ISSN: 2320-4842
Vol-18 No. 02 April-June 2024

IMPACT OF SMALL NEWSPAPERS ON YOUTH IN ALLAHABAD DISTRICT: A QUANTITATIVE ANALYSIS

Ms. Avika Tandon*
Ph.D Scholar, Department of Journalism and Mass Communication, Nehru Gram Bharati University, Dubawal, Prayagraj, Uttar Pradesh, India

Dr. Abhishek Mishra
Guide, Ph.D, Department of Journalism and Mass Communication, Nehru Gram Bharati University, Dubawal, Prayagraj, Uttar Pradesh, India

ABSTRACT

Purpose: The goal of this research is to use quantitative analysis to investigate how small newspapers in the Allahabad area influence the youth, with an emphasis on aspects such as awareness, information acquisition, and overall participation.

Design/Methodology/Approach: This study uses a quantitative approach, including surveys and statistics analysis, to evaluate the influence of local newspapers on adolescents in Allahabad district, focusing on awareness, information acquisition, and involvement.

Findings: This study found that small newspapers have a considerable impact on youth awareness, information acquisition, and general involvement in the Allahabad district, underlining their important impact on the local youth population.

Conclusion: Finally, this study emphasizes the significant positive influence of small newspapers on adolescents in the Allahabad district, increasing awareness, information acquisition, and overall participation among the local youth population.

Originality/Value: By conducting a quantitative analysis of the effects of local newspapers on youth in the Allahabad area, this research enhances novel insights to form of information regarding influence of local media on youth.

Keywords: *Small newspapers, Youth, Allahabad District, Quantitative analysis, and Statistical Analysis.*

INTRODUCTION

The young of Allahabad district have an important part in defining the region's socioeconomic and cultural landscape [1]. They provide a substantial contribution to the district's development and progression as dynamic agents of change [2]. Their many aspirations, talents, and viewpoints weave together to form a colorful tapestry that represents the richness of the local community. Educational institutions and youth-focused projects promote intellectual development, skill development, and social awareness among the younger generation [3]. Furthermore, the young in the Allahabad district participate in a wide range of activities, from academic pursuits to cultural initiatives, sports, and community service [4]. Understanding the difficulties and opportunities that the adolescents in this district experience is critical for creating successful policies and programs that meet their needs [5], guaranteeing a brighter future for both individuals and the community as a whole.

Small newspapers dedicated to youth-related themes in the Allahabad District serve as critical outlets for showcasing the different opinions of the youthful population [6]. These magazines, which focus on education, careers, cultural activities, and community engagement, provide teenagers a voice, promoting a sense of identity and empowerment. They help to develop community by reporting local events, issues, and accomplishments that are relevant to the youth demographic [7]. As conversation starters, these publications broaden understanding of young people's needs and perspectives while also providing success stories that inspire and create community pride [8,9]. Overall, they play an important role in information exchange, empowerment, and community cohesion, molding the future of the region through an informed and connected young [10].

Small newspapers have a significant impact on the youth in Allahabad District, serving as prominent forums that magnify the perspectives and experiences of the youthful population [11]. By addressing youth-related problems such as education, employment, cultural activities, and social involvement, these magazines play an important role in building community narratives. These newspapers contribute to a sense of identification and empowerment among the youth by offering a specific area for local tales, accomplishments, and concerns [12,13]. They serve as facilitators of communal discussion, promoting mutual understanding and cohesiveness. Furthermore, by showcasing success stories and chances, the publications inspire and motivate the youth. Overall, the impact is transformative, as these publications not only inform but also connect, empower, and organize the youth of Allahabad District [14], playing an significant part in community expansion & collectively determining the region's future.

The goal of this research is to examine the influence of small newspapers on youth of Allahabad District. Despite ubiquity of digital media, these often-neglected periodicals have a significant impact on defining the information landscape and changing teenage attitudes and behaviours. This research intends to examine influence of tiny newspapers on the reading habits, opinions, and community involvement of the young people, providing significant insights into the role of traditional media in influencing and involving the youth in the developing media landscape. The following are the study's key objectives:

1. To assess the influence of small newspapers on the reading habits of youth.
2. To examine the role of small newspapers in shaping the opinions and knowledge of youth.
3. To understand the relationship between small newspaper consumption (SNC) and youth's engagement in community issues.

The following portions of this inquiry cover a number of critical components. Section 2 examines previous studies that are relevant to the research topic in depth. Section 3 then provides a full explanation of the research methods used in this study. Section 4 delves into empirical conclusions obtained from data analysis, including findings from correlation, moderation, and mediation investigations. This section simply highlights the research findings, highlighting key insights and lessons learned from data analysis. Moving on, Section 5 summarizes the study's final conclusions. Finally, Section 6 investigates the research findings' practical implications, exploring their possible impact on industrial strategies, their role in guiding policy decisions, and their direction for future research endeavors.

LITERATURE REVIEW

In 2022, Verma *et al.* [15] have attempted to determine the effect of vitamin D supplementation on CD4 count in HIV-positive children and adolescents with low vitamin D levels. A considerable proportion of people with vitamin D deficiency became sufficient following supplementation, and the CD4 count in this group increased significantly, according to their study, which included 50 participants. Their study recommends that children with HIV infection and low CD4 levels should think about taking vitamin D supplements.

In 2019, Shukla [16] have examined the value of financial literacy in education and its place in contemporary society. The Indian government's Kasturba Gandhi Balika Vidyalaya program was designed to give girls from underprivileged homes access to high-quality education. Their findings showed that financial literacy enhanced access to and awareness of financial tools, and some participants even used it to support their families financially by tutoring or in other ways.

In 2020, Gautam and Bishnoi [17] have discussed school-aged students in the Varanasi district's use of print media sources. It emphasized print media's continued popularity with teens, emphasizing its provision of accurate, inexpensive, and conveniently accessible information. Their study, which included 120 school-aged youngsters, indicated that newspapers were the most often used print media source. A sizable proportion of children read newspapers to become more aware of current concerns and to learn about potential careers.

In 2020, Bergmann and Ossewaarde [18] have investigated how German tabloids used negative ageist rhetoric to harm the youth climate movement, particularly the FridaysForFuture movement and its star, Greta Thunberg. To delegitimize the movement, terms such as 'pupils,' 'absentees,' and 'dreamers' were used. Greta Thunberg was depicted as a youthful hero who was to blame for teenagers skipping class. They stated that these newspapers supported Germany's existing environmental regulatory structure and its efforts to phase out coal.

In 2022, Benoit *et al.* [19] have explored the ways in which kids and teens dealt with the ecological bereavement and eco-anxiety associated with climate change, and how these feelings may be directed toward environmental action. The narratives from newspaper stories published between 2018 and 2021 that examined young people's and their parents' perspectives on the climate catastrophe were the main focus of the analysis. According to their study, parents' immature reactions to kids' worries about climate change might have been motivated by a need to protect themselves from excessive worry.

In 2020, Haenschen and Tedesco [20] have investigated the effect of media coverage on readers' efficacy in regard to the American youth-led gun violence prevention movement that arose in the aftermath of the Parkland shooting in 2018. They ran a poll experiment on Generation Z, Millennials, & Generation X members, labeling movement as successful or failing in accomplishing its political goals. Their findings revealed that how the movement was framed influenced readers' estimations of its likelihood of success.

In 2022, Mayes and Hartup [21] have investigated the representation of youth political involvement in Newspaper coverage of Australia's School Strike for Climate Change. Portrayal of their feelings and behaviors was the main focus of the analysis. Their study examined a corpus of 500 items that were printed over a 17-month period in Australian newspapers. Their study addressed the implications for upcoming studies on youth climate justice campaigners as well as how young people reacted to these characterizations.

ISSN: 2320-4842
Vol-18 No. 02 April-June 2024

In 2022, Grasso and Giugni [22] have examined the diminishing involvement of young people in politics within European democracies and the rise of youth-led protest movements. While earlier studies had concentrated on disparities between generations, this one looked at youth population disparities specifically, focusing on youth from diverse social origins in nine European nations. They discovered notable class disparities in early people's party-political engagement and contribution in EU after analyzing poll data from 2018.

In 2020, Embleton *et al.* [23] have investigated the disparities in health and early mortality that Kenya's Street-connected children and youth (SCY) experience. It was discovered that these differences were socially created, the product of both systematic discrimination and a failure to uphold human rights. Their study found that in order to resolve these problems and advance health equity for SCY in Kenya, immediate action was required.

In 2021, Huttunen and Albrecht [24] have examined Fridays for Future movement in Finland as a case study, emphasizing the environmental citizenship of youth. Three frames of representation were found in the media and Twitter discussions around the FFF movement, according to the research: worries about school attendance, active youth participation in politics, and sustainable lifestyle. Their analysis addressed the predominance of adult voices in structuring the movement and highlighted the several facets of environmental citizenship voiced by youth in the FFF movement.

In 2019, Kristiansen *et al.* [25] have addressed 12th European Youth Olympic Festival (EYOF) in Austria & Liechtenstein in 2015. It concentrated on identifying and distinguishing between key and secondary stakeholders in the event, as well as analyzing the challenges of co-hosting. The EYOF had a modest budget and included local stakeholders who stood to benefit the most from the event and were ready to pay for it. The International Olympic Committee's normal key stakeholders performed a smaller role.

PROBLEM STATEMENT

While existing research examines the effect of vitamin D supplementation on CD4 count in HIV-positive children and adolescents with low vitamin D levels, randomized controlled trials to further evaluate this effect in HIV-infected children and adolescents with low vitamin D status are lacking. Similarly, negative ageist rhetoric has been observed in German tabloids in an attempt to undermine the youth climate movement, particularly the Fridays For Future movement and its prominent figure, Greta Thunberg; however, there is a research gap in specifying the approach used to detect ageist language in German newspapers. Furthermore, despite the documented decline in young people's political participation in European democracies and the rise of youth-led protest movements, a research gap exists in examining social differences in political involvement and broader political engagement among young people in nine European nations. The proposed study focuses on the impact of tiny newspapers on youth in the Allahabad district in order to fill these gaps. The research intends to contribute to the qualitative examination of the influence of small newspapers on youth in the Allahabad district.

RESEARCH METHODOLOGY

Research Design

- **Questionnaire Preparation**

This study comprises of 20 questions designed to evaluate the relationship between four distinct variables. The questionnaires will be designed to collect data on SNC, reading habits, attitudes, knowledge, and community involvement. One of these factors is the Dependent Variable, which is the Youth's engagement in community issues (YECI). There are also independent variables, such as SNC. There is also a Mediating Variable called Reading habits and opinions (RHO), as well as Moderating Variables like age, gender, education level, and socioeconomic status. As a result, the dependent variable consists of five questions, the independent variable contains of five queries, the mediating variable contains of five queries, & the moderating variable contains of four demographic parameters.

- **Response Collection**

The survey instrument used in this inquiry was turned into a Google Form. As a result, the research focused on the act of taking a survey among individuals who can be classified as young adults, with ages ranging from 18 years and above. The data collection method took place in the unique geographical region known as Allahabad District, where responses were specially gathered from young adults who live in this area.

- **Statistical Analysis**

The SPSS tool, a widely used software program for performing statistical analysis, has been utilized to carefully review and critique the responses that the youngsters submitted. Several quantitative approaches, including regression tests, T-tests, descriptive statistics, & correlation analysis, were meticulously utilized to examine and appraise the study's data as part of the Statistical Analysis. The validity and reliability of the hypothesis were assessed using these statistical methods, which were selected with care. Applying these tests allowed us to methodically investigate the

ISSN: 2320-4842
Vol-18 No. 02 April-June 2024

connections, trends, and associations between the significant variables, which improved our understanding of the research problem at hand.

ONLINE SURVEY AND SAMPLE

This study included 500 individuals who freely offered their opinions and data via various online channels such as social media, email lists, and forums. To collect demographic information, as well as the Dependent Variable (YECI) and Independent Variables (SNC), a structured questionnaire was used. A Mediating Variable (RHO) as well as Moderating Variables (demographic variables such as age, gender, education level, & socioeconomic status) were also included. The poll was conducted on a secure internet platform to ensure data protection. Before the survey, each participant provided informed consent, and the Random Sampling Approach returned 500 valid samples and 0 invalid samples.

DESIGN AND SAMPLE

The data provides a snapshot of the demographic composition of the population under study, offering valuable insights into key socio-economic and demographic factors. With regards to the distribution of age groups, the majority falls within the 25-34 age bracket, comprising 39.6% of the respondents, followed by individuals aged 18-24 (30.6%), 35-44 (19.0%), and 45 and above (10.8%). The gender distribution is almost evenly balanced, with 51.0% being male and 49.0% being female respondents. Educational backgrounds exhibit variation, with a noteworthy percentage holding a Bachelor's degree (33.8%), followed by persons with a Master's degree (31.4%), High School graduates (22.8%), and those with a Doctorate (12.0%). The socio-economic status of the sample indicates diversity, with 46.4% classified as lower, 39.8% as middle, and 13.8% as upper. In terms of occupation, the data reveals a mixture of employment statuses. Employed individuals make up 39.2% of the sample, followed by the unemployed (33.8%), self-employed (18.0%), and students (9.0%). These findings indicate a diverse and representative sample, encompassing various age groups, educational backgrounds, socio-economic statuses, and occupations. This data provides deep insights into the preferences, attitudes, and viewpoints of the questioned population's many demographic segments. Understanding these demographic characteristics is vital for tailoring interventions, policies, or marketing strategies to cater to the distinct needs of specific groups within the wider population. Furthermore, the balanced gender distribution ensures a more comprehensive understanding of experiences and opinions across genders.

The data provides insightful insights into the youth's involvement with small newspapers in Allahabad District. It sheds light on their awareness of community issues and the perceived impact of these publications. In YECI1 responses, a significant proportion (83.4%) either agrees or strongly agrees that young people lack awareness of community issues highlighted by small newspapers. This suggests a potential gap in engagement with local affairs among the youth, emphasizing the need for strategies to enhance awareness and civic participation. The YECI2 responses indicates that respondents view impact of small newspapers on early people's interest and engagement in community matters as minimal, with 55.6% either disagreeing or strongly disagreeing. This emphasizes the importance of exploring and addressing factors that may hinder civic participation among the youth. In YECI3 the format and content of small newspapers, a majority (85%) either agrees or strongly agrees that they have limited significance in impacting the youth's understanding and awareness of community issues. This finding suggests a potential disconnect between the content of small newspapers and the interests or comprehension levels of the youth audience. The YECI4 responses suggests that the widespread accessibility of small newspapers in Allahabad does not significantly affect youth involvement in local community affairs, with 59.8% either disagreeing or strongly disagreeing. This indicates that other factors beyond accessibility play a more crucial role in shaping youth civic engagement. In YECI5 responses, a majority (86.4%) either agrees or strongly agrees that small newspapers play a critical part in shaping opinions & active participation of young people in addressing community issues. This highlights the perceived importance of small newspapers in influencing the youth's perspectives and fostering active involvement in local problem-solving. Overall, the findings highlight the complex dynamics between small newspapers and youth engagement in Allahabad District, indicating areas for improvement in content alignment, accessibility strategies, and addressing factors that hinder civic participation among the youth.

The results of the survey reveal that a significant proportion of young people in Allahabad District express a lack of interest in relying on small newspapers as their main source of information on local issues. This sentiment is strongly agreed upon by 30.8% of respondents and agreed upon by 55.6%. Moreover, there is a consensus that small newspapers have minimal influence on shaping the opinions of young people regarding community matters. This sentiment is strongly agreed upon by 29.6% and agreed upon by 55.0%. The limited consumption of small newspapers by young people in Allahabad District is perceived to have a restricted impact on their overall comprehension of community issues. This is indicated by 28.8% strongly agreeing and 55.0% agreeing. Despite the consistent

ISSN: 2320-4842
Vol-18 No. 02 April-June 2024

consumption of small newspapers, there is no clear correlation with increased youth involvement in local community affairs. This sentiment is strongly agreed upon by 22.6% and agreed upon by 62.8%. The influence of small newspapers on the perspectives and actions of young people in addressing community-related issues varies depending on individual reading habits and preferences. This sentiment is strongly agreed upon by 30.4% and agreed upon by 54.8%. These percentages emphasize the necessity for targeted efforts to enhance the relevance and impact of small newspapers, taking into consideration individual preferences. This is crucial in order to bridge the perceived gap between these publications and active youth participation in community affairs.

The survey uncovers a nuanced correlation between the reading behaviors of young individuals in the Allahabad District and their interpretations of matters pertaining to the local community. While 30.4% strongly concur and 54.4% agree that reading habits contribute to a range of perspectives, there exists a mutual skepticism towards the reliability of small newspapers in portraying local issues, with 24.8% strongly concurring and 58.6% concurring. There is a significant disparity between the reading habits of young individuals and their acceptance of small newspapers as dependable sources for shaping opinions on community affairs, as illustrated by 25.8% strongly concurring and 59.8% concurring. The inconsistency in reading habits leads to divergent viewpoints regarding the coverage of local issues by small newspapers, with 23.8% strongly concurring and 61.6% concurring. Although perusing small newspapers is a customary practice among youth in the Allahabad District, its impact on shaping opinions about community matters varies depending on the content they prioritize, with 25.4% strongly concurring and 59.4% concurring. These findings underscore the necessity for newspapers to adapt their content to align with the diverse reading preferences of young individuals, thereby fostering a more precise depiction of local issues and enhancing the influence of these publications on opinion formation.

MEASURES

The descriptive statistics yield valuable insights into the demographic attributes of the population under investigation. The average age of the 500 individuals is 2.10, accompanied by a std. deviation of 0.959, demonstrating a comparatively youthful age supply. In terms of gender, mean is 1.49, implying that the majority of participants are likely to be male, given that the mean is closer to 1 in a binary gender-coding system (1 for male, 2 for female). The st deviation is 0.500, which suggests a moderate level of variation. With regards to education, the mean is 2.33, which signifies a relatively higher level of educational achievement, along with a standard deviation of 0.958, indicating some degree of variability in educational levels. The mean socio-economic status is 1.67, suggesting a predominantly lower to middle socio-economic standing, as the mean is closer to 1 on a scale. The standard deviation is 0.705, denoting variability in socio-economic status. Occupation exhibits a mean of 2.61, hinting at a diverse array of professional categories, with a standard deviation of 0.883, signifying variation in occupational classifications. All in all, these statistics offer a snapshot of the demographic composition, highlighting the youthfulness, probable male majority, educational attainment, socio-economic status, and occupational diversity within the surveyed population. The descriptive statistics regarding YECI, SNC, and RHO offer valuable insights into the perceptions of the participants. In the case of YECI, the mean score is 4.0160, accompanied by a standard deviation of 0.75943, which indicates a relatively positive perception of Youth Empowerment and Community Involvement (YECI). The narrow standard error (0.03396) implies that the mean estimate is likely to be representative of the wider population's perception. Similarly, Social Networking Connectivity (SNC) exhibits a mean of 3.9944 & a std. deviation of 0.75184. Tight standard error (0.03362) indicates a consistent perception of SNC among the participants. Regarding Rural Health Outreach (RHO), the mean is 3.9632, and the standard deviation is 0.73847. The small standard error (0.03303) suggests that the mean provides a reliable estimate of the participants' perceptions of Rural Health Outreach. All in all, these statistics reveal a generally positive perspective on YECI, SNC, and RHO, with minimal variability in the responses of the participants. The tight standard errors further enhance confidence in the accuracy of the mean estimates, thereby providing a robust understanding of the participants' perceptions of these three constructs.

RESULTS

Reliability Test:

The reliability test evaluates a measurement instrument's consistency and stability. Internal consistency is calculated by assessing the degree to which items within the instrument consistently measure the same underlying construct, assuring measurement dependability.

ISSN: 2320-4842
Vol-18 No. 02 April-June 2024

Table 1: Reliability Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.942	0.942	15

Table 1 shows Cronbach's Alpha reliability coefficients for a 15-item scale. Cronbach's Alpha & variant created on consistent matters both produce high values, registering at 0.942. These coefficients examine the scale's internal consistency, revealing how closely the scale's items assess the same underlying construct. A high Cronbach's Alpha, in this case 0.942, indicates great reliability and internal consistency among the items. The dependability is strong, encouraging confidence in the consistency of measurement across the scale. The 15-item scale has a commendable level of uniformity, which reinforces its trustworthiness in capturing the target construct.

ANOVA TEST

The ANOVA test analyzes whether the means of various groups differ significantly. It investigates the variation in means between and within groups to determine whether the observed differences are statistically significant.

Table 2: ANOVA Test between People

			Sum of Squares	df	Mean Square	F	Sig.
Between People			3676.353	499	7.367		
Within People	Between Items		10.563	14	0.755	1.756	0.039
	Residual	Nonadditivity	0.325[a]	1	0.325	0.756	0.385
		Balance	3002.179	6985	0.430		
		Total	3002.503	6986	0.430		
	Total		3013.067	7000	0.430		
Total			6689.419	7499	0.892		

Table 2 shows an ANOVA for a multi-factor research. The sum of squares partitioned into "Between People" and "Within People" components reveals high variability among people (3676.353) and within people (10.563). With a p-value of 0.039, the F-statistic (1.756) for "Between Items" reveals a significant difference in means, showing that the variance between items is not attributable to random chance. The remaining variables, such as "Residual Non-additivity" and "Total," add to our understanding of variance. The F-statistics and accompanying p-values provide information on the significance of observed differences, which allows to assess the impact of various factors on the study.

Table 3: ANOVA Test for Regression and Residual

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	177.261	1	177.261	798.658	0.000[b]
	Residual	110.531	498	0.222		
	Total	287.792	499			

Table 3 shows the findings of Model 1's regression analysis. The regression sum of squares (177.261) represents the overall variance explained by the model. The mean square (177.261) is calculated with one degree of freedom, and the high F-statistic (798.658) suggests that the regression model is statistically significant. The accompanying p-value (Sig. = 0.000) backs this up, indicating that the independent variable(s) play a considerable contribution to explaining variance in the dependent variable. Residual sum of squares (110.531) indicates unexplained variance, which contributes to the overall knowledge of model fit. These statistics measure the significance and effectiveness of the regression model in explaining observed data.

ISSN: 2320-4842
Vol-18 No. 02 April-June 2024

HOTELLING T-SQUARE TEST

The Hotelling's T-Square Test is a multivariate statistical test utilized to compare two groups' mean vectors. It determines if there are substantial differences between groups in a multivariate space, taking both means and covariances into account.

Table 4: Hotelling T-Square Test

Hotelling's T-Squared	F	df1	df2	Sig
35.264	2.453	14	486	0.002

Table 4 displays the findings of Hotelling's T-squared test, a multivariate statistical study that compares group mean differences. The T-squared value of 35.264 achieved surpasses the critical threshold, suggesting substantial differences between groups. The F-statistic of 2.453 validates the observed disparities with degrees of freedom (df1 = 14, df2 = 486). The linked p-value of 0.002 is smaller than the conventional significance level of 0.05, indicating that there is strong evidence to reject the null hypothesis. This implies that means of groups are not equal. These data infer important group differences, highlighting the robustness of the observed multivariate effects.

CORRELATION

Correlation measures the strength and direction of a linear link between two continuous variables. It yields a correlation coefficient ranging from -1 to 1, with positive values suggesting a positive correlation, negative values showing a negative correlation, and zero indicating no association.

Table 5: Correlation

		YECI	SNC
Pearson Correlation	YECI	1.000	0.785
	SNC	0.785	1.000

Table 5 shows the Pearson correlation coefficients between two variables, YECI and SNC. The correlation between YECI and itself is naturally perfect (1.000). The correlation between YECI and SNC is substantial at 0.785, showing a positive linear association. Similarly, the correlation between SNC and itself is flawless (1.000). The significant correlation between YECI and SNC shows that while one variable rises, the other tends to rise as well, confirming a positive relationship. This information interprets the degree and direction of the association between YECI and SNC in the context of the study.

Table 6: Coefficient Correlation

Model			SNC
1	Correlations	SNC	1.000
	Covariances	SNC	0.001

Table 6 shows the correlations and covariances for Model 1, with an emphasis on the variable SNC. The correlation coefficient between SNC and itself is perfect (1.000), as expected given that it depicts a variable's relationship with itself. The correlation between SNC and itself is very modest (0.001), indicating that there is little unpredictability in the movement of these values together. The correlation of 1.000 indicates a strong positive linear relationship, and the covariance of 0.001 indicates that changes in SNC do not vary significantly. These statistics assess the intensity and direction of SNC's correlation with itself in the context of the model.

CORRELATION ON KENDALL'S TAU_B & SPEARMAN'S RHO

Kendall's tau_b & Spearman's rho correlations examine strength and direction of monotonic relationships between two variables. Kendall's tau_b assesses concurring & conflicting sets, whereas Spearman's rho analyzes the monotonicity of a linear connection using ranked data.

ISSN: 2320-4842
Vol-18 No. 02 April-June 2024

Table 7: Correlation on Kendall's tau_b & Spearman's rho

			YECI	SNC	RHO
Kendall's tau_b	YECI	Correlation Coefficient	1.000	0.427**	0.429**
	SNC		0.427**	1.000	0.436**
	RHO		0.429**	0.436**	1.000
Spearman's rho	YECI	Correlation Coefficient	1.000	0.536**	0.533**
	SNC		0.536**	1.000	0.540**
	RHO		0.533**	0.540**	1.000

Table 7 shows the correlation coefficients for the variables YECI, SNC, and RHO using Kendall's tau_b & Spearman's rho. Kendall's tau_b shows moderate positive correlations between YECI and SNC, 0.429** between YECI and RHO, and 0.436** between SNC and RHO. Similarly, Spearman's rho shows somewhat stronger positive correlations between YECI and SNC, 0.533** between YECI and RHO, and 0.540** between SNC and RHO. These data show constant positive connections between the variables, highlighting the strength of the interactions as indicated by Kendall's tau_b & Spearman's rho.

REGRESSION

Regression is a statistical tool used to model the relationship between one or more independent variables and one or more dependent variables. It calculates influence of independent factors on dependent variable, revealing the strength and relevance of such correlations.

Table 8: Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.785[a]	0.616	0.615	0.47111

Table 8 presents the regression statistics for Model 1. R Square is 0.616, indicating that the independent factors explain approximately 61.6% of the variability in the dependent variable. The adjusted R Square, at 0.615, accounts for the number of predictors, yielding a somewhat different estimate of explanatory power. The regression coefficient of 0.785 indicates a strong positive correlation between the variables, meaning that the independent factors explain a significant percentage of the variance in the dependent variable. Std. error of estimate (0.47111) measures prediction accuracy, indicating the usual variation of observed values from projected values. These measures analyze the regression model's goodness of fit and prediction ability.

MEDIATING ANALYSIS

Mediation analysis evaluates the intermediate processes that transmit an independent variable's effect on a dependent variable via a putative mediator. It contributes to a better understanding of the underlying mechanisms by looking at how the mediator changes the relationship between the independent & dependent variables.

Table 9: Model Summary for RHO

R	R-sq	MSE	F	df1	df2	p
0.8045	0.6472	0.1928	913.5732	1.0000	498.0000	0.0000

Table 9 illustrates important regression statistics. The coefficient of determination, R-squared, is 0.6472, indicating that the independent variable explains approximately 64.72% of the variability in the dependent variable. The R of 0.8045 suggests that the independent variable accounts for a significant portion of the variance in the dependent variable. The Mean Squared Error (MSE) of 0.1928 represents the average squared difference between predicted and observed values, showing the model's accuracy. The high F-statistic (913.5732) and corresponding p-value (p = 0.0000) support the model's overall significance, providing strong evidence that the independent variable significantly contributes to explaining the variance of the dependent variable. These measures examine the regression model's goodness of fit and efficacy.

ISSN: 2320-4842
Vol-18 No. 02 April-June 2024

Table 10: Model for RHO

	coeff	se	t	p	LLCI	ULCI
constant	0.8216	0.1058	7.7667	0.0000	0.6137	1.0294
YECI	0.7823	0.0259	30.2254	0.0000	0.7314	0.8331

Table 10 displays the regression model's constants, std. errors, t-values, p-values, & confidence ranges. The constant term has a statistically significant coefficient of 0.8216 (p = 0.0000), indicating that when YECI is zero, the dependent variable has a value of 0.8216. The YECI coefficient is 0.7823, suggesting that a 1-unit rise in YECI agrees to a 0.7823 rise in the dependant variable. This coefficient is very important (p = 0.0000), demonstrating relationship's strength. The confidence interval (0.7314 to 0.8331) adds to the estimate's precision. These coefficients comprehend the strength and importance of the relationships in the regression model.

Table 11: Model Summary for SNC

R	R-sq	MSE	F	df1	df2	p
0.8610	0.7413	0.1468	711.9154	2.0000	497.0000	0.0000

Table 11 shows key data for a regression model. R-squared is 0.7413, indicating that the independent factors account for approximately 74.13% of the variability in the dependent variable. The model's overall importance is highlighted by its high F-statistic of 711.9154 and very low p-value (p = 0.0000). This means that the independent variables account for a significant amount of the variance in the dependent variable. The model's explanatory capacity are trusted. The model's accuracy is indicated by the MSE of 0.1468, which reflects the average squared difference between predicted and observed values.

Table 12: Model for SNC

	coeff	se	t	p	LLCI	ULCI
constant	0.3756	0.0978	3.8422	0.0001	0.1835	0.5676
YECI	0.3023	0.0380	7.9485	0.0000	0.2276	0.3770
RHO	0.6068	0.0391	15.5152	0.0000	0.5300	0.6836

Table 12 provides a thorough examination of a multiple regression model. When both YECI and RHO are zero, the significant constant term (p = 0.0001) supports a non-zero value. The YECI (0.3023) and RHO (0.6068) coefficients are highly important (p = 0.0000), indicating that they have a considerable influence on dependent variable. A one-unit rise in YECI equals a 0.3023 increase in the dependent variable, whereas a 1-unit rise in RHO equals a 0.6068 increase in dependent variable. Precision of the confidence intervals (LLCI: 0.1835 to 0.5676 for the constant, LLCI: 0.2276 to 0.3770 for YECI, and LLCI: 0.5300 to 0.6836 for RHO) improves interpretation. These coefficients with confidence to determine the individual contributions of YECI and RHO to the dependent variable, thereby improving their grasp of the model's dynamics.

MODERATING ANALYSIS

Moderation analysis investigates how the existence of a third variable, known as the moderator, influences the connection between two variables. It assists in finding conditions that may have an impact on the strength or direction of the link between the independent and dependent variables.

Table 13: Model Summary for Age

R	R-sq	MSE	F	df1	df2	p
0.7851	0.6164	0.2181	265.7171	3.0000	496.0000	0.0000

Table 13 shows key data for a regression model. The R-squared coefficient of determination indicates that the independent factors explain approximately 61.64% of the variability in the dependent variable. The F-statistic of 265.7171 is accompanied by a very low p-value (p = 0.0000), emphasizing the model's overall significance. This means that the independent variables account for a significant amount of the variance in the dependent variable. The

ISSN: 2320-4842
Vol-18 No. 02 April-June 2024

MSE of 0.2181 represents the average squared difference between predicted and observed values, showing the model's accuracy. These metrics evaluate the regression model's goodness of fit and effectiveness in explaining observed data.

Table 14: Model for Age

	coeff	se	t	p	LLCI	ULCI
constant	0.6847	0.2659	2.5746	0.0103	0.1622	1.2072
YECI	0.8247	0.0652	12.6399	0.0000	0.6965	0.9529
Age	0.0913	0.1166	0.7829	0.4341	- 0.1378	0.3204
Int_1	- 0.0229	0.0284	- 0.8067	0.4202	- 0.0788	0.0329

Table 14 provides an in-depth assessment of a multiple regression model. When YECI, Age, and Int_1 are all zero, the significant constant term ($p = 0.0103$) implies a non-zero value, with the dependent variable at 0.6847. The highly significant YECI coefficient (0.8247, $p < 0.0000$) indicates that a 1-unit rise in YECI correlates to a significant 0.8247 rise in dependent variable. Age and Int_1 have no statistical significance ($p > 0.05$). The precise confidence intervals (LLCI: 0.1622 to 1.2072 for the constant, LLCI: 0.6965 to 0.9529 for YECI, LLCI: -0.1378 to 0.3204 for Age, and LLCI: -0.0788 to 0.0329 for Int_1) provide more information. These coefficients with confidence to assess the relevance of predictors and comprehend their effects on the dependent variable in a multiple regression model.

Table 15: Model Summary for Gender

R	R-sq	MSE	F	df1	df2	p
0.7854	0.6169	0.2179	266.1863	3.0000	496.0000	0.0000

Table 15 shows key data for a regression model. The R-squared coefficient of determination indicates that the independent factors explain approximately 61.69% of the variability in the dependent variable. The F-statistic of 266.1863 is accompanied by a very low p-value ($p = 0.0000$), emphasizing the model's overall significance. This suggests that the independent variables make a considerable contribution to explaining the variance in the dependent variable as a whole. The MSE of 0.2179 represents the average squared difference between predicted and observed values, showing the model's accuracy. These metrics evaluate the regression model's goodness of fit and effectiveness in explaining observed data.

Table 16: Model for Gender

	coeff	se	t	p	LLCI	ULCI
constant	0.5494	0.3496	1.5716	0.1167	- 0.1374	1.2361
YECI	0.8481	0.0860	9.8656	0.0000	0.6792	1.0170
Gender	0.2230	0.2256	0.9883	0.3235	- 0.2203	0.6663
Int_1	- 0.0488	0.0552	- 0.8848	0.3767	- 0.1572	0.0596

Table 16 depicts a multiple regression model that provides complex insights. The non-significant constant term ($p = 0.1167$) implies that when YECI, Gender, and Int_1 are all zero, the dependent variable may not deviate substantially from zero. The extremely significant coefficient for YECI (0.8481, $p < 0.0000$) demonstrates its major impact, whereas Gender and Int_1 are statistically insignificant ($p > 0.05$). Researchers should proceed with caution when interpreting the non-significant constant. Confidence intervals (LLCI: -0.1374 to 1.2361 for the constant, 0.6792 to 1.0170 for YECI, -0.2203 to 0.6663 for Gender, and -0.1572 to 0.0596 for Int_1) improve understanding of probable coefficient values. These findings assess the importance and influence of factors in the multiple regression model.

Table 17: Model for Educational level

R	R-sq	MSE	F	df1	df2	p
0.7854	0.6168	0.2179	266.1467	3.0000	496.0000	0.0000

Table 17 contains all of the information required for a regression model. The coefficient of determination, R-squared, is 0.6168, indicating that the independent factors explain approximately 61.68% of the variability in the dependent variable. The F-statistic of 266.1467 is associated with a very low p-value ($p = 0.0000$), demonstrating the model's overall significance. This suggests that the independent factors contribute significantly to explaining the variance in

ISSN: 2320-4842
Vol-18 No. 02 April-June 2024

the dependent variable as a whole. The MSE of 0.2179 represents the average squared difference between predicted and observed values, showing model accuracy. These metrics quantify the regression model's goodness of fit and effectiveness in explaining observed data.

Table 18: Model Summary for Educational level

	coeff	se	t	p	LLCI	ULCI
constant	0.6889	0.2782	2.4759	0.0136	0.1422	1.2356
YECI	0.8318	0.0688	12.0846	0.0000	0.6966	0.9671
Education level	0.0807	0.1122	0.7192	0.4724	- 0.1398	0.3012
Int_1	- 0.0238	0.0277	- 0.8599	0.3902	- 0.0782	0.0306

Table 18 illuminates a multiple regression model and provides useful information. When YECI, Education, and Int_1 are all zero, the significant constant term ($p = 0.0136$) implies a non-zero value, with the dependent variable at 0.6889. The highly significant coefficient for YECI (0.8318, $p < 0.0000$) shows that a 1-unit rise in YECI outcomes in a significant 0.8318 rise in dependent variable. Despite this, Education and Int_1 are not statistically significant ($p > 0.05$). Confidence intervals (LLCI: 0.1422 to 1.2356 for the constant, 0.6966 to 0.9671 for YECI, -0.1398 to 0.3012 for Education, and -0.0782 to 0.0306 for Int_1) help to clarify potential coefficient values. These coefficients can be relied on with confidence, which determine the importance and influence of predictors in the multiple regression model, assisting in the discovery of influential elements.

Table 19: Model Summary for Socio-Economic Status

R	R-sq	MSE	F	df1	df2	p
0.7855	0.6169	0.2178	266.2817	3.0000	496.0000	0.0000

Table 19 summarizes the main statistics for a regression model. The coefficient of determination, R-squared, is 0.6169, suggesting that the independent factors explain approximately 61.69% of the variability in the dependent variable. The F-statistic of 266.2817 is associated with a very low p-value ($p = 0.0000$), indicating that the model is overall significant. This means that the independent factors account for a significant amount of the variance in the dependent variable. The MSE of 0.2178 represents the average squared difference between predicted and observed values, showing model accuracy. These metrics quantify the regression model's goodness of fit and effectiveness in explaining observed data.

Table 20: Model for Socio-Economic Status

	coeff	se	t	p	LLCI	ULCI
constant	1.0258	0.2987	3.4347	0.0006	0.4390	1.6126
YECI	0.7527	0.0728	10.3425	0.0000	0.6097	0.8957
Age	- 0.0896	0.1626	- 0.5510	0.5819	-0.4091	0.2299
Int_1	- 0.0142	0.0396	0.3594	0.7194	-0.0635	0.920

Table 20 provides an in-depth look at a multiple regression model, highlighting crucial observations. When YECI, Age, and Int_1 are all zero, the significant constant term ($p = 0.0006$) implies a non-zero value, with the dependent variable at 1.0258. The highly significant YECI coefficient (0.7527, $p < 0.0000$) indicates a significant 0.7527 increase in the dependent variable with a one-unit increase in YECI. Age and Int_1 have no statistical significance ($p > 0.05$). Confidence intervals (LLCI: 0.4390 to 1.6126 for the constant, 0.6097 to 0.8957 for YECI, -0.4091 to 0.2299 for Age, and -0.0635 to 0.920 for Int_1) help grasp feasible coefficient values. These coefficients can be relied on with confidence, which assess the importance and influence of predictors in the multiple regression model, assisting in the discovery of relevant elements.

REFERENCE

1) Taukeer, M., 2023. Ethnographic Analysis of Nexus about Migration and Culture in Global Perspective. *Border Crossing*, *13*(2), pp.115-131.
2) Singh, A.K., Bhaskar, P.K. and Kumra, V.K., Evaluation of Daily Food Intake Trend in Allahabad District: A Geographical Study.
3) Yusof, M.I.M. and Ariffin, M., 2021. Youth Engagement in the Implementation of The Sustainable Development Goals (SDGs) in Asian Countries. *International Journal of Academic Research in Business and Social Sciences*, *10*(3), pp.956-974.
4) Kumari, V., 2022. Empowerment and Achievements of Women in Indian Badminton. *Eduzone: International Peer Reviewed/Refereed Multidisciplinary Journal*, *11*(1), pp.276-282.
5) Darling-Hammond, L., Schachner, A. and Edgerton, A.K., 2020. Restarting and Reinventing School: Learning in the Time of COVID and Beyond. *Learning Policy Institute*.
6) Singh, V., 2020. Crimes in ancient and developing world.
7) Aubert, S., Barnes, J.D., Forse, M.L., Turner, E., González, S.A., Kalinowski, J., Katzmarzyk, P.T., Lee, E.Y., Ocansey, R., Reilly, J.J. and Schranz, N., 2019. The international impact of the active healthy kids global alliance physical activity report cards for children and youth. *Journal of Physical Activity and Health*, *16*(9), pp.679-697.
8) Nardini, G., Rank-Christman, T., Bublitz, M.G., Cross, S.N. and Peracchio, L.A., 2021. Together we rise: How social movements succeed. *Journal of Consumer Psychology*, *31*(1), pp.112-145.
9) Gupta, H., Tari-Keresztes, N., Stephens, D., Smith, J.A., Sultan, E. and Lloyd, S., 2020. A scoping review about social and emotional wellbeing programs and services targeting Aboriginal and Torres Strait Islander young people in Australia: Understanding the principles guiding promising practice. *BMC Public Health*, *20*(1), pp.1-20.
10) Krauss, S.E., Zeldin, S., Abdullah, H., Ortega, A., Ali, Z., Ismail, I.A. and Ariffin, Z., 2020. Malaysian youth associations as places for empowerment and engagement. *Children and Youth Services Review*, *112*, p.104939.
11) Martelli, J.T. and Garalytė, K., 2019. Generational communities: student activism and the politics of becoming in South Asia. *South Asia Multidisciplinary Academic Journal*, (22).
12) Halliday, E., Collins, M., Egan, M., Ponsford, R., Scott, C. and Popay, J., 2020. A 'strategy of resistance'? How can a place-based empowerment programme influence local media portrayals of neighbourhoods and what are the implications for tackling health inequalities?. *Health & place*, *63*, p.102353.
13) Brentnall, C., Lackéus, M. and Blenker, P., 2023. Homogenization processes in entrepreneurship education: the case of Junior Achievement. *Entrepreneurship & Regional Development*, pp.1-23.
14) Singh, P. and Shastri, S.D.R.K., 2021. Information And Communication Technology (Ict): A Tool For Transforming Higher Education In India. *PSYCHOLOGY AND EDUCATION*, *58*(2), pp.11029-11039.
15) Verma, P., Shrivastava, A., Siddiqui, S.A., Yadav, R.K., Singh, M.V., Tripathi, A., Maurya, M. and Mishra, N., 2022. Effect of vitamin D supplementation on CD4 count in HIV-infected children and adolescents in north India: a non-randomized comparative study. *Journal of Tropical Pediatrics*, *68*(5), p.fmac066.
16) SHUKLA, S., 2019. The Role of KGBVs Scheme in Financial Inclusion: A Case Study of Allahabad District. Internat. J. Applied Soc. Sci, 6(4), pp.844-847.
17) Gautam, M. and Bishnoi, I., 2020. Utilization Pattern of Print Media Sources by School-Going Children of Varanasi District. Ind. J. Pure App. Biosci, 8(2), pp.164-168.
18) Bergmann, Z. and Ossewaarde, R., 2020. Youth climate activists meet environmental governance: Ageist depictions of the FFF movement and Greta Thunberg in German newspaper coverage. Journal of Multicultural Discourses, 15(3), pp.267-290.
19) Benoit, L., Thomas, I. and Martin, A., 2022. Ecological awareness, anxiety, and actions among youth and their parents–a qualitative study of newspaper narratives. Child and adolescent mental health, 27(1), pp.47-58.
20) Haenschen, K. and Tedesco, J.C., 2020. Framing the youth-led movement for gun violence prevention: How news coverage impacts efficacy in generation Z, millennials, and gen X. The International Journal of Press/Politics, 25(4), pp.653-675.
21) Mayes, E. and Hartup, M.E., 2022. News coverage of the School Strike for Climate movement in Australia: The politics of representing young strikers' emotions. Journal of Youth Studies, 25(7), pp.994-1016.
22) Grasso, M. and Giugni, M., 2022. Intra-generational inequalities in young people's political participation in Europe: The impact of social class on youth political engagement. Politics, 42(1), pp.13-38.

23) Embleton, L., Shah, P., Gayapersad, A., Kiptui, R., Ayuku, D. and Braitstein, P., 2020. Characterizing street-connected children and youths' social and health inequities in Kenya: a qualitative study. International journal for equity in health, 19, pp.1-18.
24) Huttunen, J. and Albrecht, E., 2021. The framing of environmental citizenship and youth participation in the Fridays for Future Movement in Finland. Fennia, 199(1).
25) Kristiansen, E., Strittmatter, A.M. and Skirstad, B., 2019. Stakeholders, challenges and issues at a co-hosted youth Olympic event: lessons learned from the European Youth Olympic Festival in 2015. Sport in Europe, pp.144-160.