



# Impact of Attitude towards Negative News on Psychological Disorder: A Case Study of Universities Students of Khyber Pakhtunkhwa, Pakistan

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**Abstract-** The present study aimed to examine the impact of attitude towards negative news on psychological disorder. The study was conducted in three universities of District Dera Ismail Khan (D.I.K), Khyber Pakhtunkhwa. Survey research approach applied while conducting this study. A sample 336 students were selected through stratified sampling method. A self-developed questionnaire was used for data collection. Content validity was measured by using Content Validity Ratio (CVR) whereas reliability was estimated through Cronbach's Alpha. Linear regression was applied for data analysis. The findings of the study depicts that negative news has significantly impact on the psychological disorder (physical stress, frustration and depression). The study recommended that media may avoid telecast the negative news frequently.

**Keywords:** Media, Negative News, Psychological Disorder

## I. INTRODUCTION

The mass media plays a significant role and influence on everybody's life in this global village. It plays a crucial role to communicate the messages to scattered, heterogeneous and large number of audience in fraction of seconds. More precisely, mass media is now become indispensable part of audience' life and one of the important elements in influencing the different aspect of individual's life (Sharma & Gupta, 2017).

Media plays different roles. It includes book, radio, TV, newspaper, magazine and computer device. It can be used as a source of information, recreation and amusement. Engaging with mass media cannot only influence on the one's emotions but also stimulating our cognitive abilities. All these types of mass media are use beneficial in their own way (Gupta & Sharma, 2015). There no doubt that news media occurs to be an integral part of one's life in this modern era as it plays an educational as well as informational role. Media news update and aware people about the surrounding world. Furthermore it keeps them conscious of the society and world. Specifically, electronic media provide news with 24 hours live coverage with repeated telecasts catering to a large number of audiences. In other side, mass media some disadvantages related individual's life particularly the negative news. Sensationalization of news of violence is a debatable but violence and its frequency of occurrence across the globe has changes and thus increases reporting of it becoming more of a challenge. It may be astounding to know that negative news now become a reason for many psychological effects (Sharm & Gupta, 2017).

People are more interested to watch negative news as compared to positive news. Sensational news sells more than any other news segment. The images seen on the news through electronic media linger on the individual's mind and causes terrific psychological influence. The psychological effect tends to attract individuals of all age groups. Children also react to TV in the age when they cannot able to differentiate facts and fantasy and may receive violence as an ordinary occurrence (Luo, Mohamed, & Rosenheck, 2018).

There is lot of political chaos, terrorist attacks and other serious problem in a country like Pakistan, news channels are considered are most frequent watched channels in majority of household. There is no doubt such channels provide most updated news to populace with live coverage which carry many veiled disadvantage. Moreover, events including violence, theorist attacks, speculation of their causes and repeated views of those events become normal routine tasks of news channels (Hassan, 2014). Watching

live converges of violence and actual deaths of victims lead towards the urgency and personal engagement to events may cause psychological effect on the audience (Szabo & Hopkinson, 2007). The present study was aimed to investigate the impact of attitude towards negative news on psychological disorder: a case study of universities students of Khyber Pakhtunkhw. The following objectives are made to achieve:-

1. To investigate the attitude of audience towards negative news (crime, corruption, violence, accident, conflict and break up relationships).
2. To find out the impact of attitude towards negative news on psychological disorder of students of Higher Education Institutions.

### **Significance of the Study**

Mass media plays a vital part in the provide information inform of news, entertainment and education to the audience. People mostly depend upon mass media to get information which can be used in socializing, constructing and deconstructing opinion about different issues. Moreover, people aware regarding different social, cultural and religion issues through mass media. The other side of the coin depicts that frequent negative news and showing violence on TV also affect negatively on the mental health of the viewers. The present study highlight the such issue that how negative news influence on the mental status of the viewers. The present study beneficial for the media owner which explore negative news negatively affect the psych on the audience in form of anxiety, depression, anger and emotional imbalance among audience.

## **II. LITERATURE REVIEW**

### **Negative News Effect**

Adverse media or negative news is defined as any kind of unfavorable information found across a wide variety of news sources. Many research studies indicate that television play a vital part in our life and frequent use of watching TV has harmful effect on individual's health which include angriness, obesity, insomnia, anxiety , depression, and even learning disabilities (Szabo & Hopkinson, 2007). Frequent use of watching TV or smart phones are cause obesity. Children watching frequently TV emerge problems which influence on their learning because they cannot concentrate on schooling and develop lack of interest among students (Gallagher, Arber, Chaplin & Quirk, 2010).

### **Types of Negative News**

#### **Crime News**

According to Hafeez (2017) youth in Pakistan respond emotionally on news related to political, cultural and religion. Majority of news channels telecast about social crimes which develop anxiety among audience. According to Morrall et al. (2010) when viewers mostly watch any crime news then it influence on their mental health. In other words, frequent watch crime news develop psychological disorder among viewers.

There is no doubt that crime reporting is become essential content of news channels. Report about crime news and violence being shown are open. Crime activities are captured in CCTV and telecast on the news channels are now routine matter. Showing of such reports by channels specifically private news channels violate ethical values of crime reporting. Violation of such moral values causes negative causes on the viewers' psychological disorder (Hafeez, 2017).

#### **Violence News**

Mean World Index found that frequent telecast of violence on TV leads to an image of a dangerous world. Most of the viewers claimed that high level protection by law enforcement agency is awarded and justification of peoples "cannot be satisfied" and are "just looking out for them-selves (Ferguson & Olson, 2014). According to the report of American Medical Association (AMA) reported that watching for long term violence news on Mass media causes disruptive behavior among individuals. Viewers face issues related psychological disorder like depression, angriness and frustration (Centerwall, 1992).

#### **Psychological Disorder**

The term psychological Disorder is condition which contain abnormal thoughts and behavior. The simplest approach to psychological disorder is to label thoughts, feelings behavior and one's inner experiences that are unusual, dysfunctional and is distressful are the signs of disorder (Szabo &

Hopkinson, 2007). Psychological disorders, also mentioned as mental disorders, are abnormalities of the mind that end in persistent behavior patterns which will seriously affect your day-to-day activities of individual's life. It includes anxiety, frustration, continuous headache, Social Anxiety Disorder, Panic Disorder and Post-Traumatic Stress Disorder (PTSD) etc (Wichmann, Kirschbaum, Böhme, & Petrowski, 2017).

### Conceptual Framework

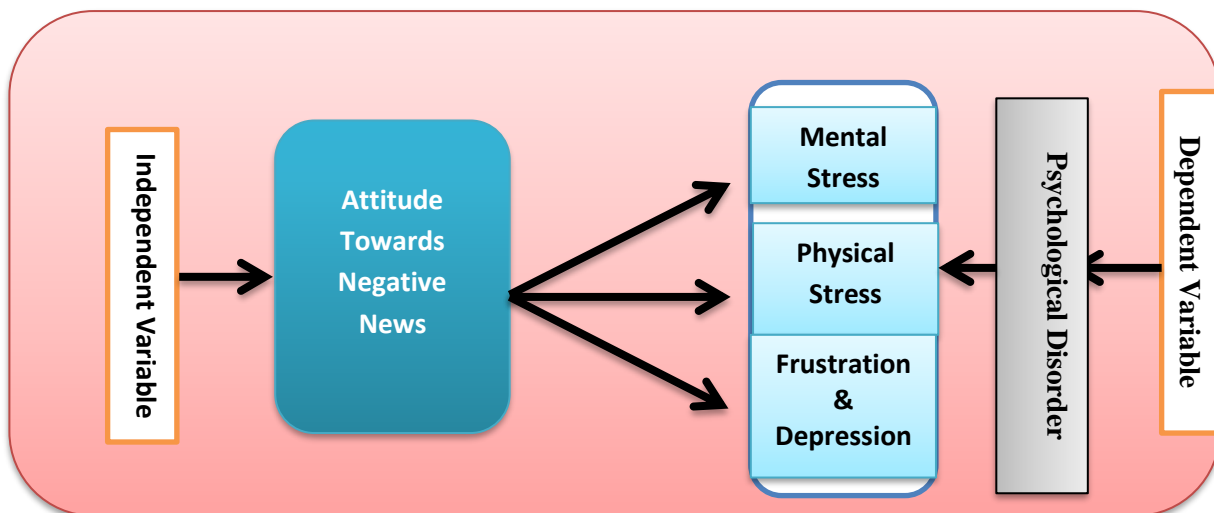
#### Relationship between Negative News and Psychological Disorder

According to Chandran et al. (2019) media plays an important role in entertaining the individuals but there are some disadvantages. The most serious matter is the coverage of real life violence leads to causes psychological and emotional imbalance among viewers. Hafeez (2017) found positive relationship between real life violence and mental distress and emotional instability. According to Daredia et al. (2013) live coverage of real-based violence is negative impact on the mental health of viewers. Regular watching of violence on TV causes frustration and depression in audience. Following hypotheses are generated.

**H<sub>01</sub>:** There is no significant impact of attitude towards watching negative news on students' Mental Stress

**H<sub>02</sub>:** There is no significant impact of attitude towards watching negative news on students' Physical Stress

**H<sub>03</sub>:** There is no significant impact of attitude towards watching negative news on Frustration and Depression



### III. RESEARCH METHODOLOGY

#### Research Design

Quantitative research method was employed in the study. There are numerous types of quantitative research methods; researcher was applied survey research design. According to Check and Schutt (2012) survey research is a process of gather data from sample of individuals through their responses to questions.

#### Population of the Study

The study was carried out three (3) universities of Khyber Pakhtunkhwa including Gomal University (Public sector), Qurtaba University of Science and Technology (Private Sector) and Sarhad University (Private Sector). All students enrolled in different disciplines constituted the population of the study. Table 1 indicates detail description of the population.

Table 1 Population Size

University	Male	Female	Total	Grand Total
Gomal University	5670	5175	10845	
Qurtaba University	1445	1280	2725	<b>15416</b>

Sarhad University	900	946	1846
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### Sample of the Study

A sample of 336 students was taken through Stratified sampling method. The entire population divided into three strata (Universities). From first stratum, 108 students were selected, 136 students were participated in the study from second stratum while 92 students were chosen from third stratum. Curry (1984) formula for sample table was used to determine the sample size for the current study.

Table 2 Sample Size

University	Population	Required Simple (Curry, 1984)	Total Sample
Gomal University	10845	108 (1%)	336
Qurtaba University	2725	136 (5%)	
Sarhad University	1846	92 (5%)	

### Research Instrument

Researcher developed a questionnaire for data collection on 5-Point Likert scale. The research tool was based on three parts. First part of the questionnaire contained students demographic information (gender, University and department) the second part of the instrument contained 21 questions related to attitude towards negative news while 14 related to psychological disorder (5 items related to mental stress, 4 items related physical stress and 5 items related to frustration and depression).

### Validity and Reliability of Questionnaire

Validation of questionnaire was done through Lawshe's Content Validity Ration (CVR). Content Validity Ration is the linear transformation of proportional level of agreement on how many "experts" within a panel rate an item "essential" calculated in the following way:-

$$CVR = \frac{E - N/2}{N/2} \dots\dots\dots (E \text{ is the number of experts who rated the item essential})$$

The range of CVR falls between -1 to +1 and the cutoff criteria for accepting items .5-1.0. Furthermore, the reliability of the questionnaire was done through Cronbach's Alpha by using SPSS (Version). Table 3 indicates the estimated values of CVR and Cronbach's Alpha.

Table 3 Score of CVR and Cronbach's Alpha

Research Variables	CVR	Cronbach's Alpha
Attitude towards negative news	.5-0.9 (minimum and maximum value of item in questionnaire)	.803
Psychological Disorder	.6-0.9 (minimum and maximum value of item in questionnaire)	.785

## IV. DATA COLLECTION AND ANALYSIS

Researcher personally visited to the universities and administered questionnaire under the data collection ethics. The data collection process was completed in three two months and received 100% response rate. After data collection, researcher arranged and inserted data into SPSS file for the analysis. Linear Regression was used to test the hypotheses.

### Results

Table 4 Showing impact of students' attitude towards Negative news on students' Mental Stress

IV	DV	R	R-Square	F	Beta	Sig:	Durban-Watson
Attitude towards Negative News	Frustration & Depression	.383	.147	60.5	.497	.000	1.98

Table 4 indicates regression output about the impact of IV on DV. It confirm from the above evidence, that 15% change is occurs in DV (Mental Stress) due to IV (Attitude towards Negative News) ( $R^2 = .147$ ). The 5<sup>th</sup> column of the table shows the Value of  $F=60.5$  at  $P=.000<.05$  which indicates the strong evidence to reject the null hypothesis and sample data provides sufficient proof to determine that model is fit. The 6<sup>th</sup> column of the table shows the positive beta which indicates that 1 unit increase in the IV would bring .497 unit variations in DV. The last column shows the value of Durban Watson score (1.98) that indicates no autocorrelation issue exist the sample data.

Table 5 Showing impact of students' attitude towards Negative news on students' Physical Stress

IV	DV	R	R-Square	F	Beta	Sig:	Durban-Watson
Attitude towards Negative News	Physical Stress	.209	.041	16.5	.230	.000	.184

Table 5 indicates regression output about the impact of IV on DV. It confirm from the above evidence, that 4% change is occurs in DV (Physical Stress) due to IV (Attitude towards Negative News) ( $R^2 = .041$ ). The 5<sup>th</sup> column of the table shows the Value of  $F=16.5$  at  $P=.000<.05$  which indicates the strong evidence to reject the null hypothesis and sample data provides sufficient proof to determine that model is fit. The 6<sup>th</sup> column of the table shows the positive beta which indicates that 1 unit increase in the IV would bring .230 unit variations in DV. The last column shows the value of Durban Watson score (1.84) that indicates no autocorrelation issue exist the sample data.

Table 6 Showing impact of students' attitude towards Negative news on the Frustration and Depression

IV	DV	R	R-Square	F	Beta	Sig:	Durban-Watson
Attitude towards Negative News	Frustration & Depression	.690	.475	317.2	.681	.000	1.95

Table 6 indicates regression output about the impact of IV on DV. It confirm from the above evidence, that 48% change is occurs in DV (Frustration & Depression) due to IV (Attitude towards Negative News) ( $R^2 = .475$ ). The 5<sup>th</sup> column of the table shows the Value of  $F=317.2$  at  $P=.000<.05$  which indicates the strong evidence to reject the null hypothesis and sample data provides sufficient proof to determine that model is fit. The 6<sup>th</sup> column of the table shows the positive beta which indicates that 1 unit increase in the IV would bring .681 unit variations in DV. The last column shows the value of Durban Watson score (1.95) that indicates no autocorrelation issue exist the sample data.

## V. DISCUSSION AND CONCLUSION

The current study was aimed to examine the attitude towards negative news and its influence on the psychological disorder of audience. The result of the study shows that attitude towards negative news has significant impact on mental stress ( $p=.000<.05$ ), Physical Stress ( $p=.000<.05$ ), frustration and depression ( $p=.000<.05$ ). Same result was found by Szabo, and Hopkinson (2007), Hafeez (2017) and Chandran et al. (2019). They found that watching frequently negative and imprecise negative news creates mental health issues among in general while psychiatric disorders in particular. Mass media due to its tremendous reach and constant exposure have the unique ability to alter perception and sway popular opinion of large number of people. So, audience' mental and physical illness creates due frequent involve in watching negative news. Frustration and depression is cusses due to watching violent content or other negative news.

## VI. RECOMMENDATIONS AND RESEARCH IMPLICATIONS

The result shows that attitude towards negative news influence on the psychological disorder of audience. So strongly recommended that avoid such kind of news consistently. The result of the study also indicates that negative news causes depression on the individual attitude and behavior. So, it is recommended that

media use some other ways to show such news because consistently showing such news are dangers for viewers. In other words, media owners may ensure avoid telecast the negative news frequently. The current research has some practical implication for both viewers and media owners. The present research contributes empirical evidence about attitude of towards negative news and its influence on audience psychological disorder. Audience avoids such news which harmful for their health. Media owners avoids to repeated telecasts of such kind of shows or breaking news and live telecast of violent events.

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