

## Effect of Media on Sexual Behaviour: A Study of two Generations

Dr. Krishna Chandra Choudhary<sup>1\*</sup>, Sarita Kumari<sup>2</sup>

### ABSTRACT

Two generations in contemporary Indian culture mirrors a genuine irreconcilable situation. Indian young people, as a rule, are not especially in a state of harmony with their folks. Media is affecting social segments of human character just as social connection and chain. It is predominantly focusing on how human inclination, conduct and feelings can be changed. This exploration analyzed the media on sexual conduct impact on two ages. The study was conducted in Ara and Patna with a purposive sample of 800 respondents (from 400 households comprising 400 adolescents and 400 parents). Analysis of these data reflects that there is a positive relationship between media and sexual behaviour in the adolescent. In this research, media comprises print media, electronic media; social media and the web. The job of media in making the two generations on the matter of sex and related issues was upheld by the analysis of this study. The media was seen as liable for expanding sexual conduct and the age gap. They gradually advanced a specific sort of sexual conduct among adolescents. Media is affecting basic leadership identified with sexual conduct. The further examination showed that media expanded mindfulness about psycho-social conduct, Human Immunodeficiency Virus/ Acquired Immuno-deficiency Syndrome, unfortunate practices and related issues. It also affects positively lifestyle, social and sexual conduct and improving the way of life. In addition, it was seen to have procured a pessimistic picture by demonstrating successive sexual closeness at an early age, pre-marriage sex, advancing the culture of live-in-relation among the young generation, changing sexual accomplices etc. Television was seen to urge youngsters to begin early conjugal life.

**Keywords:** Media, Sexual behaviour, HIV/AIDS, Adolescent, Parent, Generation

India has 253 million adolescents (spanning the ages between 10 and 19 years) as per Census 2011. Adolescents in India, account for more than one-fifth of the total population (20.9%) and are a significant human resource that needs to be given ample opportunity for holistic development (including physical and psychosocial aspects) towards achieving their full potential. Adolescents have their own developmental needs. Adolescence is the most important stage of the lifecycle for health interventions. Adolescent health programme focuses on mental health concerns, attitudes and gender-based violence. Malnutrition and anemia are two major issues in the adolescent period.

<sup>1</sup>Assistant Professor & Head, Department of Psychology, S. B. College (Veer Kunwar Singh University), Maulabagh, Ara, Bihar, India

<sup>2</sup>Research Scholar, Veer Kunwar Singh University, Ara, India

\*Corresponding Author

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<b>Percentage of Population in Adolescent, India: 1991 to 2011</b>			
<b>Census Year</b>	<b>1991</b>	<b>2001</b>	<b>2011</b>
<b>Age group</b> (Completed years)	<b>Numbers (in Millions)</b>		
Adolescent (10-19 years)	177.7	225.1	253.2
<b>Percentage (%) to the total population</b>			
Adolescent (10-19 years)	21.2%	21.9%	20.9%

Source: Census 1991, 2001, 2011.

Adolescence is a period of sexual maturity that transforms a child into a biologically mature adult capable of sexual and reproductive activity. The new ideas that adolescents acquire from school and other strong social forces often, precede social change. Besides demographic changes, adolescents are also experiencing rapid changes in their socio-economic environment. These changes may in many instances be unfavourable to them, creating a more vulnerable situation that may negatively affect their overall well-being. All these shifts and changes combined make adolescence a complex and challenging period for development. India has 253 million Adolescents (10-19) as per the 2011 Census. Adolescents in India, account for more than one-fifth of the total population and are a significant human resource that needs to be given many opportunities for holistic development (including physical and psychosocial aspects) towards achieving their full potential.

The adolescent is growing up in modern India echoes the sentiments of the contemporary generation of youth growing up in metropolitan cities amid innumerable influences worldwide. Working parents, careers aspirations, the influence of media increase the longing for understanding. The importance of good parenting cannot be overemphasized in helping the teenager evolve into a well-balanced adult. Parents and teachers can help in counselling, thereby reducing the child's stress and trauma. Understanding, being open to the needs of the age, willingness to listen to their point of view, solving problems through objective dialogue and not through coercion or dogmatic assertion of parental authority is the key to enjoying adolescent parenting.

Adolescence of transition from childhood and adulthood, particularly physical and sexual maturation, changes in emotions and personality, parent-child conflicts, identity crisis, delinquency and other problems keeping in view the different socio-cultural environments. The percentage of youth belonging to the age group of 13-19 falling prey to substance abuse, sexually transmitted infections (STIs) and human immunodeficiency virus/acquired immunodeficiency syndrome (HIV/AIDS), is relatively higher than other age groups. Being at in highly impressionable age they are prone to high-risk behaviour; require proper education and awareness about reproductive health issues and safe sexual behaviour. Education, awareness and the reproductive health system should form part of the educational curriculum.

Media mean data and pictures conveyed through the print medium in particular papers, magazines, and electronic medium, for example, television, radio and the web. Data arrive at masses quickly in present occasions through sound, video content in Compact Discs (CDs),

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Digital Versatile Disc or Digital Video Discs (DVDs) and other computerized contraptions. Program substance and publicizing are both included as a feature of media. Boundless access to the Internet and to the wide scope of administrations accessible on the sites is of developing enthusiasm among young ladies and young men. The quantities of person who have prepared access to Personal Computers (PCs) are developing step by step.

<b>Different Forms of Media</b>	
<b>Category</b>	<b>Forms of media</b>
A. Print Media (e-mode)	Magazine, Billboards, Posters, Books, Hoardings, Wall writing, Wall Painting, Stickers, Handbills, Booklets/Flip Charts /Brochures, Pamphlets, Advertisements, Flipbooks, Fliers (leaflet, handout, circular), Mobile exhibition vans
B. Electronic Media	Music, Discussions, Dramas, and Commentary of important events or games, Radio spot, TV commercial, Documentary, Video vans, Display boards in railway stations, Bus stands, Airport, Advertisements, Motion pictures, Audio recordings, Cinema slides, Film and Video.
C. New Media (Computer-Mediated Communication) also known as Digital Media	Digital media, Internet, Short Message Service (SMS) campaigns, E-mail (Mailers), Online chat, Web work, Mobile phones, Smartphone, Laptop, Android Tablets, iPod, Wi-Fi (wireless fidelity) system, 4G Mobile, Smart Phone, Bluetooth, Web browser, MyGov, Twitter, WhatsApp, Telegram, Instagram, LinkedIn, Google+, Edmodo, Blogger, Skype, Pinterest, Google Hangout Social networking service, Facebook, Twitter, eBay, Google classroom, YouTube (2nd largest search engine platform due to does not reveal identity), Vimeo (profession video), daily motion.
D. Art forms (e-mode)	Street Plays (' <i>Nukkad Natak</i> '), Ventriloquism-Talking Monkey Shows, Magic Shows/Other Local, Folk art, Art Forms, Folk and classical forms of music and dance, Visual arts, Puppetry (puppet show), Theatre, Exhibitions, ' <i>Prabhat Pherry</i> ', Rally, School Competition, Signature Campaign
E. Organising Contests Online	Quiz contests, Painting & Drawing contests, Song and skit competitions, Essay competition.
F. Awareness training for Associations and Group on various issues	Residents Associations, Trade Unions, Schools, Colleges, Institutions, Universities
G. Interpersonal Communication (IPC) or Interpersonal Media	Telephone, Internet, Videos Websites, Awareness Campaigns, School, College and university-based programs, Local Media, Social Media (Friends group sites)
H. Audio-Visual Aids	Slides, Flip Chart, Models, Films & Videos, Projectors, Blackboards/Whiteboards, Smart classroom

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Teenagers are the age gathering of 10-19 years comprises more than one-fifth of India's populace (Census, 2011). This gathering is defenseless a direct result of quick physical and mental changes. Young people highlight as a noteworthy statistic bunch in the national youth strategy and their wellbeing, including conceptive wellbeing, has been perceived as a significant part of juvenile programming in India.

Age Gap: An incredible shout is being raised by both the older folks and the youth that the correspondence between them has separated and they blame each other for this and weep over this situation. They ascribe it to the across generations. Greater part in the general public conveys alongside this dreariness and never delays to think the whys and how's of the issue.

The seniors are increasingly reproachful of the more youthful age with a major stock of objections against the youthful and the youthful generally will, in general, overlook the protesting, muttering, and periodic boisterous protestations of the more established age. Be that as it may, from time to time they do dissent. They loathe the petting demeanor of the older folks.

The media content has changed definitely, particularly in India. At the point when broken down for the most recent decade or something like that, be it programs, promotions, serials, motion pictures broadcast by means of television and film, or articles and data accessible in papers, magazines and web all are seen as uncovering and advancing bareness, sex and delicate erotic entertainment. Wantonness, sex, liquor abuse, chronic drug use, live seeing someone are among the conspicuous substance and are being glamorized in the media helpfully, overlooking its impact on the psyches of young men and young ladies, particularly in general public like India where 'sex' is as yet thought to be an unthinkable because of customary attitude just as being a universal society.

### *Objective*

- To explore what kinds of information both generations have access to.
- To study the relationships between media and sexual behaviour of adolescents and parents.
- To study the predictors of sexual behaviour among adolescents and parents.

### *Research Questions*

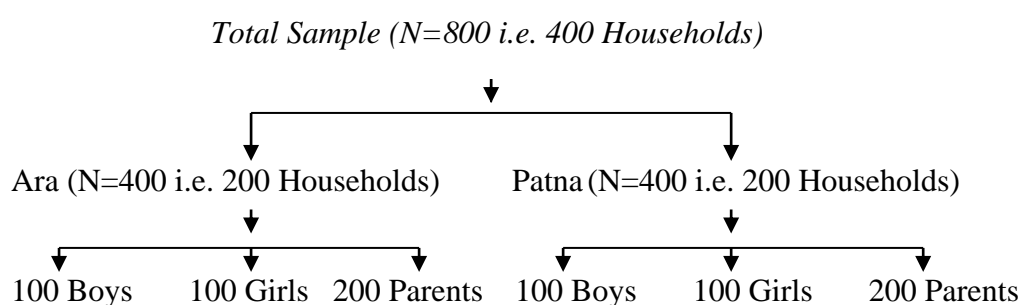
1. How do parents and adolescents perceive media? Do boys and girls differ in their perception of media?
2. What factors determine the choice of the consumers of media? Is the attractiveness of a programme determined by a different set of factors for the adolescents and elderly?
3. How do the media influence the lifestyle of adolescents and elderly?
4. How do the boys, girls and elderly participants evaluate the programmes, advertisements and articles having sexual contents that they watch and read?
5. Do adolescents and parents differ in evaluating the role of media in promoting health behaviour? In what way do media fulfill this responsibility?
6. Do media influence social norms regarding the display of human sexuality? How do people from traditional and modern social settings differ in their perception of the social norm?
7. How does the internet influence social relationship? What is the perception of different groups about the importance of the Internet?
8. What kind of images of male and female do portray by the media?

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### **METHODOLOGY**

**Sample:** The study aimed at studying the effect of media on the sexual behaviour of adolescents and their parents as well as its effect on creating across generations. Therefore, a purposive sample of 800 respondents (from two cultural settings equal 200 households comprising 200 adolescents and 200 parents of either gender); and among adolescents number of boys and girls was equal (i.e. 100 adolescent boys and 100 adolescent girls) from two ecological settings, Patna and Ara. Patna is a metropolitan (multi-ethnic) city and its social structure is very much under the influence of modernity whereas Ara is a relatively small district and its social structure is largely traditional. The adolescents were in the age group of 13 to 16 (Mean age = 14.5 years of age). The age of parents 45 years and above (Mean age = 49 years of age).

A diagrammatical representation of respondents of the proposed study is as under –



**No. of Participants, their Mean Age, Educational Level, Types of Family, Occupation, Income from two Ecological setting**

Category		Ara			Patna		
		Boys	Girls	Parents	Boys	Girls	Parents
	Mean Age	14	15	48.5	14.5	14.5	49.5
	Number	50	50	100	50	50	100
Education Level	Upto 12th Standard	50	50	-	50	50	-
	Graduate	-	-	56%	-	-	64%
	Post-Graduate	-	-	44%	-	-	36%
Type of Family	Nuclear	-	-	86%	-	-	94%
	Extended (Joint)	-	-	14%	-	-	6%
Occupation	Professionals	-	-	46%	-	-	42%
	Govt. Servants	-	-	54%	-	-	58%
Income (Per Month)	50,000 -1,00,000 (less)	-	-	100%	-	-	-
	Above 1,00,000	-	-	-	-	-	100%

**Source:** Computed by researcher from Field Survey, 2021

**Measures/Tools:** For the purpose of this study review of relevant literature was done and experts working in this field were consulted. After analyzing the contents obtained from these two sources, eight dimensions were identified for each dimension a set of items to

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prepare an interview schedule. The following table shows the eight dimensions and against each of the numbers of questions: Media. The interview schedule was 31 multiple choice and open-ended types of questions.

The following table shows the 8 dimensions (i.e., especially list of and types of media channels) and against each of them number of questions:

S. No.	Dimensions	Multiple choice and Open-ended type of Questions
1	Print Media	3
2	Advertisements	4
3	HIV/AIDS	4
4	Newspapers/Magazines	4
5	Cinema/Movies	6
6	Television	2
7	Internet	3
8	Overall opinion on Media	5
<b>Total No. of Questions</b>		<b>31</b>

*Source: Computed by researcher from Field Survey, 2021*

### **Data Collection**

Data was collected from these responses were obtained from the participants on closed-ended and open-ended questions simultaneously. In view of the sensitivity involved in the proposed research due care was taken during information and data collection at all levels.

### **Data Analysis**

After gathering all the completed questionnaires from the respondents, they were scored as per the scoring procedure and then obtained data were analyzed keeping in mind the objectives and research questions of the study.

## **RESULTS**

Nowadays, newspapers and magazines were found to be a very cheap and reliable source of information for the masses both the place. One main result is that more respondents in Patna buy newspapers for their sexual contents compare to their counterparts in Ara. Except for Ara girls, most of the respondents in both the cities agreed that sexual contents in the movies were increasing and the almost same percentage of them admitted that they did watch the adult movies with their friends. They believed that this all led the young ones to indulge in sexual behaviour. Boys in both cities reported that they chose movies mainly based on their sexual contents. Teenagers were most vulnerable to this kind of cinema. Sometimes they watch adult and porn movies with their peer just out of curiosity and discuss it only among themselves.

Print media can't ignore the revenue aspects of their entire business module. They have to use glossy and glamorous photographs of models and film stars on the cover to appeal for the prospective buyers. As per the research, a majority of respondents in both cities confirm that there is no harm in putting these photographs in newspapers and magazines. The nature of the photographs being provocative, it creates an instant effect on the young mind as well as on adult. It had an adverse effect on teenagers. They like to emulate and thus got in a tangle. It also leads to sex-related crimes. Having a boy/girl friend is a status symbol for the generation next. Though, in Ara, the respondents' affirmation towards the boy/girl friend

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was less than their counterpart in Patna. This is what reflects on their total attitude on the attire boy and girl wore. The respondents' in Ara are a bit more conservative than Patna. Most of the respondents at the two cities copy their ideals as shown in the ads.

Most of the brands advertise themselves. This was an aggressive marketing policy for them. Condoms and other contraceptives were not exceptional. Their advertisement can be seen anywhere. A majority of respondents in both the cities have confirmed that they have seen the condoms ad and they also appreciate their public display.

The knowledge about HIV/AIDS was overwhelming among all the respondents in two cities. They also seemed very much concerned over the rising cases of this deadly disease in youths as they are the most vulnerable. Only few of them respond that they knew someone in their peer who indulged in unprotected sex or those regularly changing partners. The role of media was very important in the field of HIV/AIDS education. They create awareness. People did get benefited from it.

Most respondents except boys and girls in Patna agreed that they did read the separate section of their choice and feel that print media is indeed displaying female nudity.

The respondents except for the girls in both the cities agreed that sexual content in the movies was increasing and the almost same percentage of them admitted they did watch the adult movies with their friends. They did believe that this all leads the young ones to indulge in sexual behaviour.

Television shows us different type of programs on various channels. Everybody gets something or another to watch. Parents have the liberty to choose what they want to watch and they reiterate this fact. Whereas children often had limited choice as they are being watched by their parents. Almost everybody was in favour that most remix music videos display too much nudity, vulgar movements and sex.

People have access of the Internet in a city like Ara that is why they were much on the social networking sites whereas in Patna higher percentage of respondents use the Internet and they was regular at logging in different sites. Users in Patna in all age group know the pros and cons of Internet sites and they used the different features available but users in Ara were well versed with the same. The internet was also an easily available source for sex and porn. Anyone can watch and download porn. Though, the respondents mostly shied when confronted on various sex-related Questions. It seems that they only talk about it with their peers.

### **Tables**

Tables are presented below along with their interpretation.

### **Print Media**

Do you find these pictures?

Artistic (<10% adolescents and their parents both places)

Indecent & Sexually Provoking (> 90% adolescents and their parents both places)

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**Table – 1**

	Ara			Patna		
	Boys	Girls	Parents	Boys	Girls	Parents
Artistic	8%	10%	9%	6%	9%	8%
Indecent & Sexually Provoking	92%	90%	91%	94%	91%	92%

*Source: Computed by researcher from Field Survey, 2021*

Among all the respondents, above 90% of adolescents and their parents in Ara as well as Patna was said that indecent and sexually provoking these pictures and below 10% artistic opinion. Indecent and sexually provoking content appears in almost all print media (in regular newspapers and magazines) according to the individual interviewed (semi-structured). Some parents opine that these things are disastrous for society.

What kind of images of women do the media create?

- Vulgar & Sex object
- Sexually provoking
- Bold & Westernized

**Table – 2**

	Ara		Patna	
	Adolescents	Parents	Adolescents	Parents
Vulgar & Sex object	42%	16%	24%	31%
Sexually Provoking	23%	51%	32%	20%
Bold & Westernized	35%	33%	54%	49%

*Source: Computed by researcher from Field Survey, 2021*

On an average, the views of adolescents seemed to be associated with bold and westernized images of women (adolescents both places). But, most of the parents were of the opinion that the image of women that the media is creating, one of sexually provoking (parents both places) and bold & westernized (adolescents and their parents).

If boys/girls are wearing revealing clothes, what do you feel about them?

- Fashionable & Sexy
- Indecent
- Trying to draw attention of opposite sex

**Table – 3**

	Ara		Patna	
	Adolescents	Parents	Adolescents	Parents
Fashionable & Sexy	42%	16%	24%	31%
Indecent	23%	51%	32%	20%
Trying to draw attention of opposite sex	35%	33%	54%	49%

*Source: Computed by researcher from Field Survey, 2021*



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Significant support was found among parents from both of the places regarding the fact that boys or girls were wearing revealing clothes in order to look sexy and fashionable (more than 90%). The major difference was noticed between the responses from the youth of both sides regarding the same. Whereas, majority of the respondents from Ara opined on the factor of indecency (above 90%); on the other hand most of the adolescents from Patna agreed upon the third point i.e. trying to draw the attention of the opposite sex (above 60%) and rest of them said that fashionable and sexy (<40%).

### **Advertisements**

Which type of advertisement impresses you the most? (As per your rank i.e. 1, 2, 3, 4)

- Dresses
- Eatables
- Cars and Motor bikes
- Cosmetics items

**Table – 4**

	Ara (Result in rank)			Patna (Result in rank)		
	Boys	Girls	Parents	Boys	Girls	Parents
Dresses	25% (II)	51% (I)	19% (III)	23% (II)	35% (I)	21% (II)
Eatables	19% (III)	26 % (III)	21% (II)	09% (III)	20% (III)	19% (III)
Cars and Motor bikes	50% (I)	04% (IV)	46% (I)	62% (I)	17% (IV)	49% (I)
Cosmetics items	06% (IV)	29% (II)	12% (IV)	06% (IV)	28% (II)	11% (IV)

**Source: Computed by researcher from Field Survey, 2021**

Male gender in the parents rated advertisements on cars and motorbikes (especially in Patna above 60%), eatables and dresses on the other hand females opted for dresses and cosmetic items. The major difference between the two results was regarding eatables and dresses. As compared to the boys from Ara; mostly Patna boys preferred cars and motorbikes (above 65%) advertisements more than dresses.

What do you like most in these particular advertisements?

1. Awareness that they generate i.e. latest trends
2. Fashionable

**Table – 5**

Awareness that they generate i.e. latest trends	Ara		Patna	
	Adolescents	Parents	Adolescents	Parents
Awareness that they generate i.e. latest trends	51%	46%	68%	57%
Fashionable	49%	54%	32%	43%

**Source: Computed by researcher from Field Survey, 2021**

Significant support was found from boys and girls from both places with regards to the likeability of advertisements that are fashionable. The major difference between the two results was that while the fashionable factor was liked by the parents from Ara, the awareness that the ads generate was rated above the latest trends by the parents from Patna.

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In your opinion, whether revealing clothes lead boys and girls to:

**Table – 6**

S. No.	Revealing clothes lead boys and girls to:	Adolescents	Parents
i.	Getting attracted towards opposite sex	19%	22%
ii.	Instigate sexual behaviour/actions/propagate nudity	05%	10%
iii.	Fashionable and Westernized	76%	68%

**Source: Computed by researcher from Field Survey, 2021**

Revealing clothes worn by boys and girls instigate sexual behaviour/actions/propagate nudity and sometimes attraction towards opposite sex according to parents from both the places 68%; whereas, the young generation from both the places answered for fashionable and westernized 76%.

What feelings do these advertisements generate among youngsters (tick one)

(Parents may kindly respond about their children)

1. Have sexual relationships
2. Keep away from sexual relationships till marriage
3. Generate more curiosity about sex
4. Have safe sexual relationship

**Table – 7**

Keep away from sexual relationships till marriage	Ara			Patna		
	Boys	Girls	Parents	Boys	Girls	Parents
	8%	10%	9%	6%	9%	8%
Generate more curiosity about sex	92%	90%	91%	94%	91%	92%

**Source: Computed by researcher from Field Survey, 2021**

Majority of the youngsters opted for the having safe sexual relationship and few of them generate more curiosity about sex advertisements, the results showed, generate among youngsters more curiosity about sex; parents opted for keep away from sexual relationships till marriage (most such as > 90% ) and generate more curiosity about sex (few such as <10%).

### HIV/ AIDS

What are the modes of HIV transmission?

(Tick whatever is relevant from the following)

1. Unprotected sexual intercourse with HIV infected partner
2. Use of infected needle or syringe
3. From HIV infected mother to unborn child
4. Blood of HIV infected person given to the other person

**Table – 8**

Ara			Patna		
Boys	Girls	Parents	Boys	Girls	Parents
98%	95%	97%	99%	98%	98%

**Source: Computed by researcher from Field Survey, 2021**

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A significantly larger proportion of respondents were found to be aware of various modes of HIV transmission. Over all, the respondents reported highest (> 96%) AIDS awareness rates at all level.

Do you talk about HIV/AIDS with (Tick whatever is relevant)

1. Mother
2. Father

Siblings (Sister / Brother)

Teachers

Friends (<98%)

All

**Table – 9**

Ara (Only Friends) = Yes			Patna (Only Friends) = Yes		
Boys	Girls	Parents	Boys	Girls	Parents
98%	99%	96%	99%	98%	97%

**Source: Computed by researcher from Field Survey, 2021**

Both, adolescents and parents from both the places said that they only discuss (<96%) this with friends.

Do you think there is no harm in changing partner? No harm / Harmful

**Table – 10**

AraB	AraG	AraP	AraB	AraG	AraP
Harmful	Harmful	Harmful	Harmful	Harmful	Harmful
98%	96%	99%	96%	92%	95%

**AraB/G/P –Ara Boy/Girl/Parent, AraB/G/P –Patna Boy/Girl/Parent.**

**Source: Computed by researcher from Field Survey, 2021**

Almost all adolescents and parents (from Ara and Patna) said that (<92%) it is harmful to change a partner.

Who are involved in stigmatisation and discrimination against HIV infected people?

(Arrange them in order of importance)

- i. Family
- ii. Community
- iii. Society
- iv. All

**Table – 11**

S. No.	Stigmatisation and discrimination	Adolescents (Rank)	Parents (Rank)
i.	Family	42% (I)	47% (I)
ii.	Community	26% (II)	25% (II)
iii.	Society	24% (III)	23% (III)
iv.	All	09% (IV)	05% (IV)

**Source: Computed by researcher from Field Survey, 2021**

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For adolescents and parents from both the places, first came family than community and society in stigmatising and discriminating against the HIV infected (most of respondents said that above order of importance <98%).

### *Newspapers/Magazines*

Which newspaper/Magazines do you read?

**Table – 12**

Newspapers	Ara	Patna
	Households	Households
Times of India	12%	46%
Hindustan Times	25%	42%
Hindustan (Hindi)	38%	7%
Dainik Jagran	23%	3%

**Source: Computed by researcher from Field Survey, 2021**

Results show that 98% of the respondents maintained that they read daily newspapers at their homes. While, a majority 46% of the respondents read the Times of India, 42% are glued to the Hindustan Times, 7% Hindustan (Hindi) and 3% Dainik Jagran in Patna. But in Ara, 98% of the respondents maintained that they read daily newspapers at their homes. While, a majority 12% of the respondents read the Times of India, 25% are glued to the Hindustan Times, 23% Dainik Jagran and 38% Hindustan (Hindi).

Amongst the following, which content attracts you the most?

(Tick four preferences and number them 1, 2, 3, 4 as per your priority)

- News on film/Pop stars
- Crime news
- Sports news
- Political news

**Table – 13**

Content (Priority)	Ara			Patna		
	Boys	Girls	Parents	Boys	Girls	Parents
News on film/Pop stars	11% (IV)	34% (I)	04% (IV)	29% (II)	36% (I)	07% (IV)
Crime news	19% (III)	29% (II)	29% (II)	19% (III)	29% (II)	29% (II)
Sports news	31% (II)	26% (III)	21% (III)	42% (I)	28% (III)	31% (III)
Political news	39% (I)	11% (I)	46% (I)	10% (IV)	07% (IV)	33% (I)

**Source: Computed by researcher from Field Survey, 2021**

Boys and parents both prioritised political news as compared to sports news, crime news and news on film or pop stars (Ara <90%). But girls differed; they prioritised news on film or pop stars and crime news (Ara). After political news, boys and parents preferred sports news to crime news and news on film or pop stars (Patna <90%).

Do you think such displays are sexually provoking / vulgar / Attractive?

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**Table – 14**

Sexually provoking	Ara		Patna	
	Adolescents	Parents	Adolescents	Parents
	62%	60%	52%	53%
Vulgar	32%	29%	22%	24%
Attractive	06%	11%	26%	23%

**Source: Computed by researcher from Field Survey, 2021**

Both adolescents and parents said that such displays are sexually provoking from both urban places than vulgar and attractive only.

How many of your friends/classmates select newspapers for the sexual content only?

All / Most / Few / None (Tick any one).

**Table – 15**

Select newspapers for the sexual content	Ara		Patna	
	Adolescents	Parents	Adolescents	Parents
	49%	41%	94%	69%

**Source: Computed by researcher from Field Survey, 2021**

Adolescents and parents opined that few of their friends or classmates select newspapers for the sexual content only (Ara <40%). But in Patna, both adolescents and parents said that most of their friends or classmates select newspapers for sexual content only (< 90%).

### *Cinema/Movies*

Which kind of movies you have seen recently?

**Table – 16**

Movies	Ara		Patna	
	Adolescents	Parents	Adolescents	Parents
Comic	32%	42%	23%	39%
Romantic	58%	49%	70%	56%

**Source: Computed by researcher from Field Survey, 2021**

Both places adolescents and parents said that they have recently seen both comic and romantic kind of movies (Ara and Patna <90%).

What did you like in these movies?

**Table – 17**

Movies	Ara		Patna	
	Adolescents	Parents	Adolescents	Parents
Entertainment	42%	46%	50%	42%
Story line	49%	43%	40%	46%
Newer concepts	09%	11%	10%	12%

**Source: Computed by researcher from Field Survey, 2021**

Adolescents and parents said that they liked the movies for the entertainment, storyline and newer concepts they provide both of the places.

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What did you dislike in these movies?

**Table – 18**

Movies	Ara		Patna	
	Adolescents	Parents	Adolescents	Parents
Violence	42%	46%	45%	45%
Too much of exposures	45%	40%	38%	36%
Weak acting	13%	14%	17%	19%

**Source: Computed by researcher from Field Survey, 2021**

Adolescents and parents opined that they dislike violence, too much of exposures and weak acting in these movies.

How many of your friends/ classmates choose movies on the basis of hot scenes/sexual exposure? All / Most / Few / None (Tick anyone)

**Table – 19**

Hot scenes/ sexual exposure	Ara		Patna	
	Adolescents	Parents	Adolescents	Parents
All	41%	32%	45%	40%
Most	45%	40%	38%	36%
Few	14%	28%	17%	24%

**Source: Computed by researcher from Field Survey, 2021**

Both adolescents and parents said that 50% (most) and 50% (few) friends or classmates choose movies on the basis of hot scenes or sexual exposure (Ara and Patna).

How many of your friends/classmates watch adult movies? All / Most / Few

**Table – 20**

Adult movies	Ara		Patna	
	Adolescents	Parents	Adolescents	Parents
All	14%	28%	17%	24%
Most	45%	40%	38%	36%
Few	41%	32%	45%	40%

**Source: Computed by researcher from Field Survey, 2021**

Adolescents and parents both said that most friends or classmates watch adult movies.

Do you discuss sexual content after watching the movies with any of the below?

Father / Mother / Teachers / Friends / Girl friend / Boy friend / None

**Table – 21**

Sexual content	Ara		Patna	
	Adolescents	Parents	Adolescents	Parents
Friends	94%	90%	97%	94%
None	06%	10%	03%	06%

**Source: Computed by researcher from Field Survey, 2021**

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Adolescents and parents both said that they discuss the sexual content only with their friends after watching movies (Ara and Patna <90%).

### *Television*

How much time do you spend watching television? (Tick any one)

1 hour / 2 hours / 3 hours and more

**Table – 22 Add Title**

Spend time	Ara		Patna	
	Adolescents	Parents	Adolescents	Parents
1 Hour	20%	10%	21%	26%
2 Hour	28%	30%	30%	28%
3 Hour	52%	60%	49%	46%

**Source: Computed by researcher from Field Survey, 2021**

Study findings indicated that the habit of watching television on regular basis was highest among female (Ara and Patna more than 3 hours <55%) and lowest among the other group (1 to 2 hours >45%). The most amount of time with television, but shifts to more portable media (music) and teen-oriented (movies) in adolescence show.

### *Which television Channels/Programmes do you mostly watch?*

**Table – 23 Add Title**

Content (Priority)	Ara (Rank)			Patna (Rank)		
	Boys	Girls	Parents	Boys	Girls	Parents
Political news	44% (I)	11% (I)	46% (I)	10% (IV)	07% (IV)	34% (I)
Sports news	31% (II)	26% (III)	21% (III)	42% (I)	28% (III)	31% (III)
Movies & Soap (serials)	19% (III)	29% (II)	29% (II)	19% (III)	29% (II)	29% (II)
Songs & News on film/Pop stars	06% (IV)	34% (I)	04% (IV)	29% (II)	36% (I)	06% (IV)

**Source: Computed by researcher from Field Survey, 2021**

Boys and parents use electronic media (television) for their entertainment and they watch programmes such as news (especially political news first priority <60%), sports, songs and movies. Girls said that they use electronic media (television) for their entertainment and they watch programmes mostly on the soap (entertainment in installments or serials), songs, movies and news on film or pop stars in Ara <90%. Whereas in Patna were boys and parents use this media to watch the news (especially sport and political news <70%), sports, movies and songs. Girls use it for songs, movies, news on film or pop stars and sport <90%.

Do you like to watch remix music video/listen music CDs? Yes / No

**Table – 24 Add Title**

AraB	AraG	AraP	AraB	AraG	AraP
Yes	Yes	Yes	Yes	Yes	Yes
15 (30%)	10 (20%)	50%	25 (50%)	24 (48%)	80%

**Source: Computed by researcher from Field Survey, 2021**

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*The respondents like to watch it in this proportion 30% boys, 20% girls and 50% of parents in Ara and 50% boys, 48% girls and 80% of parents in Patna both urban areas.*

### **Internet**

How frequently do you get an opportunity to have access to Internet?

Everyday / Sometimes / Occasionally

**Table – 25 Add Title**

Access to Internet	Ara			Patna		
	Boys	Girls	Parents	Boys	Girls	Parents
Everyday	93%	85%	28%	97%	95%	82%
Sometimes	06%	09%	23%	03%	03%	11%
Occasionally	01%	03%	09%	00%	02%	05%

**Source: Computed by researcher from Field Survey, 2021**

Parents were 60% occasionally positively in Ara. Results show that more than 90% of teenagers and parents said that they have access to the Internet and they use it every day while the rest of them use sometimes (only Patna respondents).

*Which type of sites you visit the most? (Write at least three)*

**Table – 26 Add Title**

Adolescents	Parents
Social networking sites (57%)	News sites (32%)
YouTube (33%)	Information related sites (16%)
Music/video sites (10%)	E-mail account (52%)

**Source: Computed by researcher from Field Survey, 2021**

We gradually develop a particular attitude and behaviour towards the sites we visit the most. The social aspects of individual personality also influence other members of the peer group. Mass media influence total human behaviour in the adolescent. Effect of the Internet are on the young generation in the form of social networking sites, YouTube and music/video sites in Ara as well as Patna <60%.

### **Overall Opinion on Media**

In your opinion, media showing married men/women having extra marital affairs are acceptable/not acceptable / does not matter (Tick any one)

**Table – 27 Add Title**

Extra marital affairs are not acceptable	Adolescents	Parents
	98%	99%

**Source: Computed by researcher from Field Survey, 2021**

Among all the semi-structured interviewed respondents in Ara and Patna feels the same way and showing married men/women having extramarital affairs are not acceptable for them (<98%).

In your opinion, media showing boys/girls having pre-marital relationships is acceptable/not acceptable/does not matter (Tick any one)



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**Table – 28 Add Title**

Pre-marital relationships is acceptable	<b>Ara (only yes)</b>		<b>Patna (only yes)</b>	
	Adolescents	Parents	Adolescents	Parents
	06%	04%	25%	21%

**Source: Computed by researcher from Field Survey, 2021**

Most of them both of the place said that more than 60% of the respondents don't agree with media showing boys or girls having pre-marital relationships acceptable but some of the parents only 4% in Ara respectively 21% support these things in Patna only.

What is the role of mass media in sexual health education?

**Table – 29 Add Title**

<b>Sexual health education</b>	<b>Adolescents (Rank)</b>	<b>Parents (Rank)</b>
Information	57% (I)	62% (I)
Promote safe sex	30 % (II)	20 % (II)
About sexual health issues	13% (III)	18% (III)

**Source: Computed by researcher from Field Survey, 2021**

Media are providing vital information, awareness and education (60%); promote safe sex (30%), understanding about sexual health education (only 10%) in Ara as well as in Patna. Most of the information provided by various mass media is very effective and it influences the general public and creates awareness in terms of sexual health education. Boys said that; it gives us useful information through films, television, radio, music, serials, discussions, documentary, motion pictures and talk shows, so on. Parents of children are also satisfied with the overall presentation by the media and appreciate its role.

How is media showing character of men and women? Do not ticks more than three for each, also number them on priority?

**Table – 30**

<b>Men</b>	<b>Women</b>
i. Responsible	i. Responsible
ii. Respectable	ii. Respectable
iii. Confident	iii. Confident
iv. Running after money	iv. Running after money
v. Person with no moral values	v. Person with no moral values
vi. Sexually irresponsible	vi. Sexually irresponsible
vii. Unfaithful to partner/spouse	vii. Unfaithful to partner/spouse

**Source: Computed by researcher from Field Survey, 2021**

**Table – 31**

Only for the <b>Men</b> (Result)	<b>Rank</b>	
	Adolescents	Parents
Responsible	51% (I)	62% (I)
Confident	33% (II)	38% (II)
Person with no moral values	26 % (III)	10 % (III)

**Source: Computed by researcher from Field Survey, 2021**

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**Table – 32 Add Title**

Only for the <b>Women</b>	<b>Rank</b>	
	Adolescents	Parents
Running after money	59% (I)	65% (I)
Unfaithful to partner or spouse	27% (II)	25% (II)
Person with no moral values	14 % (III)	10 % (III)

**Source: Computed by researcher from Field Survey, 2021**

Media has played a varied role in creating a character for men and women. For the man, it showed (1) Responsible (2) Confident and (3) Person with no moral values and for woman, it created the image of (1) Running after money (2) Unfaithful to partner or spouse and (3) Person with no moral values in both of the places.

In your opinion, what is the overall influence of media on youngsters with respect to initiating--- (Parents may kindly respond about their children)

- |                                      |                                  |
|--------------------------------------|----------------------------------|
| i. Sexual intimacy at an early age   | very much / little / very little |
| ii. Pre marital sex                  | very much / little / very little |
| iii. Promoting live-in relationships | very much / little / very little |
| iv. Changing partners of life        | very much / little / very little |

**Decreasing values such as –**

- |   |                                  |
|---|----------------------------------|
| a) Keeping away from sexual relationships | very much / little / very little |
| b) Mutual respect                         | very much / little / very little |
| c) Faithfulness                           | very much / little / very little |

**Table – 33**

i. Sexual intimacy at an early age	<b>Ara</b>		<b>Patna</b>	
	Adolescents	Parents	Adolescents	Parents
Very much	20%	41%	20%	80%
Little	32%	23%	40%	20%
Very little	48%	37%	40%	00%

**Source: Computed by researcher from Field Survey, 2021**

**Table – 34**

ii. Pre marital sex	<b>Ara</b>		<b>Patna</b>	
	Adolescents	Parents	Adolescents	Parents
Very much	43%	39%	60%	60%
Little	25%	21%	20%	40%
Very little	32%	40%	20%	00%

**Source: Computed by researcher from Field Survey, 2021**

If it is accepted that there is nothing wrong in pre-marital sex, the dangers of HIV and other sexually transmitted diseases cannot be ruled out. Further, if the girl becomes pregnant, the physical and emotional hurt due to social unacceptability could prove fatal.

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**Table – 35**

iii. Promoting live-in relationships	Ara		Patna	
	Adolescents	Parents	Adolescents	Parents
Very much	27%	32%	40%	40%
Little	29%	28%	40%	40%
Very little	44%	40%	20%	20%

**Source: Computed by researcher from Field Survey, 2021**

**Table – 36**

iv. Changing partners of life	Ara		Patna	
	Adolescents	Parents	Adolescents	Parents
Very much	09%	41%	24%	60%
Little	43%	26%	60%	40%
Very little	48%	33%	36%	00%

**Source: Computed by researcher from Field Survey, 2021**

**Table – 37**

a). Keeping away from sexual relationships	Ara		Patna	
	Adolescents	Parents	Adolescents	Parents
Very much	07%	05%	20%	20%
Little	49%	32%	60%	40%
Very little	44%	63%	20%	40%

**Source: Computed by researcher from Field Survey, 2021**

**Table – 38**

b). Mutual respect	Ara		Patna	
	Adolescents	Parents	Adolescents	Parents
Very much	42%	34%	60%	40%
Little	36%	32%	20%	40%
Very little	22%	34%	20%	20%

**Source: Computed by researcher from Field Survey, 2021**

**Table – 39**

c). Faithfulness	Ara		Patna	
	Adolescents	Parents	Adolescents	Parents
Very much	31%	29%	40%	40%
Little	34%	32%	40%	40%
Very little	35%	39%	20%	20%

**Source: Computed by researcher from Field Survey, 2021**

Youngsters are the most vulnerable towards the overall influence of media. The youngsters with respect to initiating such as sexual intimacy at an early age, premarital sex, promoting live-in relationships and changing partners of life are almost no (98%) or little exist (only 2%) in Ara whereas in Patna just the opposite is happening at all level. The youngsters are prone to have this kind of fantasies at an early age.

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Youngsters in the city like Ara developed the decreasing value, for instance, keeping away from sexual relationships (<90%), mutual respect (<90%) and faithfulness (<90%) whereas the same group has developed much bigger decreasing value with respect to above.

### DISCUSSION

There is a positive and strong relationship between media and adolescents' sexual expression, as media play an important and provides various sources of sexual socialization in teenagers. The period of adolescence is characterized by strong information seeking, intense way of entertainment and particularly about nudities. And so the media facilitates freely to all but adolescent as the hunger of information grasp more in the society both good as well as bad things from it. This behaviour was also observed by (Brown, Greenberg, Buerkel-Rothfuss, 1993) adolescents may turn to the media for information about sexual behaviour.

Media may serve as a source of sexual behaviors' for adolescents seeking information about sexuality because sexual content in the media is ubiquitous, easily accessible and sexual messages are delivered by familiar and attractive models (Brown, Halpern, L'Engle, 2005). It has been suggested that adolescents receive sexual information from media and from their peers, which is different from what they are learning from other sexual socialization agents, including parents (Arnett, 1995). The sexual content in the media, along with peers, may dilute the positive effect of school-based sexual health programmes and more traditional sexual values espoused by adolescents (Sutton et al, 2002).

The majority of sexual contents in the media depict risk-free, recreational sexual behaviour between adolescents. Media programming rarely depicts negative consequences from sexual behaviour, and depictions of condom and contraception use are rare (Pardun, L'Engle, Brown, 2005). Media users are more likely to adopt behaviors' depicted by characters that are perceived as attractive and realistic, and who are not punished but rewarded for their behaviour (Bandura, 1986), so messages about sexuality in the media may be especially compelling to adolescents. The few longitudinal studies in this area have indeed found that increased exposure to sexual content on television predicts earlier initiation of sexual behaviour among adolescents (Collins et al., 2004).

Indian as well as various international channels, such as star-plus, movies and world, V-channel, MTV, HBO, Fashion television and so on, is showing sexual contents (Greeson, 1986). Further, the element of arrogance and lack of respect for elders is the other negative effects of this electronic media. A significant majority turned towards these and yield negative utility from media, especially from information technology and ignores long-term beneficial aspects of positive utility. In the modern information age, societies are in a state of continuous flux. Media is travelling at a very fast speed from developed to developing countries.

Media influences showed a consistent and significant association with adolescents' sexual intentions and behaviors'. Compared to parent factors, media influences predicted more variance in light sexual activity and equivalent variance in heavy sexual activity, but somewhat less variance in sexual intentions. Compared to factors, media variables predicted less variance in sexual intentions and heavy sexual activity but somewhat more variance in light sexual activity (Kalof, 1999). Once all other contextual factors were considered for their association with adolescent's sexual intentions and behaviors', media influences made a significant contribution beyond the effect from these other contexts.

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Each individual contextual variable was then considered for its association with adolescents' sexual behaviors'. All variables were forced to enter the study and for the reduced models where only demographic controls and significant predictors were retained. The strength of these associations compares favorably with associations between other contextual variables and sexual behaviors'.

### *Outline of Major Findings of the Study*

The larger part of the respondents in both the urban areas opined that there was no damage in placing the photos of marvelous models in papers, magazines and notice world. The idea of the photos being pro-vocative, it makes a moment effect on the youthful personality just as on grown-up. It adversely affects young people. They like to imitate and in this way get into its snare. It additionally prompts sex-related violations. Having a young lady companion is a grown-up toy for the age straightaway. However, in Ara, the respondents' attestation towards the kid/young lady companion was not exactly their partner in Patna. This is the thing that considers their all-out frame of mind to the clothing young men and young ladies wore. The respondents in Ara were more traditionalist than those in Patna. The vast majority of the respondents in the two urban areas duplicated their beliefs as appeared in the commercial.

Print media utilizes the photo of fabulous movies stars and models in the noteworthy outfits for their own business purpose. It is an effectively accessible hotspot for everybody whether one lives in Patna or Ara. Finding in the exploration proposes that guardians living in Patna are more liberal than their partner in Ara. It is clear as Patna guardians demonstrated a lot of liberal view towards the respectability and humility of womankind contrasted with Ara guardians who still conveyed their old qualities. Different organizations promote their brands forcefully; condoms and different contraceptives are no special case to this. Their ads can be seen anyplace and all over. A greater part of the respondents in both the urban areas affirmed that they had seen the condoms promotion and they likewise valued their open showcase.

Right now, notices are the most necessary piece of everything being equal. It is the significant wellspring of their benefit. Thusly, the media don't spare a moment to put a wide range of promotion to produce incomes. Despite the fact that promotes is required to instruct the buyers about their items, they present the commercials in the way that they just entice the buyers to purchase their items. The strong substances in it create interest in sex. The more established age was found similarly less influenced while the more youthful ones turned into the most effortless prey.

The information about HIV/AIDS was overwhelmingly high among every one of the respondents in two urban areas. They were likewise especially worried over the rising instances of this lethal malady in young people. Just not many of them reacted that they knew somebody in their companion who enjoyed unprotected sex or those consistently changed sexual accomplices. A staggering number of respondents in all age bunches knew every one of the modes and reasons for HIV transmission. Tragically, because of social disgrace, a large portion of them discussed it just with their friend. The majority of the young men and young ladies in Patna concurred that they read the area of the paper showing female nakedness.

Network shows us the distinctive kind of projects on different channels. Everyone gets some random thing to watch. Guardians have the freedom to pick what they need to watch and

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they repeated this reality though kids frequently had restricted decision as they are viewed by their folks. Nearly everyone was in support that most remix music recordings showed an excess of bareness, obscene developments and sex. Media's job in making general mindfulness about sexual wellbeing instruction was seen as colossal. It appears that everyone gets profited by their data on wellbeing concern. Different parts of these discoveries are perceptible as well. Individuals in Ara were less worried about their sexual life, for example, sexual closeness at an early age, pre and extra conjugal sex, live-in relationship, changing accomplices and loyalty than the individuals in Patna who pursued the way of life driven by a lot higher up advertise culture. The majority of the respondents felt that media delineated the picture of men higher and more mindful than that of ladies.

Respondents in Ara, because of, restricted access to the Internet, were very little on the long-range informal communication locales though in Patna a higher level of respondents utilized the Internet and they were progressively customary at signing in various destinations. Clients in Patna in all age bunches knew the upsides and downsides of Internet destinations and they utilized the various highlights accessible yet clients in Ara were not knowledgeable with the equivalent. A large portion of the respondents demonstrated bashfulness when stood up to on different sex-related inquiries. It appears that they just discussed it with their companions. The Internet interfaces anyone to the world inside seconds and inside the solace of their home. It is the greatest thing in data innovation. One can even associate with their loved ones through different informal communication destinations (Twitter, Facebook, WhatsApp, Instagram, and Telegram). Research discoveries demonstrated that Patna individuals were more familiar with this innovation than those in Ara.

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The author(s) declared no conflict of interest.

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