



Psychological and Behavioural Impact Of Flicks And Series On Adolescents in an Urban Area Of India

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ABSTRACT

Introduction: In India, there are about 253 million adolescents in the age group 10-19 years. Adolescence is the transient phase of life from childhood to adulthood. Being a unique stage of rapid physical, cognitive and psychosocial growth it is the right stage to implement good lifestyle for good health. But the prevalence of high blood pressure, obesity, high blood glucose and risk of future cardiovascular disease has increased among adolescents. Flicks/series set trends which they follow, some being negative may have an impact on their health. In this study we studied the influence of flicks and series on adolescents.

Methodology: A Cross-sectional study was carried out among 150 students of 10th to 12th class selected by simple random sampling by using pre designed semi structured questionnaire in 2 randomly selected public schools of Indore city. Data was entered into Microsoft excel spread sheet and analysed by SPSS software version 21.

Results: All the study participants had the habit of watching flicks and series. 51.6% [n=77] of them prefer to watch romantic & action flicks/series. Nearly half of them [48.7%] follow language & dialogue shown in flicks/series while 31.3% follow dressing trend. The impact of flicks/series on driving speed and social behaviour was huge as 91 students [60.7%] drive at a higher speed after watching racing scenes in flicks/series, 95 students [63.3%] had tried alcohol or wanted to after watching alcohol related scenes in flicks/series 64.7% [n=91] think that alcohol is the coolest way of doing party.

Conclusion: In our study we found the direct impact of alcohol/smoking on adolescents after watching flicks/series. They consider flicks/series as reflection of the happenings in the society. Though there are positives, the impact of negatives are higher in magnitude. Thus relishing such entertainment should be limited to possible minimum.

Key Words: Movies, Adolescents, behaviour, Students, series



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INTRODUCTION

In India, there are about 253 million adolescents in the age group 10-19 years. Adolescence is the transient phase of life from childhood to adulthood[1]. UNICEF is supporting to engage and empower adolescents in India as the next generation of leaders and change makers. Ensured safety, health, education and knowledge of life skills will support the country's continued development and benefit socially, politically and economically[2]. They are susceptible to nutritional health problems, alcohol, tobacco, drug abuse, mental health concerns, injuries and violence[1]. At times they are influenced by peers because they want to fit in to be civilized and cope with current trends[3]. Adolescence is a unique stage of human development where they experience rapid physical, cognitive and psychosocial growth. It affects the way they think, make decisions and interact with the people around them. It is the stage to implement good lifestyle for good health[4]. In India, the prevalence of high blood pressure, obesity, high blood glucose and risk of future cardiovascular disease have increased among adolescents[5,6]. Smoking and alcohol being the risk factors for chronic diseases take their roots from early and mid-adolescence[7]. Though they get influenced during early adolescence but starts practicing during mid-adolescence, more common in 10th grade[8,9,10]. Flicks/series set trends which they follow. It has both positive aspects and negative aspects.

Flicks and series are one of the best examples of mass communication. Following are some influences of flicks/series. Visual media gives a grounding in social interaction, educational importance, to take up things easy, violence reduction,

critical thinking[11,12], helps in mass education to spread awareness about current issues. Dramatic flicks have emphasized the importance of family and love from parents, humour oriented flicks helps us escape in a wonderland and forget our worries for those brief three hours while action flicks/series and horrors leave us shell-shocked. Sports movies inspire 85% of the younger generation to dream, to overcome hardships and also teaches them what hardwork means[13].

In India, there are only few studies on impact of flicks and series on adolescents. It is critical to take a step ahead as the results on health are countless. Our study focuses on 10th, 11th and 12th grade students after completion of which they seek higher education, attain the age of majority, make decisions on their own. Majority of them get detached from their parents for college edification where some have the only option of living independently. They get easily carried away by the social influences and are vulnerable to high risk behaviour. Hence study on this critical age group will help in identifying the gaps in health education and spread awareness about this issue to a larger population

Methodology:

A Cross-sectional study was carried out by the Department of Community Medicine, MGM Medical College & M.Y. Hospital, Indore (M.P) among 150 students of 10th -12th class, 25 students were selected from each class studying in two randomly selected public schools of Indore city respectively during the period of August 2021 to July 2022. The sample size was calculated based on the study conducted by Morgenstern M et al, where behaviour change in adolescents [smoking initiation] after watching movies was 17% (prevalence), and allowable error of 6%, sample size was calculated to be 147 (rounded to 150) with 10% non-response rate. Simple random sampling technique was used to select the required number of study participants. Data was collected using pre designed semi structured questionnaire and was entered into Microsoft excel spreadsheet and analysed by SPSS software version 21. Categorical data was expressed in the form of percentage. Illustration of data was done by using tables. The descriptive representation of data was done in the form of frequencies and percentages calculated in MS Excel.

Observation and Results:-

In our study, 60% (n=90) of the participants were male and 40% (n=60) were female with a mean age of 17.84 years.

Table 1: Distribution of study population based on baseline characteristics(N=150)

S.NO.	Characteristics	Frequency(N)	Percentage(%)
1.	Gender		
	Male	90	60
	Female	60	40
2.	Class		
	10 th	50	33.3
	11 th	50	33.3
	12 th	50	33.3
3.	Socio-economic class		
	Upper class	54	36.6
	Middle class	76	50
	Lower class	20	13.4

Table 2., illustrates that the most common driving force to watch flicks and series is it makes them feel good which all the participants agree (n=150, 100%). The next common driving force was to learn relationship problem (n=90, 60.3%), but they don't watch flicks/series to learn new things or approach to critical problems (n=100, 67% and n=108, 73% respectively)

Table 2., Motivation or driving force to watch flicks and series(N=150)

S.No.	Parameters	Study population							
		Yes		No		Does not Matter		Sometimes	
		(N)	%	(N)	%	(N)	%	(N)	%
1.	Feeling good in watching flicks/series and series	150	100	-	-	-	-	-	-
2.	Get to learn new things	31	20	100	67	19	13	-	-
3.	Learning relationship problems	90	60.3	11	7.3	-	-	49	32.4
4.	Approach to critical problems	42	27	108	73	-	-	-	-
5.	Fantasizing life with Bollywood	88	58.6	62	41.4	-	-	-	-
6.	Influence of celebrities	84	55.7	66	44.3	-	-	-	-
7.	Reformation of self-life	84	55.6	66	44.4	-	-	-	-
	Total Row	569	53.7	413	39.8	19	1.8	49	4.6

Table 3., Patterns of watching flicks and series by adolescents(N=150)

S.NO.	Patterns of watching flicks/series	Frequency (N)	Percentage (%)
1.	Modes of watching flicks/series		
	a. Cinema hall	77	51.0
	b. Internet(mobile/laptop)	31	20.7
	c. Digital sharing from friends	16	11.0
	d. Others(hostel/community hall)	26	17.3
2.	Categories of flicks/series most watched		
	a. Actions and thriller flicks/series	37	25.0
	b. Romantic flicks/series and drama	40	26.6
	c. Comedy and animated flicks/series	31	21.0
	d. Inspirational and biographical flicks/series	24	15.6
e. Horror flicks/series	18	11.6	
3.	Average number of hours spent in watching series in a day		
	a. More than 3 hours	20	13.4
	b. 1 to 3 hours	54	36.6
	c. Less than 1 hour	76	50

Table4., Frequency distribution of Influence of flicks/series on adolescents

S.NO.	Influence of flicks/series on adolescents	Frequency (N)	Percentage (%)
1.	Influential parts /aspects of flicks/series		
	a. Actor/actress	16	10.3
	b. Storyline	64	42.7
	c. Songs and dance	34	23.0
	d. Fashion	12	7.7
	e. Direction	7	4.7
f. Dialogues	17	11.7	
2.	Fashion/Styles followed from flicks/series		
	a. Makeup and hair style	16	10.7
	b. Dressing trends	47	31.3
	c. Action and stunts	14	9.3
d. Language and dialogues	73	48.7	
3.	Impression about themselves after copying fashion/styles from flicks/series		
	a. Felt positive when people noticed	51	33.6
	b. Did not feel positive	88	59.0
c. Felt positive anyway	11	7.4	
4.	Does it affect confidence level		
	a. Positive change	60	40
	b. Negative change	35	23.3
c. Neutral	55	36.7	
5.	Effect on driving skills after watching flicks/series		
	a. Started driving more than usual speed	91	60.7
	b. Started copying stunts	36	24.0
c. Drives in usual speed	23	15.3	
6.	Ever tried or wanted to try alcohol/smoking after seeing flicks/series		
	a. Always	95	63.3
	b. Sometimes	15	10.4
	c. Never	29	19.0
d. Would like to try	11	7.3	
7.	Views of adolescents after watching party scenes		
	a. Alcohol and smoking are the coolest way of doing parties	97	64.7
	b. Not the right way	43	29.0
c. No change in existing perception	10	6.3	

All of them had the habit of watching flicks and series. Most common mode of watching movie is cinema hall(n=77, 51%) followed by mobiles or laptops(n=31, 20.7%). 51.6%(n=77) of them prefer to watch romantic & action flicks/series whereas horror flicks/series are least preferred. About 13.4% of students were watching series for more than

3 hours a day on an average as evident from Table 3. Table 4 shows 42.7% (n=64) think most influential part of flicks/series is storyline. Nearly half of them (48.7%) follow language & dialogue shown in flicks/series while 31.3% follow dressing trend. After copying dressing styles and fashion from flicks/series 33.7% (n=51) of them felt positive when people noticed. We found that the impact of flicks/series on driving speed and social behaviour was huge as 91 students (60.7%) drive at a higher speed after watching racing scenes in flicks/series, 95 students (63.3%) had tried alcohol or wanted to after watching alcohol related scenes in flicks/series 64.7% (n=91) think that alcohol is the coolest way of doing party (Table 4).

DISCUSSION

This study was carried out among 10th-12th class students and results of the study are following: We found 100% of the study participants watch flicks/series while study done by Ruchigoswami & Manjukumari et al concluded that out of 400, 97% (387) of students watch cinema & 3% (13) students don't watch cinema. Also shows that most common mode of watching flicks/series is cinema hall and was similar to our study results. Our study shows that 31.3% of students follow dressing styles and fashion while study done by Okeoma, Felicia C. et al 40.6% of students notice dress pattern in flicks/series [14]. We found the impact of flicks/series on various aspects as 60.7% student drive at higher speed after watching in flicks/series. 64.7% think that alcohol is coolest way of doing party. 63.7% of student had tried alcohol or wanted to after seen in flicks/series. According to Matthis Morgenstern et al, in a longitudinal survey where 9989 adolescents were followed up for a period of 12 months 17% of them started smoking [15], after a decade the same has increased to 63.3% who tried alcohol or smoking following on-screen exposure, evident from our study outcome. Istiak Mahmood et al, states 34.16% passes their leisure time by watching flicks/series, 90% of the respondents think that changing our rituals, behaviour, outlook towards life is somehow connected with what we see on screen. They also think that increasing violence, sexual assault, illegal ways of quick money making and other social problems has a direct connection with flicks/series [16].

The use of cigarettes or smoking in flicks/series has its direct effect on younger generations. By watching smoking scenes, youngsters are encouraged to try it out and take it up as a 'cool' thing to do [17,18]. Same is the case with alcohol consumption, vividly seen through many flicks/series. This somehow left a permanent mark on people's minds that indulging in such activity is not wrong [19]. They're good, they're bad but they do leave us thinking for a while. Urbanization has increased exposure to flicks/series by various modes at an alarming rate. It moulds the adolescents and leaves a tremendous behavioural and psychological impact on them which needs to be checked out for welfare of our society and nation. In addition it is evident from scholarly articles that aggressive and destructive behaviour has increased among adolescents following exposure to flicks portraying violence based on race or ethnicity [19,20].

Poor sleep and risk factors for cardiovascular diseases such as high blood pressure, obesity, low HDL cholesterol, Insulin Resistance, poor stress regulation, screen time induced ADHD-related behaviour have been reported to be the results of excessive screen time focussing on mobile devices use [21]. Depression, anxiety and stress in younger adolescence are attributed to the exposure to flicks/series at adolescent age [22]. Impaired physical activity, binge eating and snacking during movies or series were some added negative impacts. Belonging to the age group with unstable cognizance parents or care takers of adolescents should pay attention to monitor the quality of content they get exposed and screen time for nurturing noble psychological and behavioural characters as well as good health.

CONCLUSION

In our study we found the direct impact of alcohol/smoking on adolescents after watching flicks/series. It also affects the perception of adolescents towards the society. They consider flicks/series as reflection of the happenings in the society. Though there are positive facets, the impact of negatives are higher in magnitude. Relishing such entertainment should be limited to possible minimum.

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