

# Role of Media on Social Health of Elderly in Durg Bhilai City

Rajshree Chandrakar, Dr. A. Joglekar

Bhilai Mahila Mahavidyalaya Bhilai, Govt. D.B.P.G Girls College, Raipur, Chhattisgarh, India

**Abstract:** Elderly suffers from various problems in our society, because of lack of communication. Media is a strong communication tool which can be easily approached. To make elderly people socially healthy media play an important role, hence a randomized prospective survey was conducted. The objective of this study was to investigate the role of media on social health of elderly. The study was conducted in 40 elderly residing in Durg-Bhilai province. 20 male 20 female were selected. A self designed questionnaire was used to collect the data. The obtained data were analyzed by percentage. Among all types of media, mobile was used for conversation by 80% male and 70% female, and to maintain a healthy relationship both 65% male and female used it. The findings revealed that social media (friends and groups) played a positive role to boost the social health of elderly.

**Keywords:** Elderly, media, social health

## 1. Introduction

Ageing is a phase of life and biological phenomena. It brings a lot of Anatomical, Physiological and Psychological changes in life. (Chadha and chao 2006). It is a stage wherein a person gets rid of all the responsibilities. The Government of India adopted National policy on older person defines “senior citizen” or “elderly” as a person who is of age 60 years and above. (Jan 1999). Our society is moving towards an aging population.

It has been estimated that by 21<sup>st</sup> century majority of population in both developed and developing countries will be elder ones. In 1991 the grey population which accounted for 67% of total population is expected to increase more than 10% till 2021. (Govt of India 2011). The increase in medical facility and better living standards has further lengthened the life span of individuals and hence simultaneously increased the aged population.

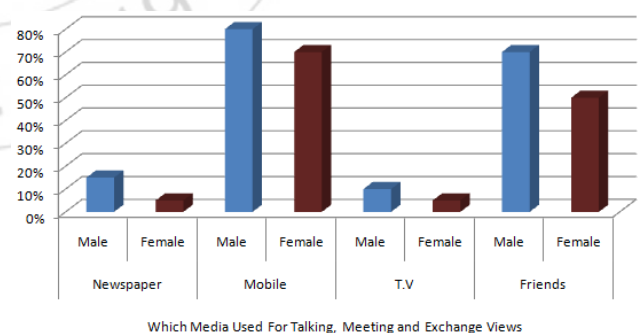
Due to urbanization, mechanization, modernization globalization and family nuclearization in our society nobody has time to communicate with elderly. Life is full of stress factors like financial strain, loss of loved ones, due to this elderly suffers from various psychosocial problems like loneliness, depression stress and social disconnectedness etc. In order to cope from this problems media has played a very pivotal role. Elderly from western countries are more dependent on media to cope up with psychosocial problems. Media like mobile, Television, newspaper, and social media (Friends, groups, clubs, community activities) are the tools frequently used by elderly. It has always remained a very strong means of communication and helps in transferring and acquiring information. Jurate Sucylate (2004) thought that communication will free everyone from problems determined system and improve the quality of life. Faber J.A (2004) suggested that reality is an intersubjective phenomenon i.e. most of the problems can be solved through conversation. The WHO (2002) has proposed a model of active ageing base on optimizing opportunities

for health participation in order to enhance the quality of life. In India elderly are considered as the honorable and respectable person. There is a dearth of literature which describes the role of media which make the elderly socially healthy and hence the need of study.

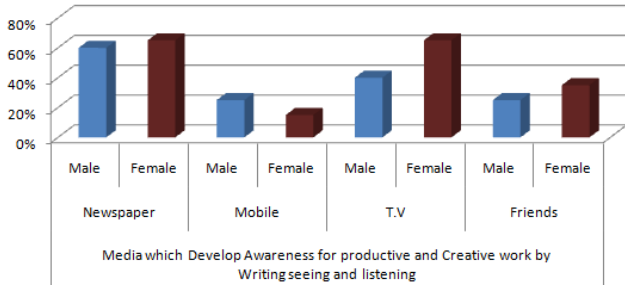
## 2. Methodology

A survey has been conducted in the Durg-Bhilai city of Chhattisgarh state with a basic objective to determine the role of media on social health of elderly. A total of 40 sample, 20 male and 20 female of age groups 60 years and above were selected from middle income group. A self designed questionnaire was distributed; elderly shared their views and attitude about different types of media i.e. Newspaper, Television (T.V), Mobile and Social media (Friends, Group, Club).

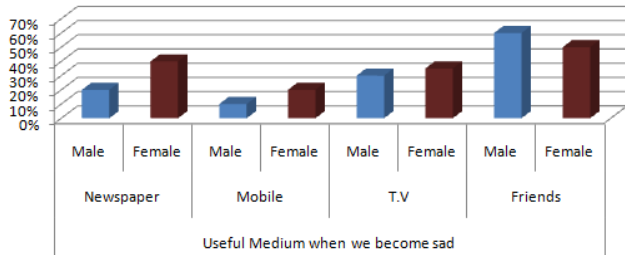
## 3. Results and Discussion



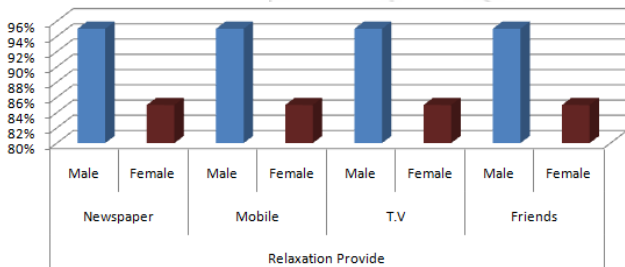
1. For the above purpose it was found that 80% male and 70% female elderly used mobile which was followed by group formation, news paper and TV.



2. For the above criteria 60% male and 65% female used newspaper followed by T.V, friend's formation and mobile.

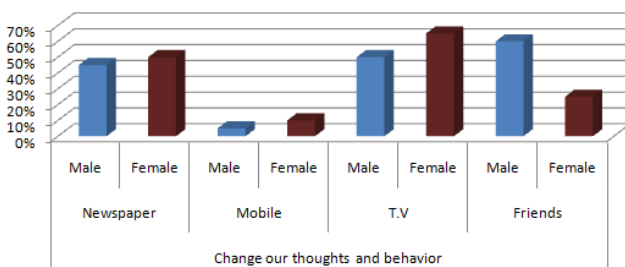


3. For the above purpose it was found that 60% male and 50% female prefer friends, groups and institution followed by TV newspaper and mobile. Research suggests that engagement in meaningful productive activities, often within the context of friendship, kinship, and organizational participation, is a key component in promoting health and reducing the risk of mortality in later life (Rowe & Kahn, 1998).

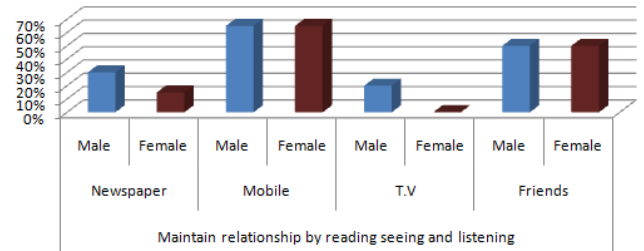


4. For the above it was found that 95% male and 85% female prefer all types of media.

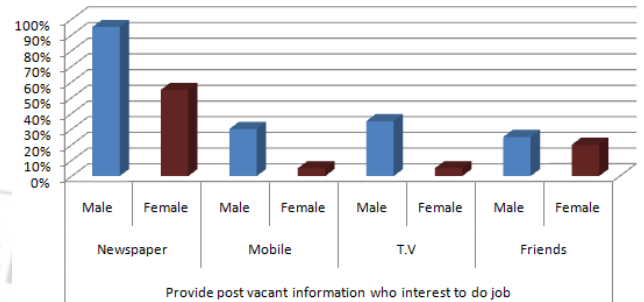
It was observed by Sucylaite J (2014) that sharing positive memories tends to release tension and gives a feeling of relaxation.



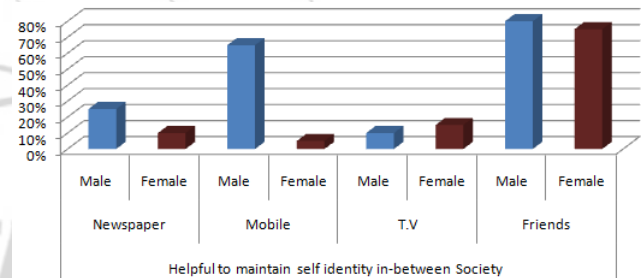
5. For the above criteria it was found that 65% of female and 50% male used TV followed by friends, newspaper and mobile.



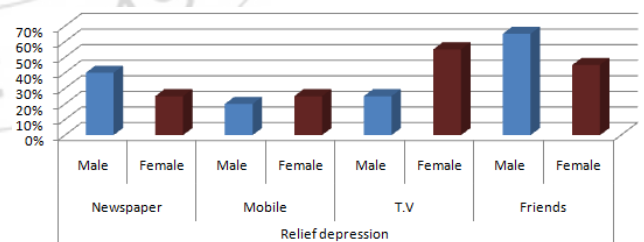
6. For the above purpose 65% male and 65% female used mobile which was followed by friends and group, newspaper and TV.



7. For the above purpose 95% male and 55% female prefer newspaper followed by TV, mobile, friends and group.

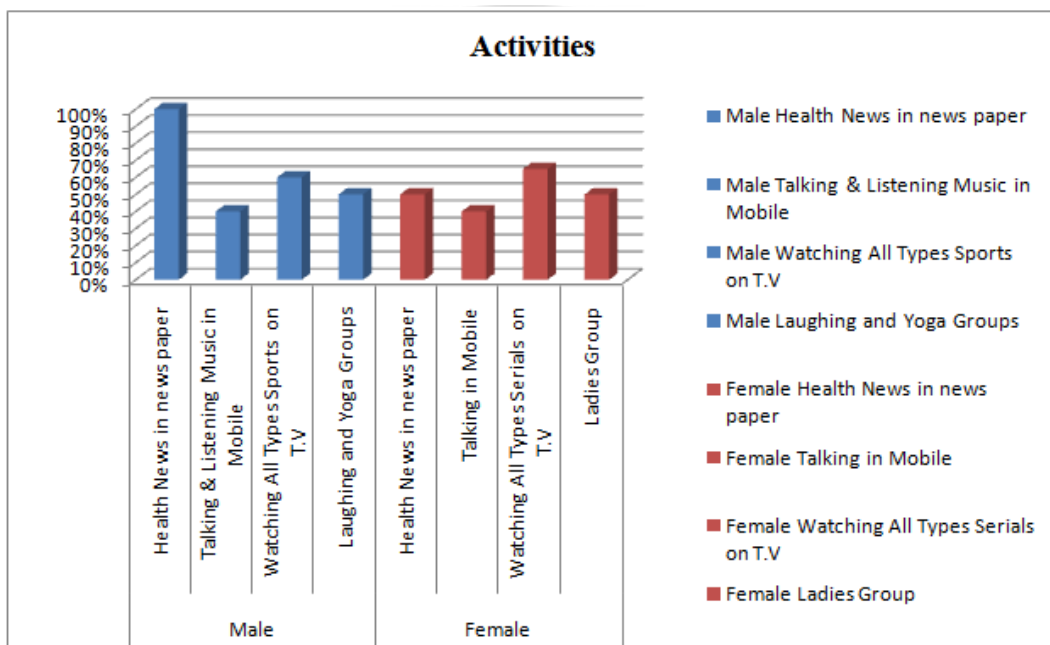
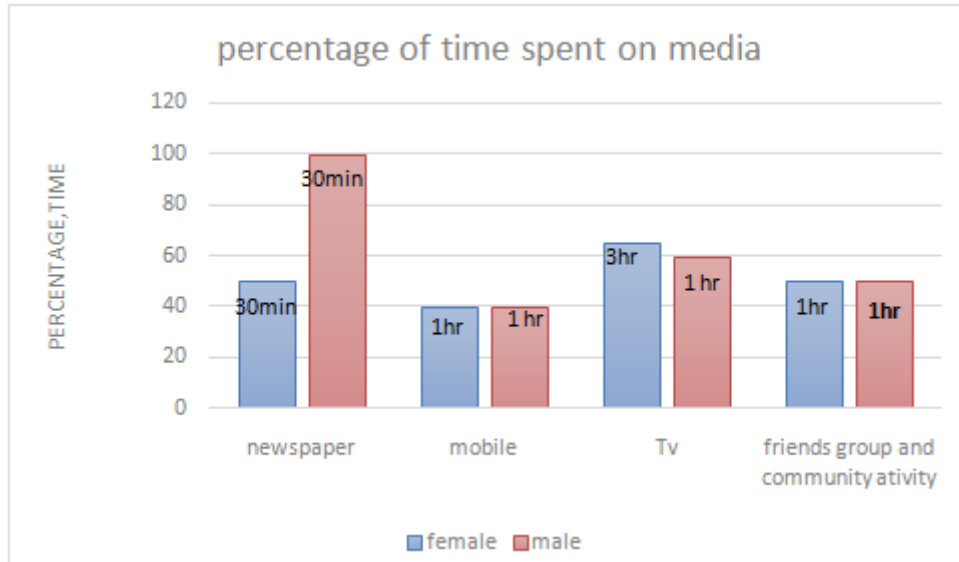


8. It was found that 80% male and 75% female use friends and group which were followed by mobile, newspaper and TV.



9. For the above purpose it was found that 65% male and 45% female elderly prefer friend, relative and groups followed by newspaper TV and mobile.

Stevens N and Van Tilburg T (2000) suggested that there are different types of friendship and complex network might be the best protection against loneliness and reduce depression.



#### 4. Conclusion

Media is one of the strongest means of communication. Most of the elderly used media for conversation, relaxation, maintain relationship and self identification etc. They were more happy with their friends, groups and community through various activities e.g. yoga, walking, kitty parties (B.C) and other religious activities (Bhajan, Ramayan and Satsang). From the above results it can be concluded that media made the elderly people socially healthy. It became inseparable part of their lives. Regarding awareness it was observed that male were more aware about media than females. Training and counseling were needed for females for mobile handling, internet, twitter, Facebook and wats app etc.. But further research is recommended.

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