

A STUDY ON VIEWERS SATISFACTION TOWARDS HINDI NEWS CHANNELS AT HYDERABAD

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ABSTRACT

It was once called the media revolution. A better description today would be 'media explosion'. There are innumerable media generated stimuli that are floating around in the environment of the human sensory system, bombarding it with an electrifying intensity and velocity. The common man has become both a beneficiary and a victim of the proliferation of media channels. The human need for entertainment is as old as the human species is. The cable and satellite television channel industry has been going all out to woo the viewers in catering to this fundamental need of theirs. The genre of news channels is a key player in the whole spectrum of media. The present study is based on the identification of viewership preference/satisfaction towards news channels. The competition in the news channel industry in the current scenario hinges on this very factor. The paper attempts to explore the impact of viewer's satisfaction and their preference on various news channels and the overall satisfaction on the viewership, the effect of repositioning efforts, and preference for news channels based on various factors.

Keywords: Media, Viewership, Positioning

Introduction:

The Indian entertainment and media industry has outperformed the Indian economy and is one of the fastest growing sectors in India. It is riding on the back of economic growth and escalating income levels that India has been experiencing in the past years. This is significantly benefitting the entertainment and media industry in India as this is a cyclically sensitive industry and it grows faster when the economy is expanding. An added boost to the entertainment and media industry in India is from the demographic point of view where the consumer spending is rising due to increasing disposable incomes on account of sustained growth in income levels and reduction of personal income tax over the last decade. This provides an immense potential for growth since advertising revenues are the key to every

segment in the Indian entertainment and media industry.

National television news was the most trusted. According to research conducted by Britain's media regulator office of communication television was by far the most important source for news. Television news is as important as a provider of public information, what is happening to television news, globally becomes one of the key areas of concern, not only for those who study, consume or produce television news but for society as a whole. News is not merely a media product but a vehicle for engagement in the democratic process, feeding off and into domestic politics and international relations. The growing commercialism of airwaves as a result of privatization of global communication hard and software the deregulation of broadcasting and the technological convergence between television,

telecommunication and computing industries, have fundamentally changed the ecology of broadcasting.

With the globalization of television, the commercial model of broadcasting with its roots in United States and largely dependent on advertising -has become the dominant model across the world. As television news has been commercialized the need to make it entertaining has become a crucial priority for broadcasters, as they are forced to borrow and adapt characteristics from entertainment genres and modes of conversation that privilege an informal communicative style, with its emphasis on personalities, style, storytelling skills and spectacles.

News gathering particularly is an expensive operation requiring high levels of investment and consequently media executives are under constant pressure to deliver demographically desirable audiences for news and current affairs programming to contribute to profits or at least avoid losses. India's growing economy, a vast, rapidly expanding middle class (variously estimated to be between 200 and 250 million) with aspirations to a Western lifestyles and a fast-growing advertising sector have made the Indian media market exceptionally attractive. The proliferation of television channels and news in particular came at the same time as a historic decline in the audience for news programming. Thus in an increasingly competitive market, broadcasters were chasing to increase market share-but only a bigger slice of a diminishing cake.

Hindi News Channels:

Prominent Hindi television news channels include Aaj Tak, ABP News, Zee News, and NDTV India. The most popular Hindi news websites are primarily the online versions of the Hindi newspapers and news channels. Webdunia.com, one of the largest web portals, is also a venture of the newspaper Nai Dunia. However, Madadgar has created a distinct identity of its own. Incidentally, Nai Dunia claims to be the first Hindi newspaper on the Internet.

The Future of Indian News Media:

The Indian media is growing at rapid speed involving different tools available online and mobile to garner readers/consumers attention. But the question remains where it is headed towards? What is the future? How will we experience the news or how to get readers involved in the story? Some new medium for the media industry which will become a common place for the consumers/readers in the future are as follows: Info-entertainment - Information combined with entertainment, so consumers get information through entertainment shows. Professional bloggers – bloggers will become more popular in the coming years as a source of getting news. Bluetooth 4.0 For sharing news regarding various topics using electronic devices.

Mobile 3G will enable us to get news via MMS. The news on the TV Channels will be easily downloadable by sending a message. Recently launched Mobibuzz TV (<http://mobibuzz.in/>) provides content for mobile media, they cover the news which is uploaded on their website, by registering on the website the consumer can select the content he/she wants to see. This content is sent to the consumers' mobile through MMS. With the launch of 3G platform this content can be easily downloaded on a business phone. There is a high possibility of 3-D news which can get viewers involved and let them experience the story. Last but not the least: consumer will be the king who will decide what type of news he/she wants and how he/she wants.

About TV News Media:

Before 1990s, Doordarshan had monopolized newscast on Indian television and also turned the news programs into a dull exercise. Now the private channels made the news an essential commodity, a basic necessity of life like food, cloth and shelter. The strong point of all today's news bulletins is their topicality, objectivity, glossy editing and high-quality visuals.

The emerging media powerhouse provided prime time television content to almost all leading satellite channels in India including BBC, Star Plus, Zee. Indian viewers had very limited options (like public service broadcaster Doordarshan, BBC and CNN) for watching the television news. NDTV (New Delhi Television Company) to provide news content for this news channel. After the huge success of news programme 'AajTak', TV Today group launched a 24-hour Hindi news channel with the same name 'Aaj Tak', in December 2000, which covers India with insight, courage and plenty of local flavour. Within 11 months of its launch, Aaj Tak emerged as India's number one news channel and was awarded Best News Channel award from Indian Television Academy awards. With the expiry, NDTV forayed into broadcasting business by simultaneously launching two 24-hour news channels; NDTV 24x7 – English news channel and NDTV India – Hindi news channel, which targets the Indian Diaspora across the world.

Review of Literature:

Review of literature provides guidelines in research work. For this research paper various studies are concerned. Some of them are below:

In Britain, Bob Franklin noted that news media have increasingly become part of the entertainment industry instead of providing a forum for informed debate of key issue of public concern. Entertainment has superseded the provision of information; human interest has supplanted the public interest; measured

judgment has succumbed to sensationalism, the trivial has triumphed over the weighty; the intimate relationships of celebrities, from soap operas, the world of sport or the royal families are judged more "newsworthy" than the reporting of significant issues and events of international consequences. Traditional news values have been undermined, new values; infotainment is rampant (Franklin, 1997:4)

It seemed to many that television news was taking on the worst aspects of the tabloid newspapers, which had always understood their entertainment remit. For Colin Sparks, the tabloidization of news showed in its giving relatively little attention to politics, economics and society and relatively much diversion like sports, scandals and popular entertainment, and relatively much attention to the personal and private lives of people, both celebrities and ordinary people and relatively little to political processes, economic development, and social changes (Sparks, 2000:10)

The proliferation of all-new channels and the fragmentation of their audiences was being accompanied, according to Tracey, by a linguistic poverty and therefore a mental and moral poverty, daytime soaps, tabloid television, the trivialization of public discourse, an evangelism of the ephemeral, the celebration of insignificant, and the marginalization of the important" (Tracey, 1998:264).

Currently TV news is a study in the poverty that comes with plenty. More channels means more frenzied competition, and the less sense the viewer gets of the reality behind the political spokesman's bluster, or the anchors chummy wrapping up of some non-discussion. (Ninan, 2006).

Similarly Andrew Marr has commented: "The idea of news has altered. It stopped being essentially information and became something designed to produce-at all costs, always -an emotional reaction, and the more extreme the better. (2004:381).

There is a concern that too much news is creating an information overload, contributing to a structural erosion of the public sphere, where the viewer, bombarded with visuals, is unable to differentiate between public information and corporate propaganda. However, news should be a stimulus to new thinking as Jean Seaton reminds us, 'not an anaesthetizing escape from it. (Hobsbawm, 1968:321).

The economic and entertainment power enhanced their political position and their capacity to control the masses (Berridge, 1978). The 'new' journalism demonstrated a shift away from parliamentary and political news to sport, gossip, crime and sex (Wiener, 1988)

Valaskakis (1983) in his study examined television viewing tastes and habits among the Indians of the Eastern and Central Arctic. The findings revealed that the amount of different types of programming was significantly different among the Indians. Accordingly, the underlying assumption is that, the

males who are heavily engaged in television's sports fare, would underestimate the mean world of television. Lowery and DeFleur (1988) showed in their research that children tend to watch more television than do adults prefer to watch adult programs, and usually watch as late into the night as do adults. Despite their emergence from the more limited world of childhood and their increased reliance on peers, adolescents continue to spend a great deal of their time watching television. Sinichi Shimizu (1993) in her study found that MTV programmes are changing the entire music scene in Asia. Multinational rock music or world music is becoming the mainstream popular music among the youth in Asia, while the traditional style is becoming obscure and obsolete. Unnikrishnan and Bajpai (1996) found in their study that about 48% upper class and 62% middle-class Indians watch Television for more than two hours per every day. Fatima (2000) suggests through research that TV has a long-term effect on people's thinking. Therefore, instead of glamorization, portrayal of crime and commercialization, positive trends need to be introduced on the TV channels in order to save our values. Bukhari (2002) concludes that the youth is getting liberated ideas regarding the placement and position of women in the society. Giacomo Corneo (2002) found out in his research that in OECD countries watching television is by far the most time consuming form of leisure. Surprisingly, television viewing is positively correlated with work hours across countries. Workers and capitalists are shown to exhibit opposite preference orderings over equilibria. The relative ability of those two groups in capturing a country's government may explain which equilibrium is selected. Verma and Larson (2002) in their study found that adolescents watch television for 12 hours per week on an average. The study further indicates that Television viewing is seen as a major source of stress relieving activity. It was concluded in the study that 29% of viewers watch television for purpose of learning/education. Ahluwalia and Singh (2011) found in their study that on an average, children watch two hours or less of TV daily and most of them indulged in bedtime TV Viewing. They watched TV primarily for entertainment and for learning.

Objectives of the Study:

1. To study the various Hindi news channels.
2. To analyze the viewer's satisfaction of the news channels.
3. To determine the various factors influencing the viewer's satisfaction.
4. To analyze the impact of the factors on the satisfaction of the viewers.
5. To find the areas of excellence and the areas of improvement for the Hindi news channels.

Scope of the Study:

The scope of the study can be extended further by studying the impact of each factor on the viewer's behavior. Furthermore, the study can be enhanced by dividing the population into segments like kids, youth, adults and old age people which would add further value to the study. The study can also be extended further to analyze the impact of the news channels on the people's mindset and behavior.

Limitation of the Study:

Normally, each study and the present study are not free from the limitations. A few limitations are as follows.

- Generally, the secondary data has been collected from many sources. The gap of non-availability of data from one source has been fulfilled by referring to other sources. So, there is a chance of discrepancy.
- The data has been taken for a period of 45 days. Thus, uniformity in the analysis of the sample companies cannot be made.
- The present study has been carried out in the Hyderabad.
- In some cases, it has been found that the respondents could not respond to questionnaire on account of understanding about certain terms. Hence, the number of respondents is reduced.
- The study has been carried out with limited samples i.e. 150. So, it is difficult to generalize the findings of the study.
- The limited statistical tools have been used. These techniques have their own limitations and they are bound to be present in the study.
- Last but not the least, the time and resources are other limiting factors for carrying out this type of research work.

Therefore, the users of the study should take utmost care and keep these said limitations in mind while using the findings and suggestions judiciously.

Hypotheses:**Hypothesis 1:**

Null hypothesis: The timely information and news coverage do not have any influence on the viewers' satisfaction.

Alternative Hypothesis: The timely information and news coverage influence the viewers' satisfaction.

Hypothesis 2:

Null hypothesis: The quality and content of the news do not have any influence on the viewers' satisfaction.

Alternative hypothesis: The quality and content of the news influence the viewers' satisfaction.

Hypothesis 3:

Null hypothesis: The accuracy of information and the reliability do not show any impact on the viewers' satisfaction.

Alternative hypothesis: The accuracy of information and the reliability show much impact on the viewers' satisfaction

Hypothesis 4:

Null hypothesis: The anchoring and presentation style do not show any impact on the viewers' satisfaction.

Alternative hypothesis: The anchoring and presentation style show much impact on the viewers' satisfaction

Research Methodology:**Research design:**

The research design used for this study is both exploratory and descriptive in nature.

Sample design:**Sampling frame:**

Sample frame is taken from the population of Hyderabad who usually watch Hindi news channels

Sampling method:

Non-probability sampling (convenience sampling)

Sample size:

A sample of **150** viewers will be targeted for collecting primary data

Sample units:

Sample units will be taken from those respondents who watch Hindi news.

The sampling method adopted is convenient sampling. This involved the respondents who are interested to answer the questionnaire and the people who watch TV and news channels in particular will be approached.

Data and Sources of data:

The study is based mainly on primary data. Primary data will be collected from the viewers at the twin cities. People who watch TV a lot are given preference. The primary data will be collected through questionnaires personal interviews and the group discussions.

Secondary Sources:

The secondary sources of data will include data from magazines, Internet, Books, and various marketing journals. Information of the news channels is collected through various websites.

Data analysis:

Data will be analysed with the help of tables, charts and graphs using Percentage analysis

Data Analysis:

Viewers Satisfaction/Preference towards Hindi News Channel

In this section, an attempt has been made to analyse, interpret and draw the conclusions by taking consumers' views towards Hindi News Channels. The respondents' views on various aspects on Hindi News channels have been presented given below.

Table1: Distribution of respondents as per demographic variables: No.

Gender:

	No.	%
Male	112	74.7
Female	38	25.3

Interpretation:

The data was collected from total of 150 respondents. Out of which 112 are males and 38 are females.

Table 2: AGE

Age	No	%
20-30	35	23.3
31-40	55	36.7
41-50	40	26.7
51-60	20	13.3

Interpretation:

The data was collected from those respondents who fall in the age group of 31-40 years. And next the major contribution of respondents is from 41-50 years of age group.

Table 3: Educational Qualification

Under Graduate	55	36.7%
Post Graduate	38	25.3%
Graduate	25	16.7%
Others	32	21.4%

Interpretation:

The data was mostly collected from undergraduates and post graduates for the reliability factor.

Table 4: Time Spent on Watching News Channel

Time Spent	% of Time
<1hr	66%
1-2 hr	24%
2-3 hrs	6%
>3 hrs	4%

Interpretation:

Majority of the respondents spend less than 1 hour in watching the news channels. They regularly update the information and contribute to 66% of the total sample size.

Table 5: Frequency of Watching News Channel

Frequency	Levels of Frequency	% Of Frequency
Regularly	73	48.67%
Occasionally	39	26.00%
Rarely	37	24.67%
Never	1	0.67%
Grand Total	150	100.00%

Interpretation:

Viewer's watch news channel regularly especially Aaj Tak for updating themselves on various factors like education, current affairs and social security.

Table 6: Preferences for News Channel

Aaj Tak	37%
Star News	14%
India TV	3%
Zee News	15%
NDTV	18%
IBN7	4%
Others	9%

Interpretation:

Aaj Tak is most preferred channels because of various factors like updated information, anchoring, presentation style and most important is news content. Therefore it is contributing 38% preference on viewer's satisfaction.

Table 7: News Anchors effect Viewership

YES	90%
NO	10%

Interpretation:

Table above depicts that while reading the news the anchoring plays a vital role in influencing the viewer's i.e. 90% say yes and only 10% say no.

Hypothesis 1:

Null hypothesis: The timely information and news coverage do not have any influence on the viewers' satisfaction.

Alternative Hypothesis: The timely information and news coverage influence the viewers' satisfaction

Hypothesis 2:

Null hypothesis: The accuracy of information and the reliability do not show any impact on the viewers' satisfaction.

Alternative hypothesis: The accuracy of information and the reliability show much impact on the viewers' satisfaction

Hypothesis 3:

Null hypothesis: The anchoring and presentation style do not show any impact on the viewers' satisfaction.

Alternative hypothesis: The anchoring and presentation style show much impact on the viewers' satisfaction

Table 8: Level of Satisfaction with the Preferred Channel

Factors	Level of Satisfaction	Ranking
Timely Information	21.81	Vi
Coverage	21.56	Vii
Accuracy	20.45	Viii
Quality	23.03	V
News Content	19.31	X
Presentation Style	20.4	Ii
Reliability	31.26	I
Entertainment	24	Iv
Anchoring	25.14	Iii
Trp Rating	28.88	Ix

Interpretation:

Testing of Hypothesis: 1

The above table depicts that reliability is major factor influence the viewer's satisfaction i.e. 31.26% of the total sample. Hence null hypothesis is accepted and Alternative hypothesis is rejected.

Therefore timely information and news coverage do not have any influence on the viewers' satisfaction.

Testing of Hypothesis: 3

The above table depicts that reliability is major factor influence the viewers's satisfaction ie 31.26% of the total sample. Hence null hypothesis is rejected and Alternative hypothesis is accepted.

Therefore the accuracy of information and the reliability show much impact on the viewers' satisfaction.

Testing of Hypothesis: 4

Table no 8 shows that after reliability the major factor contributing to the viewer's satisfaction are anchoring

and presentation style. The null hypothesis is rejected and alternative hypothesis is accepted.

Therefore the anchoring and presentation style show much impact on the viewers' satisfaction.

Table 9: Level of Satisfaction with the following Segment

Segments	Level of Satisfaction	Ranking
Current Affairs	25.92	I
Education	24.46	II
Sports	18.3	VI
Business	20.68	IV
Cinema	19.02	V
Health Care	17.18	VII
Social Security	23.1	III

Testing of Hypothesis: 2

Hypothesis 2:

Null hypothesis: The quality and content of the news do not have any influence on the viewers' satisfaction.

Alternative hypothesis: The quality and content of the news influence the viewers' satisfaction.

Table 10: Reasons for The Preferred Channel

Reasons	Preference	% of Preference
Up To Date Information	85	56.67%
Reliability	24	16.00%
Brand	2	1.33%
Quality Of The News	39	26.00%
Grand Total	150	100.00%

Interpretation:

The above table depicts that quality and content of news do have the influence for selecting a particular news channel & is major factor influence the viewers's satisfaction & contributing 56.67% &26% of the total sample. Hence null hypothesis is rejected and Alternative hypothesis is accepted.

Therefore quality and content of news have the influence on viewer's satisfaction.

Table 11: Overall Satisfaction

Levels of Satisfaction	Overall Satisfaction	% of Satisfaction
Highly Satisfied	12	8.00%
Satisfied	95	63.33%
Neutral	15	10.00%
Dissatisfied	28	18.67%
Grand Total	150	100.00%

Interpretation:

Viewers are satisfied with the preferred channel i.e. Aaj Tak as per the survey conducted with the total sample size of 150. Satisfaction levels are most important and are contributing to 63.33% of the sample size taken for the study. The news channel Aaj Tak is impacting the viewer's satisfaction on several factors and standing first in the minds of the viewer's.

Findings:

- Aaj Tak is the most familiar channel and also the preferred channel out of the sample size.
- Viewers depend mostly on the channel for the current affairs and also because of the reliability factor.
- The major contribution for the popularity of the channel among the viewer's is also because of the anchoring and presentation styles.
- Viewer's watch news channel for updating themselves in the areas of education, business and current affairs.
- Majority of the viewer's watch the news channels less than a hour.
- Quality of news and news content are also the reasons for the TRP results of Aaj Tak.
- Overall viewer's satisfaction is high in the news channel Aaj Tak when compared to other news channels in Hindi.

Suggestions:

- To sustain in the market and to take the majority TRP ratings all the news channels should think of repositioning strategies on timely basis.
- To create edge in the market it is very important that news channels depend on the reliability, coverage, updated information and most concerned factor, anchoring and also the presentation styles.
- News channels should take the services of hoardings, newspapers and internet in order to update their quality of news.
- Viewer's satisfaction is most important and all efforts to retain their attention should be done using the various factors like covering all the aspects of news from political news to that of economical news which impact the viewer's.
- News channels should try to broaden the coverage of the contents such as current affairs, education, sports, business, cinema, health care and social security so that the viewers do not shift the preference.

Conclusion:

The paramount significance of media in today's society can hardly be over-emphasized. The role of media has become so all pervasive that it has become an integral part of the fabric of society and whether we

acknowledge it or not, it plays a very influential role in shaping our thought processes and attitudinal patterns. In the past twenty years of the media revolution, the identity of news based television channels has undergone a metamorphosis of sorts. In the days when Doordarshan as the state broadcaster was the one and only source of news bulletins (that too just two in a day one in Hindi and the other in English), there was objectivity inherent in the news being disseminated. But as the number of news channels multiplied and the 'news readers' became 'news presenters', the objective quality of news was replaced by a stark subjectivity. News was no longer 'colourless, tasteless, odourless' like in the bulletins of Doordarshan; it acquired a flavour of its own. Furthermore, every subsequent news channel that joined the bandwagon lent its own distinctive flavour to news; there were now different 'brands of news' There is a very strong need on the part of Zee News channel to do a rigorous rethink on its positioning strategy vis-à-vis the ever changing dynamics of the viewers. News channels in India are not just information providers; they are expected to cater to the need for infotainment, which has become very rampant in the TV viewing audience in the two decades of prevalence of cable and satellite television in India.

News Channels should try and be less experimental about its brand identity and bring in more of consistency in its perceived image among its vast consumer base. It should go in for a thorough competitor analysis and gauge its relative strengths and weaknesses in the light of what other news channels are doing and why they have far overtaken this channel.

In the present research work, we have worked on the four hypothesis related to the news media industry. we have concluded the following things: "TV is the most convenient source of getting NEWS." "Among the selected TV News channels AAJ TAK is the most popular TV News channel." "Programmes other than News telecasted on TV News channels attract the viewers." Many programmes are nowadays telecasted on the TV news channels related to sports, crime, society and religion. But still people like to watch current happenings more on TV news channel than other programmes.

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