

## **PRESS RELEASE**

For Immediate Publication

### **Impact of Media on Students and Youth**

*Fortis Healthcare Study conducted amongst 1350 school-going youth in Delhi/NCR aged 14-17 years reveals startling findings on the effect of media on attitudes, opinions, behaviours and lifestyles*

**21 June 2016, Delhi-NCR:** To gain a deeper insight and understanding about the effect of media on the attitudes, beliefs and lifestyle of adolescents in the Delhi-NCR region, **Department of Mental Health & Behavioral Sciences, Fortis Healthcare** under the guidance of **Dr Samir Parikh, Director**, conducted a survey amongst 1350 school-going teenagers aged 14-17 years in Delhi-NCR. A semi-structured questionnaire was utilized to conduct the survey.

The survey results show that for nearly three-fourths of students today, social media is a tremendous influence. Students consider it the best platform and rely on it to catch up on latest happenings, trends and to follow fashion. Very few youth like to read to source information and instead rely on social media today for facts, news and information. Social media also influences their lifestyle, clothing and shopping. Celebrities and their activities in media also influence their self-image and interpersonal skills. Further, Reality TV shapes their behavior patterns and opinions.

Overall, the study finds that media has a far-reaching impact on the minds and behavior of youth today. Their lifestyle choices, likes and dislikes are being fashioned by what they see on online and electronic media. As they take in whatever they watch or hear around them, the impact of the media on these young minds is actually staggering. A key concern is also that most students rely on social media for facts, information and knowledge as compared to books and magazines. Reading different kinds of materials goes a long way in making students creative and imaginative, however this is not the case as the study reveals.

#### **Key findings of the study:**

- 74% students think social media is the best platform for information, facts and latest happenings.
- 77% students that their views were largely based on what they saw on television.
- Only 24% teenagers reported that they liked to read, while 76% did not enjoy reading.
- 65% participants believed that celebrity-endorsed products are more reliable.

- 65% of the students reported feeling bad about their looks when they compared themselves to a celebrity figure.
- 72% adolescents reported that the products they purchase are influenced by what they see in the media. 62% students also reported that they felt compelled to follow the latest fashion trends
- 82% of the students believed that children learn to use offensive language by their exposure to the media.
- 85% of the students reported that they feel pressured to be on social media because their friends are on such a platform.
- 64% of students feel bad when their favourite contestant gets voted out of a reality show.
- 92% of the students believed that celebrities need to become more responsible in their actions in media.
- 97% of the participants agreed that media literacy would help students understand the social world better.

***(Study details attached as Annexure 1)***

**Please let us know if you would like to interact with Dr Samir Parikh on the study. He is available for email/phone interaction.**

**About Fortis Healthcare Limited**

*Fortis Healthcare Limited is a leading integrated healthcare delivery service provider in India. The healthcare verticals of the company primarily comprise hospitals, diagnostics and day care specialty facilities. Currently, the company operates its healthcare delivery services in India, Dubai, Mauritius and Sri Lanka with 54 healthcare facilities (including projects under development), approximately 10,000 potential beds and 314 diagnostic centres.*

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