Modern communication Technology Uses & Gratification with Special Reference to Compact Disc in Pakistan

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ABSTRACT

This empirical and explanatory study examines the technological advancement in the field of communication. Today children of various ages have curiously been involved in using these communication technologies. The compact disc has become a routine wise exercise of children. This paper discusses the uses and gratification of the children with contents and its entertainment level in Pakistan. Digital technology empowered the growth of information. Conceptual & operational definitions have been made of dependent and independent variables. Data has analyzed through descriptive & inferential statistics.

Key words: communication advancement, Technology, Users of the Compact Disc and, Gratification of children

1. INTRODUCTION

All form of media whether it is print or electronic are strongly attached for the entertainment purpose. As the growups who are having thirty two hours a week of freedom time available for hobbies and other activities to enjoy from the demands of work and duty and they obtain a ease from the state of being bored and they want to get away from the pressure of daily life. The mass media which is affording pleasure commonly known as entertainment will become more important than it is at the present time. The digital technology has empowered the growth of information that serves the specific function to people to communicate, to get connected and to obtain mental understanding among them. New media is favorable condition for the attainment of production and to spread information from hay to dry. Computer network is the out come of Internet. It takes e-mal & information from net and provides you World Wide Web. The usage of telecommunication has been increased like telephones; Fax Machine and the price paid to acquire them have dropped. There is a conception about the computer that it has the ability to collect, summons, and to restore all information and entertainment to the people, and other human communication. From typewriter to modern computers, the new creations of technical mean have called a contest to time and distance has warned the growth of new communication media.

1.1 Modern Communication Technology

The prevailing tendencies of using Computer discs are available in different contents like cartoons, songs, Games, films (English Urdu), computer software’s, Wallpapers, Religious programs etc. Simple and easy usage of CDs with the quality of easily moveable has become a way of life of almost every one belonging to different spheres of life. as it contains the variety of Games, cartoons, English Urdu movies and songs are the most sufficient carriers providing colorful entertainment content consist of multiple choices, and it has properly meets the requirements of people. Possibly but not actually it has increased much of importance. As it is of the view the easy availability of CDs in the market, as CDs are available everywhere in the market with low prices and meeting all the desires of people and it serves the people CDs are used to inform, entertain and to educate individuals.

The compact disc generally knows as CDs need a serious attention in the increasing trend of new communication technologies. The CDs no doubt, provide a choice and handed over control of multidimensional entertainment content with the notion high school crammed with the rising number of students. (Watson, 2003:48) (ARC) which are a leading CD and DVD authoring and Replication Company now offer a technically advanced and unique “DVD on demand” solution. Its high profile customer base will be able to how film on their website hosted by multimedia Replication. (MMR) this system will use by companies for a variety of use such as personalized training scheme and tailored sale presentation. A formula one rating company has show interest in the technology “DVD on demand” from Multimedia companies.

1.2 Statement of the Problem

Modern communication technology facilitated the users that provides various contents and certain types of CDs for entertainment, information and education purposes. Today is a digital world and the users conceive it as their needs. The statement of the problem is “Modern communication technologies in Pakistan with special reference to Compact Disc Uses & Gratification”.

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1.3 Significance of the Study

This study explored the validity and its impact on the users of compact disc. The present study is provides avenue for the coming researchers. It will add new knowledge and maximize the circle of empirical research. Compact disc aimed to focus the modern communication technologies competing VCR, Cable, Internet, Audio and Video cassettes, etc. CDs containing different Games and vehicles race, Multidimensional Cartoons and wrestling and Motion pictures English and Urdu, and poetic Melodic. All these are characterizing with magnificent entertainment and more important and highly accelerating with numerous violence incidents charged. All the above facts compel the researcher to take initiative for investigation the phenomenon. This study will explore the amount and purpose of use of CDs as compared to other medium among the male and female students of D.I.Khan city belonging to different level of age groups.

1.4 Limitation of the Study

The limitation of the study is distribution of questionnaire. The respondents were of low and high ages. Many private and government schools are included in the survey for face to face interview. The initial response was low. Therefore, a new strategy was adopted for collecting responses from 120 children. “This allowed the addition of nine responses to reach the total of 320 respondents. Today’s target population is a challenge. This hindered the distribution of 320 questionnaires. As a result, time was lost, and a smaller overall target audience was exposed to the survey instrument. U&G approach, this study examined students’ perception for using CD technology. The results of the study can be easily generalized. This study clearly highlighted the exposure of the children and their isolation”. The population has been set at college level teenagers because of low rate of personal contacts.

1.5 Delimitation of the Study

We always search media economy. Because our knowledge little. This delimitation of knowledge compels us to get more and more. This motivates the researcher to explore the use of particular compact disc. “Due to the increased popularity of being a communication tool of the modern technology, it is not surprising that many researchers have examined why and how teenagers use CDs’ for gratification. A strong believe is that Uses and Gratifications approach explains the new media if the technology supports the student’s desire”. This study can not empirically test through qualitative approach. The research design is cross-sectional not longitudinal.

2. Objectives of the Study

1. To explore the children’s using habits of computer network with special reference to CDs
2. To document the TAM as an optional for children in regard to children use regarding CDs.

3. LITERATURE REVIEW

The existing literature on the subject matter looks into the work already done. Many studies have been declared adolescent and children were affected by video games. Aggressive behavior and video games have been found correlated. Some aspect of performance has also been taken by the children very interestingly. Analytical approaches to cultivation have been remaining a focal field of investigation of communication scholars. Video games are totally new phenomena. It has been considered a tool of entertainment. “The first Meta analyses (Anderson & Bushman, 2001; Sherry, 2001) show there is a steadily growing body of research looking at their impact on players”. The prominence of violent content in many types of games (Heintz-Knowles et al., 2001) and its potential association with aggression has attracted particular attention (e.g. Griffiths, 1999, 2000). “These researchers were of the opinion that violent contents play a vital role in shaping the mind of the children”. “It was noticed that the cultivation theory of TV effects applied to the impact of video games on perceptions of the world and attitudes of game players (Griffiths, 1999, 2000; Sherry, 2001; Subrahmanyan, Kraut, Greenfield, & Gross, 2001)”. Anderson and Dill (2000) “looked at measures of crime likelihood and safety feelings in their study of aggressive thoughts, feelings and behavior”. “They are the main explorers whom research deeply snap the idea of feelings and behavior of video gamers”. Observers are of the opinions that video games format beliefs and attitudes (Hawkins, Pingree, & Adler, 1987, p. 553; Hawkins & Pingree, 1990, p. 49; Shrum, 1995, p. 404).

TV viewers sees every thing on the screen and offer many action to do along with many things no to do. “The higher level of involvement may mean that violence in computer games has a much bigger impact than violence on television (Dill & Dill, 1998, p. 411; Griffiths, 1999; Anderson & Dill, 2000, p.772; Sherry, 2001, p. 411)”. Many studies have shown that there is an association between video games and their performance in school (Harris & Williams 1985; Lieberman, Chaffee, & Roberts, 1988; van Schie & Wiegman, 1997; Roberts, Foehr, Rideout, & Brodie, 1999; Anderson & Dill, 2000; Walsh, 2000). Social learning theories of aggression (Anderson & Bushman, 2002; Huesmann, 1986; Patterson, DeBaryshe, & Ramsey, 1989) “have dominated most of the discussion of video game violence”.

Japan has a unique characteristic which differentiates it from others. Japan is more likely to pay attention in a situational context as compared to West (Masuda & Nisbett, 2001; Nisbett, Peng, Choi, & Norenzayan, 2001). Cultural differences were the most important factor in giving meanings and emotions. “As noted by Mesquita and Leu (2007), whereas people in independent contexts view emotional situations mainly from their own perspective . . . people in interdependent contexts assess the emotional meaning from the perspective of other people or a generalized other” (p. 739). The most recent studies found that frequent exposure to video games increases crime. On
the other hand increased exposure may have caused crime rates to decrease (Dahl and Dellavegna 2009; Ward 2011).

Educational value derives from a much broader variety of learning opportunities (Nathan & Robinson, 2001). In fact, every change in the mental organization of a person is considered development, respectively learning” (Bjorklund, 2000).

Current mood state with the goal of reducing depressed mood (Zillman, 1988). In particular, media which distracts individuals from a depressed mood is more likely to be selected (Dillman-Carpentier et al., 2008). Media is a particular behavior which shows negative and dark contents of video that contains the material. This type of situation may be sought out by individuals with depressed mood (Chen, Zhou, & Bryant, 2007; Nabi, Finnerty, Domschke, & Hull, 2006; Strizhakova and Krcmar, 2007). Dillman-Carpentier et al. (2008) suggest that depressed adolescents may seek out media which is exciting including media with violent content and that such media may improve depressed mood.

People develop their own motives and needs to get their gratification or find a solution for their problems, which they meet through media consumption or non-media-based activity (Lucas & Sherry, 2004). For example: “some people play video games to meet their need of entertainment and excitement, while others play video games to meet their social needs”. The study by Ruggiero (2000) “shows that the Uses & Gratifications theory has its starting roots in the 1940s where researchers studied why people kept listening to certain radio shows”. The uses and gratifications theory is, according to McQuail (1994), a sub tradition of media effects research. 4. THEORETICAL FRAMEWORK

A set of reason from which hypothesis is deduced. It is a set of systematic rational statement or content, which can explain or predict social phenomenon is called theory. My study is based on the following theories.

4.1 Cultivation Theory

It was presented by George Gerbner and gross (1976) at amen berg school of communication at the University of Pennsylvania. The theme of there is to study the effects being produced by extensive use of TV programs. Gerbner conducted on comparison of heavy & light viewers to support his cultivation theory. Gerbner says, TV is creating reality which is different from social reality. He further says that average viewers watch TV four hours in a day. The heavy viewer watches more. For heavy viewers TV monopolies & replaces other sources of information idea & communication. Again he said TV heavy viewers are likely to be influenced by TV reality & by its reality gets cultivation into the minds of heavy viewers.

The cultivation theory is a relative theory for my study as it explains how consumers make the extensive use of the compact Disc contents. It will be on the comparison of heavy and light viewers of the CD are how the heavy user of CD’s replaces other source of information idea and communication.

4.1 Selectivity theory

Selectivity theory was developed by Headly Candril in 1940. The basic purpose of selectivity theory is to know how people react towards the message and content of mass media. There is a humbardment of information, education and entertainment from mass media. So every human defend him/her self from over flow of information and they are filtering relevant information’s. The selectivity theory is a relative theory for my study as it explains how consumers make voluntary choice to use compact disc in specific context in the presence of other medium.

4.2 Uses & Gratification theory

Uses and gratification is basically workout in the 1940s. The revival was made in 1970s and 1980s. This approach is the creation of social sciences paradigm. Media use and fulfillment of individual psychological needs is the thrust of the theory (Blumler and Katz 1974). Uses and Gratification theorists argue that peoples need influence how they use and respond to the medium.

Theorists argued that audience needs have social and psychological origins which generate certain expectations about the mass media. Leading to differential patterns of media exposure draw both the gratification of needs and in other consequences.

Compact disc is rapidly grown because this creates interconnectivity between the users. This theory discusses the potency of users need on the compact disc. Uses & gratification of modern technology is more compatible as compared to traditional media. People use media according to their own needs and desires. They have received CD media on their own and are exposing to the nature and contents also according to required perspective.

4.5 New Media theory

This theory support the present study as the compact disc was a new technology in the company of video cassettes and audio cassettes as well as the computer. CD-ROM and DVD-ROM are the new technology which replaces the VCR and people like to watch movie on DVD for the improved quality of picture and sound. And in this the people tended towards the Compact disc in the presence of the other old medium, and acquire the objects at faster rate.

4.6 Medium is the Message (1964)

Catchy phrases of Marshal McLuhan are very famous. This phrase cited above is developed by Marshall McLuhan. Medium embeds itself in the message, creating a symbiotic relationship by which the medium influences how the message is perceived. He emphasizes the notion in his famous book, understanding media. He said that a medium affects the society in which it plays a role not only by the contact delivered over the medium, but also by the characteristics of the medium itself.

4.6 The diffusion of Information

Through mass media we learn about innovation, discoveries, accidents, assassinations, revolutions, and natural disasters. How soon after these events we hear about them and what the source of our informative where are question that preoccupy those interested in the diffusion of information. It is noticed that messages information travels and the communication channels through which it spreads to a community of receiver. Everett Rogers (1995) diffusion of Innovations, defines diffusion as the process by which an innovation is communicated through certain channels over time among
members of a social system (1995, p.5). CD’s are available as different topic a variety of Iran ovations for information, education of entertainment. People use CDs to expose themselves to new way of having entertainment information.

5. Theoretical Statements
1. People use media.
2. People use print media.
3. People use electronic media.
4. People use media for information, education, and entertainment purpose.
5. CDs and DVDs computers are also electronic media.
6. People use CDs as medium for information education and entertainment purpose.
7. CDs are used in different content, entertainment, education information etc.
8. People expose to the various content of the CD’s for the information purpose.
9. People expose to the various content of the CD’s for the education purpose.
10. people expose to the various content of the CD’s for the entertainment purpose.
11. Children use CDs for entertainment purpose.
12. Both use CDs for entertainment purpose.
13. Use of CDs fair influence children behavior and other activities.
14. Use of CDs fair influence children educational activity.
15. CD use influence children mental sharpness.
16. CDs use influence children attitude towards their family members and class mates.

Conceptual explication of independent variable

The mass media use in a broader type which include all type of electronic and print media with variety of concepts. We can break these broad concepts down into related dimensions. The following lower order concept can be derived from the conceptual explication.

Here entertainment available in CDs is independent variable which is available in a variety of contents. By narrowing down the concept we have got our desired dimensions. Following lower order concept can be derived from the conceptual explication of entertainment contents of CD viewing.

4.1 Exposure to CD’s entertainment contents

Conceptually it means the amount of attention an individual pay while watching the entertainment programs on CD’s.

4.3 Conceptual explication of dependent variable

Under the study of new technology “usage of CD’s” is a broad concept in view of its actual and real domain in D.I.Khan society. Researcher explicated this dimension into further relevant lower order concept of effect of CD’s on the respondents. This concept is known is dependent variable of this study. Researcher wants to observe the effects of CD’s entertainment programs on the viewers.

4.4 Viewers of CD’s entertainment programs

This study will focus on children students studying in private and government schools and young student’s users of CD’s

6. ASSUMPTION & HYPOTHESIS

- People who frequently use CD’s are socially more isolated have minimum contacts outside of their families and have less, outdoor activity capabilities and opportunities,
- People who infrequently use CDs tend to be more outdoorsy type and are high on formal and informal social participation.
- People who infrequently use CDs tend to involve more in families and friends where exchange of views, opinions and information frequently occurs.
- People who paid more attention to the CDs contents tend to be more aggressive and they produce tensions and conflicts they became sluggish. And because of these-unsatisfied needs they are then intended to mass media consumptions for "harmonizing, servicing.

Therefore

On the basis of literature review and theoretical framework I have derived following Hypothesis:

- Higher amount of CD’s usage will show higher amount of exposure to different contents of CD’s.
- Higher amount of Exposure to CD’s contents will show higher amount of attention paid to different contents.
Higher amount of attention paid to the CD’s contents will show higher amount of effects on their lives.

7. METHODS

Procedure

It is both descriptive and exploratory because the aim of the study is to investigate the factors that consumption of CD’s & Technology acceptance model. The data used for the study is primary collected through structured questionnaire distributed among the targeted population of D.I.Khan, Khyber Pakhtun khawa, Pakistan. A survey based questionnaire was used for data collection on this topic. The methodology for survey was tested on buying center members (children from class 5th to 12th) to explore different facets of their buying behaviors. The population of the research study consists of children studying in different schools of Dera Ismail Khan City. A random sample of 310 buying center members both male and female who consume CDs were frequently studied for examining different phases of children consumption. The target population for the study comprised of children using CD’s in the district of D.I.Khan. Convenience method of sampling was used due to the availability and accessibility of infinite respondents.

DATA ANALYSIS

The data is analyzed through both descriptive and inferential statistics. Frequency distribution, measure of central tendency and correlation matrix is used.

Research shows that 73.5% were and 26.4% were female respondents of CDs Use respectively

Table 2: Age

<table>
<thead>
<tr>
<th>Age</th>
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Source: Researcher’s Analysis (2011)

The above table and figure shows that 75.6% users were in age between 8 to 10 and 14 % were of age greater than 10 years and only 10.4 % were between the ages of 6 to 7 years.

Consumption pattern of CDs among Children

Note: Categorization of Mean

1. 0–2.49 = Below
2. 2.50–3.49 = Average
3. 3.50–5.00 = Above average

Table in annexure shows that Mean scores on all the items in the scale are above the Mean category of average (2.50–3.49), showing that the consumption of CDs among children is positive in all aspects of communication

Table and figure reveals that, 40.4% respondents Use CDs for entertainment, 30.1% often use CD’s for education and 24.9% for information. Detail is given above.

The above Table depicts that, 39.9% respondents are use cds at their home, 34.7% respondents at their school and 25.4% respondents are using cds with friends.

8. CONCLUSIONS & RECOMMENDATIONS

According to the descriptive analysis of the study 73.5% male and 26.4% female children are using CDs. About 75.6% of users are between the ages of 8 to 10, 14 % of users are greater the age of 10 and only 10.4 % of the users have age less than 6 to 7. Study concludes that Trust is the most influencing factor on user’s adoption of CDs use.

Awareness

Awareness is the second most significant factor effecting children adoption of CDs use Perceived usefulness has come out to be the significant factor influencing upon children behavior towards online CD use. The results are in line with TAM which states that the extent of the adoption of new technology depends upon its usefulness. Users will adopt it if they found it useful. Security and Privacy is also effecting significantly on users adoption of CD usage Perceived ease of use is the only variable which did not show a significant result.

Recommendations for further Research

The purpose of the study is to find out factors influencing the consumption and adoption of CDs use in Pakistan with special reference to Pakistan but there is still room to conduct study from different perspective. Below are some recommendations for future studies.

• This study has tried to find out the adoption behavior of children users, there is a need to investigate the intention of non-user toward CDs use for instance old age people.

• The variables used in the study are adopted from extensive literature review but it is also possible that some others important variables were left out so in future more theoretical proved variables should be used to predict the adoption behavior among children. Especially variables related to culture should be used to predict behavior as there is a marked difference between the culture of developing and developed world.

• The study investigate the factors influencing the adoption from the customers point of view but in future detailed study should be carried out to investigate from the producers point of view.

• In future studies larger sample size should be used to investigate the customer behavior toward the adoption as larger samples are more attractive to evaluate the customer’s behavior.

• Since this study is carried out in geographical
boundary of D.I.Khan, there is a need to conduct study covering different geographical areas. Also a comparative analysis should be performed to examine satisfaction of using traditional and innovative CD use.

REFERENCES


Annexure

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