

# A Study of Media Preferences and Leisure Time Management of Judges

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## Abstract

Judicial system is one of the pillars of Indian democratic system so are the Judges, the important part of Indian society. This paper is based on the research work done on the district level judges and various media options available to them. Their preferences of media form for specific time of a working day and also how they include various media in their leisure time is studied to know media preferences of Judges. The study allows the researcher to understand the choices of judges among the various media options available, which form of media is used in which part of day, how much part of that media is read, listened or viewed and how much time media get in their leisure time. It appears from the study that newspaper is the most preferred media for the judges in the morning hour showing that information precedes over entertainment in early part of the day while choice of Television programs at night and late night show that entertainment precedes over information.

**Keywords:** judiciary, media, preferences, newspaper, radio, magazine

## 1. Introduction

To know about people media use and preferences is important for Sociologist, Psychologists, Media planners, Communication researchers, Market researchers and Advertisers. All of them have different approaches as their aim of study is different. The communication research approach will be helpful for media planners and advertisers. Regarding media consumption and preference we are assuming that the people themselves are choosing media for their use and for that use and gratification approach of communication can be well chosen in the line to study the media preferences of judge at district level. The present study tries to know the media preferences of the judges of district level judiciary in India. As Conference of Court Public Information Officers (CCPIO) in media survey observed the judges on their change of attitude towards media due to the influx of modern media technology is still missing. For United State judicial community year wise comparative data is available for analyzing that how new media technologies influences social media and cultural. 'The 2011 Conference of Court Public Information Officers' courts survey and new

media examines the judges' perceptions about new and social media in general, and the use of social media sites like twitter, myspace, facebook etc., how judges are using social and new media technologies, and other allied issues (CCPIO new media survey, 2011). This type of surveys on judges are lacking in India.

## 2. Importance of Study

The outcome of the media preference survey we will precisely know which media channels are the most optimal and effective for the communication with the judges. We can evaluate which information channels should be utilized and what type of communication is desirable to achieve particular goals where the judges are in the role of consumer. Media preference survey will provide answers on the following questions-Through which media sources do the judges gather information? Which particular channels do they prefer? When and how do they get information? With what frequency do judges obtain information from particular media source/channel? (<http://act-gr.com/eng/index/page/62>)

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## 2.1 Objectives

1. To study the media preferences of judges.
2. To study time preference for opting particular media.
3. To study media preference for leisure time.

## 2.2 Background Studies

### 2.2.1 Importance of judges

Indian judicial system consists of Supreme Court which is apex body for all criminal and civil hearing. At the next level comes the high court for each state and common high courts for some states and at the third level comes the district courts in each district for hearing criminal and civil cases at that level. Beside this other court are also available such as family courts, consumer courts, tribunals etc. (Paranjape 2006).

Judicial system is one of the pillars of Indian democratic system so as the Judges are the important part of Indian society. They get special respect due to the nature of profession they are involved. Historically also they get especial places in Indian society as they were described as 'God' in Hindi proverb "Panch Parameshver" which means the five judges of panchayat were considered as equivalent to God and their judgments were followed without question (Prem Chand, Panch Pramerswar). These 'panchs' were the Skelton of judiciary system at village level that existed since time immorial. Panchayat is the traditional form of administrative and judicial units at the village level for the governances and judicial functioning. Earlier the elders and influential peoples of villages were used to hold the post of four panchs and one surpanch making the total of five. But now these panch are elected leaders after the implementation of Panchayati Raj Vavatha. Now they are only administrative unit and judicial functioning is not given to them. Many legends are associated with the judges. Only those kings were considered to be good and kind who were good at judgment (Nyay Priya in Hindi). Tales of Judgments given by king Vikramaditaya, Raja Boj, Jahangir etc are still very popular. 'Jataka' and 'Panchtra' tells quick and inspiring judgment stories which not only give moral lesson but also demonstrate the importance of being in the positions of judge and responsibility associated with it.

In this paper judges of the district level are chosen to study for their preference and how they involve media for their leisure time management. To understand the people under study we need to understand the nature of judicial structure at district level. The district court is present in each district (administrative unit) and it may be common for some districts where the population is less. These courts deal both civil and criminal cases. Out of three tier system of district courts, The court of Judicial Magistrate (JM) is the lowest court for criminal proceedings. The

Court of Judicial Magistrates can make a decision on criminal cases punishable with imprisonment of up to 5 years. On the civil side, lowest level is the court of Civil Judge (Junior Division) which, decides small financial cases.

In hierarchy middle court is the Court of the Chief Judicial Magistrate (CJM) on the criminal side and Court of Civil Judge (Senior Division) on the civil side. Civil Judge (senior division) can make a decision on civil cases of any valuation. There are numerous additional courts of Additional Civil Judge (senior division) for smooth functioning and with same Jurisdiction of the principal court of Civil Judge (Senior Division). On criminal side the Chief Judicial Magistrate (CJM) can try those cases which are punishable up to the imprisonment of 7 years. At the top level there is court of district and sessions judge assisted by courts of additional district and sessions judge having same judicial power as of the district and sessions judge ([http://indiancourts.nic.in/main\\_continue.html](http://indiancourts.nic.in/main_continue.html))

### 2.2.2 Interaction with media

Judges when interact with media first thing that comes in the mind is 'conflict with media'. The reporting of cases from the court room sometimes leads to the contempt of court, and both of them blame each other crossing their jurisdiction and other kind of conflicts also comes to the surface. But the judges also interact with media in other way. The combination of personal and mass media technology is useful for professional activities of district level judges (Singh & Singh, 2012). They spend time with media, watch television and cinema, and listen to the radio, read newspaper and magazines. They have different media preference at different time of day also different program preferences. The researcher tries to understand their media presences. Media preference means different thing to different people—for programmer it means to understand the choice of the receiver and according to that they change the content and format of their programme. For the advertisers it helps in deciding the market segmentation and media choice for putting advertisement at right time. For the receiver it is their choice of programme they want to receive at a particular time. According to the dictionary of Macmillan preference is defined as a feeling of liking or wanting someone or something more than someone or something else. It is also defined as a greater liking for one alternative over another or others. As the judges are highly qualified and consider having judgmental nature at every aspect of choosing for their personal use also the study of their media preferences is crucial for media and advertisers. By choosing the paradigm of use and gratification the study can proceed well. (Kraaykamp & Van Eijc, 2005). The results of people choice study (1940) that many psychological factors play role in different media effect. People try to create balance between ideas around them and

their own self image. (Rodman, 2001, p. 279) This leads to the selective media exposure, perception and retention and also for their media preferences. During 1960s and 1970s researchers argued that audience use media to satisfy certain psychological needs that may be need of information, social interaction and entertainment. They also use media according to their mood or for appearing well informed in front of their friends. (Stewart, Lavelle, & Kowaltzke, 2001, p. 65) The live example I had gone through when my husband who is professor in management department asked me and my daughter to switch to news and sports channel because he felt embarrassed for lagging behind his colleague about the current information about IPL (April 2012). My little daughter prefers cartoon channels and me the daily soap operas leading my husband to watch the same what we watch in evening time on television. Also there is occasional fight between my friend and her husband over the possession of TV remote and preferred channel. Thus individual members in an audience made conscious and motivated selection of channels and programmes (Kumar, 2001, p. 330)

### 3. Research Methodology

To understand the media preferences and leisure time management of judicial officers of Jaunpur district, 50 judges are selected as sample for collecting primary data. The finite universe of the working and retired judges of the Jaunpur is around 200. In absence of sampling Frame the researcher has taken list of retired judges from 'Vikas Pustika of Jaunpur district' which is published by 'Suchana aur Jan Sanchar vibhag' of district and list of working judges is obtained from the office of district court. Kolmogorov test is used for testing the hypothesis as it is appropriate for comparing observed and expected preferences (Churchill, Lacobucci, Israel, 2010).

#### 3.1 Sampling Method

For conducting successful study purposive sampling is done. 50 judges are chosen from the finite number of 200. Further these 50 judges are divided into two category of working and

retired, and 25 judges are selected from each category. Structured interview, questionnaire and observation methods are used for data collection.

#### 3.2 Editing and Tabulation of Data

After collecting raw data, it is examined for detecting errors and omissions to correct where ever it is possible. Careful inquiry is done of the finished questionnaire. Editing is done to guarantee that the data are precise, reliable with the particulars gathered, consistently entered, as inclusive as possible and arranged to make possible coding and tabulation. Central as well as field editing is done. When any type of difficulty were faced in determining the answer, respondents were contacted again for explaining. In case of non possibility of appropriate respond the entry of 'No Answer' was made for the doubtful replies. Assembled data is arranged it in form of rows and columns of table.

### 4. Analysis and Interpretation

#### 4.1 Newspaper Preference

The researcher tries to understand the preference of judges about the newspaper; they prefer business newspaper or regular newspaper? As the chance of choosing is equal the null hypothesis that follows:

**H<sub>1</sub>** – there is no preference of newspaper among judges.

The null hypothesis is that there is no preference of newspaper among judges, so it would be expected that 50% of sample would like each newspaper. The cumulative distribution function resulting from this assumption is presented in table 1.

Kolmogorow–Smirnow D is equal to the absolute value of maximum deviation between observed cumulative preference proportion and theoretical preference proportion. In case of newspaper preference of judges, Calculated  $D=0.5-0.1=0.4$  and Critical D (for large sample) =  $1.36/\sqrt{50}=0.192$ . Calculated D exceeds the critical value, therefore null hypothesis is rejected and preference for regular newspaper appears to be true.

**Table 1.** Observed and theoretical cumulative distribution of newspaper preferences

Types of newspaper	Observed number	Theoretical observed proportion	Cumulative proportion	Theoretical proportion	Cumulative proportion
Business newspaper	5	0.10	0.10	0.50	0.50
Newspaper	45	0.90	1.00	0.50	1.00

### 4.2 Time Preference for Reading Newspaper

When asked about the time preference for reading newspaper all the judges tell that they find morning hour most suitable for reading newspaper. No judge opt for breakfast time, evening or bedtime for reading newspaper. All the judges prefer morning hour for reading newspaper as depicted in the table 2.

### 4.3 Media Preference in Morning Hour

When asked which media they prefer to use during morning all the judges votes for newspaper. Newspaper reading is the most preferred media habit in morning hour for the judges (table 3).

### 4.4 Preference for Other Media in Absences of Morning Newspaper

In case of not arrival of their regular newspaper the judges were asked about their media choice. The null hypothesis derived by the researcher is H2 - there is no preference for media in case of

absence of regular newspaper. The following data is available about the media choices in absences of regular newspaper (table 4).

Figure 1 shows 44% judges does not bother any substitute newspaper if their regular newspaper does not arrive, while 18% goes for any other newspaper, 28% goes for electronic media and only 10% goes for book or magazine. In this case Kolmogorov –Smirnow D is very close to the absolute value of maximum deviation between observed cumulative preference proportion and theoretical preference proportion. Calculated D exceeds the critical value, while one option of questionnaire ‘does not bother’ leads, logically it can be concluded that they want their regular newspaper, but in absence of that they may go for others.

### 4.5 Time Spent for Reading Newspaper

When asked how much time they spend with newspaper. The statistic show that more of the judges (72%) prefer to read newspaper for less than one hour (table 5).

Page preferences during first reading- when asked which page they first read (table 6).

**Table 2:** Time preference for reading newspaper

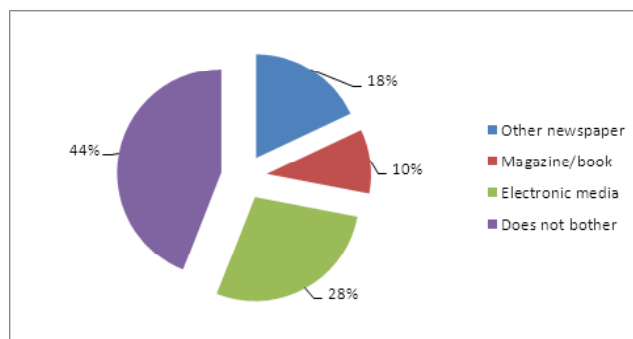
Answer	Number	percent
Morning hour	50	100%
Breakfast time	0	0%
Evening	0	0%
Before going to bed	0	0%

**Table 3.** Media preference in morning hour

Answer	Number	Percentage
Newspaper	50	100%
Television	0	0%
Radio	0	0%
Internet	0	0%

**Table 4.** Preference for other media in absences of morning newspaper

Answer	Number	Percent
Other Newspaper	9	18%
Magazine/book	5	10%
Electronic media	14	28%
Does not bother	22	44%
Total	50	100%



**Figure 1.** Media options of unavailability of Newspaper

**Table 5.** Time spent for reading newspaper

Answer	Number	Percent
Less than half an hour	18	36%
More than half an hour	18	36%
One to two hour	14	28%
Total	50	100%

**Table 6.** Page preferences

Answer	Number	Percent
Front	23	46%
Sports	9	18%
Business	0	0%
Local	14	28%
Editorial	4	8%
Supplement	0	0%
Total	50	100%

### 4.6 Media they Prefer Most for Spending Leisure Time

It was considered by the researcher that there are no particular choice or media preferences for leisure time spending. The null hypothesis arrived on the basis is:

**H3** –there is no media preference for leisure time spending.

When asked which media they prefer to spend leisure time 23 of them given newspaper as their first choice (table 7).

In one sample Kolmogorov-Smirnov test the mean value is 2.100 and standard deviation is 0.81441 for normal deviation. The “Absolute value of most extreme difference (D) is found to be 0.369(table 8) and the Asymp. Sig (2-tailed) is less than 0.05 which indicates the rejection of null hypothesis, therefore it can be concluded that during leisure time they have significant media preference.

### 4.7 Media Preferences during Travelling

Figure 2 shows during travelling highest percentage of judges (64%) reads the magazine, followed by newspaper (18%).10% does not bother for anyone, while 8% uses anyone.

**Table 7.** Media preference for spending leisure time

Answer	Number	Percent
Newspaper	23	46%
Television	14	28%
Radio	0	0%
Magazine	4	8%
Folk media	0	0%
Internet	9	18%
Total	50	100%

**Table 8.** One-sample Kolmogorov-Smirnov test

	Media options
N	50
Normal Parametersa	2.1000Mean .81441S. D.
Most Extreme Differences	.369Absolute .369Positive 
Kolmogorov-Smirnov Z	2.608
Asymp. Sig. (2-tailed)	.000
a. Test distribution is Normal.	

### 4.8 Time Preferred for Watching Television

When asked at what time they preferred to watch Television 4 out of 50 tell they prefer Morning hour for watching TV. 14 of them prefer evening hour. 36 of them prefer night and 9 of them preferred late night hours for watching Television. This statistic arrived because some of the judges preferred to watch Television more than once in a day and opt for more than one answer (table 9).

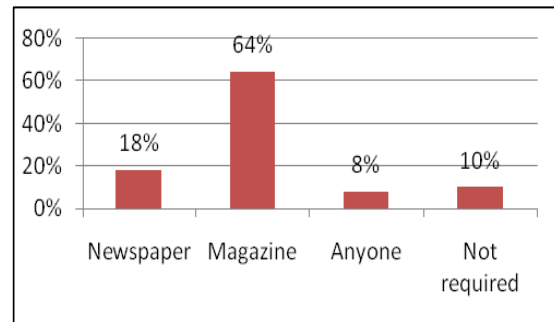
8% of the respondents prefer morning hour for watching TV. 28% preferred evening hour. 72% of them prefer night hour and 18% prefer late night hours.

## 5. Conclusion

The study reveals that judges certainly have preferences in media selection during different hours of the working day. In morning hours judges prefers to read newspaper over any other form of media. Also they prefer regular newspaper over business newspaper. They prefer to devote less than one hour for newspaper reading. Newspaper reading also show specific pattern as the front page is most read among all other pages of newspaper. During night time television is most preferred media. Radio gets only half an hour on holidays. Leisure time is mostly spent with newspaper and television. Most of the judges spend around one hour with television. While traveling they prefer to read magazine, the analysis show there is significant preference about the selection

**Table 9.** Times Preferred for Watching Television

Answer	Number	Percent
Morning	4	8%
Evening	14	28%
Night	36	72%
Late night	9	18%



**Figure 2.** Media usage while travelling



of media at different hours of the day. Also there are significant preferences in media selection during leisure time management while there is no significant preference of type of media selection in case of absences of regular newspaper.

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