



## Role of media towards elderly people and their personality

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### Abstract

*The purpose of this study was to investigate the nature of personality, level of loneliness, essential needs of elderly people, and the role of communication media in Bhilai City. A sample comprising 100 elderly people participated in the study majority of the people were female (64%) while 34% of Male. The mean age was 65.98 (SD = 7.51) with a range from 50 to 94. The Dimensional Personality Inventory tool was used to analyse the personality and Pearson-Product-Moment correlations were used to explore the relationships between participants' loneliness, needs, and characteristics. The findings of this study provided essential information, about elderly people's personality traits, concerning: level of loneliness and relationships that exist among loneliness and the use of media like internet, television, and mobile phones for their social connect. The findings also suggest implications for psychosocial practice. The results partly supported the hypotheses as well as extended the knowledge about what factors contribute to decision making. This analysis will be useful for the researchers, care takers and media sources as well as decision makers for taking informed decisions and for further study.*

**Keywords:** Personality Traits, Loneliness, Media, Social Connect, Psychology, Health.

### Introduction

Aging is a psychological, spiritual journey as well as physical. It is a stage where a person gets rid of all responsibilities. In 1991 the population is expected to increase more than 10% till 2011 (Govt. of India 2011). Future society is mostly going to be society old age because of medical facility and better living standard. Due to urbanization and nuclearization no body has time to communicate with elderly because of faster living style. Due to this elderly suffers from various social and psychological problems. Such as depression loneliness, stress and social disconnectedness due to physical problems. To cope up with this problems media like mobile internet and Television which is easily available in our home, play a vital role to transferring and acquiring information Faber J.A.<sup>1</sup> suggested that most of the problems of the solved through interaction conversion<sup>1</sup>. In India elderly are accepted as the respectable person. Media help to make the elderly over all healthy.

**Personality:** A personality is the characteristic in which a person thinks and behaves as the person who adjusts to her or his environment. Including the person's traits motives attitudes values emotional reaction, abilities intelligence, self-image as well as visible behavior patterns<sup>2</sup>.

### Review of Literature

Kensaku S.<sup>3</sup> studied the relationship between sense of satisfaction in the lives of daily activities over 60 yrs above (60-79 yrs) and increase in television viewing. A survey has conducted using questionnaire by sent mail. Finding reported that 67% increase in television viewing in old age compared

with younger. The increase started gradually co-relate with free time. To know the view of life on elderly five factors was established result indicate that life style inactive factor only (14%) extrovert personality factor (18%) accompanied by willingness and to maintain new relationship with others. Good interpersonal relationship (15%) old age affirmative factor (13%). These finding also show that older people wants multiple types of need when watch television i.e. knowledge needs, encouragement needs, emotion needs, entertainment need, also wants programme which enrich and ease loneliness. Result also found that among five factor two factor i.e. life satisfaction and extrovert personality are positive effects on viewing television increase.

Rockmann R. and Gewald H.<sup>4</sup> investigated how individual characteristics of personality trait of elderly affects their self efficacy and use of internet for health associated purpose. A to know these a survey was conducted in southern Germany. Total 100 sample aged 55 above were selected for study. The data will be analyzed by using partial least squares. A casual model was established with five personality factor framed i.e. conscientiousness, extraversion, neuroticism, openness to experience and agreeableness involving propose computer self efficacy and health information outcome expectation regarding internet. The finding shows that direct positive co-relation has been found between self efficacy and personality i.e. conscientiousness, extraversion, and openness to experience but negative correlation to neurotic personality agreeableness has little significant found. Finding suggested that designers build fruitful technology to support elderly for health related information.

### Hypothesis

**Null Hypothesis:** There is no significant difference between the male and female groups towards use of media for interaction and communication.

**Alternate Hypothesis:** There is significant difference between the male and female groups towards use of media for interaction and communication.

**Sample:** For the present study purposive random sampling has been chosen for which the sample is collected from elderly people of age group (50 to 94 years) of Bhilai City. Total 100 samples were taken for study purpose.

**Tools Used:** Self designed questionnaire was distributed to 100 people of age group 50 to 94 years using Dimensional Personality Inventory (DPI) Personality. Questionnaire was given to 100 people to know their personality<sup>5</sup>.

### Empirical Analysis and Results

The basic quantitative description of data is summarized in Table-1, which gives the snapshot of the descriptive characteristics of the DPI Score of Personality Traits of the elderly citizen in the district of Bhilai City<sup>6</sup>. Mean variation is from 6.704 for personality type IV with standard deviation 6.04 to highest mean of 14.531 and standard deviation of 4.6334 for personality type I<sup>7</sup>.

It can be seen that out of 100 responses taken from elderly people of the age ranging from 50-94 years, with mean of 65.98 having standard deviation of 7.51<sup>8</sup>. All the personality data set are skewed on both sides (Trait I-skewness = -0.914, Trait II-skewness = 0.681), while the expected value of skewness is "0". Data set for Trait II is normal distribution as Kurtosis value is near to "3", while for other traits are not-normal as value of kurtosis are less than 3 with standard error of 0.483.

**Table-1:** Descriptive Statistics of DPI Score of Personality Traits.

Personality Traits	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
I	100	.0	20.0	14.531	4.6334	-.914	.244	.602	.483
II	100	1.0	34.0	12.847	4.7065	.681	.244	3.090	.483
III	100	.0	20.0	9.490	4.8636	.172	.244	-.425	.483
IV	100	.0	20.0	6.704	6.0432	.671	.244	-.735	.483
V	100	.0	20.0	7.673	6.1187	.594	.244	-.778	.483
VI	100	.0	20.0	10.929	5.3482	-.245	.244	-.840	.483
Gender	100	1.0	2.0	1.633	.4846	-.559	.244	-1.723	.483
Age	100	50.0	94.0	65.980	7.5108	.970	.244	1.718	.483
Valid N (list wise)	100								

**Table-2:** Reliability Statistics.

Cronbach's Alpha	N of Items
.701	6

**Table-3:** Intraclass Correlation Coefficient of Personality Traits.

	Intraclass Correlation <sup>b</sup>	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig
Single Measures	.281 <sup>a</sup>	.199	.377	3.345	97	485	.000
Average Measures	.701 <sup>c</sup>	.599	.784	3.345	97	485	.000

Internal Consistency of all the factors measured is 0.0.701 (acceptable range 0.6 to 1) and hence all the responses are consistence to measure the same concept of their personality<sup>9</sup>. Thus there is fair degree of interrelatedness of various scores of individual personality traits. The reliability of single personality trait is 0.281 while that of reliability of different personality traits averaged together accounts to 0.701.

**Validity and Reliability of Dimensional Personality Inventory (DPI Scale):** The dataset has satisfactory reliability by using method of equivalence where inter-relationship of various personality traits have determined in 6 X 6 inter-correlation matrix. It is also known as internal consistency. It is assumed that all the items or sub-tests in a measuring instrument should be psychologically homogeneous<sup>10</sup>. Table-4 shows inter-correlations between the various personality traits.

Based on the collected sample of elderly people, values are significant at 99% confidence interval. Thus, it brings homogeneity of the various personality traits under study, hence provides high reliability).

**Statistical Test:** As the response is ordinal in nature i.e non-parametric test with two independent samples as male and Female response related to personality traits and use of media for interaction and communication. Mann-Whitney U test is used as non-parametric test that to compare two sample means that come from the same population, and used to test whether two sample means are equal or not<sup>11</sup>.

The Ranks table is the first table that provides information regarding the output of the Mann-Whitney U test. It shows mean rank and sum of ranks for the two groups tested (i.e., Male and Female group).

**Table-4:** Correlations among Different Personality Traits.

Personality Traits		I	II	III	IV	V	VI
I	Pearson Correlation	1	.419**	.271**	.051	.023	.094
	Sig. (2-tailed)		.000	.007	.618	.823	.356
	(Activity-Passivity)						
II	Pearson Correlation	.419**	1	.456**	.123	.061	.177
	Sig. (2-tailed)	.000		.000	.227	.551	.081
	(Enthusiastic-Non-Enthusiastic)						
III	Pearson Correlation	.271**	.456**	1	.509**	.152	.146
	Sig. (2-tailed)	.007	.000		.000	.134	.152
	(Assertive-Submissive)						
IV	Pearson Correlation	.051	.123	.509**	1	.552**	.412**
	Sig. (2-tailed)	.618	.227	.000		.000	.000
	(Suspicious-Trusting)						
V	Pearson Correlation	.023	.061	.152	.552**	1	.687**
	Sig. (2-tailed)	.823	.551	.134	.000		.000
	(Depression-Non-depression)						
VI	Pearson Correlation	.094	.177	.146	.412**	.687**	1
	Sig. (2-tailed)	.356	.081	.152	.000	.000	
	(Emotional Instability-Emotional Stability)						

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The Table-5 is very useful because it indicates out of male or female group which group can be considered as having the higher concentrations, overall; namely, the group with the highest mean rank. From the Table-5, it is found that almost for all kind of personality traits, female have higher concentration.

The Table-6, shows the actual significance value of the test. Specifically, the Test Statistics table provides the *U* statistic, as well as the asymptotic significance (2-tailed) *p*-value.

**Null Hypothesis:** There is no significant difference between the male and female groups towards use of media for interaction and communication.

**Table-5:** Ranks (Mean Rank and Sum of Ranks).

	Gender	N	Mean Rank	Sum of Ranks
I	Male	36	43.78	1576.00
	Female	62	52.82	3275.00
	Total	98		
II	Male	36	46.17	1662.00
	Female	62	51.44	3189.00
	Total	98		
III	Male	36	51.85	1866.50
	Female	62	48.14	2984.50
	Total	98		
IV	Male	36	50.53	1819.00
	Female	62	48.90	3032.00
	Total	98		
V	Male	36	45.96	1654.50
	Female	62	51.56	3196.50
	Total	98		
VI	Male	36	42.69	1537.00
	Female	62	53.45	3314.00
	Total	98		

**Table-6:** Test Statistics<sup>a</sup>.

Personality Traits	I	II	III	IV	V	VI
Mann-Whitney U	910.000	996.000	1031.500	1079.000	988.500	871.000
Wilcoxon W	1576.000	1662.000	2984.500	3032.000	1654.500	1537.000
Z	-1.526	-.887	-.625	-.274	-.942	-1.810
Asymp. Sig. (2-tailed)	.127	.375	.532	.784	.346	.070

a. Grouping Variable: Gender.

The Table-6 having p-value greater than 0.05, there is no sufficient evidence to reject the null hypothesis that there's no difference between the means and conclude that no significant difference exist. Thus, it can be seen that most of the questions are with p-value greater than 0.05, hence there is no significant evidence to reject null hypothesis and can be concluded that both male and female do not have much difference in the use of media for interaction and communication.

## Conclusion

The first finding showed that the people who are highly conscientious are very cautious while taking any decision related to use of media for communication and to interact with relatives. Using DPI (Dimensional Personality Inventory) technique six personality traits scores calculated which defined the nature<sup>7</sup>. These personality traits were defined and categorized as I, II, III, IV, V and V. Based on the data collected, analyzed and findings derived it can be concluded that there is no significant evidence to reject null hypothesis and can be concluded that both male and female do not have much difference in the use of media for interaction and communication. The findings of this study have definite implications first for the individual who are the ones directly involved, then for care takers who their custodians and for the society dealing with media sources considering their pattern, choice and preference to connect with society<sup>12</sup>.

It should be noted that this study is one part of the study considering one time test with limited response and there is need repeat this test after defined period of gap and analyzing the reliability and validity considering larger sample size so that assumption of central limit theorem can be taken as better predictor of personality for the given population. Further, Regression and conformity model can be framed.

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