



PREVALENCE OF COMMUNICATION TECHNOLOGIES AMONG LOW PAID WORKERS OF HIMACHAL PRADESH AGRICULTURE UNIVERSITY, PALAMPUR

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ABSTRACT

Media is an important part of our life now as it connects us with the scenarios in the world and informs us many things happening around us. No sections of society covering males, females; young and elderly; rich and poor; educated and illiterate has remained untouched from its influence. To ascertain the extent of use of communication technologies among especially low paid workers working in Himachal Pradesh Agriculture University, Palampur, data were collected from 60 respondents (field worker, mess workers, lab attendants and skilled workers) and their family members regarding use of communication technologies, buying behavior and consumer behavior. Collected data was analyzed and presented in frequency and percentage. The results revealed that hundred percent respondents possess television and ninety eight percent possess mobiles. Other communication technologies viz. radio, telephone, computer and newspaper were possessed by very few respondents. Television watching behavior of the family members reported that 'news' was preferred by male members, 'serials' by female members, cartoons by children (< 16 years), and sports channels, songs and movies by young male & female respondents. Young generation mostly used mobiles for listening the music and use of internet. Females spend less on mobile recharge as compared to male respondents. Thus it can

be concluded that young generation is connecting with the society through new technologies especially mobile phones and television and these technologies are becoming most popular and important part of their daily life.

Key words: Communication Technologies, Low paid workers, Media,

Introduction

Media plays an important role in our everyday lives because media can tell us what is exactly going on in the world today, so that we will not be left behind and we can always keep ourselves updated via media. It comes in many forms such as newspapers, film, radio, television, computer software, communications network and so forth (Manjari,2011)

India is one of the developing nations with large network of mass media along the length and breadth of the country. The fast advance of television a few decades ago and the Internet in the last decade has changed people's media consumption pattern. Different media are in a continuous time battle with each other (Solanki, 2015). This is also true for news media. There was a time when man used to know nothing about the happenings in this world and his outer knowledge was just up to his backyard or village. But as time passed, things discovered and new ideas and thoughts invented which made life easy for every single individual living in this world. Now in this time, media is so vast that we just need to turn on our televisions by pressing a button and we get all the knowledge that we want or even just by searching on search engines on the internet we get each and every information regarding , news, history, geography, music and entertainment and many more.

Communication in rural areas is a necessary and vital process in achieving the set national goals . The devices such as mobiles, computers, internet and video which seemed far flung a few years back are now in every hand in India. Hence, there is a need to identify how a trend of communication has changed the life of a common man. Keeping these factors in mind, the present study was planned with following objectives:

1. To ascertain the extent of using communication technologies among field workers and their family members
2. To know the buying behavior of field workers towards communication technologies
3. To understand the consumer behavior towards communication technologies
4. To explore the monthly expenditure on communication technologies

5. To study reading/ watching behavior of low paid workers and their family members regarding communication technologies

Methodology

A total no. of 60 respondents (field workers, mess workers, skilled workers etc.) were selected from the campus of Chaudhary Sarwan Kumar, Himachal Pradesh Agriculture University, Palampur purposively. A questionnaire was developed for the collection of information through

Personal Interview Schedule from the university workers regarding use of communication technologies by the respondents and their family members. Collected data was analyzed and presented in frequency and percentage regarding use of communication technologies.

Results and Discussion

1(a) Socio economic profile of respondents:

Out of total respondents surveyed, 87% were male & 13% were female. Information regarding socio economic profile of respondents included age, occupation, size of family, type of family and income (Tables 1). The age of the respondents varied from 21 to 60 years. Majority of the respondents (51.6%) were from young age group (18-35 years), followed by middle age group 38.3% and only 10% respondents were from old age group.

In case of occupation, majority of respondents (68.3%) were 'field workers' and rest of them were from different fields i.e. mess workers, skilled workers, lab attendant, project workers, sweepers, watchman etc. Regarding 'Type of family', 51.6% respondents belong to 'Joint family' and 48.3% respondents were from 'Nuclear family'.

Regarding monthly income, 31.6% respondents had income between Rs.5,001-10,000 category, followed by 25 percent respondents, who had income less than Rs.5,000. Approximate 22 percent respondents had income between Rs.20,001-25,000/ month; 13.3 percent with monthly income of Rs.15,001 to 20,000 only 8.3% respondents were from 10,001 to 15,000 category

Table 1: Socio economic profile of respondents

S. No.	Variables	Male (n=52)	Female N=(8)	Total N=(60)
1.	Age			
	Young(18-35)	29(48.3%)	2(3.3%)	31(51.6%)
	Middle(36-50)	17(28.3%)	6(10.0%)	23(38.3%)
	Old(>50)	6(10.0%)	Nil	6(10.1%)
2.	Occupation			
	Field worker	41(68.3%)	Nil	41(68.3%)
	Mess worker	4(6.6%)	Nil	4 (6.6%)
	Skilled worker	Nil	4(6.6%)	4(6.6%)
	Lab attendant	2(3.3%)	Nil	2 (3.3%)
	Watchman	1(1.6%)	Nil	1 (1.6%)
	Hostel Assistant	Nil	1(1.6%)	1 (1.6%)
	Project worker	2(3.3%)	Nil	2 (3.3%)
	Peon	Nil	1(1.6%)	1 (1.6%)
	Carpenter	1(1.6%)	Nil	1 (1.6%)
	Field assistant	1(1.6%)	Nil	1 (1.6%)
	Sweeper	Nil	2(3.3%)	2 (3.3%)
3.	Type of family			
	Nuclear	24(40.0%)	5(8.3%)	29 (48.3%)
	joint	28(46.6%)	3(5%)	31 (51.6%)
4.	Monthly income			
	Less than Rs.5000	12(20.0%)	3(5.0%)	15 (25.0%)
	5001-10000	19(31.6%)	Nil	19 (31.6%)
	10001-15000	3(5.0%)	2 (3.3%)	5 (8.3%)
	15001-20000	6(10.0%)	2(3.3%)	8 (13.3%)
	20001-25000	12(20.0%)	1(1.6%)	13(21.7%)

Figures in parenthesis indicate percentages

1(b) Profile of size of family of the respondents

Profile of size of family of the respondents revealed that fifty percent of respondents had family size 'up to four members' and rest 48 percent 'up to 5-8 members'(Tables 2). There were total 304 members (> 16 yrs) comprised of 163 males and 141 females in sixty families who were covered in the present study.

Table 2: Profile of size of family of the respondents

N=60

S. No.	Size	No. of families	Family members*		Total members
			Male	Female	
1	Up to 4 members	30 (50.00%)	63(38.6%)	44(31.2%)	107(35.2%)
2	5 to 8 members	29(48.3%)	95(58.2%)	92(65.2%)	187(61.5%)
3	More than 8 members	1(1.60%)	5(3.1%)	5(3.5%)	10(3.3%)
	Total	60(100.00%)	163(100.00%)	141(100.00%)	304(100.00%)

*25 family members (children) were below 16 yrs. of age which are not included in the sample

** Figures in parenthesis indicate percentages

2. Possession of communication technologies by respondents and family members:

Table 3 gives detail regarding possession of communication technologies viz. Radio, Television, Mobile phones, Telephone, Computer and Newspaper by respondents. Data revealed that all the respondents possess television, followed by mobiles (98.3%). Almost one third of the families possessed radio (36.6%) and newspaper (35%). Solanki, 2015 in his study reported that the traditional medium, like a newspaper is put into an underdog position. Landline phone was possessed by only 15% and it has been replaced by mobile phones. Computer was owned by only 6.6% respondents at their homes.

Table 3: Possession of Communication Technologies by respondents and family members

S. No.	Communication Technologies	Male (n=52)	Female (n=8)	Total (n=60)
1	Television	52(100%)	8(100%)	60(100%)
2	Mobile	52(100%)	7(87.5%)	59(98.3%)
3	Radio	22(42.3%)	nil	22(36.6%)
4	Newspaper	16(30.7%)	5(62.5%)	21(35.0%)

5	Telephone	7(13.4%)	2(25.0%)	9(15.0%)
6	Computer	2(3.8%)	2(25.0%)	4(6.6%)

Figures in parenthesis indicate percentages

3. Television watching behavior of respondents and their family members:

Television watching behavior was studied for all the family members, covering males, females and children separately. There were total 304 family members comprises 154 males, 125 females and 25 < 16 yrs. children. As evident from the table 4, the overall television watching behavior by the family members revealed that serials were watched by 37.8% members, followed by news (20.1%) and movies (14.2%). Gender wise television watching behavior revealed that, 36.4% male members of the families watched news, followed by serials/ daily soaps (19.5%), sports (18.2%) and songs (10.4%). Regarding females, 68 percents of them watched serials and 12% each reported watching movies and songs. None of the male and female members watched agriculture related programme. Cartoons were reported to be most watched programme (60%) by children, followed by movies (24%).

Similar results also show on television viewing behaviour of rural women studied by Ramakrishna (2012). He reported that women were more interested in entertainment programmes like popular serials, reality shows, music and films. Sometimes, they were also watching films, news, religious, agriculture and sports programmes.

Table 4: Television watching behaviour of respondents and their family members

S. No.	Programmes Watched	Male (n=154)	Female (n=125)	Children (n=25) < 16 yrs.	Total (n=304)
1	Serials	30(19.5%)	85(68.0%)	Nil	115(37.8%)
2	News	56(36.4%)	5 (4.0%)	Nil	61(20.1%)
3	Movies	22(14.3%)	15(12.0%)	6(24.0%)	43(14.2%)
4	Songs	16(10.4%)	15(12.0%)	2(8.0%)	33(10.8%)

5	Sports	28(18.2%)	Nil	Nil	28(9.2%)
6	Cartoons	Nil	Nil	15(60.0%)	15(4.9%)
7	Spiritual	2(1.3%)	5 (4.0%)	Nil	7(2.3%)
8	Discovery	Nil	Nil	2(8.0%)	2(0.6%)
9	Agriculture related programme	Nil	Nil	Nil	Nil

* Multiple responses ; Figures in parenthesis indicate percentages

4. Possession & use of mobiles by respondents and their family members:

4(a) Possession of mobile phones by the family members

Attempt was made to find out whether mobile possession is a necessity or a fashion. Family members were classified as male (>25 yrs.), male youth (16-25yrs.), female (>25 yrs.), female youth (16-25 yrs.) Data in Table no 5 shows the possession of mobile phones by the family members of respondents.

Table 5: Possession of mobile phones by family members

S. No.	Mobiles Possession	Male (n=105) >25yrs.	Female (n=90) >25yrs.	Male youth (n=49) 16-25 yrs.	Female Youth (n=35) 16-25 yrs.	Children (n=25) <16 yrs.	Total (n=304)
1	Yes	78(74.3%)	41(45.5%)	37(75.5%)	19(54.2%)	--	175(57.6%)
2	No	27(25.7%)	49(54.5%)	12(24.5%)	16(45.8%)	25(100%)	129(42.4%)

In aggregate, 57 percent family members of the respondents possess mobiles whereas 42.4 percent did not possess mobile. In gender wise comparison, 74.3% male and 75.5% male youth possessed mobiles on the other hand, only 45.5% females and 54.2% female youth were the owner of mobiles.

4(b) Brand of mobile possessed by respondents

Data pertaining to preference and possession of mobile brand by the respondents is given in table 6. Out of total sixty respondents, only one female respondent did not possess mobile. In totality, majority of respondents (62.7%) possessed mobile of NOKIA brand, followed by 13.5%

possess SAMSUNG and 6.7% possess MICROMAX. Equal no. of respondents (3.4%) possessed INTEX and LG.

Table 6: Brand of mobile phones possessed by respondents

S. No.	Brand Name	Male (n=52)	Female (n=7)	Total (n=59)
1	Nokia	31(59.6%)	6(85.7%)	37(62.70%)
2	Samsung	8(14.8%)	nil	8(13.50%)
3	Micromax	4(7.4%)	nil	4(6.70%)
4	Intex	2(3.7%)	nil	2(3.40%)
5	LG	2(3.7%)	nil	2(3.40%)
6	Karbons	1(1.8%)	nil	1(1.70%)
7	Spice	nil	1(20.0%)	1(1.70%)
8	Reliance	1(1.8%)	nil	1(1.70%)
9	Lava	1(1.8%)	nil	1(1.70%)

Figures in parenthesis indicate percentages

4(c) Brand of mobile phones possessed by the family members of respondents

Age wise and gender wise data, regarding possession of mobile phones & their brands among family members of respondents is given in table 7. It is clear from the table that first preference of sixty percent of family members was NOKIA, followed by SAMSUNG (23.4%) brand.

Gender wise description revealed that most of the males (64.1%) and females (85.3%) possessed NOKIA, followed by SAMSUNG (19.2% males and 7.3% females). Regarding brand preference in young generation (between 16-25yrs.) 43.2% of males possess SAMSUNG mobiles, followed by NOKIA (32.4%); & INTEX and LAVA (8.1% each). Young females possessed NOKIA brand (42.1%), followed by SAMSUNG (36.8%), LAVA (10.5%) .Thus, it can be interpreted from the data that higher percentage of male youth and female youth preferred Samsung brand of mobile over Nokia.

Table 7: Brands of mobile possessed by the family members of respondents

S. No.	Brand	Male (n=78) >25yrs.	Female (n=41) >25yrs.	Male Youth (n=37) 16-25 yrs.	Female Youth (n=19) 16-25 yrs.	Total (n=175)
1	Nokia	50(64.1%)	35(85.3%)	12(32.4%)	8(42.1%)	105(60.0%)
2	Samsung	15(19.2%)	3(7.31%)	16(43.2%)	7(36.8%)	41(23.4%)
3	Micromax	4(5.1%)	Nil	2(5.4%)	Nil	6(3.4%)
4	Intex	1(1.2%)	1(2.4%)	3(8.1%)	1(5.2%)	6(3.4%)
5	Lava	Nil	Nil	3(8.1%)	2(10.5%)	5(2.8%)

6	L G	1(1.2%)	1(2.4%)	1(2.7%)	Nil	3(1.7%)
7	Chinese phone	2(2.6%)	Nil	Nil	Nil	2(1.1%)
8	Sony	Nil	Nil	Nil	1(5.2%)	1(0.6%)
9	T-series	1(1.2%)	Nil	Nil	Nil	1(0.6%)
10	Blackberry	1(1.2%)	Nil	Nil	Nil	1(0.6%)
11	Reliance	1(1.2%)	Nil	Nil	Nil	1(0.6%)
12	Karbons	1(1.2%)	Nil	Nil	Nil	1(0.6%)
13	spice	Nil	1(2.4%)	Nil	Nil	1(0.6%)

Figures in parenthesis indicate percentages

4(d) Purpose of using mobile by the respondents and their family members

Data in table 8 shows purpose of using mobile by the respondents and their family members. Overall, majority (71.4%) of the respondents and family members used mobile phones only “for calling”, 20.5% used “All applications”, 14.8% listen songs, 9.71% use internet and 8% do messaging on the mobile phones.

According to gender wise description, data revealed that eighty percent males and ninety five percent females use mobile only for calling purpose, whereas only 19% males and 4.9% females use all applications of the mobile phones.

Table 8: Purpose of using mobile by respondents and their family members

S. No.	Purpose	Male (n=78) >25yrs.	Female (n=41) >25yrs.	Male youth (n=37) 16-25 yrs.	Female Youth (n=19) 16-25 yrs.	Total (n=175)
1	Calling	63 (80.8%)	39 (95.1%)	14 (37.8%)	9 (47.4%)	125 (71.4%)
2	All apps used	15(19.2%)	2 (4.9%)	13 (35.1%)	6 (31.5%)	36 (20.5%)
3	Songs	Nil	Nil	16 (43.2%)	10 (52.6%)	26(14.8%)
4	Internet	Nil	Nil	12 (32.4%)	5(31.5%)	17 (9.71%)
5.	Messages	Nil	Nil	6(16.2%)	8(42.1%)	14(8%)

* Multiple responses

Further in young generation, more than fifty percent female youth & 43.2% male youth used mobile for listening the music or songs and 37.8% male youth & 47.4% female youth use mobile for calling purpose. Nearly thirty percent (32.4%) male and (31.5%) female youth use internet on the phones; 42.1% females and 16.2% males do messaging also. Thus it can be

interpreted that young people are using mobile for multiple purposes and they want to be connected with the society through new technologies.

From another study also, it is clear that the mobile phone in India has many uses other than making calls and sending messages. For hundreds of millions of people, a mobile phone is sometimes the only piece of technology in their homes. This has led to unique uses for the phone in the country - the world's fastest growing market for mobile phones with 900 million subscribers. Here are five unusual Indian uses for the mobile phone- Missed call, the torch, copier /scanner, alternative to use 'You Tube, FM radio etc. (Banerjee, 2014)

4(e) Monthly expenditure of respondents on mobile

Monthly expenditure of respondents on mobile revealed that on an average 33.8% of the respondents spend money on mobile between Rs.100-150, followed by 15.2% who spend up to Rs. 50 per month (Table 9). Further 13.5% spend between Rs. 150-200 and 11.8% each spend equally in between Rs. 50-100 and Rs. 200-250 per month.

Table 9: Monthly expenditure of respondents on mobile

Expenditure (Rs.)	Male (n=52)	Female (n=7)	Total (n=59)
0-50	7(13.4%)	2(28.5%)	9(15.2%)
50-100	6(11.5%)	1(14.3%)	7(11.8%)
100-150	19(36.5%)	1(14.3%)	20(33.8%)
150-200	6(11.5%)	2(28.5%)	8(13.5%)
200-250	6(11.5%)	1(14.3%)	7(11.8%)
250-300	6(11.5%)	Nil	6(10.7%)
>300	2(3.8%)	Nil	2(3.3%)

Figures in parenthesis indicate percentages

4(f) Monthly expenditure of family members of respondents on mobile

Data on expenditure pattern of family members revealed that 38.3% spend Rs. 100-150/ month, followed by 26.3% between Rs. 50-100 per month as mobile recharge. Further, 14.3% spend between Rs. 150-200 and 10.8% spend up to Rs. 50 per month (Table 10).

In terms of gender wise description, it is clear from the table that 41.1% of males spend money between Rs. 100-150/-, followed by 25.6% who spend between Rs. 50-100/ month, In female category, 48.7 per cent women spend between Rs. 50-100/-, followed by 29.3% who spend up to Rs. 50 and 21.9% spend money between Rs. 100-150/-.

Further, 14.3% spend between Rs. 150-200 and 10.8% spend up to Rs. 50 per month (Table 10). Regarding young generation, maximum number of male youth i.e. 43.2% and female youth 52.6% spend between Rs. 100-150/ month; followed by 36.8% female youth and 21.6% male youth who spent Rs. 150-200/month. It is evident from the table that majority of the females are spending between Rs.50- 200/month as compare to male members spending more than Rs. 300/month on mobile recharge.

Table 10: Monthly expenditure of family members of respondents on mobile

Expenditure (Rs.)	Male (n=78)	Female (n=41)	Male youth (n=37)	Female Youth (n=19)	Total (n=175)
0-50	7(8.9%)	12(29.3%)	--	--	19(10.8%)
50-100	20(25.6%)	20(48.7%)	4(10.8%)	2(10.5%)	46(26.3%)
100-150	32(41.1%)	9(21.9%)	16(43.2%)	10(52.6%)	64(38.3%)
150-200	10(12.8%)	--	8(21.6%)	7(36.8%)	25(14.3%)
200-250	5(6.4%)	--	2(5.4%)	--	7(4.0%)
250-300	2(2.5%)	--	5(13.5%)	--	7(4.0%)
>300	2(2.5%)	--	2(5.4%)	--	4(2.3%)

Figures in parenthesis indicate percentages

5. Use of radio by the respondents and their family members:

5(a) Preference of channel and programme listening on radio by the respondents

The data presented in Table 11 shows preference of listening Radio Programme and Channel by the male respondents because female respondents were not possessing radio at their homes. Regarding programme preference, majority 95.9% use radio to listen 'News', followed by 'Songs' (90.9%) and 'Pahari programme' (72.7%) and very negligible no. of respondents (9.5%) prefer to listen agriculture related programme 'Krishi Darshan'.

Table 11: Preference of channel and programme listening on radio by the respondents

(N=22)

S. No.	Programme /Channels	Frequency	Percentage
1	Programmes		
	➤ Songs	20	90.9%
	➤ News	21	95.9%
	➤ Krishi Darshan	2	9.5%
	➤ Pahari programme	16	72.7%
2	Channels		
	➤ AIR Hamirpur	12	54.4%
	➤ AIR Dharamshala	22	100%
	➤ AIR Shimla	22	100%
	➤ F.M Radio	7	31.8%

* Multiple responses

Hundred percent respondents prefers A.I.R Shimla and A.I.R Dharamshala, followed by A.I.R. Hamirpur 54.4% and 31.8% prefers to listen F.M radio.

5(b) Preference of channel and programme on radio by family members of the respondents

To study preference of channel and programme listening on radio by the family members of the respondents (Table 12), data revealed that in aggregate nearly seventy percent family members like to listen songs on the radio, followed by news (54.7%), Krishi Darshan(49.3%) and 44% prefer to listen Pahari programme .

Data on gender wise channel & programme preference revealed that, most of the male members of the family members (83.3%) like to listen news, followed by Krishi Darshan (76.7%) and songs (46.7%). Regarding preference for channel, AIR Shimla is preferred by eighty percent males, followed by A.I.R Dharamshala 70% and A.I.R, Hamirpur by 53.3%. In female category, majority of females (83.3%) prefer to listen Pahari programme, followed by 66.7% prefer songs, 55.5% listen Krishi Darshan. Only thirty three percent females listen news.

In young category hundred percent each young male and young female prefer to listen songs on radio. Only 41.6% male youth and 33.3% female youth listen news. Regarding channel preference, 85.3% family members like AIR Shimla, followed by A.I.R Dharamshala (68%), A.I.R. Hamirpur (62.7%) and F.M radio (46.7%) respectively.

Gender wise description also revealed that AIR Shimla is more preferred by all the categories, whereas hundred percent young male and female prefer to listen F.M radio. All India

Radio. Dharamshala is also preferred by hundred percent female youth and 83.3 percent by male youth.

Table 12: Preference of channel and programme on radio by family members of the respondents

S. No.	Prog./Channels	Male (n=30)	Female (n=18)	Male youth (n=12)	Female Youth (n=15)	Total (n=75)
	Programmes					
1.	Songs	14(46.7%)	12(66.7%)	12(100%)	15(100%)	53 (70.7%)
2.	News	25(83.3%)	6(33.3%)	5(41.6%)	5(33.3%)	41(54.7%)
3.	Krishi Darshan	23(76.7%)	10(55.5%)	4(33.3%)	--	37(49.3%)
4.	Pahari programme	10(33.3%)	15(83.3%)	--	8(53.3%)	33(44.0%)
	Channels					
1.	AIR Hamirpur	16(53.3%)	12(66.6%)	7(58.3%)	12(80.0%)	47(62.7%)
2.	AIR Dharamshala	21(70.0%)	15(83.3%)	10(83.3%)	15(100%)	51(68.0%)
3.	AIR Shimla	24(80.0%)	16(88.8%)	12(100%)	12(80.0%)	64(85.3%)
4.	F.M Radio	--	8(44.4%)	12(100%)	15(100%)	35(46.7%)

* Multiple responses; Figures in parenthesis indicate percentages

6. Use of newspaper by the respondents and their family members

6(a) Newspaper preference by the respondents

Table 13 describes preference of newspaper reading by the respondents. Thirty eight percent of respondents read 'Punjab Kesari', followed by 28.6% who read 'Amar Ujala', 9.5% each read 'Divya Himachal' and 'Tribune'. Forty percent female also read 'Punjab Kesari' and twenty percent each read 'Amar Ujala', 'Divya Himachal' and 'Tribune'.

Table 13: Newspaper preference by the respondents

S. No.	Name of Newspaper	Male (n=16)	Female (n=5)	Total (n=21)
1	Punjab Kesari	6(37.5%)	2(40.0%)	8(38.1%)
2	Amar Ujala	5(31.2%)	1(20.0%)	6(28.6%)
3	Divya Himachal	1(6.2%)	1(20.0%)	2(9.5%)
4	The Tribune	1(6.2%)	1(20.0%)	2(9.5%)
5	Sach kahun	1(6.2%)	Nil	1(4.8%)
6	Dainik Jagran	1(6.2%)	Nil	1(4.8%)
7	Dainik Bhaskar	1(6.2%)	Nil	1(4.8%)

6(b) Newspaper reading behavior of respondents and their family members

Gender wise newspaper reading behavior of the family members of the respondents revealed that out of the sixty families, only 21 read news papers which are having eighty three members in total (Table 14). Seventy percent family members read news papers, Out of that 84.4% male member and 48.3 % female members read newspaper.

Further, majority of the male & female youth i.e. 83.3% and 70% respectively members of the family read newspapers. In gender wise In comparison to male- female gap regarding newspaper reading behavior, it was found that though this difference was quite high in them, but in young generation, gap between male youth and female youth is less. It may be due to increased awareness and literacy among young generation.

Table 14: Newspaper reading behavior of respondents and their family members

S. No.	Do you read news paper	Male (n=32) >25yrs.	Female (n=29) >25yrs.	Male Youth (n=12) 16-25 yrs.	Female youth (n=10) 16-25 yrs.	Total (n=83)
1	Yes	27(84.4%)	14(48.3%)	10(83.3%)	7(70.0%)	58(69.8%)
2	No	5(15.6%)	15(51.7%)	2(16.7%)	3(30.0%)	25(30.1%)

6(c) Newspaper reading behavior regarding categories of respondents and their family members

Newspaper reading behavior of respondents and their family members is exhibited in table 15. The overall news paper reading behavior of family members of respondents revealed that majority of them (81%) read regional news, followed by sports news(48.5%), national news (46.5%) entertainment news (43.1%) world news (29.3%), headlines (27.6%) and spiritual news (24.1%), respectively.

Table 15: Newspaper reading behavior regarding categories of respondents and their family members

S. No.	Categories	Male (n=27) >25yrs.	Female (n=14) >25yrs.	Male Youth (n=10) 16-25 yrs.	Female youth (n=7) 16-25 yrs.	Total (n=58)
1	Headlines	5(18.5%)	2(14.3%)	5(50.0%)	4 (57.1%)	16 (27.6%)
2	National news	10(37.0%)	4 (28.6%)	8 (80.0%)	5 (71.4%)	27 (46.5%)
3	Regional news	20(74.1%)	10 71.4%)	10 (100%)	7 (100%)	47 (81.0%)
4	World news	6 (22.2%)	1(7.1%)	6 (60.0%)	4(57.1%)	17 (29.3%)
5	Sports news	16(59.2%)	Nil	10 (100%)	2 (28.6%)	28 (48.3%)
5	Entertainment	5(18.5%)	7 (50.0%)	6 (60.0%)	7 (100%)	25 (43.1%)
6	Spiritual articles	6 (22.2%)	8 (57.1%)	Nil	Nil	14 (24.1%)
7	All news	18(66.6%)	6 (42.8%)	4 (40.0%)	5(71.4%)	33 (56.9%)

* Multiple responses ; Figures in parenthesis indicate percentages

Regional news was the first preference of males, females, male youth and female youth. High % age of male and male youth and least percentage of females expressed reading preference of sports news. Higher % age of male youth and female youth have reading behavior for all categories of news in comparison to old males and females.

Ganju et.al, (2010) also reported that mass media, due to its wide reach, cost-effectiveness and appeal, has been used globally to disseminate information and promote healthy behaviours. The substantive growth in new information and communication technologies (ICTs), such as mobile phones and community radio, has provided new opportunities to promote behaviour change. Mishra (2004) discussed that Information and communication have been playing an increasingly important role in economic and social development of nations. Experts believe that this century belongs to the power of *Knowledge & Information*. On one side, the recent

developments in communication technology have drastically reduced the geographical barriers, while on the other side computers have enormously enhanced the capacity to accumulate and access information. The possibilities for information access are infinite. Regarding television, scientists said that it is a mirror of a nation's personality. It is one of the most potential media to create awareness, entertain, educate and inform large number of people at lesser cost and time (Ramakrishna, 2012).

Conclusion

This study concludes that mobile and television were most commonly prevalent and used communication technologies among low paid workers of institute. These were becoming important part of life of a common man. In mobile phones, use of internet and using of all 'apps' is increasing day by day among young generation of low paid workers. Television is all important sources of basic information and entertainment is becoming important part of their daily life. Radio and newspaper are possessed by less number of respondents in comparison to mobile and television. Almost all the respondents are interested in watching television. Computer is also available in negligible number, may be because it is expensive.

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