

Chapter VIII

Modern Mass Media Exposure of the Respondents in Chandpur

The present chapter deals with mass media exposure of the respondents in Chandpur village in terms of their exposure to newspaper (number of newspaper read, language of newspaper read, time spent on newspaper reading, sections of the newspaper read, subscription of newspaper) magazines (type of the magazine, language of the magazine), radio (programs listen, frequency of radio listening, ownership), television (programs watched, time spend on watching television, ownership, channels watched, place of watching), cinema (frequency of cinema going, types of film preferred, language of the film), VCD player, DVD player, letter sent/received by post in a week/month, number of member using mobile phone in a household, number of sms received or sent in a day/week, number of call received in a day/week, facility of telephone, duration of using mobile/telephone, average bill of mobile/land line telephone in last six month, purpose of using mobile, impact of mobile/ telephone on their communication patterns with their family members, relatives, neighbors, workmates, and other persons, number of members having access to computer and internet in a household, number of visit to internet café in a week/month.

NEWSPAPER

To analyse the no. of subscription of newspaper in the village, the data have been classified into two categories- such as (0) Non-subscribe and (1) Subscribe. The distribution of the respondents is shown below in table no 8.1.

Table No. 8.1

Subscription of Newspaper by the Respondents

Sl. No.	Subscription of newspaper	Frequency			Percentage
		Male	Female	Total	
0	Non-Subscribed	51	62	113	67.26
1.	Subscribed	33	22	55	32.73
	Total	84	84	168	100

From the table, it can be noticed that more than half (67.26%) of the respondents did not subscribe newspaper while little less than one third (32.73%) of the respondents subscribed newspaper.

Types of Newspaper

To understand the type of Newspaper read by the respondents, it has been classified into 12 different newspapers, such as-(1)The Times of india (2)The Assam Tribune (3) The Sentinel (4)Poknapham (a Manipuri Daily) (5) Dainik Sonar Cachar (6) The Frontier Sun (7)The Telegraph (8) The Asian Age (9) Aaj kal (10) Dainik Jugasankha (11)Samoyik Prasanga (12)Employment News. The distribution of the respondents has been shown in table no 8.2.

Table No. 8.2

Reading Newspapers by the Respondents

Sl. No.	Reading newspapers by the Respondents	Frequency			Percentage
		Male	Female	Total	
1	Times of India	04	06	10	5.95
2.	Assam Tribune	12	06	18	10.71
3.	The Sentinel	00	00	00	00
4.	Poknapham (Manipuri)	13	10	23	13.69
5	Dainik Sonar Cachar (Bangla)	04	01	05	2.97
6	The Frontier Sun	00	00	00	0
7	The Telegraph	00	01	01	0.59
8	Asian Age	00	00	00	00
9	Aaj kal	00	00	00	00
10	Dainik Jogasankha (Bangla)	12	08	20	11.90
11	Samoyik Prasanga (Bangla)	01	04	05	2.97
12	Employment News	01	02	03	1.78
	Total	47	38	85	50.59

The data highlight that out of 168 respondents, 13.69% of the respondents read Poknapham (Manipuri Daily) while 11.90% of the respondents read Dainik Jogasankha, 10.71% of the respondents read Assam Tribune, 5.95% read Times of India, equally 2.97% read Dainik Sonar Cachar (Bangla) and Samoyik Prasanga. On the other hand, 1.78% of the respondents read Employment News while 0.59% of the respondents read the Telegraph, in this study.

Time spent on Newspaper Reading by the Respondents

The time spent on Newspaper reading in a day has been categorised on the basis of five categories such as- (1) Don't read (2) Less than one hour (3) 1-2 hours (4) 3-4 hours (5) More than 5 hours. The distribution of these categories is shown in table no 8.3.

Table No. 8.3
Time Spent on Newspaper reading in a day

Sl. No.	Time Spent on Newspaper Reading in a Day	Frequency			Percentage
		Male	Female	Total	
1.	Don't read	51	62	113	67.26
2.	Less than one hour	04	03	07	4.16
3.	1-2 hours	15	10	25	14.88
4.	3-4 hours	10	08	18	10.71
5.	More than 5 hours	04	01	05	2.97
	Total	84	84	168	100

The data represent that out of the 168 respondents, 14.88% of the respondents spent 1-2 hours on newspaper reading in a day while 10.71% of the respondents spent 3-4 hours, 4.16% of the respondents spent less than one hour and 2.97% of the respondents spent more than 5 hours on reading newspaper in a day. There were 67.26% of the respondents who did not read newspaper in this study.

Parts of Newspaper read by the Respondents

To find out which part of newspapers are most interested among those readers in this study, the parts of newspapers read by the respondents have been classified into 17 parts, such as, editorial, cinema, matrimonial, sports, advertisement, politics, zodiac sign, employment, current affairs, reader's column, headlines, first page news, defence related matters, international issues, business, foreign news and entertainment. The distribution of these classifications is shown in table no 8.4

Table No.8.4

Parts of Newspaper read by the Respondents

Sl. No.	Parts of Newspapers read by the Respondents	Frequency			Percentage
		Male	Female	Total	
1	Editorial	10	05	15	3.75
2	Cinema	06	04	10	2.50
3	Matrimonial	03	00	03	0.75
4	Sports	23	13	36	9.02
5	Advertisements	24	14	38	9.52
6	Politics	20	14	34	8.52
7	Zodiac Signs	09	07	16	4.01
8	Employment News	26	18	44	11.02
9	Current affairs	27	17	44	11.02
10	Reader's Column	09	06	15	3.75
11	Headlines	21	12	33	8.27
12	First page News	11	08	19	4.76
13	Defence related matters	10	10	20	5.01
14	Business	08	05	13	3.25
15	Foreign News	14	12	26	6.51
16	International Issues	15	08	23	5.76
17	Entertainment	06	04	10	2.50
	Total	242	157	399	100

From the table, it appears that equally 11.02% of the respondents were most interested in reading the part of current affairs and employment news whereas 9.52% of the respondents were interested in advertisement part, 9.02% of the respondents interested in

sports, 8.52% interested in politics, 8.27% interested in headlines, 6.51% interested in foreign news, 5.76% interested in international issues, 5.01% interested in defence related matter, 4.76% interested in first page news, 4.01% interested in zodiac signs, equally 3.57% interested in editorial and reader's column, 3.25% interested in business, equally 2.50% interested in cinema and entertainment and 0.75% of the respondents interested in matrimonial part of newspapers in this study.

MAGAZINE

Reading Magazine

To find out the status of reading magazine, the respondents were asked whether they read magazine or not. The distribution of the respondents is shown in table no 8.5.

Table No. 8.5

No of Magazine Reading

Respondents

Sl. No.	Do you read Magazine	Frequency			Percentage
		Male	Female	Total	
0	No	57	67	124	73.80
1.	Yes	27	17	44	26.19
	Total	84	84	168	100

The data indicate that more than one fourth (26.19%) of the respondents read magazine whereas less than three fourth (73.80%) of the respondents did not read magazine in the village.

Types of Magazine read by the Respondents

As far as the different types of magazine read by the respondents is concerned, the distribution of different types of magazine is shown in table no. 8.6

Table No. 8.6
Name of the Magazines read by the Respondents

Sl. No.	Name of the Magazines read by the Respondents	Frequency			Percentage
		Male	Female	Total	
1	India Today	06	00	06	7.47
2	Out look	03	00	03	3.70
3	Sunday	02	00	02	2.46
4	Ichemma (Manipuri)	13	08	21	25.92
5	Business World	00	00	00	00
6	Frontline	00	00	00	00
7	Sports World	00	00	00	00
8	Women's Era	02	06	08	9.87
9	Femina	00	04	04	4.93
10	Competition Success Review	05	03	08	9.87
11	Yojna	0	00	00	00
12	Kuruk Shetra	00	00	00	00
13	North East Sun	06	01	07	8.64
14	Competition refresher	03	02	05	6.17
15	Eastern Panorama	00	00	00	00
16	Health	00	00	00	00
17	Digit	00	00	00	00
18	Inside	00	00	00	00
19	Wisdom	06	03	09	11.11
20	Reader's Digest	04	04	08	9.87
21	Film Fare	00	00	00	00
22	Star Dust	00	00	00	00
23	Cine Blitz	00	00	00	00
24	Chronicle	00	00	00	00
25	Cosmopolitan	00	00	00	00
26	Desh	00	00	00	00
27	Sananda	00	00	00	00
28	Bartaman	00	00	00	00
29	Indian Management	00	00	00	00
30	Business Today	00	00	00	00
31	Susastha	00	00	00	00
32	Alokpath	00	00	00	00
	Total	50	31	81	100

The data reveal that 25.92% of the respondents read Ichemma (Manipuri megazine) while 11.11% of the respondents read wisdom, and equally 9.87% of the respondents read Women’s Era, Competition Success review and Reader’s Digest. On the otherhand 8.64% of the respondents read NorthEast Sun while 7.47% of the respondents read India Today, 6.17% of the respondents read Competition Refresher, 4.93% of the respondents read Femina, 3.70% of the respondents read Outlook and 2.46% of the respondents read Sunday.

Radio

Ownership of Radio

To analyse the status of ownership of radio set in the village, the respondents were asked whether they have radio or not. The distribution of ownership status of radio set is shown in the table no 8.7.

Table No. 8.7
Ownership of Radio

Sl. No.	Whether have a radio	Frequency			Percentage
		Male	Female	Total	
0	No	32	37	69	41.07
1.	Yes	52	47	99	58.92
	Total	84	84	168	100

The data reveal that, out of 168 respondents more than half (58.92%) of the respondents had radio sets in their households while more than two fifth (41.07%) of the respondents did not have radio set in their household, in this study.

Habit of Radio listening

It seems that now a days, as a result of popularisation of Television in rural areas,rural people are not much interested in listening radio for the purpose of entertainment and basically it is used to listen local news etc.Therefore to understand the habit of radio listening in the village, the classification has been made in the following way as shown in the table no8.8.

Table No. 8.8

Habit of Radio Listening

Sl. No.	Whether listen radio Regularly	Frequency			Percentage
		Male	Female	Total	
0	No	22	16	38	38.38
1.	Yes	30	31	61	61.61
	Total	52	47	99	100

From the table, it is found that out of 99 respondents who had radio set in their households, more than three fifth (61.61%) of the respondents listened radio regularly while less than two fifth (38.38%)of the respondents did not listen radio regularly in the village.

Time spent daily on listening Radio

To analyse the time spent daily on listening radio by the respondent, the data have been categorised into four categories such as- (1) Less than one hour (2) 1-2 hours (3) 3-5 hours and (4) more than 5 hours. The distribution of the categories is shown in table no 8.9.

Table No.8.9

Duration of listening Radio by the Respondents

Sl. No.	Time spent daily on Radio Listening	Frequency			Percentage
		Male	Female	Total	
1	Less than one hour	03	06	09	14.75
2	1-2 hours	17	18	35	57.37
3	3-5 hours	07	06	13	21.31
4	More than 5 hours	03	01	04	6.55
	Total	30	31	61	100

The data indicate that out of 61 respondents who were regular radio listener, more than half (57.13%) of the respondents spent daily 1-2 hours on radio listening whereas more than one fifth (21.31%) of the respondents spent daily 3-5 hours, more than one tenth 14.75%) of the respondents spent less than one hour daily and less than one tenth (6.55%) of the respondents spent more than 5 hours daily on listening radio.

Frequency of Radio listening in a week

In order to analyse the frequency of listening radio in a week, it has been categorised on the basis of (1) High (Daily) (2) Medium (3-4 days) (3) Low (1-2 days) (4) Very low (sometimes occasionally) and (5) do not listen. The distribution of these categories is shown in table no 8.10.

Table No. 8.10

Frequency of Radio listening by Respondents in a week

Sl. No.	Frequency of Radio Listening	Frequency			Percentage
		Male	Female	Total	
1.	Daily/high	30	31	61	36.30
2.	3-4 days / Medium	02	06	08	4.76
3.	1-2 days / Low	08	02	10	5.95
4.	Some times occasionally (very low)	12	08	20	11.90
5	Dont listen	32	37	69	41.07
	Total	84	84	168	100

The above data reveal that more than one third (36.30%) of the respondents had high degree of radio listening i.e., they listen radio daily, whereas more than one tenth (11.90%) of the respondents had very low degree of radio listening. Again, 5.95% of the respondents were having low degree listeners, while 4.76% of the respondents were medium degree listeners. There were 41.07% of the respondents who did not listen radio, in this study.

Programme listen on radio by the Respondents

To know about the programmes they interested most, it has been classified into 8 categories, namely, (1) News. (2) Film song (3) Plays (4) Sports news (5) Classical music (6). Bhajans (7) Children's programme (8) Educational as it is shown in table no 8.11

Table No. 8.11

Programme listen on radio by the Respondents

Sl. No.	Programme listen by the Respondents on Radio	Frequency			Percentage
		Male	Female	Total	
1	News	44	34	78	26.35
2.	Film Songs	36	32	68	22.97
3.	Plays	20	18	38	12.83
4.	Sports News	06	07	13	4.39
5	Classical Music	17	17	34	11.48
6	Bhajans	15	08	23	7.77
7	Children's Programme	12	09	21	7.09
8	Educational	13	08	21	7.09
	Total	163	133	296	100

From the above data, it is found that more than one fourth (26.35%) of the respondents listened news on radio whereas, more than one fifth (22.97%) of the respondents listened film songs and more than one tenth (12.83%) of the respondents listened plays on radio. On the other hand, 11.48% of the respondents listened classical music on radio while 7.77% of the respondents listened bhajans, equally 7.09% of the respondents listened children's and educational programme and 4.39% of the respondents listened sport news on radio in this study.

TELEVISION

Ownership of Television

To understand the ownership of television, the respondents were asked whether they have television or not. The distribution of the respondents is shown in the table no 8.12.

Table No. 8.12

Ownership of Television

Sl. No.	Whether have Television	Frequency			Percentage
		Male	Female	Total	
0	No	16	21	37	22.02
1.	Yes	68	63	131	77.97
	Total	84	84	168	100

The data show that out of 168 respondents, majority of the respondents (77.97%) had their own television sets in their households while more than one fifth (22.02%) of the respondents did not have television set in their households.

Types of Television

So far as the types of television owned by the respondents are concerned, it has been classified into two items such as (1) Black & White television and (2) Colour television. The distribution of the item is shown in table no 8.13.

Table No. 8.13

Types of Television owned by the Respondents

Sl. No.	Types of Television	Frequency			Percentage
		Male	Female	Total	
0	Black & White	27	37	64	40.76
1.	Colour	48	45	93	59.23
	Total	75	82	157	100

It is found from the data that little less than three fifth (59.23%) of the respondents had colour television sets in their houses while little more than two fifth (40.76%) of the respondents had black & white television sets in their houses . It is also found from the data that out of 131

respondents who had television sets in their households, 19.84% of the respondents had two television sets of different types in their households, in this study.

Place of watching Television

As regards to the place of watching television, it has been analysed on the basis of four categories such as - (1) At home (2) At neighbours' / relatives' / friends' houses (3) At shop and (4) Don't watch. The distribution of the categories is shown in the table no 8.14.

Table No. 8.14

Place of watching Television

Sl. No.	Place of watching Television	Frequency			Percentage
		Male	Female	Total	
1	At home	68	63	131	77.79
2	At neighbours' / relatives' / friends' houses	13	13	26	15.47
3	At shop/other	00	00	00	00
4	Dont watch	03	08	11	6.54
	Total	84	84	168	100

The data indicate that majority of the respondents (77.79%) watched television at their home, while less than one fifth (15.47%) of the respondents watched at their neighbour's or relatives or friend's houses and less than one tenth (6.54%) of the respondents did not watch television. It also found that in the village there was no one who watched television at shop or other places in this study.

Frequency of watching Television

As regards to frequency of watching television by the respondents in a week, the frequency has been classified into 5 categories such as- (1) Very high (Daily/Regularly) (2) High (5-6 days) (3) Medium (3-4 days) (4) Low (1-2 days) and (5) Very low (Marely/Occasionally). The distribution of the categories is shown in table no 8.15

Table No.8.15

Frequency of watching Television in a week

Sl. No.	Frequency of Watching Television in a week	Frequency			Percentage
		Male	Female	Total	
1.	Very high (Daily/Regularly)	64	61	125	79.61
2.	High (5-6 days)	04	01	05	3.19
3.	Medium (3-4 days)	04	03	07	4.45
4.	Low (1-2 days)	02	04	06	3.82
5.	Very low (Rarely/ocassionally)	07	07	14	8.92
	Total	81	76	157	100

The data represent that little less than four fifth (79.61%)of the respondents had very high degree of watching television while less than one tenth (8.92%) of the respondents had very low degree of watching television. Subsequently, 4.45% of the respondents had medium degree of watching television whereas 3.82% of the respondents had low degree of watching Television and 3.19% of the respondents had high degree of watching television in this study.

Times spent on watching Television

The time spent by the respondents on watching television has been classified into three categories such as- (1) 1-2 hours (2) 3-4 hours (3) More than four hours, as it is shown in table no 8.16.

Table No.8.16

Times spent on watching Television in a day

Sl. No.	Times spent on watching Television in a day	Frequency			Percentage
		Male	Female	Total	
1	1-2 hours	26	36	62	39.49
2	3-4 hours	25	26	51	32.48
3	More than 4 hours	30	14	44	28.02
	Total	81	76	157	100

It appears from the table that little less than two fifth (39.49%) of the respondents spent 1-2 hours in a day while less than one third (32.48%) of the respondents spent 3-4 hours and more than one fourth (28.02%) of the respondents spent more than four hours in a day on watching television .

Programme watched on Television

To analyse the types of programmes watched by the respondents, it has been categorised into 14 categories, such as- (1)News (2) Music (3) Drama (4) Sports (5) Documentary (6) Educational programme (7) Dance programme (8) Debates (9) Business / Marketing (10). Children’s programme (11) Mythological programme (12) Fashion/interior designing (13) Serials (14) Feature films. The distribution of the programmes is shown in table no 8.17.

Table No.8.17

Programme watched on Television

Sl.	Programme watched on Television	Frequency			Percentage
		Male	Female	Total	
1	News	75	67	142	16.60
2.	Music	43	37	80	9.35
3.	Drama	06	03	09	1.05
4.	Sports	35	21	56	6.54
5	Documentary	21	16	37	4.32
6	Educational programme	17	12	29	3.39
7	Dance Programme	34	26	60	7.01
8	Debates	08	05	13	1.52
9	Business/Marketing	07	05	12	1.40
10	Children’s Programme	36	21	57	6.66
11	Mythological programme	37	30	67	7.83
12	Fashion/Interior Designing	06	07	13	1.52
13	Serials	68	70	138	16.14
14	Feature films	72	70	142	16.60
	Total	465	390	855	100

From the finding, it seems that in this village also the respondents were very interested to watch feature films, news and serials. It highlights that equally 16.60% of the respondents watched feature films and news, while 16.14% of the respondents watched serials, 9.35% of the respondents watched music and 7.83% of the respondents watched Mythological programme on television. On the other hand, while 7.01% of the respondents watched dance programme, 6.66% of the respondents watched children's programmes, 6.54% of the respondents watched sports, 4.32% of the respondents watched documentary programme, 3.39% of the respondents watched educational programme, equally 1.52% of the respondents watched debates and fashion/interior designing, 1.40% of the respondents watched business/marketing and 1.05% of the respondents watched drama on television, in this study.

DTH Connection

Now a day the DTH Connection facility is easily available in rural areas, the rural people can also enjoy different television channels through it, as enjoyed by the people of urban areas. To understand the number of household having DTH connection among the television owners, they have been classified in the following way as shown in table no 8.18.

Table No.8.18
DTH Connection

Sl. No.	D.T.H. Connection	Frequency			Percentage
		Male	Female	Total	
0	No	37	36	73	55.72
1.	Yes	31	27	58	44.27
	Total	68	63	131	100

The data indicate that out of 131 respondents who had television in their households, less than half (44.27%) of the respondents had DTH connection while more than half (55.72%) of the respondents did not have DTH connection in their households in this study.

Channels watched by the Respondents

The DTH channels watched by the respondents are shown in table no 8.19.

Table No. 8.19

Channels watched by the Respondents

Sl. No.	Channels watched by the respondents	Frequency			Percentage
		Male	Female	Total	
1	DD - I	26	25	51	5.65
2	DD - News	25	26	51	5.65
3	Sony	24	26	50	5.54
4	Zee TV	25	24	49	5.43
5	Zee News	24	23	47	5.21
6	Zee Cinema	25	25	50	5.54
7	Star Plus	20	23	43	4.76
8	Star Sports	23	20	43	4.76
9	Star News	21	19	40	4.43
10	Star Movies	22	22	44	4.87
11	Aaj Tak	18	12	30	3.32
12	BBC world	04	05	09	0.99
13	ETV	01	01	02	0.22
14	MTV	04	02	06	0.66
15	FTV	01	01	02	0.22
16	B4U	15	14	29	3.21
17	NBC	05	08	13	1.44
18	Discovery	22	23	45	4.98
19	CNN	10	07	17	1.88
20	Ne TV	18	13	31	3.43
21	Ten Sports	14	13	27	2.99
22	Sony Max	18	22	40	4.43
23	HBO	08	06	14	1.55
24	9XM	16	22	38	4.21
25	AXN	06	05	11	1.21
26	Sahara TV	09	09	18	1.99
27	Animal Planet	16	16	32	3.54
28	ESPN	03	04	07	0.77
29	DD Sports	19	17	36	3.99
30	Cartoon Network	14	13	27	2.99
	Total	58	446	902	100

From the above data, it can be explained that DD - I and DD-News were the most popular channels to the having DTH connection respondents with equal percentage of 5.65% whereas Sony and zee cinema were in second position of popularity with equally 5.54%

followed by Zee TV, Zee News, Discovery, Star Movies, Star Plus, Star Sports, Star News, Sony Max, 9XM, DDSports, Animal planet, NeTV, Aaj Tak and B4U with 5.43%, 5.21%, 4.98%, 4.87%, 4.76%, 4.43%, 4.21%, 3.99%, 3.54%, 3.43%, 3.32% and 3.21% respectively. Again equally 2.99% of the respondents watched ten sports and cartoon network while 1.99% of the respondents watched sahara TV, 1.88% watched CNN, 1.55 % watched HBO, 1.44% watched NBC, 1.21% watched AXN, 0.99% watched BBC world, 0.77% watched ESPN, 0.66% watched MTV and equally 0.22% of the respondents watched ETV and FTV channels on television.

CINEMA

Habit of Cinema of going by the Respondents

Table No.8.20

Habit of Cinema of going by the Respondents

Sl. No.	Whether go to Cinema Hall	Frequency			Percentage
		Male	Female	Total	
0	No	83	84	167	99.40
1.	Yes	01	00	01	0.59
	Total	84	84	168	100

As same as the first study area i.e. Jarultala village, here also found that out of 168 respondents there was only one respondents (0.59%) who had the habit of going to cinema hall. To understand the time of going to cinema hall, he had been asked, how many times in a month did he go to cinema hall, it was reported that he went 1-5 times to cinema hall in a month.

From this study, it can be noted that now a days since the DTH connection facility is easily available and VCD / DVD player has become popular in rural areas, people of rural areas are not much interested to watch movie at cinema hall.

VCD/DVD/COMPUTER

Watching movies on VCD/DVD/Computer

To analyse the interest of watching movies on VCD/DVD/Computer, the respondents were asked whether they watch movies on VCD/DVD/Computer. The distribution of the respondents is shown in table no 8.21.

Table No.8.21

Watching movies on VCD/DVD/Computer

Sl. No.	Whether watch Movie on VCD/DVD/Computer	Frequency			Percentage
		Male	Female	Total	
0	No	27	35	62	36.90
1.	Yes	57	49	106	63.09
	Total	84	84	168	100

The data reveal that more than three fifth (63.09%) of the respondents watched movies on VCD/DVD/Computer while less than two fifth (36.09%) of the respondents did not watch movies on VCD/DVD/Computer in this study.

Place of watching movies on VCD/DVD/Computer

The place of watching movies on VCD/DVD/Computer has been analysed on the basis of the following categories as shown in table no 8.22.

Table No.8.22

Place of watching Movie on VCD /DVD/Computer

Sl. No.	Place of watching Movie on VCD/DVD/Computer	Frequency			Percentage
		Male	Female	Total	
1	Home	46	39	85	80.18
2	Club	00	00	00	00
3	Neighbour	11	10	21	19.8
4	Relatives	00	00	00	00
5	Friends	00	00	00	00
6	Shop	00	00	00	00
	Total	57	49	106	100

The data indicate that out of the 106 respondents who watched movies on VCD/DVD/Computer, more than four fifth (80.18%) of the respondents watched movies on VCD/DVD/Computer at their respective home while little less than one fifth (19.81%) of the respondents watched at their neighbour's houses.

Place from where taken CDs

To analyse the place from where CDs are borrowed, the responses of the subjects are classified into three categories, such as- (1) From the village shop (2) Sonai/Kabuganj (3) Silchar. The distribution of the responses of the subjects is shown in table no 8.23.

Table No. 8.23**Place of borrowing CDs**

Sl. No.	Place of borrowing CDs	Frequency			Percentage
		Male	Female	Total	
1	From the village shop	39	24	63	74.11
2	Sonai / Kabuganj	04	13	17	20.00
3	Silchar	03	02	05	5.88
	Total	46	39	85	100

The data found that out of the 85 respondents who had VCD/ DVD player/Computer in their households, little less than three fourth (74.11%) of the respondents borrowed CDs from the village shop only while one fifth (20.00%) of the respondents borrowed it from Sonai or Kabuganj market and few (5.88%) of the respondents borrowed CD's from Silchar town.

Frequency of watching movies on VCD/DVD/Computer in a week

The frequency of watching movies on VCD/DVD/Computer in a week has been classified into five categories such as- (1) Nil (2) Once (3) Twice (4) Thrice and (5) More than Thrice. The distribution of the frequency is shown in table no 8.24.

Table No. 8.24**Frequency of watching movies on VCD/DVD/Computer in a week**

Sl. No.	No. of films watched on VCD/DVD/Computer in a week	Frequency			Percentage
		Male	Female	Total	
0	Nil	28	34	62	36.90
1	Once	29	27	56	33.33
2	Twice	17	12	29	17.26
3	Thrice	08	04	12	7.14
4	More than three	03	06	09	5.35
	Total	84	84	168	100

The data indicate that 33.33% of the respondents watched movies once in a week while 17.26% of the respondents watched twice in a week. Again 7.14% of the respondents watched movies thrice in a week while 5.35% of the respondents watched movies more than three in a week by VCD/DVD/Computer and 36.90% of the respondents did not watch movies by using VCD/DVD players/Computer.

Preferences for movies

To analyse the types of films preferred by the respondents, it has been classified into fifteen categories as it is shown in table no 8.25.

Tabel No. 8.25

Preferences for Movie

Sl. No.	Types of film prefer	Frequency			Percentage
		Male	Female	Total	
1	Romantic films	09	16	25	15.92
2	Religious films	22	27	49	31.21
3	Comedy films	13	13	26	16.56
4	Horror films	01	00	01	0.63
5	Action films	07	05	12	7.64
6	Romantic + Action films	00	01	01	0.63
7	Romantic + Religious films	02	01	03	1.91
8	Religious + Comedy films	14	06	20	12.73
9	Romantic + Comedy films	02	01	03	1.91
10	Romantic + Religious + Comedy films	10	05	15	9.55
11	Religious + Action films	00	00	00	00
12	Romantic + Action + Religious films	00	00	00	00
13	Romantic + Action + Comedy + Religious films	01	00	01	0.63
14	Romantic + Action + Comedy films	00	00	00	00
15	Romantic + Action + Horror films	01	00	01	0.63
	Total	82	75	157	100

From the above table, it appears that out of the 157 respondents who watched movie, less than one third (31.21%) of the respondents preferred religious films while less than one fifth (16.56%) of the respondents preferred comedy films and more than one tenth (15.92%) of the respondents preferred romantic films. On the otherhand, while 12.73% of the respondents

preferred religious + comedy films, 9.55% of the respondents preferred romantic+religious+comedy films and 7.64% of the respondents preferred action films. Again, while equally 1.91% of the respondents preferred romantic + religious films, romantic + comedy films, equally 0.63% of the respondents preferred horror films, romantic + action films, romantic + action + comedy + religious films and romantic + action + horror films in this study.

Language preferences for movie

So far as the languages of film preferred by the respondents, it has been categorised into nine categories- (1) Manipuri (2) Hindi (3) Assamese (4) Bangla (5) English (6) Hindi + Manipuri (7) English + Manipuri + Hindi (8) English + Manipuri + Hindi + Assamese (9) Manipuri + Hindi + Bengali. The distribution of the categories is shown in table no 8.26.

Table No. 8.26
Language preferences for Movie

Sl. No.	Language of the film prefer	Frequency			Percentage
		Male	Female	Total	
1	Manipuri	29	36	65	41.40
2.	Hindi	20	18	38	24.20
3.	Assamese	00	00	00	00
4.	Bengali	00	00	00	00
5	English	01	00	01	0.63
6	Hindi + Manipuri	30	20	50	31.84
7	English + Manipuri + Hindi	01	00	01	0.63
8	English + Manipuri + Hindi + Assamese	01	00	01	0.63
9	Manipuri + Hindi + Bengali	00	01	01	0.63
	Total	82	75	157	100

The data reveal that out of the 157 respondents, more than two fifth (41.40%) of the respondents preferred Manipuri films, while less than one third (31.84%) of the respondents preferred Hindi and Manipuri films. On the otherhand, while less than one fourth (24.20%) of

the respondents preferred only Hindi films, equally a few (0.63%) of the respondents preferred English films, English + Manipuri + Hindi films, English + Manipuri + Hindi + Assamese films and Manipuri + Hindi + Bengali films.

LETTER

Letters sent in a month

Therefore, to analyse the frequency of sending letters by the respondent in a month, five categorization have been made such as- (1) Don't send (Nil) (2) High (More than three) (3) Medium (2-3) (4) Low (One) (5) Very low (Rarely). The distribution of the categories is shown in table no 8.27.

Table No.8.27

Letters sent by Respondents in a month

Sl. No.	Letter Sent in a Month	Frequency			Percentage
		Male	Female	Total	
0	Don't send (Nil)	69	76	145	86.30
1	Low (One)	14	08	22	13.09
2	Medium (2-3)	00	00	00	00
3	High (More than three)	00	00	00	00
4	Very Low (Rarely)	01	00	01	0.59
	Total	84	84	168	100

The data indicate that most of the respondents (86.30%) did not send letter while 13.09% of the respondents had low degree in sending letters and a few (0.59%) of the respondents had very low degree in sending letters.

Letters received in a month

To analyse the letters received in a month by the respondents, the categorization has been made on the basis of (1) don't receive (2) high (more than three) (3) medium (2-3) (4)

Low (One) (5) Very Low (Rarely). The distribution of the respondents is shown in table no 8.28.

Table No. 8.28

Letter received by the Respondents in a month

Sl. No.	Letter Received in a Month	Frequency			Percentage
		Male	Female	Total	
0	Nil	70	74	144	85.71
1	One	14	09	23	13.69
2	2-3	00	00	00	00
3	More than Three	00	01	01	0.59
4	Rarely	00	00	00	00
	Total	84	84	168	100

The data show that most of the respondents (85.71%) did not received any letters whereas 13.69% of the respondents received letters in low degree and 0.59% of the respondents received letters in high degree.

From this finding, it can be noted that since the mobile network is widely available in rural areas the frequency of written communication like letter's sending/receiving has been decreasing day by day.

Purpose of sending letter

The purpose of sending letter has been categorised on the basis of (1) Friends (2) Relatives (3) Business and (4) Official. The distribution of the categories is shown in table no 8.29.

Table No. 8.29
Purpose of Sending Letter

Sl. No.	Purpose of Sending Letter	Frequency			Percentage
		Male	Female	Total	
1	Friends	01	02	03	13.04
2	Relatives	01	02	03	13.04
3	Business	00	00	00	00
4	Official	13	04	17	73.91
	Total	15	08	23	100

From the table, it is found that majority of the respondents (73.91%) sent letters for official purpose whereas equally more than one tenth(13.04%) of the respondents sent letters to their friends and relatives. From this table, it can be noted that now a days letter is used basically for official purpose only.

Types of Post prefer

In order to analyse the preferences of post, the type of post has been classified into the following categories as shown in table no 8.30.

Table No. 8.30

Types of Post Prefer

Sl. No.	Types of Post Prefer	Frequency			Percentage
		Male	Female	Total	
1	Ordinary	00	00	00	00
2	Speed post	03	02	05	21.73
3	Registered	05	02	07	30.43
4	Pvt. Courier	01	00	01	4.34
5	Ordinary + Speed post	03	02	05	21.73
6	Ordinary + Registered	02	02	04	17.39
7	Ordinary + Pvt. Courier	00	00	00	0
8	Speed Post + Registered	01	00	01	4.34
9	Speed Post + Pvt. Courier	00	00	00	00
10	Pvt. Courier + Registered	00	00	00	00
	Total	15	08	23	100

The data indicate that majority of the respondents (30.43%) preferred registered post, while equally more than one fifth (21.73%) of the respondents preferred speed post and ordinary + registered post and equally 4.34 % of the respondents preferred Pvt.courier and speed post + registered post in this study.

FAX

Send Messages by Fax

To analyse the status of sending fax messages by the respondents, the respondents were asked whether they send any messages by fax. The distribution of responses of the subject have been classified on the following basis as shown in table no 8.31.

Table No. 8.31

Status of Sending Fax Messages

Sl. No.	Whether send any fax message	Frequency			Percentage
		Male	Female	Total	
0	No	81	80	161	95.83
1.	Yes	03	04	07	4.16
	Total	84	84	168	100

The data reveal that out of 168 respondents, 4.16% of the respondents sent fax messages and the rest 95.83% did not need to send any fax messages.

Purpose of sending Messages/ Documents by Fax

The purpose of sending messages or documents by fax has been analysed on the following basis as shown in table no 8.32.

Table No. 8.32

Purpose of sending Messages/ Documents by Fax

Sl. No.	Purpose of Sending fax messages	Frequency			Percentage
		Male	Female	Total	
1.	Official	02	04	06	85.71
2.	Business	01	00	01	14.28
	Total	03	04	07	100

The data show that out of the 7 respondents who send fax messages, 85.71 of the respondents sent for official purpose while the rest 14.28% of the respondents sent for business purpose.

Number of fax messages sent in last three months

As regards to the number of fax messages sent by the respondents, the data have been categorised into four categories such as- (1) 1-2 messages (2) 3-5 messages (3) 6-10 messages and (4) More than 10 messages . The distribution of the categories is shown in table no 8.33.

Table No.8.33

Number of fax messages sent in the last three months

Sl. No.	No. of fax messages sent in the last three months	Frequency			Percentage
		Male	Female	Total	
1	1-2 messages	02	03	05	71.42
2	3-5 messages	00	01	01	14.28
3	6-10 messages	00	00	00	00
4	More than 10 messages	01	00	01	14.28
	Total	03	04	07	100

The data indicate that out of the 7 respondents, 71.42% of the respondents sent 1-2 fax messages in last three months while equally 14.28% of the respondents sent 3-5 fax messages and more than 10 fax messages in last three months in this study.

Place of sending Fax Messages

To understand the place of sending fax messages by the respondents, it has been categorised into four categories, such as (1) Home (2) Office (3) PCO and (4) PCO + Office. The distribution of the categories is shown in table no.8.34

Table No. 8.34
Place of sending Fax Messages

Sl. No.	Place of sending Fax Messages	Frequency			Percentage
		Male	Female	Total	
1	Home	00	00	00	00
2	Office	02	02	04	57.14
3	PCO	00	00	00	00
4	PCO + Office	01	02	03	42.85
	Total	03	04	07	100

From the data, it is found that out of the 7 respondents who used fax messages, 57.14% of the respondents sent fax messages from their respective offices while 42.85% of the respondents sent fax messages from both PCO and office in this study.

TELEPHONE

Ownership of Telephone connection

Therefore, in order to understand the status of telephone connection in the village, the respondents were asked whether they have telephone connection, and their responses are classified in the following manner as shown in table no 8.35.

Table No. 8.35
Ownership of Telephone Connection

Sl. No.	Whether have Telephone	Frequency			Percentage
		Male	Female	Total	
0	No	70	67	137	81.54
1.	Yes	14	17	31	18.45
	Total	84	84	168	100

The data highlight that less than one fifth (18.45%) of the respondents had telephone connection while majority (81.54%) of the respondents did not have telephone.

Having Caller I D in Telephone connection

To understand the status of using caller ID in telephone connection, the respondents were asked whether they have caller ID with the telephone receiver. The responses of the subject have been classified as shown below in table no 8.36.

Table No.8.36
Having Caller I D in Telephone connection

Sl. No.	Whether have caller ID in your Telephone	Frequency			Percentage
		Male	Female	Total	
0	No	11	14	25	80.64
1.	Yes	03	03	06	19.35
	Total	14	17	31	100

The data show that out of the 31 respondents who had telephone connection, less than one fifth (19.35%) of the respondents had caller ID with the telephone receiver while majority (80.64%) of the respondents did not use caller ID in telephone connection.

Calls generally made over Telephone in a month

To analyse the phone calls made by the respondents in a month, it has been categorised into five categories such as- (1) 1-50 calls (2) 51-100 calls (3) 101-200 calls (4) 201 - 500 calls and (5) More than 500 calls. The distribution of the categories is shown in table no 8.37.

Table No. 8.37
Calls generally made over telephone in a month

Sl. No.	Calls generally made in a Month	Frequency			Percentage
		Male	Female	Total	
1	1-50 Calls	02	00	02	6.45
2	51-100 Calls	01	05	06	19.35
3	101-200 Calls	03	06	09	29.03
4	201-500 Calls	06	06	12	38.70
5	More than 500 Calls	02	00	02	6.45
	Total	14	17	31	100

The data reveal that out of the 31 respondents who had telephone connection in the village, less than two fifth (38.70%) of the respondents made 200-500 calls in a month while more than one fourth (29.03%) of the respondents made 101-201 calls, less than one fifth (19.35%) of the respondents made 51-100 calls and equally less than one tenth (6.45%) of the respondents made 1-50 calls and more than 500 calls in a month over telephone.

Calls generally received in a month

To analyse the telephone calls receive in a month, it has been categorised into five categories as it is shown in table no 8.38.

Table No. 8.38
Calls generally received in a month

Sl. No.	Call generally received in a month	Frequency			Percentage
		Male	Female	Total	
1	1-50 Calls	01	00	01	3.22
2	51-100 Calls	01	01	02	6.45
3	101-200 Calls	03	06	09	29.03
4	201-500 Calls	04	08	12	38.70
5	More than 500 Calls	05	02	07	22.58
	Total	14	17	31	100

From the table, it is found that out of the 31 respondents, little less than two fifth (38.70%) of the respondents received 201-500 calls in a month while less than one third (29.03%) of the respondents received 101-200 calls, more than one fifth (22.58%) of the respondents received more than 500 calls, less than one tenth (6.45%) of the respondents received 51-100 calls and a few (3.22%) of the respondents received 1-50 calls in a month.

Calls made in a week over Telephone

To analyse the frequency of calls made by the respondents in a week, the responses of the subjects are classified into three categories such as- (1) Very frequently (daily) (2) Frequently (3-4 calls) (3) Less frequently (at least once in a week). The distribution of the responses is shown in table no 8.39.

Table No.8.39
Persons to whom call frequently in a week

Sl. No.	Person to whom call frequently	Family members				Relatives				Office People				Friends				Neighbours			
		Frequency				Frequency				Frequency				Frequency				Frequency			
		M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%
1	Very Frequently (Daily)	08	08	16	51.61	02	01	03	9.67	01	01	02	6.45	03	03	06	19.35	00	00	00	00
2	Frequently (3-4 Calls)	02	06	08	25.80	10	12	22	70.96	03	03	06	19.35	07	09	16	51.61	01	05	06	19.35
3	Less Frequently (At least once in a week)	04	03	07	22.58	02	04	06	19.35	04	04	08	25.80	04	04	08	25.80	10	10	20	64.51
	Total	14	17	31	100	14	17	31	100	08	08	16	51.61	14	16	30	96.76	11	15	26	83.86

The data show that out of the 31 respondents, more than half (51.61%) of the respondents made calls very frequently to their family members while more than one fourth (25.80%) of the respondents made calls frequently and more than one fifth (22.58%) of the respondents made calls less frequently to their family members in a week.

As regards to make calls to their relatives, out of the 31 respondents, majority (70.96%) of the respondents made calls frequently, while less than one fifth (19.35%) of the respondents made calls less frequently and less than one tenth (9.67%) of the respondents made calls very frequently to their relatives in a week.

On the other hand, make calls to office people is concerned, more than one fourth (25.80%) of the respondents made call less frequently while less than one fifth (19.35%) of the respondents made calls frequently and less than one tenth (6.45%) of the respondents made calls very frequently to their office people in a week.

In case of calls make to their friends is concerned, out of the 31 respondents, more than half (51.61%) of the respondents made calls frequently while more than one fourth (25.80%) of the respondents made calls less frequently and less than one fifth (19.35%) of the respondents made calls very frequently to their friends.

So far as the calls make to their neighbours is concerned, out of 31 respondents, more than three fifth (64.51%) of the respondents made call less frequently whereas less than one

fifth (19.35%) of the respondents made call frequently to their neighbours in a week in this study.

Calls received in a week over Telephone

To analyse the frequency of calls received in a week by the respondents, it has been classified into three categories as it is shown in table no 8.40.

Table No. 8.40

Persons from whom received calls in a week

Sl. No.	Persons from whom received call in a week	Family members				Relatives				Office People				Friends				Neighbours			
		Frequency				Frequency				Frequency				Frequency				Frequency			
		M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%
1	Very Frequently (Almost Daily)	09	09	18	58.06	01	01	02	6.45	01	01	02	6.45	04	05	09	29.03	00	01	01	3.22
2	Frequently (3-4 Calls in a week)	02	05	07	22.58	10	12	22	70.96	04	04	08	25.80	05	09	14	45.16	01	04	05	16.12
3	Less Frequently (At least once in a week)	03	03	06	19.35	03	04	07	22.58	04	04	08	25.80	05	03	08	25.80	11	10	21	67.4
	Total	14	17	31	100	14	17	31	100	09	09	18	58.06	14	17	31	100	12	15	27	87.08

The data highlight that out of the 31 respondents, less than three fifth (58.06%) of the respondents received calls very frequently from their family members while more than one fifth (22.58%) of the respondents received calls frequently and less than one fifth (19.35%) of the respondents received calls less frequently from their family members in a week.

As regards to calls received from their relatives, majority (70.96%) of the respondents received calls frequently, while more than one fifth (22.58%) of the respondents received calls less frequently and less than one tenth (6.45%) of the respondents received calls very frequently from their relatives in a week.

On the other hand, in case of calls received from the office people is concerned, out of the 31 respondents, equally 25.80% of the respondents received calls frequently and less frequently from office people and less than one tenth (6.45%) of the respondents received calls very frequently from office people in a week.

So far as the calls received from their friends is concerned , more than two fifth (45.16%) of the respondents received calls frequently while less than one third (29.03%) of the respondents received calls very frequently and little more than one fourth (25.80%) of the respondents received calls less frequently from their friends.

In case of calls received from neighbours is concerned , out of the 31 respondents , more than three fifth (67.74%) of the respondents received calls less frequently while less than one fifth (16.12%) of the respondents received calls frequently and few (3.22%) of the respondents received calls very frequently from their neighbours in a week in this study.

MOBILE

Ownership of Mobile phone

Since the mobile phone network has launched in that area in late 2003, the number of mobile phone subscriber has been increasing day by day. Therefore, to understand the status of ownership of mobile phone among the respondents, they were asked whether they have mobile phone or not. The distribution of the responses of the subject is shown in table no 8.41.

Table No. 8.41
Ownership of Mobile phone

Sl. No.	Whether have mobile phone	Frequency			Percentage
		Male	Female	Total	
0	No	15	18	33	19.64
1.	Yes	69	66	135	80.35
	Total	84	84	168	100

From the data, it appears that majority (80.35%) of the respondents had mobile phone while less than one fifth (19.64%) of the respondents did not have mobile phone and here also those respondents, who had no mobile phone, also reported that though they didn't have mobile phone, they use it through their neighbours and relatives when need.

Number of Mobile Set in a family

To find out the number of mobile set in a household, the data have been categorized into four categories such as - 1. One 2. 2-3 3. 4-5 and 4. More than 5. The distribution of the categories is shown in the table no 8.42.

Table No.8.42
No of Mobile set in a family

Sl. No.	No. of Mobile phone in a family	Frequency			Percentage
		Male	Female	Total	
1	One	20	17	37	27.40
2	2-3	34	36	70	51.85
3	4-5	08	10	18	13.33
4	More than five	07	03	10	7.40
	Total	69	66	135	100

The data show that out of 135 respondents who had mobile set , more than half (51.85%) of the respondents had 2-3 mobile set ,whereas more than one fourth (27.40%) of the respondents had one mobile set , more than one tenth (13.33%) of the respondents had 4-5 mobile sets and less than one tenth (7.40%) of the respondents had more than five mobile sets in their households.

Mobile phone service provider To understand the popularity of service providers of mobile phone whose networks are available in that area, the respondents were asked what is the service provider of your mobile phone. The distribution of the responses of the subject is shown in table no 8.43.

Table No. 8.43
Mobile phone service provider

Sl. No.	Mobile phone service provider	Frequency			Percentage
		Male	Female	Total	
1	BSNL	20	13	33	17.18
2	Reliance	41	39	80	41.66
3	Airtel	31	27	58	30.20
4	Aircel	13	08	21	10.93
	Total	105	87	192	100

From the data, it is found that Reliance was the most popular service provider as majority (41.66%) of the respondents used Reliance while Airtel was in the second position of popularity with 30.20% followed by BSNL with 17.18% and Aircel was in the fourth position as 10.93% of the respondents used it in the village.

Types of Mobile connection

To analyze the type of mobile connection, it has been categorised into three categories- (1) Prepaid (2) Postpaid without GPRS and (3) PostPaid with GPRS. The distribution of the categories is shown in table no 8.44.

Table No. 8.44
Types of Mobile connection

Sl. No.	Types of mobile connection	Frequency			Percentage
		Male	Female	Total	
1	Prepaid	67	66	133	91.72
2	Postpaid without GPRS	04	05	09	6.20
3	Post paid with GPRS	02	01	03	2.06
	Total	73	72	145	100

The data indicate that majority (91.72%) of the respondents had prepaid connection whereas less than one tenth (6.20%) of the respondents had post paid connection and a few (2.06%) of the respondents had post paid with GPRS connection in this study.

How do you get the Mobile set

To know how the respondents have the mobile set, the data have been categorized into eight categories as it is shown in table no 8.45.

Table No. 8.45

How do you get the Mobile Set?

Sl. No.	How do you get mobile set ?	Frequency			Percentage
		Male	Female	Total	
1	Purchased by me	43	19	62	45.92
2.	Purchased by Parents	12	07	19	14.07
3.	Purchased by Husband	05	17	22	16.29
4.	Purchased my Brother	02	06	08	5.92
5	Purchased by my Sister	02	03	05	3.70
6	Purchased by my Son	05	06	11	8.14
7	Purchased by my Daughter	00	08	08	5.92
8	Presented by my Relatives/Friends	00	00	00	00
	Total	69	66	135	100

It can be noticed from the data that majority (45.92%) of the respondents purchased the mobile set by themselves whereas 16.29% of the respondents used mobile set purchased by their husband. Again, while 14.07% of the respondents informed about the mobile set purchased by their parents, 8.14% of the respondents used mobile set purchased by their son, equally 5.92% of the respondents used mobile set purchased by their brother and their daughters and 3.70% of the respondents mobile set purchased by their sister.

Calls receive in a week over Mobile

To analyze the calls receive in a week over mobile, the responses of the subject were categorized into four categories as- (1) Low (1-20 calls) (2) Medium (21-40 calls) (3) High (41-60 calls) and (4) Very high (More than 60 calls). The distribution of categories is shown in table no 8.46.

Table No.8.46
Calls receive in a Week over Mobile

Sl. No.	Call received in a week	Frequency			Percentage
		Male	Female	Total	
1	Low (1-20 calls)	09	09	18	13.33
2	Medium (21-40 calls)	02	04	06	4.44
3	High (41-60 calls)	05	11	16	11.85
4	Very High (More than 60 calls)	53	42	95	70.37
	Total	69	66	135	100

The data highlight that out of the 135 respondents, majority (70.37%) of the respondents had very high degree to receive phone calls over mobile, while more than one tenth (13.33%) of the respondents had low degree. Again, while 11.85% of the respondents had high degree of receiving phone calls, 4.44% of the respondents had medium degree in receiving phone calls over mobile.

Calls make in a week

To analyse the calls make in a week, the responses of the subjects is categorised into four categories as it is shown in table no 8.47.

Table No. 8.47
Calls make in a week

Sl. No.	Call make in a week	Frequency			Percentage
		Male	Female	Total	
1	Low (1-20 calls)	12	14	26	19.25
2	Medium (21-40 calls)	04	06	10	7.40
3	High (41-60 calls)	05	09	14	10.37
4	Very High (More than 60 calls)	48	37	85	62.96
	Total	69	66	135	100

The data show that most of the respondents (62.96%) had very high degree in making calls while less than one fifth (19.25%) of the respondents made calls in low degree. Again, little more than one tenth (10.37%) of the respondents made calls in high degree while less than one tenth (7.40%) of the respondents made calls in medium degree over mobile phone.

Persons to whom make calls over mobile

The frequency of making calls by the respondents to their family members, relatives, office people, friends and neighbours, have been analysed on the basis of three categories, such as- (1) Very frequently (Almost daily) (2) Frequently (3-4 calls in a week) (3) Less frequently (At least once in a week). The distribution of the categories is shown in table no 8.48.

Persons to whom make calls over mobile

The frequency of making calls by the respondents to their family members, relatives, office people, friends and neighbours, have been analysed on the basis of three categories, such as- (1) Very frequently (Almost daily) (2) Frequently (3-4 calls in a week) (3) Less frequently (At least once in a week). The distribution of the categories is shown in table no 8.48.

Table No. 8.48

Persons to whom make calls over mobile

Sl. No.	Person to whom make calls	Family members				Relatives				Office People				Friends				Neighbours			
		Frequency				Frequency				Frequency				Frequency				Frequency			
		M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%
1	Very Frequently (Almost daily)	27	26	53	39.25	03	02	05	3.70	07	08	15	11.11	24	17	41	30.37	00	00	00	00
2	Frequently (3-4 Calls in a week)	25	19	44	32.59	43	34	77	58.35	09	04	13	9.62	23	20	43	31.85	06	06	12	8.88
3	Less Frequently (At least once in a week)	14	20	34	25.18	23	27	50	37.87	11	07	18	13.33	20	27	47	34.81	54	42	96	71.11
	Total	66	65	131	97.02	69	63	132	100	27	19	46	34.06	67	64	131	97.03	60	48	108	79.99

The data indicate that out of the 135 respondents who had mobile phone in their households, little less than two fifth (39.25%) of the respondents made calls very frequently while less than one third (32.59%) of the respondents made calls frequently and little more than one fourth (25.18%) of the respondents made calls less frequently to their family members.

On the other hand, as far as making call to their relatives is concerned, majority (58.51%) of the respondents made calls frequently while more than one fifth (21.48%) of the respondents made calls less frequently and a few 3.70% of the respondents made calls very frequently to their relatives.

In case of calling to office people, 13.33% of the respondents made calls less frequently while 11.11% of the respondents made calls very frequently and 9.62% of the respondents made calls frequently to their office staffs.

On the other hand, more than one third (34.81%) of the respondents made calls less frequently, while less than one third (31.85%) of the respondents made call frequently and more than one fourth (30.37%) of the respondents made calls very frequently to their friends.

As far as calling to neighbours is concerned , majority (71.11%) of the respondents made calls less frequently while less than one tenth (8.88%) of the respondents made calls frequently to their neighbours. There was no one who made calls very frequently to their neighbours in this study.

Persons from whom received calls over Mobile

To analyse the call frequency received from their relatives, family members, office people, friends and neighbours by the respondents, it has been categorised into three categories as it is shown in table no 8.49.

Table No. 8.49

Persons from whom received calls over Mobile

Sl. No.	Persons from whom received calls	Family members				Relatives				Office People				Friends				Neighbours			
		Frequency				Frequency				Frequency				Frequency				Frequency			
		M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%
1	Very Frequently (Almost daily)	29	30	59	43.70	03	03	06	4.44	08	07	15	11.11	27	20	47	34.81	00	00	00	00
2	Frequently (3-4 Calls in a week)	24	19	43	31.85	47	33	80	59.25	11	03	14	10.37	18	20	38	28.14	08	06	14	10.37
3	Less Frequently (Atleast once in a week)	15	15	30	22.22	19	30	49	36.29	09	11	20	14.81	20	22	42	31.11	55	45	100	74.07
	Total	68	64	132	97.77	69	66	135	100	28	21	49	36.29	65	62	127	94.06	63	51	114	84.44

The data reveal that out of the 135 respondents who had mobile set in their households, majority (43.70%) of the respondents received calls very frequently, while less than one third (31.85%) of the respondents received calls frequently and more than one fifth (22.22%) of the respondents received calls less frequently from their family members.

In case of call received from relatives, majority (59.25%) of the respondents received calls frequently while more than one third (36.29%) of the respondents received less frequently and few (4.44%) of the respondents received calls very frequently from their relatives.

On the other hand, in case of office people, 14.81% of the respondents received calls less frequently while 11.11% of the respondents received calls very frequently and 10.37% of the respondents received calls frequently from their official staffs.

So far as calls received from friends is concerned, more than one third (34.81%) of the respondents received calls very frequently while less than one third (31.11%) of the respondents received calls less frequently and more than one fourth (28.14%) of the respondents received calls frequently from their friends.

Again, as regards to calls received from neighbours is concerned , majority (74.07%) of the respondents received calls less frequently while little more than one tenth (10.37%) of the respondents received calls frequently from their neighbours and there was no one who received calls very frequently from their neighbours, in this study.

In this study, it is found that majority (100%) of the respondents received calls from their relatives, while 97.77% of the respondents received calls from their family members and 94.06% of the respondents received calls from their friends. Again, 84.44% of the respondents received calls from their neighbours while 36.29% of the respondents received calls from their official staffs, in this study.

SMS received in a week

The frequency of SMS received in a week has been categorised into four categories, such as- (1)1-10 (2) 11-20 (3) 21-30 and (4) More than 30 . The distribution of the categories is shown in table no 8.50.

Table No.8.50

SMS received in a week

Sl. No.	SMS received in a week	Frequency			Percentage
		Male	Female	Total	
1	1-10	28	32	60	82.19
2	11-20	02	02	04	5.47
3	21-30	02	01	03	4.10
4	More than 30	05	01	06	8.21
	Total	37	36	73	100

The data show that out of the 73 respondents who received SMS in mobile phone, majority (82.19%) of the respondents received 1-10 SMS in a week while 8.21% of the respondents received more than 30 SMS, 5.47% of the respondents received 11-20 SMS and 4.10% of the respondents received 21-30 SMS in a week.

SMS send in a week

In case of SMS sent by the respondents in a week, the data have been categorised into four categories as it is shown in table no 8.51.

Table No.8.51

SMS send in a week

Sl. No.	SMS send in a week	Frequency			Percentage
		Male	Female	Total	
1	1-10	29	32	61	83.56
2	11-20	02	02	04	5.47
3	21-30	02	01	03	4.10
4	More than 30	04	01	05	6.84
	Total	37	36	73	100

The data reveal that out of the 73 respondents who sent SMS in mobile phone, majority (83.56%) of the respondents sent 1-10 SMS in a week while 6.84% of the respondents sent more than 30 SMS, 5.47% of the respondents sent 11-20 SMS and 4.10% of the respondents sent 21-30 SMS in a week.

Person to whom send SMS in a week

To analyse the frequency of SMS sending in a week by the respondents to their family members, relatives, office people, friends and neighbours, the data have been categorised into three categories, such as- (1) Very frequently (Almost daily) (2) Frequently (3-4 SMS in a week) (3) Less frequently (Atleast once in a week). The distribution of the categories have been shown in table no 8.52.

Table No. 8.52

Persons to whom send SMS in a week

Sl. No.	Person to whom send SMS	Family members				Relatives				Office People				Friends				Neighbours			
		Frequency				Frequency				Frequency				Frequency				Frequency			
		M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%
1	Very Frequently (Almost daily)	01	01	02	2.74	00	00	00	00	03	02	05	6.85	04	03	07	9.58	00	00	00	00
2	Frequently (3-4 SMS in a week)	03	03	06	8.22	02	02	04	5.48	03	02	05	6.85	21	12	33	45.21	00	00	00	00
3	Less Frequently (Atleast once in a week)	02	01	03	4.10	01	03	04	5.48	00	00	00	00	10	14	24	32.88	00	00	00	00
	Total	06	05	11	15.06	03	05	08	10.96	06	04	10	13.70	35	29	64	87.67	00	00	00	00

The data reveal that 8.22% of the respondents sent SMS frequently while 4.10% of the respondents sent SMS less frequently and 2.74% of the respondents sent SMS very frequently to their family members.

On the otherhand, as regards to SMS sent to their relatives is concerned, equally 5.48% of the respondents sent SMS frequently and less frequently to their relatives but there was no one who sent SMS very frequently to their relatives.

In case of sending SMS to their official people, equally 6.85% of the respondents sent SMS very frequently and frequently to their official staffs and there was no one who sent SMS less frequently to their official staffs.

On the otherhand, so far as SMS sent to their friends is concerned, 45.21% of the respondents sent frequently to their friends while 32.88% of the respondents sent SMS less frequently and 9.58% of the respondents sent very frequently to their friends in a week and there was no one who sent SMS to their neighbours, in this study.

Persons from whom received SMS in a week

To analyse the SMS received in a week by the respondents from their family members, relatives, office people, friends and neighbours, the data have been categorised into three categories as it is shown in table no 8.53.

Table No. 8.53

Persons from whom received SMS

Sl. No.	Persons from whom received SMS	Family members				Relatives				Office People				Friends				Neighbours			
		Frequency				Frequency				Frequency				Frequency				Frequency			
		M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%	M	F	T	%
1	Very Frequently (Almost daily)	01	01	02	2.74	00	00	00	00	01	00	01	1.37	05	03	08	10.96	00	00	00	00
2	Frequently (3-4 SMS in a week)	00	02	02	2.74	00	02	02	2.74	03	02	05	6.85	20	15	35	47.94	00	00	00	00
3	Less Frequently (Atleast once in a week)	02	01	03	4.10	02	04	06	8.22	00	00	00	00	10	12	22	30.14	00	00	00	00
	Total	03	04	07	9.58	02	06	08	10.96	04	02	06	8.22	35	30	65	89.04	00	00	00	00

The data indicate that out of the 73 respondents who received SMS in mobile phone, 4.10% of the respondents received SMS less frequently while equally 2.74% of the respondents received SMS very frequently and frequently from their family members in a week.

On the other hand, in case of SMS received from their relatives is concerned, 8.22% of the respondents received less frequently while 2.74% of the respondents received SMS frequently from their relatives. But there was no one who received SMS very frequently from their relatives in a week.

As regards to SMS received from their official staffs, 6.85% of the respondents received SMS frequently while 1.37% of the respondents received SMS very frequently from their official staffs and there was none who received less frequently from their official staffs in a week.

So far as, SMS received from their friends is concerned, 47.94% of the respondents received frequently while 30.14% of the respondents received SMS very frequently and 10.96% of the respondents received SMS very frequently from their friends in a week. but there was none who received SMS from their neighbours in this study.

In short, it can be noted that basically the respondents used SMS to communicate with their friends in this study.

COMPUTER

Access to Computer

As the literacy rate has been increasing day by day, the enthusiasm of learning computer among the youth is also increasing. Therefore, to understand the total number of respondents who can access to computer, they were asked whether they can access to computer or not. The distribution of the respondents is shown in table no 8.54.

Table No. 8.54
Access to Computer

Sl. No.	Whether access to Computer	Frequency			Percentage
		Male	Female	Total	
0	No	51	68	119	70.83
1.	Yes	33	16	49	29.16
	Total	84	84	168	100

From the data, it is noticed that out of 168 respondents, more than one fourth (29.16%) of the respondents could access to computer whereas less than three fourth (70.83%) of the respondents could not access to computer, in this village.

Place of using Computer

To analyse the place of using computer by the respondents, it has been categorised into five categories, such as- (1) Home (2) Cyber cafe (3) Office (4) School/College/University and (5) Other places. The distribution of the categories is shown in table no 8.55.

Table No. 8.55

Place of using Computer

Sl. No.	Place of using Internet	Frequency			Percentage
		Male	Female	Total	
1	Home	02	04	06	12.24
2	Cyber cafe	12	06	18	36.73
3	Office	03	03	06	12.24
4	School/Collage/University	16	02	18	36.73
5	Other place	00	01	01	2.04
	Total	33	16	49	100

The data show that out of the 49 respondents who can access computers, equally more than one third (36.73%) of the respondents used computer in cyber cafes and School / College / University whereas equally more than one tenth (12.24%) of the respondents used computer in their home and office and a few 2.04% of the respondents used it in other places.

Purpose of using Computer

The distribution of the categories of purpose of using computer is shown in table no 8.56.

Table No. 8.56

Purpose of using Computer

Sl. No.	Purpose of using Computer	Frequency			Percentage
		Male	Female	Total	
1	Education	23	07	30	61.22
2.	Business	04	02	06	12.24
3.	Entertainment	00	00	00	00
4.	Games	00	00	00	00
5	Education + Entertainment	01	01	02	4.08
6	Education + Business	04	04	08	16.32
7	Education + Entertainment + Others	01	00	01	2.04
8	Business + Official	00	02	02	4.08
	Total	33	16	49	100

From the data, it is found that out of the 49 respondents who can access computer, majority (61.22%) of the respondents used computer for educational purpose whereas less than one fifth (16.32%) of the respondents used computer for education + business purpose and more than one tenth (12.24%) of the respondents used computer only for business purpose. Again, while equally 4.08% of the respondents used computer for education + entertainment and business + official , a few (2.04%) of the respondents used computer for the purpose of education + entertainment + others in this study.

INTERNET

Access to Internet

To analyse the number of respondents who can access to internet, they were asked whether they can access to internet. The distribution of the responses of the subjects is shown in table no 8.57.

Table No.8.57

Access to Internet

Sl. No.	Whether access to Internet	Frequency			Percentage
		Male	Female	Total	
0	No	58	72	130	77.38
1.	Yes	26	12	38	22.61
	Total	84	84	168	100

It is found from the data that out of 168 respondents, more than one fifth (22.61%) of the respondents could access to internet while more than three fifth (77.38%) of the respondents could not access to internet in this study.

Place of using Internet

The place of using internet can be analysed by categorising the data on the basis of- (1) Home (2) Cyber cafe (3) Office (4) School/College/University and (5) Other places. The distribution of the categories is shown in table no 8.58.

Table No. 8.58

Place of using Internet

Sl. No.	Place of using Computer	Frequency			Percentage
		Male	Female	Total	
1	Home	01	02	03	7.89
2	Cyber cafe	20	04	24	63.15
3	Office	02	03	05	13.15
4	School/Collage/University	03	03	06	15.78
5	Other place	00	00	00	00
	Total	26	12	38	100

The findings of the study show that out of 38 respondents who can access to internet, majority (63.15%) of the respondents used internet in Cyber cafe whereas less than one fifth (15.78%) of the respondents used in School /College / University, more than one tenth (13.15%) of the respondents used in office and less than one tenth (7.89%) of the respondents used internet in their home.

Frequency of using Internet

To analyse the frequency of using Internet, the data have been categorised into five categories- (1) Occassionally (2) Daily (3) 1-5 days (4) 6-10 days and (5) More than 10 days. The distribution of the categories is shown in table no 8.59.

Table No. 8.59

Frequency of using Internet monthly

Sl. No.	Frequency of using Internet	Frequency			Percentage
		Male	Female	Total	
1	Occassionally	06	04	10	26.31
2	Daily	02	02	04	10.52
3	1-5 days	14	05	19	50.00
4	6-10 days	02	00	02	5.26
5	More than 10 days	02	01	03	7.89
	Total	26	12	38	100

The data reveal that out of 38 respondents who can access to internet, half (50%) of the respondents used internet 1-5 days in a month while more than one fourth (26.31%) of the respondents used occassionally and more than one tenth (10.52%) of the respondents used internet daily in a month. On the other hand, while 7.89% of the respondents used more than ten days, 5.26% of the respondents used internet 6-10 days in a month.

Purpose of using Internet

The distribution of categories for the purpose of using internet is shown in table no 8.60.

Table No.8.60

Purpose of using Internet

Sl.	Purpose of using Internet	Frequency			Percentage
		Male	Female	Total	
1	E-mail	06	02	08	21.05
2.	E- Commerce	00	00	00	00
3.	E - Governance	00	00	00	00
4.	Academic	03	01	04	10.52
5	Chatting	00	00	00	00
6	Video conferencing	00	00	00	00
7	Inviting	00	00	00	00
8	Download free software	01	00	01	2.63
9	Download MP3 music	00	01	01	2.63
10	Download Reading Materials	00	01	01	2.63
11	E-mail+ Download Reading Materials	11	00	11	28.94
12	E-mail+ Download Reading materials+Download free software+Download MP3 music	05	07	12	31.57
	Total	26	12	38	100

From the data, it appears that out of the 38 respondents, less than one third (31.57%) of the respondents used internet for the purpose of e-mail + download reading materials + download free software + download MP3 music whereas more than one fourth (28.94%) of the respondents used internet for e-mail + download reading materials and more than one fifth (21.05%) of the respondents used internet only for the purpose of e-mail. Again little more than one tenth (10.52%) of the respondents used internet for academic purpose while equally a few (2.63%) of the respondents used internet for download free software, download MP3 music and download reading materials purposes.

Sending e-mail in a month

To analyse the frequency of sending e-mail in a month, it has been categorised into three categories- (1) 1-5 e-mails (2) 5-10 e-mails and (3) More than 10 . The distribution of the categories is shown in table no 8.61.

Table No 8.61

E-mail send in a month

Sl. No.	E-mail send in a month	Frequency			Percentage
		Male	Female	Total	
1	1-5	17	08	25	80.64
2	5-10	00	01	01	3.22
3	More than 10	04	01	05	16.12
	Total	21	10	31	100

The data indicate that out of the 31 respondents who sent e-mail , majority (80.64%) of the respondents sent 1-5 e-mails in a month while less than one fifth (16.12%) of the respondents sent more than 10 e-mails and a few (3.22%) of the respondents sent 5-10 e-mails in a month.

Access to Internet by family members of the Respondents

To understand the status of access to internet by other family members of the respondents, the respondents were asked whether your family members can access to internet or not. The distribution of the responses is shown in table no 8.62.

Table No. 8.62

Access to Internet by family members of the Respondents

Sl. No.	Whether family members access to internet	Frequency			Percentage
		Male	Female	Total	
0	No	53	59	112	66.66
1.	Yes	31	25	56	33.33
	Total	84	84	168	100

The data show that out of the 168 respondents, one third (33.33%) of the respondent's families had some members who could access to internet whereas there was no one who could access to internet in two third (66.66%) of the respondents families, in the village.

No. of members who can access to internet

As regards to the number of family members who can access to internet, the data have been categorised into three categories- (1) 1-2 members (2) 3-5 members and (3) More than five members. The distribution of the categories is shown in table no 8.63.

Table No. 8.63

No. of members who can access the internet

Sl. No.	No. of members who can access to Internet	Frequency			Percentage
		Male	Female	Total	
1	1-2 Members	27	16	43	76.78
2	3-5 Members	09	04	13	23.21
3	More than five	00	00	00	00
	Total	36	20	56	100

The data indicate that out of the 56 respondents , majority (76.78%) of the respondent’s families had 1-2 members who could access to internet whereas more than one fifth (23.21%) of the respondent’s families had 3-5 members and there was no family where there were more than five members who could access to internet, in this study.

Visited outside Barak Valley

The total number of respondents who have visited outside Barak Valley has been analysed and it is shown in table no 8.64.

Table No.8.64

Visited outside Barak Valley

Sl. No.	Visited outside Barak Velley	Frequency			Percentage
		Male	Female	Total	
0	No	45	44	89	52.97
1.	Yes	39	40	79	47.02
	Total	84	84	168	100

From the data, it is found that less than half (47.02%) of the respondents had visited outside Barak Valley while the rest i.e. 52.97% of the respondents had not been outside Barak Valley, in this study.

The modern mass media exposure of the respondents in chandpur village may now be summarized:

1. Little less than one third (32.73%) of the respondents subscribe newspaper.
2. Dainik Jugasankha and Pokanapham (a Manipuri daily) are popular among newspaper subscribed respondents and majority of them spent 1-2 hours time in a day in reading newspapers
3. Most of the respondents are interested the parts of newspapers like, employment news, current affairs etc.
4. More than one fourth (26.19%) of the respondents read magazine.

5. Most of the respondents read Ichemma (a Manipuri magazine) and Wisdom magazine.
6. More than half (58.92%) of the respondents have radio sets.
7. Majority (61.61%) of the respondents who owned radio is regular listeners and most of them spent 1-2 hours time in a day in listening radio.
8. Most of the respondents listen news and film songs on radio.
9. Majority (77.97%) of the respondents owned television set and most of the respondents have color television.
10. 19.84% of the respondents have two different types of television sets in their households.
11. All the television owned respondents watch television in their households, and 15.47% of the respondents watch at neighbor's or relative's house.
12. Majority (79.61%) of the respondents have very high degree in watching television.
13. Majority of the respondents spent 1-2 hours in a day in watching television.
14. Most of the respondents watch News, Feature films and serials on television.
15. Less than half of the respondents have DTH connection.
16. DD-1, DD News, Sony, Zee TV, Zee News and Zee Cinema are very popular channels to having DTH connection respondents.
17. Almost all the respondents do not go to cinema hall.
18. Majority (63.09%) of the respondents watch movies on VCD/DVD/Computer.
19. Most (80.18%) of the respondents watch movie on VCD/DVD/Computer at their home and some respondents watch at their neighbor's house.
20. Majority of the respondents watch movie on VCV/DVD/Computer once in a month.
21. Majority (74.11%) of the respondents borrowed CDs from the village shop.
22. Most of the respondents prefer religious films and in case of language preference, they mostly prefer Manipuri films.
23. Majority of the respondents do not use letter for communication. They use letters basically for official purpose and mostly they prefer registered post.

24. Few of the respondents send fax messages and they send fax message mostly for official purpose.
25. They send 1-2 fax messages in the last three months mostly from office.
26. Less than one fifth (18.45%) of the respondents have telephone connection and out of them 19.35% of the respondents have ID caller.
27. Majority of them make or receive 201-500 calls in a month.
28. They mostly make or receive calls to their family members.
29. Most of the respondents (80.35%) have mobile phone and more than half (51.85%) of them have 2-3 mobile sets in their households
30. Most of the respondents used Reliance.
31. Most of the respondents (91.72%) have prepaid connection.
32. Majority of the respondents' mobile set is purchased by themselves.
33. Majority of the respondents have very high degree (more than 60 calls) in making or receiving phone calls over mobile.
34. Majority of the respondents make or receive calls to their family members and friends.
35. Most of the respondents send or receive 1-10 SMS in a week and they receive or send SMS mostly to/from their friends.
36. More than one fourth (29.16%) of the respondents can access to computer and those who can access to computer used computer mostly at cyber café and school/college/university basically for educational purpose.
37. Among the respondents who can access to computer, most of the respondents can access to internet.
38. They used internet mostly at cybercafé.
39. Most of the respondents visit to internet 1-5 days in a month and mostly they use internet for email and downloading materials, free software and MP3 music.
40. As regards to frequency of sending email is concerned, majority of the respondents send 1-5 emails in a month.

41. More than one third (33.33%) of the respondents have some members in their families who can access to internet and out of them, majority of the respondents have 1-2 family members who can access to internet.
42. Lastly, more than one fifth (47.02%) of the respondents have visited outside Barak valley.