

INFLUENCE OF HOUSEHOLD MEDIA ENVIRONMENT ON INTERPERSONAL COMMUNICATION IN FAMILIES IN KERALA

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By

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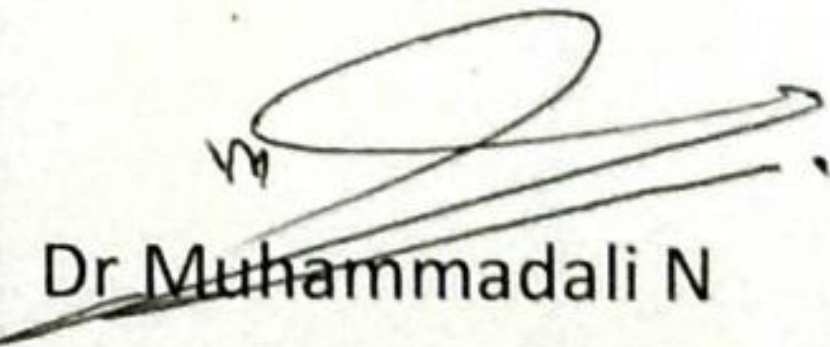
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DECLARATION

I, Sam S. hereby declare that this thesis entitled **INFLUENCE OF HOUSEHOLD MEDIA ENVIRONMENT ON INTERPERSONAL COMMUNICATION IN FAMILIES IN KERALA** is a bona fide record of research work done by me and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title or recognition of University of Calicut or any other Universities.

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Sam S.

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'Everything comes to us that belongs to us if we create the capacity to receive it'– Tagore

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PREFACE

We all belong to a family from where we learn each and everything which lays foundation for the rest of our life. The word 'family' outlines a picture to everyone in the society. Family brings pictures of warm, supportive thoughts, scenes of laughter-filled holidays, and comforting embraces for some. Thoughts on family, its structure, communication network and functioning made me to research on family communication. Good communication is identified as a significant factor for maintaining a strong family.

Conceptualization on family communication assumed salience in any society where family was considered as the primary context, responsible for shaping individual's communication behaviours and as the most significant socialization agent. In any society, particularly in India, which is a family oriented nation because of its deep-rooted family traditions, family oriented myths and cultures, and social dynamics, any attempt to study the determinants of any aspect of family is important.

Scholars defined the family in a variety of perspectives and identifying the best suitable ones is essential to develop sufficient conceptual framework in this attempt of examining the implications of mass media communication sources for interpersonal communication in family system, particularly when family is generally conceived as a multidimensional unit performing various functions in a society.

It is set as an inquiry into the communication space in the families of Kerala, a southern state of India, giving emphasis on how availability, perceived utility and regularity of use of various media in households determine the quality of interaction among family members.

Communication within the family is particularly significant as it permits members to express their needs, wants, and concerns to each other. Transparent, truthful communication is the key to the atmosphere that allows

family members to differ on opinions and to express their love and admiration for each other. Thus the relation between the family and communication has to be studied in depth. This work seeks to explore the communication experiences in family environment focusing on the relationship between two types of communication variables - household media environment (HME) and family communication quality (FCQ).

The study is separated into five chapters. Introduction chapter gives an overall idea about what the study focuses on and how it is studied. Review of literature chapter reveals the global scenario of family communication research. The third chapter details the Study Objectives and Methodology. Analysis and Discussion chapter deal with the process of data analyses and throw light into the household media environment and family communication quality prevailing in our families. Final chapter make conclusions and recommendations for future research.

This work contributes to bridge the existing research gap, particularly when it deals with communication aspect of family environment, which happens to be a least explored area in this regional context.

Findings from this inquiry offer clues to many predictors and internal factors of family communication quality in the background of household media environment, indicating some premises and propositions, whose tenability warrant scientific examination in future inquiry.

Chapter **1**

INTRODUCTION

CHAPTER I

INTRODUCTION

Quality of communication in a family setting definitely predicts the quality of the future life of its members is a fact proved by the research carried out across cultures. (e.g., Amato and Booth, 1997; Bowlby, 1969/1997; Orina et al., 2011; Simpson, Collins, Tran and Haydon, 2007; Sroufe, Egeland, Carlson and Collins, 2005). Studies in this direction arrived at a common conclusion, even though their conceptual frameworks are different, the families function as a critical space where develops the pattern of interaction for future close relationships and socialization. A growing interest in research projects in family communication in many countries, particularly in the west, may be attributed to the idea that communication pattern in family is central to define the socio cultural behaviour.

As a communication space family's contribution to generating models to the society is not a unidirectional process, rather it is bidirectional as any change in any social domain, be it in cultural norms, technological advancements or political conditions, inevitably influences the communication pattern within the family itself. This reciprocity between social systems and the changing values and behaviours of family or its members naturally determines the quality of family communication also. Researchers found that family communication patterns develop through sharing values, norms, beliefs, perceptions, ways of thinking and memories among family members over a long period of time (Baxter, Bylund, Imes, and Scheive, 2005). They observe that this process of sharing views and perspectives gives family members specific social and cognitive models that guide them on how to behave in both family and social contexts.

This study focuses on how communication media with its immediate presence in family environment as social institutions or cultural instruments interfere in this process. This study examines the communication space in

the families of Kerala, a southern state of India, giving emphasis on how availability, perceived utility and regularity of use of various media in households determine the quality of interaction among family members. Obviously, quality of family communication and nature of household media environment serve as two defining variables in this work. And, the study sets the exploration of the nature of the association between these two variables as its general objective.

Many studies from western perspective focused on the centrality of communication between or among family members. They found that communication patterns affected the very structure of families (Adler, Rosenfeld and Proctor, 2012). Koerner and Fitzpatrick (2000) attempted to define the structures of families on the basis of their communication orientation, and explore the relationship between centrality of conversation and conformity orientation. They found that families with high conversation orientation inclined to spend more time interacting with each other, sharing personal matters, discussing thoughts and feelings and taking family decisions in consensus while those families with low conversation orientation tended to land in conflicts and uncertainty in family matters, thereby, leaving members in perplexity especially a decision making stage. This conceptualization on family communication assumed salience in any society where family is considered as the primary context, responsible for shaping individual's communication behaviours and as the most significant socialization agent. In any society, particularly in India, which is a family oriented nation because of its deep-rooted family traditions, family oriented myths and cultures, and social dynamics, any attempt to study the determinants of any aspect of family is important. Unfortunately such attempts are rare in India in general and in Kerala in particular. It is expected that this work will contribute to bridging this research gap, particularly when it deals with communication aspect of family environment, which happens to be a least explored area in the context of Kerala.

Complexity in Defining Family

The objective of giving multiple definitions of family is to indicate the complexity of defining the concept since it is viewed differently from different subject domains, social practices and cultural settings. The very idea of family cannot be simply bottled in a specific definition, rather it outflows all conceptualizations as a fluid system that is determined by social and cultural factors over the period of time. Scholars define the family in a multiple perspectives and identifying the best suitable ones is essential to develop sufficient conceptual framework in this attempt of examining the implications of mass media communication sources for interpersonal communication in family system, particularly when family is generally conceived as a multidimensional unit performing various functions in a society.

Sociologists have shown great interest in defining family on the basis of its various aspects like size, functions, relationships between members, etc. According to Wambolt and Reiss (1989), definitions of the word family generally fall into three categories: family structure, task orientation and transactional process definitions. Berger (2002) considers family as a natural group of persons related by blood ties and mutual bonds and obligations while Galvin and Brommel (1999) views it as a people's network to share their lives over a long period of time, bound by various ties like marriage, blood, commitment and they share significant history and anticipated future of functioning. Noller and Fitzpatrick (1993) finds that identity of a family are forged through communication.

The word 'family' outlines a picture to everyone in society almost anywhere. The word has a universally accepted connotation also as everything in the universe, be it humankind, other living or non-living things, is classified under some sort of family to identify them easily and judiciously. Family brings pictures of warm, supportive thoughts, scenes of laughter-filled holidays, and comforting embraces for some. Sometimes it elicits painful memories – visions of being left alone, feeling unwanted, or being abused at

the hands of a loved one. 'For some, the term "family" suggests a motto or a call to action. Family members work hard, they stick together, or they prioritize the well-being of the group over the individual. For yet others, the word "family "embodies a set of values – values that distinguish, individuals who are normal from those who are abnormal and people who are right from those who are wrong' (Vangelisti, 2004). In another definition put forth by Berns, family consists of a husband and wife and their children. For the children, such a family is the family of orientation, which meant the family into which one is born. For the parents, the family is the family of procreation that develops when one marries and has children (Berns, 1997).

As social mammals, humans are inherently equipped with social instincts. Evolved Psychological Mechanism (EPM) related to relationships, allowed them to form and maintain interpersonal relationships (Koerner and Floyd, 2010). These relationships thus maintained, resulted in the formations of living together. Families were created, when such relations continued for a long period. From these particulars it is clear that the family remains the fundamental unit of the society we live in, where everyone communicates to meet their necessities. Communication should be linear to meet these necessities. For that linearity, the members of the society should play their roles very well. The role of each member starts from the family. Each member of society plays a different role on different occasions. More roles are played inside the family. One can be a son/ daughter, father/mother, grandfather/grandmother, brother/sister at the same time within the house to keep the equilibrium within the family, particularly while communicating among the family members. In a family system, the family members are closely attached to each other so that anyone can influence or can be influenced. The degree of influence varies according to socio-economic factors.

Family communication scholars claimed that families are based on, formed, and maintained only through communication. According to Vangelisti

(1997) family and family images were created through social interaction. Communication scholar Fitzpatrick (1993) suggested that it is better to depend on definitions provided by families to study family related subjects rather than definitions based on genetic and sociological criteria. As a system, a family embodies qualities such as wholeness and interdependence, hierarchy, change and adaptability, and interchange with the environment. Even though all families are engaged in some level of discourse-driven family identity building, less-traditionally formed families are more discourse dependent, engaging in recurring discursive processes to manage and maintain identity. A number of families were formed through differences, visible or invisible, rendering their ties more ambiguous to outsiders as well as to themselves. Many cultures such as those in the Middle East or Asia still identify families by similarities (Galvin, 2006).

Family has been a central domain of study in social sciences since it is considered as the basic unit of the society. From the early institutional view of the family, as a primary social unit to the more new communication view of the family as a dynamic, socially constructed system of relationships, different aspects and factors affecting the proper functioning of the family are being studied. The movement toward the development of family communication as a special area of interest within the broader arena of interpersonal communication had its beginnings in the 1970s. Burgess (1926) stated family as “a unity of interacting personalities”. According to George Murdock’s classic definition, the family is “a social group characterized by common residence, economic cooperation, and reproduction. It includes adults of both sexes, at least two of whom maintain a socially approved sexual relationship, and one or more children, own or adopted, of the sexually cohabiting adults” (Murdock, 1997). Some cultures emphasize the mother’s side of the family as having the responsibility for socialization, authority and resources. These families are known as matriarchal. Other cultures emphasize the father’s relatives as having responsibility for care of the family’s members, authority, and resources.

These families are known as patriarchal. The families with both sides of the extended family are generally regarded as equal are called egalitarian.

Family may be the most ubiquitous of all human relationships, for good reason. Humans' psychologically ingrained need for belonging and attachment (Baumeister and Leary, 1995), coupled with protracted period of infant dependence, which gave the familial unit, in whatever form, a host of vital roles to play in human wellbeing. As Galvin (2006) rightly notes, contemporary family life is fraught with definitional instability, and as diversity in family forms increases, so does the uncertainty about where to draw the boundary around the concept of family. Therefore family may have become a type of social phenomenon that is pervasive but difficult to define. Pearson (1993), for instance, defined a family as "an organized, relational transactional group, usually occupying a common living space over an extended time period, and possessing a confluence of interpersonal images that evolve through the exchange of meaning over time". Yerby et al. (1998) provided a similar, but expanded, definition of the family as "a multigenerational social system consisting of at least two interdependent people bound together by a common living space (at one time or another) and a common history; and who share some degree of emotional attachment to or involvement with one another". Perhaps the broadest definition was provided by Turner and West (2002). They defined the family as a self-defined group of intimates who created and maintained themselves through their own interactions and their interactions with others; a family may include both voluntary and involuntary relationships, it created both literal and symbolic internal and external boundaries; and it evolves through time: it has a history, a present, and a future.

In short, the multiple definitions given above indicate the complexity in identifying and isolating the characteristics of the essential as well as fundamental social unit called family since it is evolved organically and naturally and established over years taking different shapes and styles as a

result of the internal factors and dynamics that are developed through the behavioural patterns from its everyday experience and subsequent futuristic visions.

Family as a System

In the contemporary life every society is fundamentally characterised by its basic unit family. Family serves as building block for socially structuring human beings who have a common motto, culture, rules and values. It is argued that the key function of family is to preserve, protect and promote its generation in the years to come. Elder mothers of the families are responsible for rearing their off-springs. They make sure the fulfilment of basic needs of family namely, food shelter and clothes. According to Merriam Webster Dictionary – Family is “the basic unit in society traditionally consisting of parent(s) rearing their children” where children refer to young depended member(s) and parent(s) refer to the adults taking care of the children. Even the traditional families, whenever mentioned, give us the impression of a bread winning father and a home making mother with two or more children. “A system is a set of things that affect one another within an environment and formed a larger pattern that is different from any of the parts” (Buckley, 1968). Any system can be said to consist of four things: objects, attributes, internal relationships and existing environment. A family is an excellent example of an open system. The members of a family are the “objects” and their characteristics are attributes. The family system is formed by the interaction among its members. Families also exist in a social and cultural environment and a family and its environment influence each other. Family members are not isolated, and their relationships must be taken into account to fully understand the family as a unit. Family as a system has to be considered as the basic unit of society since it characterizes the social structure with identical cultural values that are passed on to generations that live in that particular society. The traditional way of father being the breadwinner and mother taking care of their offspring’s which is the reminder

of that structured system, still prevails in India. The structured system, with identical cultural values, changes its definitions when it comes to the number of family members, hierarchy, relations, marriage, by birth and adoption. Census (2000) describes family as an example of households that are related to the householder by birth, marriage, or adoption. These definitions help divide the family on the basis of size like small, nuclear, large, and combined etc. Though these definitions provide scholars with clear criteria for membership, they may not be useful as the social definitions continue to evolve. However this categorization is helpful for framing various policies concerned with population.

Task orientation definitions focus on whether certain tasks for family life are performed. Families are described as groups working towards mutual need fulfilment. Thus the task-oriented definition gave the impression of role and motto of family and its members. On this basis a family could be categorized under backgrounds like professional, educational, religious, economy based etc. Transactional process definitions viewed family as a group of intimates who generated a group identity races. Families therefore have strong ties of loyalty and experience a history and a future together. Family members concentrates on various relations and communication with each other. These types of definitions due to their strong emphasis on communication as a major vehicle in establishing intimacy are especially useful for communication scholars. The interpersonal relationship between family members, their communication between each other, and the social challenges they face as an integrated unit are the basis of these definitions.

Classifying Families

There are different types of families found all over the world. Various sociologists have described different types of families depending upon various factors and traditions.

On the basis of type of marriage: families have been classified as: monogamous family and polygamous family. In monogamous family, the

married couple and their children stay together. It is formed on the basis of a single marriage. When one male or a female marries more than one female or male, a polygamous family is formed. This type of family is neither common in modern societies, nor does it bear the approval of the society.

On the basis of authority: that a person holds in a family, families are of two types: matriarchal families and patriarchal families. In matriarchal families the mother holds the major authority. The mother and her family stay together and the family name of the mother's side is given to her children. The husband comes to stay with the wife's relatives. In patriarchal families, the authority lies with the father. The wife goes to stay with her husband and his relatives after marriage. Children carry father's name. The father holds the authority to take major decisions.

On the basis of size: On the basis of their size, families can be classified into nuclear, joint or extended. Nuclear family refers to small families in which husband, wife and their children stay together. It is also called primary family. In joint family along with the basic unit of family grandparents will be staying inside the same structure. It can be either husband's or wife's parents. It is also called extended family. In some families' husband, wife, their children and husband's relatives stay together. Thus it is an association or group of two or more families.

On the basis of community: the families can be either rural type or urban type. A rural family may be defined as a group of persons constituting a family which lives in an agricultural or open country environment. It is generally characterized by a relatively early age of marriage, high birth rate and low divorce rate. Urban families generally dwell in cities. They have small size, higher age of marriage, secular outlook, freedom of women and less attachment to traditions.

On the basis of orientation and procreation: families are of two types: Family of orientation and family of procreation. In family of orientation an individual is born. In this family along with the individual, his parents and

siblings stay together. Family of procreation is the family which an individual establishes or adopts after marriage. This family comprises the individual, his wife and children produced after marriage. Any individual can be a member of either or both types of families.

On the basis of relationships: the family can be either consanguineous or conjugal. Consanguineous family refers to those families in which blood relatives stay together. In addition to husband and wife, other blood relatives also reside and live in the family. Conjugal family constitutes husband, wife and their children. Such families are smaller in size and less stable. In such families, the marriage-based relations have more importance. The emotional and affection bonds between the members are strong.

On the basis of religions: families can be classified into different groups. For this research only prominent religions followed by the families within the state are considered. Hindu religion is a collective of many sub groups those who worship different gods at temples believing in myth and considers Bhagavat Gita as their holy book. They are widely spread across in India. For those families who believes and follow Hindu religion, marriage is considered to be a compulsory and important ritual. Through orientation, the culture and rituals are passed on to next generation. Culture and traditions have important roles to play in day-to-day life. The trend is now shifting from joint family system towards nuclear family. The other prominent religion followed is Islam. Those who believe in Islam and follow holy book Quran is called a Muslim Family. Marriage is considered compulsory in Muslim community. The third major religion followed by families in India is Christianity. Family those who follow Christ and holy book Bible are called Christians. Generally, boys and girls are given equal importance and freedom in Christian families. Though we have numerous religions across the globe, the researcher considered only the major three religions practiced in Kerala where the study was conducted.

When studying family from a cultural perspective it is essential to consider the dichotomy of cultural formation in the world. The world is culturally divided into two: Eastern and Western. On the basis of this division into eastern and western cultures, families follow the culture of the land where they belong to. In modern families, there is an intermingling of various communities between east and west. Traditions and customs are also being adopted from other cultures. Families with western culture tends to give equal status to men and women. Work, responsibilities and rights are shared among husband and wife. This is how families are set up in most cases. Apart from this western culture, the Asian region follows entirely different culture. Mostly joint or extended families are found in this culture. Rural families are common. The family looks after aged parents. They are closely bound to their culture and traditions.

Traditionally, a family serve as a core social unit offering a sense of belonging and continuity, not the least with regard to inherited occupations and social status of its members. This function has been wiped away by economic changes, enforcing the change of biographical and professional scripts. Contemporary families represent “normative instability and definitional crisis” (Stacey, 1999), making it more difficult for members to keep order in their personal lives and maintain family stability (McCracken, 2004). Family identity depends, in part, on members’ communication with outsiders, as well as with each other, regarding their familial connections.

Coontz (1999) states that families in the first half of the 21st century will alter sense of predictability as to what “being family” means. These families will:

- Reflect an increasing diversity of self-conceptions, evidenced through structural as well as cultural variations, which will challenge society to abandon historical, nucleo-centric biases, unitary cultural assumptions, traditional gender assumptions and implied economic and religious assumptions.

- Live increasingly within four and five generations of relational connections. Escalating longevity, changing birth rates, and multiple marriages or cohabitations will reveal long term developmental patterns, ongoing multiple intergenerational contacts, generational reversals, and smaller biological sibling cohorts.
- Continuously reconfigure themselves across members' life spans and members' choices create new family configurations through legal, biological, technological, and discursive means, affecting family identity (Coontz, 1999).

Communication in Family Settings

To understand family communication, it is essential to understand the nature of the bonds formed among family members. Parents used communication to teach children when they should speak, to whom they should speak, and what they should say. These rules shaped the way children, and later adults coordinated meaning with others (Pearce, 1993). Thus family communication remained the way in which verbal and nonverbal information was exchanged among family members (Epstein et. al, 1993). Communication within a family is extremely important because it enables members to express their needs, wants and concerns to each other. It is through communication that family members are able to resolve the unavoidable problems that arise in a family (Peterson and Green, 2009).

Systems theory tempts to view changing interpersonal relationships in terms of the systems of interaction between family members. Accordingly, in interpersonal communication, the system perceptive takes an interactional view of relationship maintenance by focusing on repeated and interdependent behaviours. (Dainton and Zelley, 2005). System theory helps in clarifying how family communication is important in effective family functioning (Beavers and Voller, 1983). Interpersonal communication is communication between two individuals. We often engage in interpersonal

communication in dyads, which means a talk between two people. It may also occur in small groups, such as an individual and his/her family members trying to figure out a system for household chores. It occurs when people communicate with each other as unique individuals. It occurs when we communicate to “build knowledge of one another and create shared meaning” Wood (1999). Thus interpersonal communication is a process of exchange where there is desire and motivation on the part of those involved to get to know each other as individuals. Interpersonal communications explores the three primary types of relationships in our lives – friendships, romantic relations, and family relations. The most important aspects of interpersonal communication are self-disclosure. Interpersonal communication helps the individual to know others as unique. The process of revealing information of self to others who readily doesn't know a person comes under self-disclosure. It plays an important role in establishing mutual understanding. There are degrees of self-disclosure, ranging from relatively safe (revealing hobbies or musical preferences), to more personal topics, (illuminating fears or fantasies). Typically, as relationships deepen and trust is established, self-disclosure increases in both breadth and depth. We tend to disclose facts about ourselves first, and towards opinions, and finally disclose our feeling.

Family research has also been influenced by the increased practice of studying relationships from an interdisciplinary perspective. With additional conceptual approaches and multiple methodologies from which to draw, we have seen the scope of family study expanding over the past two decades. Movements in the field have spread out over a large terrain of family- related topics with the investigation of different family forms; lifestyles; issues of diversity; health and ageing; violence and abuse; mass media and the Internet; family rituals; social support; attachment and feelings and emotions ... the list goes on.

Whether the research on determinants of family well-being has been conducted in departments of psychiatry, psychology, human development, social work, or communication, a factor recurs in all lists: communication. In fact communication constitutes the very definition of family. For example, Galvin and Brommel (1999), define a family, in part as “a system constituted, defined and managed through its communication.” Their emphasis on the importance of communication has been mirrored on the academic front also, especially in textbooks on marriage and family, which devote several chapters to the importance of family communication and vouchsafe that, “strong families are characterized by good communication patterns” (Stinnett and Walters, 1991).

Good communication is identified as a crucial factor for maintaining a strong family. Rogers in 1961 had emphasized the importance of understanding the role of communication in family therapy by stating, “The whole task of psychotherapy is the task of dealing with a failure in communication”. Lewis, a psychiatrist in 1989, lists “how the family communicates” as one of the most important of the nine determinants of healthy families. Likewise, Curran surveyed 561 family counsellors in 1983 and found that “communicating and listening was chosen as the number one trait found in healthy families”. These academic and practitioner statements about family communication illustrate how extremely communication-centric, normative conceptualizations of strong families have become. Healthy families and effective communication within family system seem to go hand in hand (Bryant and Bryant, 2006). Although communication has been studied since antiquity, it became an important topic in the twentieth century (Stewart, 1995). This development is often described as revolutionary, largely because of the rise of communication technologies such as radio, television, telephone, satellites and computer networking along with industrialization, big business, and global politics (Barnett, 1989).

Defining Family Communication

Though family communication has become an increasingly identifiable field of study within the communication discipline, it is still highly interdisciplinary, borrowing and adapting theories from other fields of inquiry like sociology, and psychology. As the study of family communication emerges into an important, systematic area of inquiry with its own unique emphases, four perspectives remain dominant: symbolic interactions, systems, dialectics, and developmental approaches. Family communication, as the term denotes, refers to how verbal and non-verbal information are exchanged among family members (Epstein, Bishop, Ryan, Miller and Keitner (1993). Here, the term communication could be seen as more subjected to the ability to make sense of what others are thinking and feeling. It also meant communication is not all about talking, but also involving the feedback to every intent to communicate. The study of family communication started in the west years ago. But the situation in Indian subcontinent is still in its infant stage. Though different aspects and perspectives of communication studies are meticulously dealt with, studies on family communication still remain an area which rightly demands more attention from academic circles.

The field of family communication studies is a complicated area with numerous disciplines and areas of inquiry. Experts opine that only through deep social interaction that family relations and family models are formed and transferred to generations. An individual learns communication in the family by observing the relation and interpersonal communication among family members. Communication within a family is particularly significant as it permits members to express their needs, wants, and concerns to each other. Transparent, and truthful communication is the key to the atmosphere that allows family members to differ on opinions and to express their love and admiration for each other. Thus, the relation between the family and communication has to be studied in depth. At the same time families with poor communication patterns, unclear and indirect usually ends up in

unhealthy family relationships. The strong links between communication patterns and satisfaction in family relationships are established by many studies (Noller and Fitzpatrick, 1990). Marriage and family therapists often report this as the primary reason for several family problems, including excessive family conflict, ineffective problem solving, lack of intimacy, and weak emotional bonding. Poor communication may lead to divorce and marital separation and more behavioural problems in children of the couple with communication problems. Communication can be clear or masked and direct or indirect (Epstein, Bishop, Ryan, Miller and Keitner, 1993).

Family communication can also be divided into two separate areas, based on their functional aspects: instrumental and affective. Instrumental communication is the exchange of factual information that enables individuals to fulfil common family functions. Meanwhile, affective communication helps individual family members to share their emotions like sadness, anger and joy with one another. The characteristics of healthy families include its ability to communicate well in both areas. The communication among the members to set and maintain the rules and roles for the proper functioning of a family can be described as family communication. The entity of the family works purely on communication. The communication among the members differs depending on individual roles and occasions and also with changes in roles within a family. For instance an individual may become a father and husband or a mother and wife. So, the role and occasion decides the tone, content and pace of communication. While communicating, the range and mode of communication of a family member is determined by the emotional attachment to the member at the other end. Thus, a study on the communication within a family is family communication rather than interpersonal communication.

A relationship is a set of expectations two people have of their behaviour based on the pattern of interaction between them. First, relationships are always connected to communication and cannot be

separated from it. Second, the nature of the relationship is defined by the communication among its members. Third, relationships are usually defined implicitly rather than explicitly. Fourth, relationships develop over time through a negotiation process among those involved in it. Consequently, relationships are dynamic. When two people are interacting, each is relating information to the other, and simultaneously, each is also “commenting” on the information at a higher level. This simultaneous relationship talk, which often is nonverbal, is called meta communication. Four behaviours seem especially important in meta communication. Proximity can be significant in communicating intimacy, attraction, trust, caring, dominance, persuasiveness, and aggressiveness. Smiling seems especially important in communicating emotional arousal, composure, and formality, as well as intimacy and liking. Touching too, communicates intimacy. Eye contact is like an exclamation point in intensifying the effect of other nonverbal behaviours.

Household Media Environment

In the contemporary world where information and communication technology dominates all aspects of human life, the researcher is interested to seek out the role of media inside families and family communication. The family, the unit with which an entire society is formed or developed plays a critical role in developing communication among the family members and with the community. Digitalization has produced convergence to such an extent that we now routinely receive video on computers and cell phones and watch them in settings as diverse as airplanes and tractors; we get and send text messages on our watches and wireless phones. We receive news reports via online sources as diverse as blogs, desktop tickers, and specialized e-mail services, as well as via satirical television programs. Modern technological innovations have shaken up the entire entertainment and information industries (Bryant and Bryant, 2006). “With the proliferation of the Internet and mobile phones, communication in interpersonal

relationships is mediated increasingly by technology” (Bayn, Zhang, Kunkel, Ledbetter, and Lin, 2007).

Family is considered as the basic unit of society. This vital social entity is defined by the way its members interact. Over the past 30 years, enormous strides have been made in our understanding of how communication affects, and is affected by family members and their relationships. Researchers have described patterns of communication that lead to dissatisfaction in marriage (Gottman and Krokoff, 1989). Compared with the more authoritative, obedience-oriented family structures of previous eras, today’s family tends to rely on negotiated, egalitarian models of decision making (Torrance, 1998). This affects families’ media adoption patterns and consumption behaviours by increasing the influence of children, who are more techno-savvy than their parents. New media and technologies are often introduced through the younger generations, whose swift adoption of these technologies and wholesale reliance on them in their daily communication behaviours forces elder family members to adopt the technologies to maintain communication ties. Intergenerational communication may become increasingly difficult as the younger generations become accustomed to newer forms of mediated communication, such as e-mail and instant messaging (IM), whereas elder generations prefer traditional communication technologies, such as the telephone or letters.

Digital Media in Family Environment

“Today’s family lives in a home filled with media: newspapers, magazines, books, radios, televisions, videogame consoles, DVD players, stereo systems, computers, wireless phones, PDAs, and various devices connecting to the Internet.” (Jennings and Wartella, 2004). This is an account of families during the infant stage of digital technology revolution. Now, digital devices and the Internet are omnipresent influencing every human action. Individuals use these technologies for a variety of

communication and entertainment activities. And while we are learning more about what role these digital media technologies have in children and adults' lives, it is surprising how little we know about their role in family relationships and family life. Furthermore, what we do know is relatively selective: We have more knowledge of the families' access to computers and television sets today than we do to cell phones and DVD players. Indeed, most research on families and digital media in their homes focuses on families' access and use of these media, parental regulation of children's use of these media, and the ways in which siblings interact with and around these media. In this way, studies of the newer digital media technology mirror the literature on families' uses of earlier media in the home.

Although much is known about the impact of media on children, far less attention has been given to the impact of media on the family as a system, and research is still in its infancy regarding how new digital media influence family life as families in contemporary society live in homes with many media devices. Using averages to summarise the results of a national study on children's media use and access, Roberts and his colleagues indicate that "the typical American child enters the 21st century living in a household with 3 television sets, 2 VCRs, 3 radios, 3 tape players, 2 CD players, a video game player, and a computer" (Robert, Foehs, Rideout and Brodie, 1999).

Given the increasing role of computers in the business life of Americans, there has been ongoing concern and attention to how computers have been adopted by families at home. The "digital divide" between families who do and do not own computers and have attained computer literacy has been a policy issue which presupposes the importance of computer familiarity and comfort as an aspect of contemporary child rearing. Children who grow up with computers are thought to be better positioned for future schooling and work. Consequently, over the past 20 years American families

have welcomed new members into their home- the family computer and mobile phones.

As early as the 1930s, media began to take centre stage within the home environment. First radio and later in the 1950s, television became the focal point of family living space. According to Spigel, television sets replaced the fire place as the centre of the family living space in the 1950s and floor plans for homes began to include space for the television set within a home's structural layout (Spigel, 1992). With the introduction of computers in the household, space for this new technology was allocated in quite a different manner.

A shift to more individualised, less family-centred media access and ostensible use is especially noteworthy with the newer digital media, particularly among adolescents. Several factors including age, frequency of Internet use, and the degree to which parents are Internet users may be related to computer and internet use in private. Studies reveal that as children grow older, less and less family time is spent with media, more of children's media use is conducted in their bedrooms, and children experience media more and more outside of the family environment either alone or with friends.

Media in Kerala Homes

It is better to have a bird's eye view of communication media in Kerala before discussing the nature of the presence of the same in family settings in the state. As elsewhere, newspaper is the oldest surviving mass media in the state. The legacy of Malayalam newspapers began with Rajyasamacharam, the first Malayalam newspaper established in 1847 by Herman Gundert, a German scholar and missionary. The role of newspapers kept on changing at different points in history with the changes in the agenda of the forces behind the newspaper ventures. At first missionaries used them for propagating Christian religion and popularizing public education. Later it was used to publish government orders and literary works. By the end of

19th century newspapers were used to spread the idea of nationalism and the freedom struggle. After the Indian Independence, the newspapers served as tools of nation building. After globalization, newspapers in India, including those in Malayalam, adopted liberal policies that fuel the liberal market economy. Whatever turns and shapes they took, newspapers profoundly influenced personal and family lives of Keralites in many ways.

Today the small state of Kerala tops among other Indian states in media exposure (National Family Health Survey, NFHS, 2007) as a natural outcome of high literacy rates and other development indices. Official records show that there are 75 dailies published in Kerala (PRD Directory, 2018).

Radio broadcasting in the state can be traced back to the colonial period. Records show that transmission of Malayalam programmes was started at Thiruvananthapuram in 1943. Today we have All India Radio (AIR) stations with Medium Wave (MW), Short Wave (SW), and Frequency Modulation (FM). There are private FM stations spread across the state and community radio stations in particular areas focusing on the development of various communities or sectors in society. Radio, once a popular medium, is losing its influence on family audiences. Rural and urban families nowadays do not use much the good old medium radio.

The history of television in Kerala has only a short span of three decades. Though television broadcasting started in India in 1959 the regional broadcasting in Kerala started only in 1985. Many families did not wish to make television a part of their daily lives then, because at that time, television sets were relatively costly. To make it popular the government took the initiative to set up public television kiosks at places where public gathering daily. It is after the open sky policy adopted by the Government of India that television started to become a popular medium in Kerala. Before that the regional version of the state-owned television network, Doordarshan, was the only option available.

Computer was introduced in India in 1956. However, it took another twenty years for the technology to reach Kerala. There were even agitations against computers in the early 1980's alleging that computers will result in huge job crisis. This was partly responsible for keeping the technology away from the mainstream life in the state. It was only in the late 1990's the state went through digital revolution and computers became popular. The state government even introduced computer literacy programme aiming at the spread of technology to every nook and corner of the state. Subsequently Kerala was declared the first digital state in India in 2016. Though the state excelled in computer literacy the rate of computer ownership did not increase along with it.

Mobile phones are supposed to be the most pervasive medium in Kerala households. Mobile phone service started in Kerala in 1996, a year after it was introduced in India. According to the Telephone Regulatory Authority of India (TRAI, 2015), the state has 3.32 Crore mobile phone connections. The data shows that the number of mobile phone connections is about 95% of the total population of 3.48 Crores.

As mentioned earlier, the present study is about how family communication quality is influenced by household media environment in the state of Kerala, India. Hence, it is essential to have a look into the position of mass media in the households in the state and how members of the families engage with them. The use of media is high in Kerala when compared to other states in India. Cutting across class, age, and gender differences, the people of the state, depend heavily on technology-based communication to meet their daily needs. Even though it is a small state in comparison, Kerala's media density is higher than the national average. The Readership Survey (2016) reveals that four to five persons read each copy of newspaper in the state. The circulation of print media is increasing year after year in Kerala while the global circulation figures of print show pathetic dismal

picture. As per data, 60% of families in the state has access to at least one media, which enables them to cross the barriers of information divide.

Families in Kerala are more attached to television than newspapers as a family media. Television was costly and the mode of transmission was terrestrial till late 1990's. Now, together with technological advancement the popularity of television through cable networks and Direct to Home (DTH) services has increased manifold. As per a report from Telecom Regulatory Authority of India (TRAI) dated May 31, 2012, Kerala boasted of 106.61 per cent tele-density as against the national average of 78.66 per cent.

DEVELOPMENT OF FAMILY COMMUNICATION SCHOLARSHIP

To have a clear picture of the existing media environment inside a family in Kerala and its influence on family and beyond, strong communication theoretical framework is necessary. In this study the researcher focuses on the communication pattern of a family, the existing media environment within a family and interpersonal communication among the family members for maintaining healthy relationship. The overarching concept of the family envisaged in the study is that family is a sub-system of the larger social systems. The researcher snowballed this aspect of the conceptual framework from the lens Family System Theory (FST). The second important underlying postulate is that family communication follows some patterns that are able to influence the very system of the family itself. On this base, the underpinnings of Family Communication Pattern Theory (FCPT) were encapsulated to form a perspective towards this dimension of the relationship between family system and family communication. Finally, as the study focuses on the interpersonal interaction between or among members of the family to frame the overall concept of family communication, Riley and Riley Communication Model and Schutz's (1958) Fundamental Interpersonal Relations Orientation Theory (FIROT) that describes how people initiate relationships to satisfy their immediate needs namely

Inclusion, Control and Affection, put as a foundation for setting the standpoint.

Family System Theory

Family System Theories are a bunch of theories that generally consider family as a sub system that follows some patterns and functions. In general, System Theory suggests “all parts of the system are interconnected” and “understanding is only possible by viewing the whole” (White & Klien, 2008). System theory model in the area of family communication states that “all parts of the family are interrelated” and parts of the family cannot be understood when separated from the rest of the family system (Miller, Ryan, Keitner, Bishop, & Epstein, 2000). The model also states that the influence of family interaction patterns must also be accounted for in order to understand family functioning (Miller et.al. 2000). Many communication experts and authors most commonly stress seven characteristics for a social system such as the family. They are interdependence, wholeness, patterns/regularities, interactive complexity, openness, complex relationships and equifinality (Broderick, 1993; Galvin, Bylund & Brommel, 2004; Littlejohn, 2002; Whitchurch & Constantine, 1993; White & Klein, 2002).

Murray Bowen's family systems theory is one of the first comprehensive theories of family systems functioning (Bowen, 1966, 1978, Kerr & Bowen, 1988). According to Bowen (1988) family systems theory is a theory of human behaviour that defines the family unit as a complex social system in which members interact to influence each other's behaviour. Family members interconnect, making it appropriate to view the system as a whole rather than as individual elements. Any change in one individual within a family is likely to influence the entire system and may even lead to change in other members. Many interventions designed to promote behaviour change in children are directed at the parent-child unit, although it may be more beneficial to focus on the family as a whole.

In Family System Theory persons are considered as individuals but as parts of overall patterns; family members serve as a background while their interaction patterns surface in foreground; patterns take precedence over persons. Communication is central to understanding these family patterns. When two or more persons form a relational system “the most important feature of such a relationship is communication. Relationships are established, maintained, and changed by communicated interaction among members” (Duncan & Rock, 1993,).

Family Communication Pattern Theory

Developed by McLeod and Chaffee Family Communication Pattern Theory (FCPT) (1972, 1973) describes the tendencies of family to develop a stable and predictable ways of communication between the family members. Apart from other communication theories that explained the two distinct characteristics of family communication (either as positive or negative), the two communication experts tried to explain the different family formats existing in our society. They focused on parent children relationship to see how the former creates and socialises the messages that comes inside the home through different household media to their children.

McLeod and Chaffee stated that there are two different ways of agreement formation among the family members. One is the socio-orientation and the other is the concept- orientation. In socio-orientation, family adopts an evaluation on an object made by anyone of the family members. In concept- orientation, family member’s together arrives at a shared perception about an object. (Koerner & Fitzpatrick, 2002).

Family communication has two dimensions based on the degree of interaction between the members. They are conversation orientation and conformity orientation. In conversation orientation family members are free to interact with others frequently and spontaneously without any limitations. The degree may vary to high or low. In higher degree of conversation orientation the time spent for interaction by the family members is more than

that of the families with low degree of conversation. In lower degree of conversation, the exchange of feelings, and thoughts will be lesser. In conformity orientation, uniformity is maintained as part of beliefs and attitudes of family members. This will help the family to avoid conflicts and maintain a harmony among its members. These two dimensions and their degrees determine the family type we come across in our daily life. There are four types of families based on this - Consensual, Pluralistic, Protective and Laissez- Faire families. (Koerner and Fitzpatrick, 1997)

Families high in both conversation and conformity orientation are labelled consensual. The parents in these families are very interested in their children and what the children have to say, but at the same time also believe that they, as the parents, should make decisions for the family and for their children. Children in these families usually learn to value family conversations and tend to adopt their parents' values and belief system (Koerner and Fitzpatrick, 1997).

Families high in conversation and low in conformity orientation are labelled pluralistic. Communication in pluralistic families is characterized by open, unconstrained discussions that involve all family members and a wide range of topics. Parents in these families do not feel the need to be in control of their children by making decisions for them, nor do they feel the need to agree with their children's decisions. Children of these families learn to value family conversations and learn to be independent and autonomous at the same time, which fosters their communication competence and their confidence in their ability to make their own decisions (Koerner and Fitzpatrick, 1997).

Families low on conversation orientation and high on conformity orientation are labelled protective. Parents in these families believe that they should be making the decisions of their family and their children, they see little value in explaining these reasoning to their children. Children in

protective families learn that there is little value in family conversations and to distrust their own decision- making ability.

Families low in both conversation orientation and conformity orientation are labelled Laissez-Faire. Parents in these families believe that all family members should make their own decisions, but unlike parents in pluralistic families, they have little interest in their children's decisions and therefore do not talk to them their decisions. Children of these families learn that there is little value in family conversations and that they have to make their own decisions. Because they do not receive much support from their parents, they come to question their decision-making ability (Koerner and Fitzpatrick, 1997).

Family Communication Patterns Theory helps the researcher to deal with heterogeneous families existing in Kerala. Families of the state fall in any one of these four types explained above. Apart from understanding different types of families the whole system has to be monitored since the study focuses on family and considers it as a unit. So System Theory is applied to address the issue.

Riley & Riley Communication Model

Riley and Riley Communication Model was developed by Riley and Riley (1959). The model clearly illustrates that communication is a two-way proposition. In this model communicator and recipient are interdependent and interrelated by feedback mechanisms. Communicator and receiver are part of a larger social context (be it family, community, or work place); and are not acting in isolation. In this model the primary group, social structure and social system affect the Communicator and the recipient. This communication model helps to solve the dispute between the two groups in the large social structure as well as it involves a better understanding between those two groups. Being a base of social system, family is a cultural overhead in any society. In the similar way, communication also becomes the base of any cultural formation.

In this perspective, culture plays a crucial role in family communication. Culture itself keeps on changing since technology enables people to mingle effectively. Earlier India had experienced cultural invasions in the history. Conquerors from different cultures ruled the sub-continent and colonial powers kept under their dominion for more than two hundred years. This led to the development of a cross-cultural society in India.

Technology makes things easier, it is everywhere, in education, health, culture, politics, media and so on. Communication cannot stand apart from this technological development. Interpersonal communication and mass media are interconnected or interdependent. Earlier communication scholars like Rogers and Shoemaker observed that mass media functions as a knowledge and information provider while interpersonal communication is a discussion process between individuals. But as the technological advancement which made communication easier, the spread of message is too fast and the reach is unpredictable. Computer - mediated communication has huge potential in disseminating messages and vital information where one cannot classify it into an interpersonal or mass communication. McMahan (2004) states that interpersonal communication and mass communication cannot be separated from one another because they are interconnected everywhere.

Fundamental Interpersonal Relations Orientation Theory (FIROT)

According to Schutz's (1958) Fundamental Interpersonal Relations Orientation Theory (FIROT) people initiate relationships to satisfy their immediate needs namely inclusion, control and affection. The three needs can be seen as fundamental necessity for a family to function. At the same time, these needs are addressed or misused by the media so as to gain control over the society. The direct presentation of reality by media affects the individuals. But the presented reality may not be the ground reality. The media house can decide what to deliver and what to hide. But sometimes the

cultural influence can turn things against media that disseminate the message.

From this framework, it is possible to conceptualize that family is a part of a larger socio-cultural system and any communication act in the family system will influence its structure and function in a particular pattern, which is determined by the interaction, and interface level of members of the family. In this process, the communication media have a determining role.

STATEMENT OF THE PROBLEM

Researchers have found that quality of communication within the family determines the level of quality of life enjoyed by family members. It was also found that family communication quality contributes to the nourishment of positive behaviour in children, prevention of children from anti-social activities, increased intimacy between parents and children and academic achievements of children and many more (Clark & Shields, 1997). In their study, Hartos & Power (2000) observed that communication between parent and children was significantly associated with children's positive behaviour like better academic performance and reduction in the chances of negative behaviour like drug abuse, alcoholism and other misconducts. This significant association between the quality of family communication and quality of life has prompted the researcher to extent this line of inquiry into family environment in Kerala.

The advent of digital technology has revolutionized human communication at macro and micro levels impacting every aspect of social and personal life. For the last 25 years, particularly since advent of the internet, social interaction online has been multiplied and the arrival Web.2 accelerated it with the presence of convergent media connecting people in intelligent and interactive ways. The anytime, anywhere feature of digital media impacts family life both positively and negatively. People spend lion's share of their time on digital media, most often keeping themselves off from direct personal interactions. The presence of digital media has affected the

rhythm of family life. This is a new addition to the existing household media environment across the world and it also necessitates intensive examination of the influence of converged media and its implications for the functions of the family as a collective unit and fundamental base of society. In this study the researcher seeks to find out how the availability, regularity of use and perceived utility of various mass and personal media in the family environment influence family communication quality. In Indian social context, this line of thought has immense significance since in this country family is considered to be the base of social life in this country and family is deeply rooted in the cultural tradition of the nation. Any factor that impacts the rhythm of family life even in its minute fashion will reverberate widely creating a chain of issues that directly or indirectly influence social life.

In Indian context, it is possible to find countless studies on family life and structure chiefly from sociological perspective. But, studies from communication perspectives are very scanty. More so, studies that focus on family communication in a wider perspective of communication media are very rare. Measurement of Family Communication Quality (FCQ) in developing social context is of prime significance for the reason that FCQ is closely related to modern development and empowerment concepts. But, unfortunately such studies are very rare in South Asian context, particularly from Indian perspective. The reciprocity between mass media and family communication is the essence of this work. Exploring the nature of such a bilateral relationship in quantitative terms is complex in nature and rare in this social context. All these factors collectively widens the research gap in this area. It is expected that the study will contribute to filling the research gap and enriching the literature in the domain.

NEED FOR THE STUDY

At global level, a substantial amount of scholarship has focused on various aspects of family experiences caused by different socio-cultural factors and the internal and external dynamics at work in the family system itself. But, in

Indian context, studies on family experiences, particularly from communication aspect, are still at infancy. In this context, the present study is of prime importance when looking through a communication spectrum.

This work seeks to explore the communication experiences in family environment focusing on the relationship between two types of communication variables - household media environment (HME) and family communication quality (FCQ). At a time when media environment in any social setting including family is fast changing due to the influence of digital technology and unexpected human responses to it, the study assumes significance since it will offer cues to micro-level life management strategies and behaviour settings.

Kerala where joint families prevailed for decades, adapted an urban family system as part of the cultural changes at a small scale at the beginning of the 20th century. Now the state has the urban family system as the prominent one. Lifestyles have changed into a faster mode and the difference between village and rural areas are fading. Various reports published by dailies have pointed out that the state faces critical challenges in deteriorating family values, relations and separation of families. The numbers of divorce cases registered with family courts are increasing year after year. The family members seem to be well connected with communication devices and various household media. The use of mobile phones and the Internet shows that people are avidly communicating with the world outside the house. Then what is hindering good interpersonal communication inside the family or among family members i.e., between husband and wife, children and parents, and among siblings?

In such circumstances the researcher is interested in understanding the role of media within families in Kerala in maintaining interpersonal relations. The growth rate of information and communication technology is higher in Kerala when compared to other Indian states. It is also one of the Indian states where the numbers of families are increasing steadily.

Technological advancements and access to technologies helps family members to communicate properly and maintain family relations. The researcher is also interested to know the quality level of interpersonal communication between family members, especially in families where individual members are well connected to the world outside their homes.

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Chapter **2**

REVIEW OF LITERATURE

CHAPTER II

REVIEW OF LITERATURE

Early research on family and family communication can be traced to various streams of social science studies. The specific stream of family communication studies as an independent domain was recognized only in 1989, as National Communication Association (NCA) of the United States formed its Family Communication Division (FCD). The formation of the Family Communication Division paved the way for spreading specific and in-depth research on family communication and the stream of study is live for the last three decades. Apart from the United States, research works on family communication are carried out across the globe, as every society values its family system.

Social science and humanity disciplines deal with family studies on communication especially in the west. Relationships require communication among family members for the family to exist and live in harmony. The researcher had gone through numerous studies from different parts of the world on intra family communication and communication journal articles. The researcher could hardly find any study on family communication in Indian context. The lack point towards the necessity of profound research on family communication in India.

There are many family communication theories explaining the development of relationships among family members and communication process in the family context. To explore the association between household media environment and quality of family communication, suitable theories are used as foundation of this research.

Numerous studies on family and family communication in other nations have been reviewed by the researcher for the study. Culture and socio-economic factors shape family life in each and every society where humans live. Compared to India, similarities and differences are there in

setting up families in other countries. Relevant studies were considered for the review for the present study.

Media and Family

Wartella and Jennings (2001) insisted that the impact of media on family had to be studied in detail. There should be a research agenda for communication and family studies. Studies are there on media and individuals, but detailed and in-depth studies in the communication field focusing on family communication and media are very few compared to other communication areas. Globally we have media-rich families, but only a few scholars have focused their studies on those areas where media and family combine together. In this study data has been collected from families where different media are being used. To prove the argument of individualization of media within homes, there should be a research agenda. It will help to identify the ground situation and open up discussion between researchers of mediated communication and family studies (Wartella and Jennings, 2001).

The use of a foreign country's media and influence of its culture on perceptions towards that country was studied by Park (2005). The study was conducted among college students from Japan and Korea. Difference in market size and cultural competitiveness affected the flow of cultural products. It will almost be one sided. The article revealed that while Korean students were attracted towards Japanese products and even food, Japanese students were not at all interested in Korean products. When taking domestic media Japanese students were influenced by Korean domestic media and were attracted towards Korean culture and products. Unbalanced flow of cultural products was re-established by Park. Park identified three variables namely cultural affinity, product purchase intention, and preference for the country to identify the perception of a country. The variables mentioned above were correlated to the usage of foreign media, cultural exposure to the other cultures and social demographics. Travelling

experience and food preference were also taken into account for the cultural exposure. Cross cultural perception among the students varied according to their gender. Perception of Korea was affected when Japanese students were exposed to Korean culture. Meanwhile Korean students were affected by media use. The domestic media use of Korean students adversely affected their perception of Japanese culture (Park, 2005).

'Family conflict and violent electronic media use in school-aged children' article by Vandewater, Lee and Shim studied the relation between family conflict and children's use of electronic media particularly television and electronic games with violent content. Though the study put forward three theoretical perspectives namely family context hypothesis, the reaction hypothesis and the escape hypothesis, the outcome result supported the family context hypothesis. The argument raised was that the conflict within a family is positively related to violent electronic media use. Studies proved that viewing violent television programs result in increase of aggression among the viewers. The study also revealed that children of families with higher rate of conflict played violence-related games than other children from families with less conflict. Number of programs with violent content was more in television program list than other genres of programs which children can access easily by changing channels. It can be cited as another reason that directed children towards violence. The authors suggested that there should be studies in future to examine the connections between family contexts and children's electronic media use (Vandewater, Lee, and Shim, 2005).

The impact of new technology among users is always a subject of research interest. Ling (2007) on his research article deals with the impact of mobile phone among teen-communication. Study on Children, Youth and Mobile revealed that mobile texting shows similarity with the existing forms of written communication. While using mobile phone for texting, the interaction was felt as a direct communication for teens who maintain their groups. The device helped them to overcome hindrances like geographical separation,

parental restrictions, time constraints related with school and other free-time activities. Overcoming such barriers boosted the rate of interaction and almost timely conversation takes place among those groups. The convergence of different functions and media into a single device like music players, enhanced texting, cameras, and location finding devices had impact on teens and teen culture. Finding where their friends were located helps them to plan outing, share music etc. Ling suggests detailed studies focusing on convergence and its impacts on various age groups. Micro coordination among groups has to be taken seriously since the frequency of communication among those groups without any constraints will have some sort of effect on social cohesion and the liberation attained over communication by teens will also affect social interaction particularly among different age groups (Ling, 2007).

Study by Lee identified family viewing as a variable that shaped people's use and evaluations of a particular medium. The study analysed the individual perceptions of family television viewing preferences and seek whether it influenced their consumption and evaluation of both conventional broadcasting. It also looked into the multichannel television services in Hong Kong. Family viewing stood apart from personal preferences of television watching. The consumption assessment of broadcast television related positively to families' preference and negatively to perceived family television preference heterogeneity. This attitude changed in the case of multichannel television service. Its subscription is related positively to that of perceived television preference heterogeneity. Thus the dual nature of the medium was revealed (Lee, 2010).

An integrated model of parental mediation was tested by An and Lee (2010). Parental mediation involved in family communication, its different styles, perceptions of children towards television programs and real world and adverse effects of television viewing were the main focus of the study. The results revealed that parental mediation helped the children to overcome

the differences of perceptions in the television world and actual world. What to believe and what not to were understood by children who were exposed frequently to open family communication. Guidance by parents provided ample amount of information on bad effects of television viewing. It was found that apart from the above restrictive parental mediation also helped those children who got it to understand the adverse effects of television. There were dissimilarities between parental mediation and co-viewing mediation. Co-viewing mediation didn't provide any perception difference to children's attitude towards the television and ground reality and negative effects of television viewing (An and Lee, 2010).

In the study titled 'The Role of Family Communication and Television Viewing in the Development of Materialistic Values among Young Adults' a review by Bindah and Othman (2011), focuses on the communication effects of mass media among young adults. The study emphasizes family communication process and its effects based on scientific and empirical research, and propose a conceptual framework which encompasses family communication, television viewing and materialism. Various aspects of communication is involved in the direct transmission of specific values from parent to child. The influence of family environment, particularly communication effect, persists well into adulthood, it remain important to explore how various communication patterns at home would influence young adults' development of materialistic values. They also state that there is indirect relationship between family communication and materialistic values accrued through the effect of television viewing (Bindah and Othman, 2011).

Use of media in daily lives of Indonesian children was studied by Hendriyani and team among the children aged between 9 and 15 in Jakarta were surveyed to collect the data. The survey explored the media ownership at home, media uses, and gratifications sought and it inquired the relation between the social status, gender, and media among the children. The data revealed that the children of Indonesia lived in a media saturated

environment in their homes, with high availability of media platforms even in their bedrooms. Indonesian children spend considerable amounts of time on different media platforms and experienced multiple gratifications similar to children from US and Europe. While boys liked to involve in video games, girls dealt more with communication aspects. The study also revealed that Television played the major role among different media platforms in a majority of the houses. Researchers foresees the replacement of television by mobile phones in their article which is happening in almost all countries all over the world (Hendriyani, Hollander, d'Haenens, and Beentjes, 2012).

Study by Alanazi (2015) titled, 'A study of the influence of social media communication technologies on family relationships in the Kingdom of Saudi Arabia' discusses the effect of social media communication among the family relationships in the Kingdom of Saudi Arabia. The study states that though the family members use social media there is no significant effect on relationships between family members, including husband and wife, parent and children etc. The study reveals that children have become more independent when it comes to decision making and they have become more open in respecting different opinions of people which is a notable change in existing culture where children in families are always reminded not to talk in the presence of elders. Social media had enabled more family members to express their opinions in family discussions (Alanazi, 2015).

Black, Moyer and Goldberg (2015), in their article titled 'From face to face to Facebook: the role of technology and social media in adoptive Family relationships with birth family members' studied the relationship between the step parents and members of child's birth family. A qualitative study was done among 77 individuals in 40 couples. The study engaged 'The couple and family technology framework' to acquire valid results. The authors found that there were three distinct approaches among the adopted families to get connected or not, with the birth family of their adopted child. They were

active, passive and no contact at all approaches (Black, Moyer and Goldberg, 2015).

Adam Shehata in his article titled 'News habits among adolescents: the influence of family communication on adolescents' news media use - evidence from a three-wave panel study' examined the development, stability, and family influences on Swedish adolescents' development of news habits over time. Technological advancement had resulted in the emergence of numerous media platforms through which one can access information, news, or entertainment without time and geographical constraints that was experienced by elder generations. People from new generation could avail various forms of entertainment, movies, sitcoms, music, lifestyle, fashion magazines and blogs, political events, current affairs etc., on different platforms. The author borrows Prior's (2007) words to state the situation that "we have gone from a low-choice to a high-choice media environment where personal interests and preferences are becoming essential for understanding citizens' media use". The world experiences very fast change in media environment. Media usage pattern among youngsters through different platforms was to be closely examined so to identify new habits of media use. Two types thus observed were news seekers and news avoiders. The study also analysed various family communication factors that influenced the development of news habits among adolescents over time. Socio-economic status was found to be an important factor that affected the habit of media usage among younger generation. The study suggested three distinct findings, a) the news avoidance population of youngsters remained stable, b) family characteristics had effect on adolescents' news habits and c) parental news media habits had an effect beyond the political interest of adolescents (Shehata, 2016).

'Video gaming as digital media, play, and family routine: Implications for understanding video gaming and learning in family contexts' - an article authored by Gee, Siyahhan and Cirell investigated the impact of video

games and learning in the home and family life. Three dimensions i.e. video gaming as digital media, video gaming as play and video gaming as family routine were discussed in the article. Role of gaming in family as a whole was examined along with lives of children and adults. Socio-cultural understanding of video gaming and learning were analysed in the study. Multi-dimensional communication was observed during gaming, social interactions through online gaming was also observed. Digital divide because of socio-economic factors, family relationships and digital media, parental mediation, domestication of technology, digital media, and learning were analysed in Game as digital media concept (Gee, E., Siyahhan, S., and Cirell, 2017).

The study by Wenhold and Harrison (2018) discuss television use and family mealtimes among preschoolers. Based on earlier studies that proved the significant positive relationship between shared meals and the nutritional health of younger members of the family, the authors focused on television use during meal time. The paper also examined Family mealtime ritualization (MR), mealtime harmony (MH), quality of family mealtimes, mealtime television use, and dietary intake of preschool-aged children. The study revealed that socio-oriented families view more fiction based television programs while concept oriented families switch to news or information based television programs. This shows that socio-oriented families tend to move away from reality or tend to relax by watching television. The mealtime television viewing has become a scheduled family affair so as to meet other family timetables on time without any conflicts. Mealtime ritualization is defined in the article as an organized ritual at family meals. The ritual of sharing daily engagements at the dining table was found to be adversely affected on preschoolers who used to watch television while having food. Authors state that television viewing has strong influence in family communication either positively or negatively (Wenhold and Harrison, 2018).

Systematic review by Hessel and Dworkin titled 'Emerging adults use of communication technology with family members' dealt with the use of communication technology by youngsters aged between 18 and 29 years to communicate with their family members. The study revealed that new generation adults used different communication technology to communicate with different family members. Four clusters were identified for cluster analysis. They are Low communicators, Passive communicators, and Synchronous Communicators and Technological communicators. Even while staying with the parents, youngsters used to make online relations with their parents. The study revealed the existing gap in family communication, intersection of emerging adulthood and communication technology. Though technology strengthens family relationships, its overuse makes those children feel that they are under parental control (Hessel and Dworkin, 2018).

Interpersonal Communication

Harwood, Raman, and Hewstone (2006) investigate the extent of communication dimensions in group communication. Group Salience was considered as an important variable in inter-group communication. It acts on the quality and attitude of members of group. The authors examined the level of different dimensions of communication including relational closeness and attitudes. While taking age as a factor deciding relational closeness, it was found that the more the grandparent kept in touch with grandchild, the attitude of child towards the older people was well defined with quality. But on the other side relational closeness deteriorated (Harwood, Raman, and Hewstone, 2006).

Relationship between relational quality and media use in relationships are examined by the group of scholars Bayn, Zhang, Kunkel, Ledbetter, and Lin (2007). College-going students were taken as samples to explore potentially important variables like gender and relationship type in addition to the relational quality and media use. Their study revealed that the gender

had nothing to do with relational quality and media use while the type of relation they maintained had significant effects on the face to face and telephone communication. Relations with their colleagues showed the least relational quality. It also pointed out that partners felt less satisfied in romantic relations and felt more comfortable when they stayed with friends and family members. The study proved that relational quality is not affected among partners considering their medium of communication whether it is face to face, through telephone, or through internet. The rate of communication with family members was high in telephonic conversation than face to face communication (Bayn, Zhang, Kunkel, Ledbetter and Lin 2007).

Identity, role, and shared reality of individuals played a vital role in communication. A study based on those three components by Edward and Elizabeth examined the relationship between individuals' definitions of family and personally held theories of communication. The study substantiated that communication played a key role in family life since family was central to human experience. The study revealed a relationship between individuals' family definitions and implicit personal theories of communication, or message design logics. Rhetorical message design logic and expressive message design had different tendencies while defining family on the basis of shared reality and in terms of identity. Rhetorical message design logic showed greater tendency than the expressive design (Edwards and Graham, 2009).

The cultural differences between the continents affect the cross cultural communication between the natives and immigrants. The natives of States who often represent typical collectivist group are compared to the East Asians particularly the Chinese who have often been seen as collectivist cultural groups. The study by Georgette Wang and Yi- Ning Katherine Chen is titled Collectivism relations, and Chinese Communication. Wang and Chen draw a broad picture of Chinese Communication where

identity and others in collectivist culture is mutually dependent. The structure of Chinese social life is presented in the study. It shows that the members of the society follow a collectivist culture. Collectivist culture has a distinctive communication style. Various conceptual, epistemological, and methodological issues involved in different relationships are examined in the study. They note that the East Asians keep a tendency to stand away from the people especially those who come from a different culture. This situation is not a deliberate creation but the East Asian individuals focus on their attention to maintain their social relations among the members from their culture. Failures of earlier studies on relationships in Chinese social lives and behavior using relationalism were pointed out in this study. The study backed the framework put forward by Kuang-Hui Yeh to analyse the evolving process of Chinese Interpersonal interaction. Obligatory, authentic and selfish, the three components identified by Kuang-Hui was taken by the authors who suggested that specific relationships depended on the combination of those three components (Wang and Liu, 2010).

Madianou and Miller (2012) in their article titled 'Polymedia: Towards a new theory of digital media in interpersonal communication' developed a new theory of polymedia to seek out the adverse effects of digital media in the context of interpersonal communication. Long distance relationships among members of transnational families in the Philippines and Trinidad were studied by the authors. The present article claims that people who were limited to a couple of forms of media for their communication, now have access to a dozen different media (Madianou and Miller, 2012).

Study by Chris (2016) titled 'Social Media Networking and Its Influence on Interpersonal face to face oral communication at family level: A Qualitative study of selected Families in Eldoret Town: Keniya', observes that intimacy communication is a threatened form of communication which is a key factor in conflicts management and reconciliation. Family as an institution determines the success or failure of other institution in the human

society and interpersonal communication is key to this. The study investigates whether social media has sacrificed or rather compromised interpersonal communication at face to face level. The author states that social networking during family interpersonal communication is threatened leading to poor interpersonal relationships giving way to misunderstanding and conflicts (Chris, 2016).

The study by Santhosh and Prasanth (2017) titled 'Impact of New Media on Interpersonal Communication Patterns' while analysing the relational closeness seeks to explore how self-disclosure of new media create gap in relational closeness, and tries to explore the space given for interpersonal interaction occurring in urban families. The article states that social media has turned out be an inevitable part of the urban life. They observed that the new media strengthens the interpersonal communication among the family members. Despite significant internet and social media use, the majority of respondents did not felt any decrease in time spent among family members. There is a minute fall in face to face communication because of the use of new media (Santhosh and Prasanth, 2017).

Family Communication

In their study Koerner and Fitzpatrick (2002) which is titled Understanding family communication patterns and family functioning, the authors discussed the roles of conversation orientation and conformity orientation, two significant aspects of family communication quality. They observe that conversation orientation encourage members to participate in in-house interaction with more freedom with higher frequencies without limiting time and the content. In the same study they say that conformity orientation creates a climate of homogeneity of attitude, values and believes. And they continue that in traditional family structure conformity orientation is found to be at higher level as the chances of deviating opinion are less, because family members prefer their family relationship over their conceptual

orientation. So they submit their diverse opinion to uphold their relationship conformity (Koerner and Fitzpatrick, 2002).

Family Communication Climate (FCC) and Interpersonal Communication Motives (ICM) were studied by Barbato, Graham, and Perse (2003). The authors did two studies on communicating in the family. The age of parent and child and gender difference were found to be different factors affecting the communication climate between parent and child. The influence of difference in perceptions among parents and children on FCC was also studied to seek motives for communicating with others. The variations of nurturing children were exposed in the study. Those families in which parents who wanted to keep a control over their children and escape from their responsibilities of parenting followed conformity orientation so as to keep their personal influence motives. On the other side parents communicated with their children for relationally oriented motives such as affection, pleasure, and relaxation. Good conversation with parents influenced the children's communication with others. Thus Family Communication Climate has greater influence on children's communication strategy. The study also explained the implications of communication climate in parent child relation related studies (Barbato, Graham and Perse, 2003).

Social Relations Model and Actor-Partner Interdependence Model were used to study family communication by Seon and Lee. Apart from conventional data analytical methodology the authors claimed that the conventional mode limits family communication study if data was collected from multiple family members. Models used by authors help any researcher to utilize the data to have a detailed study on family communication. Suggested models namely Social Relations Model and Actor- Partner Interdependence were proposed by Kashy and Kenny (2004) at different times. Authors detailed each and every component of those models along with different parameters which can be estimated using statistics. The article provided detailed descriptions of the components of these models and how

the parameters of these models could be estimated using two widely used statistical packages (Kashy, Jellison and Kenny, 2004).

A study from a completely different area was considered for review since it dealt with family communication. A technical article titled 'Communication enhancer- appliances for better communication' is authored by Kim, et.al. (2004). Aim of the study was to develop concepts of appliances that can enrich the communication among the family members, using digital technologies. Concepts on Human-Computer interaction and Human-Human interaction were sought. To share an idea to meet a need, there should be a receiver and a channel to pass the same. Some of the concepts presented in the article include Easy mailbox, Home media pond, Message container, and Media frame. The idea of the media frame is to tackle the lack of communication between fathers and children. Working fathers will be late to get home and have little time to communicate with their families. The authors who visited the fathers' work place found that a majority among them have their family photos on their desks (Kim, et al., 2004).

Family communication patterns, cognitive complexity, and interpersonal competence that influence certain adolescent risk behaviours is studied by Koesten and Anderson (2004) in the article titled 'Exploring the influence of family communication patterns, cognitive complexity, and Interpersonal competence on adolescent risk behaviours.' The article reveals that socio-oriented family communication pattern significantly predicted lower levels of cognitive complexity, although, cognitive complexity was not significantly associated with self-reports of interpersonal competency. The correlational analysis revealed a significant relation between family communication patterns and perceived interpersonal competence in interpersonal relationships both for same sex friends and romantic partners. The study says that families should foster open communication so as that individuals can state differences of opinion, and there should be

opportunities for young people within those environments to invent and defend their individual points of view. The authors do not support the idea that a concept oriented family communication environment or certain interpersonal competencies protects a young person from engaging in most risk behaviours associated with adolescence (Koeston and Anderson, 2004).

In their study Wilson and Morgan (2006) titled 'Goals-Plans- Action Theories: Theories of Goals, Plans, and Planning Process in Families' discuss the issue of communication among the family members in pursuing goals and achieving it. They say that these Goals- Plans- Action theories address only general questions about communication apart from single issues inside the family. Being individuals with different goals and plans each family member can influence others goals and plans within the family. The observation almost done among parent child relationships where the latter is influenced by their parents in their earlier stages. They also argue that though the theory focus on individuals, it insights into how family members jointly negotiate on one others' goals and plans (Wilson and Morgan, 2006).

Revised family communication patterns instrument developed by Ritchie and Fitzpatrick (1990) was used by Shearman and Dumlao (2008) in their study to measure family communication satisfaction. The conflict scale was modified for family setting so as to measure or to compare cross cultural family communication pattern. Personal likings like integrating, compromising, dominating, obliging, and avoiding were tested along with cultural background and family communication patterns. The results showed difference of family types prevailing in the United States and Japan. Families in United States were seen to be consensual and Japan has laissez-faire as common family type. The rate of conversation dealt with conflict strategies on one side and on the other side it was conformity orientation which dealt with avoiding and obliging strategies. Though the result showed correlation of conversation orientation and communication in the two countries, families

in United States lacked communication satisfaction (Shearman and Dumlao, 2008).

Family definitions and message design logics were studied by Edwards and Graham (2009). The authors suggested the idea that family is the one and only major element central to human experience and that lack of proper research works on family and communication has its implications on the quality of family communication. Respondents were made to define family and those definitions were classified into three. It was on identity based; role based and shared reality based. The correlation between family definitions and message design logics were found to be strong from the results that were revealed through the study (Edwards & Graham, 2009).

Experiences of mothers in China interacting with their returnee children during their short-term re-entry after several years of studying abroad were studied by Chang. It revealed that those mothers of returnees experienced uncertainties about how to understand and interact with their own children. Mothers of those returnees found it difficult in understanding their own child who had undergone cultural transformation to a certain extent due to long stay, away from their own culture. Re-entry experiences were shared through discourses so as to avoid uncertainties among parent and child. The researcher suggested that only through more and more open and direct communication the relational conflicts can be resolved in such situations (Chang, 2010).

Perceived conversation orientation, ideal conversation orientation and ideal conformity orientation among college going students and their parents were studied by Baxter and Pederson (2013). The study looked into family communication patterns and family satisfaction among 120 families. Both parents and their children showed strong correlations between perceived family communication pattern and ideal family communication pattern. The gap between perceived and ideal conformity orientation were high among children which, the authors stated, might be a result of existing conformity

orientation in the families. On different orientations parents scored better than their child. Insufficient conversations were found to have resulted in unmet conversations among parents and children. Different methodological implications were discussed in the study. (Baxter and Pederson, 2013).

A review based study by Miller-Day, Pezalla and Chesnut (2013) on Communication Journals revealed that the field of communication lacked study on children. Studies between 1997 and 2010 were reviewed to sort studies on children under the age of 18. The methodologies, topical areas, and theories adopted for those studies were identified in the content analysis. The lack of published articles on searched area points towards the necessity of studies in those areas. It is noted that even the top journals on communication doesn't have ample number of articles on children below 18. Authors found numerous theories used for studying children and communication in the few articles that were available. Among those theories social cognitive/learning theory was the most used theory. The under-representation of children in articles suggested that there is a huge gap in the research on the same. In the future scholars have to address it seriously, suggests the authors. (Miller-Day, Pezalla, and Chesnut, 2013).

Training on communication can increase quality of family life. The study by Farbod, Ghamari and Majd (2014) proved it through their article 'Investigating the effect of communication skills training for married women on couples' intimacy and quality of life'. Experimental group was created for the research and training on communication skills in the context of marriage and family therapy were provided to them. Comparison of two groups provided significant relation between training and quality improvement in family communication (Farbod, Ghamari and Majd, 2014).

Berry and Adams (2016) studied bullying within the family context using auto ethnography method. Occurrence of bullying and the adverse impact it brought into the family system was studied in the article. The authors looked into the hardship and harm bullying created on people, their

interactions, and relationships. It was observed that bullying takes place because of the existing disparity of control between the provokers and sufferers. The difference in control lead the provokers to attack another person who was physically, emotionally, and relationally weak. The victim might sink into depression due to bullying and the illness can lead to suicidal ideation, suicide attempts, or even suicide. On the other side the attacker may end up with a violent character. Being a complex social process, bullying has to be addressed seriously through different research methods. According to Baxter and Asbury critical family communication research method was used in such situations to tackle inequities, conflicts, and contradictions. Apart from critical family communication research method, authors suggested auto ethnography to study complex family communication situations. The method was well-suited to address diverse representational forms, vulnerable and evocative description, and articulating the particularities and complexities that comprised lived experiences. It helped the researcher to identify the familial experience, makes existing family problems presently visible which had earlier been neglected, forgotten or hidden (Berry and Adams, 2016).

Jennings (2017) studied the role of media in the lives of families focusing on parent child interactions, relationships, and media practices in the information society. Parental monitoring of children's media use was based on the Nathanson's three-dimensional construct namely active mediation, restrictive mediation and co-viewing mediation. In active mediation television content was discussed with children while watching television. Restrictive mediation sets rules for watching television. In co-viewing parents and children watched television together. The author suggested that scholars have to consider the difference in families across different cultures globally along with differences in media. Ethnographic studies have to be promoted in family communication studies. Otherwise distinct experiences of distinct families will be missed out from normal data collection. The study suggested that looking into the impact of sibling

relationships on media use across different platforms will help to understand sibling affection while sharing same media platforms. New research models have to be developed to keep the pace of research along with the development of media technology and its adoption by individuals and into the family (Jennings, 2017).

Keverski and Iliev (2017) in their study titled 'Face to Face Communication in families – The historical and contemporary perspective' states that families in the new era have to face challenges to retain the face to face communication among the family members particularly between the parent and their children. Communication elements such as intensity, motivation, quality etc. which enhance the relationship between the family members seems to be deteriorating as per the data analysis. The study also states that there is a clear difference in communication pattern among the rural and urban samples. The urban population is more open while their counterparts in village seemed to be reserved. The authors see that there exists only a communication that can be observed as "compulsory obligation" between parent child communications particularly in urban population (Keverski and Iliev (2017).

Formation of the new family dimensions through social media sites was studied by Andreassen (2017) in her article titled 'New kinships, new family formations, and negotiations of intimacy via social media sites'. The families thus formed re coined as alternative families. Apart from the conventional family system with heterosexual parents and their offspring, today technology had developed to form a family in other dimensions. Today we have lesbian couples, single mothers and infertile heterosexual couples who can all have children and form their family through the growing fertility industry around us. The article explored donor-conceived children from Denmark, Sweden, and Norway, who connected with each other digitally to form intimate kinship. The group formation by the donors was studied based on Facebook, the widely accepted social media platform in Scandinavia.

Denmark, Sweden, and Norway have high internet penetration as per Internet World Stats, 2015. The article was based on qualitative analysis of Facebook groups and interviews with active group members. The study supported the arguments of earlier studies that biological offspring allowed for new understanding of kinship. Online connectivity between the siblings at distant or at different families brought intimacy between them and their parents who lead alternate family life. The author suggested further study into the modern concepts of family and family communication (Andreassen, 2017).

For better understanding of the trends in the evolution of family communication scholarship, the studies reviewed are reported in the chronological order of their publication. Such an order is expected to offer insights into the nature of the linear progression in the generation of the body of literature in the field.

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Chapter **3**

**STUDY OBJECTIVES AND
METHODOLOGY**

CHAPTER III

STUDY, OBJECTIVES, AND METHODOLOGY

As mentioned in the Chapter I, the study assumes more significance when media, particularly digital media, becomes an integral part of everyday family experience with multidimensional implications for interpersonal interactions among family members and its secondary consequences on the individual's socialization process and family's role in it as a collective unit. The central theme of the study focuses on the association between two critical variables: Family Communication Quality (FCQ) and Household Media Environment (HME). To ascertain the relationships between these two variables in a comprehensive manner, it was essential to examine the demographic variables of the family as well and various aspects of the presence of different media forms in family settings. This is a complicated process that involves an array of scientific procedures and validation methods. Included in this Chapter are descriptions of the design of the study, the participants engaged and the procedures followed.

It is clear from the summarization of the central focus of the study that a two dimensional approach is essential to arrive at logical conclusion from this inquiry. The anchor points in these two dimensions are Family Communication Quality (FCQ) and Household Media Environment (HME) and both of these constructs normally include many sub factors and concepts. But, considering the manageability of the work the researcher selected only a few of them, which were found to be essential to meet the study objectives. As mentioned earlier, the general objectives of the study is to ascertain how household media environment predicts the family communication quality in Kerala. However, to meet this central objective, the researcher has formulated the following specific objectives:

OBJECTIVES

1. To examine the nature of availability, regularity of use and perceived utility of communication media in family environment
2. To find out how family variables are associated with the availability, regularity of use and perceived utility of communication media in family environment
3. To explore the nature and the determinants of family communication quality (FCQ)
4. To find out how co-use of communication media in family environment is associated with the family communication quality (FCQ) and its dimensions

Being an exploratory study, the present work does not advance any hypothesis though the findings of the study will certainly help generate hypotheses for future inquiry.

OPERATIONAL DEFINITIONS

To move on with the study in a meaningful way, it was essential to operationalize the key concepts in the domain according to the context of the study. The definitions thus operationalized are given below:

Household Media Environment: The environment created within the family system with the presence and use of various types of media including mass media and personal media. The available media in this family setting can be categorized as Print (Newspaper, Magazines, and Books), Electronic (Television, Radio, Music players etc.), or Digital (Mobile, Personal Computer, Tablet, smartphone, Laptop etc.). Mere presence of a medium alone will not necessarily create this household media environment envisioned in this work, but it becomes a reality when members of the family use media for various purposes like information, communication and entertainment.

Family Communication: Any type of communication and interaction between or among the members of a family is termed as family communication. It can be either mediated or face-to-face communication. Mediated communication mostly takes place when family members are at different places. Nowadays, opportunities are available even within the household for mediated communication via different social media networks.

Availability of Media: It is the presence of mass and personal media in family environment for the use of family members. In this work, mass media means newspapers, television and radio and personal media which includes mobile phones and computers. No other mode of communication comes under the purview of this study.

Utility of Media: It is defined as the perceived function of the media available in a family setting as reported by the family representative. There are three utility types used for analysis: Information, Communication and Entertainment. Information means gathering information from various communication media and it is considered as unidirectional process. For example listening to radio, reading newspaper, watching television or browsing the Internet for keeping abreast of what is happening in the world outside. Communication is considered as an interaction between two or more individuals and it is envisioned as a two dimensional or multi-dimensional process and its focus is on the exchange of information and the resultant feedback. Entertainment is to use the media for seeking emotional gratification and allied motivation.

Regularity of Media Use: It's the overall impression of the everyday engagement with mass and personal media by family members as reported by the family representative. The regularity categories fixed for the study are: 'Regular', 'Quite Often', 'Sometimes', and 'Never'.

Family Communication Quality: It's the standard of communication takes place between or among family members as part of their everyday interaction. This study variable is constructed using communication dimensions such as Transparency (Quality possessed by a family in which all members are free to discuss any matter to other members), Control

(Power of authority, parental control on their children is an example of control), Consideration, (Equal consideration to every family member), Affection (Express emotions and share feelings towards other members), Discipline (Maintaining acceptable mannerisms between family members), Sarcasm / Humour (No teasing between family members), Everyday Interaction (Maintaining regular interaction so as to have a healthier relationship among family members and share family duties among them).

METHODOLOGY

Given the objectives of the study, the researcher planned quantitative analysis of data for the study hoping that findings from this exploratory study may hold some vital indications to the relationships between household media environment and family communication quality in developing countries like India and regional settings like Kerala.

Since the geographical area comes under the study is the entire state of Kerala, it was essential to adopt a scientific technique that represents all regions in the state. Also, as family being the primary unit of analysis, it was necessary to adopt a strategy to find out families that represent the population of the study. More so, objectives of the study warrants minute data on two vital aspects of communication within family settings - first being the availability, regularity of use and perceived utility of communication media and the second micro-level aspects of family communication environment. In addition to these, the study needs data on family variables like family size, area of residence, family income and religious affiliation. Taking these facts into consideration, the researcher adopted multi-stage random sampling technique.

Population and Sample

The population of the study is the total number of families in the state. According to the census 2011 total number of households in Kerala was 78,53,754 (2011 Census). But the survey for the study was concluded in 2016, five years after the release of the census data. Given the socio-cultural conditions in Kerala where nuclear family system has become a norm and

mushrooming of households a trend, five year lapse is enough time to witness an exponential growth in households leaving population of this study indefinite. Hence, assuming the maximum variability, which is equal to 50% and taking 95% confidence level with $\pm 5\%$ precision, (ie. $p = 0.5$ and hence $q=1-0.5 = 0.5$; $e= 0.05$; $z =1.96$) the researcher used Cochran's (1963) formula for calculating sample size when the population is infinite to determine the sample size and thus arrived at a sample size of 385. However, the researcher identified 405 households keeping the representation of all critical variables and expecting a chance for getting back minimum 5 % questionnaires as invalid due to a various types of errors in the data entered.

Stratification and Randomization Procedure

The process of selection of the sample is done in a way that representation of different families from different areas of the state is ensured with the division of population. For this purpose, the entire state is divided into three regions: north, central and south, each representing Malabar, Kochi and Travancore respectively. This geographical division confirms the historical basis of the socio-cultural and political differences in each region. From each region, one district was randomly selected to represent it. Thus, Kozhikode was selected to represent the northern Kerala, Ernakulam to represent the central Kerala and Thiruvananthapuram to represent southern Kerala.

After that the researcher prepared a district wise list of maximum number of urban and rural clusters considering the field manageability to collect data. From the lists, researcher randomly identified one urban cluster and three to four rural clusters from each district chosen. The reason for this difference in the numbers of clusters between rural and urban areas was due to the difference in the density of population and households in those regions. Urban clusters were central areas of corporations and rural areas were from interior areas of municipalities or village panchayats that are characterized by village settings.

In the next stage, the researcher collected the list of electoral wards in the clusters and again, the wards where the survey to be conducted were

selected using simple random technique. Thus, from Kozhikode district, one electoral ward under Kozhikode Corporation was selected to represent urban families while one village level electoral ward each from Feroke, Kunnamangalam, Ramanattukara and Kodenchery areas were selected to represent rural families. From Ernakulam district, an electoral ward under Cochin Corporation was selected to represent urban families and one village level electoral ward each from Kanayannur, Perumbavoor, Kunnathunadu, Koothattukulam areas were selected to represent rural families. In southern Kerala, one electoral ward randomly chosen from Thiruvananthapuram Corporation represented urban families and one village level electoral ward each from Azhooor, Pallippuram and Vithura represented rural families. Electoral ward in the cluster was the last stratum in the sampling steps. And, electoral roll of the Assembly Election of Kerala, 2011 was used to identify the households used for data collection, again applying simple random selection with replacement option. Simple random sampling helped the researcher reduce the potential for bias in the selection of cases and ensure maximum representation of all variables and minimum data missing. While using the best available probabilistic methods in choosing the respondents, the researcher was to ensure maximum possibility for generalization of statistical inferences.

While following the above-mentioned steps, the researcher could fairly represent both urban and rural households keeping maximum heterogeneity that satisfies the independent variable of family size, religious affiliation and income group. There is an argument among scholars that the division between rural and urban settings is not plausible in Kerala. It may be true in some cases, particularly when looking from an economic perspective, but cannot be applicable to family settings when viewed from cultural perspective in general and communication viewpoint in particular.

Following this procedure, the researcher identified a total number of 405 households for the study ensuring the equal representation of north, south and central Kerala and considering the distinct socio-cultural and historical characteristics of the state. From each region a sample size of 135 households was taken. The samples were divided into 70 rural families 65

urban families to match with the state average urban rural divide. State average division for rural and urban areas is 52.30% and 47.70% respectively (2011 Census). The available sample data collected and segregated for the study meets the necessity of the division with negligible difference in the score.

Sample Profile

Though data was actually collected from 405 families, later, specifically after data cleaning and validation, it was found that data from 35 families were not complete and not possible to use for the study. Hence, the final sampled participants were reduced to 370 families. A profile of the sampled families is given below:

Table 3.1: Sample Profile

| Independent Variable | | Frequency | Percentage |
|--|----------------------|-----------|------------|
| Area | Rural | 196 | 53.0 |
| | Urban | 174 | 47.0 |
| | Total | 370 | 100 |
| Average Monthly Family Income (in Rs) | Up to 10,000/- | 186 | 50.3 |
| | 10,001- 25,000/- | 111 | 30.0 |
| | Above 25,001 | 73 | 19.7 |
| | Total | 370 | 100 |
| Family Size | Small (1-3 members) | 83 | 22.4 |
| | Medium (4-6 members) | 258 | 69.7 |
| | Large (7+ members) | 29 | 7.8 |
| | Total | 370 | 100.0 |
| Religion | Christian | 42 | 11.4 |
| | Muslim | 44 | 11.9 |
| | Hindu | 284 | 76.8 |
| | Total | 370 | 100 |

The table shows the sample distribution under different categories based on area of residence, family's monthly income, family size based on the number of members and religious faith that the family members generally

follow. The researcher has ensured two distinct geographical locations namely rural and urban areas within regional segments of the state since the public infrastructure facilities in these locations are entirely different and they characterize the life style and media usage of families.

The questionnaires duly filled by family members were only taken for data coding and analysis. Out of 405 families the researcher had to omit 35 families, since details provided by them were not sufficient to include them among others. Remaining 370 families constituted the total sample size of the study. Out of 370, 196 (53.0%) families represent rural area, 174 (47.0%) families represent urban area.

Income plays a crucial role in purchasing power of every family to meet their basic necessities. Monthly income of family is taken as an independent variable for the study. The questionnaire given to the families included questions to reveal their monthly family income. Most of the families depend on one major income generated by any one of the family members. According to Socio-Economic and Caste Census (2015) the average income of a family member in 70% families in the state falls below Rs. 5000/-. Though families depend mainly on one income source, family members generate small incomes so as to support the whole family. In this study the income categories were divided into three groups – up to Rupees. 10,000, 10,001 to 25000, and above 25001.

There were 186 families constituting 50.3% of the total sample size who belonged to the income group of families with monthly income of Rupees. 10,000/- or below. Most of the families belonging to the two groups with lesser income come from rural areas. The table reveals that out of the total sample size, 30% of the families belong to the second income group with a monthly income of 10,001 to 25,000 rupees. Remaining 73 (19.7%) of the samples belong to the third group of families with higher income compared to other two groups. It is clear that the state faces an economic inequality among the population and there is a clear gap between the poor

and the rich. This gap is likely to influence the degree of media penetration among families. The monthly income of a family may determine whether to have a medium for family use, in a greater extent. At the same time, when looking from Kerala Model perspective, this concept may be reflected in other way around. Meeting living expenditure with small income and keeping high living standards are aspects of Kerala's model of development. The state leads in literacy rates in the country (Census 2011). The habit of reading and writing leads the family members to seek information and news around them causing them to subscribe media; even those with very small monthly income. Newspapers, cable connections or DTH and mobile phones are the major media that need monthly subscription charges. The subscription charges vary according to the demand and choice of the family. The number of TV channels or newspapers or options in mobile phones decides the expense. For minimal use and access minimal subscription rates are available, which allow low-income families to use almost all media. A detailed description in this case is given in appropriate sessions.

Religious affiliation is another variable that determines the social life. The study looks at whether religious beliefs of family members influence their media usage. From the available historical evidence the state has adherents of several religions. Trade relations with Arabs and the Chinese from time immemorial and colonial connection with the Europeans influenced the religious affiliations of the natives of Kerala. This is the reason for the popularity of Islam and Christianity, and Buddhism in centuries back along with the Hinduism in Kerala. As per the census data (Census 2011), at present the three major religions widely practiced in the state are Hindu (54.7%), Islam (26.6%) and Christianity (18.4%). As per data there are people who follow other religions apart from these and there are also people who do not follow any religion. These two latter groups are relatively very small compared to the first three. Hence, they were not included in the sampled respondents.

Families are categorized into small, medium and large on the basis of the number of family members staying under the same roof. According to National Family Health Survey (NFHS 3) the average number of family members is less than the national average of 4.8 per house. The state falls below with 4.3 persons per house. The researcher classified the families by taking the state average as middle point or medium size family. Families with three or less members are labelled as small, families with four to six members were labelled as medium and those families with seven or more were labelled as large families.

Measuring Family Communication Quality

Family communication quality (FCQ) is a critical construct in this study. The researcher mainly adapted Family Communication Standards Instrument (FCSI) developed by Caughlin (2003) after contextualized it considering the socio-cultural dynamics in family settings in Kerala and with a focus on seven quality dimensions of family communication. In his original instrument Caughlin suggested ten dimensions: openness, maintaining structural stability, expression of affection, emotional or instrumental support, mind reading, politeness, discipline, humour or sarcasm, regular routine interaction and avoidance and he set them as standard levels up to which family members live, sometimes but no other times. He also set them as quality dimensions that reflect good family communication.

The researcher after reviewing the rich body of literature in the family communication domain produced over the last five decades and analysing cultural, social and political and economic contexts in which the studies were conducted, re-appropriated the quality dimensions in Caughlin's instrument either by combining some of its sub-factors into one, or deleting some entirely. The remaining ones in the contextualized tool with proper re-appropriation are: Transparency, Control, Consideration, Affection, Discipline, Sarcasm or Humour and Everyday Interaction. Though Coughlin's

was the central instrument adapted for preparing the tool, the researcher took clues from many other instruments/theoretical frameworks as well.

Each of these quality dimensions were measured based on the responses to the statements. The quality dimension 'Transparency' was measured on the responses to seven statements while yet another dimensions 'Control' was evaluated on the responses to four statements. Similar method was followed in constructing other dimensions as well. Given the nature of the complexity of the construct of FCQ the dimensions were constructed based on the concepts taken from various theories and instruments after proper pilot study and appropriate reliability and validity tests.

The scale though adopted for the study, it was not easy to roll out as it is. The researcher conducted a pilot study using the tool and found that the cultural difference and difference in family setup existing in the state is not suitable for the questionnaire as such, so the entire tool was modified so as to fit the Kerala society where the present study is conducted.

Family environment prevailing in state cannot be compared to western culture of openness. Though strong bond is there between the family members there seems to be a limitation on topics that can be discussed among the family members. From the pilot study the researcher observed that questions relating to the expression of intimacy among the members the respondents were skipping away the questions or providing vague answers or not at all answering. For the final data collection this issue was addressed by contextualizing those questions with the help of subject experts from the Department of Psychology, University of Calicut.

Validity and Reliability

In this study, as mentioned earlier, FCQ is a critical construct around which all other variables and measurements rotate. Hence, it was essential to evaluate the tool really represents the construct of FCQ in its measurement.

The researcher thoroughly searched relevant literature, theoretical frameworks and sought expert opinion to ensure that the indicators and measurement elements match the construct of FCQ. Pilot study was also conducted to ensure that the scale must include only relevant statements that measure known and acceptable indicators of family communication standards. In a similar fashion, it was essential to validate the content of the measurement scale particularly when the scale at hand has an interdisciplinary nature as it transacts between communication and family studies. For this the researcher thoroughly searched existing rich body of literature in family communication and sought the advice of the experts. In addition to this, to ensure the reliability validation, the researcher employed relevant tests twice and found the following Cronbach alphas: openness = .88 and .90; maintaining structural stability = .74 and .82; expression of affection = .95 and .94; emotional/instrumental support = .93 and .94; mindreading = .87 and .87; politeness = .79 and .83; discipline = .83 and .80; humour/sarcasm = .82 and .82; regular routine interaction = .78 and .72; and avoidance = .80 and .88. While the formulated seven components of communication quality when tested for reliability following Cronbach alphas were revealed: Transparency = .87; Control = .70; Consideration = .30; Affection = .30; Discipline = .88; Sarcasm = .13; Everyday Interaction = .70. Also these factors were subjected to validation with the help of researchers in Psychology and Sociology.

Conceptualizing FCQ

After validation and reliability checking the researcher finally identified seven functional dimensions as mentioned earlier and these dimensions are operationalized for the study as follows:

Transparency: In communication, transparency is considered to be a key factor, which enables both receiver and sender of the message to avoid ambiguity over the message, which is exchanged between them. As the word denotes the content of the message will be very clear and understood

at the other end. The medium of communication can be by any mode: it can be either face-to-face communication or communication through other channels. In organizational structures, internal and external communication demands transparency intentionally since this helps to increase trust with the other stakeholders. The family can be considered as a well-maintained organization and as the basic unit of society. So it is necessary to maintain clarity and honesty among the members of the family in which relationships have to be strictly based on trustworthiness.

Control: The second dimension of communication quality is control. Control in communication quality does not mean to exercise power over the other. Here it is a thought process on how to communicate with family members who have to play different roles at different times within the same space. A woman will have to be a wife, mother, sister, daughter as the size and nature of the family differs in different cultures. Likewise the man on the other side too has different roles. There should be some linearity for smooth functioning of families when compared to organizations. So the role that one has to play decides the mode, articulation and expressions. All these are well controlled because of the conditioning that comes through our family structures.

Consideration: It is a quality of communication to have consideration for others. Within a family atmosphere it is mandatory to have consideration for each other since it is a strong requirement to keep relationships alive. While formulating a decision that affects the entire family, it is better to be considerate and hear other family members' views on the subject or how the issue can be addressed.

Affection: This is a quality that is transferred from one generation to the next and back again. The parents should show affection towards their children and later these children will show affection back to their parents. It will then be passed on to the next generation. In communication it is the verbal and non-verbal expression of the worth of each member of the family

by the other. It is the encouraging of each another so that everyone feels that their place within the family is recognized and accepted.

Discipline: The Family as an institution where individuals are nurtured to fit into a society in which they live. Parents impose discipline through the family laws and customs. Discipline in communication is maintained or imposed in a family is to maintain the relationships between members.

Sarcasm / Humour: If these are used effectively, tensions can be eased and attention of the person at the other end is gained. If not properly used, these qualities will destroy relationships. Humour must be related to situation at hand. Humour and sarcasm is more than telling jokes. Humour will only be implied in certain situations. Sarcasm can be seen as a deliberate attempt to ridicule another person. It can be said that those families that maintain liberal relationships between members have both humour and sarcasm.

Everyday Interaction: Continuous information exchange between two members will bring them closer to each other. In the family it has to be a continuous process in order to maintain a healthy relationship between the members.

DATA COLLECTION & ANALYSIS

Being a quantitative study, the data was collected from the sampled houses by administering questionnaires through the personal visits of the researcher himself. One representative aged 18 and above from each house participated in the survey representing the family members and reported the status of household media environment and family communication quality. It was impractical to collect data from each member of the family. More so, such a bulk data can't be analysed easily. But, collecting data from family representative has its own limitations, primarily because the responses / reports may reflect the individual perceptions. But, no alternative practical method was available.

The questionnaire has three parts centering on three significant aspects of research design: family antecedents, household media environment, and family communication quality. First part of the tool focused on family variables like area of residence, family size, monthly income, and religious belief. Second part contained household media environment and related questions to explore the availability of the newspapers, television, radio, mobile phones and the internet. Final part constituted 28 statements with four response options such as 'Regularly', 'Quite Often', 'Sometimes', and 'Never' that explored family communication quality constructed as a measurement scale.

The researcher individually visited the families and spent time to get the questionnaire filled by family representatives so as to find out the ground reality of media environment existing within the family. A total number of 405 questionnaires were distributed in three areas and at the end 370 questionnaires were found to be functionally eligible for final use.

The following chapter will detail the result from the data so collected and subjected to appropriate statistical tests.

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Chapter **4**

**ANALYSIS AND
DISCUSSION**

CHAPTER IV

ANALYSIS AND DISCUSSION

The study was conducted among families of all types spread across the state of Kerala. Set as a quantitative study, the researcher has ensured geographical representation of the state dividing it into three - North, Central and South. Each division was again divided into rural and urban clusters under randomly chosen districts. Such a geographical segmentation process helped the researcher to amply represent as many as socio-cultural dimensions of family life in the state for the reason that though Kerala is considered to be single state, its socio-political and cultural traditions are dissimilar given the historical experiences in its three regions- Malabar, Cochin and Travancore, that represent North, Central and South Kerala respectively.

The data was collected from Kozhikode, Ernakulam and Thiruvananthapuram districts, each representing northern, central and southern part of Kerala. Even after six decades of independence these three districts remain major hubs where people come and settle down for their social, political, and economic development and sustenance. These three regions have significant cultural, political, and economic characteristics that influence the people who live there. More so, demographic settings in each of these sampled locations fairly represent a general socio-cultural picture of the entire state.

As mentioned in the Chapter III, the study has four specific objectives. Accordingly this chapter is organized to present the data and related interpretation with respect to each objective. A detailed profile of the sample from which the researcher collected data for the study was given in the Chapter III. This chapter is divided into five parts, each discussing the findings with respect to the objectives. Of the four objectives, the first and third are to examine the nature of household media environment and family

communication quality in Kerala respectively while the second objective is to examine the statistical significance of the association between family variables and media variables and the fourth one seeks to find out the correlation between co-use of communication media and family communication quality and its dimensions.

Accordingly, the first and second parts discuss the results related to availability, use frequency, and perceived utility aspects of household media and their determinants while the third and fourth parts analyse the data concerning family communication quality (FCQ) dimensions and their determinants. Finally, the fifth part details how co-use of household media correlates with FCQ.

Part I

EXPLORING HOUSEHOLD MEDIA ENVIRONMENT

Household media environment is a critical construct in the present study. To operationalize this construct five types of media were taken into account: newspaper, radio, and television from mass media category, and personal computer and mobile phone from personal media category. Media environment in a family setting has been operationalized with three dimensions: media availability, media utility, and regularity of use. In this session the researcher seeks to answer three basic questions: What are those media available in the sampled families? What is the primary utility of each medium? And, how frequent is each the medium being used by family members on an average? For this, the respondents were asked to report the availability of newspapers, radio sets, television sets, personal computers and mobile phones at their home, their primary perceived utility such as information, entertainment, and communication and how often they use these media? Other media formats like books, magazines, tablets etc. were excluded considering their insignificant in a study like this. Also, utilities of mass media are confined to information, entertainment, and communication because in a general sense all other utilities are included in these three

functions of mass media. Regularity of media use is categorized as 'Regularly', 'Quite often', 'Sometimes', and 'Never'.

Availability of Household Media

While tracing the availability of media, two aspects were covered: Types of media available and the density of their availability in terms of number of copies/sets.

Table 4.1: Availability of the Household Media

| Status of Availability | Newspaper | Radio | Television | Personal Computer | Mobile Phone |
|-------------------------|---------------|---------------|---------------|-------------------|---------------|
| | Frequency (%) | Frequency (%) | Frequency (%) | Frequency (%) | Frequency (%) |
| Not available | 102 (27.6) | 221 (59.7) | 32 (8.6) | 212 (57.3) | 7 (2.4) |
| One copy/set | 233 (63.0) | 149 (40.3) | 327 (88.4) | 135 (36.5) | 169 (45.4) |
| Two or more copies/sets | 35 (9.5) | 0 (0) | 11 (3.0) | 23 (6.2) | 194 (52.2) |
| Total | 370 (100) | 370 (100) | 370 (100) | 370 (100) | 370 (100) |

Television is considered to be a family medium in every society, and Kerala is not an exception. Data shows that television penetrated to 91.35 % (88.4% with one television and 3 % with more than one set) of families sampled. Compared to other media television is the most popular mass medium among the families. Data released by the Broadcast Audience Research Council (BARC) reveals that there was a 10% increase in television penetration and had reached 64% in 2017 from 54% in 2013. The increase in television penetration is the result of increase in the ownership of television and the cost effective access to numerous channels that the viewers like to watch. There was 19% increase in the number of television

possession in India. Rural population plays a major role in this increased television penetration. The data shows that there are 99 million rural households with television out of 183 million total television households in India (BARC, 2018). The survey reports that the country has 835 million people, which is more than the population of Europe, with access to television. Based on this data it can be assumed that in India for every 5 people there is a television set.

Newspaper as a mass medium that follows television in popularity is available at 72.5% (N= 268) homes – 63.0% with one newspaper and 9.5% with two or more copies of same or different newspapers. This admirable affinity towards newspapers in this time of digital disruption is remarkable and matching with the reports that in India print circulation increases in contrast to the trends in the western media markets. Newspapers had a 38% of hike in readership in our nation, the hike in readership is the contribution of new readers from rural area. There was a remarkable increase of 31% of new readers from rural area. Among the new readers the age category has to be noted since 50% of new readers from the age group below 20 years old (IRS 2017). More so, this can be attributed to high literacy rate in Kerala and cultural legacy newspapers hold in this part of the world. In that sense subscribing more than one newspaper indicates high acceptability of this legacy medium in Kerala homes.

Though once radio was a favourite household medium in Kerala, the affinity towards it has fallen as per the data in the above table. Only little more than 40 percent families reported to have one radio set at their homes and nobody reported to have more than one. The reason for decline can be manifold: availability of different stations online over smartphones and other internet connected devices, traditional programming pattern still followed by public broadcasting systems and non-availability of news/news based programs on FM waves.

Personal computers and mobile phones are two other media platforms included in the study as personal media. Popular access of the Internet through these devices justifies this inclusion. As per the result, in Kerala, 42.7 percent of the families own personal computers, with 6.2 percent of them having more than one set. India has 460 million Internet users in 2018 as per data published by Statistics Research Department. Though we have a good number of Internet users in the country the penetration of the new media is very low since the lion share of the users are from the urban and metro areas. According to the data only 26% of the total population accessed Internet in 2015. The urban Internet penetration is 64.85% and that of rural is 20.26%. Mobile phone penetration in Kerala homes is close to cent percent (97.6 %) that too, 52.2% percent of the families having more than one set.

Nature of the presence of mass media and personal media in families is a clue to multiple dimensions of social life – social awareness and interaction, empowerment, purchasing power, media literacy, media affinity, cultural capital and ritual and instrumental role of media in defining micro and macro management of families. Presently Kerala houses have considerable affinity to each medium from mass and personal segments. But, just the presence of a medium is not enough to map out the media environment in the families. Hence, an inquiry into how often these media are used is also imperative.

Utility of Household Media

Why people use media has been the subject of critical discourse among communication researchers over time and many perspectives including the uses and gratification tradition and the concepts like active and passive audience paradigms were emerged out of that line of thought and inquiry. Some researchers observed that motivations were defined by the communication orientations related to medium and content while others argued that utilities of media defined in terms of audience involvement with

the media and subsequent communication orientation. Also researchers categorized media use as ritualized (i.e. Diversionary) or instrumental (i.e. Utilitarian) in nature. A ritualized orientation suggests using a medium more habitually to consume time and for diversion while instrumental orientation suggests seeking media content for goal-directed reasons. It relates to greater exposure to selected content and perceiving the content to be realistic. Instrumental use is more active and purposive than ritualized use and suggests greater audience utility, intention, selectivity, involvement potential influence. (Rubin, 1983).

In this study the researcher adopted both ritualistic and instrumental aspects of media utility though not directly. Taking cues from these two approaches or categorizations, three utilities are identified for further enquiry. They are Information Utility, Entertainment Utility, and Communication Utility. Considering the complexity of the procedures involved, data on the most sought after of utilities of each family was collected and analysed. The question in this regard was framed to get data on the primary utility of each medium available at home.

Descriptive statistics of this aspect of household media environment is given in table given below.

Table 4.2: Utility of Household Media

| Primary Utility | Newspaper | Radio | Television | Personal Computer | Mobile phone |
|-----------------|------------------------|------------------------|------------------------|--------------------------|------------------------|
| | Frequency (Percentage) | Frequency (Percentage) | Frequency (Percentage) | Frequency (Percentage) | Frequency (Percentage) |
| Information | 265 (71.6) | 34 (9.2) | 117 (31.6) | 98 (26.5) | 5 (1.4) |
| Entertainment | 3 (0.8) | 115 (31.1) | 221 (59.7) | 43 (11.6) | 1 (0.3) |
| Communication | 0 (0) | 0 (0) | 0 (0) | 17 (4.6) | 357 (96.5) |

| | | | | | |
|---------------|-------------|-------------|-------------|-------------|-----------|
| No Set/copies | 102 (27.6) | 221 (59.7) | 32 (8.6) | 212 (57.3) | 7 (1.9) |
| Total | 370 (100.0) | 370 (100.0) | 370 (100.0) | 370 (100.0) | 370 (100) |

Out of 370 sample families, 265 (71.6%) respondents claimed that members of their family used newspapers primarily for information and less than one percent (0.08%) reported as for entertainment. The rest of the families have no newspapers at home. From the result it is evident that traditional role of newspaper as information source is continuing among Kerala households. It's also to be noted that newspapers also follow their legacy role of information provider though there is a tardy trend of carrying entertainment content.

Radio is primarily used for entertainment as per the 31.1 percent of the respondents. Only 9.2 percent of the sample uses it for information. The results show that radio serves its traditional function of entertaining the public. Not just that the advent of FM radio laden with 'tons of funs' keeps radio's preference as an entertainment medium may continue without any break.

The status of television is little bit different as 31.6% and 57.3% families considerably use it as source of information and entertainment respectively. This result reveals the overpowering of entertainment channels in Kerala.

As mentioned in the last session personal computers have not penetrated to Kerala homes as expected. For around 57 percent families, it is still a distant dream or a luxury. Of those who own computers the primary utility is information followed by entertainment. And, a meager minority reported to consider communication as primary use of computers. It is to be noted that major part of communication function of a personal computer can be met with mobile phone, which has in-depth penetration into the families, sampled for the study.

Mobile phone is a personal convergent medium and used for multiple purposes simultaneously. To avoid confusion among the respondents the questionnaire supplied to them clearly stated that they had to indicate the most frequent necessity met by using the medium. For 96.5 percent families, the primary use of mobile phone is communication, rather than information and entertainment.

Regularity of Household Media Use

How often mass media and personal media are used in Kerala houses is also a critical question in defining the household media environment in the state. The regularity pattern has been categorized into four: Regularly, Quite often, Sometimes, and Never.

Table 4.3: Regularity of the Use of Household Media

| Frequency of Use | Newspaper | Radio | Television | Computer | Mobile Phone |
|-------------------------|------------------|---------------|-------------------|-----------------|---------------------|
| | Frequency (%) | Frequency (%) | Frequency (%) | Frequency (%) | Frequency (%) |
| Regularly | 36 (13.4) | 9 (6) | 22 (6.5) | 5 (3.2) | 44 (12.1) |
| Quite Often | 100 (37.3) | 47 (31.5) | 134 (39.6) | 28 (17.7) | 174 (47.9) |
| Sometimes | 99 (36.9) | 80 (53.7) | 151 (44.7) | 93 (58.9) | 134 (36.9) |
| Never | 33 (12.3) | 13 (8.7) | 31 (9.2) | 32 (20.3) | 11 (3) |
| Total | 268 (100) | 149 (100) | 338 (100) | 158 (100) | 363 (100) |

Those who do not possess the medium concerned are filtered out from the data related to the regularity of the use of household media since the use pattern is to be elicited from users only. Regular use of newspaper is reported by 13.4 percent of the families and its use at quite often times by 37.3 percent and sometimes by 36.9 percent. There are families with members who never read newspapers at home. It means newspaper use among the families is on an average. When compared to newspapers, more people use radio though not regularly. 31.5 percent family members quite

often and 53.7 percent sometimes use radio. Television users also follow the same pattern with 36.6 percent using it quite often and 20.3 percent sometimes. 'Regular' and 'never' users are less considerable in the case of radio and television. Personal media such as computer and mobile phone also have average use among the families sample as 58.9 percent use computer sometimes 47.9 percent and 36.9 percent families use mobiles for quite often and sometimes respectively. In short, families in Kerala use both mass media and personal media on average without any critical deviation to 'regular' or 'never' frequency of use.

Part II:

DETERMINANTS OF HOUSEHOLD MEDIA ENVIRONMENT

Rural-Urban Divide in Household Media Availability

Media availability in a society points to the nature its development since there is a correlation between social advancement and the communication landscape. Media-rich societies tend to have diverse yet latest options while the media-deprived ones resort to traditional ways of communication with limited reach and diversity. In less developed settings media consumption is found to be, most often, a collective activity through community media. This is because personal media is less affordable financially, technologically and skill wise. Even today in remote places in India, television, and radio which are considered to be the most popular entertainment media, are consumed in public places like village centers, and reading rooms, mostly set up by public agencies as the individual families can't afford them. However, the liberal market economy led to the exponential growth of mass media changing the media consumption pattern in developing societies shifting them from public spheres to private spaces. The home is now the most accepted place of media consumption irrespective of their type and utility. In that sense, gauging the availability of various media in household environment bears significant in this work.

Media availability was measured by counting the sets or copies, as the case may be, of each medium like television, radio, mobile phone, computer, and newspaper. This availability dimension is categorized into three classes: not available (zero), one copy/set and more than one set or copy. This classification was determined after collecting data from the respondents and then cross tabulating against independent variables like location, monthly income, religious belief, and size of the families. The results were subjected to Chi square test for analysis.

Table 4.4: Rural-Urban Divide in Household Media Availability

| Available Media | Rural | Urban | Total | Statistics |
|------------------------|-------------------|-------------------|------------------|--|
| No newspaper | 75(20.3) | 27(7.3) | 102 (27.6) | Chi-Square =26.929 df 2 p value = .000 |
| One newspaper | 110 (29.7) | 123 (33.2) | 233 (63.0) | |
| Two or more newspaper | 11 (3.0) | 24 (6.5) | 35 (9.5) | |
| Total | 196 (53.0) | 174 (47.0) | 370 (100) | |
| No Radio set | 115 (31.1) | 106 (28.6) | 221 (59.7) | Chi-Square =0.193 df 1 p value = .370 |
| One Radio set | 81 (21.9) | 68 (18.4) | 149 (40.3) | |
| Total | 196 (53.0) | 174 (47.0) | 370 (100) | |
| No television set | 31 (8.4) | 1 (0.3) | 32 (8.6) | Chi-Square =27.154 df 2 p value = .000 |
| One television set | 160 (43.2) | 167 (45.1) | 327 (88.4) | |
| Two or more television | 5 (1.4) | 6 (1.6) | 11 (3.0) | |
| Total | 196 (53.0) | 174 (47.0) | 370 (100) | |
| No computer | 135 (36.5) | 77 (20.8) | 212 (57.3) | Chi-Square =26.311 df 2 p value = .000 |
| One computer | 48 (13.0) | 87 (23.5) | 135 (36.5) | |
| Two or more computers | 13 (3.5) | 10 (2.7) | 23 (6.2) | |
| Total | 196 (53.0) | 174 (47.0) | 370 (100) | |
| No mobile phone | 5 (1.4) | 2 (0.5) | 7 (1.9) | Chi-Square =9.247 df 3 p value = .026 |
| One mobile phone | 102 (27.6) | 67 (18.1) | 169 (45.7) | |
| Two or mobile phones | 89 (24.0) | 105 (28.4) | 194 (52.4) | |
| Total | 196 (53.0) | 174 (47.0) | 370 (100) | |

Figures in parentheses denote percentage

As per the data in the above table subscription to newspapers among families differs according to their geographical location. Out of 370 families,

102 (27.6%) families do not subscribe to a newspaper at all. Among those who do not subscribe to any newspaper, 75 (20.3%) were rural families and 27 (7.3%) were urban families. Newspaper subscription rates are higher in urban areas compared to rural areas. While 123 families from urban areas subscribed to a single newspaper, in rural areas it was 110. Families subscribing to more than two newspapers were 24 in urban areas, it is twice of the rural area where only 11 families subscribe to more than two newspapers. Chi square test shows that there is a significant difference between the numbers of families in non-subscription of newspapers in rural urban division ($p\text{-value} = .000$).

The data reveals that more than half of the families who participated in the study do not have a radio in their home. There is no significant relation between the geographical location of families and having or not having a radio set. Chi square test shows that there is no significant urban-rural divide in availability or non-availability of radio in homes ($p\text{-value} = .370$).

As noted earlier, family television consumption is defined by the presence and absence of television sets. Of the 370 families sampled a very small percentage was found to lack television sets indicating the density of this popular medium in Kerala.

However, the data shows that there is a stark difference between the number of urban and rural families that do not own television sets. While 31 rural families (8.4%) lack television sets at home, this rate is just 0.3 per cent among their urban counterparts. There are a variety of reasons ranging from affordability to life style for this urban-rural divide in non-availability of television. However, interestingly the television availability rate is almost equal among rural and urban families. Those who have at least one television set are 160 (43.2 %) in rural areas and 167 (45.1%) in cities. Families that own more than one television set are very rare in Kerala in contrast with western countries where multiple sets are available at home to facilitate personalized use of the medium. There is no difference between

rural (1.4%) and urban (1.6%) families that possess more than one television set. However, Chi square test shows that the remarkable urban-rural divide in non-availability of television sets keeps the association between household television availability in the two regional settings significantly different with a probability value (p -value = .000).

As per the data personal computer is yet to get wider acceptance among families in the state. More than half of the total families taken for the study do not own a computer at home. The geographical difference shows that there is a significance difference among the rural and urban families that do not own at least one personal computer. While 135 rural families lack computer at home, the number drops to 77 in urban families. The computer availability rate is also different between rural and urban areas. While 48 (13.0%) rural families have at least one computer 87 (23.5%) urban families own a computer. However, Chi square test shows that the significant rural urban divide with regard to the presence/ absence of personal computers in households at a p -value of .05.

From the Table it is clear that more than any other media referred to in this study, the mobile phone is available with most of the families (98%) participated in the study. While rural families (27.6%) outnumber one set owners in urban (18.1) areas. urban families have more mobile phones each. The difference between those who own more than one mobile set in rural and urban settings is little bit high with 24 % and 28.4 % respectively. Though very minimal, the difference between those who do not own mobile set in rural (1.4%)and urban (0.5 %)areas is glaring as per the data in the table. And, these differences in the availability/non-availability of mobile phones in rural areas are statistically significant (p value = .026) signaling the gaps to be bridged.

Rural-Urban Divide in Household Media Use

It is the frequency of use that determines, most often, the significance of a medium in family environment. Given the characteristics of the medium it's frequency of use may differ, even though such a data may give indication to

the salience attached by the user to the medium. In this session, the researcher analysed data related to the frequency of household media use against the independent variable area of residence – rural and urban.

Table 4.5: Rural-Urban Divide in Regularity Household Media Use

| Media | Regularity | Rural | Urban | Total | Statistics |
|-------------------|-------------|---------------|---------------|---------------|--|
| Newspaper | Regularly | 17 (6.3) | 19 (7.1) | 36 (13.4) | Chi-Square=3.602 df 3 <i>p value</i> = .308 |
| | Quite often | 51 (19) | 49 (18.3) | 100 (37.3) | |
| | Sometimes | 42 (15.7) | 57 (21.3) | 99 (36.9) | |
| | Never | 11 (4.1) | 22 (8.2) | 33 (12.3) | |
| | Total | 121 (45.1) | 147 (54.9) | 268 (100) | |
| Radio | Regularly | 3 (2.0) | 6 (4.0) | 9 (6.0) | Chi-Square =7.19 df 3 <i>p value</i> = .066 |
| | Quite often | 27 (18.1) | 20 (13.4) | 47 (31.5) | |
| | Sometimes | 40 (26.8) | 40 (26.8) | 80 (53.7) | |
| | Never | 11 (7.4) | 2 (1.3) | 13 (8.7) | |
| | Total | 81 (54.4) | 68 (45.6) | 149 (100) | |
| Television | Regularly | 12 (3.6) | 10 (3) | 22 (6.5) | Chi-Square = 3.44 df 3 <i>p value</i> = .329 |
| | Quite often | 72 (21.3) | 62 (18.3) | 134 (39.6) | |
| | Sometimes | 69 (20.4) | 82 (24.3) | 151 (44.7) | |
| | Never | 12 (3.6) | 19 (5.6) | 31 (9.2) | |
| | Total | 165 (48.8) | 173 (51.2) | 338 (100) | |
| Personal Computer | Regularly | 3 (1.9) | 2 (1.3) | 5 (3.2) | Chi-Square =1.91 df 3 <i>p value</i> = .591 |
| | Quite often | 12 (7.6) | 16 (10.1) | 28 (17.7) | |
| | Sometimes | 36 (22.8) | 57 (36.1) | 93 (58.9) | |
| | Never | 10 (6.3) | 22 (13.9) | 32 (20.3) | |
| | Total | 61 (38.6) | 97 (61.4) | 158 (100) | |
| Mobile Phone | Regularly | 24 (6.6) | 20 (5.5) | 44 (12.1) | Chi-Square = 4.7 df 3 <i>p value</i> = .195 |
| | Quite often | 97 (26.7) | 77 (21.2) | 174 (47.9) | |
| | Sometimes | 62 (17.1) | 72 (19.8) | 134 (36.9) | |

| | | | | | |
|--|-------|---------------|---------------|--------------|--|
| | Never | 8 (2.2) | 3 (0.8) | 11 (3.0) | |
| | Total | 191 (52.6) | 172 (47.4) | 363 (100) | |

Though there are slight variations among the media in terms of the regularity pattern of their reported use in the sampled families, no significant association is found to be existing between area of residence and regularity of use. In other words, both urban and rural families use various media in all similar frequencies.

In the case of newspapers, the most reported frequency of use is 'Sometimes' in urban settings (21.3 %) followed by 'quite often' in rural areas (19 %). The data shows that irrespective urban rural divide, in the sampled families newspaper are read quite often or sometimes. Regular reading by family members is reported in few cases. There is no significant relation between regularity of reading newspapers and geographical location of families (*p-value*=.308).

In listening to radio both urban and rural families follow same regularity. Sometimes is the most reported frequency from both the groups (426.8 %) followed by quite often by rural (18.1 %) and urban (13.4%) families. Those who listen to radio regularly is very scanty compared to other media. There is a slight relation between the radio listening habits of families and family location (*p-value*=. 066) though not statistically significant.

The rate of television viewing pattern is cross-examined to see whether there is any significant relation between families' geographical location and their use of television. Family members of 22 (6.5%) families use the medium on a regular basis. Out of these 22 families 12 belong to rural areas and 10 belong to urban areas. More families agree that though there is no regular family viewing of television, they watch television quite often. Among 338 families, 165 families represent rural areas and 173 families represent urban areas. There is no significant relation between the

regularity of television viewing and the area of families location (p-value=. 329).

Only 158 families out of 370 who participated in the study though the regularity of use varies use personal computer. Though members of 51 families from rural areas use computer to meet their necessities only members of 3 families use it on a regular basis, members of 12 families use it quite often and members of 36 families use it sometimes. Coming to urban areas members of 75 families use computer at a regular interval. There is no significant relation between regularity of personal computer use and area of families' residence (p-value=. 591).

Mobile phones are widely used by families without any difference in their geographical location. 183 families out of 191 rural families those who possess mobile phones use it to have proper communication among family members. Out of 183 families those who possess mobile sets, 24 families use mobile on a regular basis. Considering urban areas the number of mobile users (169) almost falls near those in rural areas. Members of 166 urban families use mobile on a regular basis. The slight difference in the numbers does not make any significant relation between location of families and regularity of mobile phone use (p-value=. 195).

Rural-Urban Divide in Household Media Utility

Though families own different media at home, the use of each media differs from one family to the other. The preferences of family members decide the purpose of each household medium. The researcher took overall utility preference of the media in the study to see which medium is used most among the families for various purposes.

Table 4.6: Rural-Urban Divide in Household Media Utility

| Media | Utility | Rural | Urban | Total | Statistics |
|--------------|----------------|--------------|--------------|--------------|-------------------|
| Newspaper | Information | 119 | 146 | 265 | Chi- |

| Media | Utility | Rural | Urban | Total | Statistics |
|-------------------|---------------|----------------|----------------|---------------|--|
| | | (44.40) | (54.47) | (98.9) | Square= .567 df 1 p value =.427 |
| | Entertainment | 2 (0.7) | 1 (0.3) | 3 (1.1) | |
| | Total | 121 (45.14) | 147 (54.85) | 268 (100) | |
| Radio | Information | 19 (12.8) | 15 (10.1) | 34 (22.8) | Chi-Square =.041 df 1 p value = .499 |
| | Entertainment | 62 (41.6) | 53 (35.6) | 115 (77.2) | |
| | Total | 81 (54.4) | 68 (45.6) | 149 (100) | |
| Television | Information | 52 (15.4) | 65 (19.2) | 117 (34.6) | Chi-Square =1.369 df 1 p value = .146 |
| | Entertainment | 113 (33.4) | 108 (32.0) | 221 (65.4) | |
| | Total | 165 (48.8) | 173 (51.2) | 338 (100) | |
| Personal Computer | Information | 30 (19.0) | 68 (43.0) | 98 (62.0) | Chi-Square = 9.643 df 2 p value = .008 |
| | Entertainment | 25 (15.8) | 18 (11.4) | 43 (27.2) | |
| | Communication | 6 (3.8) | 11 (7.0) | 17 (10.8) | |
| | Total | 61 (38.6) | 97 (61.4) | 158 (100) | |
| Mobile Phone | Information | 3 (0.8) | 2 (0.6) | 5 (1.4) | Chi-Square = 1.220 df 2 p value = .543 |
| | Entertainment | 0 (0) | 1 (0.3) | 1 (0.3) | |
| | Communication | 188 (51.8) | 169 (46.6) | 357 (98.3) | |
| | Total | 191 (52.6) | 172 (47.4) | 363 (100) | |

Newspaper is considered only as a medium to provide information by almost all families those who subscribed it. A large majority of the families from rural (45.14%) and urban areas (54.85%) read newspaper almost on a regular base. Chi square test shows that there is no significant relation between the utility of newspaper and families location (p-value=. 427).

Radio is not preferred as much as other media like television and newspaper by families as an entertainment or information gathering medium. Majority of the families (77.2%) participating in the study prefer to listen entertainment programs on radio. Among those families, 41.6 % of those who prefer entertainment radio programs belong to rural area and remaining 35.6% belongs to urban area. There is no significant relation between radio and utility of by families geographical location into urban and rural areas (p-value=. 499).

The above table reveals that 221 (65.4.4%) out of 338 families those who own television set, use television for entertainment purposes. The programs they choose to watch are mostly of an entertainment nature. Another 117 (34.6%) families choose television as a medium to provide information for their family members. The number of families opting for entertainment (33.4 %) is more in rural area than the number of families in urban area (32 %) and number of families opting for information is more in urban areas (19.2%) than rural areas (15.4 %). There is no significant relation between the families geographical location and television utility (p-value=. 146).

The use of computer differs from family to family on the basis of their geographical location. A majority of 212 (57.3%) families those who participated in the study do not possess computer at all. Taking rural areas, 19% of families prefer computer as a medium to provide information, 15.8% families consider it as an entertainment medium and 3.8 % consider it as a communication medium. The number differs in urban area. 43% of families consider computer as information provider, 11.4% consider it as

entertainment medium, and 7% consider it as a communication medium. Chi square test shows that there is a remarkable rural-urban divide in non-availability of personal computer, which keeps association between household computer availability in the two areas as significantly different with a probability value (p-value = .008) less than .05.

Mobile phone is a convergent medium. One can access several media in mobile at any time and it can be used for different purposes simultaneously. But to find out which mode of the mobile is used more by the respondents, they were directed to tick only one function of mobile phones on which they depend on a regular basis. It was found that mobile phone is used primarily for communication purpose by 98.3% of the families who owns it. Chi square test shows that there is no remarkable rural and urban area separation in availability of mobile phone that keeps association with its utility in the two regional settings (p-value=. 543).

Family Income and Household Media Availability

Being the second independent variable chosen for the study, income status of the families and how it reflects on the ownership of various media in homes was closely observed. As the researcher mentioned above, the geographical location of families and family income play a key role in patterning the possession of different media. Earlier there were radio and television kiosks installed by the local bodies at places where people used to gather daily. These facilities have disappeared over time as government policies changed. Today most families buy radios and television on their own, and convergent media offer them a bunch of channels of communication with minimum cost. The result in the Table 4.7 shows how financial status of the family is associated with household media availability.

Table 4.7: Family Income and Household Media Availability

| Available Media | Low | Medium | High | Total | Statistics |
|------------------------|--------------|---------------|-------------|---------------|-----------------------|
| No newspaper | 75 (20.3) | 22 (5.9) | 5 (1.4) | 102 (27.6) | Chi-Square= 34.937 |

| Available Media | Low | Medium | High | Total | Statistics |
|------------------------|-----------------------|-----------------------|----------------------|----------------------|---|
| One newspaper | 95 (25.7) | 77 (20.8) | 61 (16.5) | 233 (63.0) | df 4 p value = .000 |
| Two or more newspaper | 16 (4.3) | 12 (3.2) | 7 (1.9) | 35 (9.5) | |
| Total | 186 (50.3) | 111 (30.0) | 73 (19.7) | 370 (100) | |
| No Radio set | 114 (30.8) | 60 (16.2) | 47 (12.7) | 221 (59.7) | Chi-Square = 2.332 df 2 p value = .312 |
| One Radio set | 72 (19.5) | 51 (13.8) | 26 (7.0) | 149 (40.3) | |
| Total | 186 (50.3) | 111 (30.0) | 73 (19.7) | 370 (100) | |
| No television set | 28 (7.6) | 2 (0.5) | 2 (0.5) | 32 (8.6) | Chi-Square =21.216 df 4 p value =.000 |
| One television set | 155 (41.9) | 104 (28.1) | 68 (18.4) | 327 (88.4) | |
| Two or more television | 3 (0.8) | 5 (1.4) | 3 (0.8) | 11 (3.0) | |
| Total | 186 (50.3) | 111 (30.0) | 73 (19.7) | 370 (100) | |
| No computer | 141 (38.1) | 48 (13.0) | 23 (6.2) | 212 (57.3) | Chi-Square =55.343 df 4 p value = .000 |
| One computer | 40 (10.8) | 53 (14.3) | 42 (11.4) | 135 (36.5) | |
| Two or more computers | 5 (1.4) | 10 (2.7) | 8 (2.2) | 23 (6.2) | |
| Total | 186 (50.3) | 111 (30.0) | 73 (19.7) | 370 (100) | |
| No mobile phone | 5 (1.4) | 2 (0.5) | 0 (0) | 7 (1.9) | Chi-Square =20.963 df 6 p value = .002 |
| One mobile phone | 104 (28.1) | 39 (10.5) | 26 (7.0) | 169 (45.7) | |
| Two or mobile phones | 77 (20.8) | 70 (19.0) | 47 (12.7) | 194 (52.4) | |
| Total | 186 (50.3) | 111 (30.0) | 73 (19.7) | 370 (100) | |

On the basis of income, 268 families (72.5%) out of the total sample subscribes to a newspaper. Among them 95 (25.7%) of the families belonging to lower income group (below 10,000 rupees) subscribes to newspaper, while 77 (20.8%) families are from the second income group and 61 (16.5%) families are from the third income group. Interestingly there is a significant relationship between income status of the respondent families and their newspaper subscription pattern with a p value of .00. In all income groups, those who subscribe at least one newspaper outnumber those who

do not subscribe newspaper or those who subscribe two or more newspapers. From this it is possible to conclude that subscribing a newspaper has become a norm in the family settings in Kerala irrespective of income status.

221 families out of 370 do not own a radio set at all. It can be taken that popularity of radio is not at par when compared to television and newspaper. Members from the remaining 149 families possess a radio set. The families who own a radio set are scattered into all income group. We have 19.5% from lower income group, 13.8% of families from group two, and 7.0% of families from group three respectively. The data indicates that there is no significant relation (p -value=. 312) between radio and monthly family income.

Out of the total sample size of the study only 32 (8.6%) families do not possess a television. The income level of those families those who do not have a television set falls in the lower income group (less than 10,000 rupees). The numbers of families who have at least one television set differ in each income group significantly. There are 155 (41.9%) families from income group of up to 10,000 rupees, 104 (28.1%) families from income group from 10,000 to 25,000 rupees and 68 (18.4%) families from income group of above 25,000 rupees. There is no notable difference between the income groups in their ownership of more than one television sets: 3 (0.8%) from lower income group, 5 (1.4%) from middle income group and 3 (0.8%) from high income group. However Chi square test shows that there is a remarkable divide in monthly income levels among families in non-availability of television sets that keeps association between monthly income and ownership of television with probability value below 0.05 (p - value=. 000).

Most of the families consider television as a necessary household media. Television is a popular medium within the family. Family members share their moments in and around the television, which almost finds a place in the living room. Television provides information, news and entertainment

to family members. The audio visual medium is owned by 338 families constituting 91.4% of the total sample size.

Personal computers have found it difficult to enter into a good number of families in the state. Out of 370 families taken for the study 212 (57.3%) families don't own a personal computer in their home. Considering the income group, 141 families from lower income group i.e. below rupees 10,000 do not have a personal computer in their home. The relationship between the income and families with no computer is very clear (p -value=.000). In general, personal computer is yet make a foray into families in Kerala when taking its availability in medium and higher income groups. Presence of mobile phones, that substitute a computer in many ways, may be the reason for scanty presence of personal computers in homes.

Advancement in technology had resulted in the wide acceptance of mobile phones as an essential medium of communication by our family members. Only 7 (1.9%) families out of total sample size don't have a mobile phone. All other families from every group of income own mobile phones. Out of 370 families, 363 families (98.1%) own at least one mobile phone and 161 (43.5%) families owns two mobile phones. A small number 33 (8.9%) of families even have more than three mobile phones. The reason noted by the researcher for having more than one mobile phone within a family is due to the increase in number of total family members. There is a significant relation between income and mobile ownership (p -value=.002).

Family Income and Household Media Use

Newspapers are the second choice of families among household media after television. Newspapers are used primarily for information gathering by majority of families. There are 235 families who regularly read newspaper among three income groups (103 from first income group, 75 from second income group, and 57 from third income group). There is a remarkable difference between the number of lesser income families and families from other income groups in terms of the regularity of newspaper reading. Chi

square test shows that there is a remarkable divide in monthly family income that keep association between newspaper reading among three income groups with a probability value (p-value=.007) less than .05.

Table 4.8: Family Income and Household Media Regularity

| Media | Regularity | Low | Medium | High | Total | Statistics |
|-------------------|-------------|---------------|---------------|--------------|---------------|--|
| Newspaper | Regularly | 19 (7.1) | 7 (2.6) | 10 (3.7) | 36 (13.4) | Chi-Square= 17.837 df 6 p value = .007 |
| | Quite often | 53 (19.8) | 26 (9.7) | 21 (7.8) | 100 (37.3) | |
| | Sometimes | 31 (11.6) | 42 (15.7) | 26 (9.7) | 99 (36.9) | |
| | Never | 8 (3) | 14 (5.2) | 11 (4.1) | 33 (12.3) | |
| | Total | 111 (41.4) | 89 (33.2) | 68 (25.4) | 268 (100) | |
| Radio | Regularly | 3 (2.0) | 4 (2.7) | 2 (1.3) | 9 (6.0) | Chi-Square = 7.42 df 6 p value = .283 |
| | Quite often | 26 (17.4) | 11 (7.4) | 10 (6.7) | 47 (31.5) | |
| | Sometimes | 34 (22.8) | 33 (22.1) | 13 (8.7) | 80 (53.7) | |
| | Never | 9 (6.0) | 3 (2.0) | 1 (0.7) | 13 (8.7) | |
| | Total | 72 (48.3) | 51 (34.2) | 26 (17.4) | 149 (100) | |
| Television | Regularly | 11 (3.3) | 6 (1.8) | 5 (1.5) | 22 (6.5) | Chi-Square = 10.39 df 6 p value =.109 |
| | Quite often | 75 (22.2) | 33 (9.8) | 26 (7.7) | 134 (39.6) | |
| | Sometimes | 58 (17.2) | 58 (17.2) | 35 (10.4) | 151(44.7) | |
| | Never | 14 (4.1) | 12 (3.6) | 5 (1.5) | 31(9.2) | |
| | Total | 158 (46.7) | 109 (32.2) | 71 (21.0) | 338(100) | |
| Personal Computer | Regularly | 2 (1.3) | 3 (1.9) | 0 (0.0) | 5 (3.2) | Chi-Square = 6.601 df 6 p value = .359 |
| | Quite often | 9 (5.7) | 7 (4.4) | 12 (7.6) | 28 (17.7) | |
| | Sometimes | 27 (17.1) | 40 (25.3) | 26 (16.5) | 93 (58.9) | |
| | Never | 7 (4.4) | 13 (8.2) | 12 (7.6) | 32 (20.3) | |

| Media | Regularity | Low | Medium | High | Total | Statistics |
|--------------|-------------|---------------|---------------|--------------|---------------|---|
| | Total | 45 (28.5) | 63 (39.9) | 50 (31.6) | 158 (100) | |
| Mobile phone | Regularly | 25 (6.9) | 9 (2.5) | 10 (2.8) | 44 (12.1) | Chi-Square = 9.61 df 6 p value = .142 |
| | Quite often | 93 (25.6) | 51 (14.0) | 30 (8.3) | 174 (47.9) | |
| | Sometimes | 55 (15.2) | 47 (12.9) | 32 (8.8) | 134 (36.9) | |
| | Never | 8 (2.2) | 2 (0.6) | 1 (0.3) | 11 (3.0) | |
| | Total | 181 (49.9) | 109 (30.0) | 73 (20.1) | 363 (100) | |

The radio use of families and their monthly income do not have any notable relation between them. Majority of the families participating in the research do not even possess a radio set at home. There are only 149 families who possess radio. Out of it radio listeners numbers members of 136 families used to listen radio at least at a regular interval. Chi square test shows that there is no notable association between the income of families and regularity of radio listening (p- value=.283).

Out of 338 families those who use television as a household medium, 22 families watch it on a regular basis. Out of those 22 families 11 belong to lower income group (up to 10,000), 6 families belong to middle income group (10,001 to 25,000) and remaining 5 families belong to high income group (above 25,000). More than *regular* family viewing, it is *quite often* viewing families' number more. Members of 134 families (75 from lower income group, 33 from middle income group, and 26 from high income group) watch television *quite often* by family member's altogether. There is no significant relation between monthly family income and regularity of television viewing (p-value=. 109).

There is one notable difference in monthly incomes of families and the regularity of personal computer use. The number of families from the different income groups those who use personal computer on a regular

interval is 126. There is no difference between the income groups in the regularity of use of personal computer by family members. Chi square test shows that there is no significant relation between non-use of computer and difference in income of family (p- value= .359).

The monthly income of families has some relation to their use of mobile phones. There are only 11 (2.7%) families those who do not use mobile phones at all even though they possess it. The number of families using mobile phones on a regular basis is 44 (12.1 %). Families who use mobile phone quite often are 174 (47.9 %) in number, and those who use it only sometimes are 134 (36.9 %). The smallest income group have 177 families those who use mobile phone regularly. The number decreases to 107 and 72 respectively as we move to higher income levels. Chi square test shows that there is no notable association between the monthly income of families and regularity of mobile phones (p- value=. 142).

Family Income and Household Media Utility

Monthly family income was considered to cross-check and find out whether there is any relation between utility of any household media and the family income. Earlier it was found that the availability of different medium was affected by the monthly income of family.

Table 4. 9: Family Income and Household Media Utility

| Media | Utility | Low | Medium | High | Total | Statistics |
|------------|---------------|----------------|---------------|---------------|---------------|---|
| Newspaper | Information | 110 (41.04) | 88 (32.83) | 67 (25.0) | 265 (98.9) | Chi-Square = .124 df 2 p value = .940 |
| | Entertainment | 1 (0.3) | 1 (0.3) | 1 (0.3) | 3 (1.1) | |
| | Total | 111 (41.41) | 89 (33.20) | 68 (25.37) | 268 (100) | |
| Radio | Information | 16 (10.7) | 13 (8.7) | 5 (3.4) | 34 (22.8) | Chi-Square =.411 df 2 p value = .814 |
| | Entertainment | 56 (37.6) | 38 (25.5) | 21 (14.1) | 115 (77.2) | |
| | Total | 72 (48.3) | 51 (0) | 26 (17.4) | 149 (100) | |
| Television | Information | 54 | 42 | 21 | 117 | Chi- |

| | | | | | | |
|----------------------|---------------|---------------|---------------|--------------|---------------|--|
| | | (16.0) | (12.4) | (6.2) | (34.6) | Square = 1.548 df 2 p value = .461 |
| | Entertainment | 104 (30.8) | 67 (19.8) | 50 (14.8) | 221 (65.4) | |
| | Total | 158 (46.7) | 109 (32.2) | 71 (21.0) | 338 (100) | |
| Personal Computer | Information | 24 (15.2) | 38 (24.1) | 36 (22.8) | 98 (62.0) | Chi- Square = 4.892 df 4 p value = .299 |
| | Entertainment | 16 (10.1) | 16 (10.1) | 11 (7.0) | 43 (27.2) | |
| | Communication | 5 (3.2) | 9 (5.7) | 3 (1.9) | 17 (10.8) | |
| | Total | 45 (28.5) | 63 (39.9) | 50 (31.6) | 158 (100) | |
| Mobile phone | Information | 1 (0.3) | 2 (0.6) | 2 (0.6) | 5 (1.4) | Chi- Square = 4.418 df 4 p value = .352 |
| | Entertainment | 0 (0) | 1 (0.3) | 0 (0) | 1 (0.3) | |
| | Communication | 180 (49.6) | 106 (29.2) | 71 (19.6) | 357 (98.3) | |
| | Total | 181 (49.9) | 109 (30) | 73 (20.1) | 363 (100) | |

Newspaper as an information provider is considered by 98.9 % of the families those who subscribed it. Among them 41.04% belongs to lower income group, 32.83% from group two and 25 % belongs to higher income group. There is no significant relation between the utility of newspaper and monthly family income (p-value=. 940).

Radio does not play any major role in family. The utility of radio and monthly income have no significant relation (p-value=. 814). The choice of program selection plays role in income groups. 37.6% of families from lower income group, 25.5% of families from middle income group, and 14.1% of families from income group use radio as a medium of entertainment. The data shows that the use of radio and difference in families' monthly income is not at all an affecting factor.

The utility of television seems to be same among three different income groups. 30.8% of families from lower income group, 19.8% of families from middle income group, and 68.4% of families from high income group indicated entertainment as their primary utility of television. Chi square test

shows that the income divide among families doesn't keeps association between television availability among the families of rural and urban area (p-value=.461).

Among the families studied, those who owns personal computer at home 98 (62%) families use it for gathering information. Among these 98 families, 24 belong to lower income group, 38 belong to middle income group and remaining 36 belong to the third income group. The members of 43 families use computers as a medium of entertainment. Members of remaining 17 families who participated in the study use computer as a medium of communication. There is no significant relation between monthly family income and utility of computer (.299). The mobile phone is used primarily for communication by 98.3% of the families from three different income groups. There is no sign of change among different income group and utility of mobile (p-value=.352).

In short, income status of the families sampled does not determine the perceived utility of various media.

Family Size and Household Media Availability

The data reveals that mobile phones are the only medium where the number of handsets increases with the increase in number of family members. As per the data collected 57.3% of the sample families do not have personal computers. According to Annual Status of Education Report published in 2014, Kerala had at least one computer literate person in 39.17 lakhs (49%) of families. But this does not mean that those families have a personal computer in their home or that they all have the purchasing power to possess a personal computer. For Internet penetration in the state the figures are very high compared to national averages.

Table 4.10: Family Size and Household Media Availability

| Available Media | Small | Medium | Big | Total | Statistics | |
|------------------------|-----------|------------|----------|------------|---|--|
| No newspaper | 30 (8.1) | 66 (17.8) | 6 (1.6) | 102 (27.6) | Chi-Square= 4.479 df 4 p value =.345 | |
| One newspaper | 45 (12.2) | 168 (45.4) | 20 (5.4) | 233 (63.0) | | |
| Two or more newspaper | 8 (2.2) | 24 (6.5) | 3 (0.8) | 35 (9.5) | | |
| Total | 83 (22.4) | 258 (69.7) | 29 (7.8) | 370 (100) | | |
| No Radio set | 43 (11.6) | 156 (42.2) | 22 (5.9) | 221 (59.7) | Chi-Square =5.362 df 2 p value = .069 | |
| One Radio set | 40 (10.8) | 102 (27.6) | 7 (1.9) | 149 (40.3) | | |
| Total | 83 (22.4) | 258 (69.7) | 29 (7.8) | 370 (100) | | |
| No television set | 9 (2.4) | 22(5.9) | 1 (0.3) | 83 (22.4) | Chi-Square =7.185 df 4 p value =.126 | |
| One television set | 72 (19.5) | 230 (62.2) | 25(6.8) | 258 (69.7) | | |
| Two or more television | 2 (0.5) | 6 (1.6) | 3 (0.8) | 29 (7.8) | | |
| Total | 32 (8.6) | 327(88.4) | 11(3) | 370 (100) | | |
| No computer | 54 (14.6) | 145 (39.2) | 13 (3.5) | 212 (57.3) | Chi-Square =4.332 df 4 p value = .363 | |
| One computer | 25 (6.8) | 97 (26.2) | 13 (3.5) | 135 (36.5) | | |
| Two or more computers | 4 (1.1) | 16 (4.3) | 3 (0.8) | 23 (6.2) | | |
| Total | 83 (22.4) | 258 (69.7) | 29 (7.8) | 370 (100) | | |
| No mobile phone | 2 (0.5) | 5 (1.4) | 0 (0) | 7 (1.9) | Chi-Square =131.099 df 6 p value = .000 | |
| One mobile phone | 63 (17.0) | 102 (27.6) | 4 (1.1) | 169 (45.7) | | |
| Two or mobile phones | 18 (4.9) | 151 (40.8) | 25 (6.8) | 33 (8.9) | | |
| Total | 83 (22.4) | 258 (69.7) | 29 (7.8) | 370 (100) | | |

Subscription to newspapers and number of family members does not matter at all. There is no significant relation between the number of family members and newspaper subscriptions (p-value=.345). Out of 258 medium sized family 168 (45.4%) families subscribe at least one newspaper. Small families constitute 45 numbers in subscribing one newspaper and remaining 20 families are included in the large family group.

Radio is not a medium with good acceptance among the families in the state. Out of 370 families 221 families do not have a radio in home.

There is no significant relation between families' radio preference and number of family members (p-value= .069).

The table reveals that there is no significant relation between the size of the family and owning a television. 327 (88.4%) families own at least one television. Among those families those who owns at least one television, medium size (4-6 members) families (62.2%) numbers the most. Chi square test shows that there is no remarkable family size divide in having television sets at home that keeps association between television availability and number of family members (p-value=.126).

Computer does not play any role among the families in the state. The table reveals that small and medium sized families owns computer more than large families with seven or more members. There is no significant relation between the number of family members and owning a computer for the family (p-value=.363).

Mobile phone stands apart from the three media explored above when compared with the number of family members. As the number of family members increase so does the number of mobile sets from small families to medium families. But the number does not increase when compared to large sized family group. The significant relation shows that small families (1-3 members) do not have more than two mobile sets in their family (p-value=.000). The other two groups, medium and large group of families, own more than three mobile sets. Combined together there are 33 families who possess more than three phones.

Family Size and Household Media Use

Family size is categorized into three: small, medium, and large. Families with three or fewer members belong to the small family group. Families with four to six members are included in the medium family group and families with seven or more members are classified as large families.

Table 4.11: Family size and Regularity Household Media Use

| Media | Regularity | Large | Medium | Small | Total | Statistics |
|-------------------|-------------|-----------|------------|-----------|------------|---|
| Newspaper | Regularly | 2 (0.7) | 28 (10.4) | 6 (2.2) | 36 (13.4) | Chi-Square= 3.193 df 6 p value = .784 |
| | Quite often | 9 (3.4) | 72 (26.9) | 19 (7.1) | 100 (37.3) | |
| | Sometimes | 7 (2.6) | 70 (26.1) | 22 (8.2) | 99 (36.9) | |
| | Never | 5 (1.9) | 22 (8.2) | 6 (2.2) | 33 (12.3) | |
| | Total | 23 (8.6) | 192 (71.6) | 53 (19.8) | 268 (100) | |
| Radio | Regularly | 0 (0.0) | 6 (4.0) | 3 (2.0) | 9 (6.0) | Chi-Square = 4.56 df 6 p value = .601 |
| | Quite often | 2 (1.3) | 32 (21.5) | 13 (8.7) | 47 (31.5) | |
| | Sometimes | 3 (2.0) | 55 (36.9) | 22 (14.8) | 80 (53.7) | |
| | Never | 2 (1.3) | 9 (6.0) | 2 (1.3) | 13 (8.7) | |
| | Total | 7 (4.7) | 102 (68.5) | 40 (26.8) | 149 (100) | |
| Television | Regularly | 0 (0.0) | 16 (4.7) | 6(1.8) | 22(6.5) | Chi-Square = 2.78 df 6 p value =.836 |
| | Quite often | 12 (3.6) | 95 (28.1) | 27 (8.0) | 134 (39.6) | |
| | Sometimes | 13 (3.8) | 103 (30.5) | 35 (10.4) | 151(44.7) | |
| | Never | 3(0.9) | 22 (6.5) | 6 (1.8) | 31 (9.2) | |
| | Total | 28 (8.3) | 236 (69.8) | 74 (21.9) | 338 (100) | |
| Personal Computer | Regularly | 0 (0.0) | 3 (1.9) | 2 (1.3) | 5 (3.2) | Chi-Square = 8.06 df 6 p value = .233 |
| | Quite often | 2 (1.3) | 21 (13.3) | 5 (3.2) | 28 (17.7) | |
| | Sometimes | 7 (4.4) | 70 (44.3) | 16 (10.1) | 93 (58.9) | |
| | Never | 7 (4.4) | 19 (12.0) | 6 (3.8) | 32 (20.3) | |
| | Total | 16 (10.1) | 113 (71.5) | 29 (18.4) | 158 (100) | |
| Mobile phone | Regularly | 2 (0.6) | 30 (8.3) | 12 (3.3) | 44 (12.1) | Chi-Square =5.64 df 6 p value = .464 |
| | Quite often | 15 (4.1) | 117 (32.2) | 42 (11.6) | 174 (47.9) | |
| | Sometimes | 12 (3.3) | 99 (27.3) | 23 (6.3) | 134 (36.9) | |
| | Never | 0 (0.0) | 7 (1.9) | 4 (1.1) | 11 (3.0) | |
| | Total | 29 (8.0) | 253 (69.7) | 81 (22.3) | 363 (100) | |

There is no notable difference in the regularity reading of newspaper by number of family members. The number of families from different groups those who read newspaper daily is 235 (87.7%). Chi square test shows that

there is no significant relation between reading newspaper and difference in religious belief of family (p- value= .784).

Radio usage and number of family members do not have any notable relation between them. Majority of the families participated in the research do not even possess a radio set at home. Members of 136 families listen to radio at a regular interval. Among them only members of 9 families join together to listen radio on a regular basis. Chi square test shows that there is no notable association between the religious belief of families and regularity of radio listening (p - value=.601).

Those who view television on regular basis are 22 (6.5%) families. Families who watch television quite often are 134 (39.6 %) in number, and those who use it only sometimes are 151 (44.7%) in number. The only difference felt is between the numbers of those families who do not watch television in the different income groups. There are 31 families where members do not watch television together at all, even though they possess it. The number of families from the large family group who do not watch television is only 6. Chi square test shows that there is no notable association between the number of family members and regular viewing of television (p- value=. 836).

The number of families from different family sizes of those who use personal computer on a daily basis is 126 (79.7%). There is no notable difference by family size in the regularity of personal computer use. Chi square test shows that there is no significant relation between regular use of computer and difference in religious belief of family (p- value= .233).

Family size does not have any relation to their use of mobile phones. There are only 11 (3%) families those who do not use mobile phones even though they own it. Those using mobile phones on a regular basis are 44 (12.1%) families. Families of those who use mobile phone quite often are 174 (47.9%) in number, and those who use it only sometimes are 134 (36.9%) in number. Altogether members of 352 (97%) families use mobile to meet their necessities. Chi square test shows that there is no notable

association between the religious belief of families and regularity of mobile phones (p- value=. 464).

Family Size and Household Media Utility

Number of family members is a factor that affects media use at home. Utility of household media is cross-checked with the size of family to see whether there is any significance relation between them.

Table 4.12: Family size and Household Media Utility

| Media | Utility | Small | Medium | Big | Total | Statistics |
|-------------------|---------------|---------------|----------------|--------------|---------------|--|
| Newspaper | Information | 52 (19.40) | 190 (70.89) | 23 (8.5) | 265 (98.9) | Chi-Square= .533 df 2 p value = .758 |
| | Entertainment | 1 (0.3) | 2 (0.6) | 0 (0) | 3 (1.1) | |
| | Total | 53 (19.77) | 192 (71.64) | 23 (8.5) | 268 (100) | |
| Radio | Information | 9 (6.0) | 24 (16.1) | 1 (0.7) | 34 (22.8) | Chi-Square =.321 df 2 p value =.852 |
| | Entertainment | 31 (20.8) | 78 (52.3) | 6 (4.0) | 115 (77.2) | |
| | Total | 40 (26.8) | 102 (68.5) | 7 (4.7) | 149 (100) | |
| Television | Information | 30 (8.9) | 75 (22.2) | 12 (3.6) | 117 (34.6) | Chi-Square = 2.827 df 2 p value = .243 |
| | Entertainment | 44 (13.0) | 161 (47.6) | 16 (4.7) | 221 (65.4) | |
| | Total | 74 (21.9) | 236 (69.8) | 28 (8.3) | 338 (100) | |
| Personal Computer | Information | 17 (10.8) | 68 (43.0) | 13 (8.2) | 98 (62.0) | Chi-Square = 4.332 df 4 p value =.363 |
| | Entertainment | 7 (4.4) | 34 (21.5) | 2 (1.3) | 43 (27.2) | |
| | Communication | 5 (3.2) | 11 (7.0) | 1 (0.6) | 17 (10.8) | |
| | Total | 29 (18.4) | 113 (71.5) | 16 (10.1) | 158 (100) | |
| Mobile phone | Information | 0 (0) | 5 (1.4) | 0 (0) | 5 (1.4) | Chi-Square = 2.653 df 4 p value = .618 |
| | Entertainment | 0 (0) | 1 (0.3) | 0 (0) | 1 (0.3) | |
| | Communication | 81 (22.3) | 247 (68.0) | 29 (8.0) | 357 (98.3) | |
| | Total | 81 (22.3) | 253 (69.7) | 29 (8.0) | 363 (100) | |

Newspaper appears to be a non-influencing factor when cross examined with the variable of family size are compared (p-value=. 758). The

main use of the newspaper is information gathering among all groups. (19.40% from small sized, 70.89 % from medium sized and 8.5 % from large family).

According to this study radio is not a medium widely used among families. The size of the families does not have any influence over its utility (p-value=. 852). Among the 115 families out of 149 families those owns a radio set (20.8% of small families, 52.3% of medium families and 4% of large sized families) use it as an entertainment medium.

Television utility and the size of the family do not seem to be correlated (p-value=. 243). Families from small, medium, and large consider television as a medium of entertainment. A total of 221 families (13 % of small families, 47.6% of medium families, and 65.4 % of large families) out of 338 consider it as entertainment media and 117 families (8.9% of small families, 22.2% of medium families and 3.6% of large families) use television to gather information.

There is no significant relation between size of the family and the utility of computers (p-value=. 363). Mobile phone utility and size of family when compared together is not significantly correlated (p-value=. 618). Mobile phone is primarily used for communication by 357 out of 363 (22.3% of small family group, 68 % of medium family group, and 8 % of large family).

Religion and Household Media Availability

Apart from geographical location, monthly income difference and number of family members in families who participated in the study, the researcher intended to see whether their religious beliefs affects the families' owning or subscribing any medium to gather news, information and get entertainment at home. The data reveals that all religious believers in the state showed almost similar characteristics towards subscribing or owning a medium for family use.

The 2011 census data shows that 54.73% of Kerala's population belongs to Hindu religion. 26.56% belongs to Islamic religion and 18.38% of the population belongs to Christian Religion. The remaining 0.32% of the

population is either from other religions or those who do not follow any religion. The frequency of data reveals that the families following different religions live together to have a secular face for the state. Though the number varies, the places where the researcher made the sample collection process, families belonging to all the three major religions namely Hindus, Muslims, and Christians were found living as neighbors.

Table 4.13: Religion and Household Media Availability

| Available Media | Christian | Muslim | Hindu | Total | Statistics |
|------------------------|-----------|--------------|---------------|---------------|--|
| No newspaper | 11 (3.0) | 9 (2.4) | 82 (22.2) | 102 (27.6) | Chi-Square=3.598 df 4 p value = .463 |
| One newspaper | 26 (7.0) | 33 (8.9) | 174 (47.0) | 233 (63.0) | |
| Two or more newspaper | 5 (1.4) | 2 (0.5) | 28 (7.6) | 35 (9.5) | |
| Total | 42 (11.4) | 44 (11.9) | 284 (76.8) | 370 (100) | |
| No Radio set | 23 (6.2) | 32 (8.6) | 166 (44.9) | 221 (59.7) | Chi-Square =3.714 df 2 p value = .156 |
| One Radio set | 19 (5.1) | 12 (3.2) | 118 (31.9) | 149 (40.3) | |
| Total | 42 (11.4) | 44 (11.9) | 284 (76.8) | 370 (100) | |
| No television set | 3 (0.8) | 4 (1.1) | 25 (6.8) | 32 (8.6) | Chi-Square =1.848 df 4 p value = .764 |
| One television set | 39 (10.5) | 39 (10.5) | 249 (67.3) | 327 (88.4) | |
| Two or more television | 0 (0) | 1 (0.3) | 10 (2.7) | 11 (3.0) | |
| Total | 42 (11.4) | 44 (11.9) | 284 (76.8) | 370 (100) | |
| No computer | 17 (4.6) | 22 (5.9) | 173 (46.8) | 212 (57.3) | Chi-Square =9.63 df 4 p value =.046 |
| One computer | 23 (6.2) | 20 (5.4) | 92 (24.9) | 135 (36.5) | |
| Two or more computers | 2 (0.5) | 2 (0.5) | 19 (5.1) | 23 (6.2) | |
| Total | 42 (11.4) | 44 (11.9) | 284 (76.8) | 370 (100) | |
| No mobile phone | 1 (0.3) | 0 (0) | 6 (1.6) | 7 (1.9) | Chi-Square =9.918 df 6 p value = .128 |
| One mobile phone | 17 (4.6) | 14 (3.8) | 138 (37.3) | 169 (45.7) | |
| Two or mobile phones | 24 (6.5) | 30 (8.1) | 140 (37.8) | 169 (52.4) | |
| Total | 42 (11.4) | 44 (11.9) | 284 (76.8) | 370 (100) | |

Considering newspaper among the print medium, there were 268 families who subscribed newspaper at home. Out of this 35 families belonged to Islam as their religion constituting 79.5 percent of the total Muslim families in the sample. There were 31 families from the Christian religion making 73.8% of the total Christian families. The remaining 202 families who subscribed to newspapers belong to the Hindu religion making 71.1% of the total sample size of Hindu families. There is no significant relation between religious belief and owning television (p-value=. 463).

Among all media we use at home, the Radio is considered as the cheapest and the medium, which has the widest reach. But out of 370 samples that responded to the study, 221 families constituting 59.7% of the total sample size do not have a radio in their family. The remaining 40.3% of families who possess a radio is distributed in all the religious classification of the samples. 27.2% families from Islam religion, 45.2% of families from Christian religion and 41.5% of families from Hindu religion have radio sets for their families. Radio is not at all significantly correlated to the religious beliefs of families those who possess it (p-value=. 156).

91.4% (N=338) of the total sample size own television sets. Out of these 40 families belonged to Islam religion making 90.9% of the Muslim families from the sample size. 39 families belonged to Christian religion making 92.8% of the Christian families out of the total sample size. The remaining 259 families belong to Hindu religion making 91.1% of the total number of Hindu families.

The overall picture is that religious beliefs and the ownership of different household media do not correlate with each other (p-value=.764). So it can be assumed that being a media-literate state families believing in different religions do not consider their religion when choosing or possessing any media for their family members.

Personal computers still seem to be outsiders in majority of families in Kerala. 212 (57.3%) families out of 370 do not own a personal computer.

Examining the data we can see that 50% of Islam religion, 59.5% of Christian families, and 39.08% of Hindu families owns personal computers at their homes. Though there seems to be a gap between the number of Islamic families and Hindu families having personal computers it is not significant when compared to the number of Christian families who own personal computers (p-value=.046).

The smartphone is the latest medium used for different purposes. Out of 370 families who responded to the study, 363 families have access to mobile phone technology. Out of these 363 families, 169 (45.7%) families have only one mobile set. But considering other media use, the mobile phone is the one with the greatest acceptance among the families. There is no significant relationship between the religion in which families believe and usage of mobile phones among family members. All the 44 Muslim families participated in the study possessed mobile sets in their home. 97.6% of Christian families and 97.8% of Hindu families possessed mobile phones. There is no significant relationship between religious belief and mobile possession of family members (p-value=.128).

Religion and Regularity Household Media Use

There is no notable difference in religious beliefs of families and the regularity of reading of newspapers. The number of families from different religious groups those who read newspaper daily is 235 (87.7%) and those who do not read it at all is 33 (12.3%) even they subscribe it. The minority religions (Christians 25 (9.4%), Muslims 27 (10.1%) respectively) are almost the same in the number of those reading newspapers regularly. There are 183 (68.3%) of families believing in Hinduism who read newspaper on a regular basis. Chi square test shows that there is a significant relation between reading newspaper and difference in religious beliefs of families (p-value= .046).

Table 4.14: Religion and Regularity Household Media Use

| Media | Regularity | Christian | Muslim | Hindu | Total | Statistics |
|-------------------|-------------|-----------|-----------|------------|------------|--|
| Newspaper | Regularly | 7 (2.6) | 3 (1.1) | 26 (9.7) | 36 (13.4) | Chi-Square= 12.827 df 6 p value = .046 |
| | Quite often | 7 (2.6) | 9 (3.4) | 84 (31.3) | 100 (37.3) | |
| | Sometimes | 11 (4.1) | 15 (5.6) | 73 (27.2) | 99 (36.9) | |
| | Never | 6 (2.2) | 8 (3) | 19 (7.1) | 33 (12.3) | |
| | Total | 31 (11.6) | 35 (13.1) | 202 (75.4) | 268 (100) | |
| Radio | Regularly | 3 (2.0) | 1 (0.7) | 5 (3.4) | 9 (6.0) | Chi-Square = 6.13 df 6 p value = .408 |
| | Quite often | 5 (3.4) | 2 (1.3) | 40 (26.8) | 47 (31.5) | |
| | Sometimes | 10 (6.7) | 7 (4.7) | 63 (42.3) | 80 (53.7) | |
| | Never | 1 (0.7) | 2 (1.3) | 10 (6.7) | 13 (8.7) | |
| | Total | 19 (12.8) | 12 (8.1) | 118 (79.2) | 149 (100) | |
| Television | Regularly | 4 (1.2) | 1 (.3) | 17 (5) | 22 (6.5) | Chi-Square =6.23 df 6 p value = .397 |
| | Quite often | 13 (3.8) | 12 (3.6) | 109 (32.2) | 134 (39.6) | |
| | Sometimes | 18 (5.3) | 24 (7.1) | 109 (32.2) | 151 (44.7) | |
| | Never | 4 (1.2) | 3 (.9) | 24 (7.1) | 31 (9.2) | |
| | Total | 39 (11.5) | 40 (11.8) | 259 (76.6) | 338 (100) | |
| Personal Computer | Regularly | 2 (1.3) | 1 (0.6) | 2 (1.3) | 5 (3.2) | Chi-Square = 9.088 df 6 p value = .169 |
| | Quite often | 4 (2.5) | 1 (0.6) | 23 (14.6) | 28 (17.7) | |
| | Sometimes | 12 (7.6) | 13 (8.2) | 68 (43.0) | 93 (58.9) | |
| | Never | 7 (4.4) | 7 (4.4) | 18 (11.4) | 32 (20.3) | |
| | Total | 25 (15.8) | 22 (13.9) | 111 (70.3) | 158 (100) | |
| Mobile phone | Regularly | 7 (1.9) | 3 (0.8) | 34 (9.4) | 44 (12.1) | Chi-Square = 11.30 df 6 p value = .079 |
| | Quite often | 16 (4.4) | 16 (4.4) | 142 (39.1) | 174 (47.9) | |
| | Sometimes | 18 (5.0) | 24 (6.6) | 92 (25.3) | 134 (36.9) | |
| | Never | 0 (0.0) | 1 (0.3) | 10 (2.8) | 11 (3.0) | |
| | Total | 41 (11.3) | 44 (12.1) | 278 (76.6) | 363 (100) | |

Radio use of families and their religious belief do not have any notable relation between them. Majority of the families participated in the research do not even possess a radio set at their home. There are 13 (8.7%) families who never listen to radio even though they own radio. Members of

136 families out of 149 those who have radio sets at home are almost regular listeners to a certain extent. The minority religious families numbers 18 (12.1%) from Christianity, 10 (7.2 %) families from Islam and the majority Hindu religion families numbers 108 (73.5%) among those who listen to the radio on a regular basis. Chi square test shows that there is no notable association between the religious belief of families and their regularity of radio listening (p- value=.408).

Religious belief of families does not have any relation with the television viewing. There are only 31 (9.2%) families those who do not watch television at all though they have television at home. The number of families viewing television on a regular basis is 22 (6.5%). Families of those who watch television quite often are 134 (39.6%) in number while those who use it only sometimes are 151 (44.7%) in number. The only significant difference felt is between the number of Christian (39) and Muslim (40) families and the number of Hindu families (259). Chi square test shows that there is no notable association between the religious belief of families and regular viewing of television (p- value=.397).

The number of families from different religious groups who use personal computers on a daily basis is 5 (3.2%) and those who do not use it are 32 (20.3%). The minority religions (Christians 18 (11.4 %), Muslims 15 (9.5%)) are almost the same in number of those using personal computer on a regular basis. There are 103 (58.9%) families believing in Hinduism who use computers on a regular basis. Chi square test shows that there is no significant relation between regular use of computer and difference in religious belief of family (p- value= .169).

The religious beliefs of families do not have any relation to their use of mobile phones. There are only 11 (3%) families those who do not use mobile phones even though those families possess it. Those using mobile phones on a regular basis are 44 (12.1%) families. Families of those who use mobile phone quite often are 174 (47.9%) in number and those who use it only sometimes are 134 (36.9 %) in number. Out of this, Christian families number 41 (11.3%), Muslim families numbers 43 (11.8%) and Hindu families

numbers 268 (74.4%) among those whose family members regularly use mobile phones. Chi square test shows that there is no notable association between the religious belief of families and regularity of mobile phones (p-value=.079).

Religion and Household Media Utility

Religious belief is crosschecked with the utility of household media so as to find out whether there is any significant relation between them.

Table 4.15: Religion and Household Media Utility

| Media | Utility | Christian | Muslim | Hindu | Total | Statistics |
|-------------------|---------------|---------------|---------------|----------------|---------------|--|
| Newspaper | Information | 31 (11.56) | 35 (13.05) | 199 (74.25) | 265 (98.9) | Chi-Square= .991 df 2 p value = .609 |
| | Entertainment | 0 (0) | 0 (0) | 3 (1.1) | 3 (1.1) | |
| | Total | 31 (11.56) | 35 (13.05) | 202 (75.37) | 268 (100) | |
| Radio | Information | 4 (2.7) | 1 (0.7) | 29 (19.5) | 34 (22.8) | Chi-Square = 1.670 df 2 p value = .434 |
| | Entertainment | 15 (10.1) | 11 (7.4) | 89 (59.7) | 115 (77.2) | |
| | Total | 19 (12.8) | 12 (8.1) | 118 (79.2) | 149 (100) | |
| Television | Information | 11 (3.3) | 22 (6.5) | 84 (24.9) | 117 (34.6) | Chi-Square = 8.597 df 2 p value = .014 |
| | Entertainment | 28 (8.3) | 18 (5.3) | 175 (51.8) | 221 (65.4) | |
| | Total | 39 (34.6) | 40 (11.8) | 259 (76.6) | 338 (100) | |
| Personal Computer | Information | 16 (10.1) | 11 (7.0) | 71 (44.9) | 98 (62.0) | Chi-Square = 3.148 df 4 p value = .533 |
| | Entertainment | 8 (5.1) | 8 (5.1) | 27 (17.1) | 43 (27.2) | |
| | Communication | 1 (0.3) | 3 (1.9) | 13 (8.2) | 17 (10.8) | |
| | Total | 25 (15.8) | 22 (13.9) | 111 (70.3) | 158 (100) | |
| Mobile phone | Information | 0 (0) | 1 (0.3) | 4 (1.1) | 5 (1.4) | Chi-Square = 1.148 df 4 p value = .887 |
| | Entertainment | 0 (0) | 0 (0) | 1 (0.3) | 1 (0.3) | |
| | Communication | 41 (11.3) | 43 (11.8) | 273 (75.2) | 357 (98.3) | |
| | Total | 41 (11.3) | 44 (12.1) | 278 (76.6) | 363 (100) | |

Families believing in different religion do not have different utility choice over newspaper. Majority of families those who subscribe to a newspaper (265 out of 268) use it for information gathering. There is no significant relation between the utility of newspaper and religious belief of families (p-value=.609).

Radio is used as a medium for entertainment by majority of the families who possess it. There is no religious difference in using radio. Out of the 149 families using radio, 15 Christian families, 11 Muslim families and 89 Hindu families use radio for entertainment. The remaining 34 families use it as an information provider. There is no significant relation between religious belief and radio use among the families (p-value=.434).

Religion does not play any vital role in television utility by family members. The table reveals that television is used as a medium for entertainment by majority of families from all religions (8.3% of Christian families, 5.3% of Muslim families and 51.8% of Hindu families). The only notable change is that while number of families from Christian (28 & 11) and Hindu (175 & 84) religions are higher in using televisions for entertainment, Muslim families doing the same are less compared to Muslim families using television to gather information.

Families use personal computers for information gathering, entertainment, and communication. The information-gathering group is larger than the other two. The number decreases in every religious column as we come down. There is no significant relation between religious belief and computer utility of the families (p-value=.533). Mobile phone utility and religious belief do not show any significant relation between them (p-value=.887). Majority of families from all religious belief (11.3% of Christian families, 11.8 % of Muslim families, and 75.2% of Hindu families) use it primarily for communication.

Part III:

EXPLORING FAMILY COMMUNICATION QUALITY

As detailed in the Chapter III of this study, the researcher based on the Family Communication Standards Instrument developed by John Caughlin for measuring the central construct of this study - Family Communication Quality. This was done after proper assessment of the socio-cultural behaviours of families in Kerala and subsequent contextualization process with the support of experts from Psychologists and Sociologists. In his original instrument Caughlin focused on seven quality aspects such as Openness, Maintaining Structural Stability, Expression Of Affection, Emotional Or Instrumental Support, Mind Reading, Politeness, Discipline, Humour Or Sarcasm, Regular Routine Interaction and Avoidance, in this research work, only a few of them were considered though the concepts of his instrument immensely influenced the FCQ instrument and its factors developed for this study. The researcher developed the FCQ instrument not merely depending on Caughlin's constructs; rather he relied on the rich body of literature in family communication and theoretical frameworks developed through the five decades. The quality dimensions thus identified and accepted for the instrument in this study are: Transparency, Control, Consideration, Affection, Discipline, Sarcasm or Humour and Everyday Interaction. These dimensions of FCQ were measured based on the responses to the statements developed to conceptualize them. For example, 'Transparency' aspect was measured on the responses to seven statements when dimension 'Control' was examined on the responses to four statements. Similar method was followed in evaluating other dimensions as well. Given below are the descriptive statistics of quality dimensions of family communication constructed thus:

Table 4.16: Descriptive Statistics of Quality Dimensions Family Communication (QDFC)

| Description | Family Communication Quality Dimensions | | | | | | |
|-------------|---|---------|---------------|-----------|------------|---------|----------------------|
| | Transparency | Control | Consideration | Affection | Discipline | Sarcasm | Everyday interaction |
| Mean | 16.85 | 7.73 | 4.00 | 6.88 | 3.15 | 1.79 | 7.00 |
| SD | 4.54 | 2.10 | 3.01 | 2.19 | 3.70 | 1.42 | 2.01 |
| Kurtosis | -.23 | .33 | -1.06 | -.07 | .44 | -1.08 | .31 |
| Skewness | -.91 | -.28 | .16 | .01 | 1.29 | .07 | -.91 |
| Minimum | 3 | 0 | 0 | 1 | 0 | 0 | 0 |
| Maximum | 21 | 12 | 11 | 12 | 12 | 6 | 9 |
| Mid-Point | 10.5 | 6 | 6 | 6 | 6 | 3 | 4.5 |

From the above table it is evident that quality dimensions like Transparency (M =16.85, SD = 4.54), Control (M =7.73, SD = 2.10), Affection (M = 6.88, SD = 2.19) and Everyday interaction (M = 7.00, SD = 2.01) scored higher mean scores than their respective mid points. Of these dimensions transparency, control and everyday interaction are seem to be faring well. Sarcasm (M = 1.79, SD = 1.42), Discipline (M = 3.15, SD = 3.70) and Consideration (M = 4.00, SD = 3.01) are existing at a lower level than the expected mid-point. However standard deviations of the quality dimensions are found to be less indicating that these characteristics of family communication are almost equally prevalent among the members of the family samples.

Openness/ transparency in family communication is an indication to the structural dynamics of the family and its internal relationship patterns. Most of the inquiries in this direction were focused on parent-child communication about specific complex issues like adoption, sexual orientation, premarital relations, drug abuse and alcoholism. When studies consider frequency of discussions and general assessment of openness in relation to those specific issues in this study the researcher considers openness in general terms signifying general subjects of discussion, form and content, and emotional aspects of relationships among the communication participants. From the table given below lets understand the

mean score of various aspects of transparency in communication in the sampled families.

Table 4.17: Mean score of Transparency Quality

| Transparency Quality Statements | Mean | Std. Deviation |
|---|-------------|-----------------------|
| In my family any one can talk openly to one another about any topic | 2.64 | .68 |
| Anyone can share their feelings (both good and bad) | 2.59 | .74 |
| Anyone can openly discuss topics including sex and drugs | 1.95 | 1.15 |
| Anyone can freely deal with issues that may be upsetting | 2.37 | .88 |
| Anyone can share their problems with one another | 2.44 | .79 |
| Anyone can tell other family members when something bothers them | 2.54 | .74 |
| Anyone can talk about it when something is wrong | 2.34 | .91 |

There are seven statements used on a Likert scales with four response options: Regularly (Score = 3), Often (Score = 2), Sometimes (Score =1) and Never (Score =0). The score range for each statement is 0 to 3.

Of the above statements, the one that scored the least mean score (related to openness in discussing topics like sex and drugs) is 1.95 (SD=1.15). The fall in mean score for this item denotes that open discussion of sex and drug in family environment still remains difficult for most of the families in Kerala. This is perhaps due to the fact that both the issues are considered to be social stigmas in Kerala. From this finding, it is possible to conclude that the nature of the topics is one of the factors that determine the degree of transparency in family communication. However it is to be noted that the statement 'Anyone can openly discuss topics including sex and drugs' secured the mean score of 1.95, which is higher than the average of 1.5.

From the fact that all the statements related to transparency secured higher mean scores, it is possible to conclude that the structure of the families in Kerala is comparatively strong when we view it from communication perspective. Higher degree of transparency is a mark of a well-structured communication environment with higher level of coherence and consciousness about relationships. Members of the family reported that they were free to express their feelings both good and bad in an open way irrespective of the nature of hierarchical relationships. They also perceive that they are very free to discuss even issues that may upset the entire family or the issues that may bother other family members. In short, members in families in Kerala enjoy freedom for transparent communication in all respects at a higher level.

Control Dimension

Power relations in families are formed based on the control aspects of communication between and among family members. But, this is not an independent factor, rather it is influenced and shaped by many external factors as families are sub-systems governed by norms and rules that emerged out of the socio-cultural contexts of different points of social history. The norms and rules negotiate the control of family interaction causing either stricter or liberal communication management in family environments. Control doesn't refer to imposing power over one another within the family, rather it is conceptualized as one's own thought process as to how communicate according to the role to be played simultaneously as father or husband or son or mother or wife or daughter and so on. So it is important to keep in mind that this conceptualization of relationship is not a static process, but a dynamic and evolving one over time. In this work the control dimension of family communication was constructed using four statements related to four basic concepts: control over conversations, domination in family decision making, a target point for listening and obeying and the pattern of conflict management.

Table 4.18: Mean Score of Control Quality

| Control Quality Statements | Mean | Std. Deviation |
|--|-------------|-----------------------|
| Let one person control most conversations | 1.35 | 1.23 |
| Have one person who dominates family decisions | 2.71 | .61 |
| Have one person in the family who everyone else always listens to and obeys | 2.54 | .81 |
| Only deal with conflict when everyone can do it without getting emotional about it | 1.13 | .96 |

The data show that the families' degree of control over communication is comparatively less than the average while the degree of domination on family decisions is very high. It denotes that in families in Kerala communication and decision-making are two distinct functions specifically defined by two factors - freedom and responsibility respectively. Members with less control are freer to discuss but the leader is more dominating and has the authority to take family decisions. Perhaps this is due to the nature and structure of families, which are small and managed mostly by breadwinners who have to be responsible for the decisions taken.

Yet another factor we found from the analysis of the data is that most of the families have a central decision-making point. This is mostly the leader of the family to whom everyone listens and who is to be obeyed. This a positive side of communication pattern in families. Since this dimension offers avenues for members to share their problems and seek solutions. This aspect works only when listening is clubbed with obeying and this sub factor is well rated by the respondents with high mean score of 2.54 (SD = .81).

It is possible to arrive at a conclusion that control dimension of conflict resolutions in the families is most often managed emotionally if the comparatively lower mean score of 1.13 (SD = .96) for the statement 'only deal with conflict when everyone can do it without getting emotional about it' is taken as evidence. It is worth noting that unlike the score for intelligence, management of conflict resolution is below average.

In short, families in Kerala feel that control over communication in their internal settings is comparatively less, though the concentration of power in family decision-making is higher. Emotional aspects often overpower the intelligent dimension of conflict resolutions in families. And, every member of the family has a very strong focal point person who listens to his/her feelings and expressions and who is to be obeyed to ensure better solutions in complex situations.

Consideration in Family Communication

Consideration as a quality of family communication was measured in this study using four sub factors in the form of four statements with four response options on a Likert scale ranging from: Regularly, Often, Sometimes and Never. The underlined concepts in the statements are: absence of free judgment with mean score of .89 (SD = 1.06), absence of bias with mean score of .66 (SD = .93), protection of privacy with mean score of 1.09 (SD = 1.06) and consideration for personal emotions with mean score of 1.35 (SD = 1.22).

Table 4.19: Mean Score of Consideration Quality

| Consideration Quality Statements | Mean | Std. Deviation |
|--|-------------|-----------------------|
| Nobody in the family shows personal prejudice while discussing various matters | .89 | 1.06 |
| Nobody in the family take side while discussing various matters | .66 | .93 |
| Avoid topics that are too personal | 1.09 | 1.06 |
| Avoid topics that are too hurtful | 1.35 | 1.22 |

The data yields lesser mean scores for each of these sub factors. No factor secured the score above 1.5, the overall average for each component.

It was found that individuality is considered less important in the family context of Kerala. In other words intimacy is at a higher rate in this families. From this we can conclude that culturally families in Kerala follow

eastern ethos with respect to consideration of individuality. In eastern cultures collectivity supersedes individuality in contrast to the trend in western culture. Yet another point to be highlighted here is that two social factors, gender and generation gaps have less influence in the consideration aspect of family communication in Kerala. However there is a possibility for change in this trend in the near future given the wider acceptance of gender equity, and related concepts as well as increasing impact of socio-economic and technological factors that strictly define generations with distinct characteristics with respect to their behaviours, internalization of their ideas, and conceptualization of society.

Affection in Family Communication

Verbal and non-verbal communication and space management are so crucial in the expression of affection in family communication environment. Physical closeness acts like hugging and kissing, and contextual expression of love and the degree of feeling emotional bonds were thus given due salience when framing the concept of affection and taking it for measurement. . There are four statements used to get responses of the respondents in relation to nonverbal aspects of family communication to gauge affection dimension. The total scores for the responses to four statements amount to 12 with a mid-point of 6. From the data in the table it is found that physical means of expressing love and the explicit utterance of 'I Love You' to the other members of the family are found to have lesser mean scores, i.e. very lesser than the average score of 1.5.

Table 4.20: Mean Score of Affection Quality

| Affection Quality Statements | Mean | Std. Deviation |
|---|-------------|-----------------------|
| Hug one another a lot | 2.44 | .88 |
| Often says things like "I love you" to other family members | .76 | 1.04 |
| Are very affectionate with one another | 2.44 | .84 |
| Show love through physical meaning (hugging, kissing etc.) | 1.24 | 1.10 |

On the other hand the other two statements that are related to affection with one another and hugging regularly one another are found to have the mean scores of 2.44 (SD = .84) and the mean score of 2.44 (SD = .88) respectively. Combining the scores of both the segments, affection as a quality dimension of communication within families in Kerala stands just above the average. From this it is possible to conclude that traditional pattern of spatial management and physical proximity are still maintained in the families in Kerala. In other words, explicit expression of love and affection is considered less important in families, in contrast to the practice in place in families of other cultures.

Discipline in Family Communication

As control dimension discipline also reflect families' structural stability and power relationships. Discipline is a procreation of limitations imposed by the moral and cultural norms followed by families due to internal values or external compulsions.

Table 4.21: Mean Score of Discipline Quality

| Discipline Quality Statements | Mean | Std. Deviation |
|--|-------------|-----------------------|
| Are never rude to one another | .78 | 1.13 |
| Never talk back to their parents | 1.08 | 1.05 |
| Are not rude to one another | .63 | 1.08 |
| Don't call other family members bad names or swear to their face | .66 | 1.05 |

There were four statements to measure the level of discipline of the sampled families. All of them were constructed to measure the level of mutual treatment of members of the family. And interestingly all the parameters are found to be lesser than the average score expected. The total mean score of all the items was also very low. It means families in Kerala, which are known for following traditional in structure and function are

now experiencing an un-expected fluidity in disciplinary aspects given the low mean score for this quality dimension.

Humour in Family Communication

Humour communication takes place only in free and flexible environments and thus it reflects the liberal nature of a family environment. Teasing or being sarcastic to others one expresses freedom and flexibility he or she enjoys in family communication context and in relationship patterns. In this work, it is measured getting responses to two statements.

Table 4.22: Mean Score of Sarcasm/ humour Quality

| Sarcasm/ humour Quality Statements | Mean | Std. Deviation |
|--|-------------|-----------------------|
| Tease other family members | 1.51 | 1.24 |
| Are sarcastic or “cut up” with one another | .28 | .60 |

In the instrument used for this study, there were two statements to measure this level of this quality dimension of family communication: the first one being (tease other family members) and second being (Are sarcastic or “cut up” with one another). The mean scores for the first is 1.51 (SD = 1.24) while the second having a mean score of .28 (SD = .60) denoting that sarcasm or humour is less expressed among the members of families in Kerala. It means that to a greater extent families in Kerala give priority to respecting other members than being even lightly critical about them.

Everyday Interaction

Everyday interaction is a reflection of both psychological and physical proximity of members of the family. During this online communication era, psychological significance of everyday interaction is more emphasized as physical proximity and resultant intimacy turned to be less possible. In this quality dimension, participants in communication are tuned to a pre-patterned environment with inherent need for interaction for better structuring and functioning of the very environment. Also, it helps the members keep

abreast of the state of affairs of family in general and micro level matters of other members in particular. There were three statements framed to collect data on this aspect of family communication. The concepts in the statements were families' practice of interaction, regularity of discussion and collectivity action for interaction.

Table 4.23: Mean Score of Everyday Interaction Quality

| Everyday Interaction Quality Statements | Mean | SD |
|---|-------------|-----------|
| Do things as a group even when it might be more efficient to split up and work separately | 2.28 | .89 |
| Set aside certain times for everyone to talk together | 2.31 | .84 |
| Meet regularly to discuss things | 2.41 | .81 |

As shown in the Table, All the items were found to have very high mean score. Regular meeting to discuss various things is a common practice in families in Kerala. Likewise many families set aside a particular a time to talk together on a daily basis. Collective action in everyday life is also found to fare well with a mean score of 2.28 (SD = . 89).

Part IV:

DETERMINANTS OF FAMILY COMMUNICATION QUALITY

After having explored the family communication quality dimensions and their level in quantitative manner, the researcher seeks to find out what are the factors that determine the FCQ level achieved by the families sampled. For this comparison of mean scores of dependent variables with the independent variable categories were found using t-test and ANOVA as the case may be. The following section constitutes the interferences as well as detailed analysis of the result from this process.

Urban-Rural Divide in Family Communication Quality (FCQ)

Many studies in family communication categorically proved the significant relation between family background and quality of family communication.

Studies have also proved the influence of socio-economic and cultural dimension of the family on the communication qualities of family members stressing their relationships. Socio-economic environment of the family significantly influence parenting patterns and socialization factors. It's a general fact that socialization and parenting have mutual relationships and they in turn affect significantly the communication behaviour of family members. Similarly, they determine parent-child relationship, the parent's capacity for parenting, child's perception of the family environment and relationship building process among them. They all directly contribute to the nature of family environment and family structure and finally the communication environment in the family.

In the present study the researcher had identified four socio-economic factors that may influence families' communication quality. They are Area (Rural or Urban), Economic Status (Low, Medium high), Family Size (Small, Medium, and Large) and Religion of family (Hindu, Muslim, Christian). The second objective set for the study was to find how these socio-economic factors of the families sampled determine their quality of communication.

The first variable that was crosschecked with family communication quality was the area of the sampled families. For the study families were sampled from rural (N= 198) and urban (N= 174) settings and an independent sample *t*-test was conducted to compare the level of communication quality scores of families belonging to rural and urban conditions.

Table 4.24: Comparison of FCQ Mean Scores of Rural and Urban Families

| Group Statistics | | | | | | |
|-------------------------|----------|-------------|-----------|-------------------|------------------|---------------|
| | N | Mean | SD | Error Mean | t – value | Sig. |
| Rural | 196 | 46.38 | 8.40 | 0.60 | -2.69 | 0.007* |
| Urban | 174 | 48.61 | 7.83 | 0.59 | | |

**Significant at p value 0.05*

This was done after ensuring that the data from these categories followed normality as per Shapiro Wilk and Kolmogorov – Smirnov tests. The *t*-test proved that there was a significant difference between the communication qualities scores for rural (Mean Score = 46.38, SD = 8.40) and for urban (Mean Score = 48.61, SD= 7.83) conditions; $t = -2.69$, $p = 0.007$.

These results suggest that area of residence really does have an effect on family communication quality. Specifically family communication in urban families is better in quality than that of their counterparts in rural settings. The reason for this significant difference can be attributed to differences in external factors such as culture, technological intervention, educational level gender parity and flexibility in family structures. These aspects warrant further investigation though not covered in the scope of the present study. All the parameters used in this study to measure the communication quality are oriented to modern family settings. In that sense, it is natural that urban families have better performances in these indices and fare well in communication quality. It is noteworthy that, though the difference is statistically significant, it is of two scores only. It denotes that there is a chance for filling this gap between urban and rural settings soon. The urban-rural divide in the state is fast disappearing due to the equitable distribution of development facilities, spread of education and richness of mass and digital media, which serves as a vital catalyst for cultural homogenization.

Family Income and Family Communication Quality (FCQ)

The relationship between socio-economic status and various factors in the family environment including communication was consistently found in an extensive amount of research. Many factors existing within the family environment like parenting practices, marital conflict, children's' development outcomes, members education level and the like are determined by the socio-economic status of the family. They further positively influence

communication quality in families. Research in the past decades has shown that the economic status of the family is a strong predictor of wellbeing and development of family members particularly children. They significantly influence their pattern of socializations as well as development of language and cognitive skills, which are considered to have implications for better communication environment in families. Similarly it has been well documented that economic problems such as low income, insecure job, and disparity in economic status among members within the family adversely influence inter - parental and parent - child interaction. The Family Stress Model (FSM) proposed by Conger et al. (2002) details the association between SES (Socio Economic Status) and the factors like marital conflict and parenting style that are potential to influence the communication in the family environment. This model also provides evidences for the negative effects for financial problems of the family on parent-child interaction. There are also many studies, which stress the reciprocity between parental emotional distress and weaker relationship among members of the family.

In this study economic status of the family was assessed on the basis of a single factor i.e. average monthly income. The total sample was classified into three income categories: Lower (N = 186) group of families with an income of Rs. 10,000/- Rupees and below, Medium (N= 111) group of families with incomes between 10,000 Rupees and 25,000 Rupees, and High (N = 73) group of families with income above 25,000 Rupees.

Table 4.25: Comparison of FCQ Mean Scores of Economic Classes

| Descriptive Statistics | | | | | | | ANOVA Results | | | | | |
|------------------------|-----|-------|------|----------|-------------|-------------|----------------|----------------|-----|-------------|-------|------|
| | N | Mean | SD | Std. Err | Lower Bound | Upper Bound | | Sum of Squares | df | Mean Square | F | Sig. |
| Lower | 186 | 46.45 | 8.42 | .61 | 45.23 | 47.67 | Between Groups | 910.09 | 2 | 455.04 | 6.969 | .001 |
| Medium | 111 | 46.92 | 8.06 | .76 | 45.40 | 48.44 | | | | | | |
| High | 73 | 50.53 | 7.14 | .83 | 48.87 | 52.20 | Within Groups | 23964.49 | 367 | 65.298 | | |
| Total | 370 | 47.40 | 8.21 | .42 | 46.56 | 48.22 | Total | 24874.59 | 369 | | | |

The descriptive statistics in the table shows that high income group has high level of communication quality with a mean score of 50.53 (SD= 7.14). However the difference between lower (M = 46.45, SD = 8.42) and medium (M= 46.92, SD = 8.06) was found to be minimal.

A one-way ANOVA was conducted to find out the influence of economic status of the families on their communication quality. To ensure that the assumptions for the one way ANOVA were met the data was subjected to normality checks like Shapiro Wilk and Kolmogorov – Smirnov tests and the Leven’s test. The tests showed that the data met the all the assumptions. As per the ANOVA results there was a significant difference in mean communication quality score [F (2, 367) = 6.969, p = .001] among the different economic categories of families. As the difference was found to be significant the Post Hoc comparison was done using the Tukey test.

Table 4.26: Multiple Comparisons – Tukey Post Hoc Test Result

| Family Income Categories | | Mean Difference | SD | Sig. | Interval | | Tukey HSD Subset for alpha=0.05 | |
|--------------------------|--------|-----------------|------|------|-------------|-------------|---------------------------------|------------|
| | | | | | Lower Bound | Upper Bound | 1 Sig .906 | 2 Sig 1.00 |
| Lower (N=186) | Medium | -.467 | .969 | .880 | -2.75 | 1.81 | 46.45 | |
| | High | -4.08 | 1.11 | .001 | -6.71 | -1.46 | | |
| Medium (N=111) | Low | .467 | .96 | .880 | -1.81 | 2.75 | 46.92 | |
| | High | -3.61 | 1.21 | .009 | -6.48 | -.75 | | |
| High (N=73) | Low | 4.08 | 1.11 | .001 | 1.46 | 6.71 | 50.53 | |
| | Medium | 3.61* | 1.21 | .009 | .75 | 6.48 | | |

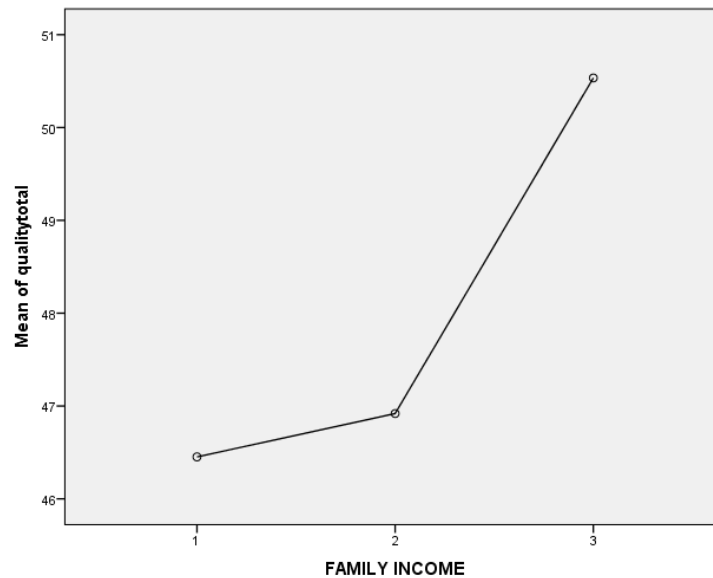
Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 106.822.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

From the multiple comparison table it is evident that the high mean score secured by high income group was significantly different at a p value of .005 from the mean scores of both medium and lower income groups. It means that higher income group had all the positive factors that contributed to high quality family communication environment.

Figure: 4.1 Family Income and Family Communication Quality



This difference is well illustrated in the plot given above.

In short, the result offers valid evidence to conclude that economic wellbeing of the family ensures many positive factors like high level of education, income stability, mental wellbeing, structural stability of the family, liberal and flexible relationship amongst family members and the like positively contributing to high level of communication quality. This finding also supports the earlier finding that urban setting have all the above-mentioned parameters that contribute to high quality of communication in families.

Family Size and Family Communication Quality (FCQ)

In this session the researcher seeks to explore the relationship between family size and family communication quality. Quantitatively, the larger the family the more the chances for various types of communication within it. At the same time, in economic parameters, the smaller the family the higher the level of development, because the total income is shared among a few compared to many members in a large family. This has been proved in many studies from various perspectives including economics and communication

science. For this study the sampled families were classified into three – small, medium and large – based on their number of members, medium sized families reported to have highest family communication score (M = 47.80 , SD = 7.62)compared to small (M = 46.67, SD = 8.94) and large families (M = 45.90, SD = 10.75).

Table 4.27: Comparison of FCQ Mean Scores of different family size

| Descriptive Statistics | | | | | | | ANOVA Results | | | | | |
|------------------------|-----|-------|-------|----------|-------------|-------------|----------------|----------------|-----|-------------|------|------|
| | N | Mean | SD | Std. Err | Lower Bound | Upper Bound | | Sum of Squares | df | Mean Square | F | Sig. |
| Small | 83 | 46.67 | 8.94 | .98 | 44.72 | 48.63 | Between Groups | 150.17 | 2 | 75.08 | 1.11 | .329 |
| Medium | 258 | 47.80 | 7.62 | .47 | 46.86 | 48.73 | | | | | | |
| Large | 29 | 45.90 | 10.75 | 1.99 | 41.81 | 49.99 | Within Groups | 24724.42 | 367 | 67.36 | | |
| Total | 370 | 47.40 | 8.21 | .42 | 46.56 | 48.24 | Total | 24874.59 | 369 | | | |

However, this difference has no statistical significance at a p value of 0.05 indicating that size of the family has little influence on family communication quality (FCQ). With this finding the notion that traditional larger families with multiple generation under one roof ensures better interpersonal communication environment is deconstructed. An interesting finding from the data is that, medium-sized families have more than the total average communication quality score (M = 47.40, SD = 8.21) than the average with a lesser standard deviation. Sometimes this may be due to the fact that the medium families constitute a large share (69.7%) of the sample.

Religion and Family Communication Quality (FCQ)

Kerala society is constituted with a large majority of Hindus and a notable representation of Christians and Muslims. The data collected for this study reflects almost the same proportion of these three religions in the state. Christian families (M = 48.93, SD = 5.40) reported to have highest family communication score followed by Hindu (M = 47.39, SD = 8.49) and Muslim (M = 45.95, SD = 8.46) families respectively. Conservative concepts and rigid structural hierarchy existing in families with different religious

background may be one of the reasons for decrease in FCQ score among Muslim families. It is also to be noted that only Christian families crossed the average FCQ score ($M = 47.40$, $SD = 8.21$) of the total sample, that too with a thin margin of 1.53. However ANOVA results show that this difference among the families based on religion is only by chance and not statistically significant at a p value of 0.05.

Table 4.28: Comparison of FCQ Mean Score of Religion of Families

| Descriptive Statistics | | | | | | | ANOVA Results | | | | | |
|------------------------|-----|-------|------|----------|-------------|-------------|----------------|----------------|-----|-------------|------|------|
| | N | Mean | SD | Std. Err | Lower Bound | Upper Bound | | Sum of Squares | df | Mean Square | F | Sig. |
| Christian | 42 | 48.93 | 5.40 | .83 | 47.24 | 50.61 | Between Groups | 190.07 | 2 | 95.03 | 1.41 | .24 |
| Muslim | 44 | 45.95 | 8.46 | 1.27 | 43.38 | 48.53 | | | | | | |
| Hindu | 284 | 47.39 | 8.49 | .50 | 46.40 | 48.39 | Within Groups | 24684.52 | 367 | 67.26 | | |
| Total | 370 | 47.40 | 8.21 | .42 | 46.56 | 48.24 | Total | 24874.59 | 369 | | | |

After having explored the family communication quality dimensions and their level in quantitative manner, the researcher seeks to find out what are the factors that determine the FCQ level achieved by the families sampled. For this comparison of mean scores of dependent variables with the independent variable categories were found using t-test and ANOVA as the case may be. The following section constitutes the interferences as well as detailed analysis of the result from this process.

Urban-Rural Divide in Family Communication Quality (FCQ)

Many studies in family communication categorically proved the significant relation between family background and quality of family communication. Studies have also proved the influence of socio-economic and cultural dimension of the family on the communication qualities of family members stressing their relationships. Socio-economic environment of the family significantly influence parenting patterns and socialization factors. It's a general fact that socialization and parenting have mutual relationships and they in turn affect significantly the communication behaviour of family

members. Similarly, they determine parent-child relationship, the parent's capacity for parenting, child's perception of the family environment and relationship building process among them. They all directly contribute to the nature of family environment and family structure and finally the communication environment in the family.

In the present study the researcher had identified four socio-economic factors that may influence families' communication quality. They are Area (Rural or Urban), Economic Status (Low, Medium high), Family Size (Small, Medium, and Large) and Religion of family (Hindu, Muslim, Christian). The second objective set for the study was to find how these socio-economic factors of the families sampled determine their quality of communication.

The first variable that was crosschecked with family communication quality was the area of the sampled families. For the study families were sampled from rural (N= 198) and urban (N= 174) settings and an independent sample *t*-test was conducted to compare the level of communication quality scores of families belonging to rural and urban conditions.

Table 4.29: Comparison of FCQ Mean Scores of Rural and Urban Families

| Group Statistics | | | | | | |
|------------------|-----|-------|------|------------|-----------|--------|
| | N | Mean | SD | Error Mean | t – value | Sig. |
| Rural | 196 | 46.38 | 8.40 | 0.60 | -2.69 | 0.007* |
| Urban | 174 | 48.61 | 7.83 | 0.59 | | |

**Significant at p value 0.05*

This was done after ensuring that the data from these categories followed normality as per Shapiro Wilk and Kolmogorov – Smirnov tests. The *t*-test proved that there was a significant difference between the communication qualities scores for rural (Mean Score = 46.38, SD = 8.40) and for urban (Mean Score = 48.61, SD= 7.83) conditions; *t*= -2.69, *p*= 0.007.

These results suggest that area of residence really does have an effect on family communication quality. Specifically family communication in urban families is better in quality than that of their counterparts in rural settings. The reason for this significant difference can be attributed to differences in external factors such as culture, technological intervention, educational level gender parity and flexibility in family structures. These aspects warrant further investigation though not covered in the scope of the present study. All the parameters used in this study to measure the communication quality are oriented to modern family settings. In that sense, it is natural that urban families have better performances in these indices and fare well in communication quality. It is noteworthy that, though the difference is statistically significant, it is of two scores only. It denotes that there is a chance for filling this gap between urban and rural settings soon. The urban-rural divide in the state is fast disappearing due to the equitable distribution of development facilities, spread of education and richness of mass and digital media, which serves as a vital catalyst for cultural homogenization.

Part V:

CO-USE OF MEDIA AND FAMILY COMMUNICATION QUALITY (FCQ)

Accessing media with other members of the family is a common scene in family environments. The intensity of this collaborative consumption of media depends upon two factors, the first being type and availability of media and the second, the nature of interpersonal connections among the members. In this study the intensity of co-accessing media with other family members was measured based on the regularity of this practice. To collect data a question was asked: 'How often family members join together to use media?' The media identified were Newspaper, Radio, Television, and Internet. The respondents were give four response options: Regularly, quite often, sometimes and never (Scores = 3, 2, 1 and 0) respectively for each media. Thus the maximum score a family would get for a type of media is three and

the minimum is zero. The table below shows the mean scores and SD of each media in terms of co-use of media by the members of the family.

Table 4.30: Mean Score of Co-use of various media

| Media | Mean | SD | N |
|--------------|-------------|-----------|----------|
| Newspaper | 2.35 | 1.64 | 370 |
| Radio | .91 | 1.31 | 370 |
| Television | 1.62 | .99 | 370 |
| Internet | 1.27 | .61 | 370 |

Newspaper was found to have highest mean score of 2.35 and it indicates the degree of regularity of reading of newspapers together. Following this is viewing television together with a mean score of 1.62 (SD = .995). The internet is also accessed together by family members moderately with a mean score of 1.25 with a (SD = .610). Radio has the lowest score of .91 (SD = .1.310). From the above results it can be concluded that common use of media of various types serves as a factor in uniting family members. These moments of common media consumption naturally enhances the possibility of interpersonal communication, mutual awareness, and the feeling of belonging among the members of family. With this it can be assumed that using media together by members of a family likely contributes to family communication quality. To validate this assumption, multiple regression analysis run and the test yielded the following results.

For this analysis regularity of access together of media such as Newspaper, Radio, Television, Internet were considered as a predictor variables with FCQ score naturally being the outcome variable. As model summary was generated to find out the nature of the relationship between predictor and outcome variables, and the variance of the prediction.

Table 4.31: Model Summary – Family Communication Quality

| Model Summary | | | | |
|---|-------------------|-----------------|--------------------------|-----------------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .199 ^a | .040 | .029 | 8.090 |
| a. Predictors: (Constant), Newspaper, Radio, Television, Internet | | | | |
| b. Dependent Variable: FCQ | | | | |

From the model summary, it is evident that the relationship between predictor and the outcome variable is weak ($R = .199$) and the proportion of the variance in the outcome variable (FCQ) by the predictor variables is only 4%.

Subsequently the data was subjected to ANOVA to find out the statistical significance of the model.

Table 4.32: ANOVA – Family Communication Quality

| ANOVA | | | | | | |
|--|------------|-----------------------|-----------|--------------------|----------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1. | Regression | 983.49 | 4 | 245.87 | 3.75 | .005 ^b |
| | Residual | 23891.09 | 365 | 65.45 | | |
| | Total | 24874.59 | 369 | | | |
| Dependent Variable: Family Communication Quality total | | | | | | |
| Predictors: (Constant), Mobile, Television, Radio, Newspaper | | | | | | |

From the result it was found that the model significantly predicts the outcome variable FCQ, $F(4,365) = 3.756$, $p = .005$. From the result it can be concluded that the entire model that involves all the four media together clearly and significantly contribute to family communication quality. However, the contribution of each medium to the outcome variable still remains unclear. For this coefficients of the model were generated and analysed.

Table 4.33: Analysis of Coefficients – Family Communication Quality

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | | |
|-------|-----------------------------|------------|---------------------------|-------|--------|---------------------------------|-------------|--------|
| | B | Std. Error | Beta | | | Lower Bound | Upper Bound | |
| 1 | (Constant) | 45.965 | 1.396 | | 32.917 | .000 | 43.219 | 48.711 |
| | Newspaper | .891 | .265 | .178 | 3.365 | .001 | .370 | 1.412 |
| | Radio | -.721 | .329 | -.115 | -2.188 | .029 | -1.368 | -.073 |
| | Television | .146 | .428 | .018 | .340 | .734 | -.697 | .988 |
| | Internet | -.187 | .704 | -.014 | -.265 | .791 | -1.571 | 1.197 |

Dependent Variable: Family Communication Quality

The result shows that two predictable variables newspaper (B = .891, p<. 05) and radio (B = -.721, p<.05) significantly contribute to overall prediction while other variables Television (B = .146, p< .05) and internet (B= -.187, p< .05) did not. From the coefficient table it is possible to generate, a general form of equation to predict family communication quality from the family members' common use of various media: Newspaper, radio, television and the internet. The equation is as follows

Family communication quality = 45.96 + (.89X newspaper common use) – (.72 X radio common listening) + (.14X television common viewing) – (.18X internet common access). From the entire result it is possible to conclude that common use of only two media (television and newspaper) contribute more or less to the quality of family communication while the other two (radio and internet) have a negative impact. Of these the positive impact of newspaper and negative impact of radio are to be considered seriously given their statistical significance.

Table 4.34: Transparency X Common viewing by family members

| | Mean | SD | N |
|--------------|-------------|-----------|----------|
| Transparency | 16.85 | 4.541 | 370 |
| Newspaper | 2.35 | 1.641 | 370 |
| Radio | .91 | 1.310 | 370 |
| Television | 1.62 | .995 | 370 |
| Internet | 1.27 | .610 | 370 |

Table 4.35: Model Summary -Transparency

| Model Summary | | | | |
|---|-------------------|-----------------|--------------------------|-----------------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .186 ^a | .035 | .024 | 4.486 |
| a. Predictors: (Constant), Mobile phone , Television, Radio, News paper | | | | |
| b. Dependent Variable: Transparency | | | | |

From the model summary, it is evident that the relationship between predictor and the outcome variable is weak ($R = .186$) and the proportion of the variance in the outcome variable (Transparency) by the predictor variables is only 3%.

Subsequently the data was subjected to ANOVA to find out the statistical significance of the model.

Table 4.36: ANOVA - Transparency

| ANOVA | | | | | | |
|--|--------------|-----------------------|-----------|--------------------|----------|-------------------------|
| | Model | Sum of Squares | df | Mean Square | F | Sig. |
| 2. | Regression | 263.78 | 4 | 65.94 | 3.27 | .012^b |
| | Residual | 7346.43 | 365 | 20.12 | | |
| | Total | 7610.21 | 369 | | | |
| Dependent Variable: Transparency | | | | | | |
| Predictors: (Constant), Mobile, Television, Radio, Newspaper | | | | | | |

From the result it was found that the model significantly predicts the outcome variable Transparency, $F(4,365) = 3.276$, $p = .012$. From the result it can be concluded that the entire model that involve all the four media together clearly and significantly contribute to transparency quality. However, the contribution of each medium to the outcome variable still remains unclear. For this coefficients of the model were generated and analysed.

Table 4.37: Analysis of Coefficients - Transparency

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | | |
|-------|-----------------------------|------------|---------------------------|-------|--------|---------------------------------|-------------|-------|
| | B | Std. Error | Beta | | | Lower Bound | Upper Bound | |
| 1 | (Constant) | 18.185 | .774 | | 23.48 | .000 | 16.66 | 19.70 |
| | Newspaper | .287 | .147 | .104 | 1.95 | .051 | -.002 | .576 |
| | Radio | -.214 | .183 | -.062 | -1.17 | .242 | -.573 | .145 |
| | Television | -.376 | .238 | -.082 | -1.58 | .114 | -.843 | .091 |
| | Internet | -.950 | .390 | -.128 | -2.434 | .015 | -1.717 | -.182 |

a. Dependent Variable: Transparency

The result shows that two predictable variables newspaper ($B = .287$, $p < .05$) and internet ($B = -.950$, $p < .05$) significantly contribute to overall prediction while other variables Television ($B = -.376$, $p > .05$) and radio ($B = -.214$, $p > .05$) did not contribute at all. From the coefficient table it is possible to generate, a general form of equation to predict transparency quality from the family members' collaborative use of various media: Newspaper, radio, television and the internet. The equation is as follows

Transparency quality = $18.185 + (.287X \text{ newspaper common use}) - (.214 X \text{ radio common listening}) - (.376 X \text{ television common viewing}) - (.950 X \text{ internet common access})$. From the entire result it is possible to conclude that common use of only two media (newspaper and internet) contribute more or less to the quality of family communication while the other two (television and radio) do have a negative impact. Of these the positive impact of newspaper and negative impact of internet are to be considered seriously given their statistical significance.

Table 4.38: Control X Common viewing by family members

| | Mean | SD | N |
|------------|-------------|-----------|----------|
| Control | 7.73 | 2.107 | 370 |
| Newspaper | 2.35 | 1.641 | 370 |
| Radio | .91 | 1.310 | 370 |
| Television | 1.62 | .995 | 370 |
| Internet | 1.27 | .610 | 370 |

Table 4.39: Model Summary - Control

| Model Summary | | | | |
|---|-------------------|-----------------|--------------------------|-----------------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .056 ^a | .003 | -.008 | 2.115 |
| a. Predictors: (Constant), Internet, Television, Radio, Newspaper | | | | |
| b. Dependent Variable: Control | | | | |

From the model summary, it is evident that the relationship between predictor and the outcome variable is weak ($R = .056$) and the proportion of the variance in the outcome variable (control) by the predictor variables is only .3%.

Subsequently the data was subjected to ANOVA to find out the statistical significance of the model.

Table 4.40: ANOVA - Control

| ANOVA | | | | | | |
|--|------------|-----------------------|-----------|--------------------|----------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 3. | Regression | 5.16 | 4 | 1.29 | .288 | .886 ^b |
| | Residual | 1633.35 | 365 | 4.47 | | |
| | Total | 1638.51 | 369 | | | |
| Dependent Variable: Control | | | | | | |
| Predictors: (Constant), Mobile, Television, Radio, Newspaper | | | | | | |

From the result it was found that the model do not predicts the outcome variable control $F(4,365) = .288, p = .886$. It can be concluded that the entire model that involve all the four media together do not contribute to communication control among family members. From the ANOVA table it is clear that the use of different media does not have any influence on the second communication factor of FCQ i.e. control.

Table 4.41: Consideration X Common viewing by family members

| | Mean | SD | N |
|---------------|-------------|-----------|----------|
| Consideration | 4.00 | 3.01 | 370 |
| Newspaper | 2.35 | 1.64 | 370 |
| Radio | .91 | 1.31 | 370 |
| Television | 1.62 | .99 | 370 |
| Internet | 1.27 | .61 | 370 |

Table 4.42: Model Summary – Consideration

| Model Summary | | | | |
|---|-------------------|-----------------|--------------------------|-----------------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .194 ^a | .038 | .027 | 2.977 |
| a. Predictors: (Constant), Internet, Television, Radio, Newspaper | | | | |
| b. Dependent Variable: Consideration | | | | |

From the model summary, it is evident that the relationship between predictor and the outcome variable is weak ($R = .194$) and the proportion of the variance in the outcome variable (consideration) by the predictor variables is only 3%.

Subsequently the data was subjected to ANOVA to find out the statistical significance of the model.

Table 4.43: ANOVA - Consideration

| ANOVA | | | | | | |
|---|------------|----------------|-----|-------------|-------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 4. | Regression | 127.120 | 4 | 31.780 | 3.587 | .007 ^b |
| | Residual | 3233.877 | 365 | 8.860 | | |
| | Total | 3360.997 | 369 | | | |
| a. Dependent Variable: Consideration | | | | | | |
| b. Predictors: (Constant), Internet, Television, Radio, Newspaper | | | | | | |

From the result it was found that the model significantly predicts the outcome variable consideration, $F(4,365) = 3.587, p = .007$. From the result it can be concluded that the entire model that involve all the four media together clearly and significantly contribute to consideration quality of a family. However, the contribution of each medium to the outcome variable still remains unearthed. For this coefficients of the model were generated and analysed.

Table 4.44: Analysis of Coefficients - Consideration

| Coefficients | | | | | | | | |
|--------------|------------|-----------------------------|------------|---------------------------|-------|------|---------------------------------|-------------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | |
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 | (Constant) | 2.32 | .514 | | 4.532 | .000 | 1.318 | 3.339 |
| | Newspaper | .044 | .097 | .024 | .453 | .651 | -.148 | .236 |
| | Radio | .003 | .121 | .001 | .027 | .978 | -.235 | .242 |
| | Television | .339 | .158 | .112 | 2.148 | .032 | .029 | .648 |
| | Internet | .797 | .259 | .161 | 3.079 | .002 | .288 | 1.307 |

a. Dependent Variable: Consideration

The result shows that three predictable variables newspaper (B = .044, p>. 05) and radio (B = .003, p>.05) do not contribute to overall prediction while Television (B = .339, p< .05) and internet (B= .797, p< .05) use significantly contribute to the prediction of consideration among family members. From the coefficient table it is possible to generate, a general form of equation to predict consideration quality from the family members' collaborative use of various media: Newspaper, radio, television and the internet. The equation is as follows

Consideration = 2.32 + (.044 X newspaper common use) + (.003 X radio common listening) + (.339 X television viewing) + (.797X internet common access).

From the entire result it is possible to conclude that common use of only two media (television and internet) contribute more or less to the quality of consideration in family communication while the other two (radio and newspaper) have no impact. Of these the positive impact of television and internet are to be considered seriously given their statistical significance.

Table 4.45: Affection X Common viewing of family members

| | Mean | SD | N |
|------------|-------------|-----------|----------|
| Affection | 6.88 | 2.19 | 370 |
| Newspaper | 2.35 | 1.64 | 370 |
| Radio | .91 | 1.31 | 370 |
| Television | 1.62 | .99 | 370 |
| Internet | 1.27 | .61 | 370 |

Table 4.46: Model Summary - Affection

| Model Summary | | | | |
|---|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .154 ^a | .024 | .013 | 2.176 |
| a. Predictors: (Constant), Internet, Television, Radio, Newspaper | | | | |
| b. Dependent Variable: Affection | | | | |

From the model summary, it is evident that the relationship between predictor and the outcome variable is weak ($R = .154$) and the proportion of the variance in the outcome variable (affection) by the predictor variables is only 15%.

Subsequently the data was subjected to ANOVA to find out the statistical significance of the model.

Table 4.47: ANOVA - Affection

| ANOVA | | | | | | |
|----------------------------------|------------|----------------|-----|-------------|-------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 5. | Regression | 41.916 | 4 | 10.479 | 2.213 | .067 ^b |
| | Residual | 1728.087 | 365 | 4.734 | | |
| | Total | 1770.003 | 369 | | | |
| c. Dependent Variable: Affection | | | | | | |

From the result it was found that the model do not predicts the outcome variable affection, $F(4,365) = 2.213$, $p = .067$. From the result it can be concluded that the entire model that involve all the four media together doesn't contribute to affection quality among family members.

Table 4.48: Discipline X Common viewing by family members

| | Mean | SD | N |
|------------|------|-------|-----|
| Discipline | 3.15 | 3.707 | 370 |
| Newspaper | 2.35 | 1.641 | 370 |
| Radio | .91 | 1.310 | 370 |
| Television | 1.62 | .995 | 370 |
| Internet | 1.27 | .610 | 370 |

Table 4.49: Model Summary – Discipline

| Model Summary | | | | |
|---|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .276 ^a | .076 | .066 | 3.583 |
| a. Predictors: (Constant), Internet, Television, Radio, Newspaper | | | | |
| b. Dependent Variable: Discipline | | | | |

From the model summary, it is evident that the relationship between predictor and the outcome variable is weak ($R = .276$) and the proportion of the variance in the outcome variable (Discipline) by the predictor variables is only 7%.

Subsequently the data was subjected to ANOVA to find out the statistical significance of the model.

Table 4.50: ANOVA - Discipline

| ANOVA | | | | | | |
|---|------------|----------------|-----|-------------|-------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 6. | Regression | 385.426 | 4 | 96.356 | 7.506 | .000 ^b |
| | Residual | 4685.398 | 365 | 12.837 | | |
| | Total | 5070.824 | 369 | | | |
| d. Dependent Variable: Discipline | | | | | | |
| e. Predictors: (Constant), Internet, Television, Radio, Newspaper | | | | | | |

From the result it was found that the model significantly predicts the outcome variable discipline, $F(4,365) = 7.506$, $p = .000$. From the result it can be concluded that the entire model that involve all the four media together clearly and significantly contribute to family communication quality. However, the contribution of each medium to the outcome variable still remains unclear. For this coefficients of the model were generated and analysed.

Table 4.51: Analysis of Coefficients - Discipline

| Coefficients ^a | | | | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|-------|--------|---------------------------------|-------------|-------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | | |
| | B | Std. Error | Beta | | | Lower Bound | Upper Bound | |
| 1 | (Constant) | .497 | .618 | | .804 | .422 | -.719 | 1.713 |
| | Newspaper | .333 | .117 | .148 | 2.842 | .005 | .103 | .564 |
| | Radio | -.248 | .146 | -.088 | -1.702 | .090 | -.535 | .039 |
| | Television | .648 | .190 | .174 | 3.414 | .001 | .275 | 1.021 |
| | Internet | .824 | .312 | .136 | 2.643 | .009 | .211 | 1.437 |

Dependent Variable: Discipline

The result shows that three predictable variables newspaper (B = .333, p<. 05), Television (B = .648, p< .05) and internet (B= .824, p< .05) significantly contribute to overall prediction while other variable radio (B = -.248, p>.05) did not. From the coefficient table it is possible to generate, a general form of equation to predict discipline factor from the family members' collaborative use of various media: Newspaper, radio, television and the internet. The equation is as follows

Discipline quality = .497 + (.333X newspaper common use) – (.248 X radio common listening) + (.648X television common viewing) + (.824 X internet common access). From the entire result it is possible to conclude that common use of three media (newspaper, television and internet) contribute more or less to the quality of family discipline while radio has a negative impact. Of these the positive impact of newspaper, television and internet are to be considered seriously given their statistical significance.

Table 4.52: Sarcasm / Humour X Common viewing by family members

| | Mean | SD | N |
|------------------|-------------|-----------|----------|
| Sarcasm / Humour | 1.79 | 1.42 | 370 |
| Newspaper | 2.35 | 1.64 | 370 |
| Radio | .91 | 1.31 | 370 |
| Television | 1.62 | .99 | 370 |
| Internet | 1.27 | .61 | 370 |

Table 4.53 Model Summary – Sarcasm/ Humour

| Model Summary | | | | |
|---|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .206 ^a | .043 | .032 | 1.405 |
| a. Predictors: (Constant), Internet, Television, Radio, Newspaper | | | | |
| b. Dependent Variable: Sarcasm / Humour | | | | |

From the model summary, it is evident that the relationship between predictor and the outcome variable is weak ($R = .206$) and the proportion of the variance in the outcome variable (Sarcasm / Humour) by the predictor variables is only 4%.

Subsequently the data was subjected to ANOVA to find out the statistical significance of the model.

Table 4.54: ANOVA – Sarcasm/ Humour

| ANOVA | | | | | | |
|---|------------|-----------------------|-----------|--------------------|----------|-------------------------|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 7. | Regression | 32.083 | 4 | 8.021 | 4.061 | .003^b |
| | Residual | 720.893 | 365 | 1.975 | | |
| | Total | 752.976 | 369 | | | |
| f. Dependent Variable: Sarcasm / Humour | | | | | | |
| g. Predictors: (Constant), Internet, Television, Radio, Newspaper | | | | | | |

From the result it was found that the model significantly predicts the outcome variable FCQ, $F(4,365) = 4.061$, $p = .003$. From the result it can be concluded that the entire model that involve all the four media together clearly and significantly contribute to sarcasm/humour prevailing in families. However, the contribution of each medium to the outcome variable still remains unclear. For this coefficients of the model were generated and analysed.

Table 4.55: Analysis of Coefficients – Sarcasm/ Humour

| Coefficients | | | | | | | | |
|--------------|------------|-----------------------------|------------|---------------------------|--------|-------------|---------------------------------|-------------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | |
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 | (Constant) | 2.670 | .243 | | 11.008 | .000 | 2.193 | 3.147 |
| | Newspaper | -.086 | .046 | -.099 | -1.875 | .062 | -.177 | .004 |
| | Radio | -.106 | .057 | -.097 | -1.858 | .064 | -.219 | .006 |
| | Television | -.139 | .074 | -.097 | -1.868 | .063 | -.285 | .007 |
| | Internet | -.278 | .122 | -.119 | -2.273 | .024 | -.518 | -.037 |

a. Dependent Variable: Sarcasm / Humour

The result shows that three predictable variables newspaper ($B = -.086$, $p > .05$), radio ($B = -.106$, $p > .05$) and Television ($B = -.139$, $p > .05$) doesn't have any significant contribution to overall prediction but internet ($B = -.278$, $p < .05$) use significantly contribute to the sarcasm/ humour factor among the family members. From the coefficient table it is possible to generate, a general form of equation to predict Sarcasm / Humour quality from the family members common use of various media: Newspaper, radio, television and the internet. The equation is as follows

Sarcasm / Humour = 2.670 - (.086 X newspaper common use) – (.106X radio common listening) - (.139X television common viewing) – (.278X internet common access). From the entire result it is possible to conclude that common use of only internet contributes more or less to the quality of sarcasm/ humour among family members while the other three (newspaper, radio and television) have a negative impact. Of these the negative impact of newspaper, radio, television and internet are to be considered seriously given their statistical significance.

Table 4.56: Everyday Interaction X Common viewing by family members

| | Mean | SD | N |
|----------------------|-------------|-----------|----------|
| Everyday Interaction | 7.00 | 2.011 | 370 |
| Newspaper | 2.35 | 1.641 | 370 |
| Radio | .91 | 1.310 | 370 |
| Television | 1.62 | .995 | 370 |
| Internet | 1.27 | .610 | 370 |

Table 4.57: Model Summary – Everyday Interaction

| Model Summary | | | | |
|---|-------------------|-----------------|--------------------------|-----------------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .182 ^a | .033 | .023 | 1.989 |
| a. Predictors: (Constant), Internet, Television, Radio, Newspaper | | | | |
| b. Dependent Variable: Everyday Interaction | | | | |

From the model summary, it is evident that the relationship between predictor and the outcome variable is weak (R = .182) and the proportion of the variance in the outcome variable (Sarcasm / Humour) by the predictor variables is only 3%.

Subsequently the data was subjected to ANOVA to find out the statistical significance of the model.

Table 4.58: ANOVA – Everyday Interaction

| ANOVA | | | | | | |
|---|------------|----------------|-----|-------------|-------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 8. | Regression | 49.440 | 4 | 12.360 | 3.125 | .015 ^b |
| | Residual | 1443.557 | 365 | 3.955 | | |
| | Total | 1492.997 | 369 | | | |
| h. Dependent Variable: Everyday Interaction | | | | | | |
| i. Predictors: (Constant), Internet, Television, Radio, Newspaper | | | | | | |

From the result it was found that the model significantly predicts the outcome variable everyday interaction, $F(4,365) = 3.125$, $p = .015$. From the result it can be concluded that the entire model that involve all the four media together clearly and significantly contribute to everyday interaction of family members. However, the contribution of each medium to the outcome variable still remains unearthed. For this coefficients of the model were generated and analysed.

Table 4.59: Analysis of coefficients – Everyday Interaction

| Coefficients | | | | | | | | |
|--------------|------------|-----------------------------|------------|---------------------------|--------|-------------|---------------------------------|-------------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | |
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 | (Constant) | 7.696 | .343 | | 22.421 | .000 | 7.021 | 8.371 |
| | Newspaper | .090 | .065 | .073 | 1.375 | .170 | -.039 | .218 |
| | Radio | -.048 | .081 | -.031 | -.593 | .553 | -.207 | .111 |
| | Television | -.291 | .105 | -.144 | -2.766 | .006 | -.498 | -.084 |
| | Internet | -.310 | .173 | -.094 | -1.790 | .074 | -.650 | .030 |

a. Dependent Variable: Everyday Interaction

The result shows that three predictable variables newspaper (B = .090, p>. 05), radio (B = -.048, p>.05) and internet (B= -.187, p> .05) did not significantly contribute to overall prediction while Television (B =-.291, p< .05) does. From the coefficient table it is possible to generate, a general form of equation to predict everyday interaction from the family members' collaborative use of various media: Newspaper, radio, television and the internet. The equation is as follows

Everyday interaction = 7.696 + (.90 X newspaper common use) – (.048 X radio common listening) - (.291X television common viewing) – (.310X internet common access). From the entire result it is possible to conclude that the common use television contributes more or less to the quality of everyday interaction while the other three media (newspaper, radio and internet) have a negative impact. Of these the positive impact of newspaper and negative impact of other three are to be considered seriously given their statistical significance.

CO-USE OF MEDIA AND FAMILY COMMUNICATION QUALITY DIMENSIONS

Though the overall family communication quality was found to be determined by the co-use pattern of various mass media, it is useful to find out which of these dimensions of communication quality is more influenced to understand the socialization effects of mass media in a family environment. From an earlier analysis it was found that the sampled families reported to have varying mean scores for each dimension of quality indicating that it might have defined by different parameters. The FCQ dimensions taken for analysis in this study are: Transparency, Control, Consideration, Affection, Discipline, Sarcasm and Everyday Interaction.

Media Use and Transparency Dimension of FCQ

Many previous studies proved that transparency in communication enhances other qualities of communication environment like behaviour integrity. For

example, Schiller and Cui (2010) proved that communication transparency in the workplace ensures better rapport among the players. This aspect of openness in communication can be extended to family settings given the similarities between them. Similar observation was made by Al GAhiani and Hund-Pin (2009) in their study on the openness on the post adoption of computer conducted in Saudi Arabia. Yet another study, again on the transparency in communication at small group environment like workplace showed that this quality dimension leads to higher possibility of conflict resolution and conflict avoidance. The study found that “direct effects include groups with low levels of communication transparency were linked with increased destructive reactions to conflict, bullying behaviours and emotional reactions to bullying; and destructive reactions to conflict were associated with emotional reactions to bullying. Moderating effects include: high levels of communication transparency moderated high levels of productive reactions to conflict for decreased bullying behaviours in groups; communication transparency made a difference on bullying when destructive reactions to conflict higher; and lower levels of communication openness moderated destructive reactions for increased emotional reactions to bullying.” (Ayoko, (2007))

In this part, after having found the significant influence of regularity of mass media use on family communication quality the researcher sought explore the nature of this influence on the identified quality dimensions of family communication such as transparency.

As per that descriptive data the quality dimension ‘Transparency’ had a mean score of 16.85 with an SD of 4.54, a measure that was found to be the expected midpoint.

Detailed in this part is how regularity of co-use influences Transparency dimension of Family Communication Quality of the sampled families. For this regularity co-use score of various media were considered as predictors and transparency score as outcome variable. And, model

summary was generated after employing the multiple regression analysis of the data.

Table 4.60: Model Summary – Predictors of Transparency Dimension of FCQ

| R | R Square | Adjusted R Square | Std. Error of the Estimate |
|--|----------|-------------------|----------------------------|
| .186 ^a | .035 | .024 | 4.486 |
| Predictors: (Constant), Newspaper, Television, Radio, Internet | | | |
| Dependent Variable: Transparency | | | |

From the model summary, it is evident that the relationship between predictors and the outcome variable is weak ($R = .186$) and the proportion of the variance in the outcome variable (Transparency) by the predictor variables is only 3.5%.

Subsequently the data was subjected to ANOVA to find out any statistical significance of the model.

Table 4.61: ANOVA - Transparency

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|--|------------|----------------|-----|-------------|------|------|
| | Regression | 263.78 | 4 | 65.94 | 3.27 | .012 |
| | Residual | 7346.43 | 365 | 20.12 | | |
| | Total | 7610.21 | 369 | | | |
| Dependent Variable: Transparency | | | | | | |
| Predictors: (Constant), Newspaper, Television, Radio, Internet | | | | | | |

The result shows that the model significantly predicts the outcome variable Transparency, $F(4,365) = 3.276$, $p = .012$. So it can be concluded that the entire model involving all the four media together clearly and significantly contributes to transparency dimension of Family Communication Quality. However, the contribution of each medium to the outcome variable

is not clear from the result. For this coefficients of the model were generated and analysed.

Table 4.62: Coefficients and Confidence Interval – Transparency

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | | |
|-------|-----------------------------|------------|---------------------------|-------|--------|---------------------------------|-------------|-------|
| | B | Std. Error | Beta | | | Lower Bound | Upper Bound | |
| 1 | (Constant) | 18.185 | .774 | | 23.48 | .000 | 16.66 | 19.70 |
| | Newspaper | .287 | .147 | .104 | 1.95 | .050 | -.002 | .576 |
| | Radio | -.214 | .183 | -.062 | -1.17 | .242 | -.573 | .145 |
| | Television | -.376 | .238 | -.082 | -1.58 | .114 | -.843 | .091 |
| | Internet | -.950 | .390 | -.128 | -2.434 | .015 | -1.717 | -.182 |

a. Dependent Variable: Transparency

The result shows that two predictable variables newspaper (B = .287, p<. 05) and internet (B = -.950, p<.05) significantly contribute to overall prediction while other variables Television (B = -.376, p> .05) and radio (B= -.214, p> .05) did not contribute at all. From the coefficient table it is possible to generate, a general form of equation to predict transparency quality from the family members' regularity of the use of various media: Newspaper, Radio, Television and the Internet. Thus it is possible to generate an equation that predicts the outcome of this influence:

$$\text{Transparency quality} = 18.185 + (.287 \times \text{Newspaper Use}) - (.214 \times \text{Radio Listening}) - (.376 \times \text{Television Viewing}) - (.950 \times \text{Internet Access}).$$

From the entire result it is possible to conclude that the regularity of the co-use of two media (Newspaper and the Internet) only contribute more or less to the transparency dimension of family communication while the other two (Television and Radio) do have negative impact. Of these the positive impact of newspaper and negative impact of the Internet are to be considered seriously given their statistical significance.

It was found that while newspaper use positively and significantly contributed to better open communication in families, the use of the Internet had significant negative impact on this aspect of communication in family environment. This contrasting nature of the impact between the legacy media newspaper and new media the Internet can be attributed to the fundamental features of these mass medium formats.

Newspaper is a culturally positioned medium in Kerala families; its content is publicly moderated on the basis of existing social and cultural values aiming at socializing people to well adopt ethos of the society that promotes high moral standards including openness and belongingness. Newspaper serves as a socialization agency within the family and its use is to greater extent a public experience since it is available openly. Contrast to this feature of newspapers, the Internet is a highly personal experience, which allows people to be secretive and individualistic and to access non-moderated content that sometimes do not serves as an agent of promoting communication qualities like transparency and openness.

In short, the nature of the medium (experience of newspaper and personalized nature of the Internet) used by the family member's influences the transparency level communication in family environment.

Media Use and Control Dimension of FCQ

The mean score ($M=7.73$, $SD= 2.10$) for control dimension of family communication quality was found to be above the expected midpoint. It shows the structural stability of families in Kerala if communication quality called if control is taken as an indication of solidity governed by leadership.

To find how regularity of mass media use in absolute influence the control quality of family communication, the data was subjected to multiple regression analysis.

Table 4.63: Model Summary – Predictors of Control Dimension of FC

| R | R Square | Adjusted R Square | Std. Error of the Estimate |
|--|-----------------|--------------------------|-----------------------------------|
| .056a | .003 | -.008 | 2.115 |
| Predictors: (Constant), Newspaper, Television, Radio, Internet | | | |
| Dependent Variable: Control | | | |

From the model summary, it is evident that the relationship between predictor and the outcome variable is weak ($R = .056$) and the proportion of the variance in the outcome variable (control) by the predictor variables is only .03%.

However, subsequently the data was subjected to ANOVA to find out the statistical significance of the model.

Table 4.64: ANOVA - Control

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--|-----------------------|-----------|--------------------|----------|-------------|
| Regression | 5.16 | 4 | 1.29 | .288 | .886b |
| Residual | 1633.35 | 365 | 4.47 | | |
| Total | 1638.51 | 369 | | | |
| Dependent Variable: Control | | | | | |
| Predictors: (Constant), Newspaper, Television, Radio, Internet | | | | | |

From the result it was found that the model is not able to predict the outcome variable control $F(4,365) = .288, p = .886$.

It can be concluded that the entire model that involves all the four media together does not contribute to communication control among family members.

The fact that the model that involves all the four media is not workable doesn't mean that each medium in its isolated condition wouldn't predict the

control dimension of FCQ. But, considering the limitations, no test in that direction is not carried out in this study.

Media Use and Consideration Dimension of FCQ

The mean score (M=4.00, SD=3.01) of 'Consideration, yet another quality dimension of family communication, was found to be lower than the expected midpoint. In fact this dimension is expected to be go hand in hand with Control dimension since control system will work well when there is enough consideration among the members of communication. There would be any hidden factor in place for this situation. Finding out the reason for this interplay is beyond this study.

Here the focus is on how regularity of mass media use contributes to the consideration aspect of Family Communication Quality in the sample family environments. The data in relation to this quality dimension was subjected to multiple regression analysis fixing four mass media as predictors and 'Consideration' score as outcome variable. And a model was generated and given below.

Table 4.65: Model Summary – Predictors of Consideration Dimension of FC

| R | R Square | Adjusted R Square | Std. Error of the Estimate |
|--|-----------------|--------------------------|-----------------------------------|
| .194a | .038 | .027 | 2.977 |
| Predictors: (Constant), Newspaper, Television, Radio, Internet | | | |
| Dependent Variable: Consideration | | | |

From the model summary, it is evident that the relationship between predictor and the outcome variable is weak (R = .194) and the proportion of the variance in the outcome variable (consideration) by the predictor variables is only .03%.

Subsequently the data was subjected to ANOVA to find out the statistical significance of the model.

Table 4.66: ANOVA - Consideration

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|--|------------|----------------|-----|-------------|-------|-------|
| | Regression | 127.120 | 4 | 31.780 | 3.587 | .007b |
| | Residual | 3233.877 | 365 | 8.860 | | |
| | Total | 3360.997 | 369 | | | |
| Dependent Variable: Consideration | | | | | | |
| Predictors: (Constant), Newspaper, Television, Radio, Internet | | | | | | |

From the result it was found that the model significantly predicts the outcome variable consideration, $F(4,365) = 3.587, p = .007$. From the result it can be concluded that the entire model that involve all the regularity of the use of four media clearly and significantly contribute to consideration aspect of FCQ. However, the contribution of each medium to the outcome variable still remains hidden. For this coefficients of the model were generated and analysed.

Table 4.67: Coefficients and Confidence Interval - Consideration

| Coefficients | | | | | | | | |
|--------------|------------|-----------------------------|------------|---------------------------|-------|------|---------------------------------|-------------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | |
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 | (Constant) | 2.32 | .514 | | 4.532 | .000 | 1.318 | 3.339 |
| | Newspaper | .044 | .097 | .024 | .453 | .651 | -.148 | .236 |
| | Radio | .003 | .121 | .001 | .027 | .978 | -.235 | .242 |
| | Television | .339 | .158 | .112 | 2.148 | .032 | .029 | .648 |
| | Internet | .797 | .259 | .161 | 3.079 | .002 | .288 | 1.307 |

Dependent Variable: Consideration

The result in general shows that regularity of the use of all the four media positively contribute to the consideration aspect Family Communication Quality. However, all of them are not statistically significant.

It is found from the results that newspaper ($B = .044$, $p > .05$) and radio ($B = .003$, $p > .05$) do not significantly influence the overall score of consideration while television ($B = .339$, $p < .05$) and the Internet ($B = .797$, $p < .05$) significantly contribute to its prediction.

From the coefficient table it is possible to generate, a general form of equation to predict consideration score from the family members' regularity level of various media use.

The equation is:

$$\text{Consideration} = 2.32 + (.044 \times \text{Newspaper Use}) + (.003 \times \text{Radio Listening}) + (.339 \times \text{Television Viewing}) + (.797 \times \text{Internet Access}).$$

From the entire result it is possible to conclude that regularity of the use of only two media (Television And Internet) have considerable impact on enhancing consideration quality of Family Communication because it was clear from that the coefficients of these two media are many times higher than that of the other two media.

In short, increase in regular use of television and Internet by family members will potentially increase their consideration for other members of the family in communication contexts.

Media Use and Affection Dimension of FCQ

Like transparency affection also recorded above the expected mid-point as a family communication quality dimension with a mean score of 6.88 (SD= 2.19). Studies proved that affective responsiveness, affectionate communication and affective orientation were found to influence strong parent –child relationships in family environments. In communication affection is reflected in verbal and non-verbal forms and expressions pattern

may change according to gender and relationship of the participants (Park, Y.S., Vo, L.P., and Tsong, Y., 2009).

How affection dimension FCQ is determined by the regularity of the use mass media among the members of the family is question answered in this session. Again data was subjected to multiple regression and the model summary given in Table 4.68 was prepared.

Table 4.68: Model Summary – Predictors of Affection Dimension of FC

| R | R Square | Adjusted R Square | Std. Error of the Estimate |
|--|----------|-------------------|----------------------------|
| .154a | .024 | .013 | 2.176 |
| Predictors: (Constant), Newspaper, Television, Radio, Internet | | | |
| Dependent Variable: Affection | | | |

From the model summary, it is evident that the relationship between predictor and the outcome variable is weak ($R = .154$) and the proportion of the variance in the outcome variable (affection) by the predictor variables is only 2.4%. However, the data was subjected to ANOVA to find out the statistical significance of the model.

Table 4.69: ANOVA - Affection

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------------------------------|------------|----------------|-----|-------------|-------|-------|
| | Regression | 41.916 | 4 | 10.479 | 2.213 | .067b |
| | Residual | 1728.087 | 365 | 4.734 | | |
| | Total | 1770.003 | 369 | | | |
| Dependent Variable: Affection | | | | | | |

It was found that the model does not predict the outcome variable affection, $F(4,365) = 2.213$, $p = .067$. From the result it can be concluded that the entire model that involves all the four media together doesn't significantly influence the affection dimension of family communication.

Media Use and Discipline Dimension of FCQ

The mean score of the FCQ dimension discipline (M= 3.15, SD= 3.70) was lower the expected mid-point. Control and affection are two qualities that are expected to be interlinked in a small group setting like family. But, the data of this study shows them such an association is irrelevant since both of them are found to be positioned in bio-polar levels. Discipline could even attain only litter above of half of the midpoint 6. See Table No 4.70

Employing multiple regression analysis, a model summary was produced to ascertain the relevance of checking the potential predictability of discipline score of FCQ using the predictor variable of the regularity of the use mass media.

Table 4.70: Model Summary – Predictors of Discipline Dimension of FC

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|--|-------|----------|-------------------|----------------------------|
| 1 | .276a | .076 | .066 | 3.583 |
| a. Predictors: (Constant) Newspaper, Television, Radio, Internet | | | | |
| b. Dependent Variable: Discipline | | | | |

From the model summary, it is evident that the relationship between predictor and the outcome variable is weak (R = .276) and the proportion of the variance in the outcome variable (Discipline) by the predictor variables is only 76%.

Subsequently the data was subjected to ANOVA to find out the statistical significance of the model.

Table 4.71: ANOVA – Discipline

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|--|------------|----------------|-----|-------------|-------|-----------|
| 1 | Regression | 385.426 | 4 | 96.356 | 7.506 | .000 b |
| | Residual | 4685.398 | 365 | 12.837 | | |
| | Total | 5070.824 | 369 | | | |
| Dependent Variable: Discipline | | | | | | |
| Predictors: (Constant), Newspaper, Television, Radio, Internet | | | | | | |

From the result it was found that the model significantly predicts the outcome variable discipline, $F(4,365) = 7.506$, $p = .000$. And, it can be concluded that the entire model that involves all the four media together clearly and significantly contributes to family communication quality. However, the contribution of each medium to the outcome variable still remains unclear. For this coefficients of the model were generated and analysed.

Table 4.72: Coefficients and Confidence Interval - Discipline

| Coefficients | | | | | | | | |
|--------------|------------|-----------------------------|------------|---------------------------|--------|------|---------------------------------|-------------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | |
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 | (Constant) | .497 | .618 | | .804 | .422 | -.719 | 1.713 |
| | Newspaper | .333 | .117 | .148 | 2.842 | .005 | .103 | .564 |
| | Radio | -.248 | .146 | -.088 | -1.702 | .090 | -.535 | .039 |
| | Television | .648 | .190 | .174 | 3.414 | .001 | .275 | 1.021 |
| | Internet | .824 | .312 | .136 | 2.643 | .009 | .211 | 1.437 |

Dependent Variable: Discipline

The result shows that three predictor variables such as newspaper ($B = .333$, $p < .05$), television ($B = .648$, $p < .05$) and the Internet ($B = .824$, $p < .05$) significantly contribute to overall prediction while radio ($B = -.248$, $p > .05$)

do not. From the coefficient table it is possible to generate, a general form of equation to predict discipline score of FCQ based on the regularity of the use of various media: newspaper, radio, television and the Internet. The equation is as follows:

$$\text{Discipline quality} = .497 + (.333 \times \text{Newspaper Use}) - (.248 \times \text{Radio Listening}) + (.648 \times \text{Television Viewing}) + (.824 \times \text{Internet Access}).$$

From the entire result it is possible to conclude that regularity of the use of three media (newspaper, television and internet) contribute more or less to discipline aspect of FCQ in significant way while radio has a negative impact though not significant.

Media Use and Sarcasm/Humour Dimension of FCQ

The data showed that in their communication in family settings Keralites are somewhat serious since their mean score (M=1.76, SD= 1.42) for sarcasm/humour as a dimension of FCQ was found to be abysmally lower than the expected midpoint of 3. Whether the regularity of the use of mass media had any influence on this aspect of family communication in Kerala. To answer this question, the data was subjected to a multiple regression analysis and a model was generated as given below:

Table 4.73: Model Summary – Predictors of Sarcasm/Humour Dimension of FC

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|--|----------|-----------------|--------------------------|-----------------------------------|
| 1 | .206 | .043 | .032 | 1.405 |
| Predictors: (Constant), Newspaper, Television, Radio, Internet | | | | |
| Dependent Variable: Sarcasm / Humour | | | | |

From the model summary, it was evident that the relationship between predictor and the outcome variable was weak (R = .206) and the proportion of the variance in the outcome variable (Sarcasm / Humour) by the predictor variables was only 4.3%.

The data was subjected to ANOVA to find out the statistical significance of the model.

Table 4.74: ANOVA – Sarcasm / Humour

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|--|------------|----------------|-----|-------------|-------|------|
| 1 | Regression | 32.083 | 4 | 8.021 | 4.061 | .003 |
| | Residual | 720.893 | 365 | 1.975 | | |
| | Total | 752.976 | 369 | | | |
| Dependent Variable: Sarcasm / Humour | | | | | | |
| Predictors: (Constant), Newspaper, Television, Radio, Internet | | | | | | |

From the result it was found that the model significantly predicts the outcome variable FCQ, $F(4,365) = 4.061$, $p = .003$. From the result it can be concluded that the entire model that involves all the four media together clearly and significantly contributes to sarcasm/humour aspect of FCQ in families sampled for the study. However, the contribution of each medium to the outcome variable is not clear. For this coefficients of the model were generated and analysed.

Table 4.75: Coefficients and Confidence Interval – Sarcasm / Humour

| Coefficients | | | | | | | | |
|--------------|------------|-----------------------------|------------|---------------------------|--------|------|---------------------------------|-------------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | |
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 | (Constant) | 2.670 | .243 | | 11.008 | .000 | 2.193 | 3.147 |
| | Newspaper | -.086 | .046 | -.099 | -1.875 | .062 | -.177 | .004 |
| | Radio | -.106 | .057 | -.097 | -1.858 | .064 | -.219 | .006 |
| | Television | -.139 | .074 | -.097 | -1.868 | .063 | -.285 | .007 |
| | Internet | -.278 | .122 | -.119 | -2.273 | .024 | -.518 | -.037 |

Dependent Variable: Sarcasm / Humour

The result shows that all predictable variables newspaper (B = -.086, p>. 05), radio (B = -.106, p>.05) and Television (B = -.139, p> .05) and the Internet (B= -.278, p< .05) negatively influence the sarcasm/humour aspect of family communication in Kerala. However, these negative contribution was not statistically significant at a p value of .05, except in the case of the Internet with a p value of .024.

From the above model, it is possible to generate an equation as follows

$$\text{Sarcasm / Humour} = 2.670 - (.086 \times \text{Newspaper Use}) - (.106 \times \text{Radio Listening}) - (.139 \times \text{Television Viewing}) - (.278 \times \text{Internet Access}).$$

Negative influence of the Internet on the lighter aspect of family communication in families warrants serious attention. This phenomenon can be attributed to the highly personalized experience of the digital medium that alienates people from each other resulting in lack of intimacy, which is essential for cracking jokes and making funs during communication in small group settings.

Media Use and Everyday Interaction Dimension of FCQ

The data given in Table No.4.76 showed that FCQ dimension 'Everyday Interaction' had a high mean score (M=7, SD=2.01), which was high above the expected midpoint of 4.5. It indicates that Kerala people are deeply networked and well communicated each other without much intervals. Does their regularity of the use of mass media have any bearing on this quality of family communication?

The data was subjected to multiple regression analysis and the following model summary was generated:

Table 4.76: Model Summary – Predictors of Everyday Interaction Dimension of FC

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|--|------|----------|-------------------|----------------------------|
| 1 | .182 | .033 | .023 | 1.989 |
| Predictors: (Constant), Newspaper, Television, Radio, Internet | | | | |
| Dependent Variable: Everyday Interaction | | | | |

From the model summary, it is evident that the relationship between predictor and the outcome variable was weak ($R = .182$) and the proportion of the variance in the outcome variable (Everyday Interaction) by the predictor variables is only 3.3%.

Subsequently the data was subjected to ANOVA to find out the statistical significance of the model.

Table 4.77: ANOVA – Everyday Interaction

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|--|------------|----------------|-----|-------------|-------|------|
| | Regression | 49.440 | 4 | 12.360 | 3.125 | .015 |
| | Residual | 1443.557 | 365 | 3.955 | | |
| | Total | 1492.997 | 369 | | | |
| Dependent Variable: Everyday Interaction | | | | | | |
| Predictors: (Constant), Internet, Television, Radio, Newspaper | | | | | | |

From the result it was found that the model significantly predicts the outcome variable everyday interaction, $F(4,365) = 3.125$, $p = .015$. From the result it can be concluded that the entire model that involves all the four media together clearly and significantly contributes to everyday interaction of family members. However, the contribution of each medium to the outcome variable still remains unearthed. For this coefficients of the model were generated and analysed.

Table 4.78: Coefficients and Confidence Interval – Everyday Interaction

| Coefficients | | | | | | | | |
|--------------|-----------------------------|------------|---------------------------|-------|--------|---------------------------------|-------------|-------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | | |
| | B | Std. Error | Beta | | | Lower Bound | Upper Bound | |
| 1 | (Constant) | 7.696 | .343 | | 22.421 | .000 | 7.021 | 8.371 |
| | Newspaper | .090 | .065 | .073 | 1.375 | .170 | -.039 | .218 |
| | Radio | -.048 | .081 | -.031 | -.593 | .553 | -.207 | .111 |
| | Television | -.291 | .105 | -.144 | -2.766 | .006 | -.498 | -.084 |
| | Internet | -.310 | .173 | -.094 | -1.790 | .074 | -.650 | .030 |

Dependent Variable: Everyday Interaction

The data showed that only newspaper (B = .090, p>. 05), as a predictor variable positively contribute to the everyday interaction score of FCQ. But this influence is not statistically significant.

All other variables had negative bearing on the outcome variable everyday interaction. Radio (B = -.048, p>.05) Television (B = -.291, p< .05) and the Internet (B= -.187, p> .05). Of these negative influence of television was found to be statistically significant.

From the above matrix it was possible to create an equation as follows: Everyday interaction = 7.696 + (.90 x Newspaper Use) – (.048 x Radio Listening) - (.291 x Television Viewing) – (.310 x Internet Access).

Regularity of the use any media do not statistically and positively contribute to the higher level of everyday interaction among family members. More than that radio, television and the internet including mobile phone use hinder smooth everyday interaction among the members of the family.

Though not statistically significant the Internet was found to be an obstacle for everyday interaction. The television, particularly a common

medium which is co-viewed in most of the household, was found to reduce routine interaction among the members of the family in a significant way.

Discussions based on the above mentioned findings and related conclusions are given in the next chapter.

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Chapter **5**

**CONCLUSIONS AND
RECOMMENDATIONS**

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

Research studies on household media environment (HME) have focused primarily on how family members, individually or collectively, use media and how it influences their socialization process. For example, studies on the effects of television advertisements on the roles of children on family's purchasing decisions (Adler, 1977) or on how the Internet helps family members to connect their relatives or siblings (Sprouty et.al, 2016) or on how newspaper reading helps them to keep abreast of their social surroundings or to form opinion on social or political matters and so on. Similarly, studies on family communication quality (FCQ) are found to be centred either on the interaction between parents and children on complex matters like drug abuse, adoption or matters related to relationships or sex etc. or looking into the complexities involved in the maintenance of marital relationships or solving issues related to extra marital relationships etc. But, in this work, the researcher takes a different turn from the very inception of the design of the study, and looks into the nature of the association between household media environment (HME) and family communication quality (FCQ); the reciprocity between two communication variables.

While reviewing the rich literature in the field it is clear that considerably less efforts have been devoted to understand the factors that predict the effectiveness of HME on FCQ. Furthermore, it is evident from the previous literature that family communication quality has been studied within the framework of system theory or from the boundaries of structure oriented spectrums in which families are viewed primarily as micro units in the functioning framework of a larger society. At the same time, in this study, family is conceived as an active communication sphere where organized and systematic mass communication naturally blends with informal, unsystematic and less organized interpersonal communication of individuals. The

reciprocity between these two types of communication systems constructs and deconstructs the functional and emotional bonds between and among the members of the family, making it more futuristic, planned, and moving. Endorsing it, Moschis (1983) said: "... it is the family context of interpersonal communication that is believed to have greatest influence in socialization process."

It is clear that the nature of interaction which is formed from characteristics of communication environment, defines the interpersonal behaviours of family members in such a way that it contributes to the success or failure of an individual's future life. Ackerman et al. (2011) identified transparency, warmth and support as such qualities that generate a positive engagement in individual's interaction with others. This argument has theoretical grounding as well. Drawing on the observational learning theory it can be concluded that individuals emulate the interpersonal behavioural patterns that were modelled and strengthened through their everyday family experiences while the socialization theories postulate that individual's interaction with their parents and siblings during their adolescent period has a significant role in shaping their interpersonal behavioural style. Both these arguments establish the fact that family as a communication context has a significant bearing on forming the interpersonal communication quality of a person. Communication in family context is not an isolated action; rather it is determined by several factors including household media.

Media consumption within the family defines the routine family experience by structuring members' attention, physical location and time. While conceptualizing family environment as an active micro system where members are always vibrant and live, those family members who use the media are kept focusing their attention on something, psychologically keeping themselves off from other members or the affairs of the family. As media, particularly traditional media like television, in a family space is located in a particular place. When a family member chooses a particular

space within the family for consumption of media, particularly personal media like the Internet or smartphone, he or she keep distance from others.

Media consumption needs time and it necessitates structuring of time within the family system, sometimes setting a particular slot for watching television, or browsing the Internet and so on for example. This may happen at individual or collective level. Anyhow, media's presence and its consumption in a family setting helps to create spatial, temporal and structural order at home. When media started to take small and adjustable shapes and function online with Bluetooth or Wi-Fi, their placement and consumption within the family have become more easy and flexible and took a significant shift in their role as a collective family apparatus to personalized tool of entertainment or communication. It is also observed that media presence in the family environment is being extended and enriched more and more with the compatibility that media apparatuses can afford thanks to the digital revolution. This affordability enhances media's functions in unthinkable ways. Many other factors also make homes media rich finding new ways to place it for multiple uses never thought of so far. Dye observed that, "repetitive tasks are no longer boring if accompanied by an interesting television program. One stay at home mom kept a TV running as she performed housework during her day. The kitchen, living room, master bedroom, and even the laundry room were each equipped with a TV. If not watching the TV directly, some moms would still run the TV simply for the background noise as they worked through their household chores" (Dye, 2020).

Furthermore, media consumption at home brings different experiences to different members. For example children watch television to be entertained, while parents watch it to get a shared experience. While parents or adults watch television or read newspapers for information, children most often turn to those media for entertainment. Television consumption at home, particularly at a common place within the family

environment, seems to be opportunistic in nature since members would watch whatever is on the screen when they get time, instead of choosing the shows to watch with a definite purpose. Sometimes, media use is connected with family's or its members' media brand affinity, for example giving preference to a newspaper brand that is traditionally used by the family, or watching television channels run by the community/organization with which the family or its members are associated. In short, the presence and use of media in a family setting is being redefined with newer and newer patterns and functions. With the same ambiance, family communication is also being changed fast by many factors including the nature of household media environment. With this understanding in mind that the researcher seeks to explore how household media environment influences interpersonal communication quality in the families in Kerala.

The Study

As part of this effort, the present study looks into the presence of both personal and mass media in the family environment and their perceived utility and regularity of use by family members. Similarly the study seeks to examine the sample families' social background including their location, size, primary religious affiliation and economic status. Explorations of these two variables are essential to have clear background knowledge of the communication space on which the study focuses. Yet another critical element of the study is family communication quality. The researcher developed a comprehensive scale to measure it, after adapting and properly contextualizing some internationally accepted and experimented measurements. To ensure the validity and reliability of it in the local study context, the researcher has done special tests with scientific vigor and thus finally arrived at the following concepts that collectively constructed the central point of the study: Family Communication Quality. In this attempt FCQ is operationalized as the standard of communication takes place between or among family members as part of their everyday interaction. As

a variable it is constructed using communication dimensions such as Transparency (Quality possessed by a family in which all members are free to discuss any matter to other members), Control (Power of authority, parental control on their children is an example of control), Consideration, (Equal consideration to every family member), Affection (Express emotions and share feelings towards other members), Discipline (Maintaining acceptable mannerisms between family members), Sarcasm / Humour (No teasing between family members), Everyday Interaction (Maintaining regular interaction so as to have a healthier relationship among family members and share family duties among them). Co-use of communication media in family environment predicts family communication quality and its dimensions. This aspect of the study was completed using regression analysis.

Given the nature of the objectives of the study, quantitative methodology was employed to collect data from 405 families identified through multi-stage random sampling, of which 370 questionnaires were used after proper data cleaning. For this, Kerala was divided into three areas: north, central and south, each representing Malabar, Cochin and Travancore; three regions of the state with distinct cultural and historical roots. To report the results, the chapter concerned was divided into five parts. In the coming session, major findings from each part are summarized.

CONCLUSIONS

Being an exploratory investigation this work doesn't propose any hypotheses. However, findings from this inquiry offer clues to many predictors and internal factors of family communication quality in the background of household media environment, indicating some premises and propositions, whose tenability warrant scientific examination in future inquiry.

Digital Shift in HME (Household Media Environment)

Nature of the presence of mass media and personal media in families is a clue to multiple dimensions of social life – social awareness and interaction,

empowerment, purchasing power, media literacy, media affinity, cultural capital and ritual and instrumental role of media in defining micro and macro management of families. Presently Kerala houses have considerable affinity to each medium from mass and personal segments. But, just the presence of a medium is not enough to map out the media environment in the families.

Beyond their affinity and habitual considerations, Kerala society attaches higher degree of credibility to newspapers as they seek information mainly from that legacy medium followed by television, which is also considered as credible medium by a considerable number of families. It is interesting to see that radio, once considered as the most reliable source of credible information that too for official information, is now left behind newspapers and television. The potential of television and radio as entertainment channels is very strong and the trend is expected to continue to a certain period of time. Both legacy and digital media still find considerable place in households in Kerala in contrast to the media trends in western societies where legacy media are fast moving out of family environments replacing the digital ones either through convergence or through absolute rejection. But, penetration of mobile phones, now primarily used for communication, may creep into other utility domains since the technical infrastructure for the internet penetration is fast getting momentum in the state and generation Z may mostly resort on their smart phones for information, entertainment and communication as a convergent medium.

From this finding it is possible to conclude that though traditional media like television and newspaper are continuing as the most popular media in Kerala homes, their roles in offering entertainment and information respectively are fast shifting to digital media like the Internet connected personal computers and smart phones, as evidenced from the data analysed for the study. In majority of families sampled, television is used mainly for entertainment and newspapers for information, but it is to these domains the digital media started their intrusion. Radio could not regain its legacy

presence even though FM wave is strong in the state and role of radio has been changed from information provider to an entertainer. Keralites use FM radio mainly for entertainment, but it is now confined to their cars, and to an extent to their kitchen time. It is yet to become a staple medium in the whole family setting.

The central catalyst of the changing media environment is digital revolution that increases the presence of convergent media, which is used both collectively and personally. The trend shows that household media environment will shortly shrink to multiple mobile phones, consigning the presence of mass media and their collective use in family setting into oblivion. Consequently, it is sure that increased digital media presence in the families will redefine the public perception of the utility of communication media as a whole. Information utility of media will be outshined by communication and entertainment functions. Such a devastating change towards increased personalized use of a single medium for all purposes will decrease the chance of family gathering for collective media use where parent-child relationship is fostered through physical proximity and emotional bond.

Family Antecedents and HME (Household Media Environment)

The most remarkable aspect of the changing media scape in the families in Kerala is that there is a considerable degree of difference between urban and rural areas in terms of the digital intrusion into household media environment. In the urban houses this digital invasion is faster than in their rural counterparts. Urban-rural divide in affordability, accessibility and adoption of new media is a fundamental reason for this. Data implies that family budget is tuned to the entry of personal media. Interestingly, the trend is almost equal among different religious groups and economic strata and families of various sizes. In the past, families in Kerala belonging to lower strata did not spend much on media due to affordability issues and they would use mass media in public places like reading rooms, libraries and rural

tea shops. This trend was changed to a certain extent when television found a central, and later an essential place, in the living rooms of Kerala. But, gradually mobile phones became an essential tool of communication irrespective of economic parameters and other social indicators. Though mobile phone entered the families as a sheer communication device, its smart version gradually grabbed the central position. With the entry of multi-media phones with entertainment as the central function, television lost its central position in majority of families. To adjust to this trend, family budget is retuned to access digital media, spending more money for mobile recharge, net connectivity and subscription of over the top channels like Amazon, Netflix etc. Now, subscription charges for personalized OTT, mobile recharge and net connectivity have been normalized though it multiplied the cost of media in family settings. Digital connectivity and its normalization in Kerala families offer clues to the potential of convergent media market in the state.

Open Communication Environment

Family communication quality was examined in this study from the perspective of family system theory and other allied frameworks considering communication and its quality, which are central to the structural stability of families as micro-social units. When viewing from all dimensions conceptualized, family communication standards were found to have high scores in transparency, control, affection and everyday interaction and lower scores in sarcasm, discipline and consideration though the standard deviations of these dimensions are equally distributed among all families. It means that when looking from quality dimensions, structural strength of the families across all strata and divisions is strong enough to withstand any change. Since all the statements related to transparency secured higher mean scores, it is possible to conclude that the structure of the families in Kerala is comparatively strong when we view it from communication perspective. Higher degree of transparency is a mark of a well-structured

communication environment with higher level of coherence and consciousness about relationships. Members of the family reported that they were free to express their feelings both good and bad in an open way irrespective of the nature of hierarchical relationships. They also perceive that they are very free to discuss even issues that may upset the entire family or the issues that may bother other family members. In short, members in families in Kerala enjoy freedom for transparent communication in all respects at a higher level.

Openness/ transparency in family communication is an indication to the structural dynamics of the family and its internal relationship patterns. Most of the inquiries in this direction were focused on parent-child communication about specific complex issues like adoption, sexual orientation, premarital relations, drug abuse and alcoholism. When we consider frequency of discussions and general assessment of openness in relation to those specific issues, in this study the researcher considered openness in general terms signifying general subjects of discussion, form and content, and emotional aspects of relationships among the communication participants. Though all the items that constitute the concept transparency scored above average score, the low mean score for the item related to openness in discussing matters related to sex denotes that open discussions of sex and drug in family environment still remains difficult for most of the families in Kerala. This is perhaps due to the fact that both the issues are considered to be social stigmas in Kerala. From this finding, it is possible to conclude that the nature of the topics is one of the factors that determine the degree of transparency in family communication.

Free Communication Space with Strong Decision Making Points

Power relations in families are formed based on the control aspects of communication between and among family members. But, this is not an independent factor, rather it is influenced and shaped by many external factors as families are sub-systems governed by norms and rules that

emerged out of the socio-cultural contexts of different points of social history. The norms and rules negotiate the control of family interaction causing either stricter or liberal communication management in family environments. Control doesn't refer to imposing power over one another within the family, rather it is conceptualized as one's own thought process as how to communicate according to the roles played simultaneously as father, husband, son or mother, wife, daughter and so on. So it is important to keep in mind that this conceptualization of relationship is not a static process, but a dynamic and evolving one.

Data reveals that the families' degree of control over communication is comparatively less than the average while the degree of domination on family decisions is very high. Families in Kerala feel that control over communication in their internal settings is comparatively less, though the concentration of power in family decision-making is higher. Emotional aspects often overpower the intelligent dimension of conflict resolutions in families. And, every member of the family has a very strong focal point person who listens to his/her feelings and expressions and who is to be obeyed to ensure better solutions in complex situations. It denotes that in families in Kerala, communication and decision-making are two distinct functions specifically defined by two factors - freedom and responsibility. Members with less control are freer to discuss but the leader is more dominating and has the authority to take family decisions. Perhaps this is due to the nature and structure of families, which are small and managed mostly by breadwinners who have to be responsible for the decisions taken.

Traditional in Expressing Affection

Data implies that in family settings of Kerala, expression of affection through verbal communication is yet to break the traditional limitations. Verbal expressions of love by saying ' I love you' is something still considered as a taboo which is evident from the meagre mean score the item secured. It is the case of kissing to express affection. However, hugging each other, being

emotionally affectionate, and score above average. From this, it is possible to conclude that traditional pattern of spatial management and physical proximity are still maintained in the families in Kerala. In other words, explicit expression of love and affection is considered less important in families, in contrast to the practice in place in families of other cultures. But, the availability and use of media, particularly television that telecast new generation films and the increased presence OTT platforms that follow more flexible censorship norms and air, more westernized content definitely serve as change makers in this case. The above average scores in more than two factors under this dimension signal to this trend.

Development Indices Determine FCQ (Family Communication Quality)

Data reveals that the area of residence really did have an effect on family communication quality. Specifically family communication in urban families is better in quality than that of their counterparts in rural settings. The reason for this significant difference can be attributed to the differences in external factors such as culture, technological intervention, educational level, gender parity and flexibility in family structures. These aspects warrant further investigation though not covered in the scope of the present study. All the parameters used in this study to measure the communication quality are oriented towards modern family settings. In that sense, it is natural that urban families have better performances in these indices and fare well in communication quality. It is noteworthy that, though the difference is statistically significant, it is of two scores only. It denotes that there is a chance for filling this gap between urban and rural settings soon. The urban-rural divide in the state is fast disappearing due to the equitable distribution of development facilities, spread of education and richness of mass and digital media, which serves as a vital catalyst for cultural homogenization. This argument is supported by the data from income wise distribution of FCQ scores. The result concerned offers valid evidence to conclude that economic wellbeing of the family ensures many positive factors like high

level of education, income stability, mental wellbeing, structural stability of the family, liberal and flexible relationship amongst family members and the like positively contributing to high level of communication quality. This finding also supports the earlier finding that urban setting have all the above-mentioned parameters that contribute to high quality of communication in families. It is interesting to see that when comparing on religious lines or on the basis of the family size, no difference is seen in FCQ, indicating that both the variables - religious affiliation and family size- have nothing to do with family communication quality. In other words, FCQ is equal in all families of all religious groups irrespective of the family size. From this it is possible to conclude that in Kerala, it is not cultural factors like religiosity, geographical and economic parameters that are influential in determining the FCQ.

Collective Consumption & FCQ (Family Communication Quality)

Accessing media with other members of the family is a routine in family environments. The intensity of this collaborative consumption of media depends upon two factors, the first being type and availability of media and the second, the nature of interpersonal connections among the members. From the results of the data analysed it can be concluded that common use of media of various types serves as a factor in uniting family members. The moments of common media consumption and subsequent discussion naturally enhances the possibility of interpersonal communication, mutual awareness, and the feeling of belonging among the members of family. This argument is true in the case of sampled families as the regression analysis proved that performance score of all media together significantly predicts the enhancement in FCQ.

In individual dimensions of FCQ also, this influence is evident except for the aspects like Affection and Everyday Interaction. Here it is significant to note that co-use of media in family environment did not contribute to higher degree of Affection and Everyday Interaction when cumulative scores of all media in the case of their co-use is considered. This result is against

what is generally perceived, that collective use of media may ensure physical proximity, shared time and emotional bondage, which will naturally increase the chances of everyday interaction and of being more affectionate. This trend may be attributed to the increased presence of personalized media in family environment. In fact it indicates the direction to which families in Kerala move in terms of interpersonal relations and expression of affection within households.

Similarly, why newspapers are co-used more frequently than television when co-use of television is more reported in the previous studies? The possible reason is that television is available on personalized media and the diversity in content preferences leads the member of family, particularly the youngsters, to watch their content of choice on personalized media like YouTube and other means. Though newspapers are also available online, their access is limited through pay walls or moderated through repurposed content. Anyhow, these trends warrant close observation and further scientific inquiry.

RECOMMENDATIONS

As mentioned the present study is conceived as an exploratory one and its findings are tentative in nature though they shed light to many hitherto unearthed areas of family communication and household media environment in Kerala. The present work looks into the problem from a communication spectrum, that too using quantitative method. Given the multidisciplinary nature of the topic, it need more comprehensive approach that involves sociological perspective and cultural studies paradigms along with communication viewpoints and multi-modal analysis. Only such a comprehensive approach would give better understanding of the certain complex aspects of family communication quality and its association with household media environment, particularly at a time when household media settings are witnessing dramatic changes with the increased presence of digital personalized media and innovative form and content on a variety of

platforms. This trend necessitates researcher's sophisticated yet immediate attention to build a better knowledge base in this domain in Indian context. With this pretext, the researcher would like to advance the following recommendations for future studies.

1. For this study an internationally accepted standard instrument was adapted and contextualized. Such contextualization would never be perfect because family values, norms and customs in Kerala are entirely different from the West where the original scale was employed. The contextualization process itself has many limitations, as it can't perfectly reflect the social realities and linguistic sensibilities of the region. The construct of Family Communication Quality needs a fresh measurement mechanism. Taking micro-social and cultural factors into account new constructs and factors has to be developed.
2. The present study focuses on two critical constructs: household media environment and family communication quality. Both of them are conceptualized taking family as a communication space and a micro unit of a system. While doing so, the researcher developed his conceptual framework from a communication perspective. In fact, it can be envisioned from multiple frameworks to have a comprehensive idea about the problem under the study. A multi-disciplinary approach with multi-modal design would bring about more insights into the internal factors that determine the association between HME and FCQ.
3. In this study the researcher considered only four variables - Area, size, religion and income - as family antecedents. This limitation in identifying variables confines the possibilities of exploring many aspects of the study. A comprehensive study with more variables such as education level, occupation and political ideology of family members, would fetch more understanding of the sampled families

and their interaction with communication media and their influence as well.

4. The present study looks into the problem taking all possible media into account with equal stance. However, increasing significance and role of digital media in household environment necessitates specialized study on digital media presence, use and utility perception and their influence on FCQ in future.
5. Co-use of media in HME is conceptualized using only two factors in the form of statements. In fact, it would be better to identify more aspects through literature search or pilot study and use them as factors to explore the concept from multi-directional way. It would fetch more insight into collective consumption of household media.
6. Finally, this study is done as an exploratory one though it advances many hypotheses, which are to be further investigated and validated. Such an attempt would concretize the inferences generated in this work and would guide more in-depth studies in this domain in South Asian context.
7. Within the family, children are major communication agents. Most of the emotional communication contexts are centred on them. And, their engagement with mass media and personal media is problematic, and it is well established in mainstream discourse. A study focusing children and influence of HME on their interpersonal communication behaviour would be a better domain to research.
8. The scope of this work is functionally confined to the state of Kerala, which distinct from other parts of India politically, culturally and in other social parameters. So, generalization of the findings from any study putting the state as a base is problematic. However, imbibing lessons from the findings of this study, a pan Indian study can be

conducted. It would definitely generate diverse data set and in-depth socio-cultural dimensions of the problem.

In short, the study advances many inferences, conclusions and arguments regarding the reciprocity between HME and FCQ, while they encourage more inquiry into the problem.

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APPENDIX

Primary Utility of Media in Family

| Media | Utility | | |
|-------------------------------|--------------------|----------------------|----------------------------------|
| | <i>Information</i> | <i>Entertainment</i> | <i>Communication / Education</i> |
| Television | | | |
| Newspaper | | | |
| Radio | | | |
| Mobile phone/smart phone/ tab | | | |
| Personal Computer/ laptop | | | |

MASS MEDIA IN FAMILY

Television

1. How often do family members join together to watch television?
 a) Regularly b) Quite often c) Sometimes d) Never
2. How often do your family members discuss program content?
 a) Regularly b) Quite often c) Sometimes d) Never

Newspapers

1. How often family members join together to read newspaper?
 a) Regularly b) Quite often c) Sometimes d) Never
2. How often do your family members discuss newspaper content?
 a) Regularly b) Quite often c) Sometimes d) Never

Radio

1. How often family members join together to listen radio?
 a) Regularly b) Quite often c) Sometimes d) Never
2. How often do your family members discuss program content of radio?
 a) Regularly b) Quite often c) Sometimes d) Never

PERSONAL MEDIA IN FAMILY

Mobile Phone

1. How often family members use mobile phone?
a) Regularly b) Quite often c) Sometimes d) Never
2. How often do your family members use mobile to communicate with relatives?
a) Regularly b) Quite often c) Sometimes d) Never

Networked Gadgets

3. How often family members use internet at home?
a) Regularly b) Quite often c) Sometimes d) Never
4. Which of the following gadget is used by family members to access the internet?
a) Smart Phone b) Personal Computer c) Tablet

LEVEL OF FAMILY COMMUNICATION QUALITY

Transparent communication

1. In my family any one can talk openly to one another about any topic.
a) Regularly b) Quite often c) Sometimes d) Never
2. Anyone can share their feelings (both good and bad).
a) Regularly b) Quite often c) Sometimes d) Never
3. Anyone can openly discuss topics like sex and drugs
a) Regularly b) Quite often c) Sometimes d) Never
4. Anyone can freely deal with issues that may be upsetting.
a) Regularly b) Quite often c) Sometimes d) Never
5. Anyone can share their problems with one another.
a) Regularly b) Quite often c) Sometimes d) Never
6. Anyone can tell other family members when something bothers them.

a) Regularly b) Quite often c) Sometimes d) Never

7. Anyone can talk about it when something is wrong.

a) Regularly b) Quite often c) Sometimes d) Never

Controlled communication

8. Let one person control most conversations.

a) Regularly b) Quite often c) Sometimes d) Never

9. Have one person who dominates family decisions.

a) Regularly b) Quite often c) Sometimes d) Never

10. Have one person in the family who everyone else always listens to and obeys.

a) Regularly b) Quite often c) Sometimes d) Never

11. Only deal with conflict when everyone can do it without getting emotional to it.

a) Regularly b) Quite often c) Sometimes d) Never

Consideration in communication

12. Nobody in the family shows personal prejudice while discussing various matters

a) Regularly b) Quite often c) Sometimes d) Never

13. Nobody in the family take side while discussing various matters

a) Regularly b) Quite often c) Sometimes d) Never

14. Avoid topics that are too personal.

a) Regularly b) Quite often c) Sometimes d) Never

15. Avoid topics that are too hurtful.

a) Regularly b) Quite often c) Sometimes d) Never

Affective Communication

16. Hug one another a lot.

a) Regularly b) Quite often c) Sometimes d) Never

17. Often says things like "I love you" to other family members.

a) Regularly b) Quite often c) Sometimes d) Never

18. Are very affectionate with one another.

a) Regularly b) Quite often c) Sometimes d) Never

19. Show love through physical meaning (hugging, kissing etc.)

a) Regularly b) Quite often c) Sometimes d) Never

Disciplined Communication

20. Are never rude to one another.

a) Regularly b) Quite often c) Sometimes d) Never

21. Never talk back to their parents.

a) Regularly b) Quite often c) Sometimes d) Never

22. Are not rude to one another

a) Regularly b) Quite often c) Sometimes d) Never

23. Don't call other family members bad names or swear to their face

a) Regularly b) Quite often c) Sometimes d) Never

Sarcastic/humor Interaction

24. Tease other family members

a) Regularly b) Quite often c) Sometimes d) Never

25. Are sarcastic or "cut up" with one another

a) Regularly b) Quite often c) Sometimes d) Never

Everyday Interaction

26. Do things as a group even when it might be more efficient to split up and work separately.

a) Regularly b) Quite often c) Sometimes d) Never

27. Set aside certain times for everyone to talk together.

a) Regularly b) Quite often c) Sometimes d) Never

28. Meet regularly to discuss things

a) Regularly b) Quite often c) Sometimes d) Never