



INTERNATIONAL JOURNAL OF ADVANCE RESEARCH, IDEAS AND INNOVATIONS IN TECHNOLOGY

ISSN: 2454-132X

Impact factor: 4.295

(Volume3, Issue2)

Available online at: www.ijariit.com

Does Location Difference Determines Political Awareness

V. Sasikala

St. Ignatius College of Education
franciscabose@yahoo.com

Dr. S. Francisca

St. Ignatius College of Education
ambulisasikala@yahoo.co.in

Abstract: *The present study aims at investigating how far the college students are politically aware as future citizens and whether there exist any difference among them with regard to location. The sample consists of 1611 college students studying at various colleges of arts and science in Tamilnadu. A descriptive method using the survey as the technique was employed to solve the present problem. Political Awareness Test (PAT) developed and validated by V. Sasikala and S. Francisca (2016) had been used for collecting the data. The data was analyzed using mean, S.D, ANOVA and Scheffer. The result showed that majority of the college students are politically aware and location difference plays a dominant role determining political awareness.*

Keywords: *Political Awareness, College Students, Location.*

INTRODUCTION

Education plays an important and fundamental role in developing political awareness among the younger generation. As the 21st century enjoys better facilities of communication, transportation, mass media, education and active institutional devices, the citizens are supposed to possess better knowledge and competence in understanding the activities of government and related issues. Political awareness involves the understanding by electorates of political institutions like government, political parties, legislatures, political forces and political mechanisms that operate in democracy (Kantli, Vani P, 2004, p.16). The efficiency of democracy is in large, the logic or commitment with which the citizens participate in electoral process. The public awareness of political issues is very important outreach policy to make changes and encourage communities to engage in the political arena (Ali, A & Ali, H.S., 2014, p. 5). The increased political awareness is concerned to be the sign of the healthy political system. It has a distinct role in the modern political system because political awareness determines and is in turn influenced by political culture, because of its significant place in the functioning of the modern political system (Kauts, D.S & Kumar, B., 2014, p. 1).

SIGNIFICANCE OF THE STUDY

Political awareness is the ability of human beings to acquire and possess political knowledge through perception, reasoning, or intuition. It determines their awareness and it predicts the attitude and behavior. Partial informed or rural citizens can be eroded by politicians for erroneous political activities and beliefs which will cause a political blunder (Rai, G.A & Shahila, Z., 2013, p.4). In the words of Plato, "the price of apathy towards public affairs is to be ruled by evil men". To prevent the strangulation of the democratic process by the political parties, politicians and their leader's awareness among the people is essential. The mass media and the social media can very well play the role of mediator to fend off the malicious intentions of the political parties and thus spread the right information to all levels of people (Rai, G.A & Shahila, Z., 2013, p.4).

Youth is considered as the strong pillar of any society because their involvement is considerable for making changes and process of any country. Thus the present study concentrates on the youth population and helps to figure out the level of political awareness existence among them. The finding of the study will redound to the benefit of the society and country as a whole considering that political awareness plays an important role in the preparation of the youth to perform their function to the nation effectively as they grow up. The greater demand for students with political knowledge background, strong political beliefs and self-reliance in political decisions and political issues justify the need for enlightened citizens. Thus the results can help the higher education institution and policy makers to diagnose the area where students lack and where training is needed to endorse awareness. Administrators will be guided on what should be emphasized in the curriculum and campus compact programs to promote awareness and participation in politics. As many researchers have not explored in this area the study is needed as to actively mobilize the student population in the political process.

BACKGROUND OF THE STUDY

Kikruoneino Kuotsu (2016) conducted a study on Political Awareness and its Impact on Political Participation: A Gender Study in Nagaland, India. The study reported that as compared to men women’s representation in elected bodies is almost invisible. Amongst the socio-economic factors only education, place of residence and gender has a positive relationship with the level of political awareness. The result reported a high impact of political awareness on men voters’ participation in electoral activities but a limited impact on political awareness on women voters.

Sharma B.M. and Choudhary, M., (2014) conducted a study of Political Awareness among Senior Secondary School Students. The study results revealed that no significance difference was found between male and female, urban and rural and Govt. and non-Govt. school students. But, there was significance difference in relation to their academic stream.

Kauts, D.S., & Kumar, B., (2014) conducted a study on Political Awareness in relation to Value among Adolescent Boys and Girls. The findings reported equal political awareness among boys and girls from different value group. In the Non-political science group, commerce and science students of the higher value scores group have higher political awareness than low-value score groups. Girls from commerce background have significantly higher score than boys in political awareness.

From the above reviews, it is revealed that the present study differs from other studies by means of the population, sample, and the choice of demographic variable.

OBJECTIVES OF THE STUDY

1. To find out the level of political awareness among the college students with respect to location.
2. To find out whether there is any significant difference in the mean scores of college students in their political awareness with respect to location.

Hypotheses

- The level of political awareness among the college students is low with respect to location.
- There is no significant difference in the mean scores of college students in their political awareness with respect to location.
-

METHODOLOGY

The investigators have employed a descriptive method using the survey as a technique to study the exercise of civic responsibility among the college students. Political Awareness Test (PAT) developed and validated by V. Sasikala and S. Francisca (2016) was used for collecting the required data. The investigators had drawn a sample of 1611 students from various arts and science colleges in Tamilnadu using simple random sampling technique. The data was analyzed using mean, S.D, ANOVA and Scheffer.

Percentage Analysis:

Null hypothesis 1

The level of political awareness among the college students is low with respect to location.

Table. 1
Level of Political Awareness among College Students

Variables	Category	Low		Average		High	
		Count	%	Count	%	Count	%
Location	Metro	49	14.3	240	70.2	53	15.5
	Corporation	96	15.5	416	67.3	106	17.2
	Municipality	31	13.2	165	70.5	38	16.2
	Panchayat	77	18.5	277	66.4	63	15.1

It is inferred from the above table that majority of the college students have moderate awareness towards politics with respect to location.

Null hypothesis 1

There is no significant difference in the mean scores of college students in their political awareness with respect to location.

Table.2
The difference between the mean scores of college students in their Political Awareness with respect to Location.

Variable	Category	Count	Mean	Sum of Squares	Mean difference	df	‘F’ Value	R	Scheffer
Location	Metro	342	11.10	1034.36 16191.1	344.79 10.075	3 1608 1611	34.22	S*	1&2
	Corporation	618	9.56						1&3
	Municipality	234	10.21						1&4
	Panchayat	417	8.85						2&4 3&4

(S*= 1% level of significance the table value is 2.617)

It is inferred from the above table that the calculated ‘F’ value is greater than the table value at 1% level of significance. Hence, there is a significant difference among college students in their political awareness with respect to location.

The scheffe test proved that students of metro cities possess better political awareness than the students from corporation, municipality and panchayat location. It is also observed that students from corporation locality have better political awareness than the students from panchayat area. The Scheffe test also proved that students from municipality location have better political awareness than the students from panchayat area.

DISCUSSION

There is a significant difference in the mean scores of college students in their political awareness with respect to location. With reference to the mean scores, the students who belong to metro cities (11.10) have better awareness towards politics compared to students from the corporation (9.56), a municipality (10.21) and panchayat (8.85) locations. This may be due to the fact that students living in cities have more scope to update themselves with current events and information with the help of various available technological gadgets. Their lifestyle keeps them curious and informed to happening of the world. Social media is a major source of political knowledge and that it indirectly affects the political interest of youth and has the potential to increase it. Social media and mass media plays a dominant role in creating awareness among the people towards politics. Social media network users in metro cities (47 %) are higher than any other location says the report by the internet and mobile association of India (IAMAI) in 2016 (Moses Gomes, 2016). This is evident via the agitation in support of Mallika's that assumed greater momentum with thousands of students joining the protest from across the districts staged a demonstration at the marina. The marina protest led other area protests and turned into a mass movement and had the making of a revolution. People's power has triumphed (Times Now, Jan 23rd, 8.30 news) and the jallikattu act was passed unanimously in Tamilnadu (The Hindu, January, 24). The protestors modeled a historical protest in a peaceful way that made the whole world turn back at the educated youth Tamils. The way students lead the protest and cleaned the protest area after the protest speaks the responsibility of youngsters. Hence, these actions stood proof for students from metro cities having better awareness than the students from corporate, municipality and panchayat location.

The students from panchayat area are found to be poorly aware in politics than the students from corporation and municipality location. This may be due to the fact that students of panchayat location lack the sources that fabricate political knowledge like the variety of books, newspaper and deprived of various facilities like hi-speed internet, android mobiles etc., compared to the students from corporation and municipality area. Quality education with life skills is unavailable for them. The grassroots participation in the panchayat process is mostly based on the leader of the party, community religion or caste. They stick on to others opinion for voting and so easily flattered by money or frees and false promises.

CONCLUSION

In the words of Mahatma Gandhi "Villages are the backbones of India", so awareness programs or any process for change has to be reached out at the grassroots level for progress and development. This study indicates the fact that in panchayat location students have moderate in their awareness towards politics. Their ignorance can be misused and misguided by tainted politicians and political parties for their self-interest. The highly concentrated population in Indian panchayat or villages determines largely the fate of Indian politics. The Government must take initiatives to strengthen this strength by providing proper awareness to them about what happens around them and to provide education, a proper technology that benefits their knowledge, attitude and behavior in politics. An individual with adequate political knowledge and a positive attitude can account for a responsible political behavior. The higher education can expose and enlighten students with political information and updates can tend to their rational participation in politics as future citizens.

REFERENCES

1. Abonu, D.N, Ogunlade, F.O. & Yunusa, B.M (2013) assessment of political awareness among students of social studies in Nigerian secondary schools for citizenship. *International Journal of Education and Research*, 1, 12, 1-10, December, Retrieved From <http://www.ijern.com/journal/December-2013/37.pdf> on 25.02.2016.
2. Ali, A & Ali, H.S. (2014) Role of new media in political discussion and changing voting behavior of university students. *International Research Journal of Social Sciences*, 3 (7), 4-9, July, retrieved from <http://www.isca.in/IJSS/Archive/v3/i7/2.ISCA-IRJSS-2014-87.pdf> on 9.01.2017.
3. Boulianne, S. (2015) "Social., *Information Communication & Society*, 524-538, February, doi:10.1080/1369118X.2015.100854 2.retrieved from <https://journalistsresource.org/studies/politics/digital-democracy/social-media-influence-politics-participation-engagement-meta-analysis> on 4.01.2017.
4. Gomes, M. (2016) *Social media landscape in India 2016*, retrieved from http://www.slideshare.net/gomesrelations/social-media-landscape-in-india-2016?qid=93239f90-7754-48e4-846b-d7d56ae8ed14&v=&b=&from_search=1 on 4.01.2017.
5. Kantli, Vani P., (2004). The study of political awareness among the electorates of Karnataka a case study of Koppal district, Ph.D. thesis, guide Naik, D Muhari, Karnatak University, Dept of Anthropology, retrieved from <http://hdl.handle.net/10603/95757> on 5.01.2017.
6. Kauts, D. S., & Kumar, B. (2014) The Study Of Political Awareness In Relation to Value among Adolescent Boys And Girls", *Indian Streams Research Journal*, 4, 2, 1-4, march. Retrieved from <http://isrjartical.blogspot.in/2014/03/the-study-of-political-awareness-in.html> on 19.12.2016.
7. Kuotsu, K. (2016) Political awareness and its impact on political participation: a gender study in Nagaland, India. *International journal of innovative research & development*, 5, 8, 190-197, July, Extracted from <http://www.ijird.com/index.php/ijird/article/view/99378> browsed on 7.10.2016.
8. Nair, A. (23rd, January 2017). Jallikattu: Marina beach, apolitical, peaceful zone so far, sees arson and violence, retrieved from <http://www.ndtv.com/tamil-nadu-news/at-chennais-marina-beach-jallikattu-protests-now-marred-by-violence-1651631> on 2.02.2017.

9. Patrick A.R. (February 9, 2015). *Two tips on how to write the significance of the study*. In *simply educate. me*, Retrieved from <http://simplyeducate.me/2015/02/09/two-tips-on-how-to-write-the-significance-of-the-study/> on 11.1.2017.
10. Rai, G.A & Shahila, Z. (2013) Rural India : The Next Frontier for Social Media Networks, *International Journal of Engineering Research & Technology (IJERT)*, 2, 1, 1-6, January, ISSN: 2278-0181, <http://www.e-agriculture.org/sites/default/files/uploads/kb/2015/07/v2i1-ijertv2is1352.pdf> on 5.01.2017.
11. Sharma, B.M. & Choudhary, M. (2014). A study of political awareness among senior secondary school students. *Edited International Journal of Interdisciplinary Research ISSN 2348-6775(Online) 2349-5480 (Print)*, 1, 7, 1-4, October, retrieved from <http://www.eduvet.org/oct2014/editedI0244.pdf> on 25.02.2016.
12. The Hindu (24th, Jan 2017). Jallikattu act passed unanimously. *The Hindu*, Chennai, 24th, January 2017, Retrieved from <http://www.thehindu.com/news/national/tamil-nadu/Jallikattu-Act-passed-unanimously/article17084322.ece> on 2.02.2017.
13. Walker, K., Englehart, A., Riley, K., & Davidson, S. (2012) *Effects of social media on political awareness and participation*. Retrieved from <https://jomc279.files.wordpress.com/2012/01/00210.ppt> on 4.01.2017.