viz., print media, notices, papers/magazines, film/motion pictures, TV and web affected generally speaking assessments of juvenile and their folks about media and HIV/AIDS. The job of media in making age hole on the matter of sex and related issues was upheld by the discoveries of this examination. Media was seen as liable for expanding sexual conduct and age hole. They bit by bit advanced a specific sort of sexual conduct among adolescents. Media were affecting basic leadership identified with sexual conduct. Media which used to be the motivation for the general public with its different jobs in character working of the young for the country was seen by the greater part of the respondents as advancing style, profanity and the frantic chase for cash, control and for their name and notoriety. The examination additionally showed that media expanded mindfulness about psycho-social conduct, HIV/AIDS, unfortunate practices and related issues. It likewise influenced the lifestyle (way of life), social and sexual conduct and improving way of life. Media was seen to have procured pessimistic picture by demonstrating successive sexual closeness at an early age, pre-marriage sex, advancing live seeing someone, changing sexual accomplices, unfaithful to accomplice and individual with no virtues. TV was seen to urge youngsters to begin conjugal life early. Young people were seen as overwhelming shoppers of explicitly arranged media items, including magazines, radio, TV, link, music recordings, motion pictures, tapes, online journals, Google, YouTube, minimal circles, computerized adaptable plates, portable and all the more as of late web. The greater part of guardians assumed next to no job in passing on the correct data about sexual conduct to their youngsters. Companions were frequently the most significant wellspring of data. Further, there were added perplexities because of the different legends, misinterpretations that possess large amounts of it, and furthermore because of the shame joined to different issues of sexuality. It was noticed that the parental impedance was negligible in this issue in the Indian setting as the deception of being awkward banished them from agreeable association with their kids. The correct demeanor of father-to-child both the power and the fundamental delicacy - assessed this shared relationship through inconsistent reliance. The more established age became not simply a shame, however frequently an obstructive immateriality to the youthful. The connection between the media and age are a unique one that reflects changes in the bigger social and conduct condition where originations of teenagers and their folks are shaped.

Keywords: Media, Sexual Behaviour, HIV/AIDS, Adolescent, Parent, Generation.

Introduction

Media mean data and pictures conveyed through print medium in particular papers, magazines, and electronic medium, for example, TV, Radio and the web. Data arrive at masses quickly in present occasions through sound, video content in CDs, DVDs and other computerized contraptions. Program substance and publicizing are both included as a feature of media. Boundless access to the Internet and to the wide scope of administrations accessible on the sites is of developing enthusiasm among young ladies and young men. The quantities of person who have prepared access to PCs are developing step by step.

Teenagers are the age gathering of 10-19 years comprises more than one-fifth of India's populace (Census, 2011). This gathering is defenseless a direct result of quick physical, mental and mental changes. Young people highlight as a noteworthy statistic bunch

in the national youth strategy and their wellbeing, including conceptive wellbeing, has been perceived as a significant part of juvenile programming in India.

Age Gap: An incredible shout is being raised by both the older folks and the youthful that the correspondence between them has separated and they blame each other for this and weep over this situation. They ascribe it to age hole. Greater part in the general public conveys alongside this dreariness and never delays to think the whys and how's of the issue.

The seniors are increasingly reproachful of the more youthful age with a major stock of objections against the youthful and the youthful generally will in general overlook the protesting, muttering, and periodic boisterous protestations of the more established age. Be that as it may, from time to time they do dissent. They loathe the petting demeanor of the older folks.

The media content has changed definitely, particularly in India. At the point when broke down for the most

recent decade or something like that, be it programs, promotions, serials, motion pictures broadcast by means of TV and film, or articles and data accessible in papers, magazines and web all are seen as uncovering and advancing bareness, sex and delicate erotic entertainment. Wantonness, sex, liquor abuse, chronic drug use, live seeing someone are among the conspicuous substance and are being glamorized in the media helpfully, overlooking its impact on the psyches of young men and young ladies, particularly in a general public like India where 'sex' is as yet thought to be an unthinkable because of customary attitude just as being a universal society.

boys and 100 adolescent girls) from two ecological settings, Delhi and Darbhanga (Bihar). Delhi is a metropolitan city and its social structure is very much under the influence of modernity whereas Darbhanga is a relatively small district and its social structure is largely traditional. The adolescents were in the age group of 13 to 16 (Mean age = 14.5 years of age). The age of parents 45 years and above (Mean age = 48 years of age).

Objective

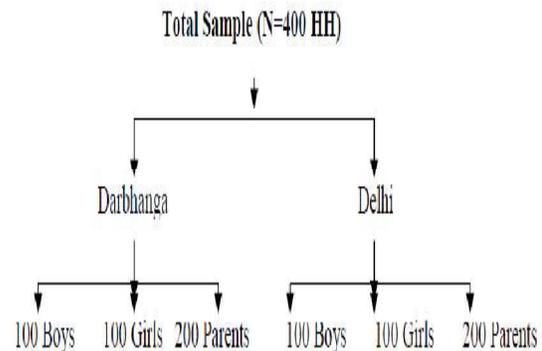
1. To explore what kinds of information both generations have access to.
2. To study the relation between media and sexual behaviour of adolescents and parents.
3. To study the predictors of media and sexual behaviour in the total sample.

Research Questions

1. How do parents and adolescents perceive media? Do boys and girls differ in their perception of media?
2. What factors determine the choice of the consumers of media? Is the attractiveness of a programme determined by different set of factors for the adolescents and elderly?
3. How do the media influence the life style of adolescents and elderly?
4. How do the boys, girls and elderly participants evaluate the programmes, advertisements and articles having sexual contents that they watch and read?
5. Do adolescents and parents differ in evaluating the role of media in promoting health behavior? In what way do media fulfill this responsibility?
6. Do media influence social norms regarding display of human sexuality? How do people from traditional and modern social settings differ in their perception of social norm?
7. How does internet influence the social relationship? What is the perception of different groups about the importance of Internet?
8. What kind of images of male and female do portrayed by the media?

Method

Sample: The study aimed at studying the effect of media on the sexual behavior of adolescents and their parents as well as its Effect on creating generation gap. Therefore, a purposive sample of 400 respondents (form 200 households comprising 200 adolescents and 200 parents of either gender); and among adolescents number of boys and girls was equal (i.e. 100 adolescent



No. of Participants, their Mean Age, Educational Level, Types of Family, Occupation, Income from two Ecological setting

Category		Darbhanga			Delhi		
		Boys	Girls	Parents	Boys	Girls	Parents
	Mean Age	14	15	47.5	14.5	14.5	48.5
	Number	50	50	100	50	50	100
Education Level	Upto12th Standard	50	50	-	50	50	-
	Graduate	-	-	56%	-	-	64%
	Post-Graduate	-	-	44%	-	-	36%
Type of Family	Nuclear	-	-	86%	-	-	94%
	Extended (Joint)	-	-	14%	-	-	6%
Occupation	Professionals	-	-	46%	-	-	42%
	Govt. Servants	-	-	54%	-	-	58%
Income (Per Month)	50,000 -1,00,000 (less)	-	-	100%	-	-	-
	Above 1,00,000	-	-	-	-	-	100%

Measures/Tools: For the purpose of this study review of relevant literature was done and experts working in this field were consulted. After analyzing the contents obtained from these two sources, eight dimensions were identified for each dimension a set of items to prepare an interview schedule. The following table shows the eight dimensions and against each of them number of questions: Media. The interview schedule were 31 multiple choice ended types of questions.

The following table shows the 8 dimensions (i.e. especially list of & types of media channels) and against each of them number of questions:

S. No.	Dimensions	Multiple choice and Open-ended type of Questions
1	Print Media	3
2	Advertisements	4
3	HIV/AIDS	4
4	Newspapers/Magazines	4
5	Cinema/Movies	6
6	Television	2
7	Internet	3
8	Overall opinion on Media	5
Total No. of Questions		31

Data Collection

Data was collected from these responses were obtained from the participants on closed ended and open ended questions simultaneously. In view of the sensitivity involved in the proposed research due care was taken during information/data collection at all levels.

Data Analysis

After gathering all the completed questionnaires from the respondents, they were scored as per the scoring procedure and then obtained data were analyzed keeping in mind the objectives and research questions of the study.

Results

Nowadays, newspapers and magazines were found to be a cheap and reliable source of information for the masses both the place. One main result is that more respondents in Delhi buy newspapers for their sexual contents compare to their counterparts in Darbhanga. Except for Darbhanga girls most of the respondents in both the cities agreed that sexual contents in the movies were increasing and almost same percentage of them admitted that they did watch the adult movies with their friends. They believed that this all led the young ones to indulge in sexual behavior. Boys in both cities reported that they chose movies mainly based on their sexual contents. Teenagers were most vulnerable to this kind of cinema. Sometimes they watch adult and porn movies with their peer just out of curiosity and discuss it only among themselves.

Print media can't ignore the revenue aspects of their entire business module. They have to use glossy and glamorous photographs of models and film stars on the cover to appeal for the prospective buyers. As per the research a majority of respondents in both the cities confirm that there is no harm in putting these photographs in newspapers and magazines. The nature of the photographs being provocative, it creates an instant effect on the young mind as well as on adult. It had an adverse effect on the teenagers. They like to emulate and thus got in tangle. It also leads to sex related crimes. Having a boy/girl friend is a status symbol for the generation next. Though, in Darbhanga the respondents' affirmation towards the boy/girl friend was less than their counterpart in Delhi. This is what reflects on their total attitude on the attire boy and girl wore. The respondents' in Darbhanga are a bit more conservative than Delhi. Most of the respondents at the two cities copy their ideals as shown in the ad.

Most of the brands advertise themselves. This was an aggressive marketing policy for them. Condoms and other contraceptives were not exceptional. Their advertisement can be seen anywhere. A majority of respondents in both the cities have confirmed that they have seen the condoms ad and they also appreciate their public display.

The knowledge about HIV/AIDS was overwhelming among all the respondents in two cities. They were also seems very much concerned over the rising cases of this deadly disease in youths as they are the most vulnerable. Only few of them respond that they knew someone in their peer who indulged in unprotected sex or those regularly changing partners. The role of media was very important in the field HIV/AIDS education. They create awareness. People did get benefited from it. Most respondents except boys and girls in Delhi agreed that they did read the separate section of their choice and feel that print media is indeed displaying female nudity.

The respondents except the girls in both the cities agreed that sexual content in the movies was increasing and almost same percentage of them admitted they did watch the adult movies with their friends. They did believe that this all leads the young ones to indulge in sexual behavior (except Darbhanga girls).

Television shows us different type of programs on various channels. Everybody gets something or other to watch. Parents have the liberty to choose what they want to watch and they reiterate this fact. Whereas children often had limited choice as they are being watched by their parents. Almost everybody was in favour that most remix music videos display too much nudity, vulgar movements and sex.

People have limited access of the Internet in a city like Darbhanga that is why they were not much on the social networking sites whereas in Delhi a higher percentage of respondents use Internet and they was a regular at logging in different sites. Users in Delhi in all age group know the pros and cons of Internet sites and they

used the different features available but users in Darbhanga were not well versed with the same. The internet was also an easily available source for sex and porn. Anyone can watch and download porn. Though, the respondents mostly shied when confronted on various sex related Questions. It seems that they only talk about it with their peers.

Table

Tables are presented below along with their interpretation.

Print Media

1. Do you find these pictures?

- i. Artistic (<10% adolescents and their parents both places)
- ii. Indecent & Sexually Provoking (> 90% adolescents and their parents both places)

	Darbhanga			Delhi		
	Boys	Girls	Parents	Boys	Girls	Parents
Artistic	8%	10%	9%	6%	9%	8%
Indecent & Sexually Provoking	92%	90%	91%	94%	91%	92%

Among all the respondents, above 90% of adolescents and their parents in Darbhanga as well as Delhi were said that indecent and sexually provoking these pictures and below 10% artistic opinion. Indecent and sexually provoking content appears in almost all print media (in regular newspapers and magazines) according to the individual interviewed (semi-structured). Some parents opine that these things are disastrous for the society.

2. What kind of images of women do the media create?

- i. Vulgar & Sex object
- ii. Sexually provoking
- iii. Bold & Westernized

	Darbhanga		Delhi	
	Adolescents	Parents	Adolescents	Parents
Vulgar & Sex object	42%	16%	24%	31%
Sexually Provoking	23%	51%	32%	20%
Bold & Westernized	35%	33%	54%	49%

On an average, the views of adolescents seemed to be associated with bold and westernized images of women

(adolescents both places). But, most of the parents were of the opinion that the image of women that the media is creating, one of sexually provoking (parents both places) and bold & westernized (adolescents and their parents).

- 3. If boys/girls are wearing revealing clothes, what do you feel about them?**
- i. Fashionable & Sexy
 - ii. Indecent
 - iii. Trying to draw attention of opposite sex

	Darbhanga		Delhi	
	Adolescents	Parents	Adolescents	Parents
Fashionable & Sexy	42%	16%	24%	31%
Indecent	23%	51%	32%	20%
Trying to draw attention of opposite sex	35%	33%	54%	49%

A significant support was found among parents from both of the places regarding the fact that boys or girls were wearing revealing clothes in order to look sexy and fashionable (more than 90%). Major difference was noticed between the responses from the youth of both sides regarding the same. Whereas, majority of the respondents from Darbhanga opined on the factor of indecency (above 90%); on the other hand most of the adolescents from Delhi agreed upon the third point i.e. trying to draw attention of the opposite sex (above 60%) and rest of them said that fashionable and sexy (<40%).

Advertisements

- 4. Which type of advertisement impresses you the most? (As per your rank i.e. 1, 2, 3)**
- i. Dresses
 - ii. Eatables
 - iii. Cars and Motor bikes
 - iv. Cosmetics items

	Darbhanga (Result in rank)			Delhi (Result in rank)		
	Boys	Girls	Parents	Boys	Girls	Parents
Dresses	25% (II)	51% (I)	19% (III)	23%(II)	35% (I)	21% (II)
Eatables	19% (III)	26 % (III)	21% (II)	09% (III)	20% (III)	19% (III)
Cars and Motor bikes	50% (I)	04% (IV)	46% (I)	62% (I)	17% (IV)	49% (I)
Cosmetics items	06% (IV)	29% (II)	12% (IV)	06% (IV)	28% (II)	11% (IV)

Male gender in the parents rated advertisements on cars and motor bikes (especially in Delhi above 60%), eatables and dresses on the other hand females opted for dresses and cosmetic items. The major difference between the two results was regarding eatables and dresses. As compared to the boys from Darbhanga; mostly Delhi boys preferred cars and motor bikes (above 65%) advertisements more than dresses.

- 5. What do you like most in these particular advertisements?**
- i. Awareness that they generate i.e. latest trends
 - ii. Fashionable

Awareness that they generate i.e. latest trends	Darbhanga		Delhi	
	Adolescents	Parents	Adolescents	Parents
	51%	46%	68%	57%
Fashionable	49%	54%	32%	43%

A significant support was found from boys and girls from both places with regards to the likeability of advertisements that are fashionable. The major difference between the two results was that while the fashionable factor was liked by the parents from Darbhanga, the awareness that the ads generate was rated above latest trends by the parents from Delhi.

6. In your opinion, whether revealing clothes lead boys and girls to:

S. No.	Revealing clothes lead boys and girls to:	Adolescents	Parents
i.	Getting attracted towards opposite sex	19%	22%
ii.	Instigate sexual behaviour/actions/propagate nudity	05%	10%
iii.	Fashionable and Westernized	76%	68%

Revealing clothes worn by boys and girls instigate sexual behaviour/actions/propagate nudity and sometimes attraction towards opposite sex according to parents from both the places 68%; whereas, the young generation from both the places answered for fashionable and westernized 76%.

7. What feelings do these advertisements generate among youngsters (tick one)

(Parents may kindly respond about their children)

- i. Have sexual relationships
- ii. Keep away from sexual relationships till marriage
- iii. Generate more curiosity about sex
- iv. Have safe sexual relationship

	Darbhanga			Delhi		
	Boys	Girls	Parents	Boys	Girls	Parents
Keep away from sexual relationships till marriage	8%	10%	9%	6%	9%	8%
Generate more curiosity about sex	92%	90%	91%	94%	91%	92%

Majority of the youngsters opted for the having safe sexual relationship and few of them generate more curiosity about sex advertisements, the results showed, generate among youngsters more curiosity about sex; parents opted for keep away from sexual relationships till marriage (most such as > 90%) and generate more curiosity about sex (few such as <10%).

HIV/ AIDS

8. What are the modes of HIV transmission?

(Tick whatever is relevant from the following)

- i. Unprotected sexual intercourse with HIV infected partner
- ii. Use of infected needle or syringe
- iii. From HIV infected mother to unborn child
- iv. Blood of HIV infected person given to the other person

Darbhanga			Delhi		
Boys	Girls	Parents	Boys	Girls	Parents
98%	95%	97%	99%	98%	98%

A significantly larger proportion of respondents were found to be aware of various modes of HIV transmission. Over all, the respondents reported highest (> 96%) AIDS awareness rates at all level.

9. Do you talk about HIV/AIDS with (Tick whatever is relevant)

- i. Mother
- ii. Father
- iii. Siblings (Sister / Brother)
- iv. Teachers
- v. Friends (<98%)
- vi. All

All Darbhanga (Only Friends) = Yes			Delhi (Only Friends) = Yes		
Boys	Girls	Parents	Boys	Girls	Parents
98%	99%	96%	99%	98%	97%

Both, adolescents and parents from both the places said that they only discuss (<97%) this with friends.

10. Do you think there is no harm in changing partner? No harm / Harmful

DaB	DaG	DaP	DeB	DeG	DeP
Harmful	Harmful	Harmful	Harmful	Harmful	Harmful
49 (98%)	48 (96%)	99%	48 (96%)	46 (92%)	95%

DaB/G/P –Darbhanga Boy/Girl/Parent, DeB/G/P – Delhi Boy/Girl/Parent.

Almost all adolescents and parents (from Darbhanga and Delhi) said that (<95%) it is harmful to change a partner.

11. Who are involved in stigmatization and discrimination against HIV infected people?

(Arrange them in order of importance)

- i. Family
- ii. Community
- iii. Society
- iv. All

S. No.	Stigmatization and discrimination	Adolescents (Rank)	Parents (Rank)
i.	Family	42% (I)	47% (I)
ii.	Community	26% (II)	25% (II)
iii.	Society	24% (III)	23% (III)
iv.	All	09% (IV)	05% (IV)

For adolescents and parents from both the places, first came family than community and society in stigmatizing and discriminating against the HIV infected (most of respondents said that above order of importance <98%).

Newspapers/Magazines

12. Which newspaper/Magazines do you read?

Newspapers	Darbhanga	Delhi
	Households	Households
Times of India	12%	46%
Hindustan Times	25%	42%
Hindustan (Hindi)	38%	7%
Danik Jagran	23%	3%

Results show that 98% of the respondents maintained that they read daily newspapers at their homes. While, a majority 46% of the respondents read the Times of India, 42% are glued to the Hindustan Times, 7% Hindustan (Hindi) and 3% Danik Jagran in Delhi. 98% of the respondents maintained that they read daily newspapers at their homes. While, a majority 12% of the respondents read the Times of India, 25% are glued to the Hindustan Times, 23% Danik Jagran and 38% Hindustan (Hindi).

13. Amongst the following, which content attracts you the most?

(Tick maximum three preferences and number them 1, 2, 3, as per your priority)

- I. News on film/Pop stars
- II. Crime news
- III. Sports news
- IV. Political news

Content (Priority)	Darbhanga			Delhi		
	Boys	Girls	Parents	Boys	Girls	Parents
News on film/Pop stars	11% (IV)	34% (I)	04% (IV)	29% (II)	36% (I)	07% (IV)
Crime news	19% (III)	29% (II)	29% (II)	19% (III)	29% (II)	29% (II)
Sports news	31% (II)	26% (III)	21% (III)	42% (I)	28% (III)	31% (III)
Political news	39% (I)	11% (I)	46% (I)	10% (IV)	07% (IV)	33% (I)

Boys and parents both prioritized political news as compared to sports news, crime news and news on film or pop stars (Darbhanga <90%). But girls differed; they prioritized news on film or pop stars and crime news (Darbhanga). After political news, boys and parents preferred sports news to crime news and news on film or pop stars (Delhi <90%).

14. Do you think such displays are sexually provoking / vulgar / Attractive?

Sexually provoking	Darbhanga		Delhi	
	Adolescents	Parents	Adolescents	Parents
	62%	60%	52%	53%
Vulgar	32%	29%	22%	24%
Attractive	06%	11%	26%	23%

Both adolescents and parents said that such displays are sexually provoking from both the urban places than vulgar and attractive only.

15. How many of your friends/classmates select newspapers for the sexual content only? All / Most / Few / None (Tick any one).

Select newspapers for the sexual content	Darbhanga		Delhi	
	Adolescents	Parents	Adolescents	Parents
	49%	41%	94%	69%

Adolescents and parents opined that few of their friends or classmates select newspapers for the sexual content only (Darbhanga <40%). But in Delhi, both adolescents and parents said that most of their friends or classmates select newspapers for sexual content only (< 90%).

Cinema/Movies

16. Which kind of movies you have seen recently?

Movies	Darbhanga		Delhi	
	Adolescents	Parents	Adolescents	Parents
Comic	32%	42%	23%	39%
Romantic	58%	49%	70%	56%

Both places adolescents and parents said that they have recently seen both comic and romantic kind of movies (Darbhanga and Delhi <90%).

17. What did you like in these movies?

Movies	Darbhanga		Delhi	
	Adolescents	Parents	Adolescents	Parents
Entertainment	42%	46%	50%	42%
Story line	49%	43%	40%	46%
Newer concepts	09%	11%	10%	12%

Adolescents and parents said that they liked the movies for the entertainment, story line and newer concepts they provide both of the places.

18. What did you dislike in these movies?

Movies	Darbhanga		Delhi	
	Adolescents	Parents	Adolescents	Parents
Violence	42%	46%	45%	45%
Too much of exposures	45%	40%	38%	36%
Weak acting	13%	14%	17%	19%

Adolescents and parents opined that they dislike violence, too much of exposures and weak acting in these movies.

19. How many of your friends/ classmates choose movies on the basis of hot scenes/sexual exposure? All / Most / Few / None (Tick anyone)

Hot scenes/ sexual exposure	Darbhanga		Delhi	
	Adolescents	Parents	Adolescents	Parents
All	41%	32%	45%	40%
Most	45%	40%	38%	36%
Few	14%	28%	17%	24%

Both adolescents and parents said that 50% (most) and 50% (few) friends or classmates choose movies on the basis of hot scenes or sexual exposure (Darbhanga and Delhi).

20. How many of your friends/classmates watch adult movies? All / Most / Few

Adult movies	Darbhanga		Delhi	
	Adolescents	Parents	Adolescents	Parents
All	14%	28%	17%	24%
Most	45%	40%	38%	36%
Few	41%	32%	45%	40%

Adolescents and parents both said that most friends or classmates watch adult movies.

21. Do you discuss sexual content after watching the movies with any of the below? Father / Mother / Teachers / Friends / Girl friend / Boy friend / none

Sexual content	Darbhanga		Delhi	
	Adolescents	Parents	Adolescents	Parents
Friends	94%	90%	97%	94%
None	06%	10%	03%	06%

Adolescents and parents both said that they discuss the sexual content only with their friends after watching movies (Darbhanga and Delhi <90%).

Television

22. How much time do you spend watching T.V.?(Tick any one)
1 hour / 2 hours / 3 hours and more

Spend time	Darbhanga		Delhi	
	Adolescents	Parents	Adolescents	Parents
1 Hour	20%	10%	21%	26%
2 Hour	28%	30%	30%	28%
3 Hour	52%	60%	49%	46%

Study findings indicated that the habit of watching TV on regular basis were highest among female (Darbhanga and Delhi more than 3 hours <55%) and lowest among the other group (1to 2 hours >45%). Most amount of time with TV, but shifts to more portable media (music) and teen-oriented (movies) in adolescence show.

23. Which TV Channels/Programmes do you mostly watch?

Content (Priority)	Darbhanga (Rank)			Delhi (Rank)		
	Boys	Girls	Parents	Boys	Girls	Parents
Political news	44% (I)	11% (I)	46% (I)	10% (IV)	07% (IV)	34% (I)
Sports news	31% (II)	26% (III)	21% (III)	42% (I)	28% (III)	31% (III)
Movies & Soap (serials)	19% (III)	29% (II)	29% (II)	19% (III)	29% (II)	29% (II)
Songs & News on film/Pop stars	06% (IV)	34% (I)	04% (IV)	29% (II)	36% (I)	06% (IV)

Boys and parents use electronic media (television) for their entertainment and they watch programmes such as news (especially political news first priority <60%), sports, songs and movies. Girls said that they use electronic media (television) for their entertainment and they watch programmes mostly on soap (entertainment in installments or serials), songs, movies and news on film or pop stars in Darbhanga <90%. Whereas in Delhi were boys and parents use this media to watch news (especially sport and political news <70%), sports, movies and songs. Girls use it for songs, movies, news on film or pop stars and sport <90%.

24. Do you like to watch remix music video/listen music CDs? Yes / No

DaB	DaG	DaP	DeB	DeG	DeP
Yes	Yes	Yes	Yes	Yes	Yes
15 (30%)	10 (20%)	50%	25 (50%)	24 (48%)	80%

The respondents like to watch it in this proportion 30% boys, 20% girls and 50% of parents in Darbhanga and 50% boys, 48% girls and 80% of parents in Delhi both urban areas.

Internet

**25. How frequently do you get an opportunity to have access to Internet?
Everyday / Sometimes / Occasionally**

Access to Internet	Darbhanga			Delhi		
	Boys	Girls	Parents	Boys	Girls	Parents
Everyday	93%	85%	28%	97%	95%	82%
Sometimes	06%	09%	23%	03%	03%	11%
Occasionally	01%	03%	09%	00%	02%	05%

Parents were 60% occasionally positively in Darbhanga. Results show that more than 90% teenagers and parents said that they have access to the Internet and they use it every day while rest of them uses sometimes (only Delhi respondents).

26. Which type of sites you visit the most? (Write at least three)

Adolescents	Parents
Social networking sites (57%)	News sites (32%)
YouTube (33%)	Information related sites (16%)
Music/video sites (10%)	E-mail account (52%)

We gradually develop a particular attitude and behavior towards the sites we visit the most. The social aspects of individual personality also influence other members of peer group. Mass media influence total human behavior in adolescent. Effect of the Internet are on young generation in the form of social networking sites, YouTube and music/video sites in Darbhanga as well as Delhi <60%.

Overall Opinion on Media

27. In your opinion, media showing married men/women having extra marital affairs are acceptable/not acceptable / does not matter (Tick any one)

Extra marital affairs are not acceptable	Adolescents	Parents
	98%	99%

Among all the semi-structured interviewed respondents in Darbhanga and Delhi feels the same way and showing married men/women having extra marital affairs are not acceptable for them (<98%).

28. In your opinion, media showing boys/girls having pre-marital relationships is acceptable/not acceptable/does not matter (Tick any one)

Pre-marital relationships is acceptable	Darbhanga (only yes)		Delhi (only yes)	
	Adolescents	Parents	Adolescents	Parents
	06%	04%	25%	21%

Most of them both of the place said that more than 60% of the respondents are not agree with media showing boys or girls having pre-marital relationships acceptable but some of the parents only 4% in Darbhanga respectively 21% support these things in Delhi only.

29. What is the role of mass media in sexual health education?

Sexual health education	Adolescents (Rank)	Parents (Rank)
Information	57% (I)	62% (I)
About sexual health issues	13% (II)	18% (II)
Promote safe sex	30 % (III)	20 % (III)

Mass media are providing vital information, awareness and education (60%); promote safe sex (30%), understanding about sexual health education (only 10%) in Darbhanga as well as in Delhi. Most of the information provided by various mass media is very effective and it influences the general public and creates awareness in terms of sexual health education. Boys said that; it gives us useful information through films, TV, radio, music, serials, discussions, documentary, motion pictures and talk shows, so on. Parents of children are also satisfied with overall presentation by the media and appreciate its role.

30. How is media showing character of men and women? Do not ticks more than three for each, also number them on priority?

Men	Women
i. Responsible	i. Responsible
ii. Respectable	ii. Respectable
iii. Confident	iii. Confident
iv. Running after money	iv. Running after money
v. Person with no moral values	v. Person with no moral values
vi. Sexually irresponsible	vi. Sexually irresponsible
vii. Unfaithful to partner/spouse	vii. Unfaithful to partner/spouse

Only for the Men (Result)	Rank	
	Adolescents	Parents
Responsible	51% (I)	62% (I)
Confident	33% (II)	38% (II)
Person with no moral values	26 % (III)	10 % (III)

Only for the Women	Rank	
	Adolescents	Parents
Running after money	59% (I)	65% (I)
Unfaithful to partner or spouse	27% (II)	25% (II)
Person with no moral values	14 % (III)	10 % (III)

Media has played varied role in creating a character for the men and women. For the man, it showed (1) Responsible (2) Confident and (3) Person with no moral values and for woman it created the image of (1) Running after money (2) Unfaithful to partner or spouse and (3) Person with no moral values in both of the places.

31. In your opinion, what is the overall influence of media on youngsters with respect to initiating--- (Parents may kindly respond about their children)

- i. Sexual intimacy at an early age very much / Little / very little
- ii. Pre marital sex very much / little / very little
- iii. Promoting live-in relationships very much / Little / very little
- iv. Changing partners of life very much / little /very little

Decreasing values such as -

- a. Keeping away from sexual relationships Very much / little / very little
- b. Mutual respect very much / little / very little
- c. Faithfulness very much / little / very little

i. Sexual intimacy at an early age	Darbhanga		Delhi	
	Adolescents	Parents	Adolescents	Parents
Very much	20%	41%	20%	80%
Little	32%	23%	40%	20%
Very little	48%	37%	40%	00%

II.Pre marital sex	Darbhanga		Delhi	
	Adolescents	Parents	Adolescents	Parents
Very much	43%	39%	60%	60%
Little	25%	21%	20%	40%
Very little	32%	40%	20%	00%

If, it is accepted that there is nothing wrong in pre-marital sex, the dangers of HIV and other sexually transmitted diseases cannot be ruled out. Further, if the girl becomes pregnant, the physical and emotional hurt due to social unacceptability could prove fatal.

ii. Promoting live-in relationships	Darbhanga		Delhi	
	Adolescents	Parents	Adolescents	Parents
Very much	27%	32%	40%	40%
Little	29%	28%	40%	40%
Very little	44%	40%	20%	20%

iv. Changing partners of life	Darbhanga		Delhi	
	Adolescents	Parents	Adolescents	Parents
Very much	09%	41%	24%	60%
Little	43%	26%	60%	40%
Very little	48%	33%	36%	00%

a). Keeping away from sexual relationships	Darbhanga		Delhi	
	Adolescents	Parents	Adolescents	Parents
Very much	07%	05%	20%	20%
Little	49%	32%	60%	40%
Very little	44%	63%	20%	40%

b). Mutual respect	Darbhanga		Delhi	
	Adolescents	Parents	Adolescents	Parents
Very much	42%	34%	60%	40%
Little	36%	32%	20%	40%
Very little	22%	34%	20%	20%

c).Faith fullness	Darbhanga		Delhi	
	Adolescents	Parents	Adolescents	Parents
Very much	31%	29%	40%	40%
Little	34%	32%	40%	40%
Very little	35%	39%	20%	20%

Youngsters are the most vulnerable towards the overall influence of media. The youngsters with respect to initiating such as sexual intimacy at an early age, pre marital sex, promoting live-in relationships and changing partners of life are almost no (98%) or little exist (only 2%) in Darbhanga whereas in Delhi just the opposite is happening at all level. The youngsters are prone to have this kind of fantasies at an early age. Youngsters in the city like Darbhanga developed the decreasing value for instance keeping away from sexual relationships (<90%), mutual respect (<90%) and faithfulness (<90%) whereas the same group has developed much bigger decreasing value with respect to above.

Discussion

The strong relationship between media and adolescents’ sexual expression may be due to the media’s role as an important source of sexual socialization for teenagers. Adolescence is a developmental period that is characterized by intense information seeking, especially about adult roles and given the lack of information about sexuality readily available to teens, adolescents may turn to the media for information about sexual behavior (Brown, Greenberg, Buerkel-Rothfuss, 1993). Along with peers, parents, media such as television, movies, and magazines have been cited by teens as major sources for sexual information. Media may serve as a source of sexual behaviors for adolescents seeking information about sexuality because sexual content in the media is ubiquitous, easily accessible and sexual messages are delivered by familiar and attractive models (Brown, Halpern, L’Engle, 2005). It has been suggested that adolescents receive sexual information from media and from their peers, which is different from what they are learning from other sexual socialization agents, including parents (Arnett, 1995). The sexual content in the media, along with peers, may dilute the positive effect of school-based sexual health programmes and more traditional sexual values espoused by adolescents (Sutton et al, 2002).

The majority of sexual contents in the media depict risk-free, recreational sexual behavior between adolescents. Media programming rarely depicts negative consequences from sexual behavior, and depictions of condom and contraception use are rare (Pardun, L’Engle, Brown, 2005). Media users are more likely to adopt behaviours depicted by characters that are perceived as attractive and realistic, and who are not punished but rewarded for their behaviour (Bandura, 1986), so messages about sexuality in the media may be especially compelling to adolescents. The few longitudinal studies in this area have indeed found that increased exposure to sexual content on television predicts earlier initiation of sexual behaviour among adolescents (Collins et al., 2004).

Indian as well as various international channels, such as star-plus, movies and world, V-channel, MTV, HBO, Fashion TV and so on, is showing sexual contents (Greeson, 1986). Further, the element of arrogance and lack of respect for elders are the other negative effects of this electronic media. A significant majority turned towards these and yield negative utility from media, especially from information technology and ignores long-term beneficial aspects of positive utility. In the modern information age, societies are in a state of continuous flux. Media is traveling at a very fast speed from developed to developing countries.

Media influences showed a consistent and significant association with adolescents’ sexual intentions and behaviours. Compared to parent factors, media influences predicted more variance in light sexual activity and equivalent variance in heavy sexual activity, but somewhat less variance in sexual intentions. Compared to factors, media variables predicted less variance in sexual intentions and heavy sexual activity but somewhat more variance in light sexual activity (Kalof, 1999). Once all other contextual factors were considered for their association with adolescent’s sexual intentions and behaviors, media influences made a significant contribution beyond the effect from these other contexts.

Each individual contextual variable was then considered for its association with adolescents’ sexual behaviours. All variables were forced to enter the study and for the reduced models where only demographic controls and significant predictors were retained. The strength of these associations compares favorably with associations between other contextual variables and sexual behaviours.

Outline of Major Findings of the Study

Larger part of the respondents in both the urban areas opined that there was no damage in placing the photos of marvelous models in papers, magazines and notice world. The idea of the photos being provocative, it makes a moment Effect on the youthful personality just as on grown-up. It adverse affects the young people. They like to imitate and in this way get into its snare. It additionally prompts sex related violations. Having a

young lady companion is a grown-up toy for the age straightaway. However, in Darbhanga the respondents' attestation towards the kid/young lady companion was not exactly their partner in Delhi. This is the thing that considers their all out frame of mind to the clothing young men and young ladies wore. The respondents in Darbhanga were more traditionalist than those in Delhi. The vast majority of the respondents in the two urban areas duplicated their beliefs as appeared in the commercial.

Print media utilizes the photo of fabulous movies stars and models in the noteworthy outfits for their own business purpose. It is an effectively accessible hotspot for everybody whether one lives in Delhi or Darbhanga. Finding in the exploration proposes that guardians living in Delhi are more liberal than their partner in Darbhanga. It is clear as Delhi guardians demonstrated a lot of liberal view towards the respectability and humility of womankind contrasted with Darbhanga guardians who still conveyed their old qualities. Different organizations promote their brands forcefully; condoms and different contraceptives are no special case to this. Their ads can be seen anyplace and all over. A greater part of the respondents in both the urban areas affirmed that they had seen the condoms promotion and they likewise valued their open showcase.

Right now, notices are the most necessary piece everything being equal. It is the significant wellspring of their benefit. Thusly, the media don't spare a moment to put a wide range of promotion to produce the incomes. Despite the fact that promotes is required to instruct the buyers about their items, they present the commercials in the way that they just entice the buyers to purchase their items. The strong substances in it create interest about sex. The more established age was found similarly less influenced while the more youthful ones turned into the most effortless prey.

The information about HIV/AIDS was overwhelmingly high among every one of the respondents in two urban areas. They were likewise especially worried over the rising instances of this lethal malady in young people. Just not many of them reacted that they knew somebody in their companion who enjoyed unprotected sex or those consistently changed sexual accomplices. A staggering number of respondents in all age bunches knew every one of the modes and reasons for HIV transmission. Tragically, because of social disgrace a large portion of them discussed it just with their friend. The majority of the young men and young ladies in Delhi concurred that they read the area of the paper showing female nakedness.

Network shows us distinctive kind of projects on different channels. Everyone gets some random thing to watch. Guardians have the freedom to pick what they need to watch and they repeated this reality though kids frequently had restricted decision as they are viewed by their folks. Nearly everyone was in support that most remix music recordings showed an excess of bareness, obscene developments and sex. Media's job in making

general mindfulness about sexual wellbeing instruction was seen as colossal. It appears that everyone get profited by their data on wellbeing concern. Different parts of these discoveries are perceptible as well. Individuals in Darbhanga were less worried about their sexual life, for example, sexual closeness at an early age, pre and extra conjugal sex, live-in relationship, changing accomplices and loyalty than the individuals in Delhi who pursued way of life driven by an a lot higher up advertise culture. The majority of the respondents felt that media delineated the picture of men higher and more mindful than that of ladies.

Respondents in Darbhanga, because of, restricted access to Internet, were very little on the long range informal communication locales though in Delhi a higher level of respondents utilized Internet and they were progressively customary at signing in various destinations. Clients in Delhi in all age bunches knew the upsides and downsides of Internet destinations and they utilized the various highlights accessible yet clients in Darbhanga were not knowledgeable with the equivalent. A large portion of the respondents demonstrated bashfulness when stood up to on different sex related inquiries. It appears that they just discussed it with their companions. The Internet interfaces anyone to the world inside seconds and inside the solace of their home. It is the greatest thing in data innovation. One can even associate with their loved ones through different informal communication destinations (Twitter, Facebook, WhatsApp, Instagram, Telegram). Research discoveries demonstrated that Delhi individuals were more familiar with this innovation than those in Darbhanga.

Finishing Comments

Media is liable for expanding sexual conduct among young people and extends age hole. Media is giving bunches of sexual substance, along these lines advancing the hole between two ages for example youths and their folks. They steadily built up a specific sort of sexual conduct in teenagers. Media were impacting sexual conduct up to the basic leadership level. Media, which used to be the motivation for the general public with its different jobs in character working of the young, advances style, obscenity and the frantic chase for cash, control and for their ubiquity. The investigations additionally showed that media has upgraded mindfulness about psychosocial conduct, wellbeing related conduct, undesirable practices. It likewise influenced the lifestyle, society and sexual conduct. Media spread additionally adverse reactions by indicating successive sexual closeness at an early age, pre-marriage sex, advancing live seeing someone, unfaithful to accomplice and individual with no virtues, etc. TV may urge youngsters to begin conjugal life early. Young people were overwhelming purchasers of explicitly situated media items, including magazines, comic books, radio, TV, link, music recordings, film, and so forth. A large portion of the guardians are

assuming almost no job in passing right data about sexual conduct to their kids. Friends were regularly a large portion of them significant sources from the data and instruction.

It is hard to try and guard our customary intelligence before adolescents, for the ethos of present day progressivism denounces them as advancing infringement of equivalent congruity between the ages.

Be that as it may, media impacts are adequate in the Indian culture these days. Media with elevated levels of sexual substance and low degrees of introduction of mindful sexual direct is a major impact on the teenagers' sexual conduct. Then again, youths' understandings of the elements and dangers of sexual conduct and its outcomes have improved through their utilization of media. Further research in this field is called for to address issues, for example, the differential impact of various types of media on pre-adult's sexual conduct, the job of globalization in promoting types of media which, thus, impact youthful conduct.

Impediments

The present investigation isn't liberated from constraints. A portion of the restrictions of the examination are given underneath:

One of the restrictions of the present investigation is that I have utilized meeting plan. The issue investigated was delicate in nature; things would have been greatly improved, had I utilized some different strategies (subjective in nature).

The timings of the exploration may have been affected a portion of the outcome as it was the time of the globalization and financial progression. Online networking (new media) got many disturbing issues the Indian culture which it never saw, may be the outcomes have been affected by the planning of the information assortment.

In spite of the confinements, the discoveries of this investigation are viewed as a significant commitment to the growing group of information that spotlights on the media and sexual conduct that impact the youths just as their folks.

Further Research

The present discoveries should be experimentally approved by methods for increasingly thorough measures and bigger example sizes. This wasn't possible in the present examination in view of the little example measure and further the way that the example of families was taken from various urban focuses. Future research could concentrate on broadening studies of this nature with more extensive example.

It is likewise recommended that future research be directed in different sorts of family unit, utilizing a comparable way to deal with have better comprehension of the connection among young people and their folks. Likewise future inquires about are required to check causality impact among media and sexual conduct.

The present examination is pre-adult and their folks. It may be fascinating for future scientists to take a gander at these sorts of minutes in time and the impact after some time. Longitudinal research would reveal more insight into these sorts of issues.

Research Implications

The ramifications of research can be isolated into two expansive levels – hypothetical and handy ramifications.

Hypothetical Implication

The discoveries are considered to have made a huge commitment the impact of media on sexual conduct crosswise over age. The investigation uncovered that there are a few impacts of the media and sexual conduct on guardians and their kids. Second, the investigation likewise investigated the age hole.

Viable Implications

The discoveries additionally make a commitment from application point of view of the idea which, whenever applied and oversaw may result, in the improving the connection among youths and their folks.

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