

# ROLE OF MASS MEDIA IN PERSONALITY DEVELOPMENT OF NEW GENERATION FEMALES

Nighat Gul<sup>1</sup>, Farhana Kazmi<sup>2</sup>, Sunbal Salim<sup>3</sup> & Shireen Amar<sup>4</sup>

Postgraduate collage Haripur visiting lecturer<sup>1</sup>

Department of psychology department of Hazara University Mensahra<sup>2</sup>

Corresponding author's E. mail: [Ali25\\_moh@yahoo.com](mailto:Ali25_moh@yahoo.com)

**ABSTRACT:** *The present research intended was to reach to find the role of mass media in new generation female's personality at college level. Non probability Purpose sampling was the sampling technique, which applied for drawing the sample to the target population. Total number of sample was (N=245) female's mass media users and non mass media users of district Haripur. A quantitative comparative research design was applied for measuring the study purpose. Effect of mass media on female's personality was measured by using the IPIP scale. Results of the research indicating  $p < 0.5$ , therefore there is significant relationship between mass media use and personality development among the females. Mass media users new generation females having attributes are extroversion, openness to experience and consciousness, while non mass media user females possessed more Neuroticism and agreeable. Researchers investigated there is highly influence of mass media on the new generation female's personality. Mass media users female's personality attributes are positive and non user's personality characteristics are mostly negative. The findings of this study scope able for counseling psychology, community psychology, and clinical psychology equally.*

**Key words:** Mass communication, personality, Quantitative, Non probability Purpose sampling, comparative, extroversion, consciousness, Neuroticism, personality attributes, counseling psychology, community psychology, clinical psychology

## INTRODUCTION

Personality is the totality of individual psychic qualities, which includes temperament, one's mode of reaction and character, two objects of one's reaction [1].

The pervasiveness of these formats means that our culture uses the style and content of these shows as ways to interpret reality. Media logic affects institutions as well as individuals. [2].

Rapid development in mass media is affecting the cognition, thinking and personality of the youngster positively and negatively equally. The mass media logic affects the culture and life style of individuals and institutions [3].

Personality is the sub total of individual psychic qualities, included temperament, mood reaction and character Gould and Kolb have defined mass media as all the impersonal means of communication by which a visual or auditory messages or both are transmitted directly towards the audience [4]. Included among the mass media are the television, films, radio, newspaper and magazines etc Klapper has defined the mass media of communication as a process by which a mechanism of impersonal reproduction interviews between speaker and the audience American made a study for examines the recent teenager experience of the mass media. Through its study identify print and online media playing a great role teen agers life in America. This is greatly effecting their personal relations with family and romantic liaisons. Mass media have an effect on the psychological well being. Through mass media increase their interaction with others, there is great sharing of knowledge and intellectual development, in other hand there lot of negative effects, those they availing through mass media. There is main threat to the society norm and culture. [5]

Anjum explore the effect of cable television on the life style of females. He used interview as data collection tool and sample of women was 432 in age range of 18-40. She exposed the middle and upper class females are the mostly user of cable television and they, have more effect of television on their life style a, culture, domestic expenses and communications with their friends [6].

Nathasan blame the media for variation in the youngsters life style. There, is believe talk shows news media are the distracters for the adolescents and putting the bad influence on the teen experience through both the media and media relations [7].

Usaini conduct a research for discovering the consequence of mass media on youngster's life. Study gives details inspection television program effect their lives. What types of channels they watch same like programs and channels they adopt impact on their lives [8].

Hwang identified college students were using immediate massaging and bring into being five satisfactions social usefulness, interpersonal value, expediency, amusement and information [9].

Li explored the factors those are contributing in the blog using all these were self documentation, writing improving, self expression, knowledge, time passing and socialization [10].

Stempel and Hargrove found internet used as media sources alike old age and higher number of news listeners use internet for national and international news and more news listen by internet and television by common age range of 18 – 29 years old people [11].

Big five characteristics are these

### Openness to experience

High score on open to experience means that individuals are intellectually curious, open to emotion, sensitive to beauty and willing to try new things. They tend to be, more creative and more aware of their feelings.

### Conscientiousness

People show high score on Conscientiousness have a tendency to show self-discipline, act dutifully, and aim for achievement against measures or outside expectations.

### Extraversion

Extraverts enjoy interacting with people, and are often perceived as full of energy. They tend to be enthusiastic, action-oriented individuals.

**Agreeableness**

People that have high score on agreeableness are friendly and compassionate. Agreeable individual’s value getting along with others. They are generally considerate, kind, generous, trusting and trustworthy, helpful, and willing to compromise their interests with others.

**Neuroticism**

High score on Neuroticism is the tendency to experience negative emotions, such as anger, anxiety, or depression. It is sometimes called emotional instability. Neuroticism is interlinked with low tolerance for stress or aversive stimuli those who score high in neuroticism are emotionally reactive and vulnerable to stress. They are more likely to interpret ordinary situations as threatening, and minor frustrations as hopelessly difficult [12].

**METHODOLOGY**

Comparative research design was on the research. Non probability purpose sampling was adopted for accessing the target population sampling size was (N=245). Mass media users females were (n=123) and non mass media users females were (n=122). International personality item pool instrument was used which developed by Goldberg and total number of items were 50. Scale was based on five point likerts type format. This scale measures the five big personality features of the participants. There in research was used t independent test statistical technique for making the analysis of the collected data. There were the following objectives of the present research [12].

1. To evaluation the impact of mass media on new generation females personality.
2. Identification of personality features of mass media users and non users.
3. To make a difference between the features of mass media users and non users.

**Hypothesis:**

- H1: Neuroticism is lower in mass media users as compare to non users
- H2: Conscientiousness personality characteristic more in mass media users rather than non users.
- H3: openness to experience lower in users and higher in non users
- H4: Agreeable ness is lower in non user of mass media than users of mass media
- H5: Neuroticism is to be more likely predicts more in non users of mass media as compare to mass media user.

Table 1 is illustrating media users and non user’s females M (SD) for openness to experience are respectively these 36.59(7.654) and 17.96(4.773) which is showing there is high openness to experience in mass media users then non mass media users. Extroversion stander deviation and mean values for mass media users and non mass media users respectively are 18.07(5.037) and 38.72(7.742), thus extroversion is greater non mass media users then mass media users. There is respectively mean and stander deviation values are these for two different females for Conscientiousness personality attribute, 37.23(8.261) and 17.18(4.422), these values indicating this personality feature is higher in mass media users rather then non mass media users. Agreeableness M (SD) for mass media users is 17.75(4.937) and for non users is 35.44(8.410). this personality feature is greater in non mass media users then non mass media users. Mean and stander

deviation for mass media users is that 17.20(4.734) and for non mass media users is this, 37.52(8.169), which is explain Neuroticism is personality trait is higher in non mass media users the non mass media users.

**RESULTS**

**Table 1 : Personality features of the mass media user and mass media non user new generation females**

Media user	Media non user				
PF	M(SD)	M(SD)	t(243)	P	Cohen's D
Openness to experience	36.59(7.654)	17.96(4.773)	22.833	.000	3.17
Extroversion	18.07(5.037)	38.72(7.742)	24.734	.000	3.15
Conscientiousness	37.23(8.261)	17.18(4.422)	23.653	.000	3.03468
Agreeableness	17.75(4.937)	35.44(8.410)	-22.1	.000	2.57
Neuroticism	17.20(4.734)	37.52(8.169)	23.791	.000	3.05

Note: PF = personality features, SD = Stander measurement, M = mean. \*p<.001

**DISCUSSION**

The table 1 results are proving the all five research hypotheses. There is openness to experience is higher in the media user relatively to non media users. Because, they read more the books and news papers and watch the television channels and talk shows comparatative to non mass media users, so they more posses openness to experience than non mass media users. Second one hypothesis also proved true by the results extroversion is higher in non mass media user than user. Due to getting involved in the mass media mass media user mostly remain busy in book reading, magazines, journal and newspapers. They also remain busy in watching the news channels and in using the social media, therefore they not get more time for more talking and making friends and for visiting them. They mostly posses introverted personality feature. Third one hypothesis is also proved by the table 1 result, which is exposing mass media user’s posses more conscientiousness, due to great knowledge sharing and intellectual skills development and through mass media they learn moralistic values. Therefore they are more duty full and integer than non users of the mass media. Fourth and fifth hypotheses also proved by the consequences of the present study. There is higher agreeableness and neuroticism in mass media users rather than the non mass media users. Because they mostly have not depth knowledge of the world good and bad things, thus they mostly agree and convince by the others for doing good and bad things, however the mass media users matter totally different to them. Non mass media users females commonly prove narrow minded and conservative than mass media user’s females. They due less exposure of the world, mostly found less liberal than mass media users females.

**CONCLUSION**

Through the findings of this study researchers concluded most common features in the mass media users new

generation females Openness to experience Conscientiousness. Different to users of the mass media, non mass media user's personality attributes are commonly neurotics, agreeable and extroversion.

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