

THE IMPACT OF ELECTRONIC MEDIA ON ACADEMIC PERFORMANCE OF FEMALE STUDENTS

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ABSTRACT

This study investigates the impacts of electronic media on academic performance of female students in university of sargodhaPakistan using questionnaire as a tool for obtaining data while Frequencies distribution of data was conducted to know comprehensively about data layout. It targeted 152 female students between 20 to 25 years age. The study recorded the respondent's consumption patterns, level of viewing, preferred channels, favorite watching time, respondents residents pattern and marital status. Two third of the sample size opined that electronic media help in cognitive development of students. Furthermore majority of the respondents 105(59.0%) believed that electronic media help in solving academic problems of the students. Apart from these positive effects negative impacts of electronic media outweigh the positive impacts; like 80.2% of the respondents argued that electronic media negatively affect female academic performance. Similarly a sizable sample size were of the view that electronic media leads young female towards delinquencies. 120 (78/9%) disclosed that excessive use of electronic media cause low academic grades. This study recommended that female viewers are required to be alert regarding the use of electronic media. Efforts should be made for the enhancement of media literacy at mass level. There is need for improving the quality of programs contents for student's especially female viewers.

Keywords: Electronic media, performance, literacy, academic performance.