

Viewing patterns of movies and the adoption of deviant behavior among young students

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Abstract

The past two decades have witnessed a growing interest among researchers in exploring the linkages between the media and the attitudes and behaviours of young people in Pakistan. In the context of increased trend of watching of movies, this paper tries to explore the specific viewing patterns of movies in the adoption of deviant behaviour among young students. A sample of 360 respondents was selected on random sampling procedure from two Universities situated in Peshawar, namely The Agriculture University and Preston University Peshawar. Likert scale was used as measurement tool and association of variables was ascertained by using Chi-square test. The relationship between dependent variable (adopting deviant behaviors) and independent variables (preferred country for watching movies, place of watching movies, with home watch movies, types of movies watch) were tested by Chi Square Test. Other roles and viewing patterns will be discussed at the end of the paper with recommendations on how to tackle the issue in Khyber Pakhtunkhwa, Pakistan.

Keywords: Movies factor, Young Students, Deviant Behavior.

Introduction

Every society has some standard of right and wrong for the guidance of their inhabitant called norms, the right way in which things should be done, (Horton and Hont 1984) the violation of these norms and standard of right and wrong is called “deviance” the deviance may be a criminal act like killing, kidnapping and hurting etc and may be non-criminal deviance like adopting any strange life style against the common culture e.g. odd behavior like style of dress, hair, sexual preferences, belief against the common

theology, way of eating and behavior before the elder. All these are the behavior which makes a normal individual deviant and unpopular in front of society.

Every society has its formal and informal mechanism in form of social sanction to bring the deviant people toward conformity. Deviance is common to all societies with variations in degree of observance of norms according to situation, irrespective of dominant religious beliefs or strength of law, individual will be considered deviant in one way or the other way but one thing is going in our favor that we are not become criminal by obtaining this status but we are placed slightly away from the normal line. (Macdonis, 2002)

Various theories are put forward by the great thinkers and sociologists in order to explain the causes and nature of deviancy like biological theories consider that it is related with the biology of individual and the people having special genetic makeup will be most likely to involve in act of deviance further they said that it is hereditary in nature transpiring from parents to their children. Psychological and socialization theory explaining the topic in their own way that it is due to the psyche, environment and the process of socialization which guide individual towards a specific behaviors if we judge the causes of deviance in the light of socialization theory we will see that today electric and print media are the main agent behind deviant behavior which socializing the young in the way which have no link with their own culture and day to day activities. (Haralambos and Holborn, 2000).

Materials and Methods

The present study was carried out in District Peshawar to determine the relationship between specific viewing patterns of movies in the adoption of deviant behaviour among young students. A sample of 360 respondents was selected on random sampling procedure from two Universities situated in Peshawar, namely The Agriculture University and Preston University Peshawar. Secondary data revealed that there were 6444 students in both Agricultural and Preston Universities, Peshawar campuses, including both male and female students. (Cooper and Pamela, 2010). A sample size of 360 is

sufficient for a population of 6444 as outlined by (Sekoran2003). The sample size of 360 respondents was proportionately distributed among students of both universities and on the basis of their gender as given in table. Likert scale was used as measurement tool and association of variables was ascertained by using Chi-square test. The conceptual frame work was designed with an independent variable. The relationship between dependent variable (adopting deviant behaviors) and independent variables (preferred country for watching movies, place of watching movies, with home watch movies, types of movies watch).

Table-1: Proportionate Allocation of Sample Size.

University	Population Size			Sample size		
	Male Students	Female Students	Total Students	Male Students	Female Students	Total Students
Agricultural University	4954	560	5514	277	31	308
Preston University	889	41	930	50	2	52
Total	5843	601	6444	327	35	360

Source: Administration of both Universities.

A well-structured interview schedule was constructed on dichotomous form of simple attitude scale, a sub category of rating scale. A group of attitudinal statements were pooled from available literature. The data was analyzed by using uni-variate, bi-variate and multi-variate techniques. At uni-variate level frequencies and percentages were worked out, whereas, at bi-variate level dependent variable was indexed and cross tabbed with attitudinal statements of independent variable. In order to validate the findings of data collected through questionnaire. The data was collected on different parameters like the educational background of the respondent and their parent, occupation of the respondent parents, economic condition of the respondent family, peer group, and movies watching. Chi-square test was used to test the

association between the two variables. Statistical procedure devised by Tai (1978) was adopted for calculation of chi-square value as below.

$$\chi^2 = \sum_{i=1}^r \sum_{j=1}^c \frac{(O_{ij} - e_{ij})^2}{e_{ij}}$$

Where

χ^2 = Chi-Square

O_{ij} = Observed frequencies in i th row and j th column

e_{ij} = expect frequencies corresponding to i th row and j th column

r = number of rows

c = number of columns

$df = (r-1)(c-1)$ (Tai, 1978)

Condition for a chi-square test include that

1. Subjects for each group are randomly and independently selected
2. Each observation must qualify for one and only one category and
3. Sample size must fairly be large such that no expected frequency is less than 5, for r and $c > 2$, or < 10 if $r=c=2$.

Results Discussion:

Uni-variate Analysis

1. Preferences for Watching Movies

Respondent's preferences for watching movies of different countries are given in Table 01. A high majority i.e.93.1 percent respondents used to watch movies and 6.9 percent did not watch it. Furthermore majority of the respondents i.e. 70.0 preferred watching Indian movies, 18.6 percent were fond of English movies, 3.9 percent use to watch movies of every country, and 0.6 percent watched Pakistani movies. Watching movies and preferring non local movies is a visible shift in the behavior of student's outlook towards nonlocal culture. These trends enhance the influence of nonlocal norms especially the deviant one. Young and Jake (2002) stated that movies and other imported

programs are negatively affecting the harmony of our social values the students are adopting foreign value and foreign culture.

Table.1.Distribution of Respondent's According to Preferences for Watching Movies.

Prefer to Watch Movies	Frequency	Percent	Preferred country for watching movies	Frequency	Percent
Yes	335	93.1	India	252	70.0
No	25	6.9	English	67	18.6
Total	360	100.0	Pakistani	2	.6
			Watch Movies of Every Country	14	3.9
			Not Watching Movie	25	6.9
			Total	360	100.0

2. Place and Group Preferred for Watching Movies and Parent's Consent

Results in Table.02. Represent place and group preferred for watching movies and parent's consent. The results show that 58.1 percent respondent watched movies in hostels 30.6 percent watched it at home and 4.4 percent watching movies in both places (hostel and home). A majority of 64.4 percent respondents preferred to watch movies with friends, 25.0 percent preferred watching it alone and 3.6 percent used to watch it with family members. Furthermore 63.9 percent of respondents parent were unaware of the fact that their children watching movies while 29.2 percent respondents disclosed that their parents were awarded form their habit of watching movies. The data shows that majority of the students are watching movies in hostel with their friends and their parents are unaware from their habits of watching movies. This is clearly a simple act of violating the norms of seeking consent in day to day activities caused due to preference for movies and group of friends.

Table 02. Distribution of Respondents According to Place and Group Preferred for Watching Movies and Parents Consent.

Preferred Place for Watching Movie	Frequency (Percent)	Preferred Group for Watching Movie	Frequency (Percent)	Parents' Consent	Frequency (Percent)
Home	110 (30.6)	Friends	232 (64.4)	Yes	105 (29.0)
Hostel	209 (58.1)		13 (3.6)	No	230 (63.9)
		Family			
Both	16 (4.4)	Alone	90 (25.0)	Not	25 (6.9)
Places				Watching	
				Movie	
Not	25 (6.9)	Not	25 (6.9)	Total	360 (100.0)
Watching		Watching			
Movie		Movie			
Total	360 (100.0)	Total	360 (100.0)		

*percentages are given in parenthesis.

3. Types of Movies watched and their Influence on Respondent's Behavior

Admiration of the respondents for various movies types and its influence are given in Table 03. The result make it clear that a majority 51.9 percent respondents liked love stories, 21.4 percent fond of action movies 17.5 percent preferred watching porn videos, 6.9 percent did not watch movies, and 2.2 percent loved watching documentaries. Furthermore 56.1 percent respondents did not feel any ill effect of movies on their behaviors however 36.9 percent were of the view that motion picture had influence them to change their behaviors. The result envisages that preferences for pornographic films and action movies and feeling a behavioral shift under the influence of these movies open the gate for love, sex and action and try their best to apply these tactics in the real world resulting into deviance and causing problem for society. Anderson et al. (2003) reported that there are several negative long term impacts of movies including the learning of aggressive and immoral words and sentences, and the imitation of various tactics of love and action, learning of the belief supporting aggression and reducing the normal negative response to violence.

Table 03. Distribution of Respondents According to Types of Watching Movies and Their Influence.

Types of Movie Watched	Frequency	Percent	Influence of Movies	Frequency	Percent
Love stories	187	51.9	Yes	133	36.9
Pornographic films	63	17.5	No	202	56.1
Action Movies	77	21.4	Not Watching Movies	25	6.9
Documentaries	8	2.2	Total	360	100.0
Not Watching Movies	25	6.9			
Total	360	100.0			

4. Imitation of Love and Deviant Technique from Movie

The Table 04 shows the result about the imitation of movies tactics in making love bonds or deviant acts. A high proportion i.e. 78.9 percent respondents were not imitating the techniques of love from the movies and 21.1 percent were imitating the tactics of love from the movies. The data further describes that 72.8 percent were not imitating the tactics of deviant behavior from the movies while 27.2 percent were imitating the tactics of deviant behavior. It was concluded that good number of students were influenced by movies as they are adopting the tactics of love and deviant behaviors from the movies they are watching. The result was supported by Anderson et al. (2003) that There are several negative long term impacts of movies including the learning of aggressive and immoral words and sentences, and the imitation of various tactics of love and action, learning of the belief supporting aggression.

Table 04. Distribution of Respondent's According to the Imitation of Love and Deviant Techniques from Movies.

Imitating Love Tactics from Movies	Frequency	Percent	Imitation of Deviant Tactics	Frequency	Percent
Yes	76	21.1	Yes	98	27.2
No	284	78.9	No	262	72.8
Total	360	100.0	Total	360	100.0

Bivariate Analysis

1. Association of Movies with Deviant Behavior

A highly significant association ($P=0.000$) was found between watching movies and deviance. Watching movies do not only need time and financial resources but also influence individual feeling and behaviors thus cause deviance, also a highly significant association ($P=0.000$) was found between deviance and preferred country for watching movies. Preferences for foreign movies create acceptance and favor of non-local culture over existent dominant culture hence leading to deviance. These findings are in line with Young and Jake (2002) who stated that movies and other imported programs are negatively affecting the harmony of our social values the students are adopting foreign value and foreign culture.

A highly significant association ($P=0.000$) was observed between deviance and the place where they watch movies. Preference for watching movies in isolation or with peer group in hostel without any check on moral aspect of social control leads to deviance. Similarly highly significant relation ($P=0.000$) was found between group preference for watching movies and deviance. A preference for watching movies in the company of bad friends always poses threat to social control and cause deviance. A significant ($P=0.000$) relation was found between parent objection over watching movies and deviance. Proper check on the activities of children, especially a control on watching movies from the parents can ensure conformity and reduce deviance. Maqsood (2008) established such finding that proper check from parents can prevent

their children from indulging in deviant activities. A significant association ($P=0.000$) was found between the types of movies watched and deviance.

A highly poor availability of positive recreational activities is a source of inclination towards immoral acts like watching unethical material and movies. The result of which is sexual abuse and immoral deeds. A highly significant association ($P=0.000$) was found between feeling influenced of movies and deviant behaviors. A person that is feeling influenced of movies try to use the technique of movie in real life causing deviance e.g. following new hair style, dress, design, accent and neglecting one's own culture. Similar finding were reported by F.T. (2009) that majority of the students are taking negative effects from movie watching.

Table 05. Association Between Movies Watching and Deviance

Movies Association	Attitude	Deviance		Total	Chi square P value
		Yes	No		
Watching Movie	Yes	158(43.9)	177(49.2)	335(93.1)	$\chi^2=21.014$ (0.000)
	No	0(0.00)	25(6.9)	25(6.9)	
Preferred Country for Watching Movies	India	125(34.7)	127(35.3)	252(70.0)	$\chi^2=32.544$ (0.000)
	English	32(8.9)	35(9.7)	67(18.6)	
	Pakistan	0(0.0)	2(0.6)	2(0.6)	
	Any other	1(0.3)	13(3.6)	14(3.9)	
Place of Watching Movies	Not Watching	0.0	25(6.9)	25(6.9)	$\chi^2=33.888$ (0.000)
	Home	37(10.3)	73(20.3)	110(30.6)	
	Hostel	114(31.7)	95(26.4)	209(58.1)	
	Both	7(1.9)	9(2.5)	16(4.4)	
With Whom Movie Watch	Not Watching	0(0.0)	25(6.9)	25(6.9)	$\chi^2=56.223$ (0.000)
	Friends	133(36.9)	99(27.5)	232(64.4)	
	Family	0(0.0)	13(3.6)	13(3.6)	
	Alone	25(6.9)	65(18.1)	90(25.0)	
Parent Objection Over Movies Watching	Not Watching	0(0.0)	25(6.9)	25(6.9)	$\chi^2=21.137$ (0.000)
	Yes	51(14.2)	54(15.0)	105(29.2)	
	No	107(29.7)	123(34.2)	230(63.9)	
	Not Watching	0(0.0)	25(6.9)	25(6.9)	

Type of Movie Watch	Love Stories	66(18.3)	121(33.6)	187(51.9)	$\chi^2=77.106$ (0.000)
	Pornographic	54(15.0)	9(2.5)	63(17.5)	
	Action Movies	38(10.6)	39(10.8)	77(21.4)	
	Documentaries	0(0.0)	8(2.2)	8(2.2)	
	Not Watching	0(0.0)	25(6.9)	25(6.9)	
Movie Influence	Yes	106(29.4)	27(7.5)	133(36.9)	$\chi^2=115.822$ (0.000)
	No	52(14.4)	150(41.7)	202(56.1)	
	Not Watching	0(0.0)	25(6.9)	25(6.9)	

Source: Calculated by the author* Number in table represent frequencies and number in parenthesis represent percentage proportion of respondents and in the last columns number in the parenthesis represent p value*

Conclusion and Recommendation

It is evident from the findings of the study that movies watching is playing role in the adaptation of deviant behaviors among young students. It was concluded from the study that the activity like type of movies watching, preferred country for watching movies. Parent abjection over watching movies, with which movie watch and influence of movies are compelling the individuals to indulge in deviant activities.

It is recommended that demonstration of enhanced sense of responsibility from parent to keep proper check on the inner environment and the activities of their young family members especially in choice of use of media technologies. A proper check and balance system for controlling the legitimate expenditure of the youngsters by providing sufficient money according to their needs and its proper audit. Moreover a system of regular interaction and association among the parents and teachers to discuss the intellectual academic and moral progress of youngster and ensuring proper control of deviant activities, especially in educational institution by framing proper rules to identify and rehabilitate deviants in society and such institutes.

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