

AN EMPIRICAL STUDY OF THE ROLE OF MEDIA IN DOING AWAY WITH THE STRESS AMONG YOUTH PURSUING HIGHER EDUCATION

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Introduction

The youth of today face many challenges that are unique to recent decades. Industrial, technological and environmental changes have made life both easier and more difficult for today's generation. Domestic problems, excessive use of alcohol, economic instability are the most common causes of stress among youth. One of the major reasons a youngster is submerged in the arms of devil depression is feeling lonely. Studies have shown that families going through breakups and fights such as separation or divorce of parents, favouring of one sibling than the other tendencies lead to the young ones in the family towards feeling alone and suffer from stress. Stress is not a favoured choice, but a forced one. If someone is under stress then not he/she but the surroundings are cause of it. Youth who have lost someone very close to them and don't open up about it are letting them-selves be eaten by depression. Unmet personal or parental expectations such as failure to achieve a goal, poor grades, and social rejection are also major reason behind stress. Unresolved conflicts with family members, peers, teachers, coaches result in anger and frustration. It affects people physically and mentally and due to this suicide rate among youth is increasing. Everyone is different, so what is stressful for one person may not be for another. Therefore, it's significant to find out if stress affects youngsters.

Objectives

- To understand stress among youngster and how they manage
- To analyze symptoms of stress and its effect in their life
- To explore the role of media in managing stress on youth

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Research Design

Researcher has done *pilot study* and *Survey* method is used. It is both qualitative and quantitative analysis.

Unit of Analysis	: Higher education students
Sampling Technique	: Convenient Sampling
Selected Sample	: 50 respondents
Duration of study	: June 2018 to August 2018
Universe of the study	: Students of Babasaheb Bhimrao Ambedkar University, Lucknow
Primary Data	: Through Questionnaire
Secondary Data	: The secondary data includes books, magazines, journals, periodicals and different websites.

Limitation of the Study

- Researcher has done pilot study therefore only 50 respondents had been taken for study.
- Keeping in view time, budget and feasibility, researcher collected data from Babasaheb Bhimrao Ambedkar University (Central), Lucknow

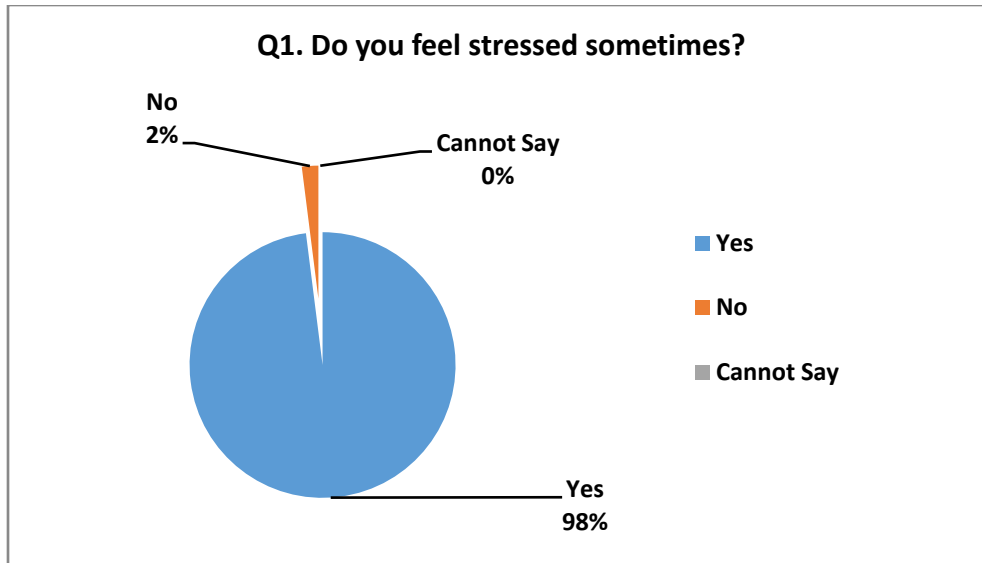
Use of Statistical tools

- Table Presentation
- Pie Chart and Bar Graph
- Microsoft excel
- Word document

Data Analysis and Interpretation

Q1. Do you feel stressed sometimes ?

Figure 1:

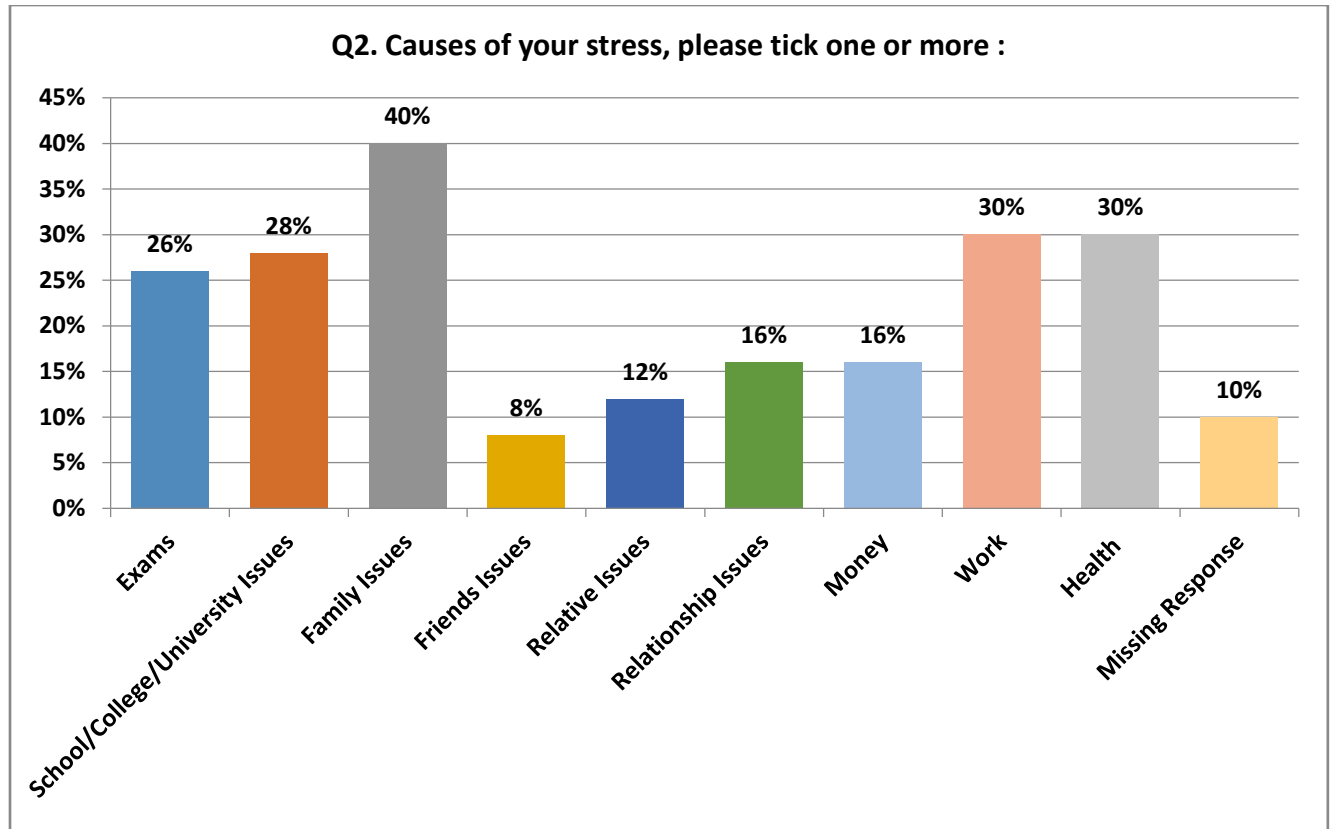
**Table 1:**

Q1.	Do you feel stressed sometimes?	Frequency	Percentage
a	Yes	49	98%
b	No	1	2%
c	Cannot Say	0	0%
	Total	50	100%

Inference

According to the figure (f-1) mentioned above it is clear that majority of the respondents (98 percent) chose Yes as they feel stressed sometimes and only 2 percent of the respondents said No and not a single respondent selected Cannot Say.

Q2. Causes of your stress, please tick one or more :**Figure 2:**

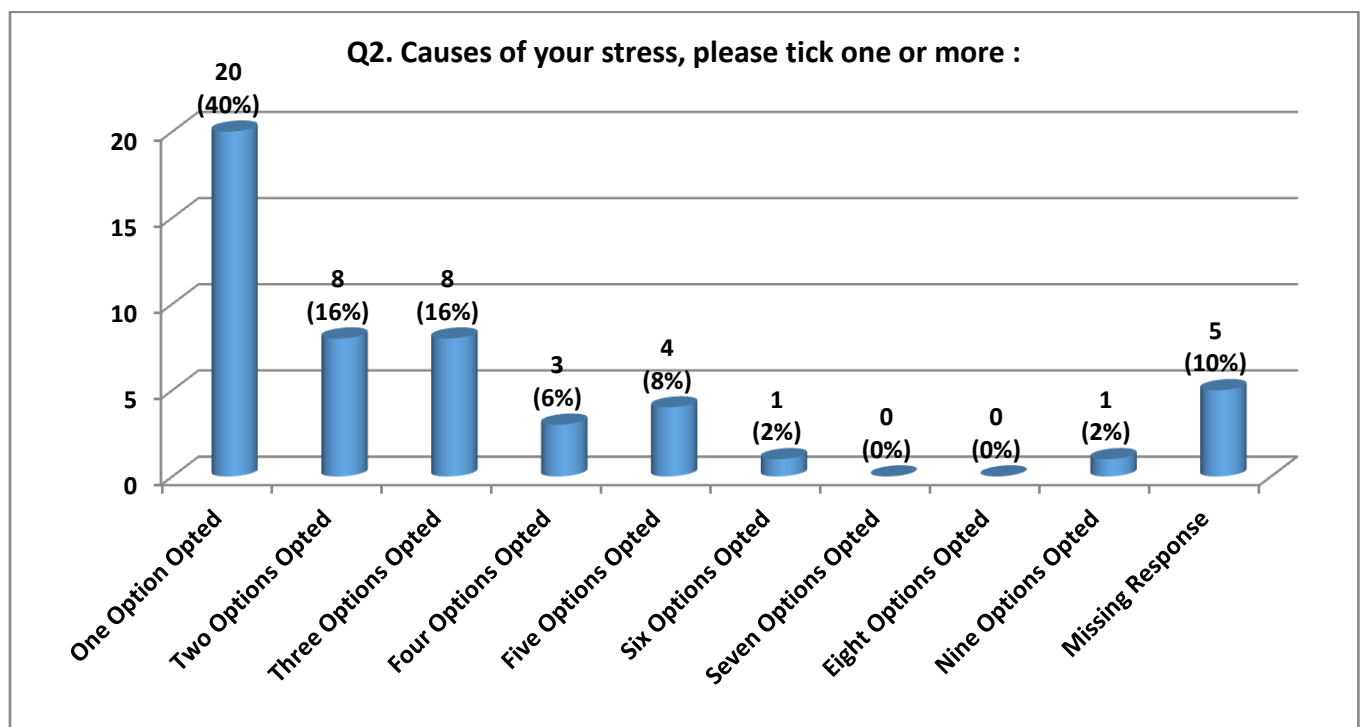
**Table 2:**

Q2.	Causes of your stress, please tick one or more :	Frequency	Percentage
a	Exams	13	26%
b	School/College/University Issues	14	28%
c	Family Issues	20	40%
d	Friends Issues	4	8%
e	Relative Issues	6	12%
f	Relationship Issues	8	16%
g	Money	8	16%
h	Work	15	30%
i	Health	15	30%
*	Missing Response	5	10%

Inference

Going further, the next question was related to the causes of stress, so, from the above figure it is depicted that the largest number of the respondents (40%) chose family issues. Work and health were also causes of stress in youngsters, 30 percent of the respondents chose it. Exam stress and schools/college/universities issues were also reasons of stress, (26% and 28% respectively). Very few of the respondents (8%) selected friend issues. Hence, it is clear that youngsters are facing stress in different ways.

Figure 3:

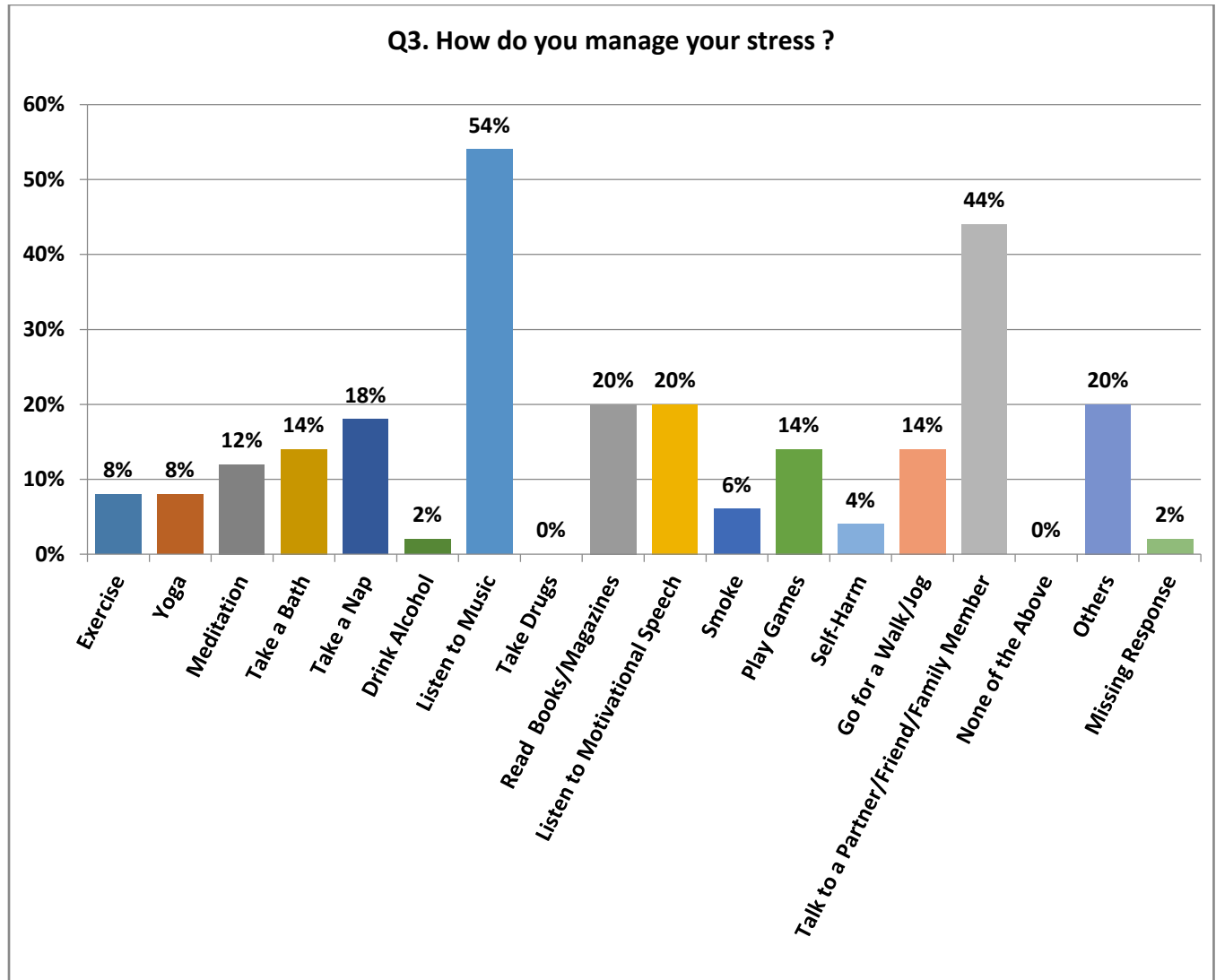


Inference

The above figure (f-3) depicts that respondents can choose more than one option for the causes of stress, so, 40 percent of the respondents chose one option. 16 percent of the respondents were opted two options opted and same with three options. 8 percent of the respondents preferred five options, 6 percent of the respondents opted four options, six and nine options were opted by 2 percent respondents each.

Q3. How do you manage your stress ?

Figure 4:

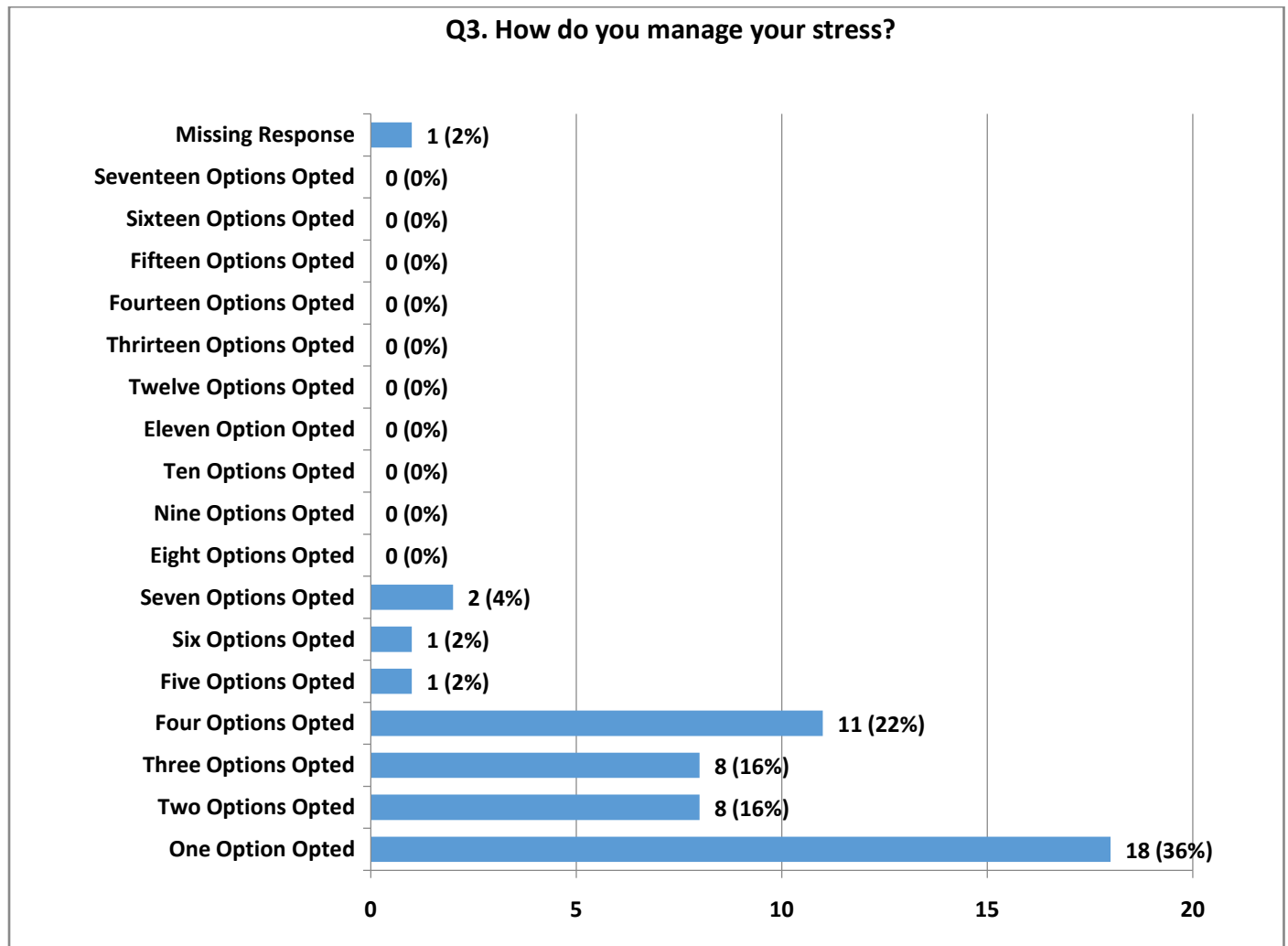
**Table 3:**

Q3.	How do you manage your stress?	Frequency	Percentage
a	Exercise	4	8%
b	Yoga	4	8%
c	Meditation	6	12%
d	Take a bath	7	14%
e	Take a nap	9	18%
f	Drink alcohol	1	2%
g	Listen to music	27	54%

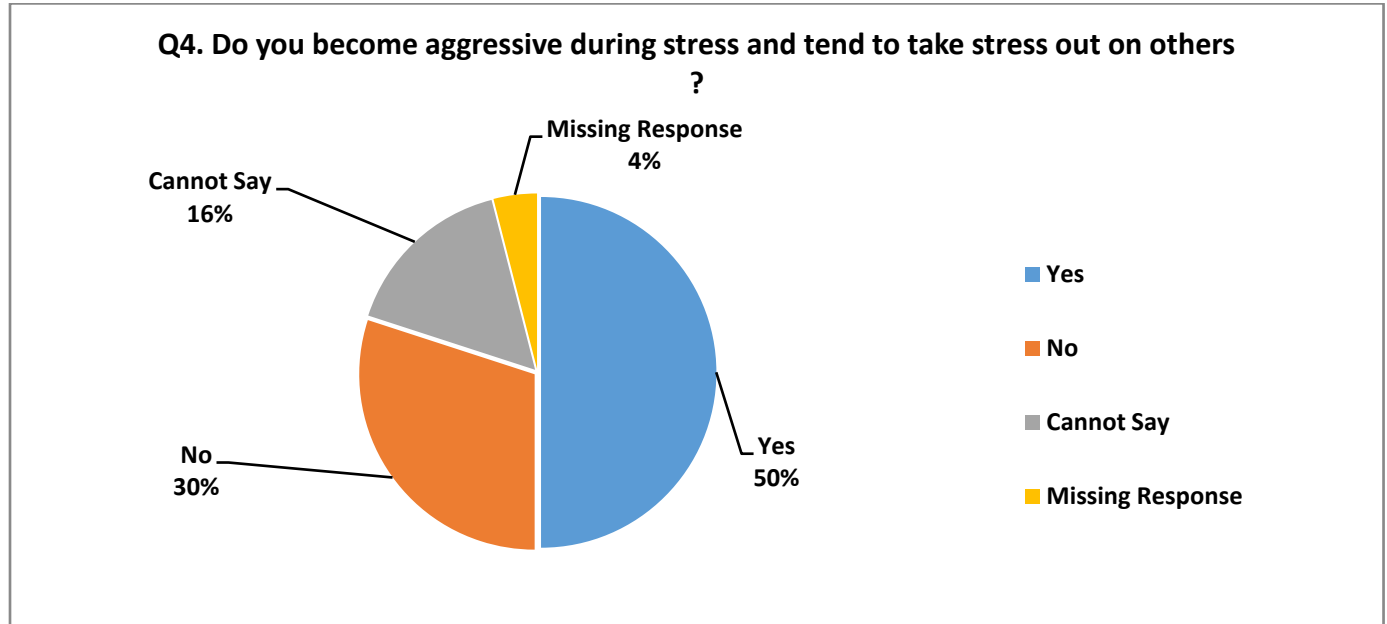
h	Take drugs	0	0%
i	Read books/magazines	10	20%
j	Listen to motivational speech	10	20%
k	Smoke	3	6%
l	Play games	7	14%
m	Self-harm	2	4%
n	Go for a walk/jog	7	14%
o	Talk to a partner/friend/family member	22	44%
p	None of the above	0	0%
q	Others	10	20%
*	Missing Response	1	2%

Inference

Above mentioned figure (f-4) and table (t-3) show that majority of the respondents (54%) agreed that listening music managed stress and by talking to a partner/friend/family member help to handle stress (44%). 20 percent of the respondents chose reading books/magazines for the same, motivational speeches also play significant role, 20 percent of the respondents ticked it and 20 percent selected others (going to any trip, living alone for sometimes, writing, eating, dancing, having ice creams/chocos, videos, religious speech, etc). 18 percent of the respondents took a nap when in stress. 14 percent of the respondents took bath, some respondents playing games (14%) and few chose going for walk/ jogging (14 percent) could also help to overcome stress. Meditation also helped respondents (12%) to reduce stress level. Yoga and exercise were adopted by 8 percent each. Very few of the respondents picked drinking alcohol, self harm (2% and 4% respectively) and none ticked taking drug. 6 percent said smoking could help to manage stress and 2 percent were missing responses.

Figure 5:**Inference**

The above figure (f-5) shows that respondents were free to choose more than one option for how they managed stress. Therefore, 36 percent of the respondents chose one option. Two options opted 16 percent of the respondents and same with three options. 22 percent of the respondents were opted four options, 4 percent of the respondents were opted seven options, 2 percent opted five and six options each.

Q4. Do you become aggressive during stress and tend to take stress out on others?**Figure 6:****Table 4:**

Q4.	Do you become aggressive during stress and tend to take stress out on others ?	Frequency	Percentage
a	Yes	25	50%
b	No	15	30%
c	Cannot Say	8	16%
*	Missing Response	2	4%
	Total	50	100%

Inference

Asked if when in stress become aggressive and tend to take stress out on others, half of the respondents said Yes (50%), 30 percent of the respondents said No and rest 16 percent picked Cannot Say and 4 percent were missing responses.

Q5. What type of symptoms do you feel in stress ?

Figure 7:

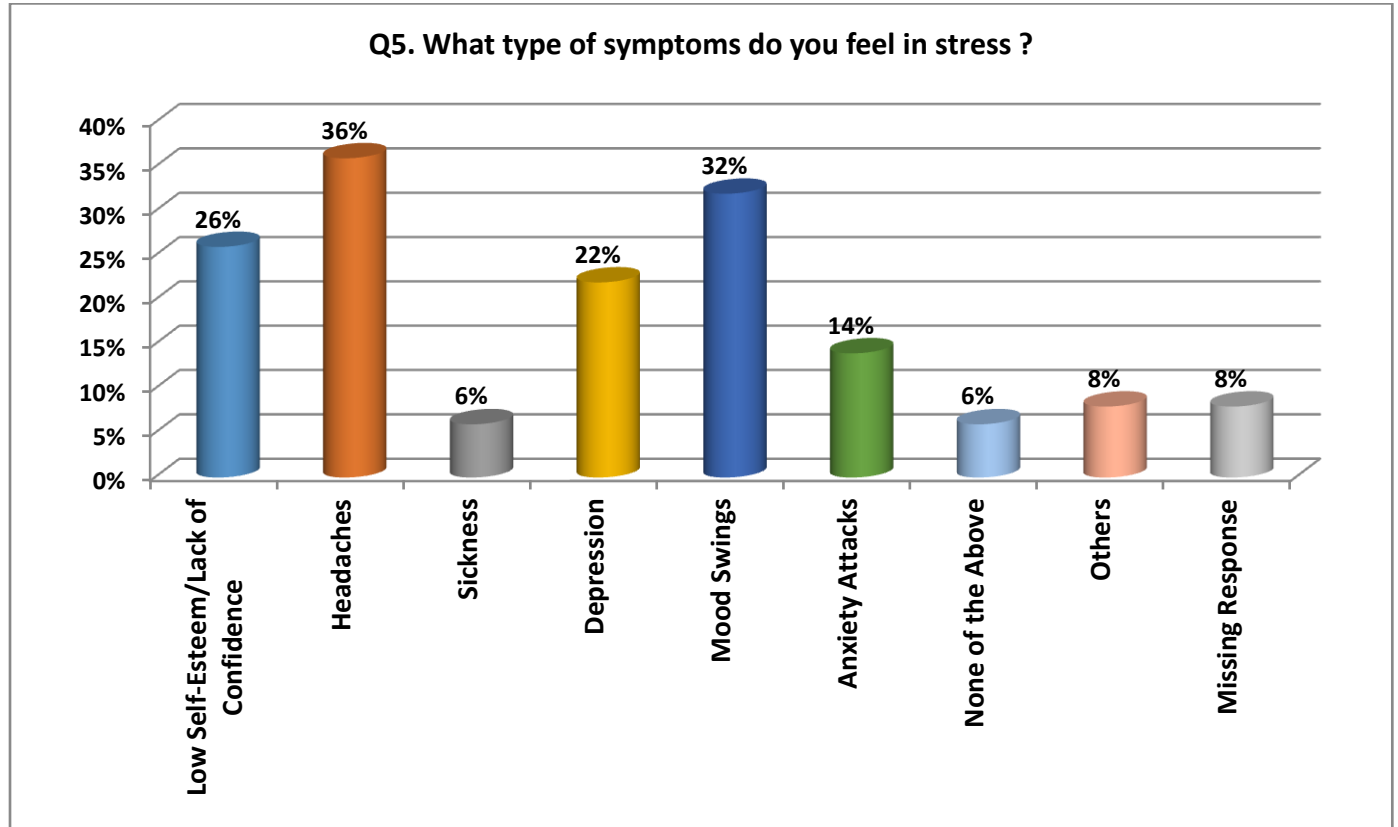


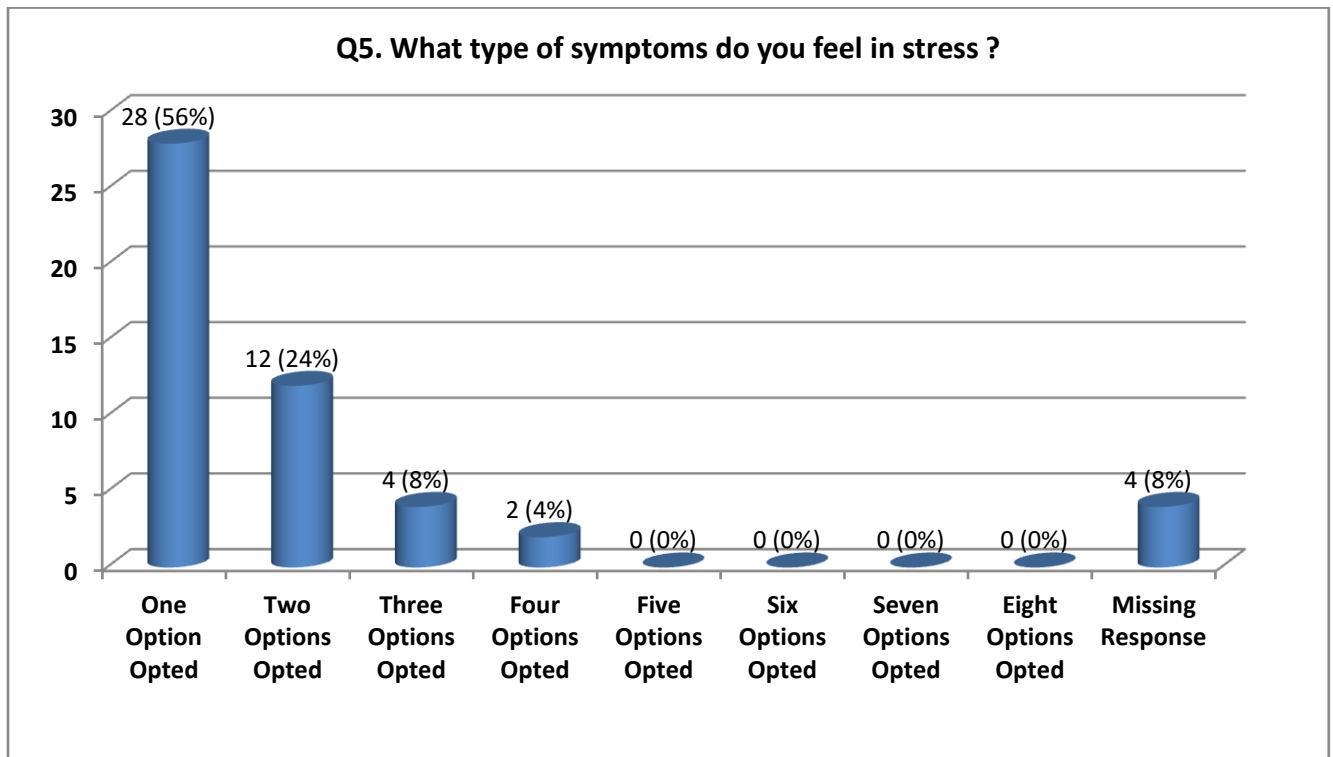
Table 5:

Q5.	What type of symptoms do you feel in stress ?	Frequency	Percentage
a	Low Self-Esteem/Lack of Confidence	13	26%
b	Headaches	18	36%
c	Sickness	3	6%
d	Depression	11	22%
e	Mood Swings	16	32%
f	Anxiety Attacks	7	14%
g	None of the Above	3	6%
h	Others	4	8%
*	Missing Response	4	8%

Inference

The question was based on the types of symptoms respondents feel in stress, the figure (f-7) shows that most of the respondents having headaches (36%), mood swing was 32 percent and low self-esteem/lack of confidence was 26 percent. Apart from it 22 percent of the respondents picked depression, not only this, anxiety attacks was also 14 percent and sickness was picked by 6 percent of the respondents. Few ticked option others (8%) (not interested in any work, eat a lot and talk less) and missing responses was 8 percent.

Figure 8:



Inference

According to the above figure (f-8), it is clear that the respondents were opened to choose more than one option for the types of symptoms they feel in stress. Hence, 56 percent of the respondents opted only one option, 24 percent of the respondents opted two options. Few of respondents opted three options and four options (8% and 4% each) and 8 percent were missing responses.

Q6. Does your stress affect your life? For example, do you lose concentration or make mistakes often ?

Figure 9:

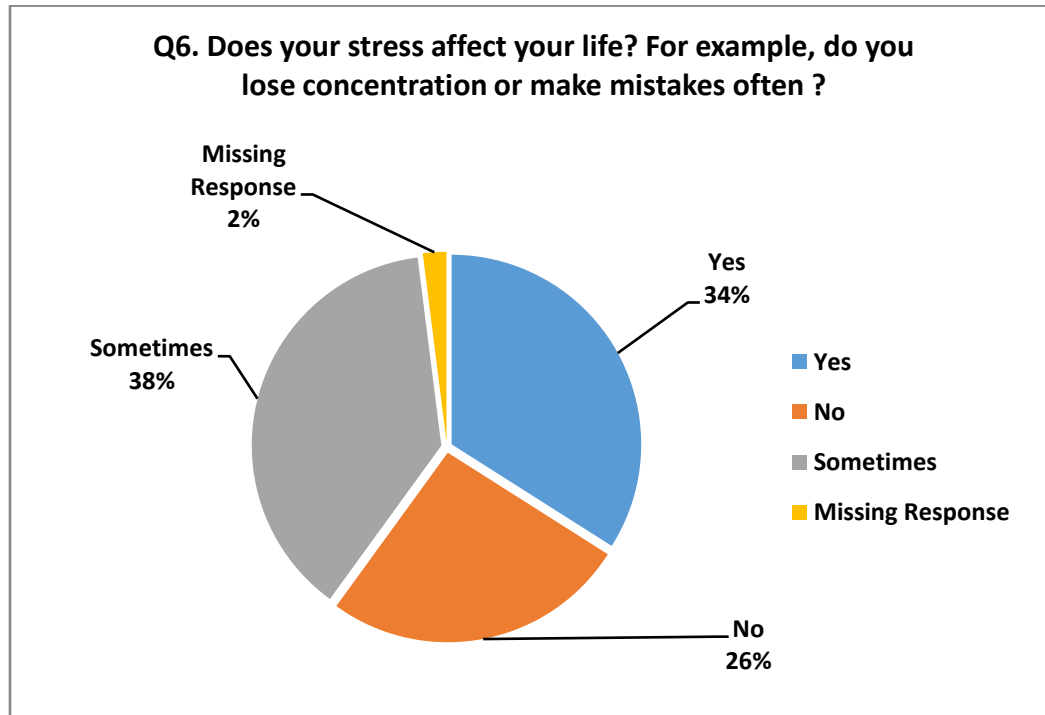
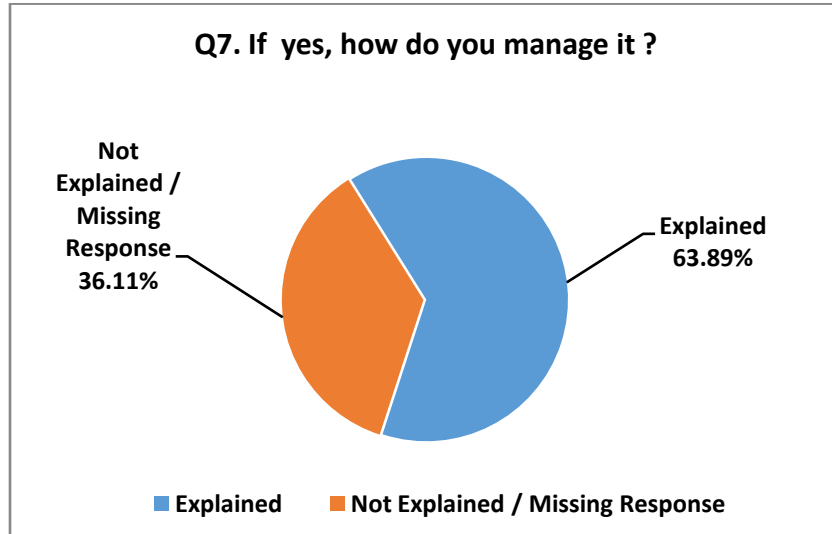


Table 6:

Q6.	Does your stress affect your life? For example, do you lose concentration or make mistakes often ?	Frequency	Percentage
a	Yes	17	34%
b	No	13	26%
c	Sometimes	19	38%
*	Missing Response	1	2%
	Total	50	100%

Inference

Going further, the next question was to find out stress affect life, for example it causes lose of concentration, 38 percent of the respondents said Sometimes it affect, 34 percent picked Yes and 28 percent said No. Hence, it's clear that the largest number of the respondents get affected by stress.

Q7. If yes, how do you manage it ?**Figure 10:****Table 7:**

Q7.	If yes, how do you manage it ?	Frequency	Percentage
a	Explained	23	63.89%
b	Not Explained / Missing Response	13	36.11%
	Total	36	100.00%

Inference

In connection to the previous question, the above figure (f-10) helps the researcher to find out how the respondents manage stress when they get affected by it. Out of 50 respondents, 36 respondents informed that they get affected somehow. It is comprehended that 63.89 percent of the respondents explained how they manage stress and 36.11 percent of the respondents did not explained it.

The below mentioned table categorizes the explanation given by the respondents, they are in their verbatim form and may contain spelling or grammatical errors. The statements however; clearly convey the messages of the respondents:

Table 8:

Serial No.	Explanations	No. of Respondents Given Similar Explanation
1.	Sleep, by relaxing	3
2.	Difficult to manage but choose to ignore	1
3.	Listening song, music, loud music, music is part of life so in stress use to listen music	5
4.	Hangout with friends, talk to friends, used to talk to close friend, discuss to my best friend who always motivates me, meet with friends and relatives and discuss on philosophy and life	6
5.	Spend time with family, talk to family members, talk to mother	3
6.	Talking to God's picture or statue, Go to temple	2
7.	By solving the problem which causes stress, by analyzing what went wrong, try to find fault and solve it for which I face problem and stress	3
8.	Talking to Doctor	1
9.	Talking to Dog	1
10.	Work which is important and better will give preference to it for balancing life, so that life will not get affected	1
11.	Getting busy in other works	1
12.	By doing meditation which calm things, yoga and exercise	2
13.	By following regular routine, it's rare to talk anyone over stress	1
14.	By focusing on the priorities	1
15.	Already given answer in third question Managing stress by having food, ice cream	1
16.	By learning from mistakes	1
17.	By cutting off myself from every disturbance and try to be compose and calm	1
18.	Think and move to right direction	1
19.	Self motivation that one day everything will be well because sorrow and pleasure are part of life	1
20.	Watching movies and motivational videos	1

21.	Play Games	1
22.	Go to trip	1

Q8. Once you come out of stress after applying the things you ticked in question no. 3, how do you feel ?

Figure 11:



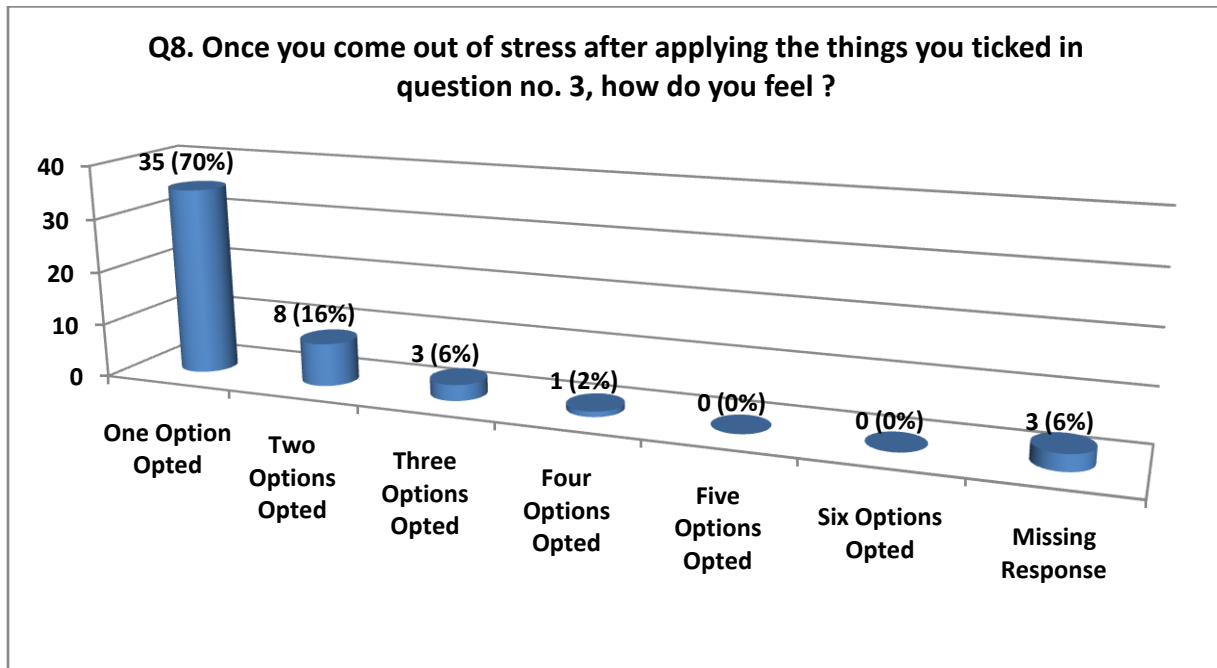
Table 9:

Q8.	Once you come out of stress after applying the things you ticked in question no. 3, how do you feel ?	Frequency	Percentage
a	Feel Relaxed	16	32%
b	Become Patient	9	18%
c	Feel Happy	8	16%
d	Get the Strength to do Things	18	36%
e	Become Calm	8	16%
f	Others	2	4%
*	Missing Response	3	6%

Inference

According to the above display figure (f-11) it can understand that after applying the things for overcome stress, the largest number of the respondents (36%) get the strength to do things, 32 percent feel relaxed, 18 percent become patient, 16 percent feel happy and 16 percent of the respondents become calm. Few chose others option (4%) (optimism and feel neutral). 6 percent was missing responses.

Figure 12:



Inference

Based on the above figure (f-12), it is understand that the respondents were free to choose more than one option. Consequently, 70 percent of the respondents were preferred only one option, 16 percent of the respondents opted two options. Few of respondents opted three options and four options (6% and 2% respectively).

Q9. Do you feel any media (Television / Radio / Internet etc) can play any role in managing stress?

Figure 13:

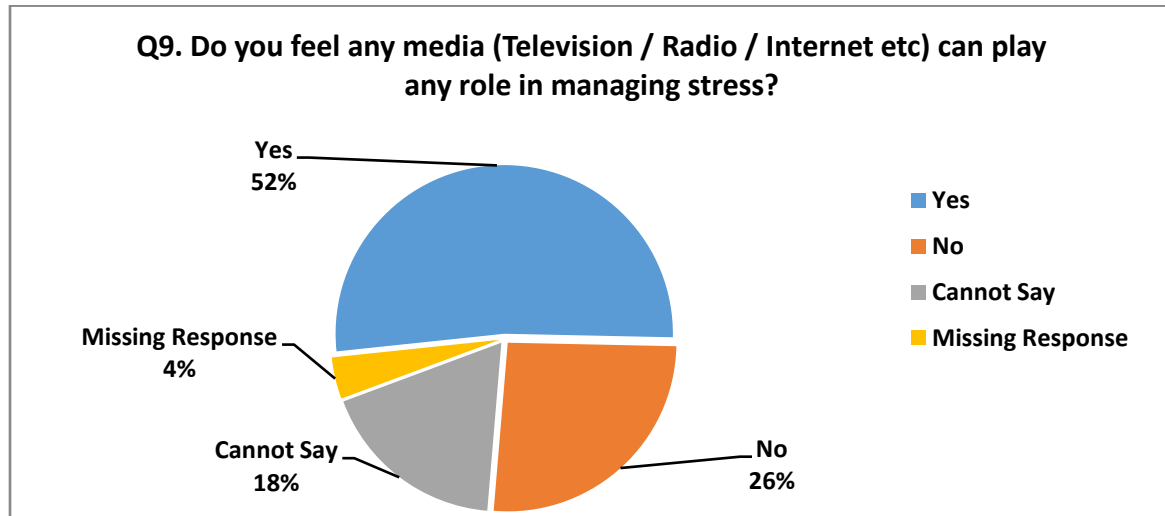
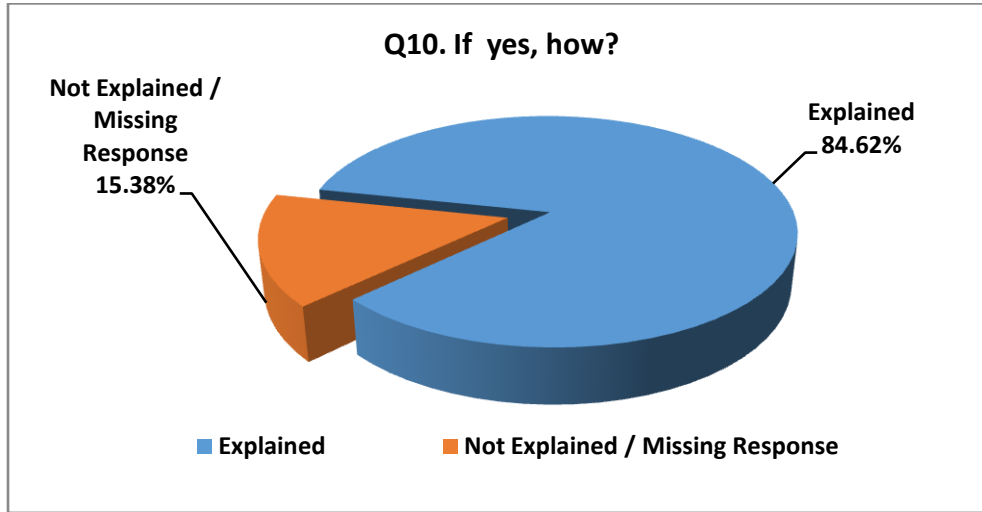


Table 10:

Q9.	Do you feel any media (Television / Radio / Internet etc) can play any role in managing stress?	Frequency	Percentage
a	Yes	26	52%
b	No	13	26%
c	Cannot Say	9	18%
*	Missing Response	2	4%
	Total	50	100%

Inference

Going further, the researcher wants to find out that whether any media television, radio, internet, etc can play any role in managing stress, the above figure (f-13) brought up that majority of the respondents said Yes (52%), some of the respondents said Cannot Say (18%) and 30 percent chose No. Therefore, it is clear that media help to manage stress.

Q10. If yes, how?**Figure 14:****Table 11:**

Q10.	If yes, how?	Frequency	Percentage
a	Explained	22	84.62%
b	Not Explained / Missing Response	4	15.38%
	Total	26	100.00%

Inference

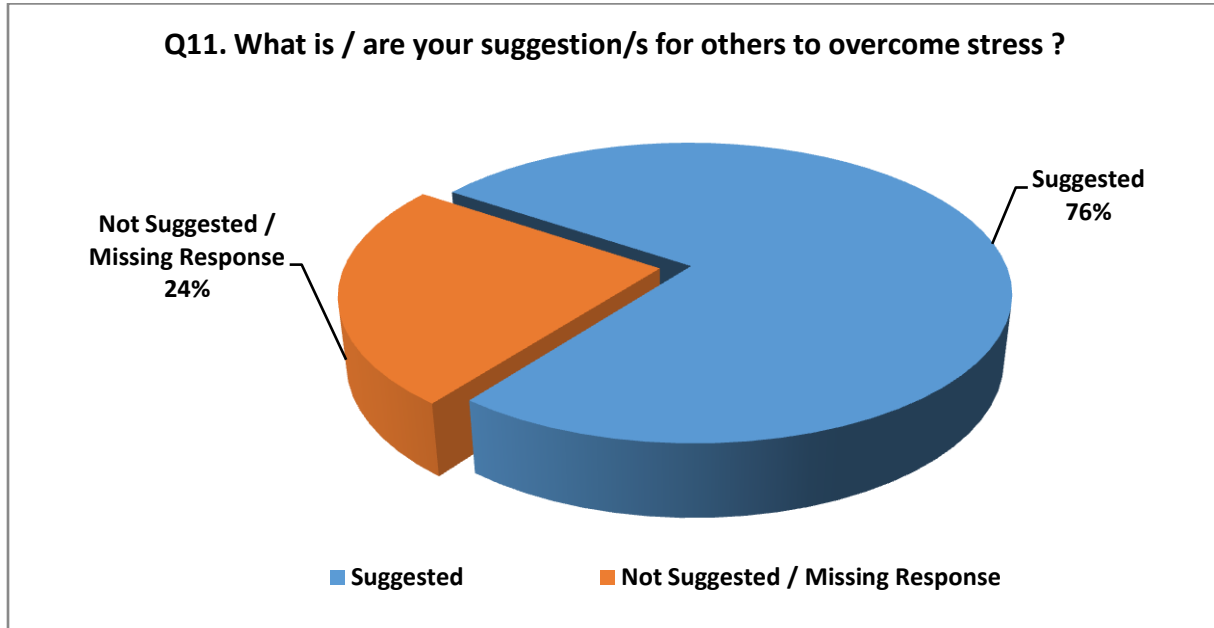
In relation to the previous question, the above figure (f-14) assists the researcher to analyze the role of media to defeat stress. Out of 50 respondents, 26 respondents agreed on it and out of 26 respondents who agreed, 22 of the respondents (84.62%) explained it and 4 of them (15.38%) did not explain it.

The below stated table categorizes the explanation given by the respondents, they are in their verbatim form and may contain spelling or grammatical errors. The statements however, clearly convey the messages of the respondents:

Table 12:

Serial No.	Explanations	No. of Respondents	
		Given Explanation	Similar Explanation

1.	To watch comedy videos on YouTube Watch talks, stand-up comedy, favourite seasons, etc	2
2.	Sometimes by some entertaining news helps forgetting stress	1
3.	Radio or television is a thing through which we can feel better as if we approach can find many more things It entertain us and give motivation, solution or change our mood By listening radio we can forget other things and just stick to one thing Radio/television/ internet helps to distract your attention from the reason which makes you feel stressed Use of internet, see movie etc, play games	5
4.	Internet use to connect us with our closer ones and use to provide entertainment to avoid stress, etc Using social sites	2
5.	Because when I feel stress, I use to listen my favourite songs on radio or on mobile and it really helps in stress Listening songs in radio helps to overcome stress and favourite songs, film or video on internet Radio and internet many times helps in managing stress. Music and different videos easily divert mind It provide a medium to listen music and reduce stress T o watch television specially music (cool) and laughter program Music/ visuals	6
6.	Web series and web surfing helps in deviating the mind Watch web series and stand-up comedy shows and interesting video about wildlife documentaries	2
7.	Internet, etc	2
8.	Listening loud motivational video in YouTube Listening motivational videos on YouTube	2

Q11. What is / are your suggestion/s for others to overcome stress**Figure 15:****Table 13:**

Q11.	What is / are your suggestion/s for others to overcome stress ?	Frequency	Percentage
a	Suggested	38	76%
b	Not Suggested / Missing Response	12	24%
	Total	50	100%

Inference

The above figure (f-15) depicts that 76 percent of the respondents gave suggestions and rest 24 percent did not suggest.

The following Suggestions were proposed by the respondents. The suggestions are thematically grouped; they are in their verbatim form and may contain spelling or grammatical errors. The statements however, clearly convey the messages of the respondents:

Serial No.	Suggestions	No. of Respondents Given Similar Suggestions
1.	I only want to say that if you feel stress listen to soft classical bhajans, what I used to do is listen flute instrumental and one of my favourite songs	1
2.	<p>Talk to someone you trust or share</p> <p>Chill with friends, forget about everything and listen music, watch your favourite actor's interview, their fashion style and attitude, go for a party</p> <p>Close your eyes and listen birds chirping, cook some tasty food, go for a walk, play games with friends, siblings, writing up the problems and facing them</p> <p>To go for travelling</p> <p>Talk to your family members, close friends and sometimes to yourself, go out, make trips to your favourite places, do whatever you like the most like watching movies, listening music, reading novels, stories, etc</p> <p>Be positive and talk to family, spend time with friends</p> <p>Stay cool and go for a walk</p> <p>When you feel stressed and tense go for a break, walk in fresh air, try to incorporate some physical activity into your daily routine on a regular basis</p> <p>To travel favourite natural place, historical place or mall and sit in natural place and observe the activities silently</p> <p>Talk to your family members, friends spend time with them, speak your heart out and you will definitely feel relaxed and happy</p> <p>Stress can be reduce by sharing and talking to partner, family members and another way is take a nap and play with childlike toys</p> <p>Stress is not a big issue which can break you up in fragments. Stress simply can be controlled with the self help and by not judging ourselves in every situation. If you feel that stress is overpowering yourself than you should be alarmed and get help from family, friends or professionals</p> <p>Please focus on whatever you are doing in a particular point of time. Remember your family and parent especially mother and father. Remain in</p>	13

	distance with the negative thoughts	
3.	To watch comedy videos on YouTube and to do meditation Meditation and yoga Doing yoga regularly to overcome stress	3
4.	I can say you first need to face your stress and don't feel unconfident believe in yourself Do what you love to do towards happiness not towards distraction, should be aware of limitations There are various ways to overcome stress, people should do what they like the most, so that they will get mental satisfaction Just believe in yourself and be calm Satisfy to your achievement and always be happy and be positive If someone wants to overcome stress, they have to try, their passion or what they like to do. Their favourite task or hobby will help to overcome their stress and they will feel refresh My suggestion is not to take much stress as it harms us only. It would definitely overcome one day, you need to have positive approach for that Firstly, do remember that making mistakes is not a bad thing. Accept what you do and realize how your good deeds can change the life of your dear ones Do your work hard, avoid negativity, be happy always despite hard challenges I think, if you are in stress, sit alone and think nothing and keep quite. Second, listen to music which help you to calm	10
5.	If you want to overcome stress please listen Mr. Prem Rawat's message which give message related to peace Motivational speeches are good option. Sometimes letting things better over the period of stress is the better option Watch motivational videos in YouTube and talk to anyone with full enjoyment Distracting your mind, do Meditation; listen to music which will help you to calm your mind. Talk to your friend, girlfriend/boyfriend which will deviate your mind and make feel confident I think stress is a term that always within us, so always tries to find your faults	6

	and then solve those problems. According to Lord Buddha every problem has solutions. So we have to find our problems in cool mind Just to feel the life of highly qualified person like Dr. B.R. Ambedkar, Jyotibhafule, Maa Ramabai etc. You will feel strength	
6.	Eat a lot, stay happy, ignore the evils Forgive all for happiness Take right action, at the right time and at the right place Be Lallantop, listen to music, travel and go for outing. Have your favourite food	4
7.	For wealth and fame it is necessary to get insulted. The worth of respect is only valued after insult. Everyone thinks that his/her problem is bigger one and it makes us unconfident. So be positive, be patient and surely time will be changed. If you think that there is nothing is my life then please go to hospital and you will release that my problem is very small. Keep inside hope, it will boost you up but whatever is going on is good for us ever.	1

Conclusion

The core aim of the study was to find out the role of media in doing away with the stress among youth pursuing higher education. The researcher prepared various objectives for analyzing the aim of the research including its causes and effect. This research would be significantly helpful for the socio economic benefit of the society. There is quantitative and qualitative approach for analyzing and interpreting the data. The study concludes with the results of the objectives:

- **Objective:** To understand stress among youngster and how they manage
- **Result:** The study suggests that youngsters are facing stress and they are continuously coping with it through various ways and how they feel after conquering stress, question no. 1, 2, 3, 4 and 8 are based on this objective.
- **Objective:** To analyse symptoms of stress and its effect in their life
- **Result:** To analyse symptoms of stress and its affect in the life of the respondents, the researcher asked some inter linked questions. Question no. 5, 6 and 7 are related to the above

objective and the researcher found that majority of the respondents faced diverse symptoms and it affects their life and majority of them told how they managed it.

- **Objective:** To explore the role of media in managing stress on youth
- **Result:** According to the above objective, the researcher asked some questions in from the respondents (question no. 9, 10 and 11) these are interlinked. The study suggests that majority of the respondents felt that media somehow help to manage stress and majority of them explained and suggested different ways of managing stress through media.

Further Readings

<http://www.jstor.org/stable/1131689> 23/3/18, 12:03 PM

<http://www.jstor.org/stable/1602739> 23/3/18, 12:05 PM

<http://www.jstor.org/stable/3696531> 23/3/18, 12:17 PM

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<https://www.tru.ca/hsafety/workinglearningsafely/stress/stressquestionnaire.html> 27/3/18, 01:46 PM

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<http://www.cs.uofs.edu/~beidler/cilit/q99/knueven.html> 27/3/18, 02:42 PM

<https://myhealth.alberta.ca/alberta/Pages/stress-and-youth.aspx> 27/3/18, 11:49 AM

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