

MEDIA ADDICTION AND SOCIAL CONFORMITY OF HIGHER SECONDARY  
STUDENTS IN KERALA

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Year of the study : 2009

**OBJECTIVES:**

- To find out if there exists any significant relationship between media addiction and social conformity of higher secondary school students in the sub samples
- To find out whether there exists significant difference in media addiction and social conformity between relevant sub samples

**METHODOLOGY**

**Method used:**Survey Method

**Sample:** Higher secondary students in kerala

**Tools used:** Media Addiction Assessment Scale, Social Conformity Scale.

**Statistical Techniques:**Pearson's product moment coefficient of correlation ,Test of significance of mean difference for large independent sample, Three - way ANOVA.

**RESULT:**

There exists a low and negative relationship between media addiction and social conformity of higher secondary school students .The male and female students differ in their levels of media addiction and social conformity .The coefficient of correlation of the variables media addiction and social conformity for total samples and subsamples shows a negative correlation which indicates that the media addiction is one of the factor that effect negatively to the social conformation of higher secondary school students.

**KEY TERMS:** Media Addiction, Social Conformity

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