



Attitude of adolescent towards motion pictures

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ABSTRACT

The present paper reports the findings of a study on gender (sex) difference in the attitude of post-graduate male and female students towards motion pictures. A sample of 100 (Boys-50 and Girls-50) post-graduate students belonging to all SES categories was selected and comprised the subjects. A standardized film preference questionnaire was used to ascertain the gender (sex) difference in attitude towards motion pictures. Findings suggest that females possess more favourable attitude towards motion pictures than males. Again, females are talent and sympathetic towards changes where as males are more critical in their attitude towards motion pictures.

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Introduction

An attitude is usually thought of as a hypothetical construct, not directly open to observation but inferred from verbal expression or overt behaviour. Attitudes are common and universal as the drives of hunger and thirst and as numerous as the objects towards which they are directed i.e.; evaluation of themselves, other people, events, issues and material things with some degree of favour or disfavour (Eagly and Chaiken, 1992; Petty and Cacioppo, 1996; Petty and Krosnick, 1995; Pratkanis, Breckler and Greenwald, 1989; and Moghaddan et al, 1990). Attitude has affective (emotional), conative (behavioural) and cognitive (perceptual) components and serve important functions because of their knowledge, value-expressive, social adjustive, and other functions as well as their assured impact on behaviour.

Being initiated by Thurstone (1930), Williams (1939) applied Thurstone's movie attitude scale (TMAS) to find out the gender (sex) difference in attitudes of boys and girls towards motion pictures which indicated some degree of favour.

The influence of motion picture on the contemporary culture is well recognized since it reflects the attitudes, values and habit norms of the society in which it operates leading to a change in belief system and personality organization. In 60's Panda and Kanungo (1962) measured the attitudes of secondary and college level male and female students where indication was given that higher age group students showed more inclination towards motion pictures than secondary level students.

Herbert Blumer (1933) conducted a study and suggested that motion pictures are less influential in case of people who have low access to higher institution of learning. Though, they are of opinion that great influence of motion pictures on the play of children. They have also argued that motion pictures provide people with schemes of life, fixed images etc of different characters and modes of conduct in their ways of life.

Todd F. Heatherton and James D. Sargent (2009) compared the attitude of adolescent who are low exposure to smoking in movies and those with high exposure. High exposures to smoking movies are about 3 times likely to become smokers.

Their observation was based on national representative sample using cross-sectional and longitudinal design. They were of opinion that parental child rearing style and socio-demographic factors to play an important role in shaping the attitude of the adolescents.

Sargent et.al (2002) studied the viewing of tobacco used in various movies on a sample of 3766 ME School students. They viewed that higher exposure to tobacco use in movies significantly increase the number of positive expectations endorsed by the adolescents and the perception that most adult smoke but not the perception that most peers smokes.

This reported study was designed to find out the gender (sex) difference in attitude of male and female post-graduate students towards motion pictures.

Methods: Subjects and procedures

Fifty male and fifty female post-graduate students within age group of 20-24 selected randomly comprised the subjects who were administered the standardized Panda and Kanungo film preference questionnaires consisting of 30 items in a Thurstonian scale and the obtained responses were statistically analysed.

Hypothesis : Males and females will differ in their attitude towards motion pictures.

Results: Table showing the mean, SD and 't' value of the subjects in the study attitude towards motion pictures.

Table - 1

Group	N	Mean	SD	t	df	P
Male	50	2.83	.41	5.48	98	a.01
Female	50	2.91	.36			

Discussion and Conclusion:

The result obtained in the present study indicated that the attitude of male P.G. students differed significantly from the female students. The female students showed more favourable attitude towards motion pictures than male students (Boys, \bar{X} = 2.83 and Girls \bar{X} = 2.91). The findings suggested that females possess more favourable attitude towards motion pictures than males. In Indian culture it is believed that females are more culture-bound and more tradition oriented than males.

Hypothetically it may be argued that females are expected to be more skeptical and curious by temperament towards motion pictures but such assumption was not noticed in the present study rather females were more susceptible towards changes where as males seemed to be critical. The males showed more divergency in attitude where as females attributes more consistency in behaviour. This may be ascribed to the general conformity of an Indian female who is likely to be more culture bound and abide by social norms.

It can be concluded that the males and females differ significantly in their attitudes towards motion pictures may be due to their personal choice and non-availability of alternatives for relaxation. Moreover care must be taken before release of motion picture defecting tobacco, and other toxic/drug related matter which may adversely influence the adolescent/children.

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