

Gender Analysis: Access and Control of Newspaper, Magazine and Mobile

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Abstract: Gender is an integral dimension of social stratification in society varying in degree and quantum across time and space. Gender roles are socially constructed and they demarcate responsibilities between men and women in social and economic activities, access to and control over resources and decision making authority. A list of students was prepared from the respective class and from the list a sample of 40 males and 40 females respondents from class-Xth and class-XIth were randomly selected to study access, control and usage pattern of mass media-newspaper, magazine and mobile by gender. Cent per cent male and female respondents possessed newspaper, mobile and very few respondents possessed magazine and Only 7.5 per cent respondents (male 12.5% and female 2.5% respondents) take self decision to buy newspaper. Total 67.5 per cent respondents (male 80.0% and females 55.0% respondents) were having mobile phones. Results reveal that 60.0 per cent of male respondents read newspaper to get information related to educational career, sports (22.5%), political news (17.5%). Regarding female respondents it was found that educational career (60.0%), sports (27.5%), movies (7.5%), and political news (5.0%) were the main reasons to read news paper. With regard to decision taken by respondents to buy magazines highlighted that the decision was in hands of their mothers (85.0%), younger siblings (10.0%), elder siblings (2.5%), self (2.5%) while in case of females 52.5 per cent were those who exercised self control followed by mother (40.0%), younger siblings (7.5%). A good per cent of males (75.0%) and females (67.5%) never read magazine whenever interested while 25.0 per cent of males and 32.5 per cent of females read magazine whenever interested.

Keywords: Gender, possession.

I. INTRODUCTION

Gender analysis involves the disaggregation of quantitative data by gender. It highlights the different roles and learned behaviour of men and women based on gender attributes. These vary across cultures, classes, ethnicity, income, education and time. Thus gender analysis does not treat women as a homogenous group or gender attributes as immutable.

Gender is a concept which defines social gender of a person as opposite to his/her biological sex. Gender presents a social role status which defines social opportunities in education, professional sphere and access to power, family roles and reproductive behaviour. Today, all members of our society are influenced both directly and indirectly by powerful media vehicles, including printed materials, television, sound recordings, and the Internet. Difficulties in differentiating gender roles in the modern societies can be a perfect example of the negative social effects of using stereotypes. A division of gender roles is deeply rooted in the social archetypes. In the past, the patriarchy was a dominant family model. Through the ages men have been considered to be financial providers, career-focused, assertive and independent, whereas women have been shown as low-position workers, loving wives and mothers, responsible for raising children and doing housework.

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Now a days a family model is based rather on a partnership than on patriarchy and women have more rights and possibilities on the labour market. Feminist environment had a significant impact on the change in this situation. Women's liberation movement fought for the rights of women and for redefining traditional gender roles. They claimed, that there should be no distinction between typical masculine and feminine occupations, and that traits of character should not be ascribed once and for all to one gender. Although females and males are still not equal, the differences between genders are not so vast anymore. Nevertheless, many social institutions, such as mass media, still use gender stereotypes, basing on the assumption, that they are well known to everyone and help the receivers to understand the content of the message. By manipulating the message, media can create a certain image of reality, which is consistent with the policy of the dominant group. As a result, the reflection of a real world is incomplete and distorted. Although people are aware of the unequal representation of certain social groups in mass media, it is hard to remain objective and insensitive to its influence. So, the study was conducted with the objective- to investigate access to, control of mass media (newspaper, magazine and mobile) and to study usage pattern by gender.

II. METHODOLOGY

Hisar city was selected purposively to assess gender analysis about mass media (newspaper, magazine and mobile etc.). From Hisar city one school was selected randomly respondents of class-Xth and class-XIth were selected purposively from the selected school of Hisar city. A list of students was prepared from the respective class and from the list a sample of 40 male and 40 female respondents was selected randomly. The independent variables included personal and socio-economic variables viz. age, caste, type of family, size of family, education of parents, occupation of family, monthly income of family, land holding. Access to ICTs (newspaper, magazine and mobile etc.), control of ICT and use of ICTs were taken as dependent variables. Keeping in view these independent and dependent variables a well structured schedule was developed for data collection. Data were collected with the help of pre-tested interview schedule. The inferences were drawn on the basis of frequency and percentage.

III. RESULTS AND DISCUSSION

Possession details of newspaper by respondents are highlighted in Table1. From the table it is revealed that cent per cent male respondents possessed newspaper daily while 92.5 per cent female respondents purchased newspaper daily followed by frequently (7.5%).

Data presented in the table1 further indicates that 75.0 per cent of male and 62.5 per cent of female respondents purchased DainikBhaskar while 25.0 per cent female respondents and none of male respondent purchase DainikJagran, 12.5 per cent of males and 12.5 per cent of females purchase Punjab Kesari, males (12.5%) and females (2.5%) purchase Amar Ujala.

Table 1: Possession, access and control of newspaper by respondents (n=80)

Sr. No.	Possession of Newspaper	Male (%) (n=40)	Female (%) (n=40)	Total (%) (n=80)
1.	Newspaper possessed	40 (100.00)	40 (100.00)	80 (100.00)
2.	Frequency of purchasing newspaper			
	Daily	40 (100.0)	37 (92.5)	77 (96.2)
	Frequently	-	3 (7.5)	3 (3.7)
3.	Name of newspaper read and buy			
	DainikBhaskar	30 (75.0)	20 (62.5)	55 (68.7)
	DainikJagran	-	10 (25.0)	10 (12.5)
	Punjab Kesari	5 (12.5)	5 (12.5)	10 (12.5)
	Amar Ujala	5 (12.5)	1 (2.5)	6 (7.5)
4.	Place of reading newspaper			
	Own house	21 (52.5)	25 (62.5)	46 (57.5)
	School	8 (20.0)	6 (15.0)	14 (17.5)
	No reading	11 (27.5)	9 (22.5)	20 (25.0)
5.	Numbers of years of purchasing newspaper			
	Less than 1 year	1 (2.5)	1 (2.5)	2 (2.5)
	1-5 years	5 (12.5)	11 (27.5)	16 (20.0)
	More than 5 years	34 (85.0)	28 (70.0)	72 (90.0)
6.	Money spend on purchase of newspaper			

	Rs. 61-100	-	4 (10.0)	4 (5.0)
	More than Rs. 100	40 (100.0)	36 (90.0)	76 (95.0)
7.	Decision to buy newspaper			
	Father	16 (40.0)	17 (42.5)	33 (41.2)
	Mother	19 (47.5)	22 (55.0)	41 (51.2)
	Self	5 (12.5)	1 (2.5)	6 (7.5)
8.	Reading of newspaper whenever interested			
	Yes	40 (100.0)	38 (95.0)	78 (97.5)
	No	-	2 (5.0)	2 (2.5)

Figures in parentheses indicate percentage

Regarding place of reading newspaper it is noted from the table that 52.5 per cent of male respondents read newspaper at their house followed by no reading (27.5%) and school (20.0%). In case of female respondents it was observed that 62.5 per cent of those who read newspaper in their house followed by no reading (22.5%), school (15.0%). Stone and Wetherington (2008) found that the habit of newspaper reading depends on several factors These include reading at least three or more times per week, preferable daily, reading more than 15 minutes a day, having a stable method of getting the paper, and having a particular time and place to read the paper.

Table further reveals that 85.0 per cent of male respondents used to purchase newspaper for more than 5 years followed by 1-5 years (12.5%), less than 1 year (2.5%). Regarding female respondents' majority (70.0%) used to purchase newspaper for more than 5 years, 1-5 years (27.5%), less than 1 year (2.5%).

Regarding money spend on purchase of newspaper cent per cent of male and 90% of females respondents spend more than Rs.100 followed by 10.00 percent spend Rs.61-100. The results in the table1 indicate that 47.5 per cent of male and 55.0 per cent of female respondents of those who possessed newspaper exercised control in the hands of mother while 40.0 per cent of male and 42.5 per cent of female respondents of those exercised control in the hands of father and 12.5 per cent of males and 2.5 per cent of females exercised self control on buying newspapers.

Cent per cent of male and 95.0 per cent of female respondents could read newspaper whenever interested. Mathew (2003) in a comparison of newspaper reading habits of male and female students of Trivandrum city observed that both men and women agreed that the newspaper was the most reliable media, followed by television and radio. Men were most interested in political matters, women in social matters. Preference for particular kinds of news differed according to respondents' educational status.

Usage pattern of newspaper by respondents:

Usage pattern of newspaper by respondents has been incorporated in Table2. Results highlighted that 77.5 per cent of male respondents who possessed newspaper used to read newspaper for less than 1 hour followed by 1-2 hours (12.5%), no reading (10.0%). In case of female respondents 77.5 per cent read newspaper for less than 1 hour, no reading (15.0%), and 1-2 hours (7.5%).

Table 2: Usage pattern of newspaper of respondents (n=80)

Sr. No.	Usage pattern of newspaper	Male (%) (n=40)	Female (%) (n=40)	Total (%) (n=80)
1.	Frequency of reading newspaper daily			
	Less than 1 hour	31 (77.5)	31 (77.5)	62 (77.5)
	1-2 hours	5 (12.5)	3 (7.5)	8 (10.0)
	No reading	4 (10.0)	6 (15.0)	10 (12.5)
2.	Objective of reading newspaper			
	Entertainment	-	1 (2.5)	1 (1.2)
	For getting knowledge	38 (95.0)	36 (90.0)	74 (92.5)
	To learn some skill	-	3 (7.5)	3 (3.7)
	To pass time	2 (5.0)	-	2 (2.5)
3.	Reading of newspaper for getting information related to			
	Movies	-	3 (7.5)	3 (3.7)
	Sports	9 (22.5)	11 (27.5)	20 (25.0)
	Political news	7 (17.5)	2 (5.0)	9 (11.2)
	Educational information/career	24 (60.0)	24 (60.0)	48 (60.0)

Figures in parentheses indicate percentage

As far as objective of reading newspaper are concerned results revealed that 95.0 per cent of male respondents read newspaper to get knowledge followed by to pass time (5.0%). In case of female respondents 90.0 per cent read newspaper for getting knowledge, to learn some skill (7.5%), entertainment (2.5%). Bndaka (2007) found that newspaper articles help to develop students' reading skills in senior high school. Newspaper provides wide wings to know the outer world along with class participation.

Table further reveals that 60.0 per cent of male respondents read newspaper for getting information related to educational career, sports (22.5%), political news (17.5%). Regarding female respondents it was found that educational career (60.0%), sports (27.5%), movies (7.5%), political news (5.0%) were the main reasons to read news paper.

Possession, access and control of magazine by respondents:

Possession details of magazine by respondents are highlighted in Table3. Results presented in the table portrait that 82.5 per cent of male respondents were those who never buy magazine followed by frequently (15.0%), daily (2.5%) while in case of female respondents 80.0 per cent never buy magazine followed by frequently (10.0%), daily (10.0%). Data presented in the table further indicates that 80.0 per cent of males and 75.0 per cent of female respondents never read magazine followed by 25.0 per cent of females and 15.0 per cent of males read merisaheli.

Table 3: Possession, access and control of magazine by respondents(n=80)

Sr. No.	Possession of magazine	Male (%) (n=40)	Female (%) (n=40)	Total (%) (n=80)
1.	Magazine possessed			
	Yes	6 (15.0)	8 (20.0)	14 (17.5)
	No	34 (85.0)	32 (80.0)	66 (82.5)
2.	Frequency of buying magazine			
	Daily	1 (2.5)	4 (10.0)	5 (12.5)
	Frequently	6 (15.0)	4 (10.0)	10 (12.5)
	Never	33 (82.5)	32 (80.0)	65 (81.2)
3.	Name of magazine read and buy			
	Merisaheli	6 (15.0)	10 (25.0)	16 (20.0)
	Manorama	2 ((5.0)	-	2 (2.5)
	None	32 (80.0)	30 (75.0)	62 (77.5)
4.	Place of reading magazine			
	Own house	1 (2.5)	8 (20.0)	9 (11.2)
	Neighbour's house	1 (2.5)	-	1 (1.2)
	School	2 (5.0)	2 (5.0)	4 (5.0)
	No reading	36 (90.0)	30 (75.0)	66 (82.5)
5.	Numbers of years of buying magazine			
	Less than 1 year	7 (17.5)	7 (17.5)	14 (17.5)
	1-5 years	-	1 (2.5)	1 (1.2)
	No reading	33 (82.5)	32 (80.0)	65 (81.2)
6.	Money spend on purchase of magazine per month			
	UptoRs. 20	1 (2.5)	1 (2.5)	2 (2.5)
	Rs. 21-50	6 (15.0)	8 (20.0)	14 (17.5)
	No reading	33 (82.5)	31 (77.5)	64 (80.0)
7.	Decision to buy magazine			
	Mother	34 (85.0)	16 (40.0)	50 (62.5)
	Elder siblings	1 (2.5)	-	1 (1.2)
	Self	1 (2.5)	21 (52.5)	22 (27.5)
	Younger siblings	4 (10.0)	3 (7.5)	7 (8.7)
8.	Reading of magazine whenever interested			
	Yes	10 (25.0)	13 (32.5)	23 (28.7)
	No	30 (75.0)	27 (67.5)	57 (71.2)

Figures in parentheses indicate percentage

Regarding place of reading magazine, results highlighted that 90.0 per cent of males and 75.0 per cent of females never read magazine followed by very few males read magazine at school (5.0%), own house (2.5%), neighbour's house (2.5%) whereas in case of females (20.0%) were those who read magazine in their own house, and at school (5.0%).

Table further reveals that majority of males and females never buy magazine because they never like to read magazine while 17.5 per cent of males buy magazine for less than 1 year while females used to buy magazine since less than 1 year (17.5%), and 1-5 years (2.5%).

Regarding money spend on purchase of magazine majority of respondents did not spend money on purchase of magazine but very few males (15.0%) spend Rs.21-50, upto Rs.20 (2.5%) while females used to spend Rs.21-50 (20.0%), and up to Rs.20 (2.5%).

With regard to decision taken by respondents to buy magazines highlighted that the decision was in hands of their mothers (85.0%), younger siblings (10.0%), elder siblings (2.5%), self (2.5%) while in case of females 52.5 per cent were those who exercised self control followed by mother (40.0%), younger siblings (7.5%). A good per cent of males (75.0%) and females (67.5%) never read magazine whenever interested while 25.0 per cent of males and 32.5 per cent of females read magazine whenever interested.

Usage pattern of magazine of respondents:

Usage pattern of magazine of respondents has been incorporated in Table 4. Results presented in table clearly highlighted that 90.0 per cent of males and 77.5 per cent of females never read magazine daily while 10.0 per cent of males and 22.5 per cent of females spent less than 1 hour in reading magazine.

Table 4: Usage pattern of magazine of respondents(n=80)

Sr. No.	Usage pattern of magazine	Male (%) (n=40)	Female (%) (n=40)	Total (%) (n=80)
1.	Time spent in reading magazine daily			
	Less than 1 hour	4 (10.0)	9 (22.5)	13 (16.2)
	No reading	36 ((90.0)	31 (77.5)	67 (83.7)
2.	Objective to read magazine			
	Entertainment	4 (10.0)	7 (17.5)	11 (13.7)
	For getting information	-	6 (15.0)	6 (7.5)
	To learn some skill	2 (5.0)	11 (27.5)	13 (16.2)
	To pass time	7 (17.5)	-	7 (8.7)
	None of the above	27 (67.5)	16 (40.0)	43 (53.7)
3.	Specific information			
	Movies	1 (2.5)	3 (7.5)	4 (5.0)
	Sports	5 (12.5)	2 (5.0)	7 (8.7)
	Educational information/career	1 (2.5)	4 (10.0)	5 (6.2)
	Health and nutrition	3 (7.5)	8 (20.0)	11 (13.7)
	Stories	1 (2.5)	-	1 (1.2)
	None of the above	29 (72.5)	23 (57.5)	52 (65.0)

Figures in parentheses indicate percentage

Results about objectives to read magazine highlighted that 67.5 per cent of males and 40.0 per cent of females reported no purpose to read magazine followed by to pass time (17.5%), entertainment (10.0%), to learn some skill (5.0%) while reasons reported by females to read magazines were to learn some skill (27.5%), entertainment (17.5%), for getting information (15.0%) respectively.

Results further highlighted that 72.5 per cent of male respondents and 57.5 per cent of female respondents never get any information from magazine. In case of males they read magazines for getting information related to sports (12.5%), health and nutrition (7.5%), movies (2.5%), educational information (2.5%), stories (2.5%) while females reported reasons such as health and nutrition (20.0%), educational information (10.0%), movies (7.5%), and sports (5.0%).

Possession, access, control and usage pattern of mobile by respondents:

Details about access to mobile by respondents are presented in Table 5. From this table it is evident that majority of male respondents (65.0%) were using mobile for 1-5 years and 35.0 per cent for less than 1 year whereas in case of female

respondents 52.5 per cent were using mobile for 1-5years and less than 1year (47.5%). Murthy (2008) stated that mobile technologies a day increasingly growing in developing countries like India. Now a days mobile is becoming an important ICT tool not only in urban region but also in remote and rural areas. The rapid advancement in the technologies, ease of use and the falling costs of devices, make the mobile an appropriate and adaptable tool to bridge the digital device.

Table 5: Possession, access, control and usage pattern of mobile by respondents (n=80)

Sr. No.	Possession of mobile	Male (%) (n=40)	Female (%) (n=40)	Total (%) (n=80)
1.	Mobile possessed	40 (100.0)	40 (100.0)	80 (100.0)
2.	No. of years of using mobile			
	Less than 1 year	14 (35.0)	19 (47.5)	33 (41.2)
	1-5 year	26 (65.0)	21 (52.5)	47 (58.7)
3.	Time spend on using mobile per week			
	Less than 30 minutes	3 (7.5)	9 (22.5)	12 (15.0)
	30 min-1hour	19 (47.5)	26 (65.0)	45 (56.2)
	1-5 hours	18 (45.0)	5 (12.5)	23 (28.7)
4.	Money spend on mobile per month			
	Less than Rs. 100	5 (12.5)	20 (50.0)	25 (31.2)
	Rs. 100- 200	14 (35.0)	19 (47.5)	33 (41.2)
	More than Rs. 200	21 (52.5)	1 (2.5)	22 (27.5)
5.	Types of service used			
	Prepaid	40 (100.0)	40 (100.0)	80 (100.0)
	Postpaid	-	-	-
6.	Use of mobile whenever you like			
	Yes	40 (100.0)	40 (100.0)	80 (100.0)
	No	-	-	-
7.	Owner of mobile			
	Father	7 (17.5)	15 (37.5)	22 (27.5)
	Mother	-	3 (7.5)	3 (3.7)
	Elder siblings	1 (2.5)	-	1 (1.2)
	Self	32 (80.0)	22 (55.0)	54 (67.5)
8.	Buy mobile whenever you desire			
	Yes	17 (42.5)	10 (25.0)	27 (33.7)
	No	23 (57.5)	30 (75.0)	53 (66.2)
9.	Carry mobile outside home whenever interested			
	Yes	31 (77.5)	28 (70.0)	59 (73.7)
	No	9 (22.5)	12 (30.0)	21 (26.2)
10.	Purpose of using mobile			
	Social conversation	11 (27.5)	5 (12.5)	16 (20.0)
	Educational conversation	17 (42.5)	22 (55.0)	39 (48.7)
	Songs	4 (10.0)	5 (12.5)	9 (11.2)
	Games	8 (20.0)	8 (20.0)	16 (20.0)

Figures in parentheses indicate percentage

Regarding time spend on mobile per week 47.5 per cent of male respondents spend 30 min - 1 hour followed by 1- 5 hours (45.0%), less than 30minutes (7.5%) respectively and 65.0 per cent female respondents spend 30 min - 1 hour followed by less than 30 minutes (22.5%), 1 - 5 hours (12.5%). Heather (2007) stated that mobile phone usage is rising faster in India than anywhere else in the world, with some six million customers added every month. Large cities and many medium- sized towns are already blanketed with retail outlets and competition among manufacturers and carrier is fierce.

Data further revealed that 52.5 per cent of male respondents spend more than Rs.200 on mobile per month followed by Rs.100-200 (35.0%) and less than Rs.100 (12.5%) respectively. In case of female respondents 50.0 per cent spend less than Rs.100 on mobile per month followed by Rs.100-200 (47.5%), more than Rs.200 (2.5%) respectively. It is indicated from the table that cent per cent of male and female respondents used prepaid service.

It is noted that cent per cent male and female respondents used mobile whenever like. Regarding owner of mobile 80.0 per cent male respondents were owner of mobile followed by father (17.5%), elder siblings (2.5%) while in case of females 55.0 per cent respondents were owner of mobile followed by father (37.5%), mother (7.5%) respectively. Results revealed that 57.5 per cent and 75.0 per cent of male and female respondents control was in the hand of father or mother. While for 42.5 per cent males and 25.0 per cent females were major decision maker in purchase of mobile. It is depicted from the table that 77.5 per cent of male and 70.0 per cent of female respondents could carry mobile outside home whenever interested. While for 22.5 per cent male and 30.0 per cent females could not carry mobile outside home.

Regarding purpose of using mobile it was found that 42.5 per cent of male respondents were using mobile for educational conversation followed by social conversation (27.5%), games (20.0%) and songs (10.0%) respectively. In case of female respondents 55.0 per cent used mobile for educational conversation followed by games (20.0%), songs and social conversation (12.5%) respectively.

IV. CONCLUSION

Society enlists particular expectations for each gender, rendering what is appropriate and inappropriate behaviour for males and females. It is possible that media only reinforces gendered-attitudes regarding male and female behaviours; thus deepening society's embedded cultural values and interpretations of gender (Aubrey & Harrison, 2004).

Findings of the present study reveal that cent percent male and female respondents used to purchase newspaper daily of which 85 per cent male and 70 per cent female respondents used to purchase for last 5 years respectively. Majority of male and female respondents used to read newspaper for less than 1 hour to get information related to educational career. Majority of males and females respondents never buy magazine because they never liked to read magazine Very few males spend Rs. 21-50 (15.0%), while females spend Rs. 21-50 (20.0%).

Majority of male respondents (65.0%) were using mobile for 1-5 year whereas in case of female respondents 52.5 per cent were using mobile for 1-5 year. A good percent of male and female respondents used to spend 30 min to 1 hour / day. Higher percentage of educated male and female respondents read newspaper at home. In case of magazine very few males and females used to read magazine at home and school. Higher per cent of both male and female respondents used mobile. Females were using this for educational conversation and games while males were using this for educational and social conversation.

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