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Social Support as a Predictors

The Effects of Media Consumption

Highlights

Corporate Culture in Journalism

Thailand Reality Television Programs

Discovering Thoughts, Inventing Future

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Corporate Culture in Journalism: Bangladesh Perspective

By MD Saiful Alam Chowdhury & Najma Akhther

University of Dhaka

Abstract- Thanks to globalization, mass media, especially news media is controlled by the largest multinational companies of the world. The multinational form of the media has started influencing every sector of life of the people in the world because the media as a social institution is working as an intermediary in the practices of socio-economic and politico-cultural norms; it is building both the individual and universal identity; and is designing the road map for our daily life. However, like other corporate organization, the media is also running behind the profits. News like other profitable goods is becoming the way to profits of the multinational companies. Though the newspaper is considered the 'mirror of the society', 'fourth pillar of the country', 'the consciousness of the nation', etc., it is criticized by the scholars. The multinational companies have been using media as a way to profit instead of the way for social change. In this study the evolution and nature of the media under the corporate organization in Bangladesh has been discussed and analyzed critically.

Keywords: multinational company and media, bangladeshi journalism, corporate culture, corporate journalism.

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Corporate Culture in Journalism: Bangladesh Perspective

MD Saiful Alam Chowdhury[α] & Najma Akhther[σ]

Abstract- Thanks to globalization, mass media, especially news media is controlled by the largest multinational companies of the world. The multinational form of the media has started influencing every sector of life of the people in the world because the media as a social institution is working as an intermediary in the practices of socio-economic and politico-cultural norms; it is building both the individual and universal identity; and is designing the road map for our daily life. However, like other corporate organization, the media is also running behind the profits. News like other profitable goods is becoming the way to profits of the multinational companies. Though the newspaper is considered the 'mirror of the society', 'fourth pillar of the country', 'the consciousness of the nation', etc., it is criticized by the scholars. The multinational companies have been using media as a way to profit instead of the way for social change. In this study the evolution and nature of the media under the corporate organization in Bangladesh has been discussed and analyzed critically. The objective of the research is to investigate how the capitalism known as the basic structure of the media (media economy) is influencing the superstructure of the media (contents: news and advertisement). Through content analysis of four national dailies and in-depth interview of media experts, the article illustrates how the corporate organization is influencing the news. The present study also depicts investigates the corporate news organization and the ownership of the media in Bangladesh with mentioning the history of the corporate media organization in the Western countries. In this perspective, the contemporary practices of the journalism and its nature in Bangladesh are also elaborated here.

Keywords: multinational company and media, bangladeshi journalism, corporate culture, corporate journalism.

I. Introduction

In the process of globalization, there is a monopoly of control upon the technology, economics, natural resources, mass media and communication, and mass destructive weapons of a country due to the deregulation (Bagdikian, 2004). In this frame of mind, the multinational companies are establishing their control over the global market through the communication and media system. As the global perspective, the ownership of the media is confined to some media Mughal and some influential as well as rich corporations, including Mortimer, Jokerman, Ted Turner, Rupert Mardoch's, the media is controlled by the largest companies and the richest men (Bagdikian, 2004). In Bangladesh, the form of ownership of the media has radically changed during the last 15 years. Like the Western system, one corporate house operates various types of news organizations in Bangladesh. In this context, the media are working for the bread and butter or benefits of other business instead of serving the social groups or communities. In that vein, the media agenda is working on a regular basis to attract and influence the people in favor of the dominant corporate culture. The business interest of the corporate groups is now trying to influence both the electronic and print media. In this study, the contemporary practices of journalism under the corporate culture are reflected in the details. The main objective of this study is to elucidate the role of political economy in corporate journalism. Specially, the study is to explain the influence of corporate organization on the newspaper industry in Bangladesh. This study has some particular motives:

1. To illustrate the role of the corporate ownership of national newspaper industry.
2. To detect the influence of business groups in the process of selecting news in the daily newspapers.
3. To determine the courses of corporate journalism and corporate social responsibilities in Bangladesh.
4. To discuss the motions and characteristics of the corporate journalism in Bangladesh.

Globalized Media: Corporatization of Journalism

Globalization and media are two most discussed issues of the globalized society. The world media become important for the expansion of the process of globalization (Rantanen, 2005). The ownership and the characteristic of the media has unequivocally been the multinational. From the end of 20th century mass media has obtained the power to influence from the national stage to the global stage. By using global communication system and network expansion, big multi-national companies become successful to create global market. Mass-media market is controlled by the big multi-national companies (Haq, 2011).

Like the other countries of the world, Bangladesh has got a remarkable change in the ownership of mass media in last 15 years. Now the owner of radio, television or newspaper is not an individual person or organization, rather, these belong to

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big business organizations. In Bangladesh, there are three steps in the development of corporate journalism. In the first step, journalism is transformed in the hand of politicians; they have used the mass media to fulfil their political agenda. Then all over the world journalism sector was questioned for their political aspects. Now corporate journalism is popular. The reality of corporate journalism is global as well as topical (Haq, 2011). In Bangladesh, the corporate journalism was introduced with "Prothom Alo" in the 90s, though the editor and journalists of "Bhorer Kagoj" had a great contribution in the opening of the newspaper. But for the nature of ownership, same editor and journalists have chosen corporate journalism instead of objective journalism. Big importer organization Transcom Group's member organization is Prothom Alo, and English daily newspaper, The Daily Star, established by S M Ali is integrated with Transcom Group. In the 90s before Prothom Alo and The Daily Star, the newspaper called Daily Janakantha and Motikantha appeared with corporate journalism. But they did not come to spotlight (Haq, 2011).

Today, media organizations in Bangladesh are the part of the vast business group. For example, Prothom Alo, ABC Radio, and Daily Star belong to Transcom Group; Daily Jugantor and Jamuna TV to Jamuna Group, Daily Independent and Independent TV to Beximco group, Daily Destiny, and Boishakhi TV to Destiny 2000. Besides, about all the media organizations are established and controlled by the corporate organization.

II. Literature Review

There is no recognized study in Bangladesh and other countries that are directly related to the corporate influence in journalism. However, there are some relevant research studies regarding political economy of media and the relationship between media and corporate sectors. These can be used as the relevant literature for this study.

Y Zhao, a scholar in the sector of the political economy of media, has termed the Chinese media as the 'Propaganda or commercial model' and exposes that businessmen, advertiser, ministers, and bureaucrats who provide money and advertisements to influence news in the media (Zhao, 1998).

Fombrun, Gardberg, and Sever (2000) through their Focus Group Discussion shows the evaluation of population regarding the formation of the corporate organization image and also depicts the overall contribution of corporate organization on selecting agenda of media through goods, service, objective, leadership, financial ability and social responsibility. Carroll and McCombs (2003) show in their study that to determine the public agenda, mass-media agenda takes two steps: primary and secondary.

Now mass media have an important role in the selection of corporate communication. Christopher J. Kollmeyer (2004) analyzed the content of economic news and shows that the news media have an interest in corporate convenience and at the same time investors have an interest in the general labor class with the partiality in the news. Therefore, It can be said that coverage of economic news only covers the economy and business of the corporate community. The media represent a corporate agenda in various ways and this field the ownership of mass media is working as a catalyst (Meijer & Kleinnijenhuis, 2006).

A Al-Mamun and Fahmidul Haq (2007) shows that the combination of media and power is a threat to the process of democracy. According to them, "News is a product and in the definition of news, Western and corporate outlook is working as the gatekeeper of news-unworthy news. This news-made reality follows the ideology of proprietor according to the political aspect. They have offered different proposals for the market economy of Bangladeshi mass media. It is not impossible to create public oriented journalism with a good business concept (Haq & Mamun, 2004). On the other hand, Salim Reza Newton (2013) has discussed some cases in the newspaper to illustrate and analyze the political economy of the market, profit and the internal relation between profit and ownership. The nature of open market media is to protect the capital, profit and business interest of their own host business groups and to create a consumerist society or "Spoiler Society" in the favour of national and international investment and capital (Haq & Mamun, 2013).

Anis Rahman (2007) shows that there is such an organizational structure in a private television institution that it allows the news suitable for the political and corporate class interest. He also explains in his another study that the political economy of the market-oriented news production in private satellite TV channels in Bangladesh (Rahman, 2011). He has shown in his study that out of pressure from the market, the media cannot present news independently regarding gender, class and group. In their process of producing news, privatization of the internal market of the country, and the news that helps corporatized multinational companies widen their business get preference.

a) Theoretical Concepts of the Study

In the current study some theoretical concepts of the relationship between journalism and corporate sectors have been chosen. On the basis of these ideas the result of the study is evaluated such as:

- Media Economy and Political Economy.
- Corporate, Corporate Social Responsibilities and Mass-media.

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III. Media Economy and Political Economy

The economy of media as the life force of the management of mass media is an important factor at present. The mass media economy is the managing and production method of media. The main focus of the mass media economy is to fulfil the various needs and demands of media industry using its limited assets through producing its contents (Albarran, Chan-Olmsted, & Wirth, 2006). Though the study of mass media economy started in 1970, it gained popularity in 1988. Media economics is concerned with how media operators meet the informational and entertainment wants and needs of audiences, advertisers and society with available resources (Chomsky & Herman, 1988). Robert Picard termed "Dual Market Economy" as mass media produce two kinds of products: firstly, its content (television program, newspaper copy, magazine article, etc.) and secondly, audiences (Chomsky & Herman, 1988). That means mass media sells its products at a lower price than its production cost. On the other hand, being attracted by the content of mass media the audiences sell to the advertisers. The audience is the main currency of mass media.

On the other hand, to analyze the influence of power in the structure of mass media, communication experts use mass media economy in term of political economy (Albarran, Chan-Olmsted, & Wirth, 2006). Political economy is a wide field of communication research as since 1940 communication experts have been using political economy in various ways (Everard & Shilt, 1979; McCheseney & Foster, 2003).

To understand the ownership and monitoring structure of mass media, political economy is an important element. As a substructure of mass media, political economy explains the production method and the base of media. In the discussion of the political economy of media, Edward S Herman and Noam Chomsky's (1988) systematic propaganda model is remarkable. They have explained corporate news media activities of USA through five filters of advertisement model. The first two of the five filters are ownership and advertisement of media. As the owner of media controls the basic or finance of the media, the policy of media as superstructure is determined by the owner of the media. In this policy it is fixed, what types of news program will be telecasted. In other words, in the content of news there is no place for that kind of news which may hamper the corporate interest of the owner. The newspaper will not publish any kind of news that will harm the interest of the advertisers. To secure their capital and to get a high return corporate group try to dominate the content of the newspaper (Chomsky & Herman, 1988). The main speciality of the worldwide corporate journalists is to adapt to the commercial or the professional ideology of the owner (McCheseney & Foster, 2003). For this reason, the advertisement and capitalist approach, directly and indirectly affects the content of mass media and it can be analyzed in the illustration of the political economy of communication.

IV. Corporate, Corporate Social Responsibilities and Mass Media

In this study, "Corporate" refers to "business institution" or "group of companies". Corporate institution is considered as an individual who protects the interest of his business and this organization is administered by the laws of the country (Everard & Shilt, 1979). In this context, to gratify the business purpose, corporate institutions generate their own culture which is considered as corporate culture that refers to the ways how corporate institutions administer their activities, values, faith, and characteristics which they have.

Mass media are gradually being controlled by corporate institution. In this perspective, according to the concept of corporate mass media, different corporation control manufacturing, distribution, ownership, financing of news. To establish the corporate culture, corporate institutions are controlling mass media. The main aim of mainstream newspaper is to patronize the market culture and to educate readers in this culture (Haq, 2011). Two main factors play an important role in the control of mass media by corporate culture. Firstly, the administration of mass-media is run by the characteristics of corporate culture. Secondly, to establish the corporate culture, mass media is being used. The main aim of corporate institution is to make profit.

Now-a-days, with the expansion of the market for their products or services, corporate institutions are introducing a new concept that is Corporate Social Responsibility (CSR). In the middle of the 18th century, CSR was used from legal and ethical point of view. However, CSR as a wider issue got popularity in 1960s. The first wide definition of (CSR) was given by Archie Carroll. In 1970, according to Carroll (2008), corporate social responsibility refers to economic, valid, moral and humanitarian responsibility. At present, corporate social responsibility is one of the main activities of multi-national Corporation and under these responsibilities they have to do some work by which society is benefited. In the same way mass-media show their corporate social responsibility to the society. Here, it is understood that as the corporate institutions are contributing responsible role to expand their business and make it permanent, the mass-media is giving priority the same role. That means, in the guise of social responsibility, the advertisement of profit-mongers is going on.

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IV. Research Method and Sampling Process

Two types of research method have been used to review the political economy of the contemporary corporate journalism in Bangladesh. The scenario of the corporate journalism in Bangladesh is examined on the basis of content analysis and in-depth interview. Four national high ranking dailies, two Bengali (Prothom Alo and Kaler Kantho) and two English (The Daily Star and The Independent) have been selected to analyze the political economy of journalism. It shows how corporate sectors influence the coverage of newspaper in Bangladesh. On the other hand, the year of 2014 has been selected as sample year. To bring out a representative result of the research, the contents of 96 volumes (the contents of first eight days of those newspapers of the month of January, July and December 2014) of newspapers have been analyzed. In-depth interviews have been taken from 8 media personality on the corporatization of journalism.

V. Data Presentation and Analysis

The data got from the selected incidents are presented and analyzed. The presented data have been analyzed according to the method of the research's objective, questionnaire, theoretical framework, and definite system. Firstly, the news has been analyzed from quantitative data and then the data analyzed by quality and theory. Secondly, the data taken from the very intimate interviews regarding the contemporary corporate journalism in Bangladesh have been analyzed. At last, the whole result has been discussed according to the research questionnaire.

VI. Corporate Analysis of Presenting News in National Dailies

The result shows that the business pages of the newspapers are allotted to the expansion of the corporate culture, values and the process of corporate jobs. Moreover, there are plenty of advertisements for corporate organizations in the first and last page of the selected newspaper as well as the advertisement, or the introduction of various goods or commodities are highlighted through news treatment. The quantitative analysis shows that within three months in the four national dailies there were 527 (6.9%) corporate news, out of 8917. It is a universal nature to publish news as the guise of the advert as 306 news (58.65%) has selected as incognito news under advertisement out of 527 corporate news.

Table 1: Comparison among Four National Dailies based on total news and Corporate News

Name of Newspapers	Total News	Corporate News (%)	Percentage
Prothom Alo	2,233	78 (14.80)	3.49
Kaler Kantho	2,366	147 (27.89)	6.21
The Daily Star	2,237	158 (29.98)	7.06
The Independent	2,081	144 (27.32)	6.92
Total	8,917	527	5.91

Table 2: Comparison among Four National Dailies based on news advertisement

Name of Newspapers	Corporate News	Ads in the guise of Corporate News	Percentage
Prothom Alo	78	25	32.05
Kaler Kantho	147	88	59.86
The Daily Star	158	103	65.19
The Independent	144	90	62.5
Total	527	306	58.65

In business page, corporate news includes mobile company, banking sector and a group of companies. Investigating the corporate news in the four national dailies, we find that among the corporate news the advertisement of the banking sector is most dominant. Besides, within three months, there was 38 news for advertisement which was 7.21 percent of the total news at the same time. Among the four national dailies, Daily Kaler Kantho had more news on the corporate advertisement. The number of the advertisement news in the daily was 20 which were 52.63 percent of the total news.

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Table 3: Comparison among Four National Dailies based on Corporate News (%)

Name of Newspapers	Mobile Sector	Banking Sector	Group of Companies	Others	Total
Prothom Alo	10 (9.17)	26 (13.54)	21 (15)	21 (24.42)	78 (19.65)
Kaler Kantho	18 (16.51)	70 (36.46)	29 (20.71)	30 (34.88)	147 (37.02)
The Daily Star	13 (11.93)	65 (33.85)	50 (35.71)	30 (34.88)	158 (39.80)
The Independent	68 (16.51)	31 (16.15)	40 (27.78)	5 (5.81)	144 (3.53)
Total	109	192	140	86	597

Table 4: Comparison among Four National Dailies based on news and advertisement

Name of Newspapers	Corporate News	Corporate News Ads %)	Percentage
Prothom Alo	78	7 (18.42)	8.97
Kaler Kantho	147	20 (52.63)	13.60
The Daily Star	158	2 (5.26)	2.27
The Independent	144	9 (23.68)	6.25
Total	527	38	7.21

Table 5: Comparison among Four National Dailies based on Ownership

Name of Newspapers	Corporate News	Own Business Group News	Percentage
Prothom Alo	78	11	16.42
Kaler Kantho	147	5	3.40
The Daily Star	158		2.27
The Independent	144		6.25
Total	527 (5.91)	16	3.03

The analysis also shows that 433 corporate ads are available in the selected dailies that means this corporate news belongs to 21.25%. Moreover, there was the advertisement for the general corporate business in the guise of the social responsibility. The study shows that the news for the disguised responsibility was 50 (9.49%), out of 527 corporate news. The social responsibility news is seen more in the Daily Prothom Alo (16.67%). The mentionable thing is that the first month of the fiscal year, July, and the last month of the year had the plenty of the corporate news and advertisement. On the other hand, due to winter, the news for the social responsibility is more dominant in December.

Table 6: Comparison among Four National Dailies based on the Own advertisement of Corporate Media

Name of Newspapers	Own Business Group News	Percentage
Prothom Alo	187	43.19
Kaler Kantho	85	19.63
The Daily Star	96	22.17
The Independent	65	15.01
Total	433	21.25

The study shows that Bangladeshi mass media set their agenda to promote the corporate and mega business institutions' goal. In other words, the media is working for the development of the materialization of the agenda of the market culture.

Table 7: Comparison among Four Dailies based on the issue of Corporate Social Responsibility
Nature of Corporate Journalism in Bangladesh

Name of Newspapers	Corporate News	CSR News	Percentage
Prothom Alo	78	13	16.67
Kaler Kantho	147	13	8.84
The Daily Star	158	7	4.43
The Independent	144	17	11.80
Total	527	50	9.49

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VII. Political Economy of Corporate Journalism

The result of the research clarifies that the contemporary media in Bangladesh are influenced by the corporate sector because the political economy of the media under the corporate ownership is influencing the economy of the media and then the corporate media has turned the agenda of the corporate sector into the agenda of the common people. That means the corporate media is establishing their ideological based opinion through the corporate agenda on the people. This is crystal clear in the research.

VIII. Business News Means Corporate Sector/ Corporate Group's News

The numerical analysis shows that the three largest business groups in Bangladesh; Transcom, Bashundhra, Beximco are the owners of the four national dailies; Prothom Alo, The Daily Star, Kaler Kantho and The Independent. These national dailies have more corporate news among their business news. Among the total corporate news, Prothom Alo contains 14.80, Kaler Kantho 27.89, Daily Star 29.98, and The Independent 27.32 percent.



Among the corporate news, news for the banking sector was dominant. In the business page in Prothom Alo, the news under the tittle 'Business News' were 'The Branch of AB Bank at Banani'; 'New Chairman of ABB, Ifftekhar'; 'New DMD at Trust Bank', etc. Such type of news were also available in the trade business page of Kaler Kantho such as 'The Branch of Global NRB Bank at Feni'; 'The Inauguration of 80th Branch of Premier Bank at Gulshan Link Road in Capital'; 'New Committee of ABB Took Responsibility, Jafor is DMD of Trust Bank', etc. In this way, the corporate news is guise under the banner of business news in all selected dailies. In the following some business news' pictures are depicted-



a) Advertorial or Goods' Introduction in the guise of Corporate News

Whenever any new material launches in the market, the media introduces it. If this introduction of the item is done through the news instead of the advertisement that is called advertorial or material introduction. Besides, the corporate media are busy in the corporate branding for the corporate culture or consumer culture because branding is the weapon of the media for the profit gaining. The analysis also shows that there is a dominance of the news for the corporate branding or the goods of the corporate institution in the business news of the national dailies.

b) Advertisement of Mobile Company in the Guise of Corporate News

Since the mobile companies are the largest corporate group in Bangladesh, they have a monopoly of dominance in the advertisement of their product in the business news and pages of the dailies. These companies are one of the sole preachers of the corporate culture at present. They are contributing a lot to the formation of capitals of mass media in Bangladesh. In return, mass media are aggressive in branding their goods.

c) Own Advertisement of Corporate Media in Place of News

The primary purpose of the corporate media in Bangladesh is to protect the profit of its own business groups wholeheartedly and avowedly. The current study also clarifies it as the result shows that among the whole dominant. In this stage, there is a dominance of political economics of the media.

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IX. Corporate Branding

The study shows that a plenty of non-news-able news published in the newspaper to protect the business profit in the corporate journalism. The main reason behind it is the advert. The analysis also shows that on an average, 38 corporate news that is about 7.21% of the total news published every day in the four national dailies. Among the four national dailies, Kaler Kantho had a more news advertisement, it was 20 (52.63% of the corporate news). The Prothom Alo, The Independent, and The Daily Star have the advertisement news 8.97, 6.25, 2.27 percent respectively. That means the non-news-able news had the monopoly of dominance in the news advertisement. In this way, the place for news has been sold to the advertisers.





a) Advertisement in the guise of Corporate News

The numerical analysis shows that in the four national dailies 306, out of 527 corporate news was the news in the guise of advertisement. The number was 58.65 percent of the total corporate news. Among the dailies, The Daily Star had more the advertisement in the guise of the corporate news. In the Daily Star there was 103, out of 158 corporate news was the advertisement in the guise of the corporate news and its percent was 65.19. The more than half of the corporate news was the advertisement in the guise of the corporate news. In other words, the corporate media is giving advertisement through preaching its corporate agenda.

b) Increase in the Corporate Advertisement in the Place of News

The maximum part of the first and last page of the mainstream newspapers contains advertisements. The result shows that within three months in all selected dailies, there is a 2038 corporate advertisement (43.43%) out of the total 4693 advertisements. There is the largest amount of corporate advertisement in Prothom Alo (45.99%). Following Prothom Alo, The Daily Star contained more corporate advertisements (44.79%). On the other hand, Kaler Kantho and The Independent contained 42.57 and 31.69 percent corporate advertisement respectively. Most of these corporate advertisements belong to the national and multinational corporations. Though the most important part of the newspaper is first and last page, one-fourth of these pages cover the corporate advertisement. This tendency is nothing but the attempt to uplift the interest of the corporate organizations. The analysis shows that most of the advertisements are for the corporate organizations of the owner of the media.

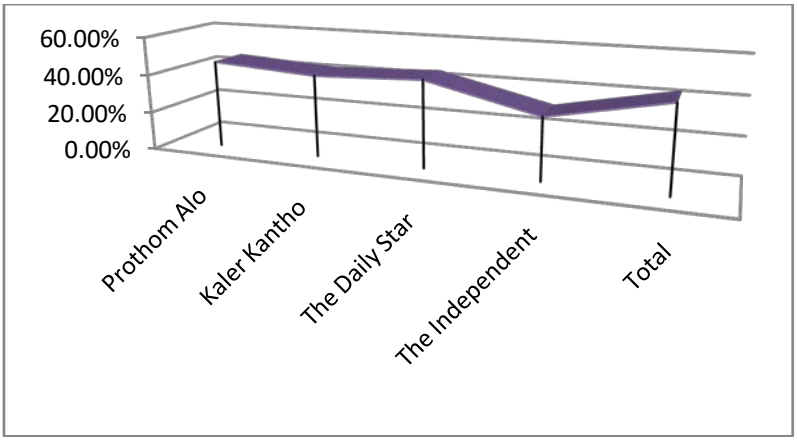

Chart 1: Comparison among Four Dailies based Corporate advertisement

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Regarding this tendency, Professor Dr. Golam Rahaman said, "an ideal newspaper must not have news less than 40 percent. This is a natural practice of news broadcasting. But today the first page of the newspaper seems to be a page of advertisement paper. The advertisement is turning the lower fold and going to the upper fold 98 percent readers do not like it". Professor Mofizur Rahman observes the influence of advertisement on the newspaper from another point of view. He says, "Since we call it a newspaper, we should allow the space for the news what the news deserves and the space for advertisement what is needed to analyze the journalist in a proper way".

c) *Corporate Branding in the Guise of Social Responsibility*

At present, the corporate social responsibility (CSR) is one of the major concerns of the multinational corporations. Findings show that there was 50 social responsibility news (9.49%), out of 527 corporate news. Prothom Alo contains more news on social responsibility and its percent was 16.67. In other words, it can be said that among the news on the corporate sectors the news on social responsibility is mentionable. Professor Dr. Golam Rahaman thinks that corporate social responsibility of the media is the weapon for fixing the corporate agenda. He says "media is enjoying a lot of immoral advantages in the guise of CSR. Professor Dr. A.J.M. Shafiul Alam Bhuiyan considers CSR as the advertisement of the media. On the other hand, Professor Mofizur Rahman says "the corporate social responsibility as an element of news may come in the media. But how should we treat that news? For example, if ROBI (One of the Bangladeshi Mobile Operator Company) does something for the destitute boys, it may come as news in the media. But we have to observe that what we demand this treatment and why we demand it. Whatever ROBI is doing, it may come because it has news value. On the other hand, when ROBI gives ads, the media will give it a space for what ROBI pays". Dr. Fahmidul Haq says, "CSR is a recent terminology. It is a part of the propaganda. The corporate media is using CSR as the key to materialize their corporate agenda. In this field, spending some money the corporate media is trying to get their own popularity".



d) *Materialization of own business agenda in the guise of CSR*

The CSR concern of the existing media is noticeable for the materialization the agenda of the business groups. Its reflection is observable in the coverage.

X. Conclusion

After all, the complete assessment of the research result tells us that journalism profession is influenced by the corporate sectors in Bangladesh. In other words, the explanation of the political economics based on communication proves that the economy of media selects the media news agenda.

Description of the relation between the corporate sector and media shows that media is gradually being controlled by corporate culture in Bangladesh as the corporate organizations are using media to establish the corporate culture. Since the characteristics of media appear so negative that media cannot be termed as 'conscientious of nation', 'fourth estate', 'mirror of the society'. Instead of this, media can be called 'corporate conscientious' 'corporate pillar' or 'corporate mirror'. Corporate culture and media culture are mingled, and media are trying to establish the corporate culture society. This discussion proves that the media is emphasizing on corporate branding, product placements, advertisements because the media is controlling the corporate culture. Capitalism is shaping the structure of society through an open market economy, expansion of technology and pretension of democracy. Capitalism is patronizing market culture and newspaper makes the readers educated in this culture, and this is the main motto of newspapers. Whereas the media objective is fixed through corporate culture, we can hardly get the real existence of media. As a lot of money is spent for advertisement, media is selling the newspaper to the readers and the readers to the advertisers. On the other hand, among the news items, business news is an important item, and this news are printed covering much space in pages. Every day, every newspaper prints the business news and most of the business news is centred on the corporate house. Moreover, to establish corporate philosophy, there are multidimensional functions of multinational corporatization in the media in the guise of CSR.

XI. Recommendations

Is the function of the media to be confined within the corporate culture? What is the solution to this problem? We have to acknowledge that it is not easy to be free from the shackles of an open market economy and globalized corporate culture. Because in these capitalized media system businessmen, politician, structure of the media ownership is linked in one conjecture. Thus, the media forget the responsibilities

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toward the society's suppressed, deprived people in maintaining the masters' business and political interest. Invariably the media become the demonstration of capitalism nursing the corporate culture. In such case, how does the social responsibility of media get confirmed? In this regard, the moneymaking journalism can be advised to discard the moneymaking culture and to uphold the news adapting to the culture. The media should come out of the imperfect competition in turning people excessive consumer. The proposed directions, for corporate newspaper, found in the present study by the mass media specialists can be executed.

- A combined corporate mass media policy can be introduced by maintaining consistency between corporate mass media culture and journalism policy.
- A vigilant care should be retained so that the advertising group can not reflect any aggressive attitude to mass media. For this, a particular advertising policy can be introduced, maintaining a balance between the interest of the media-policy makers and the interest of the corporate sector.
- Journalism should be aware of social service and journalists must be firm in the place of truth and fact.. Corporate owned mass media should grid up their loins to achieve their freedom and there should be a place of unity in journalism.
- Policy should be introduced regarding the investment in corporate mass media. In this investment policy, there must be a certain demarcation of corporate interest.
- The social responsibility of newspapers should come in hard and fast rules. We need discussion so that Mass media can come under a joint organization rather than being a personal property.
- Journalists should be trained on how they can deal with problems in the field.
- In many countries, there is "Code of Ethics" as the policy of journalism. It compels the mass-media to do many things. There should be a practice of such Code of Ethics in Bangladesh.
- "Pluralism" should be introduced in mass-media. Pluralism is nothing but the exhibition of different mass media. That means, the presentation of different types of media can be ensured.
- Reducing the relationship with the corporate sector, a relationship with general sectors should be set up.
- Research on mass media should be expanded and discussion should be introduced on this.
- After all, mass-media should give importance on the issue of social responsibility.

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Selling Newspaper to Free Readers: Characteristics and Correlates of a New Buying-and-Selling Behaviour

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Abstract- Major newsstands in Nigeria began over ten years ago to witness daily gathering of readers who spent hours to browse, buy, rent or discussnewspaper contents. But there is hardly anyempirical research to explain this phenomenon beyond suggestions that the readers are football fans. This study, therefore, set out to explore the characteristics and correlates of this novel reading behaviour using interviews, obtrusive observation and questionnaire to collect datain Lagos, Nigeria.Findings indicate that newsstand reading sessions were characterised by information sharing, prolonged by newspaper rental services, dominated by male youths and advanced by the seasonality of football and politics. Statistical analysis indicates that it is associated not only with the quest for football news as the literature suggested but also with the quest for political news. The vendor-initiative of renting newspapers out implies that publishers may be losing sales through the rentals and explains why several newspaper publishers suddenly cancelled longstanding sale-or-return agreements.

Keywords: newspaper- reading, football -news, nigeria, newsstand, magazine readers.

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Selling Newspaper to Free Readers: Characteristics and Correlates of a New Buying-and-Selling Behaviour

Emmanuel Ifeduba[α] & Anu Adeseun[σ]

Abstract- Major newsstands in Nigeria began over ten years ago to witness daily gathering of readers who spent hours to browse, buy, rent or discussnewspaper contents. But there is hardly anyempirical research to explain this phenomenon beyond suggestions that the readers are football fans. This study, therefore, set out to explore the characteristics and correlates of this novel reading behaviour using interviews, obtrusive observation and questionnaire to collect datain Lagos, Nigeria.Findings indicate that newsstand reading sessions were characterised by information sharing, prolonged by newspaper rental services, dominated by male youths and advanced by the seasonality of football and politics. Statistical analysis indicates that it is associated not only with the quest for football news as the literature suggested but also with the quest for political news. The vendor-initiative of renting newspapers out implies that publishers may be losing sales through the rentals and explains why several newspaper publishers suddenly cancelled longstanding sale-or-return agreements.

Keywords: newspaper-reading, football -news, nigeria, newsstand, magazine readers.

I. Background to the Study

A newspaper reading behaviour that started in the 1980s, involving a handful of passers-by standing at a newsstandfor a few minutes to glance at headlines, is gradually metamorphosing into a major newspaper reading sub-culture (Leigh, 2014). Unusually long reading and discussion sessions are increasingly becoming a feature of newsstands at major bus stops and in business districts all over Lagos, Abuja and other cities in Nigeria. For reasons not clearly understood, some readers now resort to standing and reading at newsstands even when they have bought personal copies. A British Broadcasting Corporation, BBC, reporter, observed and described the development thus: As people rushed to work in the city centre, bus conductors touted for passengers in one corner, and a newspaper vendor attended to his customers in another. On his table were a wide range of Nigerian newspapers and magazines. But strangely, most of the customers were not buying the papers and leaving the stand as expected. They were just standing there reading them and discussing football (Bahago, 2003).

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Some readers who have the devices to access free newspaper contents online and who actually do so also converge at newsstands not to access or read the news but to discuss it. Initially observers were excited to describe them as Free Readers' Association (FRA) which is an apt informal description of the individuals who gather to read through headlines without buying newspapers. As casual on-the-move browsing gradually turns to a parliament of debaters, it seems appropriate that this phenomenon should be studied and understood. But very little has been written to enhance the understanding of this novel reading behaviour beyond explanations offered in newspaper articles, blogs and in informal discussions. And generally, those explanations revolve around the introduction of several sport publications with cheaper cover prices, unemployment, economic hardship and increasing cover price of older newspapers (Bahago, 2003; Leigh, 2014; Busari, 2015; Uzoho, 2016). Of all these possible correlates, emergence of new football newspapers seems to be the most predominant justification.

A large and increasing fan base of European football clubs in Nigeria had prompted some media entrepreneurs to publish club-specific newspapers such as *The Blues, The Real Madrid Echo* and *The Midweek Arsenal Focus*and others. On the newsstands also are some general football publications like *Complete Sports* newspaperand *Kickoff* magazine (Ifeduba, 2011; Leigh, 2014).Though it is currently difficult to attribute the FRA to the coming of these publications alone, it has been argued that the emergence of the publications signified the beginning of a new culture of media imperialism which is bound to affect audience reading culture in Nigeria. On the one hand, it is possible that the evolving newsstand reading behaviour has nothing to do with the emergence of these new publicationsas suggested while on the other hand, there may be a relationship between them(Leigh, 2014).This study, therefore, is designed to investigate if there is any relationship between the emergence of these football publications, prices, economic hardship and the evolving newsstand culture with a view to gaining a better understanding of the evolving reading culture to the benefit of sustainable publishing.

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II. Statement of the Problem

Newspaper reading in Nigeria is witnessing a unique development whereby tens of passers-by and members of an informal group described by the British Broadcasting Corporation, BBC, as Free Readers' Association (F.R.A) converge at newspaper stands to browse headlines, rent and read a newspaper or a magazine for some minutes and debate the contents until one party wins the argument or an umpire dissolves the session to avert a scuffle (Bahago, 2003). Although some writers have described this development as an outcome of the unprecedented popularity of European football leagues with a large fan base of unemployed youths and over ten new sport publications targeting them, other scholars have interpreted it as a direct consequence of increasing economic hardship in the country(Agba, 2002).

However, none of these suggestions is supported with empirical data or any form of scientific investigation, which renders them mere conjectures and, therefore, unreliable. In a nation where reading habits are not encouraging and print newspapers seem to loose readers to new and audiovisual media, a clear understanding of this phenomenon is not only important but should begin with a scientific enquiry (Conford, 2011). The problem of this study, therefore, is to explore the characteristics of this phenomenon by enquiring into themode of convergence and exit of a typical group, the mode of operation, discussion moderation, resolution of conflicts and effects on sales and the role of vendors. The study also aims to find out if there is any relationship between the quest for the new football publications and the evolving newsstandreading culture.

III. Literature Review and Theoretical Perspectives

Historically, there have been converging points for news seekers in different countries. For instance, the ancient city of Athens had a popular centre known as Areopagus where people gathered to seek and share news of events among other things. Maxwell's account of Apostle Paul's encounter with Greek intellectuals at the centre clarifies its status a news centre: And they took hold of him and brought him to the Areopagus… Now all the Athenians and the foreigners who lived there spent their time in nothing except telling or hearing something new (Maxwell, 2002, Acts 17:18-21 RSV).

This is probably why English poet John Miltonentitled his defence of press freedom *Areopagitica,*after the Areopagus news centre. In traditional African societies such as Igboland, village squares also doubled as events centres and information centres (Onyebueke, 2015).

The observed reading behavior seems to support previous studies indicating that Nigerians would rather discuss than engage in in-depth newspaper reading. Asurvey of newspaper readers in 12 African countries, including Nigeria, indicates that only 13 percent of the sampled population claimed to read adaily newspaper. Another survey by the National Population Commission in Nigeria revealed that most Nigerians neither buynor have access to newspapers. Contrary to the thinking and findings indicating that newspaper readership is dwindling globally, Aliagan (2015) stated that there has been an astronomical increase in newspaper circulation worldwide, with2.3 per cent increase recorded in 2006 and 9.8 per cent increase in five years and explained that there wasa corresponding increase of 7.89 per cent in Nigeria within the period

This contradiction may find explanation in some reading habits associated with the African environment. For instance, several surveys indicate that media exposure in Africa is often collective with many users crowdinground a television set or sharing a single newspaper as though patterned after the traditional African village square arena (Leigh, 2014). This practice is common in Nigeria where several people read each copy by borrowing from kins, workmates and peers. Another study by the Advertisers Association of Nigeria explained that the collective daily sales figure for all the newspapers published in Nigeria was less than 300,000, implying that only one in every 470 Nigerians bought newspapers daily as at 2010. In a similar survey,Abdul raheem, Adisa & La'aro(2012) stated that all the newspapers in Nigeria by 2012 had a combined circulation figure less than 500,000 copies per day, a circulation figure achieved by one newspaper, *Daily Times,* in 1980 when the population of Nigeria was about half of the 2012 figure. The study broke down the sales figures thus: *The Punch* 34, 264 copies, *Daily Sun* 25, 632,*Vanguard* 25, 241, *The Guardian* 25, 222,*This day* 21, 703, *Daily Trust*, 11, 672, *Tribune*, 8, 314, while *Compass*, *Daily Independent*, *Leadership*, *National Life*, *New Nigerian*, *Mirror* and *The Westerner* each had less than 2000 daily sale (Aliagan , 2011Abdulraheem, Adisa & La'aro, 2012).

However, other scholars observed that circulation decline is a global phenomenon as the newspaper industries in America, Europe and Asia were also affected primarily due to the impact of the Internet which guarantees quick and free news and secondly by the crashing local economy, which has greatly reduced the purchasing power of most Nigerians. The third is what has been described as the ever- decreasing quality of education. Agba (2002) identified some other factors that affect newspaper readership in Nigeria. Among them are Education and socialization factors such as lingua franca, reader orientation, socialization level and degree of exposure of children to the media. Others are circulation/coverage radius, electronic media

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competition, newspaper aesthetics and contents, newspaper cover price (Aliagan, 2011; Leigh, 2014).

Thoughliteracy does not necessarily guarantee readership of newspapers,Salawu (2004) argued that literacy is a very important readership factor, explaining that literacy in indigenous languages had suffered considerable neglect in Nigeria; and due to this factor, many people never attempt to read newspapers(Agba, 2002). In the same vein,Bogart (1981) noted that adult readership habits could be linked to mental and employment status, childhood exposure to newspapers, ties to the community as well as political awareness. This suggests that the high and rising unemployment figures in the country could also be a contributing factor to the free reading behaviour.

The Internet and other new media, with the possibility of instant on-demand access to content, interactive user feedback, citizen journalism, community formation, speed and incredible ubiquity challenge newspapers in patronage and advertising sales (Salawu, 2004; Abdulraheem et al.(2012). Though these characteristics of new media seem to threaten old media, they have pointed to other possible values of the newspaper as a medium of mass communication and may actually clarify its real functions and help its managers to consolidate their sustainability strategies.

IV. Determinants of Reading Behaviour

Most of the world's leading nations are reading nations; and when an individual habitually and regularly reads materials that are not necessarily required for examination success or career advancement, he is said to have a reading culture. Thus,out of the 814 million illiterates in the world, the third world countries, most especially in Africa, have a huge percentage of these illiterates whereas about 99% of British citizens are literate. This must be why some scholars assert that Nigeria,being a former British colony, ought to achieve a literacy culture as standardized as that of Britain(Aina, Ogungbemi, Adigun andOgundipe, 2011). Yet others argue that poverty, corruption, noise culture, lack of written languages and dearth of libraries are more serious determinants of reading habits and culture than colonial affinity (Aina, Ogungbemi, Adigun and Ogundipe, 2011)

Economic hardship may also be a major contributing factor. In this regard, Igwe (2011) asserted that the libraries of many primary and post primary schools in Nigeria were so poor that they impeded rather than promote learning and knowledge acquisition. Most parentsmanaged to pay school fees and forgot about costly books that were hardly available.Indigenous writers are notmotivated as they may not be able to finance the high cost of bookpublishing. Likewise, eroded value system leading to a desperate quest for material wealth has in turn eroded the interest of youths and many adults in the search for knowledge.Due partly to this desperation for quick cash, indigenous writers are notmotivated to research and write standard books only for get-rich–quick pirates to sabotage the publishing process and rob them of their intellectual properties(Adesanoye, 2005; Igwe, 2011).

Efforts have been made at various levels to encourage reading generally. One of them is a presidential initiative—Bring Back the Book. Igwe and Uzuegbu (2013) evaluated the bring back the book initiative noted that the Federal Government was striving to revitalize reading culture and to make reading materials available, reachable, and accessible to Nigerians by organising book readings in educationa linstitutions at all levels across the country, establishment of Bring Back the Book Clubsin educational institutions to serve as hubs for development of intellectual capacity of youths; supporting literary events and projects; creation of platforms for national discussion on the development of reading culture. They also conducted research and supported organizations carrying out related activities; supported local production of books construction, refurbishment and stocking oflibraries across the country(Igwe andUzuegbu, 2013).

Demographic and psychographic factors associated with newspaper readership include ownership credibility, education, economic status, exposure to media, sheer apathy, gender, parental influence, and competition from electronic media and newspaper ties to community. Marital status, cover price, aesthetics, content quality, content quantity, socio-political awareness, motivation and extent of circulation were also identified as determinant factors (Agba, 2002).

The increasing, if not pervasive, influence of information and communication technology on news seeking and reading behaviour is already a subject of much debate and research. Abdulraheem et al (2012) examined the influence of information technology revolution on Nigeria's print media and found that the majority of undergraduates preferred electronic news to print whereas staff of the surveyed institutions preferred to buy physical newspapers. With regard to means of access, they found that 7.5% got their newspapers through friends, 26% read at newsstands, 15% buy personal copies, 23% read library copies and 29% read newspapers online. The fact that the Internet and newsstand had the highestpatronage reinforces the motivation for the present study. Studies indicate that geographically, newspaper readership pattern varies from city to city in Nigeria. For instance, Aliagan (2015) found that *The Punch* was the highest selling newspaper in Ilorin where readers bought because of aesthetics and packaging. The study also indicated that about 80%

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of readers who got their newspapers at the newsstand fell within the age range of 20-40 out of which about 64% were youths aged between 20 and 30 years, over 51% of the readers surveyed were unemployed. And this suggests that they may have converged at newsstands to while away time, or to read free newspapers.

Newspapers are also read in libraries, especially university libraries. At the University of Ibadan Library, between 2000 and 2006, *The Guardian* was consulted 2,483 times, *Vanguard*, 2,076 times, *The punch* 381 times and *Pointer* 353 times (Igbeka and Ola, 2010). This suggests that the readership pattern at libraries, newsstands, offices, homes and online might differ for reasons that are not yet clear in the literature. For instance, *The Guardian which* does not seem to receive much patronage online and at newsstands appeared to have recorded higher readership in libraries and work places. Youth readership of *The Guardian*and*Vanguard* was attributed to the fact that they carry many pages of job vacancies and advertisements support the fact that a large number of newsstand readers are unemployed(Igbeka and Ola, 2010).

V. Theoretical Perspectives

Uses and Gratifications Theory: This theory shields away from emphasizing media effects but rather concentrated on communication intentions. The core question this study attempts to frame with this theory is: why do people use the media and what do they use them for? In other words why do readers converge to read at newsstands and which of the displayed category of publications primarily draw them to the newsstands? Why do readers patronize such publications as football newspapers and what do they do with the information (Mcquail, 1983;Baran, 2013). With regard to uses and gratifications in the Nigerian context, Ifeduba (2011) observed that audience need for entertainment was no longer met by watching Nigerian football clubs on television or byreading about them in the dailiesand weeklies. They find gratification inwatching the Spanish and English clubs everyweek. Many who do not have access to pay-television patronize commercial DSTV centresin the cities at costs ranging from #50 to #400, depending on demand and supply. The study identified news of match fixtures, players and teams, match analysis, coaches, transfers and match results as the gratifications derived from football publications.

Media Imperialism Theory: Media imperialismassumes a process whereby the ownership, structure, distribution, or content of media in any country are subject to substantial pressures from the media interests of any other country or countries without proportionate reciprocation of influences by the country so affected (Baran, 2013). It isobvious that the availability of Eurosport, ESPN, Livescores.com, and Goal.com and numerous other channels and programmes distributed from Europe and America through satellite, cable TV and the Internet currently affect structure and content of sport journalism in Nigeria because the sport newspaper sub-sector is extensively altered in favour ofsome eight-pageweekly newspapers with contents made up of over 90% European League. In other words, the contents and structure of these new publications are largely influenced by the media interests of foreign media and foreign events without proportionate reciprocation from local media. Thus, if readers in search of such foreign contents now converge at newsstands the way they also converge at viewing centres, then it might not be entirely untrue that media imperialism is at work, even if indirectly(Folarin, 1989).

VI. Research Questions

The study is guided by the following research questions:

RQ1: What are the characteristics of the evolving newsstand reading behaviour?

RQ2: Is there any relationship between the evolving newsstand reading behaviour and the emergence of new football publications?

RQ3: Is there any relationship between the evolving newsstand reading behaviour and the low price of the football publications?

RQ4: Is there any relationship between the evolving newsstand reading behaviour and economic hardship in the country?

RQ5: Is there any relationship between the evolving newsstand reading behaviour and vendors' traffic-building strategy?

VII. Objectives of the Study

This study aims at broadening the understanding of the emerging free reading behaviour by describing the characteristics of the meeting sessions and by establishing if there is a relationship between the phenomenon and readership of football publications at newsstands. It is expected that, ultimately, a clearer understanding of this reading behavior will help publishers to engage more profitably with their customers and make publishing more sustainable.

VIII. Methodology

Data on the characteristics of the newsstand reading sessions were collected by observing 30 newsstands and by obtaining responses from 145 readers and 20 vendors in Lagos, Nigeria. Three local sampling using a list containing all the 21 council areas in Lagos State. At each of the three areas, the cluster sampling method was employed to collect data from ten

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clusters of respondents atlkeja, ten clusters at Ikorodu and ten clusters at Kosofe Local Government Areas. The study targeted 30 vendors but only 20 accepted to be interviewed. In the same vein, 145 filled the questionnaire at newsstands while 118 readers filled outside the newsstands, bringing the total number of responses to 263 (Wimmer and Dominick, 2011).

Instrumentation: Data were collected with a ten-item questionnaire, an observation guide, a six-item interview guide and a Camera with which photographs were taken at the newsstands.

Before conducting interviews, there is need for an interview guide to help direct conversation toward the topics and issues to be talked about. It is worthy to note that research questions are not the same as interview questions. A combination of unobtrusive and obtrusive observation was employed depending on the situation at each stand.

Method of Data Analysis: Data analyzed by descriptive statistics included newsstand reading and discussion, pictures of readers at newsstands, interview responses from vendors and responses to questionnaire items. The Statistical Package for Social Sciences (SPSS) was used to measure relationships (Asika, 1991; Tejumaiye, 2003; Barbie, 2007).

IX. Data presentation and Analysis

RQ1: What are the characteristics of the evolving newsstand reading behaviour?

Mode of Convergence: Observations at the newsstands indicated that there are two major modes of convergence. About 40% of the times, readers who eventually sat to read and debate came together in twos and threes whereas on-the-move browsers and buy-and- leave customers often came individually and exits followed the same pattern. This suggests that there may not be regular membership at specific newsstands. But one of the vendors insisted that there are usually regular members whom he had known by name and some of who act as assistants by helping him collect money when he has to sell to motorists and in nearby offices.

Patterns of Exit: Some people left after reading (70%) whereas others left immediately they bought their copies (23.3%). A third group (6.6%) left the stand by compulsion--when a vendor asked readers and discussants to leave in order to avert a fight or to stop one.

Average Time Spent: Meetings commence from about 7:30 am to about 12 noon.In busy areas, average time spent by readers and discussants range from ten to 20 minutes. In less busy areas, readers, especially renters spent up to 60 minutes on the average whereas on-the-move browsers spent less than five minutes.

Moderation and Resolution of Conflicts: Generally, there were no moderators, a situation which, at a stand, caused debate to degenerate to a fight. The conflict was handled by the vendor who briefly counseled and dispersed the group. Some controversies were resolved by opinion leaders where someone was recognized as such. In other cases, the vendor or some other discussants acted as opinion leaders whereas some cases were resolved by consensus. On the whole, three patterns of exit were observed. Details are presented in Table 1:

Table 1: How Issues Were Resolved

Resolution Agents	Number of Newsstands	Percent
By Vendor	1	3.3
By Opinion Leader	13	43.3
By Consensus	7	23.3
No resolution	2	6.6
No Serious debate (just comments)	7	23.3
Total	30	100

Over 66.6% of the time, discussions were resolved by either an opinion leader or by consensus. And in some cases attempts by vendors to play the role of opinion leaders were rebuffed by discussants with statements like: “It is true that you sell newspapers but it is obvious that you don’t understand international soccer.” Opinion leaders often emerged by superior argument and sometimes in addition to assertions supported with claims of longstanding involvement in football, fans club, pools betting, knowledge of football history or knowledge of Nigerian politics.

Role of Vendors: Generally vendors doubled as business men and as discussants. Their abilities to participate fully in discussions were however constrained by the fact that they had to attend to sales enquiries, buyers and renters as well as monitor movements to ensure that no one blocked the displayed publications from passers-by. They provide benches for readers and come into the discussions at critical moments to ensure that there is order at the newsstand; and this seems to be the most important role they play. Details are provided in Table 2:

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Table 2: Roles Played by Vendors

Role of Vendor in Discussions	Number of Newsstands	Percent
Vendors played no role	13	43.3
Intervened to ensure that discussions do not lead to unruly behavior or outright fights	10	33.3
Offered personal opinion on the topic being discussed	7	23.3
Total	30	100

Topics of Discourse: The findings were largely consistent with the school of thought that argued that readership of football publications and discussion of football was the major reason for the gatherings because over 55% of the discussions centred on football. But contrary to that thinking, Nigerian Premier League was discussed about 7% of that time. Politics and corruption in Nigeria were discussed about 45% of the time, supporting views expressed in the book, *The Problem with Nigeria,*in which Achebe (1987) stated that where Nigerians gathered, corruption was the favorite topic just as the weather was for the British. Details are presented in Table 3:

Table 3: Topics of Discourse

Issues Discussed	Number of Readers	Percent
European Premier League	70	48.3
Nigerian Premier League	10	6.8
Politics	20	13.8
Corruption in Nigeria	45	31.03
Total	145	100

Seasonality of Publications: It was found that sale of sport publications increase during sport seasons like World Cup, European Cup, Africa Nations Cup and the Olympics.

In the same vein, size of crowds increase and discussants tend to stay longer. There were also cases of even cheaper emergency unregistered publications (sometimes leaflets) coming out with information on match schedules and players or athletes. A similar increase is recorded in the sales of conventional dailies during election years and seasons.

X. Perceived Reasons for New Reading Behaviour

New Publications: Readers were asked the primary reasons they gathered and read at newsstands and their responses indicated that over 50% of members of the FRA primarily gathered at newsstands to read football news and discuss football, 42 percent converged to update their knowledge on Nigerian politics whereas less than 8% was either neutral or did not respond to the question.

Price of Publications: In the same veinthe respondents were asked if the low price of the new publications and the high price of the traditional publications influenced their buying, renting or free-reading behavior. Over 67.7% of the respondents agreed that low price of the new publications and the high price of the traditional publications influenced their buying, renting or free-reading behaviour. Over 15.2% indicated that price did not influence their buying, renting or free-reading behavior and 16.7% was undecided. Two of the respondents who were undecided stated that they loved to visit the newsstands just to discuss politics and football with people who understand these better, though, according to them, "sometimes one comes out when all the people at the stand are novices."

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Table 4: Cover Price of Conventional and New Publications Compared (2016)

Football Publications	Prices (Naira)	Conventional Publications	Prices (Naira)
Complete Sports	N50	The Guardian	N250
Soccer Star (Now Sun Sport)	N50	The Punch	N200
Total Chelsea	N60	Daily Sun	N200
True Blues	N60	Vanguard	N200
True Blues Nation	N50	New Telegraph	N150
Chelsea Focus	N60	The Nation	N200
Gunners Weekly	N60	Nigerian Tribune	N150
Barcelona Focus	N60	Daily Independent	N200
Fourfourtwo Magazine	N.A.	Daily Trust	N200

Economic Hardship: Respondents were asked if their new reading, buying and renting behavior had to do with the harsh economic condition in the country. Over 24.4% of the respondents agreed that economic hardship and the high price of the traditional publications influenced their buying, renting or free-reading behavior whereas over 50% indicated that economic hardship did not influence their buying, renting or free-reading behavior and 16.6% was undecided.

Vendors' Traffic- Building Strategy: All but one vendor agreed that the presence of people at a newsstand helps to attract attention of passers-by to that stand. Among the readers, 83.3% strongly agreed or agreed that convergence of people at newsstands help vendors to build customer traffic. About 1% disagreed whereas 9.5% was undecided.

XI. Measure of Relationships

A series of Spearman's rank-order correlations were computed to determine if there are relationships between readers' quest for the new football publications and their newsstand reading behavior. The two-tailed tests indicated that there was a significant correlation between perceived quest for the publications and their newsstand behavior at $r(263^{**})=.677$, $p<0.01$.There was also a significant correlation between perceived price of publication andtheir newsstand reading behavior at $r\ (263^{**}) =.447$, $p<0.01$. These results mean that as those football publications increase in number, and the current price regime continue, this reading behavior would increase and as they decrease so would this reading behavior decrease. However, there was no significant correlation between perceived economic hardship and their newsstand reading behavior. This result means that an increase in economic hardship may not lead to an increase in this observed reading behavior and that a decrease in economic hardship would not lead to a decrease in the observed reading behavior.

There was a significant correlation between perceived vendor traffic strategy at $r(263)=670$, $p<0.01$, meaning that so long as this phenomenon is perceived as being helpful to vendors in terms of building customer traffic the reading behavior will continue and increase. Conversely, if there is a decrease in the perception of this behavior as one that helps build customer traffic, there would be a decrease in the reading behavior.

Table 5: Relating Newsstand Reading Behavior to New Publications, Price of Publications, Economic Hardship and Customer Traffic-Building Strategy

Spearman's rho	New Publications	Price of Publications	Economic Hardship	Customer Traffic Strategy
Correlation coefficient	.677**	.514**	.083	.670**
Sig. (2-tailed)	.000	.000	.181	.000
N	263	263	263	263

Correlation is significant at the 0.05 level (2-tailed)

XII. Discussion of Findings

The findings and results of this study indicate that the Free Readers' Association is indeed not a formal association and that there is hardly any formal relationship existing among members. However, the role of spontaneously chosen and informally accepted opinion leaders suggests that members actually derive the benefit of enlightenment from superior knowledge offered by the opinion leaders. Another significant finding of this study is the discovery that the readers buy more of the cheap football papers. This supports the thinking that price of publications is one of the reasons

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that some of the readers chose to gather and discuss rather than buy newspapers. The implication of this for older publishers, especially publishers of dailies, is that they have already begun to lose their customers not only to online and audiovisual publications but also to new and cheaper sport newspapers.

Though perceived economic hardship did not correlate significantly with the reading behavior, some vendors explained that they allow free reading at their stands because they know that many of the readers could not afford to buy newspapers. Beyond this explanation, it was found that some vendors actually encourage the assembling of readers at their stands for other reasons including rental of newspapers, gathering of intelligence from discussants and later using the same to guide undecided buyers to trending news items. In addition to these benefits, a vendor explained: "I personally encourage readers to converge at my stand because the sight of a crowd at a stand draws other passers-by thereby creating a bandwagon effect. Others think there must be something hot which the crowd is enjoying." Another vendor explained thatthe presence of readers gives his newsstand an image of a busy one. This is consistent with the correlation results indicating that there is a significant relationship between the new reading behavior and vendors' traffic-building strategy, a result which seems to support the recommendations of Ncube (2014) suggesting that sports serve other functions outside of entertainment and recreation.

Despite these benefits, a few of the vendors argued that the crowd could drive away gentle customers, especially if there is a less busy stand close by. Details of the identified advantages and disadvantages of free reading at newsstands are presented in table 4:

Table 4: Advantages and Disadvantages of the Presence of Free Readers at Newsstands

No	Advantages	Disadvantages
1	It is profitable to some vendors.	It is unprofitable to some vendors, and sometimes a fight breaks out scaring customers away.
2	Information sharing	Some readers may steal publications.
3	Draws attention to a newsstand	Some vendors find it difficult to collect purchase and rental charges from all customers when the crowd is large
4	Confers the status of a busy stand on a newsstand.	Newspapers are roughened by readers.
5	Some vendors enjoy the company of free readers.	Rowdiness scare away potential customers
6	Development of opinion leadership skills	Hooligans may be attracted
7	Friendship among readers and vendors	
8	Helps retirees and pensioners to find company and make friends	Sometimes pickpockets attend and steal from busy readers and discussants

The finding indicating that about 45% of the time, readers discussed politics and not football is a significant contribution and seems to supports Zenenga's (2012) study indicating that there is a connection between sport and politics in Southern Africa. In the same vein, the finding indicating that some readers who could afford the papers rather chose to attend free reading sessions for the sole purpose of sharing information with others suggests that there is also a socialization function associated with this reading behavior. This is consistent with some other previous studies (Mauro,2016).

XIII. Conclusion and Recommendations

The study set out to broaden the understanding of the free reading behavior observed among Nigerians by describing the characteristics of the reading sessions and by establishing if there is a relationship between the phenomenon and the quest for football publications at newsstands as suggested in the literature. The reading sessions were found to be characterized by informal relationships among participants who were sometimes knowledgeable readers recognized along the line as opinion leaders. The results partially support the speculations on the role of football publications because readership and discussion, and price of the new football publications are established as factors only partly responsible for the gathering of free readers. Discussion of politics and corruption in Nigeria, vendor's traffic-building strategy were also established as major correlates of this phenomenon whereas economic hardship was not significantly correlated with this novel reading behavior.And this seems to justify the coming of online readers and those who already bought copies to the discussion sessions.

Though some features of this newsstand reading behavior have been clearly identified and described in this study, the fact that data was collected from only Lagos State is a limitation which may be overcome by replicating this study in other states of the federation where differences in socio-cultural backgrounds of free readers might produce some dimensions not observed in the Lagos area. In the same

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vein, since this study only measured relationships between the variables, another study might add value to the discourse by statistically validating the constructs. Newspaper and magazine publishers may also wish to study further the traffic-building potentials of free reading sessions as well as the rental services and their implications for profitable sales.

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Selection, Optimization & Compensation Strategy and Social Support as Predictors of Elder's Psychological Wellbeing: The Case of West Shewa Zone, Oromia, Ethiopia

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Abstract- Psychological wellbeing is a crucial concern of the elderly. The aim of this study was to examine whether Selection, Optimization, & Compensation strategy and social support is predicting elders psychological well-being or not. At the same time patterns of Psychological wellbeing across demographic variables was identified. In order to achieve the objective of the study, community based descriptive survey design were used. Data were collected from arbitrarily selected 393 elders (170 males, and 223 females) in Western Shewa Town through questionnaire. As the result of the study revealed, most elders have moderate and below moderate Psychological wellbeing (30.3% & 49.4%), Selection, Optimization, Compensation strategy (31.6%, &47.7%) and social support(41.5% &37.7%) respectively. Also the result of the study indicated that Psychological well-being was significantly and positively correlated with social support (r=.977, P<.01), SOC (r=.980, P<.01), income (r=.772, P<.01) and educational level (r= .687, p<0.01) while, age were significantly & negatively correlated to psychological wellbeing of elderly (r=-.421, P<.01).As of the t-test showed there is significant gender difference between Male (mean=136.72, SD=49.29) and female (M=92.41, SD=42.83), total (393), (t=9.52,P=.000 (two-tailed), P<.05) in experiencing Psychological wellbeing.

Keywords: *social support, psychological well-being, selection, optimization and compensation strategy.*

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Selection, Optimization & Compensation Strategy and Social Support as Predictors of Elder's Psychological Wellbeing: The Case of West Shewa Zone, Oromia, Ethiopia

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Abstract- Psychological wellbeing is a crucial concern of the elderly. The aim of this study was to examine whether Selection, Optimization, & Compensation strategy and social support is predicting elders psychological well-being or not. At the same time patterns of Psychological wellbeing across demographic variables was identified. In order to achieve the objective of the study, community based descriptive survey design were used. Data were collected from arbitrarily selected 393 elders (170 males, and 223 females) in Western Shewa Town through questionnaire. As the result of the study revealed, most elders have moderate and below moderate Psychological wellbeing (30.3% & 49.4%), Selection, Optimization, Compensation strategy (31.6%, &47.7%) and social support(41.5% &37.7%) respectively. Also the result of the study indicated that Psychological well-being was significantly and positively correlated with social support (r=.977, P<.01), SOC (r=.980, P<.01), income (r=.772, P<.01) and educational level (r= .687, p<0.01) while, age were significantly & negatively correlated to psychological wellbeing of elderly (r=-.421, P<.01).As of the t-test showed there is significant gender difference between Male (mean=136.72, SD=49.29) and female (M=92.41, SD=42.83), total (393), (t=9.52,P=.000 (two-tailed), P<.05) in experiencing Psychological wellbeing. On other hand, One-way ANOVA indicated that there is significant psychological well being (F=42.451,P=000) difference among elder's age categories(young, old and old old age) elder. The Scheffe post hoc tests also showed that there was a significant mean difference between elder's ages categories which implies young elderly had more psychological wellbeing than those were advanced in age. To promote psychological wellbeing of elderly, it was suggested that responsible organizations should establish different programs and activities that promote psychological well beings of elder.

Keywords: social support, psychological well-being, selection, optimization and compensation strategy.

I. Introduction

In recent years, there has been a rapid increase of elderly population all over the world. Nowadays, the proportion of one to ten persons is 60 years old and above, while in 2050 this rate will be one to five and finally in 2150 it will be one to three individuals (Helpage, 2004). In Ethiopia, the population of older persons is increasing from time to time. According to the Central Statistical Agency (CSA) national population and housing census report, the number of older people who aged 60 years and over was 3, 051,962 (CSA,1994). This number increased to 3, 441,024 by 2007 (CSA, 2007). This trend has shown that the number of older persons increased by 389,062 within a decade.

With regard to the concept of old age; there is no common agreement among psychologists which varies from context to context. For instance, Santrock(2006), Sharma, cited in Belay Getaneh (2010) and UN (2001) indicated that old age starts in the 60 has and stretches to 120 to125 years. While Riker and Braisbane (1997) contended that the period of old age begins at age of 65 and above. Among different developing countries, socially constructed meanings of age are more significant such as the roles assigned to older people; in some cases is the loss of roles accompanying physical decline which is significant in defining old age (Gorman, 2000).

The elderly in Ethiopia have been the source for Ethiopian rich history, culture and tradition. Similarly, Ethiopia has always valued and treasured the elderly to persevere its custom that has depth and maintained insurmountable originality (MOLSA, 2006). However, in the recent years, Ethiopia's elderly over the age of sixty have been marginalized. Ministry of Labour and Social Affaire (MOLSA) reported that there is a rapid growth of the elderly population in Ethiopia and high percentage of the population is facing economic, social, psychological, and religious atrocities (MOLSA, 2006), there is no government pension or assistance for the needy. Three percent of older people in the world suffer from some form of domestic abuse, neglect or mistreatment at any one time.

With increasing age, the relative importance of psychological wellbeing will change so that elders will have significantly different relationships among the components of psychological well-being more than the younger participants (Ryff, 1989). This effect will be more pronounced for those who are aging well in each of the cohorts as they use these resources to maintain optimal levels of functioning.

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Psychological well-being is a multifaceted concept; it is generally agreed that three aspects can be distinguished including evaluative well-being, involving global assessments of how people evaluate their lives, or their satisfaction with life; Affective or hedonic well-being, involving measures of feelings such as happiness, sadness and enjoyment and eudemonic well-being, which focuses on judgments about the meaning or purpose of one's life and appraisals of constructs such as fulfillment, autonomy and control (Dolan, Layard and Metcalfe, 2011; Kahneman and Deaton, 2010). It is a view of health that emphasizes the state of the entire being and its ongoing development (Andrew, Panayotes& Cesar, 2002).

Above all,research in this field suggests that using SOC strategies to manage changes in the multiple domains that occur in old age are a key factor to enhance personal development and well-being (Freund &Baltes, 2007).SOC strategy is universal processes of adaptive regulation throughout the life-span. Studies pointed out the importance of the interplay of the three SOC processes in successful ageing (Freund &Baltes, 2000). The positive relation of selection, optimization and compensation with subjective indicators of successful ageing as satisfaction with ageing and psychological well-being is pointed out in several research (e.g., Freund & Baltes, 1998; Freund & Riediger, 2003 cited in Gaudêncio, Silva, Dória, n.d). However, detailed investigation regarding the role of SOC strategy on psychological wellbeing of elders has not been done (Freund, 2002).

In the aging process, many of the losses such as loss of relationship, work productivity and financial strain are brought by factors external to older adults over whom they have little or no control. Psychological researches have explored the dimensions of PWB of elders. However, SOC strategy, social support and some selected socio-demographic variables including gender, marital status, age as well as income of the family as a conditioning factor of wellbeing has not yet been adequately explored. Contemporary few studies finding disclosed that there were no significant effect between social support variables and psychological well-being while others revealed as it is the most indispensable variable. Researchers also have investigated the moderate effects of SOC on the PWB of elders which calls for further research to explore this issue.

Beside to this, the Growth and Transformation Plan programs and the National Action Plan in 2014 which are implemented for the older people are focused on policies and community based alternatives that allow the elder dignity, freedom and their social connection to their community

However, lack of research finding conducted and absence of scholarly suggestions in West Shewa Zone about the frequency, causes and intervention mechanisms of elderly psychological wellbeing trigger the severity and magnitude of the problem. Therefore, the final result of this study has created new insights and understandings to implement properly, working in the helping professions. So, this study has been designed:

1. To identify the prevalence of SOC strategy,Social Support and PWB among elders in West Shewa Zonal Towns.
2. To investigate the association between SOC strategy, social support and PWB in West Shewa Zonal Towns
3. To see whether a statistically significant difference exists in PWB across sex, marital status, educational status, income, and health status on elders in West Shewa Zonal Towns
4. To identify the extents of SOC & Social support Predict Psychological wellbeing of elders in west Shewa Zone.
5. To recommend possible mechanisms to improve the situation.

II. Methodology

a) Description of Study Design and Area

This study was aimed at examine if there selection, optimization and compensation, and social support is predicting psychological wellbeing of elders in West Showa Zonal Towns. To address this objective, community based cross-sectional survey design was employed for the study that consists quantitative approaches. This study was conducted in West Showa Zonal Towns. It is a city in central Ethiopia; located in the West of the Oromia region, of Addis Ababa. The study site was purposively selected because the criterion showed the existing of elder persons with different challenges. Thus, having the understanding of the difficult situation of the elderly, those towns where selected for the study. In addition to this, the sites were selected based on the researchers' practical experiences and observation about psychological wellbeing among the elderly in the study area. Moreover, the area was the researcher's prospective place of work that where convenient for them to make a follow up studies on the issues.

b) Population

The target populations of this study were elder living in West Shewa Zonal towns. In this study, any individual whose age was above 60 years old regardless of sex, ethnicity and socio-economic status, religion, political outlook and educational level were targeted as a subject. Their age is limited based on the UN agreement to refer old age. UN adoption of a standard criterion to refer the older population in Africa is to be 60+ (Marybeth, 2001). There is a rapid growth of the elderly population in Ethiopia. As reported in 1994 by Central Statistical Agency, the number of older people who aged 60 years and over was 3,051,962. This

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number increased to 3, 441,024 by 2007 (CSA, 2007). Based on figures from the CSA in 2007, West Shewa Zone town has 10819 (6299 female and 4520 male) elders over 60 years.

c) Sampling and Sample Size Determination

The sample size was determined by using the following statistical formula because the target population is above 10,000.

$$n = \frac{Z^2 P(1-P)}{M^2} = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2} = 384$$

Based on the above formula, the study sample size where computed to be 384 participants, but the researchers considered in adding 10% contingency of elder participants in to the study population as non response rate to produce a valid result. Totally, 393 samples were included in this study. The sampling technique of the research was proportionate stratified sampling techniques.

Variable of the study: Psychological wellbeing was a dependent variable while, SOC, social support and some selected demographic variable were taken as independent variables of the study.

d) Instrument of data Collection

In order to collect data the 42-item Scales of Psychological Well-Being (Ryff et al., 2007), the 12-items Multidimensional Scale of Perceived Social Support (MSPSS; Zimet et al., 1988), and The 12-item SOC questionnaire were used in addition to self-developed background information collection tools. The validity and reliability of the instrument was checked on 80 subjects in ambo town, as the pilot study indicated the reliability coefficient of the instrument in alpha cronbatchwas (r=0.89 for Psychological wellbeing, r=0.91 for social support and r=0.86 for SOC respectively. After the data collected from respondents code was given for the completed questionnaires and insert to SPSS version 20 statistical packages and different statistical analysis techniques was employed.

III. Result and Discussion

Table 1: Status of Respondent's Perceived Social Support, SOC and Psychological Wellbeing

Characteristics	Category		Total	
			N	%
Social Support	**Low**	**12-28**	**148**	**37.7**
	Moderate	29-44	168	41.5
	High	45-60	82	20.9
SOC	**Low**	**12-28**	**187**	**47.6**
	Moderate	29-44	122	31.0
	High	45-60	84	21.4
Psychological well-being	**Low**	**42-98**	**194**	**49.4**
	Moderate	99-155	119	30.3
	High	156-210	80	20.4

As it was observed from the above table higher significant number of participants148 (37.7%) had low level of Social Support, while 168 (41.5%) of the respondents were experiencing moderate level Social Support, and only 82 (20.9%) had high level of Social Support. This result implies that only a few numbers of elderly have received high social support. Concerningto Selection, Optimization and Compensation strategy majority of the respondents 187 (47.6%) were had low Selection, Optimization and Compensation strategy hence, 122 (31.0%) had moderate level of SOC. From this result elderly level of SOC was low in which only a few numbers of elderly reported that their SOC level is high social support. With respect to the status of respondent psychological well being the result of the study confirmed that majority of them 194(49.4%) were experiencing low level of psychological well being while only 80(20.4) of the respondents showed high level of psychological well being.

a) Correlation between the predictor and outcome variables

Table 2: Correlation *between Independent and Outcome Variables*

Variables	correlation					
	Age	educational level	Income	Social Support	SOC	Psychological well-being
Age of respondents	-					
educational level	-.428**	-				
Income	-.461**	.768*	-			

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Social support	-.411**	.685**	.753**	-		
SOC (selection, Optimization and compensation)	-.415**	.699**	.760**	. .990**	-	
Psychological well-being	-.413**	.703**	.769**	.984**	.985**	-

*P<0.05 level (2-tailed) **P< 0.01 level (2-tailed)

The result of the study on the above table revealed that Psychological well-being was significantly and positively correlated with social support (r=.977, P<.01), SOC (r=.980, P<.01)), income (r=.772, P<.01) and educational level (r= .687, p<0.01). This implies that the availability of adequate social support, high level of SOC, increase in educational status and having high income increase elderly Psychological well-being. The result also indicated that Psychological well-being has significant negative relationship with age (r=-.421, P<.01.This show as age increases the level of Psychological well-being decrease.

b) Gender difference on Social support, SOC and Psychological wellbeing

Independent t-test was computed to see a gender difference on perceived social support, SOC and psychological wellbeing.

Table 3: Gender Differences on Social Support, SOC and Psychological well-being

	Sex	N	Mean	SD	t	Df	Sig.(2 tailed)	Decision
Psychological well-being	M	170	127.72	43.35	9.27	391	.000	significant
	F	223	89.65	37.89				

The result of t-test revealed that there is significant difference on experiencing Psychological wellbeing in males have (M=136.72, SD=49.29) and females (M=92.41, SD=42.83,t-value =9.52,P=.000 (two-tailed), P<.05). This implies that there is significant sex difference on psychological wellbeing in which male reported higher Psychological wellbeing than female elderly. So that sex significantly affects Psychological wellbeing of elderly.

c) Marital status and Psychological wellbeing

Table 4: Chi-square result on the difference of three levels of marital status on Psychological wellbeing

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	45.066[a]	4	.000
Likelihood Ratio	50.329	4	.000
Linear-by-Linear Association	34.310	1	.000
N of Valid Cases	393		

0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.09.

Concerning psychological wellbeing and level of marital status the result of the study showed that there were significant different proportions observed between the three levels of marital status and psychological well-being value of .000<.05 (P-Value). This indicates that there were strong association between marital status and Psychological well-being. Also this indicated thatmajority of the married respondent (N=204) 128 (62.8%) revealed high or moderate Psychological wellbeing. Whereas majority of widowed elderly (N= 164) 107 (65.2%) and highly significant number of divorced elderly (N=25)18 (72.0%) had low psychological wellbeing. This implied that being married have significant contribution for elders psychological well being than widowed and divorced elders.

d) Age differences on Psychological wellbeing

To compare the three age groups on Psychological wellbeing one-way analysis of variance (ANOVA) was carried out. The results are presented in the following Tables.

Table 5: ANOVA Table summary of the three Age groups on Psychological Wellbeing

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	180087.773	2	90043.887	42.451	.000
Within Groups	827229.448	390	2121.101		
Total	1007317.221	392			

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As one can see from the above Table 6, there are significant differences between elders three level of age categories (i.e. young old, old, old old age) in their psychological well being with (F=42.451,P=000). This implied that age categories have strong prediction power on elders psychological well being. In other words F-test only shows the presence of significant differences among the participants of the age categories. However, it cannot locate where the differences lied. Therefore, in order to locate where the differences were existed, Scheffe pair wise comparison test was employed and results are presented in table 7 below.

Table 6: The Scheffe post hoc multiple comparisons test of the three age groups on Successful aging (N=393)

Variable	Age Categories	Number	Mean	St. deviation	Mean Difference		
					60-70	71-80	80+
Psychological wellbeing	60-70	182	131.01	50.59	-	23.51*	55.71*
	71-80	128	107.50	50.30		-	32.20*
	80+	83	75.30	22.76			-

*$P<0.05$

The Scheffe post hoc tests in Table 7 above showed that there was a significant mean difference between the age group of 60-70 and 71-80, 60-70 and 80+, and 70-80 and 80+ (mean diff=23.51, 55.71and 32.20) respectively in Psychological wellbeing. Elderly within the age range of 60-70 (M =131.01, SD=50.59) had significantly higher level of Psychological wellbeing than 70-80 (M=10.50, SD=50.30) and 80+(M=75.30, SD=22.76). The actual difference in mean scores between the groups was quite large. The effect size calculated using eta squared, was .18 which was large effect size or there is a large mean difference among three age groups on psychological wellbeing as shown in (Cohen, 1988). From the data one can conclude that when the age increase the level of successful aging and psychological well being decrease.

To sum up,the evidence from the results of the study showed that only 21.4%, 20.9% and 20.4% respondents had a high level of SOC strategy, Social support and Psychological Wellbeing respectively. This indicates that most of the elderly had a moderate and low level of psychological wellbeing because of low level of social support, SOC strategy, income, education and they were not living with spouses. Such findings would be in support of other studies on Psychological Wellbeing (*Adebowale S. A., Atte O., Ayeni. O.,2012)* reported that High proportion of the elderly in the community has poor well-being in North Central Nigeria. Present study indicated that there is a significant difference between male and female elderly on psychological wellbeing in which males' psychological wellbeing is higher than female which in consistent with former research conducted by (Strawbridge, Wallhagen and Cohen, 2002).

To sum up, since gender based discrimination was recorded in Ethiopia in the past in which males were dominant from the present study it is possible to conclude that gender is one factor which affect psychological wellbeing of elderly.

The result from Pearson correlation also revealed that the negatively significant relationship between age and psychological wellbeing. This result is consistence with (*Adebowale S. A., Atte O., Ayeni. O., 2012,* McLaughlin, et. al., 2010) which revealed that poor psychological wellbeing increase with age. In consistent to this finding the research conducted by (Strawbridge, et al., 2002) among 867 participants of the Alameda County Study also found that young elderly had more psychological wellbeing than those older adults who were advanced in age.In general, the result of this study indicated that social support, SOCstrategy and Demographic variable were significantly predicting elders psychological well being. Except with some many of the past result of the study in area were supporting with this finding.

IV. Conclusion and Recommendation

The main objective of the present study was to assess the role of SOC strategy, social support and selected demographic variables as predictors of elder's psychological wellbeing. The result of the study was portrayed that participants were closer to the lower level in Psychological wellbeing, SOC strategy and social support levels. On other hand Pearson correlation coefficient revealed that social support, SOC strategy, income and educational levels are positively and significantly correlated to Psychological wellbeing, while, there is significant negative relationship between age and elderly Psychological wellbeing. This means, as age increase psychological wellbeing decrease. Consequently, 60-70 age group reported higher psychological wellbeing and above 80 years were reported lower psychological wellbeing. The result of independent t-test also revealed that there is a significant gender difference in psychological wellbeing where male elderly report high psychological wellbeing than females.

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Based on the conclusions made above, the researchers forward the following suggestions:

Social support, & SOC strategy were strongly contributing strongest in the psychological wellbeing of elderly. Therefore, family, friends, relatives, government institutions, NGOs and other significant persons and institutions should better to understand the importance of social support & SOC strategy in promoting psychological wellbeing of elders.

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Appraisal of the Excesses and Abuses of the Social Media in Contemporary Society: The Way Forward

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Keywords: social media, abuses, appraisal networking sites, facebook, twitter, youtube.

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Appraisal of the Excesses and Abuses of the Social Media in Contemporary Society: The Way Forward

Anthony Ekwueme[α] & Chinedu Ugwuta[σ]

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I. Introduction

The control of the mass media through censorships, ownership, and gate keeping kept the people very far off from the making and production of news. Access to television and radio couple with literacy level and poverty further complicated issue surrounding the media making it an elite technology. It was until recently, when the federal government of Nigeria allowed for the establishment of private broadcasting station in Nigeria that we saw a new wave in information dissemination allowing for variety in broadcasting. The effect is that today, radio and television stations broadcasting twenty four hour in a day. This has affected the performance of government radio and television programmes persuading them to not only improve on the hours of broadcast and coverage but to also the quality of broadcasting so as to fit into the competition.

However, the commercialization of the Nigerian telecommunication company NITEL in 1999/2000 allowing for the introduction of mobile operators into the Nigerians telecom sector brought a new twist to the telecommunication industry in Nigeria. Today there are more than four mobile network operators competing for subscribers in the Nigeria telecommunication sector. This particular improvement opened Nigeria to the rest of the world allowing persons to get connected to the internet (Ndolo & Onwumechili 2015).

It equally opened up areas that was closed to people and left in the hand of the elite and news producers allowing for individuals with access to produce their own news and create their own followers thereby exposing everyone to the job of a journalist now referred to as 'citizen Journalism' without the resultant training.

Social network help people to stay connected with one another regardless of distance. But Social Networking, as coin, has two sides. However useful and creative it may be, but it also has its darker side. The smart phones have camera that can record as long as the length of a movie without a corresponding training or skill on what should be recorded. The new media offered a platform for persons to share what they have recorded without gate keeping or control. To make matter worse the social media platform transcendent literacy as it has a room for everyone irrespective of your cultural background or level of education. News production could be written or spoken in any language of once choice.

Today the social media is being used for all manner of things including fraud and crime. The story of Miss Cynthia Osokogu who was murdered in Lagos after being raped and robbed is still current in the mind of many. The fraud associated with the social media will very soon surpass her usefulness if no control is put in place. The social media platform has become an avenue for showcasing all manner of immoral pictures and videos. This has left the moral up bring offered to kids at home challenged by the mass production and free distribution of such obscene words/ images that are not allowed in the traditional media.

It is obvious that the social media has become the most effect instrument for the spread of fake information that is tantamount to the development and lives of people. During the Ebola outbreak in Nigeria in 2015,Adesuwa a student of Federal University of Technology Akure shared in the internet a statement that is false and untrue. He asked people to bath with salt water to avoid contracting Ebola. The information had almost seventy percent compliance especially for people in the rural areas. The social media has been

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used in circulating unverified and concocted health information to the public and in most cases Doctors from unknown hospital are used to make half truth or false health advice that gullible social media user quickly believe and adapt and share to other people under the guise of love and concern. The social media has created room for all types of advisory services to be offered on health from mostly unqualified personnel without the corresponding warning about the negative effect of such drugs as the case may be.

The presence of social bots on social media undermines the very roots of our information society: they can be employed to fake grassroots political support or to reach millions of individuals by using automated algorithms tuned for optimal interaction. One recent example is provided by ISIS, which is using social bots for propaganda and recruitment Berger and Morgan (2015), adopting different manipulation strategies according to the targets of their campaigns. The ongoing efforts of our community to fight social bots and synthetic activity are summarized in a recent survey Ferrara et al.(2014). The spreading of manipulation campaigns has overwhelming societal effects. In politics, for example, smearing attacks have been perpetrated to defame candidates and damage their public images during various elections.

The social media has become in recent time one of the recruiting platforms for recruiting persons for radical. With the growing wave of terrorism, across the globe, the social media has been discovered to be one of the instruments used for identifying asset to be recruited and radicalized. They are also used by radical groups to issue treat and assert their terrorism activities. They are great instrument for mobilization of radicals across the globe as could be seen from the crisis in Libya and its effect on Boko Haram insurgency in Nigeria.

They are also used for the production and dissemination of hate speeches and engineering of violence in and around the world. Just recently the youths in Northern Nigeria addressed a press conference and made a proclamation asking the Igbo Nation to leave the Northern Nigeria before 1st of October 2017. The hate speech went viral on the social media. The social media is another thing that promotes crime.

The social media was quick in convincing people to share their personal information and divulge their secret. People through picture they post tell criminal where they are, what they are doing, their financial worth, their business as well as information about their family making it easy for criminals to initiate and carry out nefarious activities.

There is now a new twist to the abuse of the social media in an organized way that produces an effective and profitable chain reaction especially for the purpose of making huge sums of money from the stock market.

> On Tuesday April 23rd, 2013 at 1:07 p.m. the official Twitter account of the Associated Press (AP), one of the most influential American news agencies, posted a tweet reporting two explosions at the White House allegedly causing President Barack Obama to remain injured. The tweet garnered several thousand re-tweets in a few minutes, and generated countless variants that spread uncontrolled reaching millions. In the short interval of time that took to other agencies to challenge the veracity of this news, and to realize that the AP Twitter account had been hacked, the panic of a terror attack started diffusing through the population; as a direct consequence, the Dow Jones plummeted 147 points in a matter of 3 minutes, one of the largest point drops in its history; shortly after the confirmation of the hack, the Dow recovered but the crash erased $136 billion dollars. Ferrara (2015)

Social media and recruitment sites continue to be powerful resource for attackers to understand the individuals or organizations they are targeting. This information can be used to make phishing emails that are more appealing to the intended victim, or give them the inside track on an organization's operations, security tools and information assets. Recruitment sites also present a favorable environment for cold contact and developing online relationships. The social media has created and access point opportunity for infiltration of organization. According to Jose. (2013),

> Another benefit for the attacker in using popular online social media and file storage sites is that internet users typically attach some degree of legitimacy when accessing links to trusted and recognizable. Malicious activity on popular social media and file storage websites can also be difficult to detect amongst legitimate use through technical means, e.g. some automated detection systems or network traffic filters may be configured to trust popular social media or file storage sites, meaning connections to malicious files may not be flagged as suspicious. In addition the vast majority of popular file storage or social media sites encrypt communications between the user's device and the website, meaning that some network defenders maybe blind to the content of the communications with these sites.

Lastly the social media is being used in promoting placement of gory images in the internet. It now well acclaimed that persons instead of making effort to help victim of accident prefer to bring out their phone and to get video and photos of people about to breathe their last. Families now learn about the death of their loved ones from the social media. This has been

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made possible because of social media addicts in their quest to be the first to share the bad news. Citizen journalists are not good in exercising caution with respect to what should be posted and shared on the social media. For some it is anything that the camera can capture as majority lack the editing skills that will ensure obscene and gory images are not posted on the social media.

II. Objective of Study

The following forms the objective of the research

1. To find out how often social media is abused.
2. To determine the most frequent manner of abuse of the social media.
3. To determine the most abused social media.

III. Statement of Problem

Social media communications are platforms for interactions for millions of people around the world. Communicating through social media can lead a person to talk about things they normally would not in a public place. 'The protection of being alone with your phone or computer gives people the courage to talk more bluntly about politics, their employer, their co-workers, their clients, and even their family members" Jose Smith 2013. This new found courage can cause major repercussions. The people accuse the social media today of being used to organize and carry out crimes and many unethical conducts This research intends to look at the excess of the social media in Nigeria and the various ways they are abused.

a) Research Questions

1. How often are social media abused?
2. What is the most frequent form of abuse of the social media?
3. Which of the social medium is mostly abused?

IV. Literature Review

Social media is a phrase that many people define through giving examples of what constitute it rather than what they are. According to Udeze et al and Nwofor et all in Nwodu 2015 social media is an internet based tools and services that allow users to engage with each other, generate content, distribute and search for information online. It refers to internet based sites that provide for interaction. They are the web based mobile technologies used to turn communication into interactive dialogue. Quite unlike the traditional mass media , social media do not only provide people with information but allow the end-users to interact and share with other users in a web like arrangement, prominent among these online sites are Face book, You Tube, Twitter, LinkedIn blog my space that have content based on user participation.

Millions of people around the world have become connected through social media which made it easier to mobilize for collective actions. The social media have knitted the world together more than the traditional mass media. They made communication more interactive and participatory, moving away from the sender receiver or linear model of Harold Lasswell (Denis& Windahl 1981) to the 21st century web model where receivers are no longer hobbled to sequential representation of message as in television newscast but are in a web-like network that connect every receiver and sender irrespective of their location. (Odii 2013)

Social Networks are Web-based services that allow people to construct a public, or somewhat public, profile. Articulate a list of other users with whom they share a connection with friends, family, etc. Social networks not only allow people to meet and communicate with strangers, but they also let users organize and make visible their social networks. In many ways, social media has led to positive changes in the way people communicate and share information; however, it has a dark side, as well. Social networking can sometimes result in negative outcomes, some with long-term consequences. There are millions of people on the internet who are looking to meet other people and to gather and share information and experiences on a variety of topics. Hundreds of social networking sites have been created, and have attracted millions of users. In a very short span social networking has become a phenomenon. Most of the key features of these sites are very similar, yet the cultures that form around the social networking sites vary in many different ways. Some of the sites target diverse audiences, while others attract people based on common language, race, sexual preferences, religion, or nationality. Mbachu, D (2003) The sites also vary the ways in which the show and incorporate new information and communication tools, like mobile access, blogging, and photo and video sharing.

With the arrival of internet, it seems the advocates of libertarian theory have finally had their way. The information super highway is now unstoppable. It was in this era that Marshal McLuhan saw when declared the world as having become a global village. It means that distance is no longer a barrier to access to information. The various laws regulating the media are being call to questions because of the social networking sites.

The media has gone social and made it possible for a free press where anyone who cares can become part of the making of the news and most importantly unlike before become part of the dissemination. Through the advancement in technology the media have again broken the barrier of illiteracy as the social media allows people to become part of the news production irrespective of their level of education.

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These social media include: face book, twitter, you tube, insta-gram , twoo, blog, etc. the traditional media like TV, Radio and Newspapers are not left out in this new advancement making it difficult to control as many make use of virtual office i.e. operating from the comfort of their living room. It equally makes them impossible to control given the fact that it cut across national boundaries.

The social media has brought up a new era where press censorship has become practically impossible if a country is to be connected to the rest of the world. In the past a country like Egypt tried to cut her country from interacting with the rest of the world because of the power of the social media in mobilizing the population. The processes of signing up, posting and finding or creating communities to communicate with have been made as smooth as possible. This approach has promoted an explosion in communication, and created a colourful array of special interest channels, groups and hash tags, allowing people to discuss things they care about. It did not however tell us how it is abused, many have joined Jonathan (2016) in asking 'Are social media hurting or helping'?

The open design and the vast scale on which contents are created and shared are both key to social media platforms. They help to generate the frenetic activity of likes, re-tweets. According (Cara 2017) the problem with putting such a premium on instant accessibility is that it becomes difficult to deal with content which is hateful, abusive or illegal. Lacking the traditional safeguards of editors and moderators able to screen content before it is publicly viewable, social media companies have found them hosting violent threats, hate speech and, in some cases, images of child sexual abuse. Although, majority of platforms have strict guidelines on acceptable content, the question however, is whether they are doing enough to remove content which is in contravention of these guidelines. (Cara 2017).

> Other also agree that there are examples of threat groups using social media platforms (such as LinkedIn) to identify particular profiles of individuals within organizations they are trying to target, and to cultivate relationships that can later be exploited as part of their attack. Not only can adversaries identify and communicate with individuals of interest, via overly descriptive job role descriptions, they may also find information that might assist their attack planning (e.g. the security tools and technologies deployed within a target network, and individuals working in desirable areas of an organization). Social media channels have even been used to enable malware to communicate with attackers, once it has successfully infected a system. We have also seen examples of threat groups leveraging free cloud storage websites in their attacks, including as a mechanism to deliver malicious software to targeted organizations, or using online file storage sites to store data stolen from networks.(Bhopinder 2015)

V. Theoretical Framework

Technological determinism is a therefore a technology base theory of social change. It is the idea that technology has important effect on people lives and determines social change. For instance, in this contemporary time internet is revolutionizing every aspect of the society. It is assumed that the social change occurring in human society today is as a result of development of new technologies (Asemah &Edegoh, 2013)

This discourse is anchored on technological determininism theory which explains how communication technologies are turning the patterns of communication flow between and among human. Marshal McLuhan, in his early works drew attention to the evolving strength of communication technologies which were changing the way in which people experience the world and also the nature of the social order. (DeFeur, 2010). McLuhan states that technology is the prime mover of every society and shapes how individuals in a society behave the way they do, especially the way they communicate, partly because of the influence of technology which governs every aspect of their lives. As technology changes, so do society.

The theory therefore relates to the subject of our discussion given that the changes in communication technologies are fast changing the human values

VI. Research Methodology

The social scientific survey method is used for this research. The is reason is that this research is studying human being. Survey is usually the appropriate design when the objective is to describe or explore a subject of study. It is the most appropriate design for behavioural studies and hence this study looks at the excesses and abuse of social media in a contemporary society. Since the study is about the abuse of social media. The population of studies are the social media users in South Eastern Nigeria. Purposive sampling was used in selecting the three social media for study as well as the sample.

Given the size of the target population, it is not possible for the researcher to sample all of them due to constraints in time and finance. Asemah et al (2012) concur that it is not feasible to observe all the people that may be appropriate to a research work. Therefore, this research work has a sample size of 384 respondents gotten by using the National Statistical Service and Sample Size Calculator.

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The result displayed is as follows:

Confidence Level: 95%
Population Size: 124, 480
Confidence Interval: 0.04998
Standard Error: 0.02550
Relative Standard Error: 5.10
Sample Size: 384

VII. Instrument of Data Collection

The questionnaire was used as the instrument of data collection using focus group discussion and interviews methods.

Given that social media users are target population, to get a better result the researcher made use of social media platforms for both focus group and interview. Three Whatsapp groups cutting across Enugu Anambra and the University of Nigeria Community were used. The researcher used a whatsapp platform Anambra Election watch a platform for civil society organization working in Anambra state, "All 4One" an association of 2007 graduates of Mass Communication, and Public Relations Group a platform for PR option of Master's degree programme in Mass Communication of University of Nigeria Nsukka.

VIII. Data Presentation and Analysis

Table 1: Rate of Questionnaire

Question	No.of Respondents	Percentage (%)
Responded and found usable	346	90.10
Non respondent	38	9.90
Total	**384**	**100**

Table 2: Sex of Respondents

Sex	Frequency	Percentage (%)
Male	153	44.22
Female	193	55.78
Total	**346**	**100**

b) Research Questions

Question 1

How often are social media abused?

Table 3

Response	Frequency	Percentage (%)
Very often	253	73.1
often	57	16.5
rarely	34	9.8
Not at all	2	0.6
Total	**346**	**100**

The table above shows the responses on how often the social media is abused. 253 respondent amounting to 73.1% said the social media is abused very often, 57 respondent amounting to 16.5% believe it is often, 34 respondent being 9.8% said rarely while only two respondent amounting to 0.6 % said not at all.

Research Question 2:

What is the most frequent form of abuse of the social media?

Table 4

Response	Frequency	Percentage (%)
Pornography	155	44.8
Rumour mongering	78	22.6
Hate speech	48	13.9
Gory images	28	8.6
Fraud	16	4.6
Data theft	13	3.8
Others	6	1.7
Total	**346**	**100**

Research question 3

Which of the social medium is mostly abused?

Table 5

S/N	Social medium	Frequency	Percentage (%)
1	Facebook	294	85.1
2	youtube	35	10.1
3	Twitter	15	4.3
	Total	**346**	**100**

IX. Discussion and Interpretation of Findings

The abuse of social media has been acknowledged as a thing that is gaining momentum among users of the social media. The abuse is growing with the growth in the number of people that are embracing the social media for leisure as well as for business. If this trend continues, in no long time many reasonable people are going to abandon the use of social media or give it a name that will lead to the decline of its subscription

The research showed that the face book is the most abused social media. This might not be unconnected with the number of subscribers it is currently enjoying. Facebook is the most widely used social medium with 1.71billion subscribers and an amazing 81 million fake profile. This is also not unconnected with the fact that Facebook offers many alternatives apart from creating profile subscribers can all so chat and share video. With the very high number of fake profile the kind of havocs being wrecked is unimaginable.

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Good numbers of respondent agree that the social media is abused very often. One will be forced to ask are the social media helping or hurting its users with the level of abuse revealed by this research. It may be true that the social media have provided a great relive to mental help patience. But how can one be sure that with the level of abuse it will not complicated the problem the more as there are a good number of people wanting to take any change created by the networking to wreck havoc. It means that the social media companies have not done enough to prevent and control the damages cause by the abuse of the social media. The essence of deterrence in law is to prevent future occurrences. The social networking company should be able to warn people about the abuses of the social network.

X. Conclusions

The changes sweeping the contemporary society today as a result of advancement in technology and the growing population, increased awareness and growing interest in social issues and its abuses have to be checked continuously. Social media abuses can damage relationships with friends, family and destroy business. Most users of the social media do not even know the list of things that constitutes abuse as subscribe to social media. Law enforcement agencies and regulators should wake up to their duties.

XI. Recommendations

The social media have come to stay and are growing by the day. The negative effect of Facebook is growing by the day as it is with many good things it can be applied wrongly and the social network provider as well as the security authorities should work together to bring abuser of the social media to book. The lawmakers should review the enabling laws that have almost become obsolete when it comes to social media to meet with the challenges of the social media. The security agencies in Nigeria should be trained on how to use the social media to control crime without removing the freedom it beings. The public and most especially the school children should be enlightened on the right use of the social media. The security agencies should provide avenues for people to report abuses and for abusers to be prosecuted. The social network providers should do more and balance the quest to make money with the ethics. They should go ahead and warn people about the wrong uses of the social media upon registration and a continuous reminder to alert the social media communities about the frivolous uses of the social media. Other developing countries like Nigeria should mounting pressure on Facebook and other social network providers to introduce a tool that lets users flag suspicious content. The NCC should employed people to monitor flagged material and mandated companies to employ staffs that monitor content around the clock. Given the vast circulation of fake information, the social media companies should introduce an incentive that promotes countering and circulation of the right information.

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Gender and Ethnic/Racial Differences in Community College Student Enrollment in Honors Courses: A National Study

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Abstract- Examined in this study was the gender and ethnic/racial composition of students who had participated in community college honors courses. Data were gathered from the Community College Survey of Student Engagement, a 38 question instrument in which information was obtained about student perceptions of the academic and nonacademic community college environment. The data that were examined consisted of survey responses from over 108,000 students, a 25% random sample of the 2014 cohort dataset. Within the group of students who participated in honors courses, 6,609 students indicated their gender, and 5,507 students indicated being in an ethnic/racial group. Inferential statistical procedures revealed the presence of similar percentages of male and female students had enrolled in honors courses.Statistically significant differences were present, however, in student enrollment by ethnicity/race. The percentage of Hispanic students participating in honors was less than expected whereas the percentage of Black students participating was higher than expected. Smaller class sizes and opportunities for greater engagement with faculty may benefit both Hispanic and Black students, two student groups that have had less success in community colleges. Implications and suggestions for further research were discussed.

Keywords: honors, honors courses, honors students, honors programs, community college, Community College Survey of Student Engagement, CCSSE.

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Gender and Ethnic/Racial Differences in Community College Student Enrollment in Honors Courses: A National Study

Abraham Korah[α] & John R. Slate[σ]

Abstract- Examined in this study was the gender and ethnic/racial composition of students who had participated in community college honors courses. Data were gathered from the Community College Survey of Student Engagement, a 38 question instrument in which information was obtained about student perceptions of the academic and nonacademic community college environment. The data that were examined consisted of survey responses from over 108,000 students, a 25% random sample of the 2014 cohort dataset. Within the group of students who participated in honors courses, 6,609 students indicated their gender, and 5,507 students indicated being in an ethnic/racial group. Inferential statistical procedures revealed the presence of similar percentages of male and female students had enrolled in honors courses.Statistically significant differences were present, however, in student enrollment by ethnicity/race. The percentage of Hispanic students participating in honors was less than expected whereas the percentage of Black students participating was higher than expected. Smaller class sizes and opportunities for greater engagement with faculty may benefit both Hispanic and Black students, two student groups that have had less success in community colleges. Implications and suggestions for further research were discussed.

Keywords: honors, honors courses, honors students, honors programs, community college, community college survey of student engagement, CCSSE.

I. Introduction

The first honors program was started at Swarthmore College, a private liberal arts college, in 1922 (Rinn, 2003). In community colleges, the development of honors courses first occurred in the 1950s and 1960s (Barnes & Woodward, 1959; Bogdan, 1962; Bradshaw, 1962). Since that time, honors courses have become a common feature of the community college setting. Approximately half of all community colleges provide opportunities for students to enroll in honors courses (Beck, 2003). As the number of community colleges with honors courses, honors programs, and honors colleges increases, the debate regarding the congruence of honors and the mission of community colleges continues (Floyd & Holloway, 2006).

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II. Review of the Literature

Community colleges enrolled approximately 45% of all undergraduates in the Fall of 2014 (American Association of Community Colleges, 2016). Further examination shows that 57% of students were female, 51% considered themselves ethnic/racial minorities, and 36% were first generation college students. Within this diverse groupof students who attend open enrollment community colleges are a select group of students who meet defined academic guidelines that allow accesstoclosed enrollment honors courses.

Honors programs and colleges have been established in approximately half of all community colleges in the United States (Beck, 2003). Institutional resources, that are limited in nature, are spent on a very small group of students (Galinova, 2005). Due to the ubiquity and resource needed to operatehonors in community colleges, questions have been raisedaround whether or not promoting a structure to serve a selective group of students is congruent with the meritocratic and egalitarian missions of community colleges (Treat & Barnard, 2012).

Congruence with the mission of community colleges is more likely when the composition of the honors programs includes groups who have had higher historical barriers to transfer such as students from lower socioeconomic backgrounds (Jenkins & Fink, 2016). Treat and Barnard (2012) posited that diverting 5% of an average community college budget to serve upward of 250 students may adversely affect the community college mission of serving a broad range of students. Therefore, Treat and Barnard (2012) suggested that honors program administrators should focus on diversity, excellence in teaching, and developing community to connect honors to the mission of the college.

The influence of honors course participation on student success continues to be debated. Researchers (e.g., Outcalt, 1999; Owens & Travis, 2013;Scager, Akkerman, Pilot, & Wubbels, 2013) have conducted both qualitative and quantitative research to enhance the understanding of the effectiveness of student participation in honors education. Scholars (e.g., Brimeyer, Schueths, & Smith, 2014; Nichols & Chang, 2013; Bulakowski & Townsend, 1995) investigating

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honors have analyzed the influence of honors in community colleges environments and the factors that predict the success of honors students.

III. Influence of Honors

Multiple attributes have been touted as benefits for community college that have an honors curriculum. Proponents of community college honors tout the opportunity to attract well prepared students to campus as a beneficial component of honors (Owens & Travis, 2013). Honors students may also positively influence a college's academic environment and benefit all students.

Recent comprehensive national studies of honor courses in community colleges are limited. Outcalt (1999) conducted a comprehensive study of community college honors in the late 1990s. In this study, Outcalt (1999) examined a random sample of 163 community college honors programs to determine the institutional and student characteristics that existed in the 36% of community colleges where honors programswere present. A finding of note was the presence of fewer honors programs in community colleges with higher percentages of Black students who were enrolled.

When examining academic engagement, honors students expressed less concern for grades and greater concern for learning compared to their nonparticipating peers (Brimeyer, Schueths, & Smith, 2014). Honors students perceived autonomy, complexity, and instructor expectations as challenges, especially when all three challenges were encountered at the same time (Scager, Akkerman, Pilot, & Wubbels, 2013). Faculty interaction continued as a factor in persisting in honors along with the richness of the learning environment (Nichols & Chang, 2013). Echoing the findings of Scager et al. (2013), Nichols and Chang (2013) noted that students were challenged most by the independent study component of the honors program.

Honors programs can influence student success by increasing transfer to 4-year institutions (Bulakowski & Townsend, 1995). The benefits of enrolling in community college honors courses may persist after students transfer. Participating in honors courses increases the ability of students to transition successfully to the university setting without experiencing transfer shock(Hammond, McBee, & Herbert, 2007; Phillips, 2004). The term transfer shock refers to a drop in GPA when transferring from a community college to a university (Phillips, 2004). In a study on transfer students, Phillips (2004) concluded that the GPAs of students who had taken community college honors courses remained stable during the first semester at a university. Students with similar community college GPAs who did not participate in honors prior to transfer experienced statistically significant decreases in GPA at the end of their first university semester.

IV. Student Success Predictors

A challenge involved in analyzing the effects of honors programs is quantifying the benefits derived from honors participation. Although the goals of honors education encompass the personal and professional growth of students, empirical data regarding the influence of participating in honors educationare limited (Bulakowski & Townsend, 1995). Researchers (e.g.,Campbell & Fuqua,2008; McDonald & Gawkoski, 1979; McKay, 2009)have examineda number of factors to ascertain which factors best predict successful student completion of honors programs.

The ability to be selective in an otherwise open enrollment environment may bring opportunities as well as increased scrutiny to community college honors endeavors (Trucker, 2014). Reports regarding honors student success are noted to be valuable but are not as readily available as overall community college student completion rates (Byrne, 1998). Due to varying entrance and completion requirements, minimal reporting, and the dearth of national studies,assessing how students fare in honors programsis difficult (Byrne, 1998).

When entering a community college, 80% of students start with the goal of earning a bachelor's degree (Jenkins & Fink, 2016). Students who start at a community colleges and transfer do possess the academic preparation to succeed in the university setting (Melguizo, Kienzl, &Alfonso, 2011).Readying students to transfer to a university and achieve the goal of a bachelors degree has been a challenge for community college faculty and administrators. Jenkins and Fink (2016) determined that only 14% of 720,000 first time in college students who enrolled at a community college in the Fall of 2007, received a bachelor's degrees within six years.Although research is limited, honors opportunities in community colleges may provide an opportunity to increase transfer rates.For example, an urban community college system in Maryland reported that 84% of students who entered in the Fall of 2006 transferred or graduated from the community college within four years (Trucker, 2014).

Universities face similar challenges to community colleges when retention rates of students admitted to university honors programs are examined. In a study of a Midwestern university's honors cohort, Campbell and Fuqua (2008)documented that less than 20% of students graduated with honors at the end of five years. Keller and Lacy (2013) compared retention and graduation rates of a sample of 2,071 Colorado State University honors students with a sample of students with similar credentials who did not participate in honors courses. Retention rates as measured by returning to the university for the fall semester of the second year were approximately 5% higher for honors participants.

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Four-year graduation rates were 64.2% for honors students versus 55.8% for nonparticipants, substantially higher than the results reported by Campbell and Fuqua (2008).

High school GPA was the best predictor of honors program completion in studies of honors students at Marquette University (McDonald & Gawkoski, 1979), the University of North Florida (McKay, 2009), and an unnamed Midwestern university (Campbell & Fuqua, 2008). Goodstein and Szarek (2013) corroborated the importance of high school GPA on predicting completion of honors programs through a longitudinal study of a public university in the Northeast. Savage, Raehsler, and Fiedor (2014) documented that students with lower high school GPAs who performed well on standardized tests were less likely to complete the honors program if these students maintained the same level of effort in college coursework. Academic performance in high school may illuminate factors that contribute to academic success beyond knowledge assessed by standardized testing (Savage et al., 2014). Corroborating other research of honors student success (Campbell & Fuqua, 2008; Goodstein &Szarek, 2013; McDonald & Gawkoski, 1979; McKay, 2009; Savage et al., 2014), increasing the weighting of high school GPA led to increased retention from the first to second year and first to third year (Smith & Zagurski, 2013).

V. Theoretical Framework

A number of initiatives such as orientations, first year experience courses, and student organizations are used in community colleges to try to engage students in their environment and enhance learning and personal development. In a similar manner, honors educators focus on developing opportunities that engage students in intellectual and personal growth (Galinova, 2005).Honors courses and honors infrastructure provide students with opportunities for engagement including smaller classes and committed faculty (Treat &Bernard, 2012).

Astin's (1999) theory of involvement was used as a framework for this study. Involvement is defined as "the amount of physical and psychological energy that the student devotes to the academic experience" (p. 518). In the theory of involvement, Astin (1999) theorized that students grew and learned when they were engaged in their environment. Astin (1999) documented that involvement in honors programs was one of the areas which led to a higher level of retention and a higher than average change in student characteristics. According to Astin (1999), honors students, "…are more likely than other students to persist in college and to aspire to graduate and professional degrees" (p. 525). Therefore, honors courses may provide the opportunity to engage community college students in ways that are beneficial to student retention, transfer, and graduation rates.

VI. Significance of the Study

According to McClenney and Marti (2006), community college samples are used in less than 10% of higher education investigations. Within this body of work on community colleges, the current scholarship related to honors in community colleges is limited (Achterberg, 2004a; Holman & Banning, 2012). Achterberg (2004b) stated that, "…research that addresses questions about honors education is not only needed but should be a high priority within individual institutions as well as the general community of higher education" (p. 33). The most recent large scale study of community college honors students occurred in the late 1990s (Outcalt, 1999). Further, Holman and Banning (2012) recommended more quantitative or mixed methods research when examining dissertations and publications related to honors in higher education. Therefore, results of this empirical investigation may be used to enhance the understanding of educational leaders and policymakers regarding the demographic composition of students who have completed honors courses at the community college.

VII. Purpose of the Study

The purpose of this study was to examine the demographic composition of students who had participated in community college honors courses. Through this study, the degree to which differences were present in community college honors course enrollment as a function of student gender and ethnicity/racewasaddressed.As such, the extent to which disproportionalities might be present in honors course enrollment by these two student characteristics was ascertained.

VIII. Statement of the Problem

The growth of community colleges has allowed more people to access higher education than ever before but has not had the envisioned effect of an educated populace (Bailey, Calcagno, Jenkins, Leinbach, & Kienzl, 2006; Goldrick-Rab, 2010). Bailey et al. (2006) stated that within 3 years of enrolling for the first time in college, 38% of full time students received a degree or transferred to a university. A lower than envisioned success rate occurs because the mission of the community college is to provide opportunities for all students, regardless of academic preparation, financial means, and knowledge or guidance in navigating entry to closed enrollment institutions (Treat & Barnard, 2012). Honors programs in community colleges, however,are patterned after universities and focus resources on a small cadre of high achieving students (Galinova, 2005). These programs, therefore, attract students who are atypical of the general community college student population (American Association of Community Colleges, 2016) in many facets such as age and

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academic preparation (Treat & Barnard, 2012).There fore,understanding the composition of students who have participated in honors courses can enable a deeper understanding of the influence of institutional policies and practices related to honors in the community college.

a) Research Questions

The following research questions were addressed in this study: (a) What is the difference in honors course completion as a function of gender for community college students?; and (b) What is the difference in honors course completion as a function of ethnicity/race for community college students?

IX. Method Participants

Participants in this study were students at community colleges who completed the 2014 Community College Survey of Student Engagement (CCSSE). The dataset acquired from the Center for Community College Student Engagement included 108,509 students. This group of over 108,000 students represented a 25% random sample of the full 2014 three-year CCSSE cohort dataset. For the purposes of this investigation, students who had participated in an honors course were relevant to the analysis. From this group of students who had participated in an honors course, 6,609 students indicated their gender, and 5,507 students indicated being in an ethnic/racial group on whom data were analyzed in this research study.

The data set includes 684 institutions from 48 states and the District of Columbia along with select Canadian provinces and three island nations (Community College Survey of Student Engagement, n.d.b.). Institutions varied in size, with 168 colleges classified based as small (i.e., enrollment less than 4,500 students) and 79 extra-large institutions (i.e., enrollment of at least 15,000 students) based on number of credit students. The gender of the CCSSE cohort student respondents included 43% male and 55% female (2% of data was missing).The ethnicity/race of the respondents included 56% White, 14% Hispanic, and 11% Black, with 19% of respondents choosing other categories or choosing not to respond.

X. Instrumentation and Procedures

The CCSSE survey is a 38 question instrument in whichLikert scales were used to gather information about student perceptions of the academic and nonacademic community college environment. The results of the survey can be used by researchers to gather demographic information about students and to measure students' academic and nonacademic perceptions (Community College Survey of Student Engagement, n.d.a). The instrument has been tested to, "…indicate that the instrument and the constructs derived from it are reliable and valid measures of student engagement in the two-year sector" (Marti, 2008, p. 13). Evaluation of the instrument's reliability demonstrated, "…a high degree of consistency between first and second survey administrations" (Marti, 2008, p. 12). For further information regarding the reliability and validity of the instrument, readers are directed to the CCSSE website at http://www.ccsse.org/aboutsurvey/aboutsurvey.cfm

Data were obtained directly from CCCSE as a comma separated values (CSV) file of CCSSE survey results. This file was imported into the Statistical Package for Social Sciences (SPSS) software program for analysis. The CCSSE data file was then converted into a SPSS data file and relevant variables used for this study were labeled. After preparation of the data file in SPSS, procedures were completed and the resulting data was analyzed.

XI. Definition of Terms

The focus of this study was the demographic composition of students who participated in honors courses at community colleges across the United States and beyond. Although honors courses are varied based on how they are defined by administrators at each institution, *honors courses*, "…should generally be small and seminar-based with active discussion" (Achterberg, 2004b, p. 4). Additionally, Achterberg (2004b) stated that, "the purpose of an honors course is to show students how knowledge in the field is discovered, developed, evaluated, argued, tested, compared, and applied" (p. 4).

The *Community College Survey of Student Engagement (CCSSE)* is a 38 question survey administered to students in community colleges. Likert scales are utilized for survey responses in order to gather information about how students, "…spend their time; what they feel they have gained from their classes; how they assess their relationships and interactions with faculty, counselors, and peers; what kind of work they are challenged to do; [and] how the college supports their learning…" (Community College Survey of Student Engagement, n.d.a, para. 1).

XII. Results

In this empirical investigation, the independent variables were gender and ethnicity/race of community college students. The dependent variable was whether or not students had participated in an honors course while enrolled in a community college.To determine whether gender or ethnic differences existed in honors course participation in community colleges, Pearson chi-squares were conducted. This statistical procedure was selected as the preferred statistical procedure because (a) frequency data were present for all variables, (b) all variables were categorical, and (c) the large sample size provided for a per cell size of greater

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than five (Slate & Rojas-LeBouf, 2011). Therefore, the assumptions for utilizing a chi-square procedure were met.

For the first research question regarding differences in community college honors course participation by gender, the result was not statistically significant, $\chi^2(1) = 2.45$, $p = .117$. Similar percentages of male and female community college students were enrolled in honors courses. Readers are directed to Table 1 for descriptive statistics regarding participation in honors courses by gender.

Table 1: Frequencies and Percentages of Community College Honors Course Participation by Gender

Gender	Participated in Honors *n* and %age of Total	Did Not Participate in Honors *n* and %age of Total
Female	(*n* = 3,778) 8.60%	(*n* = 40,124) 91.40%
Male	(*n* = 2,831) 8.30%	(*n* = 31,315) 91.70%

For the second research question regarding community college honors course participation by student ethnicity/race, the result wasstatistically significant, $\chi^2(2) = 95.31$, $p < .001$. The effect size for this difference was .04 (Cramer's V), a below small effect size (Cohen, 1988). As indicated in Table 2, slightly more than 69% of students who participated in honors course were White, which was less than the 72.5% overall percentage of White students in the sample. The percentage of Hispanic students who participated in Honors was slightly less than the overall percentage of Hispanic students in the sample. The percentage of Black students in the overall sample was 11.7% while the percentage of Black students who participated in honors represented almost 16% of all honors participants. Thus, Black students were overrepresented in honors in comparison to the overall sample of Black students by slightly more than 4%.

Table 2: Frequencies and Percentages of Community College Honors Course Participation by Ethnicity/Race

Ethnicity/Race	Participated in Honors *n* and %age of Total	Did Not Participate in Honors *n* and %age of Total
White	(*n* = 3,798) 7.67%	(*n* = 45,708) 92.33%
Black	(*n* = 866) 10.86%	(*n* = 7,111) 89.14%
Hispanic	(*n* = 843) 7.79%	(*n* = 9,984) 92.21%

XIII. Discussion

A subtext implicit when honors education is offered is that opportunities are increased for students to gain social mobility (Weiner, 2009). Thus, the composition of students who have the opportunity to participate in honors may increase in importance. If involvement in honors increases student engagement (Astin, 1999), increases transfer rates (Trucker, 2014), and decreases transfer shock (Hammond, McBee, & Herbert, 2007; Phillips, 2004), providing opportunities for diverse populations will increase retention and success and position students from underrepresented populations for success (Treat & Barnard, 2012). Ethnic, racial, class, age, and academic diversity can enrich an honors program (Herron, 2013) and the students within the program.

Due to the results not being statistically significant for gender, differences in honors participation based on gender were not conclusive. It may be beneficial to continue this line of inquiry and investigate other aspects of honors based on gender or gender disparity, as well as examine other facets such as gender and ethnicity. Honors course participation at the community college level may provide students with the opportunity to enter into more technical and rigorous fields that have had historical gender disparities, such as the natural sciences and engineering.

The differences in ethnicity/race were statistically significant and warrant further examination. Of particular interest is the percentage of Hispanic students who participated in honors which was slightly less than expected whereas the percentage of Black students was higher than expected. As honors courses have fewer students and provide students with the opportunity to develop closer working relationships with faculty, Black and Hispanic students may benefit from taking honors courses as these students historically have lower graduation rates (Bailey et al., 2006).

It is vital for administrators to examine policies related to honors education. Carnicom (2013) cautioned that administrators must be aware that developing policies intended to enhance student success in honors may have the unintended consequence of reinforcing homogeneity in several facets of honors, including various facets of diversity. Illustrating this concern, DeFrank-Cole, Cole, and Garbutt (2009) observed in a study of students receiving

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merit scholarships, that low income students were negatively influenced by honors entrance requirements, even though ethnicdiversity was maintained in the population of honors students.Therefore, it may be beneficial to conduct more in-depth inquiry on the composition of students, considering factors such as socio-economic status and parental education levels.

In conclusion, readers are urged to be cautious to the degree to which they generalize results from this study. More research studies are needed to determine whether these results are typical for students in individual community colleges. Longitudinal studies may provide stronger empirical evidence regarding the long term benefits of honors college enrollment for diverse populations.Given the documented benefits of honor course participation, educational leaders in community colleges are encouraged to diversify the composition of student enrollment in honors coursesto include diversity in areas such as socio-economic status, parental education levels, and first-time in college status.

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The Effects of Media Consumption and Reality Television on the Attitudes of Thailand's Generation Y Audiences: The Face Thailand Reality Television Programs

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Abstract- This researchaimed to study"The Face Thailand" TV program consumption behaviors of Thailand's generation Y audiences, the relationship between age ranges of Thailand's Generation Y audiences and their perceptions about the modeling and entertainment business and violence in reality, and the effects of "The Face Thailand" TV program consumption levels toward their perception about the modeling business and violence in reality. This research was conducted by quantitative method; questionnaire was the tool for both offline and online. The data was collected from 2,000 participants (n = 2,000), who were in generation Y (17 – 36 years old) in Thailand.

The results showed that the audiences mostly connected to online channel for media consumption, yet the audiences mostly searched for entertainment not the content provided. Not only the difference between heavy and light viewers, but also the age ranges of the audiences showed some different significance. The younger Thailand's generation Y audiences tended to have more perception to the entertainment business than the older audiences in same generation. On the other hand, the older Thailand's generation Y audiences showed more concern about how they perceived the violent scenes in their reality more than the younger ones.

Keywords: violence, generation Y, reality TV program.

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Keywords: violence, generation Y, reality TV program.

I. Introduction

"The Face Thailand" is the reality show TV program. The main objective is to select and coach all competent then push only one to be "The Face" supermodel."The Face" winner will be ready to get into the model career path and actress as well. The first season of The Face Thailand, produced by Kantana Evolution Co., ltd. who was given the copyright for production, had been broadcasted since late 2014. Since the first version hit the TV, the program has built large stream on many aspects; the variety, skills and talents of competent, and the major selling point of the program which is the "Dramatized Verbal content" between the mentors and competent as same as the programs in other countries (Prachachart online, 2015). For those streams, Mr. Piyaruth Kanjareuk, Managing Director of Kantana Evolution Co.,ltd., stated about the social impact which was firstly for entertainment and self-development on the star business (Thairath online, 2015).

The number of online views for each episode has reached to more than million. Mr. Piyruth claimed about the rating on TV was not as high as online channel. If determine online channels, such as You tube website, the number of views shows 3 – 5 million for each episode. This circumstance reveals the audiences do not only watch by the aired time, but they also still follow the program on online channel (Wanakijpaiboon, 2017). Moreover, the searching history scores on website during the season 2 reached at 100 from the beginning of season. Compare to season 1, the trend score was at maximum only 15 in number, around January 2015 when was the final episode (the winner announcement) of season 1

At present, "The Face Thailand" has continued to season 3. In comparison with other countries where broadcasted the same program, Great Britain has stopped after season 2 ended; Australia has broadcasted only 1 season (Prachachart online, 2015). Meanwhile, the social stream from The Face Thailand season 2 reached popular level that made the program was nominated for the Asian Television Awards 2016 (TV pool online, 2016). From all the evidences above, the primary hypothesis may be drawn that "The Face Thailand" TV program might match with Thai audiences' value. Despite the program had reached to season 3, the popularity was still steady. The stream, both online and offline, is still high especially the criticism on the

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dramatized verbal behaviors showing in TV program (Wanakijpaiboon, 2017).

To consider on the high level of the consuming rate both on online and offline, the media effect communication theorist may focus on the linkage between the dramatized verbal behaviors presented on TV and the audiences' behaviors in reality. Cultivation Theory is the theory in communication which focuses on the impact from media consumption.

II. Relationship of Media Consumption and Real-World Perception

Cultivation Theory, by George Gerbner in 1976, was set up from the research about the relationship of the TV consuming level and the daily life behaviors. The result showed that the audiences, who watch TV in higher level, or heavy viewers, will have more chance to encounter the violence in daily life routines, or in reality. This is one of Socio-psychological tradition theories which believes television to be homogenizing agent in culture, or cultivating a common culture, and the cultivation analysis is concerned with the totality of pattern communicated cumulatively by television over a long period of exposure rather than specific effect (Littlejohn and Foss, 2008). People tend to perceive reality in the real world in the same way with those presented on TV they watch. The audiences who always consume the media as a heavy viewers tend to have a perception of horrified, hazardous to the real world, or the Mean World Syndrome.

"The Face Thailand" TV program is the oversea copyright-given production. More than dramatized verbal content, the TV program also presents the identity of entertainment business, especially the modeling career path, and how the models are scouted into the business. The majority of competent are under 25 years old, in generation Y. Thus, this research aims to study about the relationship between the media consumption level of Thailand's generation Y audiences and their behaviors and perceptions toward the real world. The objectives of this study are as followings;

To study "The Face Thailand" TV program consumption behaviors of Thailand's generation Y audiences.

To study the relationship between age ranges of Thailand's generation Y audiences and their perceptions about the modeling and entertainment business.

To study the relationship between age ranges of Thailand's generation Y audiences and their perception about the violence in reality.

To study the effect of "The Face Thailand" TV program consumption levels of Thailand's generation Y audiences toward their behaviors and perceptions about the modeling business.

To study the effect of "The Face Thailand" TV program consumption levels of Thailand's generation Y audiences toward their behaviors and perceptions about the violence in reality.

III. Research Questions

How do Thailand's generation Y audiences consume "The Face Thailand" TV program?

How are the relationship between age ranges of Thailand's generation Y audiences and their perceptions about the modeling and entertainment business?

How are the relationship between age ranges of Thailand's generation Y audiences and their perception about the violence in reality?

How are the differences in the perception toward the modeling business from the heavy viewers and light viewers from "The Face Thailand" TV program?

How are the differences in the violent behaviors and perception toward the reality from the heavy viewers and light viewers from "The Face Thailand" TV program?

IV. Heavy Viewers vs Light Viewers

The definition of the heavy viewer is the group of audiences who has followed and consumed more than half of all episodes of TV program (Nuchpitak, 2009). In this study, the operation definitions of heavy viewers are as followings;

The group of audiences who has followed and watched "The Face Thailand" TV program for all episodes from all 3 seasons more than one time and watched "The Face" TV program from other countries.

The group of audiences who has followed and watched "The Face Thailand" TV program for all episodes from all 3 seasons more than one time.

The group of audiences who has followed and watched "The Face Thailand" TV program for all episodes from all 3 seasons and also watched "The Face" TV program from other countries.

The group of audiences who has followed and watched "The Face Thailand" TV program for all episodes from all 3 seasons.

The group of audiences who has followed and watched "The Face Thailand" TV program more than half of all episodes from all 3 seasons and also watched "The Face" TV program from other countries.

The group of audiences who has followed and watched "The Face Thailand" TV program more than half of all episodes from all 3 seasons.

Light Viewer has been defined as the group of audiences who has followed and consumed less than half of all episodes of TV program (Nuchpitak, 2009).

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Thus, in this study, the operation definitions of light viewers are as followed;

The group of audiences who has followed and watched "The Face Thailand" TV program less than half of all episodes from all 3 seasons and also watched "The Face" TV program from other countries.

The group of audiences who has followed and watched "The Face Thailand" TV program less than half of all episodes from all 3 seasons.

The group of audiences who has followed and watched "The Face Thailand" TV program only 1 season from all 3 seasons and also watched "The Face" TV program from other countries.

The group of audiences who has followed and watched "The Face Thailand" TV program only 1 season from all 3 seasons.

The group of audiences who has not followed and watched "The Face Thailand" TV program, but watched "The Face" TV program from other countries.

The group of audiences who has not followed or watched either "The Face Thailand" or from other countries.

V. The Format of "The Face Thailand" TV Program

"The Face Thailand" TV program is the reality show which selects and makes the teenagers who would like to be involved in the modeling business to become the model and actress. The first season hit on TV in late 2014, produced by Kantana Evolution Co.,ltd.. Since "The Face Thailand" TV program was a copyright-given production, it shared the format and characteristics with "The Face" from other countries. Each episode is divided into 9 parts as followings;

Master Class where there is the mentor or expert comes in and teaches all competent about modeling skills.

Master Class where there is some competition and the winner announcement.

Campaign where each team receives the quest and the mentor in each team tries to make some strategies on the game.

Campaign where each team is going into the competition for winning the client's quest.

Campaign where there is the winning team announcement.

Team Room where the mentors of 2 losing teams separately need to select one model for elimination judgment, by the mentor from the winning team.

Elimination Room where the mentor from the winning team eliminates one from selected two competent from 2 losing team.

Central Room where the mentor from the winning team and one left competent return to the rest of the teams members sitting with their mentors.

Others (Ex; advertisements)

For the channels, all 3 seasons of "The Face Thailand" have been broadcasted on air on Channel 3 (number 28) every Saturday evening, from 17:30. Also, they have been broadcasted via "Kantana Play" Application by same schedule as on television. Moreover, all episodes from 3 seasons are provided online for searching and watching, for example; Youtube and some links provided on Facebook pages. The audiences can also search all episodes via the application. The audiences can both watch for the real time and search for watching after the episodes are on air.

VI. The Method

This study was conducted by the method of quantitative research. All data were collected during March – April 2017, by using the questionnaire for the tool. The questionnaire was composed of 3 major parts.

The first part was about the demographic data (gender, age, the highest education level) which allowed the participants to choose only one answer.

The second part was about the behaviors for watching "The Face Thailand" TV program (the channel the participants mostly watch on, the purpose for watching, how the participants follow the program, the part of the program that participants found it was the most interesting, …) which allowed the participants to choose only one answer.

The third part was about the attitudes, perception, and behavior (how much the participants felt involved into the program, how much the participants would like to get into the entertainment business, how much the participants felt that the violence in TV program make "The Face Thailand" interesting, how much the participants felt they faced violence in reality as same as in TV program, …) which was presented in the 5-likert scales when 5 meant strongly agree and 1 meant strongly disagree. Participants were allowed to choose only one level they felt match with their behaviors.

The questionnaire was spread out on both offline and online. The researcher chose the sample group by purposive sampling method to reach the target audiences who are Thailand's generation Y, aged in between 17 – 36 years old in 2017 which were divided into 4 ranges; 17 – 21.99, 22 – 26.99, 27 – 31.99, and 32 – 36 years. The data were gathered from the sample size of 2,000 people.

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VII. Measurements

Since the objectives of this research aimed to study"The Face Thailand" TV program consumption behaviors of Thailand's generation Y audiences, the effect of "The Face Thailand" TV program consumption toward their perceptions about the modeling business, and the effect of "The Face Thailand" TV program consumption levels toward their behaviors and perceptions about the aggressiveness in reality. The measurements for all objectives above, the researcher employed the statistical analysis, both descriptive statistics and inferential statistics.

For first objective, the descriptive statistics was used for determining the percentage (%) from the collected data. For second to forth objectives, both descriptive and inferential statistics were used to identify the mean, Standard Deviation (SD), and the significance from relationship of the levels of media consumption (heavy viewers and light viewers) and their effects on Thailand's generation Y audiences (perception toward entertainment and modeling business and the behavior and perception toward violence in reality). The method of one-way ANOVA and T – Test (p value = 0.05) were employed for measuring the results.

VIII. The Results

The demographic result showed that the genders of all the participants (n = 2,000) who answered the questionnaire can be divided into 3 categories; 70.8% (1,416 participants) were females, 21.5% (430 participants) were males, and 7.7% (154 participants) were in category of unidentified. The age ranges of the participants were 56.6% (1,132 participants) in 17 – 21.99 years, 26.1% (522 participants) in 22 – 26.99 years, 11.7% (234 participants) in 27 – 31.99 years, and 5.6% (112 participants) in 32 – 36 years. Lastly, the highest education levels of all participants showed that 36.6% (732 participants) were graduated their bachelor degree, 35.3% (706 participants) were graduated their high school, 18.0% (360 participants) were graduated there 9th grade, 8.4% (168 participants) were graduated their master degree, and 1.6% (32 participants) were graduated their doctoral degree.

For "The Face Thailand" TV program watching behaviors, more than half of all participants, 54.6% (1,092 participants), mostly always watched on Youtube by intentionally searching. Another 36.1% (722 participants) were watching on TV by the scheduled. 5% (100 participants) were watching by clicking the links appeared on Facebook, Twitter, and other social networks. Only 2.1% (42 participants) said that they watched by searching on Kantana Play Application, and 1.2% (24 participants) said they watched real time on the application. 1% (20 participants) answered "others".

The purposes for watching, 56.7% (1,134 participants) said the interesting format of the program and for their entertainment. 13.6% (272 participants) claimed that they were formerly interested in fashion and photography. 10.1% (202 participants) said they would like to follow the works of their beloved celebrities. 7.3% (146 participants) said they would like to get some information for chatting with their groups of friend. 4.1% (82 participants) said they would like to have a career in the entertainment business, and 8.8% (176 participants) for other reasons, such as; enhancing the knowledge on fashion business, studying the situation and apply them to real life and more.

Moreover, the participants answered the question about most interesting part in their opinions form "The Face Thailand" TV program as followed; 51.2% (1,024 participants) said the campaign part where each team was on their competition, when 13.1% (262 participants) said the elimination room was the most interesting part, 10.2% (204 participants) stated that the most interesting part was in the Central Room when the mentor from the winning team and one safe competent returned to their team members sitting with their mentors. Normally, there was the dramatized verbal communication happened in this part of the show. The least popular scene from the show was when mentors of the losing teams needed to select one competent for the elimination room, 2.2% (44 participants).

The participants gave the information about how they followed the program. 39.2% (784 participants) said they watched all 3 seasons and every episode, while 31.5% (630 participants) said they watched all 3 seasons, every episode and more than once. 21.5% (430 participants) claimed that they did not watch all episodes from 3 seasons, but more than half of all episodes. Only 4.6% (92 participants) watched just only 1 from 3 seasons, and 3.2% (64 participants) said they watched less than half of all episodes in 3 seasons. And, when the participants were asked if they have ever watched "The Face" from other countries, 50.4% (1,008 participants) said yes, other 49.6% (992 participants) were on contrast. The Face UK was the most answered (38%) for the participants who have ever watched internationally. The Face USA was in the second range (31.8%), and The Wow Laos was in the third range (21.2%).

Furthermore, the questions about attitudes, perceptions and behaviors toward the entertainment and modeling business showed some interesting results as followed; the age range 17 – 21.99year-old audiences showed the significant difference to all other age ranges in the level of being involved to the TV program (F = 5.627, Sig. = 0.001; Bonferroni mean diff.= 0.134, 0.194, 0.255; Sig.= 0.043, 0.025, 0.043), yet showed the significant difference to all age ranges in the level of how much they would like to get their

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physical appearances modified (F = 13.604, Sig. = 0.000; Bonferroni mean diff.= 0.227, 0.476, 0.469; Sig.= 0.004, 0.000, 0.001). Both results indicated that the audiences in age range 17 – 21.99 years old tended to be more involved into TV program and more likely to have themselves modified than other 3 age ranges. Whereas, the result also revealed there was the significant difference from the age range 17 – 21.99 years to other groups in the level of how much they would like to have a career in entertainment and modeling business (F = 50.432, Sig.= 0.000; Bonferroni mean diff.= 0.385, 1.003, 0.886). However, there was no significance found from all age ranges in how they thought about the stereotype for the people in entertainment and modeling business.

For the attitudes, perceptions, and behaviors toward the violence and reality, the data showed that there was the significant difference about how much the participants perceived the real-world violent situations as same as the violence in TV program. The age range of 27 – 31.99 year-old audiences show significantly higher level than the age range 17 – 21.99 (F = 5.188, Sig.= 0.001; Bonferroni mean diff.= 0.278, Sig.= 0.004). Moreover, there was the significance found in the question how much the participants felt there were the grouping and violence between group works in real life as it was shown on TV program (F = 8.729, Sig.= 0.000) from age range 27 – 31.99 to age range 17 – 21.99 years (Bonferroni mean diff.= 0.287, Sig.= 0.005), and also between the range 22 – 26.99 year-old audiences to the range 17 – 21.99 years (Bonferroni mean diff.= 0.282, Sig.= 0.000). Lastly, the result from the question how much the participants felt that they were satisfied when they used the violent verbal language appeared in the TV program showed that the age range 17 – 21.99 year-old participants were the most likely to perceive satisfaction, and no significant difference was found to the age range 22 – 26.99, and 27 –31.99 years. But, on contrast, the age range 17 – 21.99 was found significant difference to the age range 32 – 36 year-old participants (F = 2.875, Sig. = 0.035; Bonferroni mean diff.= 0.336, Sig.= 0.046). Meanwhile, all age range groups have been found no significant difference for the imitated behaviors from TV program, the level of memorizing the word form TV program to use in daily life, or the feeling that violent behaviors made "That Face Thailand" TV program interesting.

Comparing the results between the heavy viewers and the light viewers showed 3 significant differencesin both entertainment business and violence aspects.For the entertainment business, the heavy viewer participants showed the significant difference to the light viewer group about how they felt they would like their physicals modified (ex. Surgery, get dietary supplement)(F = 1.473, Sig.= 0.002), and also about how the audiences felt they would like to have their career path in the entertainment and modeling business (F = 1.882, Sig.= 0.001). And for the violence in reality, the heavy viewer group showed significant difference to the light viewer group about how they tended to encounter the violence from verbal behaviors appeared in "The Face Thailand" TV program and adapt those phrases in daily life (F = 0.088, Sig.= 0.011). However, the group of heavy viewers and light viewers did not show anysignificant difference either in how they conveyed a stereotyped perception of the people who work in the model and entertainment business, how they perceived that violence in TV show made the show interesting, or how they felt they could find the same violent situation in reality as in the TV program they watched.

IX. Discussion

From 2,000 participants who answered the questionnaire, there were 70.8% females, 21.5% males, and 7.7% put themselves into unidentified category. All of them were Thailand's generation Y audiences, which were aged from 17 – 36 years in 2017. 4 age ranges were divided for all participants to choose, 56.6% which was the majority were in 17 – 21.99 years old, 26.1% were in 22 – 26.99 years old, 11.7% were in 27 – 31.99 years old, and 5.6% were in 32 – 36 years old. 36.6% of all participants were graduated, at highest, in bachelor degree, 35.3% were graduated in high school, and 18% from 9th grade.

For the behaviors, more than half of all participants - 54.6% - said they always watched and followed "The Face Thailand" TV program from website (Ex. Youtube) by intentionally searching. Other 36.1% said they watched the program by schedule on TV, 5% clicked to watch from the links provided on Facebook and social media. One point from the way the audiences watched the program is the application form the production company was not that popularity, only 3.3% of participants showed for watching from Kantana Play Application. The online channel, especially Youtube, may be the most suitable for the company for creating any campaign linked with the program, or for providing the media literacy knowledge for the audiences as well, such as; the behind – the – scene programs.

According to the interviewing of the managing director from the production company, Mr. Piyaruth Kanjareuk, the main purpose for "The Face Thailand" TV program is for entertainment, the research result was showed in the same way, 56.7% of participants answered their watching purpose was the interesting program format and entertainment. While, 13.6% said they were formerly interested in fashion and photography, and only 10.1% for following their idols' works. And, 7.3% said they followed the program for their social conversation. From those results, it seemed Thailand's generation Y audiences did not care much about the content, or the knowledge they could adapt in

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their lives. The format of TV program and the entertainment the program provides were showed the most attractive. This can possibly be implied thatthe production company can gain more rating by enhancing the entertainment level (more dramatic scenes, or create some new format) rather than providing more useful content or the stars who appear in program. On the other hand, this seems the audiences would like to diverse themselves when watch the program. They may care only the entertaining they get, and leave all the content behind. On this point, there are statements about the micro analysis of mass media, or 4 reasons why people expose themselves to the media as followings (Baran, 2012);

Cognition

People need to know the knowledge, or information which relate to them.

Diversion

People need to diverse themselves from the boring routine of the normal living. This diversion includes stimulation, relaxation, and emotion (dramatizing).

Social utility

People expose themselves into the media because they would like to be involved in conversation. And, sometimes they develop relationship with the actor/actress in the media (parasocial).

Withdrawal

People expose themselves to the media because they want to cut themselves out from the surrounding environment.

For this case, since "The Face Thailand" TV program was the reality show. The result showed mostly the entertainment purpose (diversion) and the second place was for the cognitive reason, when the third place was for social utility. The reason of withdrawal did not show up on the result.

For the level of watching, most of the participants, 92.2%, were stated to be the heavy viewers. Only 7.8% were in the light viewers group. Half of all participants had watched same program from other countries. And for the most favorite part of the program which the participants said to make the program interesting, 51.2% focused on the campaign competition when each team were doing some activity for each quest. 13.1% said it was the elimination room when one competent would be sent home, and 10.2% said the central room after the elimination where the violent verbal communication from the mentors occurs. According to these first 3 most favorite parts of the show; the competing scene, the elimination scene, and the dramatized scene, affirmed that the diversion (stimulation and emotion) may be the major reason for Thailand's generation Y audiences in watching the reality show. But, somehow, they may also develop their relationship with the competent in the show, which led to the social utility reason as well.

So far, we may imply from the statistical data showed about the reality show watching behavior of Thailand's generation Y audiences that the main channel the audiences watch the most is online channel, this may provide the most suitable way for direct communication to the audiences in case of some campaigns or media literacy content. The format of program and entertainment (diversion) were showed the major reasons for watching the reality TV program, yet the competition scene was shown the most attractive point, instead of the elimination scene which always appears in all the reality genre TV programs. So, the main focuses of how audiences watch the reality show are about the program format, entertainment, and the competition scene. The production organization may gainlarger amount of rating by enhancing the creativity to those components as well.

From the results about how age ranges correlated with attitudes, perceptions, and behaviors, the audiences in age range 17 – 21.99 years seemed to have the strongest significance about how they want to be physically like a model or the people in entertainment business, also how they want to get into the entertainment and modeling business as their future career. Meanwhile, the audiences in age ranges 22 – 26.99 and 27 – 31.99 years didn't show the significance to the perception about the star business, but showed some significance about how they perceived the violence in the real world. The range 27 – 31.99 years old showed higher level than the age range 17 – 21.99 about how much they perceived that they found violence in their reality as same as in TV program. And both range 22 – 26.99 and 27 – 31.99 years old perceived that all the people were divided into groups with violence between them in their reality. Whereas, the audiences in mentioned 3 age ranges showed no significant difference about how they felt satisfied when re-producing the words or phrases from TV program. But, the age range 17 – 21.99 years old showed significant difference to the range 32 – 26 years about how they felt satisfied when they used the words from TV program. So, although all audiences are in the same generation, we can still imply 2 separated concerns and effects. "The Face Thailand" reality TV program may influence the youngest range of generation Y audiences in how they look and how they can get into the star and modeling business. This may lead them to false values in society, people just only trust, believe, or give their credit the people only with good looking or model-like appearance. They may perceive the value of surgery can make them to be looking good as they have seen on TV. Moreover, they may perceive that the entertainment business is their temptation. They may try to get into this business without recognizing what are under the carpet, for examples; some false modeling company, some criminals who pretend to be the star makers. On the other side, "The Face Thailand" reality

TV program has more influence to the audiences who are in the age 22 – 31.99 years old about how they perceive the violence in their real lives. They seem to compare the situations in their work place with the violence they have seen in TV program. From this point, the same TV program can affect different age ranged audiences with different concerns. According to Carl Hovland's Individual Differences Theory, the media do not have much effect as they were claimed. The media effects depend on the different backgrounds of the audiences, so called limited effect (Baran and Davis, 2012). In this case, the people with the different age range show different effects or concerns from consuming the same media. We can see the influence from the model reality TV program in 2 ways. For the younger – Thai – generation Y audiences, reality TV show makes them compare themselves with the models or stars appearing on TV that leads them to some physical modification, and also their inspiration to get in the entertainment business. When the older – Thai – generation Y audiences are influenced in how they compare the world around them to the world they see from TV show.

For the comparison between the heavy viewers and the light viewers, the cultivation theory stated that that the audiences who watch TV in higher level, or heavy viewers, will have more chance to encounter the violence in daily life routines, or in reality. People tend to perceive reality in the real world in the same way with those presented on TV they watch. The audiences who always consume the media as a heavy viewers tend to have a perception of horrified, and hazardous to the real world, or the Mean World Syndrome. This study showed some significance between the heavy viewers and light viewers along the theory statement. The significant differences between the heavy viewers and light viewers were found in how the audiences would like to have their physicals modified, how they would like to enter the modeling business, and how they brought the verbal communication in TV program to their daily life. But, there was no significant difference between the heavy viewers and light viewers as explained in theory in how the audiences stereotyped the people in entertainment business, and how they perceived the violence in their reality as same as in TV program. Due to the changing communication landscape, we can imply that the theory may not be able to explain all the results, especially the stereotyping and the reality violence perception. If we compare the communication then, in 1976, and now, the difference of communication situation may be a variable to explain further reasons.

The shift of the media consumption

By then, 1976, TV was the newest media which could give the audiences both images and sounds in the same time, so it reached its peak stage instead of radio. The word "Couch Potato" was coined in 1976 describing people who addicted watching TV by laying down in a couch with a bag of potato chips do nothing but watch TV (Smallwood, 2015). This can describe how much the "heavy viewers" watched TV in their behaviors. And, by then, there was no internet which made the audiences needed to concentrate on the program schedules, wait for their programs in front of TV. The effect occurred to the heavy viewers might be as stated in cultivation theory. By now – TV is named traditional media, internet or online media is claimed to be the newest one. Statistics shows that people spend time on online media 6.09 hours a day at average, and only few countries that the traditional media is a bit higher than new media consumption (Global Web Index, 2014). The audiences have more various choices to watch. And for online channel, people can take a break while watching and resume when convenience. Plus, they don't have to concentrate on the show-time schedule anymore, because they can search for any TV program or the further information relevant to the program they are interested in. In Thailand, it was found that Thai people spent 14 hours per day on internet (Global Web Index, 2014). The result from this study also showed in the same way, more than half of all participants watch the show via online channel. This concept leads us to the Communication Technology Determinism, by Marshall McLuhan (1952). Marshall stated that the media can extend human's perceptions, and different media can determine different human's behaviors as well (Baran and Davis, 2012).

Globalization and Media Literacy Knowledge

The wide range of sources present on the net creates some exceptions to the old characteristics of mass communication sources (Dominick,1994). As in the digital age, the globalization concept is applied to everything via internet, including knowledge. When it comes to the globalization, local things can go global and vice versa. More than watching TV online, the audiences can search for the news, knowledge, or the information they prefer to know. So, they can increase their literacy skills; know what media can do to them, what the senders' purposes are, how the TV-reality and real-reality are different, etc. - more than it was in the age of TV without internet. That probably makes the significance about stereotyping was not found from the comparison between heavy and light viewers, either the reality violence perception.

However, on the point of comparing between the heavy viewers and light viewers, there was the research presenting the indifference between 2 groups of viewer due to how the students can maintain the positive attitudes toward education although they were determined heavy and light reality TV program viewers (Mullings, 2012). These results can be imply that the cultivation theory may not be appropriated explaining in every side of the media effect.

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X. Summary and Recommendations

From this study, The Effects of Media Consumption and Reality Television on the Attitudes of Thailand's Generation Y Audiences: The Face Thailand Reality Television Programs, the results tended to be more online for media consumption channel, yet the audiences seemed looking for only entertainment (diversion) not the content (cognition) from the program. Not only how much the audiences consume the media, but the age ranges of the audiences can make something different significantly. The younger – Thai – generation Y audiences tended to have the perception about how the entertainment business would be rather than the older audiences in same generation. On the other hand, the older – Thai – generation Y audiences showed the concern about how they perceived the violent scenes in their reality rather than the younger ones. This affirms the statement of Individual Differences theory, media do not have much effect as they were claimed but the effects depend on the audiences' backgrounds. Moreover, cultivation theory could explain only some differences between the heavy viewers and the light viewers which are how the audiences would like their physicals modified, how they would like to be involved into the entertainment business, and also how they brought some violent verbal from the reality show to their real world. But, still, the theory could not be applied for the significant differences in how the audiences stereotyped the people in the entertainment business, and how they perceived the violence in their lives.

For my recommendations for further research on this topic, I would recommend the qualitative research for deeper information about the effects in audiences reality, the comparison research on generation Y audiences form the countries where there were "The Face" TV programs broadcasted, and the research from other genres TV program or other generations in media consumption.

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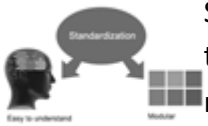

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The page length of this segment is set by the sum and types of data to be reported. Carry on to be to the point, by means of statistics and tables, if suitable, to present consequences most efficiently.You must obviously differentiate material that would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matter should not be submitted at all except requested by the instructor.



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Content

- Sum up your conclusion in text and demonstrate them, if suitable, with figures and tables.
- In manuscript, explain each of your consequences, point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation an exacting study.
- Explain results of control experiments and comprise remarks that are not accessible in a prescribed figure or table, if appropriate.
- Examine your data, then prepare the analyzed (transformed) data in the form of a figure (graph), table, or in manuscript form.

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- Not at all, take in raw data or intermediate calculations in a research manuscript.
- Do not present the similar data more than once.
- Manuscript should complement any figures or tables, not duplicate the identical information.
- Never confuse figures with tables - there is a difference.

Approach

- As forever, use past tense when you submit to your results, and put the whole thing in a reasonable order.
- Put figures and tables, appropriately numbered, in order at the end of the report
- If you desire, you may place your figures and tables properly within the text of your results part.

Figures and tables

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Discussion:

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- Make a decision if each premise is supported, discarded, or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."
- Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work
- You may propose future guidelines, such as how the experiment might be personalized to accomplish a new idea.
- Give details all of your remarks as much as possible, focus on mechanisms.
- Make a decision if the tentative design sufficiently addressed the theory, and whether or not it was correctly restricted.
- Try to present substitute explanations if sensible alternatives be present.
- One research will not counter an overall question, so maintain the large picture in mind, where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

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References	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring

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