Journal of Positive School Psychology http://journalppw.com
2022, Vol. 6, No. 2, 5107 – 5114

Media Usage of Urban and Rural in Nagaland

[1]Wapangsungla Longkumer, [2]Kushal Kumar R

[12]Journalism and Mass Communication, Lovely Professional University, Punjab

Abstract

The variance in adopting innovations can be seen through the consumption of media by Urban and Rural population. The behavior variable among the rural and urban consumers differs in the line of infrastructure, income, lifestyle and interaction. There have been ineffective and counterproductive outcomes in communication system due to the lack of understanding the complexity in social behavior of the end-user consumption pattern (Servaes, 2008). This paper uses qualitative method to examine the difference in use of media by the Urban and Rural population. The study will focus on Nagaland state located in the Northeast of India inhabited by rural population of 71.14% and urban population of 28.86%. Radio being an omnipresent medium of communication is considered to assess the effectiveness of the medium.

Keywords: Radio, Diffusion of Innovation, Urban Rural Development, Development Communication.

INTRODUCTION

Media play a key role in furthering development with its wide reach even in the remotest area. It is not only as an information disseminator but an educator to empower the end users to make conscious decision. Therefore, media as the fourth estate rests in its responsibility to influence public opinion and governance. A dynamic flow of communication in the rural and urban areas has become vital to improve livelihood. Although the Government roll out various policies and programmes and allocates funds to uplift the livelihood of rural population, majority of rural areas have deplorable basic connectivity like road, electricity, telecommunication, medical facilities while the urban areas are bustling with rapid development. In a country with diverse culture, races and ethnicity, multicultural media policies currently marginalize the subaltern's voice (Bailey et al, 2006). This requires an understanding of the population in order to bring favorable development. The rural and urban sectors are economically, financially, and socially interconnected which is why it is important to view as rural-urban development rather than a pronged approach (Chulu, 2016). In the process of national development, it is not the functions of communication that change but rather the amounts of communication (Schramm, 1964).

Development Communication

The use of mass communication is only as effective when the message is pragmatic to the end users. Development communication has evolved from its top to bottom approach to two-way mode of communication. Engagement and participation of the users through effective development centric content requires different level of knowledge and applicative medium. Development communication seeks to provide holistic use of mass communication by providing content that influence better livelihood and sustainable development. Development communication further encourages meaningful engagement in policy making by the end users. The new paradigm is altering the way communication was devised and applied. It transfers the priority from information distribution to environment analysis, from persuasion to participation (Mefalopulos, 2008). In order to realize the potential of development communication, an analytical approach is required to assess the

distinctive characteristics of the area and its people. Breaking down the different dynamics in level of understanding, influence and engagement is an important component of development communication. Understanding the values of the public to bring out emotional responses will help in advancing sustainable development. Communication as a process is not confined to media or message, but to their interlinked civic relationships. The recipient evaluation and use of various medium of communication is as significant as the message production (Servaes, 2007).

Diffusion of Innovation

Diffusion of innovation theory is a guiding model in research to understand how ideas are diffused through media channels across different levels of adopters. Diffusion implies to the spread of ideas or information to a large segment of social system through various use of mass communication. Innovation is focused on presenting new ideas and methods that can lead to transformation. The goal of diffusing innovation may be to raise awareness and adopt the messages in decision making. Everett M. Rogers underpin the diffusion of innovation theory through four main elements- innovation, communication channels, time, and social system. Facilitating innovation is largely dependent on the social structure that will determine the effective or ineffective outcome. When the social structure is unequal the ramification of innovation will lead to greater socioeconomic inequality. This may arise due to proximity or cost efficient accessibility to media channels or innovations. In most countries change agencies began to recognize the widening gaps that existed in the socio-economic structure. They began to implement more inclusive policies for greater equality in diffusing their innovation (Rogers, 1983). Effective strategies to narrow the gap of communication accessibility and effect has been an endeavor of change agencies. Cultural dimensions are levelled in group and individual level, who will have different understanding of the innovation (Katz, 1963). In diffusion of innovation theory research, there is also the classification of early adopters, adopters and non-adopters based on socio-economic orientation. To integrate an innovation in thoughts and behaviors, an innovation can be strategized to come about. Innovation can be categorized as per the norms of established behavior or new behavior (Robertson, 1967).

Variable selection and Chi-Square analysis

An empirical study was conducted in two districts of Nagaland state- Kohima (Urban) and Mon (Rural). Data was collected on 200 respondents (100 each) in the two districts. Chi-Square test was applied to examine the differences between categorical variables from sample of two distinct population to judge goodness of fit.

			How often do you read newspaper?						Total
			Not Available	Never	Rarely	Sometimes	Most Often	Regularly	
Distt	Kohima	Count	0	3	19	7	18	53	100
		% within Distt	0.0%	3.0%	19.0%	7.0%	18.0%	53.0%	100.0%
	Mon	Count	4	56	12	5	11	12	100
		% within Distt	4.0%	56.0%	12.0%	5.0%	11.0%	12.0%	100.0%
Total		Count	4	59	31	12	29	65	200
		% within Distt	2.0%	29.5%	15.5%	6.0%	14.5%	32.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**81.075[a]**	**5**	**.000**
Likelihood Ratio	95.181	5	.000
N of Valid Cases	200		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 2.00.

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 2.00.

The table critical value for 5df – 11.070 @ 0.05 level of significance

Ho: There is no significant difference between the two districts Kohima and Mon with regard to the frequency of reading newspaper.

Ha: There is a significant difference between the two districts Kohima and Mon with regard to the frequency of reading newspaper.

To determine the difference in readership of newspapers in the two districts of Kohima and Mon, a question was asked based on the frequency of reading newspaper. The analyzed data revealed that the calculated value of 81.075a is higher than the table critical value of 11.070 @ 0.05 level of significance for 5 df. Hence the null hypothesis of there is no significant difference between the two districts Kohima and Mon with regard to the frequency of reading newspaper is rejected. This indicate that residency an independent variable is associated with regard to the frequency of reading newspaper.

			How often do you watch Television?						Total
			Not Available	Never	Rarely	Sometimes	Most Often	Regularly	
Distt	Kohima	Count	0	4	25	34	14	23	100
		% within Distt	0.0%	4.0%	25.0%	34.0%	14.0%	23.0%	100.0%
	Mon	Count	4	1	12	51	12	20	100
		% within Distt	4.0%	1.0%	12.0%	51.0%	12.0%	20.0%	100.0%
Total		Count	4	5	37	85	26	43	200
		% within Distt	2.0%	2.5%	18.5%	42.5%	13.0%	21.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**14.131[a]**	**5**	**.015**
Likelihood Ratio	15.926	5	.007
N of Valid Cases	200		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 2.00.

The table critical value for 5df – 11.070 @ 0.05 level of significance

Ho: There is no significant difference between the two districts Kohima and Mon with regard to the frequency of watching television.

Ha: There is a significant difference between the two districts Kohima and Mon with regard to the frequency of watching television.

To determine the difference in viewing of television in the two districts of Kohima and Mon, a question was asked based on the frequency of viewing television. The analyzed data revealed that the calculated value of 14.131a is higher than the table critical value of 11.070 @ 0.05 level of significance for 5 df. Hence the null hypothesis of there is no significant difference between the two districts Kohima and Mon with regard to the frequency of viewing television is rejected. This indicate that residency, an independent variable is associated with regard to the frequency of viewing of television.

			How often do you listen to radio?					Total
			Never	Rarely	Sometimes	Most Often	Regularly	
Distt	Kohima	Count	25	29	30	9	7	100
		% within Distt	25.0%	29.0%	30.0%	9.0%	7.0%	100.0%
	Mon	Count	0	7	34	25	34	100
		% within Distt	0.0%	7.0%	34.0%	25.0%	34.0%	100.0%
Total		Count	25	36	64	34	41	200
		% within Distt	12.5%	18.0%	32.0%	17.0%	20.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**64.004[a]**	**4**	**.000**

Likelihood Ratio	76.542	4	.000
N of Valid Cases	200		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.50.

The table critical value for 4df – 9.488 @ 0.05 level of significance

Ho: There is no significant difference between the two districts Kohima and Mon with regard to the frequency of listening to radio.

Ha: There is a significant difference between the two districts Kohima and Mon with regard to the frequency of listening to radio.

To determine the difference in listening to radio in the two districts of Kohima and Mon, a question was asked based on the frequency of listening to radio. The analyzed data revealed that the calculated value of 64.004a is higher than the table critical value of 9.488 @ 0.05 level of significance for 4 df. Hence the null hypothesis of there is no significant difference between the two districts Kohima and Mon with regard to the frequency of listening to radio is rejected. This indicate that residency, an independent variable is associated with regard to the frequency of listening to radio.

			How often do you use new media?						Total
			Not Available	Never	Rarely	Sometimes	Most Often	Regularly	
Distt	Kohima	Count	0	5	2	12	28	53	100
		% within Distt	0.0%	5.0%	2.0%	12.0%	28.0%	53.0%	100.0%
	Mon	Count	1	41	4	15	7	32	100
		% within Distt	1.0%	41.0%	4.0%	15.0%	7.0%	32.0%	100.0%
Total		Count	1	46	6	27	35	85	200
		% within Distt	0.5%	23.0%	3.0%	13.5%	17.5%	42.5%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**47.962[a]**	**5**	**.000**
Likelihood Ratio	53.276	5	.000
N of Valid Cases	200		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .50.

The table critical value for 5df – 11.070 @ 0.05 level of significance

Ho: There is no significant difference between the two districts Kohima and Mon with regard to the frequency in usage of new media.

Ha: There is a significant difference between the two districts Kohima and Mon with regard to the frequency in usage of new media.

To determine the difference in listening to radio in the two districts of Kohima and Mon, a question was asked based on the frequency in usage of new media. The analyzed data revealed that the calculated value of 47.962a is higher than the table critical value of 11.070 @ 0.05 level of significance for 5 df. Hence the null hypothesis of there is no significant difference between the two districts Kohima and Mon with regard to the frequency in usage of new media is rejected. This indicate that residency, an independent variable is associated with regard to the frequency in usage of new media.

			Which media is most reliable for information?				Total
			Newspaper	Television	Radio	New Media (Internet)	
Distt	Kohima	Count	31	13	5	50	99
		% within Distt	31.3%	13.1%	5.1%	50.5%	100.0%
	Mon	Count	7	7	51	35	100
		% within Distt	7.0%	7.0%	51.0%	35.0%	100.0%
Total		Count	38	20	56	85	199
		% within Distt	19.1%	10.1%	28.1%	42.7%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**57.387[a]**	**3**	**.000**
Likelihood Ratio	64.790	3	.000
N of Valid Cases	199		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.95.

The table critical value for 3df – 7.815 @ 0.05 level of significance

Ho: There is no significant difference between the two districts Kohima and Mon with regard to preferred use of media for information.

Ha: There is a significant difference between the two districts Kohima and Mon with regard to preferred use of media for information.

To determine the difference in which media is most reliable for information in the two districts of Kohima and Mon, a question was asked based on the preferred usage of media for information. The analyzed data revealed that the calculated value of 57.387a is higher than the table critical value of 7.815 @ 0.05 level of significance for 3 df. Hence the null hypothesis of there is no significant difference between the two districts Kohima and Mon with regard to preferred use of media for information is rejected. This indicate that residency, an independent variable is associated with regard to preferred use of media for information.

			Radio is effective in supporting development activities in the society				Total
			Disagree	No Opinion	Agree	Strongly Agree	
Distts	Kohima	Count	2	9	65	24	100
		% within Distts	2.0%	9.0%	65.0%	24.0%	100.0%
	Mon	Count	0	8	58	34	100
		% within Distts	0.0%	8.0%	58.0%	34.0%	100.0%
Total		Count	2	17	123	58	200
		% within Distts	1.0%	8.5%	61.5%	29.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.181[a]	3	.243
Likelihood Ratio	4.963	3	.175
N of Valid Cases	200		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.00.

The table critical value for 3df – 7.815 @ 0.05 level of significance

Ho: There is no significant difference between the two districts Kohima and Mon with regard to Radio being an effective medium in supporting development activities in the society.

Ha: There is a significant difference between the two districts Kohima and Mon with regard to Radio being an effective medium in supporting development activities in the society.

To determine the difference whether Radio is an effective medium in supporting development activities in the two districts of Kohima and Mon. The analyzed data revealed that the calculated value of 4.181a is lower than the table critical value of 7.815 @ 0.05 level of significance for 3 df. Hence the result failed to

reject the null hypothesis, which states that there is no significant difference between the two districts Kohima and Mon with regard to Radio being an effective medium in supporting development. This indicate that residency, an independent variable is not associated with regard to Radio being an effective medium in supporting development activities.

Conclusion

Chi-Square test was applied to analyze significance level in media usage between urban and rural population of Kohima and Mon districts respectively. The results indicate that there is significant difference in terms of media usage of Television, Newspaper, Radio and New Media. The result also indicates that there is significant difference on which preferred media is most reliable for information. In term of Radio supporting development activities, there is no significant difference between the two districts. The response indicate that Radio having more accessibility even in remote areas, have substantial impact on decision making and development of the region. There are intra state disparity in terms of development. Kohima is the capital of Nagaland state but Mon is almost rural located approximately 320 kms away from the state capital. Nagaland Human Development Report 2004 ranked Mon district as the poorest on all the indicators- Human Development Index, Gender Development Index and Human Poverty Index.

Reference

[1] Bailey Harindranath. (2006). Ethnic Minorities, Cultural Difference and the Cultural Politics of Communication. International Journal of Media and Cultural Politics, 2(3), 313. https://doi.org/10.1386/macp.2.3.299/1

[2] Census Organization of India. (2011). Retrieved from https://www.census2011.co.in/census/state/nagaland.html

[3] Chulu, J. (2016). Rural and Urban Development: Sustainable Rural-Urban Linkage. Zambia. 3,30.

[4] Government of Nagaland. (2004). Nagaland State Human Development Report 2004. Kohima: Development of Planning and Coordination.

[5] IANS. (feb 13, 2018). Radio brings people closer, says NarendraModi on World Radio Day. Retrieved from http://allindiaradio.gov.in/

[6] Katz, Levin and, Hamilton.(1963). Traditions of Research on the Diffusion of Innovation.American Sociological Review, 28 (2), 246, Vol. 28, No. 2

[7] Mefalopolos, P. (2008). Development Communication Sourcebook: Broadening the Boundaries of Communication. Washington D.C, the International Bank for Reconstruction and Development/the World Bank

[8] Robertson, T,S. (1967). The Process of Innovation and the Diffusion of Innovation. Journal of Marketing, 31, 19.

[9] Rogers, E,M. (1983). Diffusion of Innovations (3rded.). London, The Free Press London.

[10] Schramm, W. (1964).The Role of information in National Development. Stanford, Stanford University Press and UNESCO

[11] Servaes, J. (2008). Communication for Development and Social Change.New Delhi, Sage publications India Pvt. Ltd.