

# INFLUENCE OF MOVIES AMONG DENTAL COLLEGE STUDENTS

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## Abstract

Movies always create different impacts on different individuals. As students, all have different opinions and they possess different attitude towards others. Nowadays young adults are influenced by the exposure of alcohol-related contents. This study was done among dental college students to analyze their view on impact movies. A set of questionnaire comprising 10 questions were prepared to elicit the response of students regarding the influence of movies on their attitude and behaviour and was uploaded in survey planet. The sample size was 100 dental college students. All the responses were collected and statistically analyzed. 90% of students liked movies, 85% of students gained positive impacts from movies. 45% have felt smoking 25% alcoholism, violence 20% and others 15% as the most negative impact of movies. Movies, as well as social media, have impact on college students and this study has proved that dental college students have gained more positive impact than negative impacts with movies.

**KEYWORDS:** Movies, students, dental, impact

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## INTRODUCTION :

Movies always create different impacts on different individuals. As students, all have different opinions and they possess different attitude towards others. Nowadays young adults are influenced by the exposure of

alcohol-related contents. Many theories have explained that exposure to violence increases the aggression of an individual. (Moreno & Whitehill, 2016)

The influence of movies on young people can best be determined using theories that

illuminate mechanisms of behavior change. Two classic theories in this respect are Social Learning Theory, which supports the importance of peer influence on behavior, and the Media Practice Model, which supports the role of media choices as influences on intentions and behaviors. (Curtis et al., 2018)

Social Learning Theory state that adolescents learn both by direct experience and by observation(. Previous work has indicated that observation of peers is a major source of influence on adolescent health attitudes, intentions, and behaviors (Whiteside et al., 2014). In particular, early alcohol initiation is determined at least in part by alcohol use by adolescents' friends as well as by social network characteristics (Moreno et al., 2016). Thus, according to Social Learning Theory, observation of peers influences alcohol use intentions and behaviors. In today's world, this observation may occur both online and offline.

The Media Practice Model states that adolescents choose and interact with media based on who they are, or who they want to be, in that moment . This model suggests that media users explore information or display content based on experiences or behaviors they are considering, which may lead to  
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reinforcement or advancement of these ideas. Thus, an adolescent who is considering initiating alcohol consumption may choose to watch a movie depicting drinking at a party, which in turn may influence him or her to attend such a party in the future.(Briggs, 2012)

Previous surveys and literatures have proved the presence extensive violence of students especially college students and has proved that there were so many habitual changes among university students.(Popovici et al., 2012) Nowadays not only adults, students especially in college are likely to develop bad habits. So this study was done among dental college students to analyze their view on movies and their habitual changes.

#### **MATERIALS AND METHODS:**

A set of questionnaire comprising 10 questions were prepared to elicit te response of students regarding the infuence of movies on their attitude and behaviour and was uploaded in survey planet. The sample size was 100 dental college students. All the responses were collected and statistically analyzed.

**RESULTS:**

90% of students liked movies(Fig 1), 85% of students gained positive impacts from movies(Fig 2). 45% have felt smoking 25% alcoholism ,violence 20%and others 15% as the most negative impact of movies (Fig.3).

Fig 1 : Liking for movies

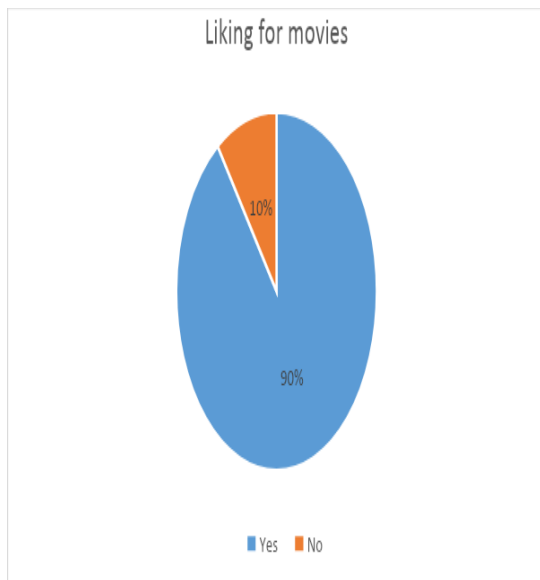


Fig 2 : Impact of movies

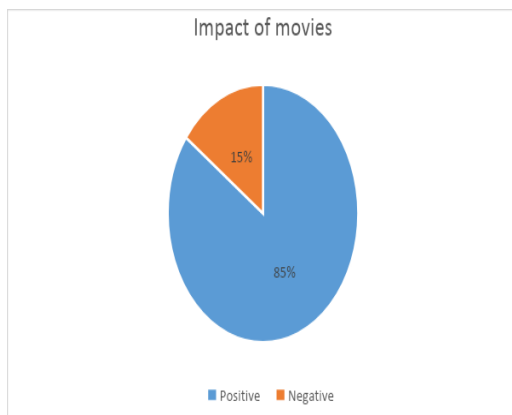
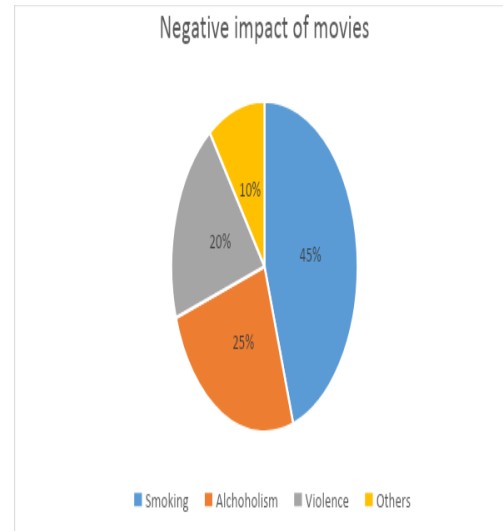


Fig 3 : Negative aspects in movies



**DISCUSSION:**

For a variety of reasons, it is now time for a new assessment of what is known scientifically about how media violence affects young people and what can be done to mitigate these adverse effects. The body of research on TV violence continues to grow, both in depth and in breadth. In addition, important changes are occurring in the landscape of entertainment-media use, and some of these changes have stimulated new areas of research. The rise of new media particularly interactive media such as video games and the Internet has introduced new

ways children and youth can be exposed to violence.(Desrosiers et al., 2014)

The roles of these new media in producing youthful violence should be considered in light of existing theory and new research. It is especially advisable to ascertain what contribution media violence makes to serious interpersonal physical violence among older children and adolescents given the current national concern about this problem.

As students, it is most likely they love movies. Most of the students gained motivation and support from movies but same way 75% of students have stated that they gained alcohol and smoking habits. Moreno MA et al in their study have proved that students gain personal habits through movies and also their aggressive nature . In other literatures, the authors have proved that students gained alcoholic and smoking habits from their bias such as actors or leaders(Kelly et al., 2011).

Some studies have focused on the impact of media violence on aggressive thinking, including beliefs and attitudes that promote aggression. Other studies have focused on the influence of media violence on aggressive emotions—that is, on emotional reactions, such as anger, that are related to aggressive

behavior.The influence of the mass media is best viewed as one of the many potential factors that help to shape behavior, including aggression (Brown, 2000).

A developmental perspective is essential to an adequate understanding of how media violence affects youthful conduct and to the formulation of a coherent public-health response to this problem. Most youth who are aggressive and engage in some forms of antisocial behavior do not go on to become violent teens and adults. However, research has shown that a significant proportion of aggressive children are likely to grow up to be aggressive adults, and that seriously violent adolescents and adults often were highly aggressive and even violent as children(Huesmann et al., 2006)

Finally, it must be recognized that the firmest evidence about the effects of media violence, or any other presumed causal influence, on aggression is provided by true experiments in which participants are randomly assigned to conditions experiencing different “doses” of the factor under investigation (Adami & Jewitt, 2016).This study have proved that dental college students have gained more positive impact than negative inputs .

## CONCLUSION:

Movies as well as social media have impact on college students and this study have proved that dental college students have gained more positive impact than negative impacts with movies.

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