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A study on impact of electronic media on health and lifestyle diseases

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Abstract

Media are the vehicles or channels which are used to convey information, entertainment, news, education, or promotional messages are disseminated. Media includes every broadcasting and narrowcasting medium such as television, radio, newspapers, billboards, mails, telephone, fax, internet etc. (the main means of mass communication). A computer-generated bad street is easily available to most youth now in their every home. Electronic Media have a powerful effect on health and behavior. Media strength exposure inform of murder mystery movies, stories filled with strength and torture has a larger effect on later violent behavior. Youth watching violence on TV or playing violent video games tend to be more violent are more prone to confrontation with their teachers, may be involve in fights with their peers & see a decline in school successes. Girls experience more fear from media as compared to boys. Another study from India showed that bright display of strength through media stress and depression in adolescents. To optimize children's social development and long term health, parents, teachers and pediatricians should discourage the viewing of violent television programs.

Keywords: Electronic media, health, physical activity, food habit

Introduction

Electronic media is one of the pillars of country transformation and development of our lives is becoming more aware and updated. Moreover, time spent with media decreases the amount of time available for pursuing other more healthy activities such as family time physical activity, sports, community service, and cultural pursuits. Human beings express their nature by creating and recreating an organization which guides and controls their behavior in many ways. This organization liberates and limits the activities of men, sets up standards for them to follow and maintain. Whatever the imperfections and tyrannies it has exhibited in human history, it is necessary condition of fulfillment of life. This organization which is responsible for fulfillment of life of every individual is called society. Man in every society has suffered from one or the other problems. Men in modern societies are also experiencing various problems and his behavior gets affected by many things, media is one of them.

The mass media occupy a high proportion of our leisure time: people spend, on average, 25 hours per week watching television, and they also find time for radio, cinema, magazines and newspapers. For children, watching television takes up a similar amount of time to that spent at school or with family and friends. The electronic media mainly consist of radio; television, Film, Internet and social networking sights (New media) are actually classrooms without four walls. Technology of media is an important part of youngster's lives and play very important role in creating awareness related various aspects of life. Electronic media are media that use for the audience to approach the content. Broadcast media that take advantage of electronic media technology. New Media are that type of social networking site by which peoples expresses their views by liking, sharing, and commenting on information in the form of symbol, text, audio or video.

Background of the study

A report, jointly prepared by the World Health Organization and the World Economic Forum, says India will incur an accumulated loss of \$236.6 billion by 2015 on account of unhealthy lifestyles and faulty diet. The resultant chronic diseases - heart disease, stroke, cancer, diabetes

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and respiratory infections - which are ailments of long duration and slow progression, will severely affect people's earnings. The income loss to Indians because of these diseases, which was \$8.7 billion in 2005, is projected to rise to \$54 billion in 2015. Pakistan would face an accumulated loss of \$30.7 billion with income loss increasing by \$5.5 billion to \$6.7 billion by 2015. China, however, will be worse off. While its accumulated loss will stand at \$557.7 billion, the loss of income of the Chinese will stand at \$131.8 billion, almost eight times what it was in 2005.

According to a survey conducted by the Associated Chamber of Commerce and Industry (ASSOCHAM), 68% of working women in the age bracket of 21-52 years were found to be afflicted with lifestyle ailments such as obesity, depression, chronic backache, diabetes and hypertension. The study cited scientific evidence that healthy diet and adequate physical activity, at least 30 minutes of moderate activity at least five days a week, helped prevent NCDs. In India, 10% of adults suffer from hypertension while the country is home to 25-30 million diabetics. Three out of every 1,000 people suffer a stroke. The number of deaths due to heart attack is projected to increase from 1.2 million to 2 million in 2010. Due to the results of a recent study, researchers stress that people can save a lot of money and preserve their well-being by living a healthy lifestyle. With the help of data collected by the 2003-2006

National Health and Nutrition Examination Survey, the researchers found that among 4,745 people, 97.3 percent did not meet the four basic standards of healthy living.

The negative effects of Electronics on Human Health

Ours is a time when there is no denying the positive impacts of technology. But that is just one side of the coin. When you check the dark underbelly of technology, you will discover how your electronic gadgets can pose possible risks and hazards to your health. Physical strains in some cases, excessive texting and swiping using your smart phones and tablet can lead to inflamed tendons, thumb joints, and index fingers. Modern computing technology tends to involve overuse of our thumbs and index fingers. Although we do the pressing, tapping, and swiping very lightly, the physical strains of these long and repetitive actions can lead to stress injuries. Think about texting thumb and particular degeneration. A person can suffer from pain of the wrist, weakness of the grip, and popping sounds when moving one's fingers. It's rather reassuring that most of the text apps today use predictive entries or auto - correct functions to make input easier without spelling out every character of a word, but if you consider users' very frequent interactions with their phones, those features barely help. Use both thumbs when texting: Some of us use just one finger from our dominant hand to manipulate our devices. We use that one thumb with fewer breaks, thereby putting stress on it.

- 1. Poor Posture:** Poor posture is, more often than not, a product of bad childhood habits. If a child gets used to poor postures like forward head, hunched back, or rounded shoulders, he is likely to carry them over to adulthood – all because of too much use of handheld devices like cell phones, tablets or even gaming consoles.
- 2. Disrupted Sleeping Patterns:** Refrain from using handheld electronics at least 2 hours before you jump into bed. The artificial light from your mobile phone or tablet hinders your pineal gland from producing melatonin – a hormone that stabilizes the human body's circadian rhythm, widely known as our 24-hour biological clock.

Because your brain associates light with complete wakefulness, it may disrupt your bio clock and tell you to stay awake even if it is already time to sleep.

- 3. Obesity:** Your smart phone or tablet can be an instant gaming console! But the bad news is when you hit the point where you become addicted to video games. Apart from the repetitive strain injuries we mentioned, prolonged use promotes a sedentary lifestyle. And you know what the result? Obesity!
- 4. Risk of Cancer:** However if you run a quick search on Google, the views of the experts about whether or not this radiation heightens the risk of cancer are divided. For some, radiation causes cancer, kills neurons, and weakens our immune system.
- 5. Alcohol Drinking & Media:** It has been shown that contact to alcohol advertising and TV programming is associated with positive beliefs about alcohol consumption. Although such cross-sectional studies do not prove causation it is of interest that in a 1990 study, 56% of students in grades 5 to 12 said that alcohol advertising encourages them to drink.
- 6. Smoking & Media:** Research has established a strong association between exposure to sure electronic media messages and smoking in youths. For instance, more than half of adolescent smoking initiation has been linked to watching smoking in films.

Objectives of the Study

1. To find out the general information of respondents
2. To find the way by which respondents spend leisure time
3. To find out the opinion about whether the electronic devices reduce physical activities
4. To estimate the times spend on using electronic devices daily
5. To find out whether respondents sit in front of T.V while eating food
6. To estimate the frequency of having refrigerated food

Methodology

The research design is the master plan of a study that connects the empirical data to the research questions and objectives. The nature of the present study is descriptive cum analysis based. This is a two stage study. Stage one is looks at the research, questionnaire and sampling design, followed by the quantitative survey and analysis of data. In Stage two the interpretation, discussion and implication of the study are discussed. About source of data both the primary and secondary data are used for the study; the primary data was collected through a sample survey. The study is based on primary as well as secondary data. Secondary data are collected from books, journals, websites etc. Convenient sampling method is followed to collect data. Simple statistical techniques like percentages, charts, tables are used for the analysis.

Tools used for data collection

A structured questionnaire has been used for collecting data. The first part of the questionnaire deals with personal information of respondents and second part contains specific questions needed for the achievement of objectives of the study.

Analysis and interpretation of Data

The data, after collection has to be processed and analyzed in accordance with the outline laid down for the purpose at the

time of developing the research plan. The term analysis refers to the computation of certain measures along with searching for patterns of relationship that exist among data groups.

Objective 1: To analyze the general information covered under the sample selected for the study Most of the total respondents (41.55%) belong to the age group between 20-50. 20.2% of the total respondents belongs to the age group in between 50-70.

Most of the respondents fall under the category of +2/PDC (37.95% of respondents) and 35.14% of the respondents have SSLC level of education. 13.9% of respondents have degree/PG/professional level education. 8.03% of the respondents have education below 10th and 4.98% of respondents are illiterate.

40.47% of respondents have monthly family income below 10000. 35.05% of respondents have monthly family income in between 10000-20000. 15.05% of respondents have monthly family income in between 20000-30000. 6.5% of the respondents belong to the monthly income in between 30000-40000 and 2.85% of them have income in between 40000-50000.

Objective 2: To find the way by which respondents spend leisure time The study shows the way the leisure time is spent among the respondents. 73% of them spend watching T.V. and only 27% of them like to spend by playing and other physical activities

Objective 3: To find out the opinion about whether the electronic devices reduce physical activities The opinion about whether the electronic devices reduce physical activities. 88% of them have the opinion that electronic devices reduced the physical activities and only 12% of them have the opinion that electronic devices do not reduce the physical activities.

Objective 4: To estimate the times spend on using electronic devices daily The study shows the time spend with electronic devices among respondents. 60.47% of respondents use electronic devices about 4 to 6 hours. 34. 82% of respondents use for about 1 to 3hrs. 2.82% of them use it for 6 to 8 hrs.

Objective 5: To find out whether respondents sit in front of T.V while eating food The study shows the opinion about respondents sitting in front of T.V while eating. 64% of respondents sit in front of T.V while eating. 32% of respondents do not sit in front of T.V while eating.

Objective 6: To estimate the frequency of having refrigerated food The study shows the frequency of having refrigerated food. 40% of respondents often have refrigerated food. 32% of respondents use always-refrigerated food.

Major findings of the study

- 40.47% of the total respondents have monthly income below 10000.
- Only 4.98% of the total respondents are illiterate.
- About 73% of individual watch T.V during the leisure time.
- 88% of individual has the opinion that use of electronic devices and media has reduced the physical work.
- Around 64% of respondents sit in front of television while eating.
- About 40% of respondents often use refrigerated food.

Implications of the study

- Monitor all of your media consumption-video games, television, movies and internet.
- Limit the use of media: TV use must be limited to no more than 1-2 hours per day.
- Do not use electronic media during meals, turn the television off during meals times.
- Become media literate.
- Provide awareness classes.

Conclusion

The importance of education and science cannot also be denied. So far your question that what is the responsibility of media in our life can be explained like this. Electronic Media is playing an important role in the systems of current life. People want to remain knowledgeable about everything, which is taking place anyplace in the world. The world has become a worldwide village and this is because of Electronic media only. Now people living in different countries know everything about the people of other countries sitting at home with the help of media. It also has certain negative effects of media use such as obesity, aggression, fear and sleep disturbances. Health and safety concerns potentially related to the use of electronic media by society are wide-ranging and have inspired a growing body of research. Concerns include both behavior-related maladies (obesity, violence, drug use) and threats to physical health (injury, cancer).

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