

Chapter - 3

MASS MEDIA AND SOCIO- ECONOMIC DEVELOPMENT

This chapter tries to find out whether there exists any relation between mass media exposure and socio-economic development of the rural people, if exist, to find out the nature and extent of the relationship between mass media exposure and socio- economic development on account of certain background variables, namely age, educational attainment, income, main occupation and residence in areas with different social overheads.

3.1 Socio Economic Status of the Respondents

Table 3.1

Socio- economic status of the respondents of Pungdongbam village

Age (in Years)	Edn. Qualification	Occupation			Annual Income (in Rs.)				
		White- Collar Employment	Agriculture	Total	Below Rs.30000	Rs.30000 to Rs.50000	Rs.50000 to Rs.100000	Above Rs.100000	Total
Under 30	Illiterate	0	0	0	0	0	0	0	0
	Primary	0	6	6	6	0	0	0	6
	Up to High School	6	22	28	10	8	2	8	28
	Up to Higher Secondary	2	4	6	0	2	2	2	6
	Total	8	32	40	16	10	4	10	40
31 - 40	Illiterate	0	2	2	2	0	0	0	2
	Primary	0	11	11	9	2	0	0	11
	Up to High School	2	58	60	38	14	6	2	60
	Up to Higher Secondary	0	14	14	8	6	0	0	14
	Total	2	85	87	57	22	6	2	87
41 - 50	Illiterate	0	6	6	4	2	0	0	6
	Primary	0	12	12	6	2	4	0	12
	Up to High School	8	48	56	16	24	8	8	56
	Up to Higher Secondary	3	11	14	0	10	4	0	14
	Total	11	77	88	26	38	16	8	88
Above 50	Illiterate	0	6	6	2	0	2	2	6
	Primary	0	29	29	23	4	0	2	29
	Up to High School	6	28	34	16	6	10	2	34
	Up to Higher Secondary	7	9	16	0	8	6	2	16
	Total	13	72	85	41	18	18	8	85
Total		34	266	300	140	88	44	28	300

Table 3.1 shows that in Pungdongbam village 34 out of 300 respondents are white-collar employees with 11.3 per cent and 266 are agriculturists with 88.7 per cent. This indicates the occupation of the village is mainly on agriculture and their source of income depends on it.

Occupation and income depends on each other and the average rate of the income of the respondents is low as their annual income is below Rs 30000-50000.

Table 3.2

Distribution of Persons by Age, Sex and Educational Attainment

Pungdogbam village

Age (in Years)	Educational Qualification														
	Illiterate			Primary			Up to High School			Up to Higher Secondary			Total		
	Sex		Total	Sex		Total	Sex		Total	Sex		Total	Sex		Total
	Male	Female		Male	Female		Male	Female		Male	Female		Male	Female	
Under 30	0	0	0	4	2	6	24	4	28	4	2	6	32	8	40
31 - 40	0	2	2	7	4	11	40	20	60	10	4	14	57	30	87
41 -50	4	2	6	8	4	12	44	12	56	12	2	14	68	20	88
Above 50	4	2	6	11	18	29	28	6	34	14	2	16	57	28	85
Total	8	6	14	30	28	58	136	42	178	40	10	50	214	86	300
Percentage	2.7	2	4.7	10	9.3	19.3	45.3	14	59.3	13.33	3.33	16.7			100

It is seen in the table 3.2 that, 4.7 per cent illiterate, 19.3 per cent primary educated, 59.3 per cent high school educated and 16.7 higher secondary educated respondents recorded in the sample of the survey. No graduate and post graduate respondents found in the sample of survey, so it is excluded from the table.

Table No. 3.3

Socio-economic status of the respondents Keirap Khullen Haotak Village

Age (in Years)	Educational Qualification	Occupation of Respondent			Annual Income(in Rs.)				
		Government Employee	Self Employee	Total	Below Rs.30000	Rs.30000 to Rs.50000	Rs.50000 to Rs.100000	Above Rs.100000	Total
Under 30	Illiterate	0	0	0	0	0	0	0	0
	Primary	0	3	3	0	3	0	0	3
	Up to High School	0	0	0	0	0	0	0	0
	Up to Higher Secondary	3	2	5	0	2	3	0	5
	Graduate	3	3	6	0	0	3	3	6
	Total	6	8	14	0	5	6	3	14
31 - 40	Illiterate	0	0	0	0	0	0	0	0
	Primary	0	3	3	0	0	3	0	3
	Up to High School	2	11	13	0	6	7	0	13
	Up to Higher Secondary	2	3	5	3	0	0	2	5
	Graduate	0	3	3	0	0	0	3	3
	Total	4	20	24	3	6	10	5	24
41 -50	Illiterate	0	0	0	0	0	0	0	0
	Primary	3	17	20	5	6	9	0	20
	Up to High School	2	7	9	0	7	2	0	9
	Up to Higher Secondary	0	2	2	0	0	2	0	2
	Post Graduate	2	2	4	0	0	0	4	4
	Total	7	28	35	5	13	13	4	35
Above 50	Illiterate	0	8	8	3	0	5	0	8
	Primary	2	9	11	3	2	4	2	11
	Up to High School	0	0	0	0	0	0	0	0
	Up to Higher Secondary	0	0	0	0	0	0	0	0
	Graduate	3	2	5	0	2	0	3	5
	Post Graduate	3	0	3	0	0	0	3	3
	Total	8	19	27	6	4	9	8	27
Total		25	75	100	14	28	38	20	100

Table: 3.4

Distribution of Persons by Age, Sex and Educational Attainment

Keirap Khullen Haotak Village

Age (in Years)	Sex																		
	Male							Female					Total						
	Educational Qualification							Educational Qualification					Educational Qualification						
	Illiterate	Primary	Up to High School	Up to Hr. Secondary	Graduate	Post Graduate	Total	Primary	Up to High School	Up to Higher Secondary	Graduate	Total	Illiterate	Primary	Up to High School	Up to Hr. Secondary	Graduate	Post Graduate	Total
Under 30	0	3	0	0	3	0	6	0	0	5	3	8	0	3	0	5	6	0	14
31 - 40	0	3	7	3	3	0	16	0	6	2	0	8	0	3	13	5	3	0	24
41 -50	0	15	9	0	0	4	28	5	0	2	0	7	0	20	9	2	0	4	35
Above 50	8	7	0	0	5	3	23	4	0	0	0	4	8	11	0	0	5	3	27
Total/Percentage	8	28	16	3	11	7	73	9	6	9	3	27	8	37	22	12	14	7	100

Table 3.3 revealed the socio –economic status of Keirap Kulen Haotak village, 25 out of 100 respondents are White- collar employee and 75 are agriculturists.

It is seen in the table 3.4 that, 8.0 per cent illiterate, 37. 0 per cent primary educated, 22.0 per cent high school educated, 12.0 per cent higher secondary educated, 14.0 per cent graduate and 7.0 post graduate respondents recorded in the sample of the survey at Keirap Khullen Haotak Village.

Table 3.5

Distribution of Households by Annual Income (in Rs.), Type of Houses and Sources of Drinking Water

Pungdongbam village

Annual Income (in Rs.)	Type of House											
	Kacha				Pucca				Total			
	Sources of drinking water			Total	Sources of drinking water			Total	Sources of drinking water			Total
	Pond, Stream, Well and Tube-Well	Tape Water	Both		Pond, Stream, Well and Tube-Well	Tape Water	Both		Pond, Stream, Well and Tube-Well	Tape Water	Both	
Below 30000	42	48	44	134	0	4	2	6	42	52	46	140
30000 to 50000	10	36	26	72	0	10	6	16	10	46	32	88
50000 to 100000	0	16	12	28	0	10	6	16	0	26	18	44
Above 100000	2	8	8	18	2	6	2	10	4	14	10	28
Total	54	108	90	252	2	30	16	48	56	138	106	300
Percentage	18	36	30	84	0.7	10	5.3	16	18.7	46	35.3	100

Table 3.5 shows that in Pungdongbam village, 84.0 per cent of respondents are residing in kacha house and 16.0 per cent in pucca house.

18.7 per cent respondents are using only pond, stream, well and tube-well as their source of drinking water. 46.0 per cent are using only tape water and 35.3 per cent are using tape water and pond, stream, well and tube well as their source of drinking water.

Respondents who reside in kacha house as well as low income group have more number of using pond, stream, well and tube-well as source of drinking water.

Table 3.6

Distribution of Households by Annual Income, Type of Houses and Sources of Drinking Water

Keirap Khullen Haotak village

Annual Income(in Rs.)	Type of House			
	Kacha		Total	
	Sources of drinking water	Total	Sources of drinking water	Total
	Pond, Stream, Well and Tube-Well		Pond, Stream, Well and Tube-Well	
Below 30000	14	14	14	14
30000 to 50000	28	28	28	28
50000 to 100000	38	38	38	38
Above 100000	20	20	20	20
Total/Percentage	100	100	100	100

Table 3.6 shows that in Keirap Khullen Haotak village, there is no single respondent residing in the pucca house and their source of drinking water is from pond, stream, well and tube-well. There is no arrangement of tape water in the village.

Table 3.7

Distribution of Households by Annual Income (in Rs.), Fuel used for Preparation of Food and Type of House

Pungdongbam village

Annual Income (in Rs.)	Fuel of preparation of food						Total		
	LPG			Chullah(Firewood)					
	Type of House			Type of House			Type of House		
	Kacha	Pucca	Total	Kacha	Pucca	Total	Kacha	Pucca	Total
Below 30000	36	4	40	98	2	100	134	6	140
30000 to 50000	42	14	56	30	2	32	72	16	88
50000 to 100000	12	16	28	16	0	16	28	16	44
Above 100000	12	10	22	6	0	6	18	10	28
Total	102	44	146	150	4	154	252	48	300
Percentage	34	14.7	48.7	50	1.3	51.3			100

Table 3.7 show the type of fuel used for preparation of food for the respondents households. 48.7 per cent respondents households uses LPG and 51.3 per cent uses chullah for preparing food.

Respondents living in pucca house with higher level of income group use only LPG for preparing food.

Table 3.8

Distribution of Households by Annual Income (in Rs.), Fuel used for Preparation of Food and Type of House

Keirap Khullen Haotak village

Annual Income (in Rs.)	Fuel of preparation of food				Total	
	LPG		Chullah(Firewood)			
	Type of House		Type of House		Type of House	
	Kacha	Total	Kacha	Total	Kacha	Total
Below 30000	0	0	14	14	14	14
30000 to 50000	3	3	25	25	28	28
50000 to 100000	0	0	38	38	38	38
Above 100000	0	0	20	20	20	20
Total/Percentage	3	3	97	97	100	100

It is seen that in the table 3.8, only 3.0 per cent of respondents households uses LPG for preparing food. 97.0 per cent respondent's households uses chullah, this might be due to transport and communication system.

Table 3.9

Distribution of Households by Annual Income (in Rs.), Type of House and Toilet facility

Pungdongbam village

Annual Income (in Rs.)	Type of House								
	Kacha			Pucca			Total		
	Toilet facility		Total	Toilet facility		Total	Toilet facility		Total
	Sanitary toilet	Non-sanitary toilet		Sanitary toilet	Non-sanitary toilet		Sanitary toilet	Non-sanitary toilet	
Below 30000	64	70	134	6	0	6	70	70	140
30000 to 50000	54	18	72	12	4	16	66	22	88
50000 to 100000	14	14	28	16	0	16	30	14	44
Above 100000	12	6	18	10	0	10	22	6	28
Total	144	108	252	44	4	48	188	112	300
Percentage	48	36	84	14.7	1.3	16	62.7	37.3	100

Table 3.9 shows that, 62.7 per cent respondents households having sanitary toilet and 37.3 per cent respondents households having non-sanitary toilet system. This indicates the respondents are aware of sanitary system. But due to constrain of income certain percentage of respondents could not afford sanitary toilet system.

Table 3.10

Distribution of Households by Annual Income (in Rs.), Type of House and Toilet facility

Keirap Khullen Haotak village

Annual Income(in Rs.)	Type of House			
	Kacha		Total	
	Toilet facility	Total	Toilet facility	Total
	Sanitary toilet		Sanitary toilet	
Below 30000	14	14	14	14
30000 to 50000	28	28	28	28
50000 to 100000	38	38	38	38
Above 100000	20	20	20	20
Total/Percentage	100	100	100	100

It is seen in table 3.10 that, cent percent of respondents households having sanitary toilet system. It signifies the area is highly aware of sanitary system.

Table: 3.11

Distribution of Households by Annual Income (in Rs.), Monthly Saving (in Rs.) and Medical Treatment

Pungdongbam village

Annual Income (in Rs.)	Monthly saving (in Rs.)																			Total			
	Nil			Rs.500 to Rs.1000				Rs.1000 to Rs.5000				Rs.5000 to Rs.10000				Above Rs.10000							
	Medical treatment			Medical treatment				Medical treatment				Medical treatment				Medical treatment				Medical treatment			
	Govt Hospital	Both	Total	Govt Hospital	Private Clinic	Both	Total	Govt Hospital	Private Clinic	Both	Total	Govt Hospital	Private Clinic	Both	Total	Govt Hospital	Private Clinic	Both	Total	Govt Hospital	Private Clinic	Both	Total
Below 30000	18	2	20	60	2	40	102	6	2	10	18	0	0	0	0	0	0	0	0	84	4	52	140
30000 to 50000	0	0	0	4	0	14	18	10	4	46	60	0	0	10	10	0	0	0	0	14	4	70	88
50000 to 100000	0	0	0	2	0	4	6	4	2	10	16	2	2	8	12	0	4	6	10	8	8	28	44
Above 100000	0	0	0	0	0	0	0	6	2	2	10	2	0	2	4	2	0	12	14	10	2	16	28
Total	18	2	20	66	2	58	126	26	10	68	104	4	2	20	26	2	4	18	24	116	18	166	300
Percentage	6	0.7	6.7	22	0.7	19.3	42	8.7	3.3	22.7	34.7	1.3	0.7	6.7	8.7	0.7	1.3	6	8	38.7	6	55.3	100

Table 3.11 shows the distribution of annual income, monthly savings and medical treatment of the respondent's households.

6.0 per cent of respondents have no monthly savings. The low income groups are more preferred to government hospitals for medical treatment.

38.7 per cent respondent's households have preferred only government hospitals and centres, 6.0 per cent have preferred only private clinic and 55.3 per cent having both government and private centres for medical treatment.

Table 3.12

Distribution of Households by Annual Income (in Rs.), Monthly Saving (in Rs.) and Medical Treatment

Keirap Khullen Haotak village

Annual Income (n Rs.)	Monthly saving												Total			
	Rs.500 to Rs.1000				Rs.1000 to Rs.5000				Rs.5000 to Rs.10000				Above Rs.10000			
	Medical treatment				Medical treatment				Medical treatment				Medical treatment			
	Government Hospital	Private Clinic	Both	Total	Private Clinic	Both	Total	Government Hospital	Both	Total	Both	Total	Government Hospital	Private Clinic	Both	Total
Below 30000	11	0	3	14	0	0	0	0	0	0	0	0	11	0	3	14
30000 to 50000	2	3	14	19	0	9	9	0	0	0	0	0	2	3	23	28
50000 to 100000	0	0	2	2	0	30	30	2	4	6	0	0	2	0	36	38
Above 100000	0	0	0	0	3	2	5	3	10	13	2	2	3	3	14	20
Total/Percentage	13	3	19	35	3	41	44	5	14	19	2	2	18	6	76	100

Table 3.12 shows that, 18 per cent respondent's households have preferred government hospitals and centres, 6.0 per cent preferred private clinic and 76 per cent preferred both government and private hospitals for medical treatment.

Every categories of respondents households have low preference to private clinic for medical treatment.

3.2 Mass Media and Socio-Economic Development

There is relationship between mass media exposure and socio-economic development and those people who have higher mass media exposure have higher socio-economic status and vice-versa.

The background variables namely, age, education, occupation, income are taken of the analysis.

3.2.1 Age Exposure to Mass Media

There is significant relationship between age and mass media exposure.

The age of the people is assumed to be associated with the extent of exposure Age and exposure to the print (Newspaper and periodicals)

Table 3.13

Age and Exposure to the Print (Newspaper)

Pungdongbam village

Age (in Years)	Exposure to the Newspapers		Total
	Yes	No	
Under 30	22	18	40
31 – 40	60	27	87
41 -50	68	20	88
Above 50	46	39	85
Total	196	104	300

Chi-square value = 12.652 with p-value = 0.005

The test is significant.

Table 3.14

Age and Exposure to the Print (Newspaper)

Keirap Khullen Haotak village

Age(in years)	Exposure to the Newspapers		Total
	Yes	No	
Under 30	9	5	14
31 - 40	8	16	24
41 -50	8	27	35
Above 50	8	19	27
Total	33	67	100

Chi-square value = 7.966 with p-value = 0.047

The test is significant

From the above table 3.13 and table 3.14 and value of the test statistic, it is seen that chi-square value are 12.652 with p-value 0.005 and 7.966 with p-value 0.047. This indicates that the test is significant, i.e. there is a significant relation between Age of the respondents and Newspapers reading habit. The younger age groups are highly exposed to the newspapers, since the youngsters are generally more educated. Thus, the hypothesis is accepted.

Table 3.15

Age and Exposure to the Print (Periodicals)

Pungdongbam village

Age (in Years)	No. of Periodical Read regularly (Monthly)			Total
	Nil	One	More than One	
Under 30	32	2	6	40
31 - 40	55	12	20	87
41 -50	62	4	22	88
Above 50	55	2	28	85
Total	204	20	76	300

Chi-square value = 14.935 with p-value = 0.021

The test is significant.

Table 3.16

Age and Exposure to the Print (Periodicals)

Keirap Khullen Haotak village

Age (in Years)	No. of Periodical read regularly (Monthly)			Total
	Nil	One	More than One	
Under 30	5	6	3	14
31 - 40	19	0	5	24
41 -50	29	6	0	35
Above 50	24	3	0	27
Total	77	15	8	100

Chi-square value = 28.044 with p-value = 0.000

The test is highly significant.

It is seen that in table 3.15 and 3.16 that, the chi-square value signify the test is significant. The lower age group has more exposed to the periodicals. Since the lower age group are more educated and habit of reading periodicals.

Age and Exposure to the Radio

Table 3.17

Age and Exposure to the Radio

Pungdongbam village

Age (in Years)	Exposure to the Radio		Total
	Yes	No	
Under 30	36	4	40
31 - 40	76	11	87
41 -50	74	14	88
Above 50	60	25	85
Total	246	54	300

Chi-square value = 11.186 with p-value = 0.011

The test is significant.

Table 3.18

Age and Exposure to the Radio

Keirap Khullen Haotak village

Age (in Years)	Exposure to the Radio		Total
	Yes	No	
Under 30 Years	6	8	14
31 - 40 Years	6	18	24
41 -50	17	18	35
Above 50	11	16	27
Total	40	60	100

Chi-square value = 3.375 with p-value = 0.337

The test is not significant.

Data relating to the age and exposure of the respondents to the radio is shown in the Table 3.18. It indicates that there is no significant association between the variables. The chi-square test confirms the association.

Age has no influence on the exposure to the radio. Every categories of age group have access to this medium. Thus, the hypothesis is rejected.

Age and Exposure to Television

Table 3.19

Age and exposure to the Television

Pungdongbam village

Age (in Years)	Exposure to the Television		Total
	Yes	No	
Under 30	40	0	40
31 - 40	83	4	87
41 -50	86	2	88
Above 50	74	11	85
Total	283	17	300

Chi-square value = 12.9 with p-value = 0.005

The test is highly significant.

Table 3.20

Age and exposure to Television

Keirap Khullen Haotak village

Age (in years)	Exposure to the Television		Total
	Yes	No	
Under 30	14	0	14
31 - 40	21	3	24
41 -50	25	10	35
Above 50	25	2	27
Total	85	15	100

Chi-square value = 8.865 with p-value = 0.031

The test is significant.

Table 3.19 and 3.20 reflects the association existing between the age and exposure to the television. The chi-square test confirms the relationship.

Exposure to the television is higher for the lower age group. The upper age group is contributed by people who are more illiterates and their attitude towards the medium itself. Since illiteracy is not the main factor for lesser exposure to this medium, as there are regional television channel everywhere. Thus, the hypothesis is accepted.

Age and Exposure to Cinema

Table 3.21

Age and Exposure to Cinema

Pungdongbam village

Age (in Years)	Exposure to Cinema		Total
	Yes	No	
Under 30	40	0	40
31 - 40	83	0	83
41 -50	88	4	92
Above 50	76	9	85
Total	287	13	300

Chi-square value = 13.834 with p-value = 0.003

The test is significant.

Table 3.22

Age and Exposure to Cinema

Keirap Khullen Haotak village

Age (in years)	Exposure to Cinema		Total
	Yes	No	
Under 30 Years	14	0	14
31 - 40 Years	21	3	24
41 -50	27	8	35
Above 50	22	5	27
Total	84	16	100

Chi-square value = 4.237 with p-value = 0.037

The test is significant.

Table 3.21 and table 3.22, reflects the association existing between age and exposure to the cinema. The chi-square test confirms the relationship. Here the lower age group having greater exposure to the film than the upper age group. Cinema is primarily considered as a medium for entertainment. As people became older the pursuit for enjoyment of life will get reduced. Hence, the hypothesis is accepted.

Age and Exposure to the Internet

Table 3.23

Age and Exposure to the Internet

Pungdongbam village

Age (in Years)	Exposure to the Internet		Total
	Yes	No	
Under 30	16	24	40
31 - 40	22	65	87
41 -50	8	80	88
Above 50	4	81	85
Total	50	250	300

Chi-square value = 32.727 with p-value = 0.000

The test is highly significant.

Table 3.24

Age and Exposure to the Internet

Keirap Khullen Haotak village

Age (in Years)	Exposure to the Internet		Total
	Yes	No	
Under 30	6	8	14
31 - 40	3	21	24
41 -50	0	35	35
Above 50	0	27	27
Total	9	91	100

Chi-square value = 26.086 with p-value = 0.000

The test is highly significant.

Table 3.23 and table 3.24 gives the data relating to exposure of the respondents to the internet and their age. The chi-square test applied to the data shows that the two variables are strongly associated.

Lower age groups are highly exposed to the medium, since the youngsters are generally more educated and their generation is with the internet.

Thus, the hypothesis is accepted.

Age and Exposure to the Traditional Media

Table 3.25

Age and Exposure to the Traditional Media

Pungdongbam village

Age (in Years)	Exposure to the Traditional Media					Total
	Talks and Discussion	Festivals	Lila, Drama	Lila, Drama and Festivals	All	
Under 30	0	2	20	2	16	40
31 - 40	4	2	37	0	44	87
41 -50	0	0	10	2	76	88
Above 50	2	0	27	4	52	85
Total	6	4	94	8	188	300

Chi-square value = 49.368 with p-value = 0.000

The test is highly significant.

Table 3.26

Age and Exposure to the Traditional Media

Keirap Khullen Haotak village

Age (in Years)	Exposure to Traditional Media			Total
	Talks and Discussion	Festivals	Lila, Drama and Festivals	
Under 30	0	5	9	14
31 - 40	10	14	0	24
41 -50	26	9	0	35
Above 50	15	12	0	27
Total	51	40	9	100

Chi-square value = 70.667 with p-value = 0.000

The test is highly significant.

It is seen in table 3.25 and table 3.26 that, age and exposure to traditional media is highly associated. Chi-square test indicates the test is highly significantly.

People cannot expose themselves to the traditional media according to their own convenience as they have to adapt to the timing. The lower age group people will be busy with their vocations. It does not indicate that younger people are not exposed to this medium totally, even they are participating in festivals. With increase in age exposure to traditional media is also higher.

3.2.2 Education and Exposure to Mass Media

Education is also one of the primary agencies which make up the behaviour patterns of the people.

There is relationship between educational attainment and mass media exposure.

Education and Exposure to the Print Media (Newspaper and Periodicals)

Table 3.27

Education and Extent of Exposure to Newspaper

Pungdongbam village

Educational Attainment	Exposure to Newspapers		Total
	Yes	No	
Illiterate	0	14	14
Primary	14	44	58
Up to High School	134	44	178
Up to Higher Secondary	48	2	50
Total	196	104	300

Chi-square value = 98.382 with p-value = 0.000

The test is highly significant.

Table 3.28

Education and Extent Exposure to Newspaper

Keirap Khullen Haotak village

Educational Attainment	Exposure to Newspapers		Total
	Yes	No	
Illiterate	0	8	8
Primary	0	37	37
Up to High School	5	17	22
Up to Higher Secondary	7	5	12
Graduate	14	0	14
Post Graduate	7	0	7
Total	33	67	100

Chi-square value = 69.334 with p-value = 0.000

The test is highly significant.

Table 3.27 and table 3.28 gives the data relating to exposure of the respondents to the newspaper and their educational attainment.

Among the literates, exposure is at various levels. It is seen that the higher the educational attainment, the greater will be the exposure to the newspaper. The illiterates will be exposed to the print medium very poorly and their access to this source of information through others who are literate. The chi-square value testifies the association between the variables.

Thus, the hypothesis is accepted.

Exposure to the Periodicals

Table 3.29

Education and Extent of Exposure to the Periodicals

Pungdongbam village

Educational Attainment	Exposure to the Periodicals			Total
	Nil	One	More than One	
Illiterate	14	0	0	14
Primary	54	2	2	58
Up to High School	118	18	42	178
Up to Higher Secondary	18	0	32	50
Total	204	20	76	300

Chi-square value = 67.66 with p-value = 0.000

The test is highly significant.

Table 3.30

Education and Extend of Exposure to the Periodicals

Keirap Khullen Haotak village

Educational Attainment	Exposure to the Periodicals			Total
	Nil	One	More than One	
Illiterate	8	0	0	8
Primary	37	0	0	37
Up to High School	20	2	0	22
Up to Higher Secondary	5	2	5	12
Graduate	2	9	3	14
Post Graduate	5	2	0	7
Total	77	15	8	100

Chi-square value = 69.662 with p-value = 0.000

The test is highly significant.

It is found that higher the level of educational attainment, greater the habit of reading periodicals. The analysis is shown in the table 3.29 and table 3.30 and the result is highly significant.

Like the newspaper, among the literates, exposure is at various levels. Higher the educational attainment, number of periodicals reading is greater.

Education and Exposure to the Radio

Table 3.31

Education and Extent of Exposure to the Radio

Pungdongbam village

Educational Attainment	Exposure to the Radio		Total
	Yes	No	
Illiterate	4	10	14
Primary	42	16	58
Up to High School	154	24	178
Up to Higher Secondary	46	4	50
Total	246	54	300

Chi-square value = 36.535 with p-value = 0.000

The test is significant.

Table 3.32

Education and Extent of Exposure to the Radio

Keirap Khullen Haotak village

Educational Attainment	Exposure to the Radio		Total
	Yes	No	
Illiterate	3	5	8
Primary	13	24	37
Up to High School	12	10	22
Up to Higher Secondary	3	9	12
Graduate	6	8	14
Post Graduate	3	4	7
Total	40	60	100

Chi-square value = 3.522 with p-value = 0.620

The radio is also used more by the better educated sections of the community. Table 3.31 (Pungdongbam village) gives the details of the exposure of the respondents to the radio.

The access to the radio is not barred to the illiterates since most of the broadcast are in local language. The low economic status of the lower educated might be one of the reasons for the low exposure of the group to this medium. Another reason will be their attitude towards the medium itself. The less educated people perceive the radio as a medium for entertainment.

The chi-square test confirms the association.

Education and Exposure to the Television

Table 3.33

Education and Extent Exposure to the Television

Pungdongbam village

Educational Attainment	Exposure to the Television		Total
	Yes	No	
Illiterate	12	2	14
Primary	47	11	58
Up to High School	174	4	178
Up to Higher Secondary	50	0	50
Total	283	17	300

Chi-square value = 28.032 with p-value = 0.000

The test is highly significant.

Table 3.34

Education and Extent of Exposure to the Television

Keirap Khullen Haotak village

Educational Attainment	Exposure to the Television		Total
	Yes	No	
Illiterate	8	0	8
Primary	22	15	37
Up to High School	22	0	22
Up to Higher Secondary	12	0	12
Graduate	14	0	14
Post Graduate	7	0	7
Total	85	15	100

Chi-square value = 30.048 with p-value = 0.000

The test is highly significant.

Table 3.33 and 3.34 shows that the association between educational attainment and exposure to the television. Even television also, the access to the medium is also not barred to the illiterates and lower educated group since most of the telecast are also in the local language. And television is also regard as a medium of infotainment.

The better educated groups have higher exposure to the medium as they are more comfortable with other language also and this may interest to medium itself. The association between the variables is confirmed by the chi-square test.

Education and Exposure to the Cinema

Table 3.35

Education and Extent of Exposure to the Cinema

Pungdongbam village

Educational Attainment	Exposure to Cinema		Total
	Yes	No	
Illiterate	14	0	14
Primary	49	9	58
Up to High School	174	4	178
Up to Higher Secondary	50	0	50
Total	287	13	300

Chi-square value = 22.267 with p-value = 0.000

The test is highly significant.

Table 3.36

Education and Extent of Exposure to the Cinema

Keirap Khullen Haotak village

Educational Attainment	Exposure to Cinema		Total
	Yes	No	
Illiterate	5	3	8
Primary	24	13	37
Up to High School	22	0	22
Up to Higher Secondary	12	0	12
Graduate	14	0	14
Post Graduate	7	0	7
Total	84	16	100

Chi-square value = 23.308 with p-value = 0.000

The test is highly significant.

The exposure to the cinema is increasing with increase in educational status. In table 3.35 and table 3.36 revealed the association between the variables.

The association between the variables is clear according to the chi-square test.

Education and Exposure to the Internet

Table 3.37

Education and Exposure to the Internet

Pungdongbam village

Educational Attainment	Exposure to the Internet		Total
	Yes	No	
Illiterate	0	14	14
Primary	4	54	58
Up to High School	36	142	178
Up to Higher Secondary	10	40	50
Total	50	250	300

Chi-square value = 8.809 with p-value = 0.032

The test is significant.

Table 3.38

Education and Exposure to the Internet

Keirap Khullen Haotak village

Educational Attainment	Exposure to the Internet		Total
	Yes	No	
Illiterate	0	8	8
Primary	0	37	37
Up to High School	3	19	22
Up to Higher Secondary	3	9	12
Graduate	3	11	14
Post Graduate	0	7	7
Total	9	91	100

Chi-square value = 12.112 with p-value = 0.033

The test is significant.

Table 3.37 and 3.38 revealed that educated respondents are exposed to the internet. No illiterate respondents are exposed to the internet. Higher level of educated respondents are greater exposed to the internet.

The chi-square test confirms the association. Thus, the hypothesis is accepted.

Education and Exposure to the Traditional Media

Table 3.39

Education and Exposure to the Traditional Media

Pungdongbam village

Educational Attainment	Exposure to Traditional Media					Total
	Talks and Discussion	Festivals	Lila, Drama and Festivals	Talks, Discussion and Festivals	All	
Illiterate	0	0	4	0	10	14
Primary	0	0	36	0	22	58
Up to High School	6	4	44	8	116	178
Up to Higher Secondary	0	0	10	0	40	50
Total	6	4	94	8	188	300

Chi-square value = 42.802 with p-value = 0.000

The test is highly significant.

Table 3.40

Education and Extent of Exposure to the Traditional Media

Keirap Khullen Haotak village

Educational Attainment	Exposure to Traditional Media			Total
	Talks and Discussion	Lila, Drama and Festivals	Talks, Discussion and Festivals	
Illiterate	6	2	0	8
Primary	19	18	0	37
Up to High School	12	10	0	22
Up to Higher Secondary	7	2	3	12
Graduate	2	6	6	14
Post Graduate	5	2	0	7
Total	51	40	9	100

Chi-square value = 36.459 with p-value = 0.000

The test is highly significant.

It is seen in table 3.39 and 3.40 that education and exposure to the traditional media is associated.

3.2.3 Occupation and Exposure to the Mass Media

In this section, analyses have been made to find out the relationship between occupation and exposure to the various medium.

It was hypothesized that the level of exposure of the people to the mass media is associated with their occupation.

Occupation and Exposure to the Print Media (Newspaper and Periodicals)

Table 3.41

Occupation and Exposure to the Newspaper

Pungdongbam village

Occupation	Exposure to the Newspapers		Total
	Yes	No	
White- collar employment	30	4	34
Agriculture	166	100	266
Total	196	104	300

Chi-square value = 8.88 with p-value = 0.003

The test is significant.

Table 3.42

Occupation and Exposure to the Newspaper

Keirap Khullen Haotak village

Occupation	Exposure to the Newspapers		Total
	Yes	No	
White- collar employment	18	7	25
Agriculture	15	60	75
Total	33	67	100

Chi-square value = 22.931 with p-value = 0.003

The test is significant.

The above table 3.41 and table 3.42 show the relationship between occupation of the respondents and their exposure to the newspaper. Exposure to the newspaper is highly influenced by the nature of work of the respondents. It is seen that exposure of the white- collar employees to the newspaper is higher than the agriculturists.

The chi-square test confirms the relations and it is significant.

Occupation and Exposure to the Periodicals

Table 3.43

Occupation and Exposure to the Periodicals

Pungdongbam village

Occupation	Exposure to the Periodicals			Total
	Nil	One	More than One	
White-collar employment	13	2	19	34
Agriculture	191	18	57	266
Total	204	20	76	300

Chi-square value = 19.157 with p-value = 0.000

The test is significant.

Table 3.44

Occupation and Exposure to the Periodicals

Keirap Khullen Haotak village

Occupation	Exposure to the Periodicals			Total
	Nil	One	More than One	
White-collar employment	12	8	5	25
Agriculture	65	7	3	75
Total	77	15	8	100

Chi-square value = 16.063 with p-value = 0.000

The test is significant.

Table 3.43 and 3.44 shows the relationship between occupation of the respondents and their exposure to the periodicals. It is seen that exposure of the white-collar employees to the number of periodicals reading is greater than the agriculturists.

The chi-square test confirms the relationship and thus, the hypothesis is accepted.

Occupation and Exposure to the Radio

Table 3.45

Occupation and Exposure to the Radio

Pungdongbam village

Occupation	Exposure to the Radio		Total
	Yes	No	
White-collar employment	32	2	34
Agriculture	214	52	266
Total	246	54	300

Chi-square value = 3.815 with p-value = 0.051

The test is significant.

Table 3.46

Occupation and Exposure to the Radio

Keirap Khullen Haotak village

Occupation	Exposure to the Radio		Total
	Yes	No	
White-collar employment	16	9	25
Agriculture	24	51	75
Total	40	60	100

Chi-square value = 8.000 with p-value = 0.005

The test is significant.

Analysis on the exposure to the radio reveals in table 3.45 and table 3.46 gives a significant result. Exposure of the agriculturists to the medium is very high and also white-collar employees also have high exposure. The agriculturists can adjust their work according to the broadcast time of the radio. The 'rural programme' which has been emphasized by the radio may be attracting the agriculturists highly and this shows that the effectiveness of the medium to bring about agricultural development is fairly high.

The chi-square confirms the relationship between the variables.

Occupation and Exposure to the Television

Table 3.47

Occupation and Exposure to the Television

Pungdongbam village

Occupation	Exposure to the Television		Total
	Yes	No	
White-collar employment	34	0	34
Agriculture	249	17	266
Total	283	17	300

Chi-square value = 2.303 with p-value = 0.129

The test is not significant.

Table 3.48

Occupation and Exposure to the Television

Keirap Khullen Haotak village

Occupation	Exposure to the Television		Total
	Yes	No	
Government Employee	25	0	25
Self Employee	60	15	75
Total	85	15	100

Chi-square value = 5.882 with p-value = 0.115

The test is not significant.

Table 3.47 and table 3.48 show that there is no association between the occupation and exposure to the television. The chi-square value does not indicate any relationship between the variables.

Hence, the hypothesis is rejected.

Occupation and Exposure to the Cinema

Table 3.49

Occupation and Exposure to the Cinema

Pungdongbam village

Occupation	Exposure to the Cinema		Total
	Yes	No	
White-collar employment	34	0	34
Agriculture	253	13	266
Total	287	13	300

Chi-square value = 1.737 with p-value = 0.188

The test is significant.

Table 3.50

Occupation and Exposure to the Cinema

Keirap Khullen Haotak village

Occupation	Exposure to the Cinema		Total
	Yes	No	
White-collar employment	25	0	25
Agriculture	59	16	75
Total	84	16	100

Chi-square value = 6.349 with p-value = 0.012

The test is significant.

(Note : The value of more sample size is taken)

Table 3.49 (Pungdongbam village), show that there is no association between occupation and exposure to cinema. The hypothesis is rejected

Occupation and Exposure to the Internet

Table 3.51

Occupation and Exposure to the Internet

Pungdongbam village

Occupation	Exposure to the Internet		Total
	Yes	No	
White-collar employment	6	28	34
Agriculture	44	222	266
Total	50	250	300

Chi-square value = 0.027 with p-value = 0.871

The association is not significant.

Table 3.52

Occupation and Exposure to the Internet

Keirap Khullen Haotak village

Occupation	Using Internet		Total
	Yes	No	
Government Employee	3	22	25
Self Employee	6	69	75
Total	9	91	100

Chi-square value = 0.366 with p-value = 0.545

The association is not significant.

Table 3.51 and table 3.52 show that, there is no association between the occupation and exposure to the internet. Every category of occupation can access to the internet. The chi-square value confirms the relations. Thus, the hypothesis is discarded.

Occupation and Exposure to the Traditional Media

Table 3.53

Occupation and Exposure to the Traditional Media

Pungdongbam village

Occupation	Exposure to Traditional Media					Total
	Talks and Discussion	Festivals	Lila, Drama and Festivals	Talks, Discussion and Festivals	All	
White-collar employment	2	0	5	1	26	34
Agriculture	4	4	89	7	162	266
Total	6	4	94	8	188	300

Chi-square value = 7.961 with p-value = 0.093

The test is not significant.

Table 3.54

Occupation and Exposure to the Traditional Media

Keirap Khullen Haotak village

Occupation	Exposure to the Traditional Media			Total
	Talks and Discussion	Lila, Drama, Talks and Discussion	Talks, Discussion and Festivals	
Government Employee	9	10	6	25
Self Employee	42	30	3	75
Total	51	40	9	100

Chi-square value = 9.804 with p-value = 0.007

(Note : The value of more sample size is taken)

Table 3.53 (Pungdongbam village) shows that, there is no association between the occupation and exposure to the traditional media. The chi-square value confirms the relations. Thus, the hypothesis is rejected.

3.2.4 Income and Exposure to the Mass Media

The extent of exposure of the rural people to the mass media is associated with their income status.

Income and Exposure to the Print Media (Newspapers and Periodicals)

Table 3.55

Income and Exposure to Newspapers

Pungdongbam village

Income Groups (Annual)	Exposures to the Newspapers		Total
	Yes	No	
Below 30000	78	62	140
30000 to 50000	68	20	88
50000 to 100000	30	14	44
Above 100000	20	8	28
Total	196	104	300

Chi-square value = 11.875 with p-value = 0.008

The test is significant.

Table 3.56

Income and Exposure to Newspapers

Keirap Khullen Haotak village

Income Groups (Annual)	Reading Newspapers		Total
	Yes	No	
Below 30000	0	14	14
30000 to 50000	5	23	28
50000 to 100000	10	28	38
Above 100000	18	2	20
Total	33	67	100

Chi-square value = 39.957 with p-value = 0.000

The test is significant.

Table 3.55 and table 3.56 contain the data relating to the exposure of the different income groups to the newspaper.

The chi-square test indicates the income is a factor which influences the exposure of the respondents to the print medium. The higher income groups are more exposed to the newspapers. The recurring expenditure to be incurred on this item is the main result of the lower income group to less expose to the printed materials.

Thus, the hypothesis is accepted.

Income and Exposure to the Periodicals

Table 3.57

Income and Exposure to the Periodicals

Pungdongbam village

Income Groups (Annual)	Exposure to the Periodicals			Total
	Nil	One	More than One	
Below 30000	110	8	22	140
30000 to 50000	54	4	30	88
50000 to 100000	24	4	16	44
Above 100000	16	4	8	28
Total	204	20	76	300

Chi-square value = 18.144 with p-value = 0.006

The test is significant.

Table 3.58

Income and Exposure to the Periodicals

Keirap Khullen Haotak village

Income Groups (Annual)	Exposure to the periodicals			Total
	Nil	One	More than One	
Below 30000	14	0	0	14
30000 to 50000	28	0	0	28
50000 to 100000	28	7	3	38
Above 100000	7	8	5	20
Total	77	15	8	100

Chi-square value = 33.037 with p-value = 0.000

The test is significant.

Table 3.57 and table 5.58 show that, there is significant association between income and exposure to the periodicals. The chi-square test proves the relationship.

The higher income groups are more exposed to the periodicals. The lower income groups cannot afford the recurring expenditures of periodicals and this block in their path to greater exposure to it.

Hence, the hypothesis is accepted.

Income and Exposure to the Radio

Table 3.59

Income and Exposure to the Radio

Pungdongbam village

Income Groups (Annual)	Exposure to the Radio		Total
	Yes	No	
Below 30000	114	26	140
30000 to 50000	70	18	88
50000 to 100000	38	6	44
Above 100000	24	4	28
Total	246	54	300

Chi-square value = 1.220 with p-value = 0.748

The test is not significant.

Table 3.60

Income and Exposure to the Radio

Keirap Khullen Haotak village

Income Groups (Annual)	Exposure to the Radio		Total
	Yes	No	
Below 30000	8	6	14
30000 to 50000	13	15	28
50000 to 100000	8	30	38
Above 100000	11	9	20
Total	40	60	100

Chi-square value = 9.756 with p-value = 0.021

Table 3.59 (Pungdongbam village) show that there is no association between income and exposure to the radio.

As compare to the other medium, radio have low investment, absence of literacy barrier and also entertaining ability. And these characteristics have attractive to all income groups.

Income and Exposure to the Television

Table 3.61

Income and Exposure to the Television

Pungdongbam village

Income Groups (Annual)	Exposure to the Television		Total
	Yes	No	
Below 30000	127	13	140
30000 to 50000	84	4	88
50000 to 100000	44	0	44
Above 100000	28	0	28
Total	283	17	300

Chi-square value = 7.962 with p-value = 0.047

The test is significant.

Table 3.62

Income and Exposure to the Television

Keirap Khullen Haotak village

Income Groups (Annual)	Exposure to the Television		Total
	Yes	No	
Below 30000	9	5	14
30000 to 50000	25	3	28
50000 to 100000	31	7	38
Above 100000	20	0	20
Total	85	15	100

Chi-square value = 8.993 with p-value = 0.029

The test is significant.

Watching television also is associated with the income of people as indicated in Table 3.61 and Table 3.62.

The chi-square test proves the existence of relationship between the two variables. Even though it is revealed that the higher income the greater exposure, the lower income are also well exposed to the television. The low exposure of the low income group to the television, it may be unable to afford the television set and the paid cable channels.

Thus, the hypothesis is accepted.

Income and Exposure to the Cinema

Table 3.63

Income and Exposure to the Cinema

Pungdongbam village

Income Groups (Annual)	Exposure to the Cinema		Total
	Yes	No	
Below 30000	129	11	140
30000 to 50000	86	2	88
50000 to 100000	44	0	44
Above 100000	28	0	28
Total	287	13	300

Chi-square value = 8.356 with p-value = 0.039

The test is significant.

Table 3.64

Income and Exposure to the Cinema

Keirap Khullen Haotak village

Income Groups (Annual)	Exposure to the Cinema		Total
	Yes	No	
Below 30000	8	6	14
30000 to 50000	25	3	28
50000 to 100000	31	7	38
Above 100000	20	0	20
Total	84	16	100

Chi-square value = 12.071 with p-value = 0.007

The test is significant.

Table 3.63 and Table 3.64 show the association between income and exposure to the cinema. The chi-square test indicates the existence of association between the variables. The higher income groups are more exposed to the cinema.

The cinema is mostly considered as a cheap entertaining agency and it contains pleasant matter to people belonging to all categories. But the lower income groups do not have any device to see a movie at home and also cannot afford the paid cable channels. The better off people in the rural area do not have such financial problem and greater exposure to the medium. Thus, the hypothesis is accepted.

Income and Exposure to the Internet

Table 3.65

Income and Exposure to the Internet

Pungdongbam village

Income Groups (Annual)	Exposure to Internet		Total
	Yes	No	
Below 30000	16	124	140
30000 to 50000	18	70	88
50000 to 100000	8	36	44
Above 100000	8	20	28
Total	50	250	300

Chi-square value = 6.605 with p-value = 0.006

The test is significant.

Table 3.66

Income and Exposure to the Internet

Keirap Khullen Haotak village

Income Groups (Annual)	Exposure to Internet		Total
	Yes	No	
Below 30000	0	14	14
30000 to 50000	0	28	28
50000 to 100000	9	29	38
Above 100000	0	20	20
Total	9	91	100

Chi-square value = 16.136 with p-value = 0.001

The test is significant.

It is revealed in Table 3.65 and Table 3.66, the internet is also a medium which is more exposed to the higher income group. The chi-square test confirms the relationship.

Internet is regard as expensive medium and the lower income group cannot afford to access to it. But higher income group of the rural area do not have such problems.

Hence, the hypothesis is accepted.

Income and Exposure to the Traditional Media

Table 3.67

Income and Exposure to the Traditional Media

Pungdongbam village

Income Groups (Annual)	Exposure to Traditional Media					Total
	Talks and Discussion	Festivals	Lila, Drama and Festivals	Talks, Discussion and Festivals	All	
Below 30000	4	0	60	2	74	140
30000 to 50000	0	4	18	2	64	88
50000 to 100000	0	0	8	2	34	44
Above 100000	2	0	8	2	16	28
Total	6	4	94	8	188	300

Chi-square value = 36.995 with p-value = 0.000

The test is significant.

Table 3.68

Income and Exposure to the Traditional Media

Keirap Khullen Haotak village

Income Groups (Annual)	Exposure to Traditional Media			Total
	Talks and Discussion	Lila, Drama, Talks and Discussion	Talks, Discussion and Festivals	
Below Rs.30000	11	3	0	14
Rs.30000 to Rs.50000	20	8	0	28
Rs.50000 to Rs.100000	13	19	6	38
Above Rs.100000	7	10	3	20
Total	51	40	9	100

Chi-square value = 17.580 with p-value = 0.007

The test is significant.

Table 3.67 and Table 3.68 show the association between the income and exposure to the traditional media.

The chi-square test indicates the existence of association between the variables.

3.2.5 Monthly Savings and Exposure to the Media

Income which is an index of economic stability of people is influencing their media habit and also monthly savings is also an important factor.

The extent of exposure of the rural people to the mass media is associated with their monthly savings.

Monthly Savings and Exposure to the Print media

Table: 3.69

Monthly Savings and exposure to the Print

Pungdongbam village

Monthly saving (in Rs.)	Exposure to Print Media		Total
	Yes	No	
Nil	4	16	20
500 to 1000	78	48	126
1000 to 5000	68	36	104
5000 to 10000	22	4	26
Above 10000	24	0	24
Total	196	104	300

Chi-square value = 5.804 with p-value = 0.000

The test is highly significant.

Table: 3.70

Monthly Savings and exposure to the Print Media

Keirap Khullen Haotak village

Monthly saving (in Rs.)	Exposure to Print Media		Total
	Yes	No	
500 to 1000	5	30	35
1000 to 5000	15	29	44
5000 to 10000	11	8	19
Above 10000	2	0	2
Total	33	67	100

Chi-square value = 14.954 with p-value = 0.002

The test is highly significant.

Table 3.69 and table 3.70 show the relations between monthly savings and exposure to the print media. The chi-square value confirms the test is highly significant. Those respondents who don't have keeping monthly savings and low savings were lower exposure to the print media, as it is expensive medium. And those having higher monthly savings were greater exposure to it.

Monthly Savings and Exposure to the Radio

Table: 3.71

Monthly Savings and Exposure to the Radio

Pungdongbam village

Monthly saving (in Rs.)	Exposure to Radio		Total
	Yes	No	
Nil	18	2	20
500 to 1000	100	26	126
1000 to 5000	78	26	104
5000 to 10000	26	0	26
Above 10000	24	0	24
Total	246	54	300

Chi-square value = 15.888 with p-value = 0.003

The test is significant.

Table: 3.72

Monthly Savings and Exposure to the Radio

Keirap Khullen Haotak village

Monthly saving (in Rs.)	Exposure to Radio		Total
	Yes	No	
500 to 1000	21	14	35
1000 to 5000	11	33	44
5000 to 10000	8	11	19
Above 10000	0	2	2
Total	40	60	100

Chi-square value = 11.327 with p-value = 0.010

The test is significant.

Table 3.71 (Pungdongbam village) and table 3.72 (Keirap Khullen Haotak village) revealed the association between the monthly savings and exposure to the radio. Respondents who have more monthly savings have greater exposure to the medium. The chi- square value confirms the test.

Thus, the hypothesis is accepted.

Monthly Savings and Exposure to the Television

Table: 3.73

Monthly Savings and Exposure to the Television

Pungdongbam village

Monthly saving (in Rs.)	Exposure to Television		Total
	Yes	No	
Nil	18	2	20
500 to 1000	113	13	126
1000 to 5000	102	2	104
5000 to 10000	26	0	26
Above 10000	24	0	24
Total	283	17	300

Chi-square value = 11.531 with p-value = 0.021

The test is significant.

Table: 3.74

Monthly Savings and Exposure to the Television

Keirap Khullen Haotak village

Monthly saving (in Rs.)	Exposure to Television		Total
	Yes	No	
500 to 1000	30	5	35
1000 to 5000	36	8	44
5000 to 10000	17	2	19
Above 10000	2	0	2
Total	85	15	100

Chi-square value = 1.015 with p-value = 0.798

The test is not significant.

(Note : The value of more sample size is taken)

It is seen that in table 3.73 (Pungdongbam village), there is association between monthly savings and exposure to the television. Respondents having more monthly saving were higher exposure to the television. Thus, the hypothesis is accepted.

Monthly Savings and Exposure to the Cinema

Table: 3.75

Monthly Savings and Exposure to the Cinema

Pungdongbam village

Monthly saving (in Rs.)	Exposure to Cinema		Total
	Yes	No	
Nil	18	2	20
500 to 1000	115	11	126
1000 to 5000	104	0	104
5000 to 10000	26	0	26
Above 10000	24	0	24
Total	287	13	300

Chi-square value = 14.401 with p-value = 0.006

The test is significant.

Table: 3.76

Monthly Savings and Exposure to the Cinema

Keirap Khullen Haotak village

Monthly saving (in Rs.)	Exposure to Cinema		Total
	Yes	No	
500 to 1000	29	6	35
1000 to 5000	36	8	44
5000 to 10000	17	2	19
Above 10000	2	0	2
Total	84	16	100

Chi-square value = 0.994 with p-value = 0.803

(Note : The value of more sample size is taken)

Exposure to the cinema also highly associated with the monthly savings of the people as indicated in table 3.75 (Pungdongbam village). The chi-square test confirms the relation. Respondents having more monthly savings are highly exposed to the medium. But it is seen that the consumption of the medium by the lower savings also exposed to the cinema. Thus, the hypothesis is accepted.

Monthly Savings and Exposure to the Internet

Table: 3.77

Monthly Savings and Exposure to the Internet

Pungdongbam village

Monthly saving (in Rs.)	Exposure to Internet		Total
	Yes	No	
Nil	0	20	20
500 to 1000	20	106	126
1000 to 5000	20	84	104
5000 to 10000	4	22	26
Above 10000	6	18	24
Total	50	250	300

Chi-square value = 5.780 with p-value = 0.216

The test is not significant.

Table: 3.78

Monthly Savings and Exposure to the Internet

Keirap Khullen Haotak village

Monthly saving (in Rs.)	Exposure to Internet		Total
	Yes	No	
500 to 1000	0	35	35
1000 to 5000	9	35	44
5000 to 10000	0	19	19
Above 10000	0	2	2
Total	9	91	100

Chi-square value = 12.587 with p-value = 0.006

The test is significant.

(Note : The value of more sample size is taken)

Table 3.77(Pungdongbam village) contains data relating to the exposure to the internet and monthly savings. There is no association between the exposure to the internet and monthly savings. According to their needs and requirements each groups of monthly savings have exposed to the internet.

Monthly Savings and Exposure to the Traditional Media

Table: 3.79

Monthly Savings and Exposure to the Traditional Media

Pungdongbam village

Monthly saving (in Rs.)	Exposure to Traditional Media					Total
	Talks and Discussion	Festivals	Lila, Drama and Festivals	Talks, Discussion and Festivals	All	
Nil	2	0	12	0	6	20
500 to 1000	2	0	56	2	66	126
1000 to 5000	0	2	22	0	80	104
5000 to 10000	0	2	2	2	20	26
Above 10000	2	0	2	4	16	24
Total	6	4	94	8	188	300

Chi-square value = 82.401 with p-value = 0.000

The test is significant.

Table: 3.80

Monthly Savings and Exposure to the Traditional Media

Keirap Khullen Haotak village

Monthly saving (in Rs.)	Exposure to Traditional Media			Total
	Talks and Discussion	Lila, Drama, Talks and Discussion	Talks, Discussion and Festivals	
500 to 1000	30	5	0	35
1000 to 5000	17	21	6	44
5000 to 10000	4	12	3	19
Above 10000	0	2	0	2
Total	51	40	9	100

Chi-square value = 30.094 with p-value = 0.000

The test is significant.

The association between monthly savings of the respondents and exposure to the traditional is revealed in the table 3.79 (Pungdongbam village) and table 3.80(Keirap Khullen Haotak village). The chi-square value confirms the test is highly significant.

Respondents who have more monthly savings were greater exposure to the lila, drama and festivals. Thus, the hypothesis is accepted.

Analysis

1. From the above analysis, in Pungdongbam Village 11.3 per cent respondents are white-collar employees and 88.7 per cent agriculturists. This indicates the occupation of the village is mainly on agriculture and their source of income depends on it.

Occupation and income depends on each other and the average rate of the income of the respondents is low as their annual income is below Rs 30000-50000.

2. 4.7 per cent illiterate, 19.3 per cent primary educated, 59.3 per cent high school educated and 16.7 higher secondary educated respondents recorded in the sample of the survey. No graduate and post graduate respondents found in the sample of survey in Pungdongbam village.
3. In Keirap Kulen Haotak Village, 25 out of 100 respondents are White-collar employee and 75 are agriculturists.
4. 8.0 per cent illiterate, 37.0 per cent primary educated, 22.0 per cent high school educated, 12.0 per cent higher secondary educated, 14.0 per cent graduate and 7.0 post graduate respondents recorded in the sample of the survey at Keirap Khullen Haotak Village.
5. In Pungdongbam Village, 84.0 per cent of respondents are residing in kacha house and 16.0 per cent in pucca house.
18.7 per cent respondents are using only pond, stream, well and tube-well as their source of drinking water. 46.0 per cent are using only tape water and

35.3 per cent are using tape water and pond, stream, well and tube well as their source of drinking water.

6. In Keirap Khullen Haotak Village, there is no single respondent residing in the pucca house and their source of drinking water is from pond, stream, well and tube-well. There is no arrangement of tape water in the village.
7. 48.7 per cent respondents households uses LPG and 51.3 per cent uses chullah for preparing food in Pungdongbam Village. But in Keirap Khullen Haotak Village, only 3.0 per cent of respondents households uses LPG for preparing food. 97.0 per cent respondent's households uses chullah, this might be due to transport system.
8. In Pungdongbam Village, 62.7 per cent respondents households having sanitary toilet and 37.3 per cent respondents households having non-sanitary toilet system. This indicates the respondents are aware of sanitary system.

Cent percent of respondents households having sanitary toilet system in Keirap Khullen Haotak Village. It signifies the area is highly aware of sanitary system.

9. In Pungdongbam Village, 38.7 per cent respondent's households have preferred only government hospitals and centres, 6.0 per cent have preferred only private clinic and 55.3 per cent having both government and private centres for medical treatment.

In Keirap Khullen Haotak Village, 18 per cent respondent's households have preferred government hospitals and centres, 6.0 per cent preferred private clinic and 76 per cent preferred both government and private hospitals for medical treatment.

10. Every medium (mass media) has its own specialties. From the study, it found that the illiterates are not exposed to the newspapers and periodicals. Even if exposed, it is through the literates. The cinema requires its viewers to be collected together at one place at fixed times. The radio does not have many of these drawbacks.

11. Television is enjoyed by all section, but it is less exposure to the low income groups. Internet is primarily a medium of infotainment and it is more exposed to the literates and higher income groups. Traditional media is one of the best medium for information in rural areas where illiterates are mostly resides.

The age of the people is assumed to be associated with the extent of exposure.

There is no difference in the extent of exposure to the radio and cinema on account of difference in age. But regarding print media (Newspapers and Periodicals), television, internet the youngsters are slightly more exposed to it. For traditional media older sections are more exposed to it.

12. Exposure to the media is found to increase with increase in educational attainment. It is found that exposure to the printed materials is highly associated with educational attainment of people. Also illiterates are not exposed to the internet. Even in radio which is not barred to the illiterates section, the educated are more exposed to it.

As regard to the television, cinema and also traditional media the educated are more exposed to it.

Analysis based on all the above table of educational attainment and media exposure it is confirmed the better educated are exposed to each of the mass

media to a greater extent. The low educated section of the rural people is least exposed to print media.

13. Occupation and exposure to the media are also related factors. Exposure to the press and periodicals is highly influenced by the nature of the work of the respondents. Exposure of the White-collar employees to the newspaper and periodicals is higher than the agriculturists.

For radio the agriculturists have exposure to the medium very highly. The agriculturists can adjust their work according to the broadcast time of the radio. Also the white-collar employees also have high exposure.

The white-collar employees groups have more exposure to television; this might be due to their timing of the work. Usually, the agriculturists group does not have fixed time of work.

There is no relation in the extent of exposure to the occupation and cinema, traditional media and access to internet. Every occupational group can access to the internet at any time and also participation in traditional media.

14. Another finding is the income and exposure to the mass media. Since income is found to influence many of the human behaviours. Increase in mass media exposure of the respondents is very consistent with their increase in income status.

The chi-square test indicates that income is a factor which influences the exposure of the respondents to the print medium. The higher income groups are more exposed to the medium. The recurring expenditure on the printed materials should be the result for lower income group to less exposure.

Radio is the cheapest medium, the analysis also revealed that all income groups have greater exposure to it.

Regarding television, cinema, internet, the higher income group have greater exposure to it. Though cinema is primarily considered as a cheap entertaining agency and attracts people belonging to all categories. The low exposure of the lower income groups may be explained they cannot afford other devices to see a movie. Also it may be explained that they cannot afford the television set and paid cable channels.

Internet is expensive medium. Sometimes lower income group cannot afford to access this medium. But the better off people in rural area do not have such financial problems.

Traditional media is meant for every section, but the study revealed that the higher income groups are more exposed to the medium.

15. Monthly savings is also another factor which influences the exposure to the mass media. Newspaper, periodicals, radio, television, traditional media and cinema have greater exposed to the higher monthly savings group. But, internet is exposed to all category of monthly savings group.

Thus, the study revealed that the socio-economic status is highly positively associated with exposure to the mass media. And, exposure to the mass media is associated to socio-economic development of the rural people.