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Utilization of Mass Media among College Students of Punjab

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ABSTRACT The potential benefits of technology can only be garnered when we understand the trends in utilization of such technology among the stakeholders. Hence, this work particularly examined the purpose of mass media such as television, newspaper, magazines, mobile phones and internet utilization among under graduate students in Punjab. The present study was conducted in the two districts, namely, Mansa and Moga of Punjab. The data were collected from 200 undergraduate students (100 girls and 100 boys) of the four colleges by survey method using structured questionnaire. Majority of the boys (75%), watched television for news whereas majority of the girls students watched television (85%) for entertainment. All students (boys and girls) used mobile phones for making and receiving calls. Majority of the students used internet on mobiles for chatting purpose, making assignments and social networking.