

## **Youth and Media – Its Implications**

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**ABSTRACT** This study was conducted to find out the media habits or behavior of youth in relation to their personal and family characteristics. The data was collected from 124 male and 153 female students youth selected from 2 female and 3 co-ed colleges. Univariate statistics, correlations and regression analysis were used to analyze the data. The results indicate the family characteristics of youth such as parent's education, occupation, and income and material standards of living are very much reflected in media possession, media exposure and perception of media autonomy, coverage and implications.